

| Market                             | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations   |
|------------------------------------|----------------------------|------|--|
| Salt Lake City, UT .....           | 581,700                    | 41   | KOOG-TV (30), KSL-TV (5), KSTU(20), KTVX (4), KUTV (2)   |
| Spokane, WA .....                  | 313,900                    | 78   | KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KSKN (22), KXLY-TV (4)   |
| Minot-Bismarck-Dickinson, ND ..... | 144,100                    | 146  | KBMY (17), KFYZ-TV(5), KMCY (14), KMOT (10), KOCD-TV (7), KUMV-TV (8), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11) |
| Billings-Hardin, MT .....          | 88,400                     | 163  | KOUS-TV (4), KTVQ (2), KULR-TV (8), KYUS-TV (3)  |
| Missoula, MT .....                 | 76,300                     | 173  | KCFW-TV (9), KECI-TV (13), KPAX-TV(8)  |
| Great Falls, MT .....              | 66,300                     | 178  | KFBB-TV (5), KRTV (3), KTGF (16)   |
| Butte, MT .....                    | 48,400                     | 189  | KCTZ (7), KTVM (6), KXLF-TV (4)  |
| Helena, MT .....                   | 18,600                     | 210  | KTVH (12)  |
| Glendive, MT .....                 | 5,300                      | 213  | KXGN-TV (5)  |

| State Cross Reference List   |                |
|--|----------------|
| Communities That Receive Programs of Stations That are Located Elsewhere |                |
| KOUS-TV, Billings .....  | See Hardin, MT |

| Montana Station Status as of October 1, 1987 |     |     |       |
|--|-----|-----|-------|
|  | VHF | UHF | TOTAL |
| Commercial Television Stations               | 14  | 1   | 15    |
| Educational Television Stations              | 1   | 0   | 1     |
|  | 15  | 1   | 16    |

# Montana—Billings

**KTVQ**

Ch. 2

**Network Service:** CBS.

**Licensee:** SJL Associates Ltd. Partnership, 3203 3rd Ave. N, Box 2557 Billings, MT 59103.

**Studio:** 3203 3rd Ave. N, Box 2557, Billings, MT 59103.

**Telephone:** 406-252-5611. **TWX:** 910-975-1030.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10.2-kw aural. Antenna: 670-ft. above av. terrain, 383-ft. above ground, 4183-ft. above sea level.

Latitude 45° 46' 00.2"  
Longitude 108° 27' 26.7"

**Transmitter:** 2-mi. ESE of Billings on Westergard Hill.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

**News Services:** AP, CBS, MTN.

**Ownership:** SJL Inc. George D. Lilly, pres.-treas., 100%; Pamela D. Heilman, secy. See Group Ownership of Television Stations.

**Begin Operation:** November 9, 1953. Sale to present owner by Garryowen Corp. (J. S. Sample) approved by FCC Dec. 21, 1983.

**Represented (sales):** Blair Television; Montana TV Network.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jansky & Bailey.

**Personnel:**

KELLY SUGAI, general manager.  
LEE LAREVA, operations director.  
RON JACOBSON, chief engineer.  
AL NASH, news director.

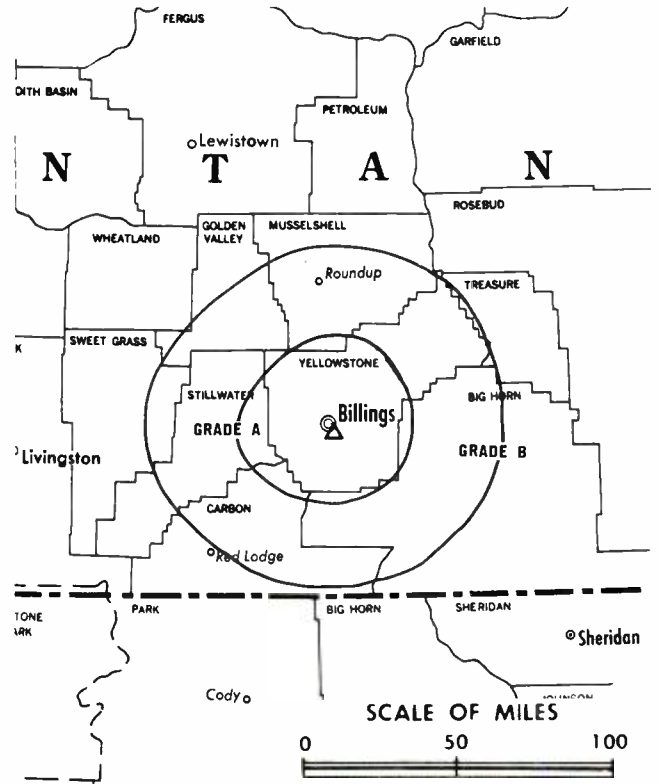
**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$770.

**City of License:** Billings. **ADI:** Billings-Hardin. **Rank:** 163.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %   |
|------------------------|----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>MONTANA</b> |                  |               |     |
|                        | Big Horn       | 3,500            | 3,300         | 94  |
|                        | Carbon         | 3,800            | 3,700         | 97  |
|                        | Custer         | 5,500            | 5,200         | 94  |
|                        | Golden Valley  | 400              | 400           | 100 |
|                        | Musselshell    | 2,000            | 1,900         | 95  |
|                        | Park           | 5,700            | 5,500         | 96  |
|                        | Petroleum      | 200              | 200           | 100 |
|                        | Powder River   | 900              | 800           | 89  |
|                        | Rosebud        | 4,500            | 4,200         | 93  |
|                        | Stillwater     | 2,400            | 2,400         | 100 |
|                        | Sweet Grass    | 1,300            | 1,200         | 92  |
|                        | Treasure       | 400              | 400           | 100 |
|                        | Wheatland      | 900              | 900           | 100 |



KTVQ BMPCT-4001 Granted 8/20/56

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| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %             |
|---|---------------------|------------------|----------------|---------------|
| <b>50% &amp; Over</b>                   | Yellowstone         | 49,000           | 48,200         | 98            |
|   | <b>WYOMING</b>      |                  |                |               |
|   | Park                | 9,100            | 8,700          | 96            |
|   | Sheridan            | 10,900           | 10,300         | 95            |
| <b>Between 25-49%</b>                   | <b>MONTANA</b>      |                  |                |               |
|   | Fergus              | 5,200            | 4,900          | 94            |
|   | Garfield            | 600              | 500            | 83            |
|   | Judith Basin        | 1,000            | 900            | 90            |
|   | Meagher             | 800              | 800            | 100           |
| <b>Between 5-24%</b>                    | <b>WYOMING</b>      |                  |                |               |
|   | Big Horn            | 4,500            | 4,300          | 96            |
|   | Washakie            | 3,600            | 3,500          | 97            |
| <b>Between 5-24%</b>                    | <b>MONTANA</b>      |                  |                |               |
|   | Chouteau            | 2,200            | 2,100          | 95            |
|   | Gallatin            | 18,400           | 17,700         | 96            |
|   | Phillips            | 2,200            | 2,000          | 91            |
|   | Richland            | 5,000            | 4,800          | 96            |
| <b>Between 5-24%</b>                    | <b>NORTH DAKOTA</b> |                  |                |               |
| Williams                                | 9,800               | 9,700            | 99             |               |
| <b>Station Totals</b>                   |                     | <b>153,800</b>   | <b>148,500</b> | <b>96</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                | <b>94,800</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                | <b>57,200</b> |

# Montana—Billings

## KULR-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** Wooster Republican Printing Co., 212 E. Liberty St., Wooster, OH 44691.

**Studio:** 2045 Overland Ave., Billings, MT 59102.

**Mailing Address:** Box 23909, Billings, MT 59104.

**Telephone:** 406-656-8000. **TWX:** 910-975-1020.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level.

Latitude 45° 45' 35"  
Longitude 108° 27' 14"

**Transmitter:** 2.7-mi. E of Billings.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Harris, 6.1-meter; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** The Wooster Republican Printing Co. See Group Ownership of Television Stations.

**Began Operation:** March 15, 1958. FCC approved sale to present owner by Harriscope Dec. 12, 1986 (**Television Digest**, Vol. 26:45). Sale to Harriscope by Crain-Snyder TV (Rex Baker, Arthur Miller & Thor Myhre) approved March 8, 1967 by FCC (Vol. 6:46). Previous sale to Crain-Snyder Television Inc. by Midland Empire Bcstg. Co. approved Dec. 17, 1962 (Vol. 2:52).

**Represented (sales):** Katz Television.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

E. D. (BOB) MERRILL, vice president & general manager.  
BOB KORUM, general sales manager.  
DEAN JANSMA, chief engineer.

**Highest One Hour Rate:** \$1100.

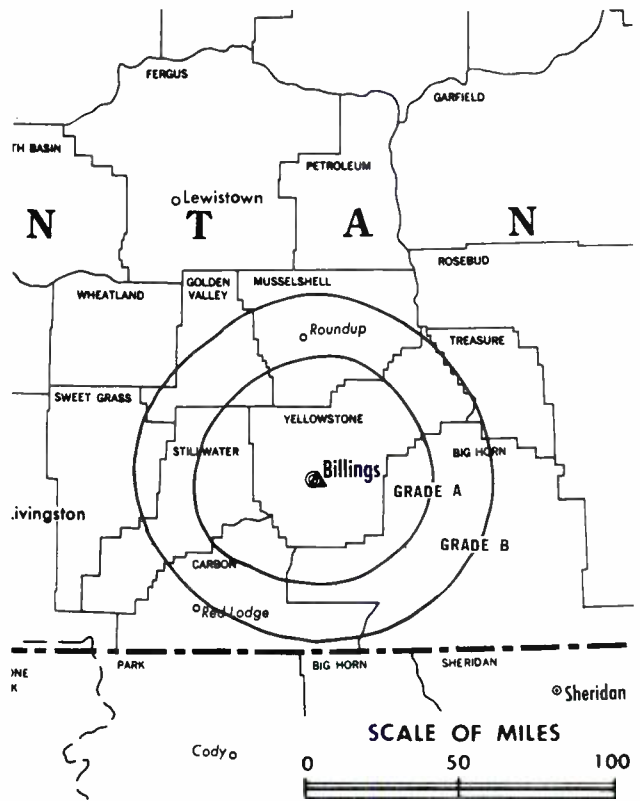
**Highest 30 Sec. Rate:** \$375.

**NETWORK BASE HOURLY RATE:** \$425.

**City of License:** Billings. **ADI:** Billings-Hardin. **Rank:** 163.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %   |
|------------------------|----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>MONTANA</b> |                  |               |     |
|                        | Big Horn       | 3,500            | 3,300         | 94  |
|                        | Carbon         | 3,800            | 3,700         | 97  |
|                        | Custer         | 5,500            | 5,200         | 94  |
|                        | Garfield       | 600              | 500           | 83  |
|                        | Golden Valley  | 400              | 400           | 100 |
|                        | Musselshell    | 2,000            | 1,900         | 95  |
|                        | Park           | 5,700            | 5,500         | 96  |
|                        | Petroleum      | 200              | 200           | 100 |



KULR-TV BMPCT-4810 Granted 11/21/57

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| Net Weekly Circulation                  | State County       | Total Households | TV Households  | %             |
|---|--------------------|------------------|----------------|---------------|
| <b>50% &amp; Over</b>                   | <b>Prairie</b>     | 700              | 600            | 86            |
|   | <b>Rosebud</b>     | 4,500            | 4,200          | 93            |
|   | <b>Stillwater</b>  | 2,400            | 2,400          | 100           |
|   | <b>Sweet Grass</b> | 1,300            | 1,200          | 92            |
|   | <b>Treasure</b>    | 400              | 400            | 100           |
|   | <b>Wheatland</b>   | 900              | 900            | 100           |
|   | <b>Yellowstone</b> | 49,000           | 48,200         | 98            |
|   | <b>WYOMING</b>     |                  |                |               |
|   | <b>Big Horn</b>    | 4,500            | 4,300          | 96            |
|   | <b>Park</b>        | 9,100            | 8,700          | 96            |
| <b>Sheridan</b>                         | 10,900             | 10,300           | 95             |               |
| <b>Between 25-49%</b>                   | <b>MONTANA</b>     |                  |                |               |
|   | Fergus             | 5,200            | 4,900          | 94            |
|   | Judith Basin       | 1,000            | 900            | 90            |
| <b>Between 5-24%</b>                    | <b>MONTANA</b>     |                  |                |               |
|   | Meagher            | 800              | 800            | 100           |
|   | Powder River       | 900              | 800            | 89            |
|   | <b>WYOMING</b>     |                  |                |               |
|   | Fremont            | 13,200           | 12,800         | 97            |
| <b>Station Totals</b>                   |                    | <b>126,500</b>   | <b>122,100</b> | <b>96</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                    |                  |                | <b>84,500</b> |
| <b>Average Daily Circulation (1987)</b> |                    |                  |                | <b>52,600</b> |

# Montana—Bozeman

## KCTZ

Ch. 7

**Network Service:** ABC.

**Grantee:** Bee Bcstg. Associates Ltd. Partnership, Box 6040, Bozeman, MT 59715.

**Studio:** Box 6040, Bozeman, MT 59715.

**Telephone:** 406-586-3280.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 44.1-kw visual, 4.41-kw aural. Antenna: 816-ft. above av. terrain, 306-ft. above ground, 6916-ft. above sea level.

|           |      |     |     |
|-----------|------|-----|-----|
| Latitude  | 45°  | 40' | 24" |
| Longitude | 110° | 52' | 02" |

**Transmitter:** 1.75-mi. W of Hwy. 10, 7.7-mi. E of Bozeman.

**Ownership:** Rose Communications Inc., gen. partner. RCI ownership: Benny Bee, pres., 100%.

**Began Operation:** September 1, 1987.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson.

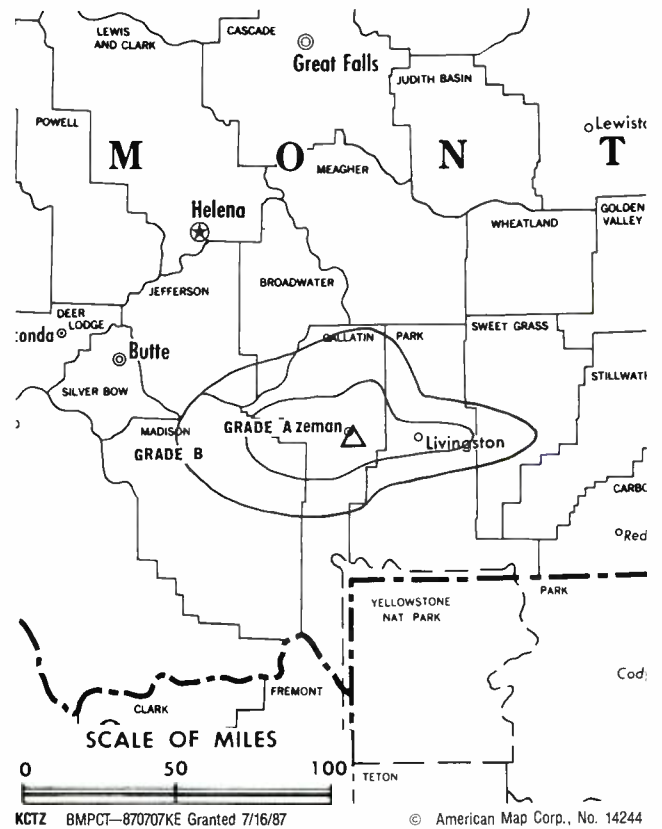
**Represented (engineering):** Hatfield & Dawson.

**Personnel:**

THOM CURTIS, station manager.  
J. R. MIDDLETON, chief engineer.

**Highest 30 Sec. Rate:** \$125.

**Arbitron Data:** Not available. **ADI:** Butte. **Rank:** 189.



KCTZ BMPCT-870707KE Granted 7/16/87

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# Montana—Butte

**KTVM**

**Ch. 6**

(Satellite of KECI-TV, Missoula, MT)

**Network Service:** NBC, ABC.

**Licensee:** Eagle Communications Inc., 340 W. Main St., Missoula, MT 59802.

**Studio:** 750 Dewey Blvd., Suite 1, Butte, MT 59701.

**Telephone:** 406-494-7603.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 1936-ft. above av. terrain, 213-ft. above ground, 8458-ft. above sea level.

Latitude 46° 00' 27"  
 Longitude 112° 26' 30"

**Transmitter:** On mountain peak, 2.6-mi. E of Butte.

**News Services:** AP, ESPN, NBC.

**Ownership:** Precht Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 15, 1970.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

MARGARET ANNE RAGSDALE, general manager.  
 LARRY SEM, sales manager & station manager.  
 BILLY WARD, chief engineer.

**Highest One Hour Rate:** \$600.

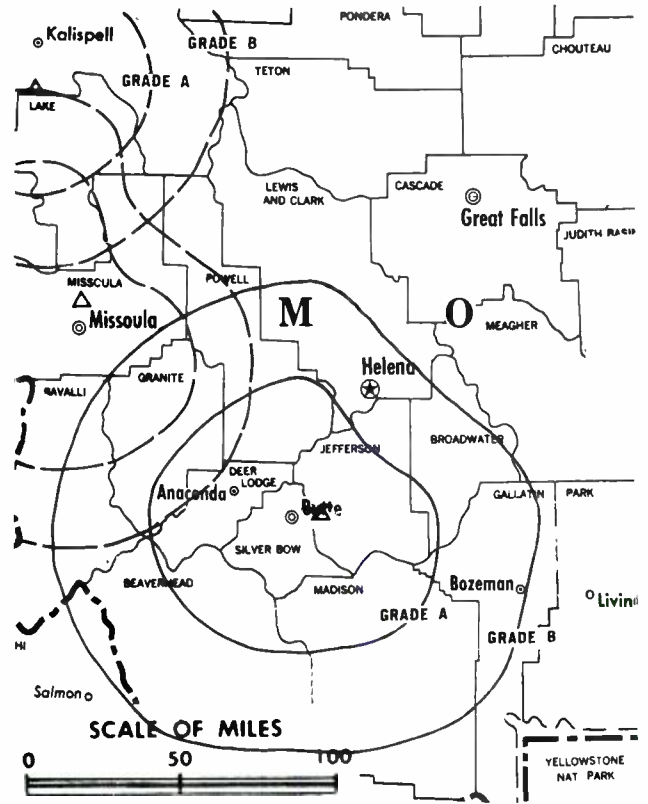
**Highest 30 Sec. Rate:** \$250.

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Butte. **ADI:** Butte. **Rank:** 189.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | MONTANA      |                  |               |    |
|                        | Beaverhead   | 3,200            | 3,000         | 94 |



KTVM BPCT-4187 Granted 12/3/69

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| Net Weekly Circulation                  | State County   | Total Households | TV Households | %             |
|---|----------------|------------------|---------------|---------------|
| 50% & Over                              | Deer Lodge     | 4,200            | 4,100         | 98            |
|   | Gallatin       | 18,400           | 17,700        | 96            |
|   | Madison        | 2,200            | 2,200         | 100           |
|   | Powell         | 2,400            | 2,300         | 96            |
|   | Silver Bow     | 14,500           | 14,200        | 98            |
| Between 25-49%                          | <b>MONTANA</b> |                  |               |               |
|   | Broadwater     | 1,600            | 1,500         | 94            |
|   | Jefferson      | 3,100            | 3,000         | 97            |
| Between 5-24%                           | <b>MONTANA</b> |                  |               |               |
|   | Granite Park   | 1,100            | 1,100         | 100           |
|   |                | 5,700            | 5,500         | 96            |
| <b>Station Totals</b>                   |                | <b>56,400</b>    | <b>54,600</b> | <b>96</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                |                  |               | <b>39,500</b> |
| <b>Average Daily Circulation (1987)</b> |                |                  |               | <b>24,200</b> |

# Montana—Butte

**KXLF-TV**

**Ch. 4**

**Network Service:** CBS.

**Licensee:** KXLF Communications Inc., Box 3500, Butte, MT 59702.

**Studio:** 1003 S. Montana St., Butte, MT 59701.

**Telephone:** 406-782-0444.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1892-ft. above av. terrain, 199-ft. above ground, 8450-ft. above sea level.

Latitude 46° 00' 27"  
Longitude 112° 26' 30"

**Transmitter:** 3-mi. E of Butte on XL Heights.

**Satellite Earth Stations:** Harris, 6.1-meter; RCA Ku-band; Harris receivers.

**News Services:** AP, Montana TV Network News.

**Ownership:** Evening Post Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 14, 1953. Sale to present owner by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. (J. S. Sample) approved by FCC Dec. 23, 1983. Sale to Garryowen by Ed Craney approved by FCC Jan. 18, 1961 (*Television Digest*, Vol. 16:42; 17:4).

**Represented (sales):** Blair Television; Montana Television Network.

**Personnel:**

RON CASS, vice president, general manager & national sales manager.  
PAT KEARNY, news director.  
MARLA WILKIN, sales manager.  
JOHN MIZELLE, chief engineer.

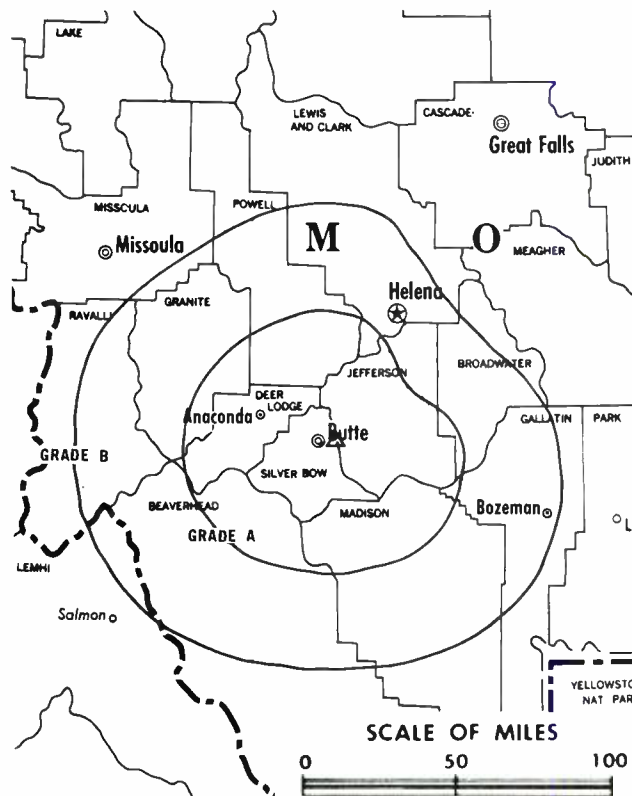
**Highest 30 Sec. Rate:** \$275.

**NETWORK BASE HOURLY RATE:** \$960.

**City of License:** Butte. **ADI:** Butte. **Rank:** 189.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | MONTANA      |                  |               |    |
|                        | Beaverhead   | 3,200            | 3,000         | 94 |



KXLF-TV BPCT-3765 Granted 5/12/66

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| Net Weekly Circulation                  | State County  | Total Households | TV Households | %             |
|---|---------------|------------------|---------------|---------------|
| 50% & Over                              | Broadwater    | 1,600            | 1,500         | 94            |
|   | Deer Lodge    | 4,200            | 4,100         | 98            |
|   | Gallatin      | 18,400           | 17,700        | 96            |
|   | Granite       | 1,100            | 1,100         | 100           |
|   | Jefferson     | 3,100            | 3,000         | 97            |
|   | Lewis + Clark | 19,100           | 18,400        | 96            |
|   | Madison       | 2,200            | 2,200         | 100           |
|   | Powell        | 2,400            | 2,300         | 96            |
|   | Silver Bow    | 14,500           | 14,200        | 98            |
| Between 25-49%                          | MONTANA       |                  |               |               |
|   | Meagher       | 800              | 800           | 100           |
|   | Park          | 5,700            | 5,500         | 96            |
| <b>Station Totals</b>                   |               | <b>76,300</b>    | <b>73,800</b> | <b>96</b>     |
| <b>Net Weekly Circulation (1987)</b>    |               |                  |               | <b>60,500</b> |
| <b>Average Daily Circulation (1987)</b> |               |                  |               | <b>38,600</b> |

# Montana—Glendive

## KXGN-TV

Ch. 5

**Network Service:** CBS, NBC.

**Licensee:** Glendive Broadcasting Corp., 210 S. Douglas St., Glendive, MT 59330.

**Studio:** 210 S. Douglas St., Glendive, MT 59330.

**Telephone:** 406-365-3377.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 14.8-kw visual, 2.95-kw aural. Antenna: 513-ft. above av. terrain, 158-ft. above ground, 2818-ft. above sea level.

Latitude 47° 03' 15"  
Longitude 104° 40' 45"

**Transmitter:** 4-mi. SE of city.

**AM Affiliate:** KXGN, 1-kw, 1400 kHz.

**News Service:** UPI.

**Ownership:** Lewis W. Moore, pres., 99.7%; Elizabeth Lee Hackney, v.p., 0.1%; Lewis W. Moore Jr., secy., 0.1%; Mark Moore, treas., 0.1%.

**Began Operation:** November 1, 1957.

**Represented (sales):** Hooper Jones & Associates.

**Represented (legal):** Blair, Joyce & Silva.

**Represented (engineering):** John H. Mullaney Consulting Engineers.

### Personnel:

LEWIS W. MOORE, president.  
DAN FRENZEL, general manager.  
WINNIFRED NORTON, office manager.  
MIKEL HUSEBY, chief engineer.

**Highest One Hour Rate:** \$250.

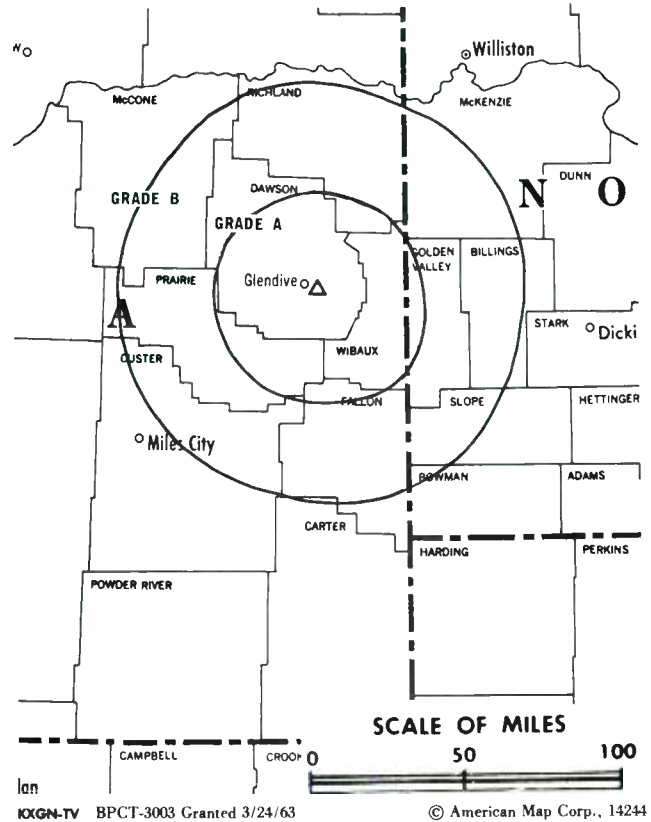
**Highest 30 Sec. Rate:** \$150.

**NETWORK BASE HOURLY RATE:** \$100.

**City of License:** Glendive. **ADI:** Glendive. **Rank:** 213.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | MONTANA      | 4,900            | 4,700         | 96 |
|                        | Dawson       |                  |               |    |



| Net Weekly Circulation                  | State County        | Total Households | TV Households | %            |
|---|---------------------|------------------|---------------|--------------|
| 50% & Over                              | Fallon              | 1,400            | 1,300         | 93           |
|   | Mc Cone             | 900              | 900           | 100          |
|   | Prairie             | 700              | 600           | 86           |
|   | Wibaux              | 500              | 500           | 100          |
| Between 25-49%                          | <b>MONTANA</b>      | 600              | 600           | 100          |
|   | Carter              |                  |               |              |
| Between 5-24%                           | <b>MONTANA</b>      | 600              | 500           | 83           |
|   | Garfield            |                  |               |              |
|   | Richland            | 5,000            | 4,800         | 96           |
|   | <b>NORTH DAKOTA</b> | 900              | 900           | 100          |
|   | Golden Valley       |                  |               |              |
| <b>Station Totals</b>                   |                     | <b>15,500</b>    | <b>14,800</b> | <b>95</b>    |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |               | <b>8,400</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |               | <b>5,400</b> |

# Montana—Great Falls

## KFBB-TV

Ch. 5

**Network Service:** ABC.

**Licensee:** MDM Bcstg. Inc., Box 1139, Great Falls, MT 59403.

**Studio:** U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

**Mailing Address:** Box 1139, Great Falls, MT 59403.

**Telephone:** 406-453-4377. **TWX:** 910-975-1917.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 590-ft. above av. terrain, 540-ft. above ground, 4310-ft. above sea level.

Latitude 47° 32' 08"  
Longitude 111° 17' 02"

**Transmitter:** U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

**Satellite Earth Stations:** Microdyne, 7-meter; Andrew, 4.5-meter; Vertex, 4.5-meter Ku-band; Microdyne, Channel Master, Avantek, M/A-Com receivers.

**News Services:** AP, ABC, National Weather Service.

**Ownership:** Dix Stations. See Group Ownership of Television Stations.

**Began Operation:** March 21, 1954. Sale to present owners by Advance Corp. approved by FCC April 26, 1982 (*Television Digest*, Vol. 22:8). Sale to Advance by Harriscopie Bcstg. Corp. approved April 21, 1977. Sale to Harriscopie by David E. Bright, Ernest Scanlon & Daniel O'Shea approved by FCC May 23, 1962 (Vol. 2:11, 22). Sale to Bright, Scanlon & O'Shea by Joseph P. Wilkins and associates approved Jan. 27, 1960 (Vol. 16:3, 5).

**Represented (sales):** Katz Television.

**Represented (legal):** Fleischman & Walsh, P. C.

### Personnel:

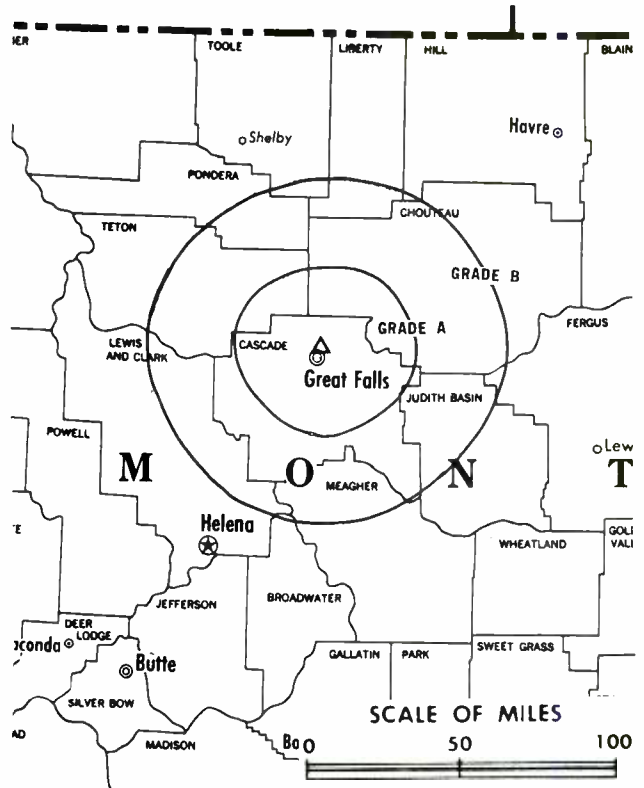
STAN WHITMAN, president & general manager.  
TED SCHROEDER, program director & operations manager.  
JACK FISHER, general sales manager.  
RON SCHLOSSER, chief engineer.  
JOYCE STEELE, accounting supervisor.  
MARY HOYT, traffic manager.  
DON AYERS, production manager.  
DICK POMPA, news & public affairs director.  
ROSEMARY HEMP, promotion manager.

**Rates:** Not available.

**City of License:** Great Falls. **ADI:** Great Falls. **Rank:** 178.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %  |
|------------------------|----------------|------------------|---------------|----|
| 50% & Over             | <b>MONTANA</b> |                  |               |    |
|                        | Blaine         | 2,700            | 2,500         | 92 |
|                        | Broadwater     | 1,600            | 1,500         | 94 |



KFBB-TV BPCT-4340 Granted 5/7/70

© American Map Corp., 14244

| Net Weekly Circulation                  | State County   | Total Households | TV Households | %             |
|---|----------------|------------------|---------------|---------------|
| 50% & Over                              | Cascade        | 31,500           | 30,900        | 98            |
|   | Chouteau       | 2,200            | 2,100         | 95            |
|   | Fergus         | 5,200            | 4,900         | 94            |
|   | Glacier        | 3,700            | 3,500         | 95            |
|   | Hill           | 6,900            | 6,700         | 97            |
|   | Judith Basin   | 1,000            | 900           | 90            |
|   | Liberty        | 1,100            | 1,100         | 100           |
|   | Meagher        | 800              | 800           | 100           |
|   | Phillips       | 2,200            | 2,000         | 91            |
|   | Pondera        | 2,500            | 2,400         | 96            |
|   | Teton          | 2,500            | 2,400         | 96            |
|   | Toole          | 2,300            | 2,200         | 96            |
|   | Valley         | 3,800            | 3,600         | 95            |
| Between 25-49%                          | <b>MONTANA</b> |                  |               |               |
|   | Lewis + Clark  | 19,100           | 18,400        | 96            |
|   | Roosevelt      | 3,700            | 3,600         | 97            |
| <b>Station Totals</b>                   |                | <b>92,800</b>    | <b>89,500</b> | <b>96</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                |                  |               | <b>69,000</b> |
| <b>Average Daily Circulation (1987)</b> |                |                  |               | <b>43,700</b> |



# Montana—Great Falls

**KRTV**

**Ch. 3**

**Network Service:** CBS.

**Licensee:** KRTV Communications Inc., Box 1331, Great Falls, MT 59403.

**Studio:** U.S. Hwy. 87, 1-mi. N of Great Falls.

**Mailing Address:** Box 1331, Great Falls, MT 59403.

**Telephone:** 406-453-2431.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 586-ft. above av. terrain, 557-ft. above ground, 4100-ft. above sea level.

Latitude 47° 32' 09"  
Longitude 111° 17' 02"

**Transmitter:** U. S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

**Satellite Earth Stations:** Poultan, 3.2-meter; RCA, 4.5-meter Ku-band; Scientific-Atlanta receivers.

**News Services:** AP, Montana TV Network.

**Ownership:** Evening Post Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 5, 1958. Sale to present owner by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. approved by FCC Dec. 21, 1983. Sale to Garryowen by Dan Snyder & Assoc. approved by FCC Feb. 28, 1969. Previous sale by Francis N. & Robert R. Laird approved Oct. 1, 1958 (**Television Digest**, Vol. 14:40).

**Represented (sales):** Blair Television.

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

**Personnel:**

PETER B. FRIDEN, general manager.  
GLENN L. LOCKWOOD, operations director.  
PHIL SAXTON, chief engineer.  
REED LARSON, local sales manager.

**Highest One Hour Rate:** \$2000.

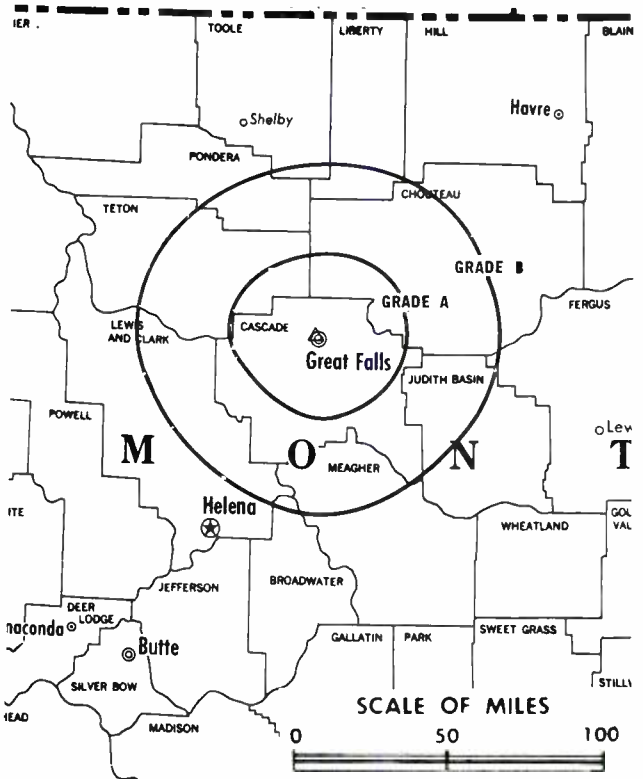
**Highest 30 Sec. Rate** (June 1, 1987): \$255.

**NETWORK BASE HOURLY RATE:** \$655.

**City of License:** Great Falls. **ADI:** Great Falls. **Rank:** 178.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %  |
|------------------------|----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>MONTANA</b> |                  |               |    |
|                        | Blaine         | 2,700            | 2,500         | 92 |
|                        | Cascade        | 31,500           | 30,900        | 98 |
|                        | Chouteau       | 2,200            | 2,100         | 95 |



KRTV BPCT-4457 Granted 10/18/71 © American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | Fergus       | 5,200            | 4,900         | 94  |
|                        | Garfield     | 600              | 500           | 83  |
|                        | Glacier      | 3,700            | 3,500         | 95  |
|                        | Hill         | 6,900            | 6,700         | 97  |
|                        | Judith Basin | 1,000            | 900           | 90  |
|                        | Liberty      | 1,100            | 1,100         | 100 |
|                        | Meagher      | 800              | 800           | 100 |
|                        | Phillips     | 2,200            | 2,000         | 91  |
|                        | Pondera      | 2,500            | 2,400         | 96  |
|                        | Teton        | 2,500            | 2,400         | 96  |
|                        | Toole        | 2,300            | 2,200         | 96  |
| Valley                 | 3,800        | 3,600            | 95            |     |

| <b>MONTANA</b>       |           | Total Households | TV Households | %  |
|----------------------|-----------|------------------|---------------|----|
| <b>Between 5-24%</b> | Jefferson | 3,100            | 3,000         | 97 |

|   |               |               |               |
|---|---------------|---------------|---------------|
| <b>Station Totals</b>                   | <b>72,100</b> | <b>69,500</b> | <b>96</b>     |
| <b>Net Weekly Circulation (1987)</b>    |               |               | <b>58,900</b> |
| <b>Average Daily Circulation (1987)</b> |               |               | <b>38,500</b> |

# Montana—Great Falls

**KTGF**

**Ch. 16**

**Network Service:** NBC.

**Licensee:** Continental Television Network Inc., 118 Sixth St. S, Great Falls, MT 59401.

**Studio:** 118 Sixth St. South, Great Falls, MT 59401.

**Mailing Address:** Box 1219, Great Falls, MT 59403.

**Telephone:** 406-761-8816.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 2030-kw max. visual, 203-kw max. aural. Antenna: 1046-ft. above av. terrain, 769-ft. above ground, 4619-ft. above sea level.

Latitude 47° 36' 26"  
Longitude 111° 21' 27"

**Transmitter:** SE quarter of NW quarter of section 4, Twp. 21N Range 3E, near Great Falls.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Paracclipse, 4-meter C-band; Scientific-Atlanta, 4-meter Ku-band; Vertex, 5-meter Ku-band; M/A-Com, Microdyne receivers.

**News Service:** AP.

**Ownership:** James M. Colla, pres., 72.5%; William Cordingley, 12.5%; L. A. (Al) Donohue, 12.5%; Penny Lynn Adkins, v.p., 2.5%.

**Began Operation:** September 21, 1986.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** B. Scott Baxter & Assoc.

**Personnel:**

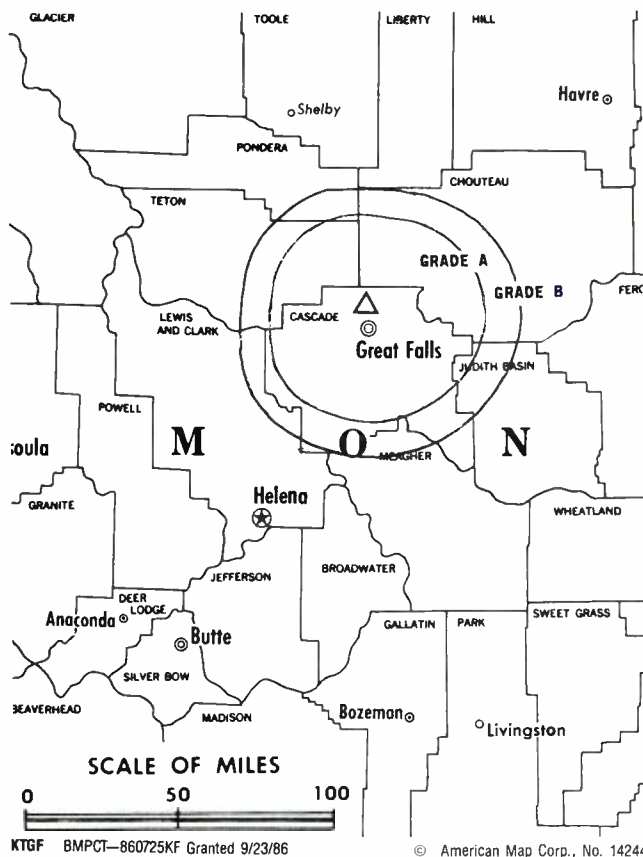
JIM COLLA, general manager.  
CHARLES E. OUTLAND, station & general sales manager.  
ROY DASHER, chief engineer.

**Highest One Hour Rate:** \$600.

**Highest 30 Sec. Rate:** \$195.

**City of License:** Great Falls. **ADI:** Great Falls. **Rank:** 178.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County   | Total Households | TV Households | %             |
|---|----------------|------------------|---------------|---------------|
| <b>Between 25-49%</b>                   | <b>MONTANA</b> |                  |               |               |
|   | Cascade        | 31,500           | 30,900        | 98            |
|   | Pondera        | 2,500            | 2,400         | 96            |
| <b>Between 5-24%</b>                    | <b>MONTANA</b> |                  |               |               |
|   | Chouteau       | 2,200            | 2,100         | 95            |
|   | Liberty        | 1,100            | 1,100         | 100           |
|   | Teton          | 2,500            | 2,400         | 96            |
|   | Toole          | 2,300            | 2,200         | 96            |
| <b>Station Totals</b>                   |                | <b>42,100</b>    | <b>41,100</b> | <b>97</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                |                  |               | <b>13,600</b> |
| <b>Average Daily Circulation (1987)</b> |                |                  |               | <b>7,400</b>  |

# Montana—Hardin-Billings

## KOUS-TV

Ch. 4

(Also operates satellite KYUS-TV, Miles City, MT)

**Network Service:** ABC.

**Licensee:** KOUS-TV Inc., Drawer D, Hardin, MT 59034.

**Studio:** West 3rd St., Hardin.

**Mailing Address:** Drawer D, Hardin, MT 59034.

**Telephones:** 406-665-3320, Hardin; 406-252-4004, Billings.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1060-ft. above av. terrain, 628-ft. above ground, 4688-ft. above sea level.

Latitude 45° 44' 29"  
Longitude 108° 08' 19"

**Transmitter:** Pryor Star Rte., Billings.

**Satellite Earth Stations:** 4-meter & 4.6-meter; DX, Harris, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Daniel W. Coon, pres., 15%; Martha Creath, secy., 39%; Calvin Cafritz, 39%; Thom Curtis, 2%.

**Began Operation:** November 26, 1980.

**Represented (sales):** Seltel Inc.; Bob Hix (Denver).

**Represented (legal):** Fortas & Hardman.

**Personnel:**

DANIEL W. COON, president.  
DANA KEHR, general manager.

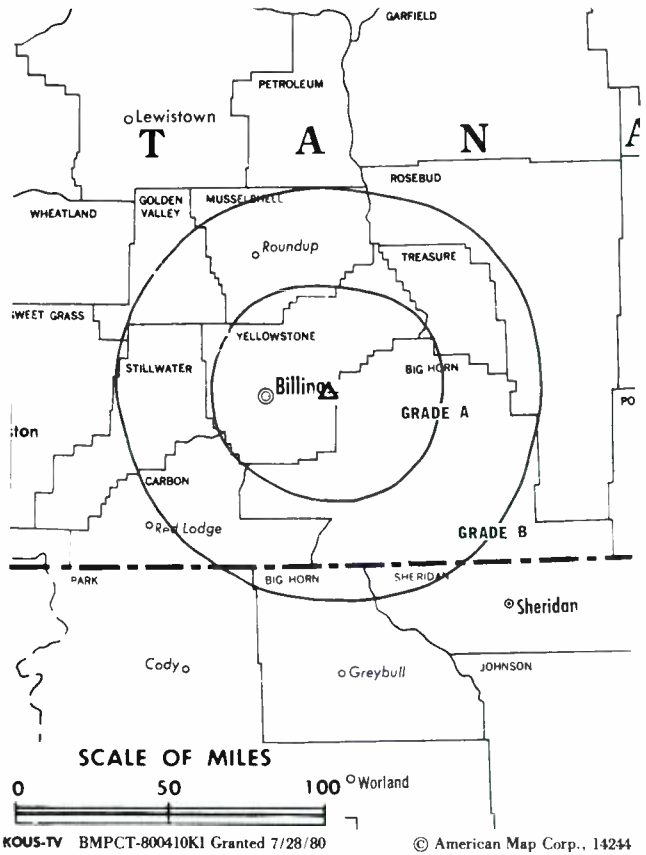
**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate:** \$490.

**City of License:** Hardin. **ADI:** Billings-Hardin. **Rank:** 163.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %   |
|------------------------|----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>MONTANA</b> |                  |               |     |
|                        | Big Horn       | 3,500            | 3,300         | 94  |
|                        | Carbon         | 3,800            | 3,700         | 97  |
|                        | Golden Valley  | 400              | 400           | 100 |
|                        | Musselshell    | 2,000            | 1,900         | 95  |
|                        | Petroleum      | 200              | 200           | 100 |
|                        | Phillips       | 2,200            | 2,000         | 91  |
|                        | Stillwater     | 2,400            | 2,400         | 100 |
|                        | Sweet Grass    | 1,300            | 1,200         | 92  |
|                        | Treasure       | 400              | 400           | 100 |



| Net Weekly Circulation                  | State County   | Total Households | TV Households  | %             |
|---|----------------|------------------|----------------|---------------|
| <b>50% &amp; Over</b>                   | Wheatland      | 900              | 900            | 100           |
|   | Yellowstone    | 49,000           | 48,200         | 98            |
| <b>Between 25-49%</b>                   | <b>MONTANA</b> |                  |                |               |
|   | Rosebud        | 4,500            | 4,200          | 93            |
|   | <b>WYOMING</b> |                  |                |               |
|   | Big Horn       | 4,500            | 4,300          | 96            |
|   | Park           | 9,100            | 8,700          | 96            |
| <b>Between 5-24%</b>                    | <b>MONTANA</b> |                  |                |               |
|   | Custer         | 5,500            | 5,200          | 94            |
|   | Fergus         | 5,200            | 4,900          | 94            |
|   | Garfield       | 600              | 500            | 83            |
|   | Judith Basin   | 1,000            | 900            | 90            |
|   | Park           | 5,700            | 5,500          | 96            |
|   | Valley         | 3,800            | 3,600          | 95            |
|   | <b>WYOMING</b> |                  |                |               |
| Sheridan                                | 10,900         | 10,300           | 95             |               |
| <b>Station Totals</b>                   |                | <b>116,900</b>   | <b>112,700</b> | <b>96</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                |                  |                | <b>65,400</b> |
| <b>Average Daily Circulation (1987)</b> |                |                  |                | <b>34,200</b> |

# Montana—Helena

**KTVH**

Ch. 12

**Network Service:** NBC.

**Licensee:** KTVH Inc., Box 6125, Helena, MT 59604.

**Studio:** 2433 N. Montana Ave., Helena, MT 59601.

**Telephone:** 406-443-5050.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 105-kw visual, 10.5-kw aural. Antenna: 2250-ft. above av. terrain, 176-ft. above ground, 7929-ft. above sea level.

Latitude 46° 49' 35"  
Longitude 111° 42' 33"

**Transmitter:** Hogback Mtn., approx. 22-mi NE of Helena.

**Satellite Earth Stations:** AFC, 3-meter Ku-band; Paraclipse, 3-meter C-band; Vertex, 4.6-meter Ku-band; Microdyne, M/A-Com, DX Antenna receivers.

**News Services:** AP, NBC.

**Ownership:** Donald G. Bradley, pres.-treas., 33.33%; Lyle A. Courtage, v.p. & secy., 33.33%; Albert P. Lundborg, 33.33%.

**Began Operation:** January 1, 1958. Left air Feb. 5, 1959; resumed operation Aug. 6, 1959 (*Television Digest*, Vol. 15:6, 33, 36). Sale to Helena TV Inc. by Joseph S. Sample, who took over all properties from Ed Craney was approved by FCC Jan. 18, 1961 (Vol. 16:42; 17:4). Sale by Helena TV Inc. approved June 5, 1963 (Vol. 3:23). Sale of control by Paul B. McAdam & A. W. Scribner approved by FCC Dec. 18, 1968. Sale to Lynn H. Koch, et al., approved Nov. 29, 1979. Sale to present owners approved April 22, 1985.

**Represented (sales):** Adam Young Inc.; Art Moore Inc.

**Represented (legal):** Reddy, Begley & Martin.

**Personnel:**

DONALD G. BRADLEY, president & general manager.  
HAL PECK, program director.  
RON MARTIN, acting chief engineer.  
IAN MARQUAND, news director.

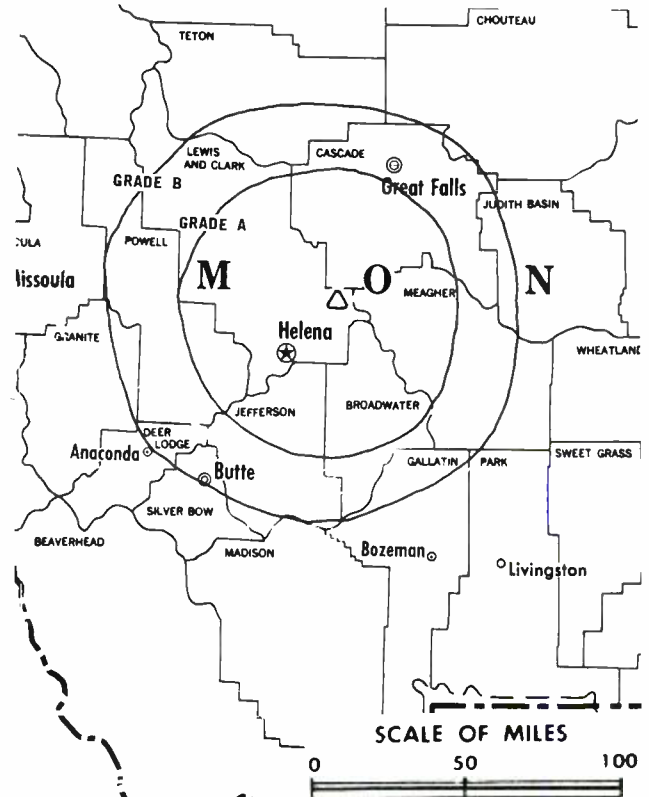
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$125.

**City of License:** Helena. **ADI:** Helena. **Rank:** 210.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %  |
|------------------------|----------------|------------------|---------------|----|
| 50% & Over             | <b>MONTANA</b> |                  |               |    |
|                        | Broadwater     | 1,600            | 1,500         | 94 |
|                        | Lewis + Clark  | 19,100           | 18,400        | 96 |



KTVH BNPCT-811005KI Granted 11/3/81 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County   | Total Households | TV Households | %             |
|---|----------------|------------------|---------------|---------------|
| 50% & Over                              | Meagher        | 800              | 800           | 100           |
|   | <b>MONTANA</b> |                  |               |               |
| Between 25-49%                          | Cascade        | 31,500           | 30,900        | 98            |
|   | Jefferson      | 3,100            | 3,000         | 97            |
| Between 5-24%                           | <b>KANSAS</b>  |                  |               |               |
|   | Marion         | 5,200            | 5,100         | 98            |
|   | <b>MONTANA</b> |                  |               |               |
|   | Chouteau       | 2,200            | 2,100         | 95            |
|   | Fergus         | 5,200            | 4,900         | 94            |
|   | Gallatin       | 18,400           | 17,700        | 96            |
|   | Judith Basin   | 1,000            | 900           | 90            |
|   | Pondera        | 2,500            | 2,400         | 96            |
|   | Powell         | 2,400            | 2,300         | 96            |
|   | Sweet Grass    | 1,300            | 1,200         | 92            |
| Teton                                   | 2,500          | 2,400            | 96            |               |
| <b>Station Totals</b>                   |                | <b>96,800</b>    | <b>93,600</b> | <b>96</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                |                  |               | <b>36,000</b> |
| <b>Average Daily Circulation (1987)</b> |                |                  |               | <b>18,900</b> |

# Montana—Kalispell

## KCFW-TV

Ch. 9

(Satellite of KECI-TV, Missoula, MT)

**Network Service:** NBC, ABC.

**Licensee:** Eagle Communications Inc., TV Bldg., 340 W. Main St., Missoula, MT 59802.

**Studio:** 401 First Ave. E, Box 857, Kalispell, MT 59901.

**Telephone:** 406-755-5239.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 26.5-kw visual, 5.3-kw aural. Antenna: 2794-ft. above av. terrain, 240-ft. above ground, 6898-ft. above sea level.

Latitude 48° 00' 48"  
Longitude 114° 21' 55"

**Transmitter:** Blacktail Mtn., 6.5-mi. W of Lakeside, MT.

**News Services:** AP, ESPN, NBC.

**Ownership:** Precht Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 10, 1968.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

### Personnel:

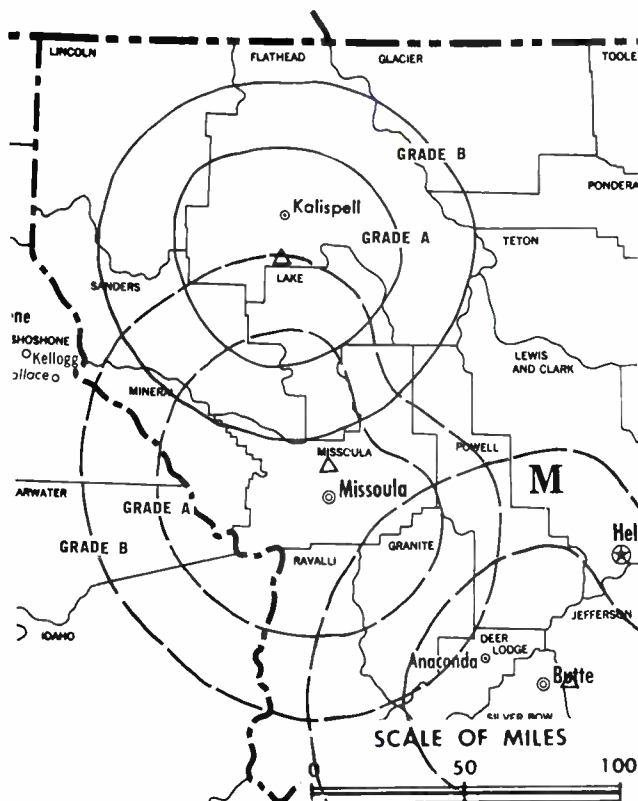
MARGARET ANNE RAGSDALE, general manager.  
STEVE FETVEIT, station manager.  
MARK HOLSTON, news director.  
CHRIS NEUHAUSEN, chief engineer.

**Highest 30 Sec. Rate:** \$150.

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Kalispell. **ADI:** Missoula. **Rank:** 173.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KCFW-TV BPCT-3985 Granted 12/20/67

© American Map Corp., 14244

| Net Weekly Circulation                  | State County   | Total Households | TV Households | %         |
|---|----------------|------------------|---------------|-----------|
| 50% & Over                              | <b>MONTANA</b> |                  |               |           |
|   | Flathead       | 22,400           | 21,700        | 97        |
|   | Lincoln        | 6,600            | 6,300         | 95        |
| Between 25-49%                          | <b>MONTANA</b> |                  |               |           |
|   | Lake           | 8,000            | 7,700         | 96        |
| <b>Station Totals</b>                   |                | <b>37,000</b>    | <b>35,700</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                |                  | <b>27,300</b> |           |
| <b>Average Daily Circulation (1987)</b> |                |                  | <b>18,000</b> |           |

# Montana—Miles City

## KYUS-TV

Ch. 3

(Satellite of KOUS-TV, Hardin, MT)

**Network Service:** ABC.

**Licensee:** KOUS-TV Inc., Drawer D, Hardin, MT 59304.

**Studio:** 1-mi. NW of Miles City.

**Telephone:** 406-232-3540.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 10.2-kw visual, 1.02-kw aural. Antenna: 125-ft. above av. terrain, 59-ft. above ground, 2664-ft. above sea level.

Latitude 46° 25' 56"  
Longitude 105° 51' 31"

**Transmitter:** 1-mi. NW of Miles City.

**Ownership:** Daniel W. Coon, pres., 15%; Martha Creath, secy., 39%; Calvin Cafritz, 39%; Thom Curtis, 2%.

**Began Operation:** September 1, 1969. Sale by Custer Bcstg. Corp. to KOUS-TV approved March 14, 1984 by FCC.

**Represented (sales):** Seltel Inc.; Bob Hix (Denver).

**Represented (legal):** Fortas & Hardman.

**Personnel:**

DANA KEHR, station manager.

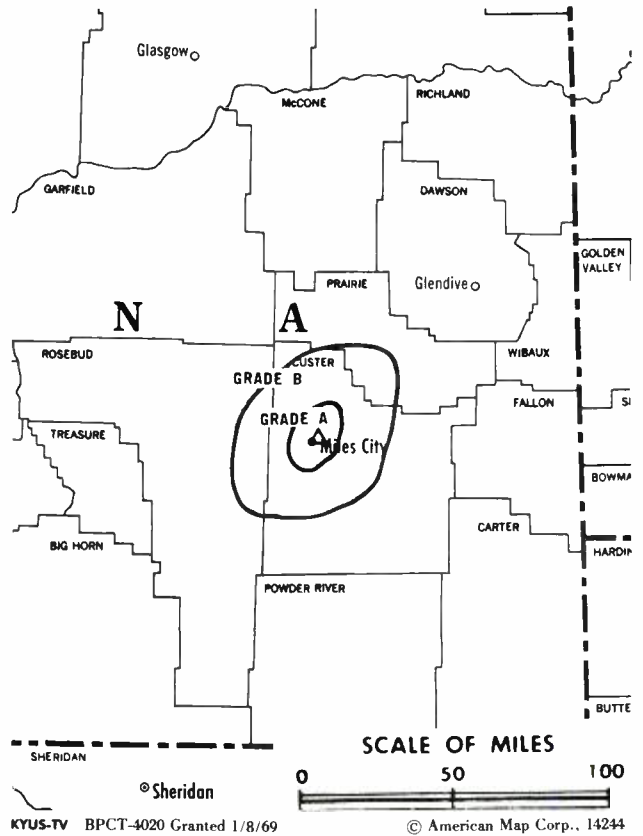
**Highest One Hour Rate:** \$175.

**Highest 30 Sec. Rate:** \$60.

**City of License:** Miles City. **ADI:** Billings-Hardin. **Rank:** 163.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %  |
|------------------------|----------------|------------------|---------------|----|
| 50% & Over             | MONTANA Custer | 5,500            | 5,200         | 94 |



| Net Weekly Circulation                  | State County     | Total Households | TV Households | %            |
|---|------------------|------------------|---------------|--------------|
| 50% & Over                              | Prairie          | 700              | 600           | 86           |
| Between 5-24%                           | MONTANA Garfield | 600              | 500           | 83           |
|   | Rosebud          | 4,500            | 4,200         | 93           |
| <b>Station Totals</b>                   |                  | <b>11,300</b>    | <b>10,500</b> | <b>92</b>    |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  |               | <b>4,900</b> |
| <b>Average Daily Circulation (1987)</b> |                  |                  |               | <b>2,300</b> |

# Montana—Missoula

## KECI-TV

Ch. 13

(Operates satellites KCFW-TV, Kalispell & KTVM, Butte, MT)

**Network Service:** NBC, ABC.

**Licensee:** Eagle Communications Inc., TV Bldg., 340 W. Main St., Missoula, MT 59802.

**Studio:** 340 W. Main St., Missoula, MT 59802.

**Telephone:** 406-721-2063. **TWX:** 406-543-3521.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 30-kw aural. Antenna: 2000-ft. above av. terrain, 289-ft. above ground, 7060-ft. above sea level.

Latitude 47° 01' 05"  
Longitude 114° 00' 41"

**Transmitter:** 10-mi. N of Missoula, near Evaro, MT.

**Satellite Earth Stations:** Harris, 7-meter Ku-band; Harris, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris receivers.

**News Services:** AP, ESPN, NBC.

**Ownership:** Precht Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 1, 1954. Sale by Mosby's Inc. to KMSO-TV Inc. approved Sept. 11, 1964 by FCC (*Television Digest*, Vol. 4:32, 38). Sale to present owner by Dale G. Moore approved Aug. 24, 1978.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

MARGARET ANNE RAGSDALE, general manager.  
STEVE HELLEGAARD, station manager.  
JEAN CREPEAU, program director.  
JIM HARMON, news director.  
LARRY ARBAUGH, chief engineer.

**Highest One Hour Rate:** \$1500.

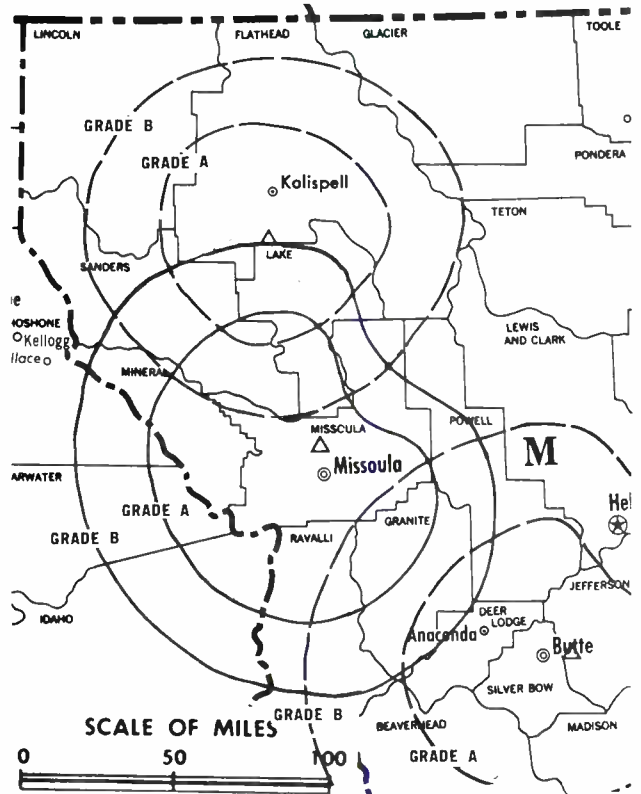
**Highest 30 Sec. Rate:** \$625.

**NETWORK BASE HOURLY RATE:** \$800.

**City of License:** Missoula. **ADI:** Missoula. **Rank:** 173.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | IDAHO Lemhi  | 3,000            | 2,800         | 93 |



KECI-TV BPCT-3969 Granted 6/13/67

© American Map Corp., 14244

| Net Weekly Circulation                  | State County   | Total Households | TV Households | %             |
|---|----------------|------------------|---------------|---------------|
| 50% & Over                              | <b>MONTANA</b> |                  |               |               |
|   | Granite        | 1,100            | 1,100         | 100           |
|   | Lake           | 8,000            | 7,700         | 96            |
|   | Mineral        | 1,600            | 1,600         | 100           |
|   | Missoula       | 31,700           | 30,600        | 97            |
|   | Ravalli        | 10,300           | 10,000        | 97            |
| Between 25-49%                          | <b>MONTANA</b> |                  |               |               |
|   | Sanders        | 3,800            | 3,500         | 93            |
| Between 5-24%                           | <b>IDAHO</b>   |                  |               |               |
|   | Shoshone       | 6,100            | 6,000         | 98            |
|   | <b>MONTANA</b> |                  |               |               |
|   | Deer Lodge     | 4,200            | 4,100         | 98            |
|   | Powell         | 2,400            | 2,300         | 96            |
| <b>Station Totals</b>                   |                | <b>72,200</b>    | <b>69,700</b> | <b>96</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                |                  |               | <b>49,400</b> |
| <b>Average Daily Circulation (1987)</b> |                |                  |               | <b>31,800</b> |

# Montana—Missoula

## KPAX-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** KPAX Communications Inc., Box 4827, Missoula, MT 59806.

**Studio:** 2204 Regent St., Missoula, MT 59801.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 275-kw max. & 257-kw horizontal visual, 51.5-kw max. & 48-kw horizontal aural. Antenna: 2150-ft. above av. terrain, 284-ft. above ground, 7101-ft. above sea level.

Latitude 47° 01' 06"  
Longitude 114° 00' 41"

**Transmitter:** TV Mountain, 4-mi. E of Evaro.

**Satellite Earth Stations:** Scientific-Atlanta C-band; Scientific-Atlanta Ku-band; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Evening Post Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 1, 1970. Sale to present owners by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. approved by FCC Dec. 23, 1983.

**Represented (sales):** Blair Television.

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

**Personnel:**

WILLIAM F. SULLIVAN, general manager.  
MARK RAPSON, chief engineer.  
TAMMY ENGLE, operations manager.

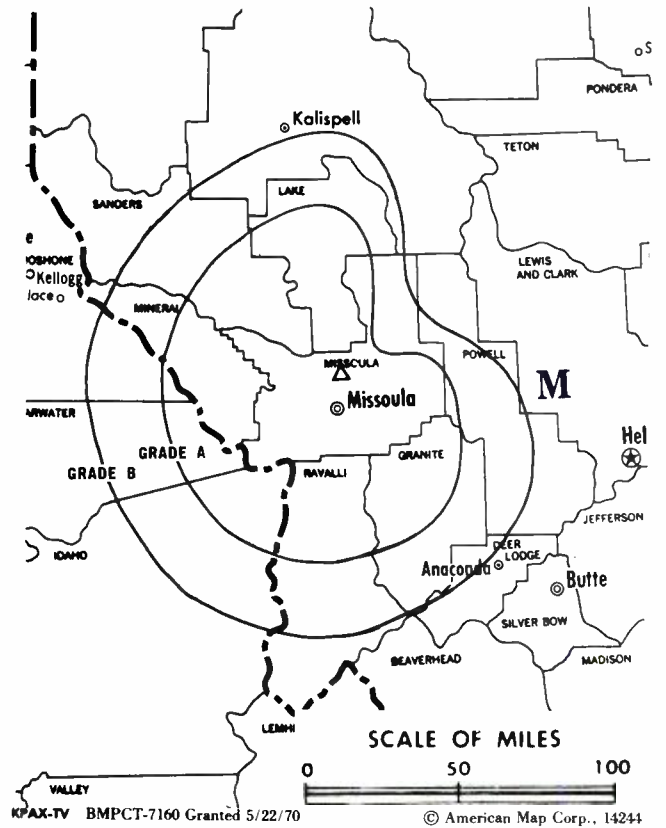
**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$375.

**City of License:** Missoula. **ADI:** Missoula. **Rank:** 173.

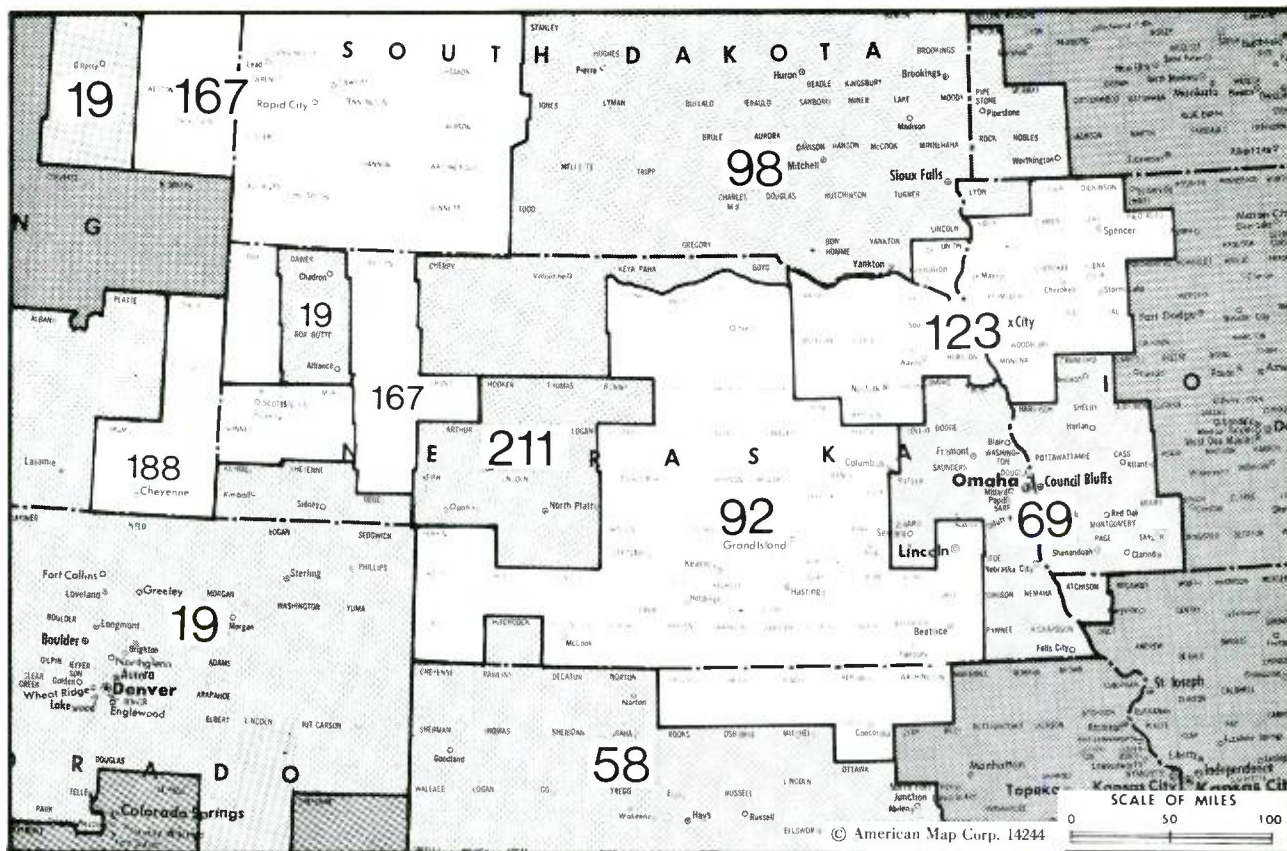
Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | IDAHO        | 3,000            | 2,800         | 93 |
|                        | Lemhi        |                  |               |    |



| Net Weekly Circulation                  | State County   | Total Households | TV Households | %         |
|---|----------------|------------------|---------------|-----------|
| 50% & Over                              | <b>MONTANA</b> |                  |               |           |
|   | Flathead       | 22,400           | 21,700        | 97        |
|   | Lake           | 8,000            | 7,700         | 96        |
|   | Missoula       | 31,700           | 30,600        | 97        |
|   | Ravalli        | 10,300           | 10,000        | 97        |
| Between 25-49%                          | <b>MONTANA</b> |                  |               |           |
|   | Granite        | 1,100            | 1,100         | 100       |
|   | Mineral        | 1,600            | 1,600         | 100       |
|   | Sanders        | 3,800            | 3,500         | 93        |
| Between 5-24%                           | <b>MONTANA</b> |                  |               |           |
|   | Lincoln        | 6,600            | 6,300         | 95        |
| <b>Station Totals</b>                   |                | <b>88,500</b>    | <b>85,300</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                |                  | <b>63,000</b> |           |
| <b>Average Daily Circulation (1987)</b> |                |                  | <b>39,900</b> |           |





| Market                            | Arbitron ADI TV Households | Rank |
|-----------------------------------|----------------------------|------|
| Denver, CO.....                   | 1,025,000                  | 19   |
| Wichita-Hutchinson, KS .....      | 421,700                    | 58   |
| Omaha, NE.....                    | 354,300                    | 69   |
| Lincoln-Hastings-Kearney, NE..... | 257,300                    | 92   |
| Sioux Falls-Mitchell, SD .....    | 218,100                    | 98   |
| Sioux City, IA.....               | 167,700                    | 123  |
| Rapid City, SD.....               | 82,100                     | 167  |
| Cheyenne, WY-Scottsbluff, NE..... | 50,100                     | 188  |
| North Platte, NE .....            | 18,500                     | 211  |

| Market Area Commercial TV Stations  |
|---|
| KCNC-TV (4), KDVR (31), KFNR (11), KMGH-TV (7), KUBD (59), KUSA-TV (9), KWGN-TV (2), KAKE-TV (10), KAYS-TV (7), KLBY (4), KLOE-TV (10), KSAS-TV (24), KSNC (2), KSNB (11), KSNK (8), KSNW (3), KTVC (6), KUPK-TV (13), KWCH-TV (12) |
| KETV (7), KMTV (3), KPTM (42), WOWT(6)  |
| KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6)   |
| KABY-TV (9), KDLO-TV(3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW(17)   |
| KCAU-TV (9), KMEG (14), KTIV (4)  |
| KEVN-TV (7), KHSD-TV (11), KIVV-TV(5), KOTA-TV (3), KSGW-TV (12)  |
| KDUH-TV (4), KGWN-TV(5), KSTF (10), KTVS (3)  |
| KNOP-TV (2)   |

| State Cross Reference List   |                     |
|--|---------------------|
| Communities That Receive Programs of Stations That are Located Elsewhere |                     |
| KSTF, Gering .....   | See Scottsbluff, NE |
| KHGI-TV, Hastings .....  | See Kearney, NE     |

|                                 | Nebraska Station Status as of October 1, 1987 |     |       |
|---------------------------------|---|-----|-------|
|                                 | VHF   | UHF | TOTAL |
| Commercial Television Stations  | 14  | 1   | 15    |
| Educational Television Stations | 6   | 3   | 9     |
|                                 | 20  | 4   | 24    |

# Nebraska—Albion

## KCAN

(formerly KBGT-TV)

Ch. 8

(Satellite of KCAU-TV, Sioux City, IA)

**Network Service:** ABC.

**Licensee:** Citadel Communications Co. Ltd.

**Studio:** RR1, Genoa, NE 68640.

**Telephone:** 402-495-4995.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 1973-ft. above ground, 3729-ft. above sea level.

Latitude 41° 32' 28"  
Longitude 97° 40' 45"

**Transmitter:** 3-mi. E of Rte. 22, 5-mi. N of Genoa, NE.

**Satellite Earth Stations:** Channel Master, 5-meter; Pinzone, 3.7-meter; Pinzone, 5-meter; Pinzone receivers.

**Ownership:** Citadel Communications Co. Ltd. See Group Ownership of Television Stations.

**Began Operation:** December 5, 1964. Sale to present owner by Amaturio Group Inc. approved by FCC Nov. 12, 1986.

**Represented (sales):** Katz Television.

**Represented (legal):** Latham & Watkins.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

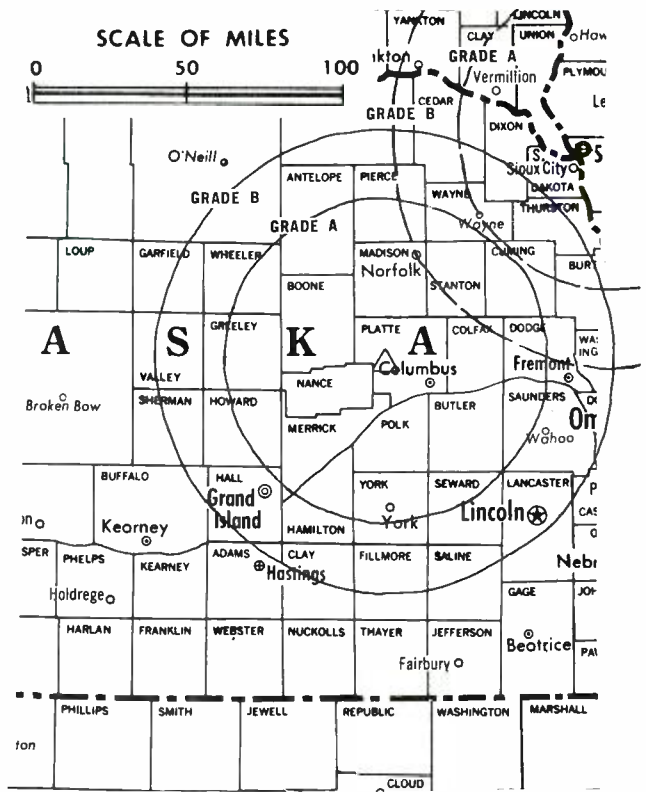
PHILIP J. LOMBARDO, president & general manager.  
GREG O'CONNOR, station manager.  
TOM YORK, sales manager.

**Rates:** Not available.

**City of License:** Albion. **ADI:** Lincoln-Hastings-Kearney. **Rank:** 92.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NEBRASKA</b>       |                  |               |     |
|                        | Antelope              | 3,200            | 3,100         | 97  |
|                        | Boone                 | 2,600            | 2,600         | 100 |
|                        | Fillmore              | 3,000            | 3,000         | 100 |
|                        | Loup                  | 300              | 300           | 100 |
|                        | Merrick               | 3,200            | 3,200         | 100 |
|                        | Nance                 | 1,700            | 1,700         | 100 |
|                        | Stanton               | 2,500            | 2,500         | 100 |
|                        | Wheeler               | 400              | 400           | 100 |
|                        | <b>Between 25-49%</b> | <b>NEBRASKA</b>  |               |     |
| Butler                 |                       | 3,400            | 3,300         | 97  |
| Colfax                 |                       | 3,700            | 3,600         | 97  |
| Cuming                 |                       | 4,100            | 4,000         | 98  |
| Dodge                  |                       | 13,900           | 13,800        | 99  |
| Garfield               |                       | 1,000            | 1,000         | 100 |
| Hamilton               |                       | 3,500            | 3,500         | 100 |
| Holt                   |                       | 5,200            | 5,000         | 96  |
| Howard                 |                       | 2,400            | 2,400         | 100 |
| Knox                   |                       | 4,100            | 4,000         | 98  |
| Lancaster              |                       | 80,600           | 79,800        | 99  |
| Madison                |                       | 12,700           | 12,500        | 98  |
| Pierce                 |                       | 3,200            | 3,200         | 100 |



KCAN BMPCT-821229KE Granted 1/28/83 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %             |
|---|-----------------|------------------|----------------|---------------|
| <b>Between 25-49%</b>                   | <b>NEBRASKA</b> |                  |                |               |
|   | Platte          | 11,000           | 10,900         | 99            |
|   | Polk            | 2,300            | 2,300          | 100           |
|   | Saline          | 5,100            | 5,000          | 98            |
|   | Valley          | 2,200            | 2,100          | 95            |
|   | Wayne           | 3,400            | 3,400          | 100           |
| <b>Between 5-24%</b>                    | <b>IOWA</b>     |                  |                |               |
|   | Harrison        | 6,100            | 6,000          | 98            |
|   | <b>NEBRASKA</b> |                  |                |               |
|   | Adams           | 12,100           | 12,000         | 99            |
|   | Boyd            | 1,300            | 1,300          | 100           |
|   | Brown           | 1,700            | 1,600          | 94            |
|   | Buffalo         | 14,000           | 13,800         | 99            |
|   | Burt            | 3,600            | 3,600          | 100           |
|   | Cedar           | 4,000            | 4,000          | 100           |
|   | Clay            | 3,000            | 3,000          | 100           |
|   | Custer          | 5,200            | 5,100          | 98            |
|   | Dixon           | 2,600            | 2,600          | 100           |
|   | Greeley         | 1,200            | 1,200          | 100           |
|   | Hall            | 19,100           | 18,900         | 99            |
|   | Kearney         | 2,700            | 2,700          | 100           |
| Nuckolls                                | 2,600           | 2,600            | 100            |               |
| Rock                                    | 900             | 900              | 100            |               |
| Saunders                                | 6,900           | 6,800            | 99             |               |
| Seward                                  | 5,800           | 5,700            | 98             |               |
| Sherman                                 | 1,500           | 1,500            | 100            |               |
| Thayer                                  | 2,800           | 2,800            | 100            |               |
| Thurston                                | 2,400           | 2,400            | 100            |               |
| Washington                              | 5,800           | 5,800            | 100            |               |
| <b>Station Totals</b>                   |                 | <b>289,700</b>   | <b>286,500</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>85,400</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>33,600</b> |

# Nebraska—Grand Island

**KGIN**

Ch. 11

(Satellite of KOLN, Lincoln, NE)

**Network Service:** CBS.

**Licensee:** KOLN Inc., Box 4, Nashville, TN 37202.

**Studio:** 231 S. Locust St., Grand Island, NE 68801.

**Telephone:** 308-382-6100. **TWX:** 910-621-8114.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55.5-kw aural. Antenna: 1009-ft. above av. terrain, 1066-ft. above ground, 3146-ft. above sea level.

Latitude 40° 35' 20"  
Longitude 98° 48' 10"

**Transmitter:** 10-mi. NE of Minden.

**Satellite Earth Stations:** Microdyne, 7-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, UPI, CBS, U.S. Weather Bureau.

**Ownership:** Busse Bcstg. Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 1, 1961.

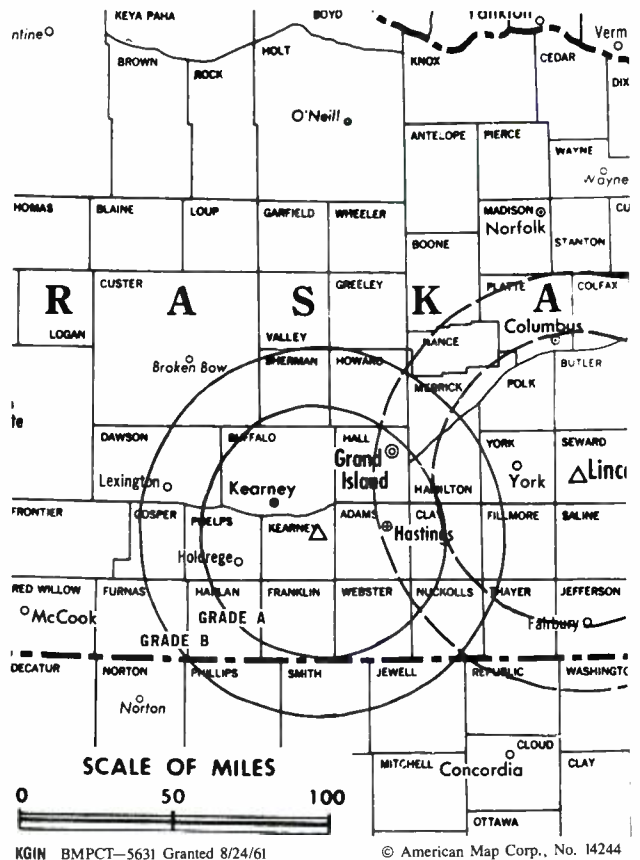
**Represented (sales):** MMT Marketing.

**Represented (legal):** Pepper & Corazzini.

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

**Personnel:**

CALVIN COLEMAN, sales manager.



**Rates:** Sold in combination with KOLN, Lincoln, NE.

**Arbitron Data:** Included with KOLN, Lincoln, NE.

**City of License:** Grand Island. **ADI:** Lincoln-Hastings-Kearney. **Rank:** 92.

# Nebraska—Hastings

## KHAS-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** Nebraska Television Corp., Box 578, Hastings, NE 68901.

**Studio:** Hwy. 281, 3-mi. N of Hastings.

**Mailing Address:** Box 578, Hastings, NE 68901.

**Telephone:** 402-463-1321. **TWX:** 402-596-1490.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 730-ft. above av. terrain, 767-ft. above ground, 2707-ft. above sea level.

Latitude 40° 39' 06"  
Longitude 98° 23' 04"

**Transmitter:** Hwy. 281, 3-mi. N of Hastings.

**Satellite Earth Stations:** 3 in operation; Harris, 7.8-meter; Harris receivers.

**AM Affiliate:** KHAS, 1-kw, 1230 kHz.

**News Services:** AP, NBC.

**Ownership:** Morrison-Quirk Grain Corp., 3.64%; Radio KHAS, Hastings, 4.07%; John Spady Trust, 1.75%; Gladys D. Seaton, 4.38%; James D. Conway, 2.91%; over 100 other stockholders, none with as much as 2%.  
**Officers:** G. D. Seaton, pres.; James D. Conway, secy.-treas.; John T. Benson, asst. secy. Seaton family owns **Hastings Tribune**, controls KHAS; KGGF, Coffeyville, KS; KMAN & KMKF(FM), Manhattan, KS; KFYO-AM-FM, Lubbock, TX and publishes chain of Western newspapers.

**Began Operation:** January 1, 1956.

**Represented (sales):** Seltel Inc.

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

**Personnel:**

JOHN T. BENSON JR., general manager.  
BILL HUGHES, general sales manager.  
JOE MARTIN, news director.  
DAVE BLOCK, chief engineer.

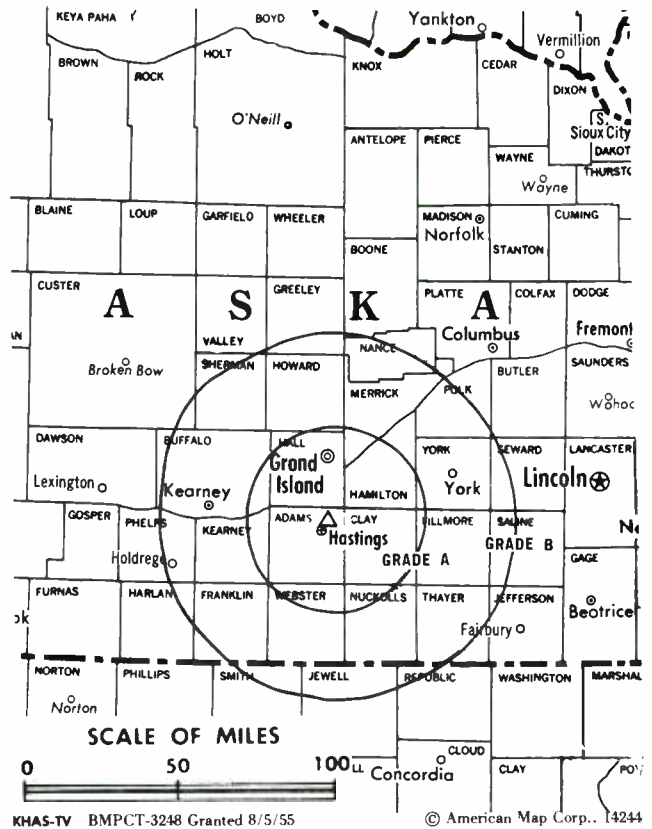
**Highest 30 Sec. Rate:** \$525.

**NETWORK BASE HOURLY RATE:** \$450.

**City of License:** Hastings. **ADI:** Lincoln-Hastings-Kearney. **Rank:** 92.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KANSAS</b>   |                  |               |     |
|                        | Jewell          | 2,000            | 1,900         | 95  |
|                        | Republic        | 2,900            | 2,800         | 97  |
|                        | Smith           | 2,300            | 2,300         | 100 |
|                        | <b>NEBRASKA</b> |                  |               |     |
|                        | Adams           | 12,100           | 12,000        | 99  |
|                        | Buffalo         | 14,000           | 13,800        | 99  |
|                        | Clay            | 3,000            | 3,000         | 100 |
|                        | Fillmore        | 3,000            | 3,000         | 100 |
|                        | Franklin        | 1,700            | 1,700         | 100 |
|                        | Greeley         | 1,200            | 1,200         | 100 |
|                        | Hall            | 19,100           | 18,900        | 99  |
|                        | Hamilton        | 3,500            | 3,500         | 100 |
|                        | Harlan          | 1,700            | 1,700         | 100 |
|                        | Howard          | 2,400            | 2,400         | 100 |
| Jefferson              | 3,700           | 3,600            | 97            |     |
| Kearney                | 2,700           | 2,700            | 100           |     |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %             |
|---|-----------------|------------------|----------------|---------------|
| <b>50% &amp; Over</b>                   | Loup            | 300              | 300            | 100           |
|   | Merrick         | 3,200            | 3,200          | 100           |
|   | Nance           | 1,700            | 1,700          | 100           |
|   | Nuckolls        | 2,600            | 2,600          | 100           |
|   | Phelps          | 3,600            | 3,600          | 100           |
|   | Polk            | 2,300            | 2,300          | 100           |
|   | Sherman         | 1,500            | 1,500          | 100           |
|   | Thayer          | 2,800            | 2,800          | 100           |
|   | Valley          | 2,200            | 2,100          | 95            |
|   | Webster         | 1,900            | 1,900          | 100           |
|   | Wheeler         | 400              | 400            | 100           |
|   | York            | 5,700            | 5,600          | 98            |
| <b>Between 25-49%</b>                   | <b>KANSAS</b>   |                  |                |               |
|   | Phillips        | 2,900            | 2,800          | 97            |
|   | <b>NEBRASKA</b> |                  |                |               |
|   | Boone           | 2,600            | 2,600          | 100           |
| Custer                                  | 5,200           | 5,100            | 98             |               |
| Garfield                                | 1,000           | 1,000            | 100            |               |
| <b>Between 5-24%</b>                    | <b>KANSAS</b>   |                  |                |               |
|   | Cloud           | 4,700            | 4,600          | 98            |
|   | Mitchell        | 3,400            | 3,300          | 97            |
|   | Osborne         | 2,300            | 2,200          | 96            |
|   | <b>NEBRASKA</b> |                  |                |               |
|   | Dawson          | 8,900            | 8,800          | 99            |
| Gosper                                  | 800             | 800              | 100            |               |
| Platte                                  | 11,000          | 10,900           | 99             |               |
| Saline                                  | 5,100           | 5,000            | 98             |               |
| <b>Station Totals</b>                   |                 | <b>151,400</b>   | <b>149,600</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>93,800</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>53,000</b> |

# Nebraska—Hayes Center

## KWNB-TV

Ch. 6

(Satellite of KHGI-TV, Kearney, NE)

**Network Service:** ABC.

**Licensee:** Gordon Bcstg. Inc., Box 220, Kearney, NE 68847.

**Studio:** County Rd., 8-mi. N of Hayes Center.

**Telephone:** 308-743-2494. **TWX:** 910-960-3746.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 737-ft. above av. terrain, 586-ft. above ground, 3851-ft. above sea level.

Latitude 40° 37' 32"  
Longitude 101° 01' 46"

**Transmitter:** County Rd., 8-mi. N of Hayes Center.

**Satellite Earth Station:** Prodelin, 5-meter; Pinzone receivers.

**News Services:** AP, ABC, National Weather Service, Environmental Satellite Services.

**Ownership:** Robert D. Gordon, pres., 100%.

**Began Operation:** February 9, 1956.

**Represented (sales):** Katz Television.

**Represented (legal):** Kadison, Pfaelzer, Woodard, Quinn & Rossi.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

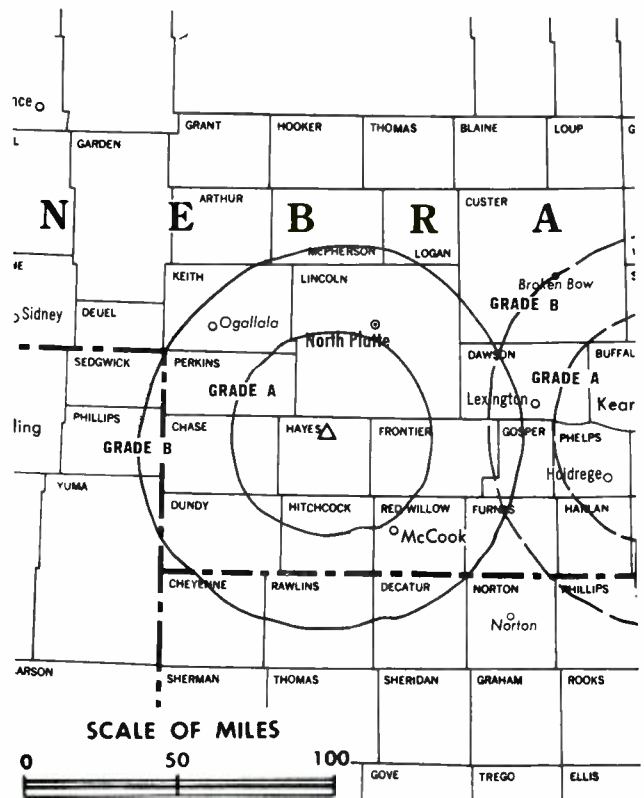
ROBERT GORDON, president & general manager.

PEGGY HUSS, general sales manager.

RON TILLERY, director of broadcast operations.

JERRY FUEHRER, chief engineer.

RICK BENJAMIN, news director.



KWNB-TV BPCT-2531 Granted 9/17/58

© American Map Corp., 14244

**Rates:** Sold in conjunction with KHGI-TV, Kearney & KSBN-TV, Superior,

**NETWORK BASE HOURLY RATE:** Bonus.

**Arbitron Data:** Included with parent KHGI-TV, Kearney, NE.

**City of License:** Hayes Center. **ADI:** Lincoln-Hastings-Kearney. **Rank:** 92.

# Nebraska—Kearney-Hastings-Grand Island

## KHGI-TV

Ch. 13

(Operates NTV Network including satellite KWNB-TV, Hayes Center & KSNB-TV, Superior, NE)

**Network Service:** ABC.

**Licensee:** Gordon Broadcasting, Box 220, Kearney, NE 68847.

**Studio:** 2.5-mi. E of Axtell, NE

**Mailing Address:** Box 220, Kearney, NE 68847.

**Telephone:** 308-743-2494. **TWX:** 910-960-3746.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1110-ft. above av. terrain, 1163-ft. above ground, 3240-ft. above sea level.

Latitude 40° 39' 28"  
Longitude 98° 52' 04"

**Transmitter:** 1.2-mi. NW of Lowell.

**Satellite Earth Stations:** 4 in operation; Prodelin, 5-meter; Pinzone receivers.

**News Services:** AP, ABC, NIWS, National Weather Service, Environmental Satellite Services.

**Ownership:** Robert D. Gordon, pres., 100%. Owns & operates satellites KWNB-TV, Hayes Center & KSNB-TV, Superior, NE.

**Began Operation:** December 24, 1953. Sale to present owner by Amataro Group approved by FCC Jan. 17, 1986. Sale to Amataro Group by NTV Enterprises approved by FCC Nov. 16, 1979 (*Television Digest*, Vol. 19:24). Sale to NTV by Bi-States Co. (F. Wayne Brewster, et al.) approved by FCC April 29, 1974 (Vol. 14:7).

**Represented (sales):** Katz Television.

**Represented (legal):** Kadison, Pfaelzer, Woodard, Quinn & Rossi.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

ROBERT D. GORDON, president & general manager.  
PEGGY HUSS, general sales manager.  
RON TILLERY, director of broadcast operations.  
JERRY FUEHRER, chief engineer.  
RICK BENJAMIN, news director.

**Highest 30 Sec. Rate:** \$750.

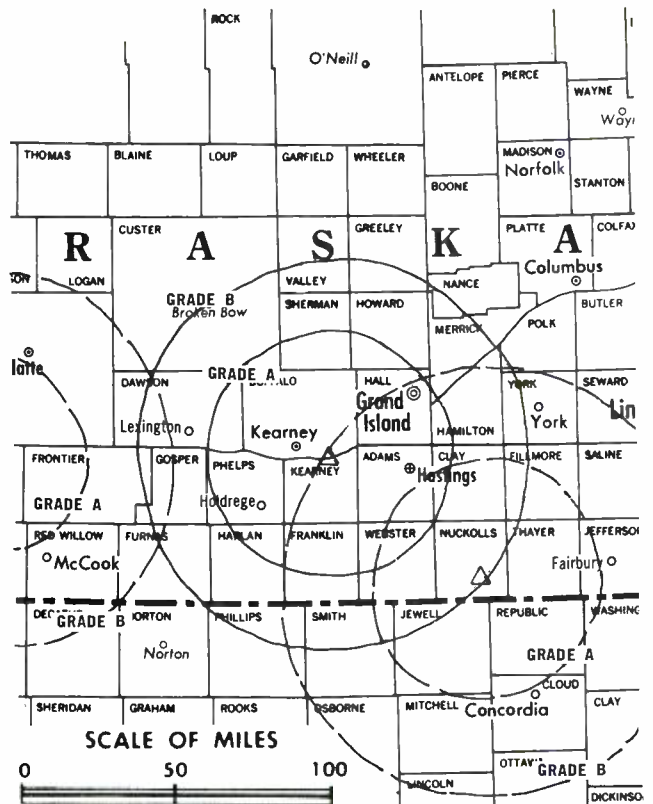
**NETWORK BASE HOURLY RATE:** \$800.

**Arbitron Data:** Figures include KWNB-TV, Hayes Center & KSNB-TV, Superior, NE.

**City of License:** Kearney. **ADI:** Lincoln-Hastings-Kearney. **Rank:** 92.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County  | Total Households | TV Households | %   |
|------------------------|---------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KANSAS</b> |                  |               |     |
|                        | Cheyenne      | 1,500            | 1,500         | 100 |
|                        | Cloud         | 4,700            | 4,600         | 98  |
|                        | Decatur       | 1,800            | 1,800         | 100 |
|                        | Jewell        | 2,000            | 1,900         | 95  |
|                        | Mitchell      | 3,400            | 3,300         | 97  |
|                        | Norton        | 2,700            | 2,700         | 100 |
|                        | Osborne       | 2,300            | 2,200         | 96  |
|                        | Ottawa        | 2,300            | 2,200         | 96  |
|                        | Phillips      | 2,900            | 2,800         | 97  |
|                        | Rawlins       | 1,500            | 1,500         | 100 |
|                        | Republic      | 2,900            | 2,800         | 97  |
|                        | Rooks         | 2,600            | 2,600         | 100 |
|                        | Smith         | 2,300            | 2,300         | 100 |
|                        | Washington    | 3,200            | 3,100         | 97  |



KHGI-TV BPCT-2718 Granted 8/1/62

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| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NEBRASKA</b> |                  |               |     |
|                        | Adams           | 12,100           | 12,000        | 99  |
|                        | Buffalo         | 14,000           | 13,800        | 99  |
|                        | Chase           | 2,000            | 2,000         | 100 |
|                        | Clay            | 3,000            | 3,000         | 100 |
|                        | Custer          | 5,200            | 5,100         | 98  |
|                        | Dawson          | 8,900            | 8,800         | 99  |
|                        | Dundy           | 1,200            | 1,200         | 100 |
|                        | Fillmore        | 3,000            | 3,000         | 100 |
|                        | Franklin        | 1,700            | 1,700         | 100 |
|                        | Frontier        | 1,400            | 1,400         | 100 |
|                        | Furnas          | 2,600            | 2,500         | 96  |
|                        | Garfield        | 1,000            | 1,000         | 100 |
|                        | Gosper          | 800              | 800           | 100 |
|                        | Greeley         | 1,200            | 1,200         | 100 |
|                        | Hall            | 19,100           | 18,900        | 99  |
|                        | Hamilton        | 3,500            | 3,500         | 100 |
| Harlan                 | 1,700           | 1,700            | 100           |     |
| Hayes                  | 500             | 500              | 100           |     |
| Hitchcock              | 1,500           | 1,500            | 100           |     |
| Howard                 | 2,400           | 2,400            | 100           |     |
| Jefferson              | 3,700           | 3,600            | 97            |     |
| Kearney                | 2,700           | 2,700            | 100           |     |
| Keith                  | 3,900           | 3,900            | 100           |     |
| Lincoln                | 13,700          | 13,500           | 99            |     |
| Logan                  | 400             | 400              | 100           |     |
| McPherson              | 200             | 200              | 100           |     |
| Merrick                | 3,200           | 3,200            | 100           |     |
| Nuckolls               | 2,600           | 2,600            | 100           |     |
| Perkins                | 1,600           | 1,600            | 100           |     |
| Phelps                 | 3,600           | 3,600            | 100           |     |
| Red Willow             | 5,100           | 5,000            | 98            |     |

(Continued on page A-667)

|   |                |                |                |
|---|----------------|----------------|----------------|
| <b>Station Totals</b>                   | <b>240,800</b> | <b>237,800</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                |                | <b>156,200</b> |
| <b>Average Daily Circulation (1987)</b> |                |                | <b>86,700</b>  |

# Nebraska—Lincoln

## KOLN

Ch. 10

(Also operates satellite KGIN, Grand Island, NE)

**Network Service:** CBS.

**Licensee:** KOLN Inc., Box 30350, Lincoln, NE 68503.

**Studio:** 40th & W Sts., Lincoln.

**Mailing Address:** Box 30350, Lincoln, NE 68503.

**Telephone:** 402-467-4321. **TWX:** 910-621-8114.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 36.3-kw aural. Antenna: 1490-ft. above av. terrain, 1497-ft. above ground, 3027-ft. above sea level.

Latitude 40° 48' 08"  
Longitude 97° 10' 46"

**Transmitter:** 6-mi. E of Beaver Crossing.

**Satellite Earth Stations:** Microdyne, 7-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, UPI, Commodity Wire, U.S. Weather Bureau.

**Ownership:** Busse Bcstg. Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 18, 1953. Sale to present owners by Gillett Bcstg. approved by FCC July 31, 1987. Sale to Gillett by Fetzer Communications Inc. approved by FCC Oct. 29, 1985. Sale to Fetzer Bcstg. Co. approved by FCC March 24, 1954; transfer to John Fetzer approved by FCC Nov. 15, 1955 (Television Digest, Vol. 9:30, 34; 10:9, 13, 20).

**Represented (sales):** MMT Marketing.

**Represented (legal):** Pepper & Corazzini.

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

**Personnel:**

- FRANK JONAS, president & general manager.
- CLYDE HELTON, general sales manager.
- JOHN DENNEY, news director.
- LYLE D. KAUFMAN, operations director.
- ROBERT FLINN, program & creative services director.
- KELLY HICKOK, production director.
- DIANE GONZOLAS, community affairs director.
- MIKE MILLER, farm director.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$800.

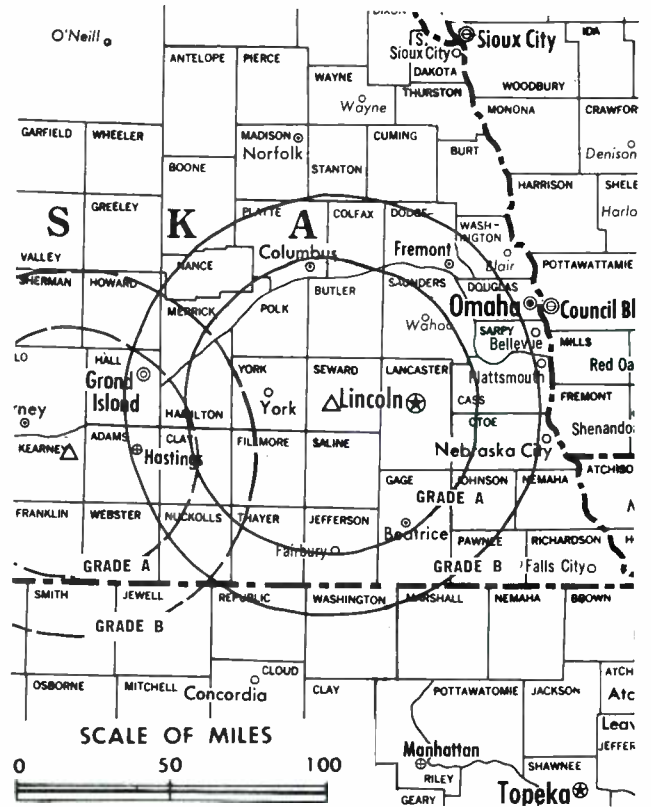
**NETWORK BASE HOURLY RATE:** \$910.

**Arbitron Data:** Includes KGIN, Grand Island, NE.

**City of License:** Lincoln. **ADI:** Lincoln-Hastings-Kearney. **Rank:** 92.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KANSAS</b>   |                  |               |     |
|                        | Cloud           | 4,700            | 4,600         | 98  |
|                        | Jewell          | 2,000            | 1,900         | 95  |
|                        | Marshall        | 5,200            | 5,100         | 98  |
|                        | Phillips        | 2,900            | 2,800         | 97  |
|                        | Republic        | 2,900            | 2,800         | 97  |
|                        | Smith           | 2,300            | 2,300         | 100 |
|                        | Washington      | 3,200            | 3,100         | 97  |
|                        | <b>NEBRASKA</b> |                  |               |     |
|                        | Adams           | 12,100           | 12,000        | 99  |
| Antelope               | 3,200           | 3,100            | 97            |     |
| Boone                  | 2,600           | 2,600            | 100           |     |
| Brown                  | 1,700           | 1,600            | 94            |     |



KOLN BPCT-3649 Granted 12/15/65

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| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Buffalo      | 14,000           | 13,800         | 99        |
|   | Butler       | 3,400            | 3,300          | 97        |
|   | Cass         | 8,100            | 8,000          | 99        |
|   | Clay         | 3,000            | 3,000          | 100       |
|   | Colfax       | 3,700            | 3,600          | 97        |
|   | Custer       | 5,200            | 5,100          | 98        |
|   | Dawson       | 8,900            | 8,800          | 99        |
|   | Fillmore     | 3,000            | 3,000          | 100       |
|   | Franklin     | 1,700            | 1,700          | 100       |
|   | Frontier     | 1,400            | 1,400          | 100       |
|   | Furnas       | 2,600            | 2,500          | 96        |
|   | Gage         | 9,100            | 9,000          | 99        |
|   | Garfield     | 1,000            | 1,000          | 100       |
|   | Gosper       | 800              | 800            | 100       |
|   | Greeley      | 1,200            | 1,200          | 100       |
|   | Hall         | 19,100           | 18,900         | 99        |
|   | Hamilton     | 3,500            | 3,500          | 100       |
|   | Harlan       | 1,700            | 1,700          | 100       |
|   | Holt         | 5,200            | 5,000          | 96        |
|   | Howard       | 2,400            | 2,400          | 100       |
|   | Jefferson    | 3,700            | 3,600          | 97        |
|   | Johnson      | 2,000            | 2,000          | 100       |
| Kearney                                 | 2,700        | 2,700            | 100            |           |
| Keith                                   | 3,900        | 3,900            | 100            |           |
| Lancaster                               | 80,600       | 79,800           | 99             |           |
| Lincoln                                 | 13,700       | 13,500           | 99             |           |
| Logan                                   | 400          | 400              | 100            |           |
| Loup                                    | 300          | 300              | 100            |           |
| Merrick                                 | 3,200        | 3,200            | 100            |           |
| Nance                                   | 1,700        | 1,700            | 100            |           |
| Nuckolls                                | 2,600        | 2,600            | 100            |           |
| <b>(Continued on page A-667)</b>        |              |                  |                |           |
| <b>Station Totals</b>                   |              | <b>406,400</b>   | <b>401,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>289,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>187,900</b> |           |

# Nebraska—McCook-Oberlin, Kansas

## KSNK

Ch. 8

(Satellite of KSNW, Wichita, KS)

**Network Service:** NBC.

**Licensee:** KSN Inc., Box 333, Wichita, KS 67201.

**Studio:** U.S. Hwy. 36, 9-mi. W of Oberlin, KS.

**Telephone:** 913-475-2248.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 297.2-kw visual, 29.5-kw aural. Antenna: 710-ft. above av. terrain, 677-ft. above ground, 3537-ft. above sea level.

Latitude 39° 49' 48"  
Longitude 100° 42' 04"

**Transmitter:** U.S. Hwy. 36, 9-mi. W of Oberlin, KS.

**Satellite Earth Station:** M/A-Com, 4-meter; M/A-Com receivers.

**News Services:** AP, KSN.

**Ownership:** Standard Corp. See Group Ownership of Television Stations.

**Began Operation:** October 16, 1959.

**Represented (sales):** Katz Television.

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

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

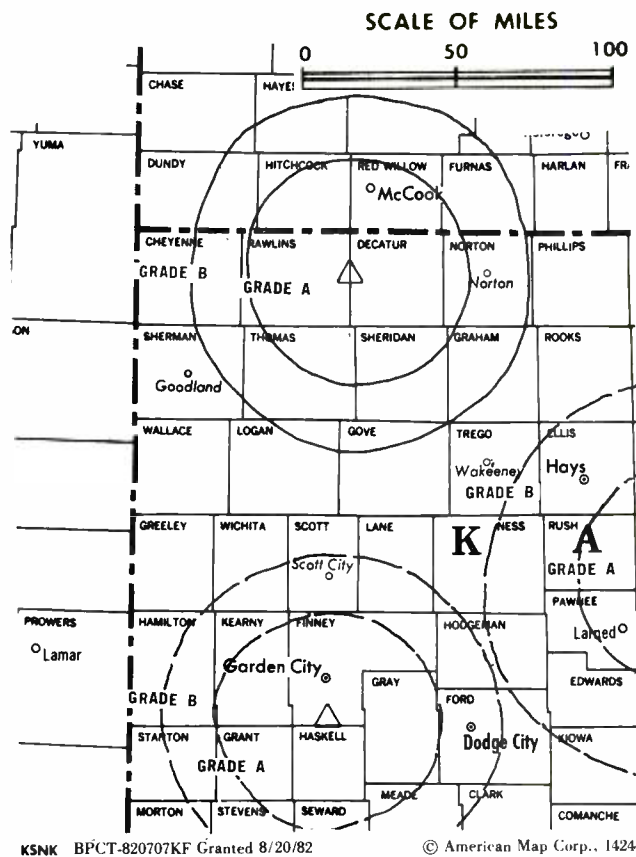
STEVE VINEY, station manager.  
DELMER COSS, chief engineer.

**Rates:** Offered as a bonus with KSNW, Wichita, KS & satellites (Kansas State Network) KSNB, Garden City & KNSC, Great Bend, KS.

**City of License:** McCook. **ADI:** Wichita-Hutchinson. **Rank:** 58.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KANSAS</b>   |                  |               |     |
|                        | Cheyenne        | 1,500            | 1,500         | 100 |
|                        | Decatur         | 1,800            | 1,800         | 100 |
|                        | Gove            | 1,400            | 1,400         | 100 |
|                        | Graham          | 1,500            | 1,500         | 100 |
|                        | Logan           | 1,400            | 1,400         | 100 |
|                        | Norton          | 2,700            | 2,700         | 100 |
|                        | Rawlins         | 1,500            | 1,500         | 100 |
|                        | Sheridan        | 1,300            | 1,300         | 100 |
|                        | Sherman         | 3,000            | 3,000         | 100 |
|                        | Thomas          | 3,300            | 3,200         | 97  |
|                        | <b>NEBRASKA</b> |                  |               |     |
|                        | Chase           | 2,000            | 2,000         | 100 |
|                        | Dundy           | 1,200            | 1,200         | 100 |



KSNK BPCT-820707KF Granted 8/20/82 © American Map Corp., 14244

| Net Weekly Circulation                  | State County    | Total Households | TV Households | %             |
|---|-----------------|------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | Furnas          | 2,600            | 2,500         | 96            |
|   | Hayes           | 500              | 500           | 100           |
|   | Hitchcock       | 1,500            | 1,500         | 100           |
|   | Red Willow      | 5,100            | 5,000         | 98            |
| <b>Between 25-49%</b>                   | <b>KANSAS</b>   |                  |               |               |
|   | Phillips        | 2,900            | 2,800         | 97            |
|   | Rooks           | 2,600            | 2,600         | 100           |
|   | Wallace         | 700              | 700           | 100           |
| <b>NEBRASKA</b>                         |                 |                  |               |               |
| Frontier                                | 1,400           | 1,400            | 100           |               |
| <b>Between 5-24%</b>                    | <b>KANSAS</b>   |                  |               |               |
|   | Comanche        | 1,000            | 1,000         | 100           |
|   | Trego           | 1,600            | 1,600         | 100           |
|   | <b>NEBRASKA</b> |                  |               |               |
| Gosper                                  | 800             | 800              | 100           |               |
| Harlan                                  | 1,700           | 1,700            | 100           |               |
| <b>Station Totals</b>                   |                 | <b>45,000</b>    | <b>44,600</b> | <b>99</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |               | <b>31,700</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |               | <b>22,000</b> |



# Nebraska—North Platte

## KNOP-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** North Platte Television Inc., Box 749, North Platte, NE 69101.

**Studio:** 4.7-mi. NNE of center of town.

**Telephone:** 308-532-2222.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 630-ft. above av. terrain, 609-ft. above ground, 3621-ft. above sea level.

Latitude 41° 12' 13"  
Longitude 100° 43' 58"

**Transmitter:** 4.7-mi. NNE of center of town.

**Satellite Earth Stations:** 2 in operation; Harris receivers.

**News Service:** AP.

**Ownership:** Shively Communications. Richard E. Shively, 90%; Ulysses A. Carlini, 10%. See Group Ownership of Television Stations.

**Began Operation:** December 15, 1958. Sale to present owners by group headed by Fred E. Shrake & Mac Smock approved June 16, 1967 by FCC.

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

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

ULYSSES A. CARLINI, general manager.  
JODI RITACCA, news director.  
JOHN KOCH, sports director.  
MARK HIMMLER, chief engineer.  
CHERYL McDONALD, traffic director.

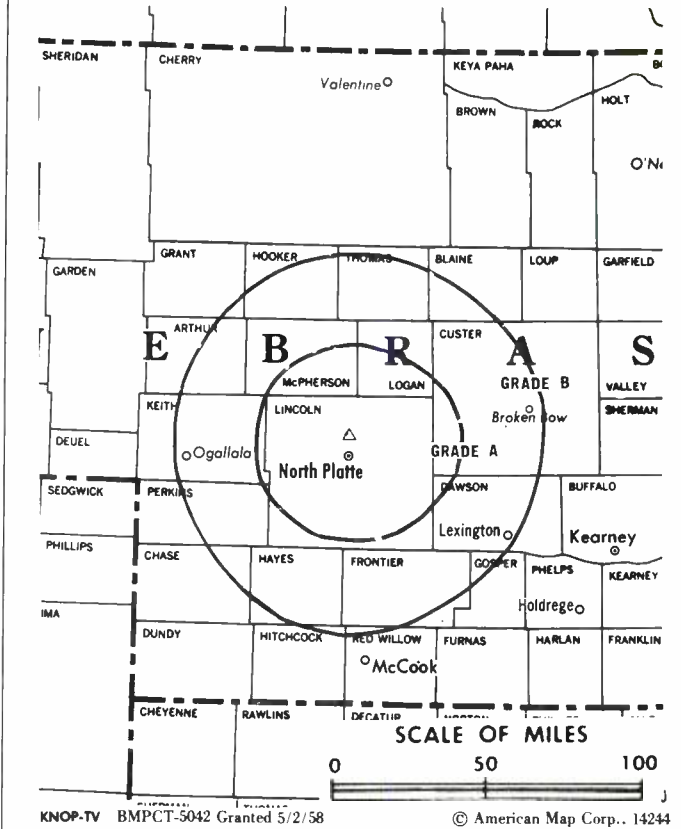
**Highest 30 Sec. Rate:** \$285.

**NETWORK BASE HOURLY RATE:** \$200.

**City of License:** North Platte. **ADI:** North Platte. **Rank:** 211.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NEBRASKA</b> |                  |               |     |
|                        | Arthur          | 200              | 200           | 100 |
|                        | Blaine          | 300              | 300           | 100 |
|                        | Custer          | 5,200            | 5,100         | 98  |
|                        | Dawson          | 8,900            | 8,800         | 99  |
|                        | Frontier        | 1,400            | 1,400         | 100 |
|                        | Grant           | 300              | 300           | 100 |
|                        | Hooker          | 400              | 400           | 100 |
|                        | Keith           | 3,900            | 3,900         | 100 |



| Net Weekly Circulation                  | State County    | Total Households | TV Households | %             |
|---|-----------------|------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | Lincoln         | 13,700           | 13,500        | 99            |
|   | Logan           | 400              | 400           | 100           |
|   | Mc Pherson      | 200              | 200           | 100           |
|   | Perkins         | 1,600            | 1,600         | 100           |
|   | Thomas          | 400              | 400           | 100           |
| <b>Between 25-49%</b>                   | <b>NEBRASKA</b> |                  |               |               |
|   | Chase           | 2,000            | 2,000         | 100           |
|   | Cherry          | 2,600            | 2,600         | 100           |
|   | Gosper          | 800              | 800           | 100           |
| <b>Between 5-24%</b>                    | <b>NEBRASKA</b> |                  |               |               |
|   | Garden          | 1,000            | 1,000         | 100           |
|   | Phelps          | 3,600            | 3,600         | 100           |
| <b>Station Totals</b>                   |                 | <b>47,400</b>    | <b>47,000</b> | <b>99</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |               | <b>32,400</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |               | <b>23,700</b> |

# Nebraska—Omaha

**KETV**

Ch. 7

**Network Service:** ABC.

**Licensee:** KETV Television Inc., 27th & Douglas Sts., Omaha, NE 68131.

**Studio:** 27th & Douglas Sts., Omaha, NE 68131.

**Telephone:** 402-345-7777. **TWX:** 910-622-0710.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1360-ft. above av. terrain, 1362.5-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 32"  
Longitude 96° 01' 37"

**Transmitter:** 5600 N. 72nd St.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; BMS, 6-meter C-band; M/A-Com, 3-meter Ku-band; Avantek, M/A-Com receivers.

**News Services:** ABC, AP, UPI, Potomac News Service.

**Ownership:** Pulitzer Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 17, 1957. Sale to present owner by Peter Kiewit Sons' Inc. (publisher of **Omaha World-Herald**) approved by FCC Feb. 26, 1976 (*Television Digest*, Vol. 15:45). Previous sale of newspaper and TV station began with transfer of newspaper and 45% of KETV in 1962 and was completed the following year when transfer of the remaining 55% of KETV was approved June 11, 1963 by FCC (Vol. 2:45; 3:23).

**Represented (sales):** Blair Television.

**Represented (legal):** Verner, Liipfert, Bernhard, McPherson & Hand.

**Personnel:**

JOHN CARPENTER, general manager.  
HOWARD SHRIER, general sales manager.  
BETTIE DENNY, program/community affairs manager.  
JOE FELLHAUER, promotion manager.  
KIRK WINKLER, news director.  
DON CLAUSEN, chief engineer.

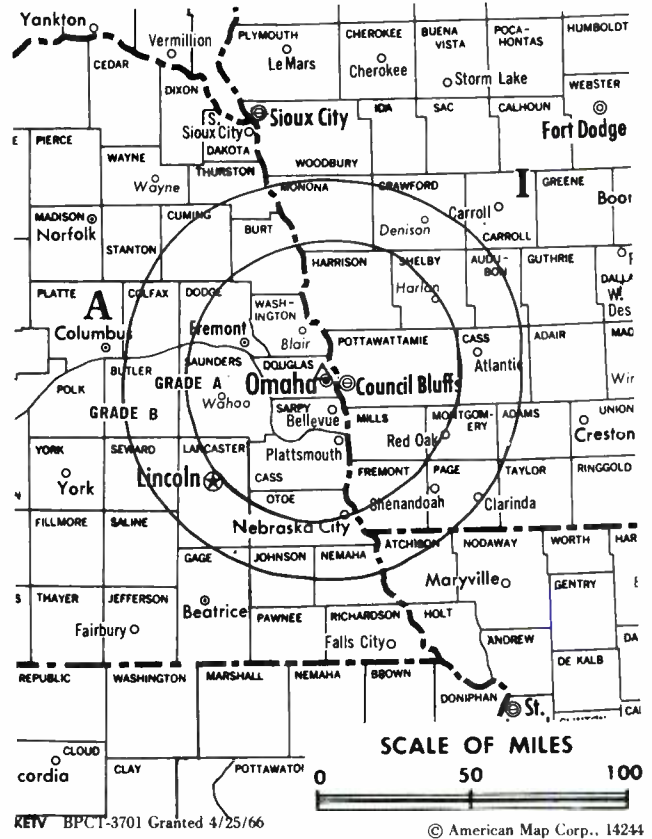
**Highest One Hour Rate:** \$8500.

**Highest 30 Sec. Rate:** \$4500.

**City of License:** Omaha. **ADI:** Omaha. **Rank:** 69.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>IOWA</b>     |                  |               |     |
|                        | Adams           | 2,200            | 2,200         | 100 |
|                        | Cass            | 7,200            | 7,100         | 99  |
|                        | Crawford        | 7,100            | 7,000         | 99  |
|                        | Fremont         | 3,900            | 3,900         | 100 |
|                        | Harrison        | 6,100            | 6,000         | 98  |
|                        | Mills           | 5,100            | 5,100         | 100 |
|                        | Monona          | 4,600            | 4,500         | 98  |
|                        | Montgomery      | 5,700            | 5,600         | 98  |
|                        | Page            | 7,800            | 7,700         | 99  |
|                        | Pottawattamie   | 33,100           | 32,800        | 99  |
|                        | Shelby          | 5,500            | 5,500         | 100 |
|                        | Taylor          | 3,300            | 3,200         | 97  |
|                        | <b>MISSOURI</b> |                  |               |     |
|                        | Atchison        | 3,200            | 3,200         | 100 |
| <b>NEBRASKA</b>        |                 |                  |               |     |
| Burt                   | 3,600           | 3,600            | 100           |     |
| Butler                 | 3,400           | 3,300            | 97            |     |
| Cass                   | 8,100           | 8,000            | 99            |     |



| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | Colfax       | 3,700            | 3,600         | 97  |
|                        | Cuming       | 4,100            | 4,000         | 98  |
|                        | Dodge        | 13,900           | 13,800        | 99  |
|                        | Douglas      | 160,000          | 158,500       | 99  |
|                        | Gage         | 9,100            | 9,000         | 99  |
|                        | Johnson      | 2,000            | 2,000         | 100 |
|                        | Lancaster    | 80,600           | 79,800        | 99  |
|                        | Nemaha       | 3,300            | 3,200         | 97  |
|                        | Otoe         | 6,000            | 5,900         | 98  |
|                        | Pawnee       | 1,500            | 1,500         | 100 |
|                        | Platte       | 11,000           | 10,900        | 99  |
|                        | Richardson   | 4,400            | 4,300         | 98  |
|                        | Saline       | 5,100            | 5,000         | 98  |
|                        | Sarpy        | 31,500           | 31,400        | 100 |
|                        | Saunders     | 6,900            | 6,800         | 99  |
| Seward                 | 5,800        | 5,700            | 98            |     |
| Washington             | 5,800        | 5,800            | 100           |     |

|                       |                 |       |       |     |
|-----------------------|-----------------|-------|-------|-----|
| <b>Between 25-49%</b> | <b>IOWA</b>     |       |       |     |
|                       | Audubon         | 3,200 | 3,200 | 100 |
|                       | <b>NEBRASKA</b> |       |       |     |
|                       | Jefferson       | 3,700 | 3,600 | 97  |
|                       | Stanton         | 2,500 | 2,500 | 100 |
| Thurston              | 2,400           | 2,400 | 100   |     |
| York                  | 5,700           | 5,600 | 98    |     |

|                      |             |       |       |     |
|----------------------|-------------|-------|-------|-----|
| <b>Between 5-24%</b> | <b>IOWA</b> |       |       |     |
|                      | Adair       | 3,800 | 3,800 | 100 |
|                      | Carroll     | 8,500 | 8,400 | 99  |
|                      | Sac         | 5,400 | 5,300 | 98  |
|                      | Union       | 5,700 | 5,600 | 98  |

(Continued on page A-668)

|   |                |                |           |
|---|----------------|----------------|-----------|
| <b>Station Totals</b>                   | <b>553,000</b> | <b>547,200</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                | <b>417,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |                | <b>249,800</b> |           |

# Nebraska—Omaha

**KMTV**

Ch. 3

**Network Service:** CBS.

**Licensee:** KMTV Inc., 10714 Mockingbird Dr., Omaha, NE 68127.

**Studio:** 10714 Mockingbird Dr., Omaha.

**Telephone:** 402-592-3333. **TWX:** 402-348-1109.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1370-ft. above av. terrain, 1345-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 25"  
Longitude 96° 01' 37"

**Transmitter:** 5400 N. 72nd St.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.7-meter Ku-band; 2 Harris, 3-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, UPI, CBS.

**Ownership:** Lee Enterprises Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 1, 1949. Sale to present owner by May Bcstg. Co. approved by FCC Nov. 7, 1986.

**Represented (sales):** Katz Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** David Steel & Associates Inc.

**Personnel:**

- HOWARD KENNEDY, general manager.
- DAVID L. KUEHN, general sales manager.
- LOREN TOBIA, news director.
- DONALD E. BROWERS, program manager.
- RICHARD B. BOCK, program production manager.
- LARRY STEELE, chief engineer.

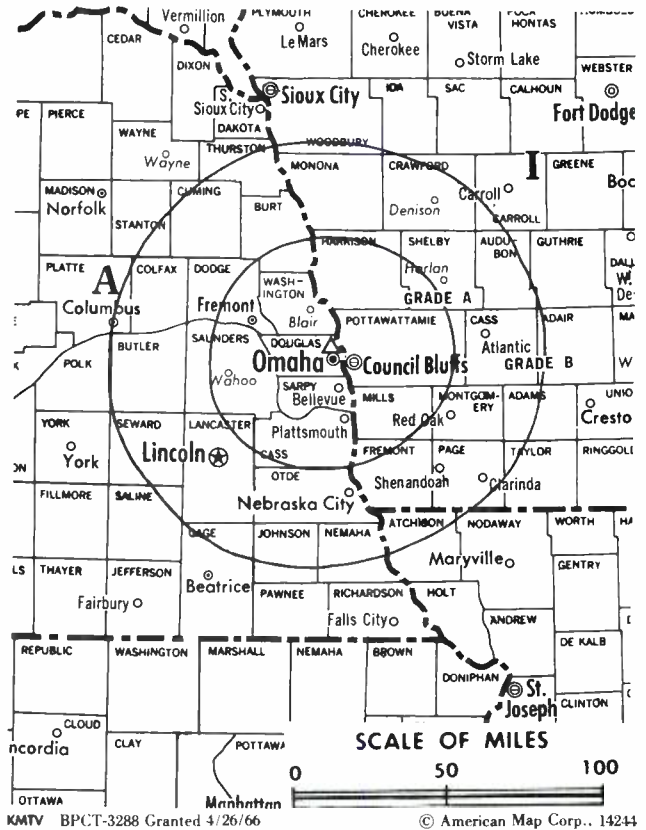
**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$1325.

**City of License:** Omaha. **ADI:** Omaha. **Rank:** 69.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>IOWA</b>     |                  |               |     |
|                        | Adams           | 2,200            | 2,200         | 100 |
|                        | Audubon         | 3,200            | 3,200         | 100 |
|                        | Cass            | 7,200            | 7,100         | 99  |
|                        | Crawford        | 7,100            | 7,000         | 99  |
|                        | Fremont         | 3,900            | 3,900         | 100 |
|                        | Harrison        | 6,100            | 6,000         | 98  |
|                        | Mills           | 5,100            | 5,100         | 100 |
|                        | Montgomery      | 5,700            | 5,600         | 98  |
|                        | Page            | 7,800            | 7,700         | 99  |
|                        | Pottawattamie   | 33,100           | 32,800        | 99  |
|                        | Shelby          | 5,500            | 5,500         | 100 |
|                        | <b>MISSOURI</b> |                  |               |     |
|                        | Atchison        | 3,200            | 3,200         | 100 |
|                        | <b>NEBRASKA</b> |                  |               |     |
|                        | Burt            | 3,600            | 3,600         | 100 |
|                        | Butler          | 3,400            | 3,300         | 97  |
|                        | Cass            | 8,100            | 8,000         | 99  |
|                        | Colfax          | 3,700            | 3,600         | 97  |
|                        | Cuming          | 4,100            | 4,000         | 98  |
|                        | Dodge           | 13,900           | 13,800        | 99  |
| Douglas                | 160,000         | 158,500          | 99            |     |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Lancaster             | 80,600           | 79,800         | 99        |
|   | Nemaha                | 3,300            | 3,200          | 97        |
|   | Otoe                  | 6,000            | 5,900          | 98        |
|   | Platte                | 11,000           | 10,900         | 99        |
|   | Richardson            | 4,400            | 4,300          | 98        |
|   | Sarpy                 | 31,500           | 31,400         | 100       |
|   | Saunders              | 6,900            | 6,800          | 99        |
|   | Seward                | 5,800            | 5,700          | 98        |
|   | Washington            | 5,800            | 5,800          | 100       |
|   | <b>Between 25-49%</b> | <b>IOWA</b>      |                |           |
| Monona                                  |                       | 4,600            | 4,500          | 98        |
| Taylor                                  |                       | 3,300            | 3,200          | 97        |
| <b>MISSOURI</b>                         |                       |                  |                |           |
| Nodaway                                 | 7,800                 | 7,700            | 99             |           |
| <b>Between 5-24%</b>                    | <b>NEBRASKA</b>       |                  |                |           |
|   | Gage                  | 9,100            | 9,000          | 99        |
|   | Jefferson             | 3,700            | 3,600          | 97        |
|   | Johnson               | 2,000            | 2,000          | 100       |
|   | Madison               | 12,700           | 12,500         | 98        |
|   | Pawnee                | 1,500            | 1,500          | 100       |
|   | Saline                | 5,100            | 5,000          | 98        |
|   | Stanton               | 2,500            | 2,500          | 100       |
|   | York                  | 5,700            | 5,600          | 98        |
|   | <b>IOWA</b>           |                  |                |           |
|   | Adair                 | 3,800            | 3,800          | 100       |
|   | Carroll               | 8,500            | 8,400          | 99        |
|   | Sac                   | 5,400            | 5,300          | 98        |
|   | <b>KANSAS</b>         |                  |                |           |
| Marshall                                | 5,200                 | 5,100            | 98             |           |
| <b>NEBRASKA</b>                         |                       |                  |                |           |
| Dakota                                  | 6,600                 | 6,600            | 100            |           |
| Thurston                                | 2,400                 | 2,400            | 100            |           |
| Wayne                                   | 3,400                 | 3,400            | 100            |           |
| <b>Station Totals</b>                   |                       | <b>535,500</b>   | <b>530,000</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>391,800</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>225,700</b> |           |

# Nebraska—Omaha

**KPTM**

Ch. 42



**We're your station!**

TELEREP, INC.

**Network Service:** None, independent.

**Licensee:** Pappas Telecasting of the Midlands, 4625 Farnam St., Omaha, NE 68132.

**Studio:** 4625 Farnam St., Omaha, NE 68132.

**Telephone:** 402-558-4200.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1559-ft. above av. terrain, 1479-ft. above ground, 2689-ft. above sea level.

Latitude 41° 04' 15"  
Longitude 96° 13' 30"

**Transmitter:** 19801 Pflug Road, Springfield.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** AFC, 3.66-meter Ku-band; Harris, 6.1-meter C-band; Harris, M/A-Com receivers.

**Ownership:** Harry J. Pappas, gen. partner, 55%; Pappas Telecasting of Nebraska Inc., gen. partner, 2%; Harry J. Pappas, ltd. partner, 42%; 4 other ltd. partners, 0.25% each. For other interests, see Pappas Telecasting under Group Ownership of TV Stations.

**Began Operation:** April 6, 1986.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

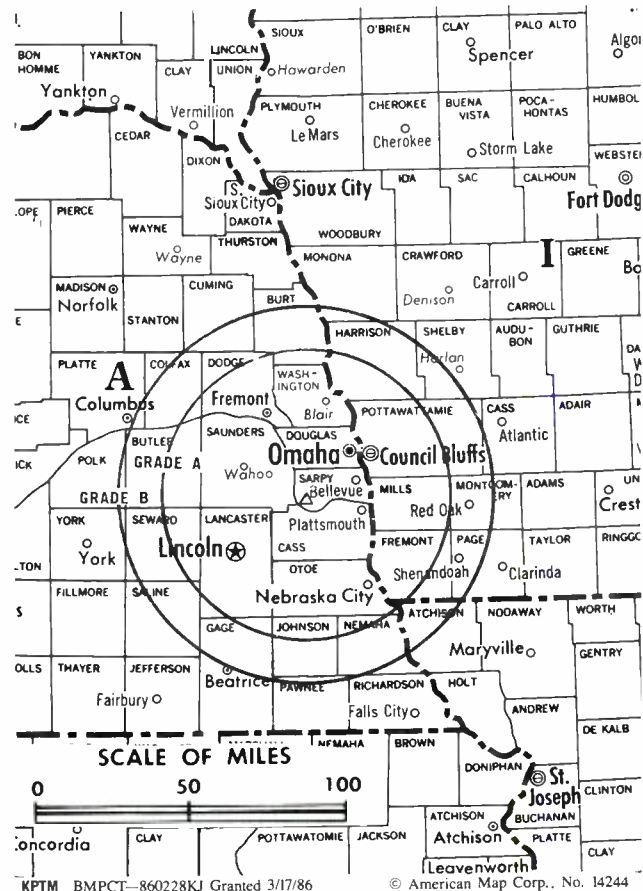
**Represented (engineering):** Smith & Powstenko; Cecil Lynch.

**Personnel:**

HARRY J. PAPPAS, president & general manager.  
GARY R. NIELSEN, vice president & station manager.  
NEIL SCHWARTZ, general marketing manager.  
SUSAN CHRISTIANSEN, national marketing manager.  
JIM MCKERNAN, retail marketing manager.  
ROBERT RAMSEY, program manager.  
MAUREEN KELLY, traffic manager.  
KEVIN DREWES, chief engineer.  
JACE ANDERSON, production manager.  
MARILYN ROTHE, film director.

**City of License:** Omaha. **ADI:** Omaha. **Rank:** 69.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>IOWA</b>     |                  |               |     |
|                        | Fremont         | 3,900            | 3,900         | 100 |
|                        | Harrison        | 6,100            | 6,000         | 98  |
|                        | Mills           | 5,100            | 5,100         | 100 |
|                        | Montgomery      | 5,700            | 5,600         | 98  |
|                        | Pottawattamie   | 33,100           | 32,800        | 99  |
| <b>Between 25-49%</b>  | <b>NEBRASKA</b> |                  |               |     |
|                        | Cass            | 8,100            | 8,000         | 99  |
|                        | Dodge           | 13,900           | 13,800        | 99  |
|                        | Douglas         | 160,000          | 158,500       | 99  |
|                        | Lancaster       | 80,600           | 79,800        | 99  |
|                        | Pawnee          | 1,500            | 1,500         | 100 |
|                        | Sarpy           | 31,500           | 31,400        | 100 |
|                        | Washington      | 5,800            | 5,800         | 100 |
|                        | <b>IOWA</b>     |                  |               |     |
|                        | Adams           | 2,200            | 2,200         | 100 |
|                        | Page            | 7,800            | 7,700         | 99  |
|                        | Shelby          | 5,500            | 5,500         | 100 |
| <b>MISSOURI</b>        |                 |                  |               |     |
| Atchison               | 3,200           | 3,200            | 100           |     |
| <b>NEBRASKA</b>        |                 |                  |               |     |
| Burt                   | 3,600           | 3,600            | 100           |     |
| Butler                 | 3,400           | 3,300            | 97            |     |
| Colfax                 | 3,700           | 3,600            | 97            |     |
| Cuming                 | 4,100           | 4,000            | 98            |     |
| Nemaha                 | 3,300           | 3,200            | 97            |     |
| Otoe                   | 6,000           | 5,900            | 98            |     |
| Platte                 | 11,000          | 10,900           | 99            |     |
| Richardson             | 4,400           | 4,300            | 98            |     |
| Saunders               | 6,900           | 6,800            | 99            |     |

(Continued on page A-668)

|   |                |                |                |
|---|----------------|----------------|----------------|
| <b>Station Totals</b>                   | <b>466,100</b> | <b>461,500</b> | <b>99</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                |                | <b>234,400</b> |
| <b>Average Daily Circulation (1987)</b> |                |                | <b>113,300</b> |

# Nebraska—Omaha

## WOWT

Ch. 6

Network Service: NBC.

Licensee: Chronicle Broadcasting Co., 1001 Van Ness Ave., San Francisco, CA 94119.

Studio: 3501 Farnam St., Omaha, NE 68131.

Telephone: 402-346-6666. TWX: 910-622-0488.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1370-ft. above av. terrain, 1343-ft. above ground, 2534-ft. above sea level.

Latitude 41° 18' 40"  
Longitude 96° 01' 37"

Transmitter: 72nd & Crown Point Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Chronicle Bcstg., Conus, ESDI, National Weather Service, NBC, UPI.

Ownership: Chronicle Broadcasting Co. See Group Ownership of Television Stations.

Began Operation: August 29, 1949. Sale to present owner by Meredith Corp. approved by FCC May 20, 1975 (Television Digest, Vol. 15:6, 8). Sold to Meredith Sept. 1951 (Vol. 7:32, 39).

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

### Personnel:

JAMES H. SMITH, president & general manager.  
JOHN DOWD, vice president & general sales manager.  
DAVID LANGE, local/regional sales manager.  
JOHN DIXON, program director.  
WAYNE GOETZ, chief engineer.  
JUDY HORAN, promotion manager.  
RUTH WILLIAMS, creative director.  
BRYCE ANDERSON, farm director.  
HOWARD GREGORY, production manager.  
CORINNE TABORSKY, controller.

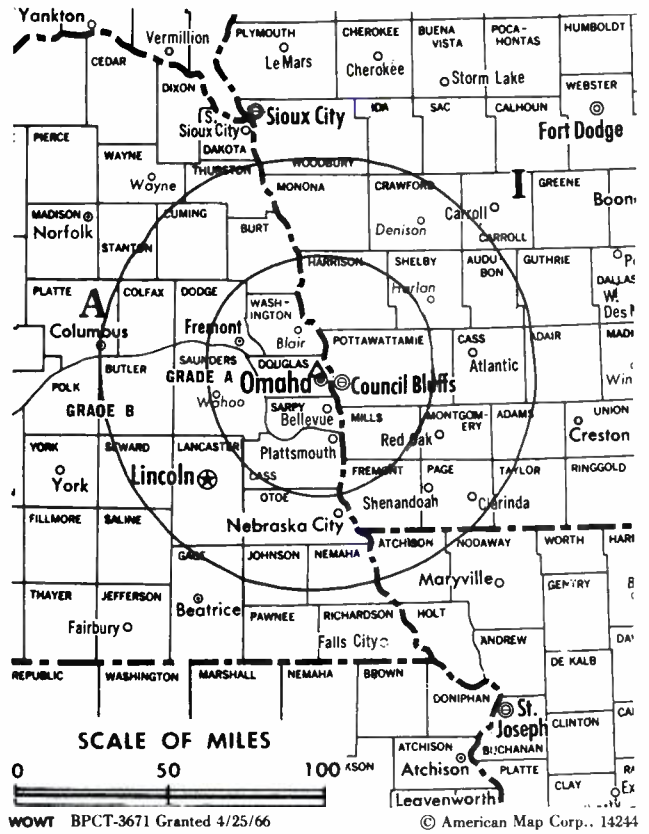
Rates: On request.

NETWORK BASE HOURLY RATE: \$2000.

City of License: Omaha. ADI: Omaha. Rank: 69.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>IOWA</b>     |                  |               |     |
|                        | Adams           | 2,200            | 2,200         | 100 |
|                        | Audubon         | 3,200            | 3,200         | 100 |
|                        | Cass            | 7,200            | 7,100         | 99  |
|                        | Crawford        | 7,100            | 7,000         | 99  |
|                        | Fremont         | 3,900            | 3,900         | 100 |
|                        | Harrison        | 6,100            | 6,000         | 98  |
|                        | Mills           | 5,100            | 5,100         | 100 |
|                        | Monona          | 4,600            | 4,500         | 98  |
|                        | Montgomery      | 5,700            | 5,600         | 98  |
|                        | Page            | 7,800            | 7,700         | 99  |
|                        | Pottawattamie   | 33,100           | 32,800        | 99  |
|                        | Shelby          | 5,500            | 5,500         | 100 |
|                        | <b>MISSOURI</b> |                  |               |     |
|                        | Atchison        | 3,200            | 3,200         | 100 |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>NEBRASKA</b> |                  |                |           |
|   | Burt            | 3,600            | 3,600          | 100       |
|   | Butler          | 3,400            | 3,300          | 97        |
|   | Cass            | 8,100            | 8,000          | 99        |
|   | Colfax          | 3,700            | 3,600          | 97        |
|   | Cuming          | 4,100            | 4,000          | 98        |
|   | Dodge           | 13,900           | 13,800         | 99        |
|   | Douglas         | 160,000          | 158,500        | 99        |
|   | Gage            | 9,100            | 9,000          | 99        |
|   | Johnson         | 2,000            | 2,000          | 100       |
|   | Lancaster       | 80,600           | 79,800         | 99        |
|   | Nemaha          | 3,300            | 3,200          | 97        |
|   | Otoe            | 6,000            | 5,900          | 98        |
|   | Pawnee          | 1,500            | 1,500          | 100       |
|   | Platte          | 11,000           | 10,900         | 99        |
|   | Richardson      | 4,400            | 4,300          | 98        |
|   | Saline          | 5,100            | 5,000          | 98        |
|   | Sarpy           | 31,500           | 31,400         | 100       |
|   | Saunders        | 6,900            | 6,800          | 99        |
|   | Seward          | 5,800            | 5,700          | 98        |
| Stanton                                 | 2,500           | 2,500            | 100            |           |
| Washington                              | 5,800           | 5,800            | 100            |           |
| <b>Between 25-49%</b>                   | <b>IOWA</b>     |                  |                |           |
|   | Taylor          | 3,300            | 3,200          | 97        |
|   | <b>MISSOURI</b> |                  |                |           |
|   | Nodaway         | 7,800            | 7,700          | 99        |
|   | <b>NEBRASKA</b> |                  |                |           |
| Madison                                 | 12,700          | 12,500           | 98             |           |
| Polk                                    | 2,300           | 2,300            | 100            |           |
| Thurston                                | 2,400           | 2,400            | 100            |           |
| York                                    | 5,700           | 5,600            | 98             |           |
| (Continued on page A-668)               |                 |                  |                |           |
| <b>Station Totals</b>                   |                 | <b>555,000</b>   | <b>549,400</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>410,500</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>233,500</b> |           |

# Nebraska—Scottsbluff

## KDUH-TV

Ch. 4

(Affiliate of KOTA-TV, Rapid City, SD)

**Network Service:** ABC.

**Licensee:** Duhamel Bcstg. Enterprises, Box 1760, Rapid City, SD 57709.

**Studio:** 1523 First Ave., Scottsbluff, NE 69361.

**Telephone:** 308-632-3071.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1961-ft. above ground, 6316-ft. above sea level.

Latitude 42° 10' 21"  
Longitude 103° 13' 57"

**Transmitter:** 13.1-mi. SW of Hemingford, NE.

**Satellite Earth Stations:** Simulcast, 5-meter; RCA Americom Ku-band; Simulcast receivers.

**News Services:** UPI, ABC.

**Ownership:** Duhamel Broadcasting Enterprises. See Group Ownership of Television Stations.

**Began Operation:** February 20, 1958.

**Represented (sales):** Katz Television; The Soderlund Co. (Omaha-Lincoln).

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Edward F. Lorentz & Associates; Vir James (Denver).

**Personnel:**

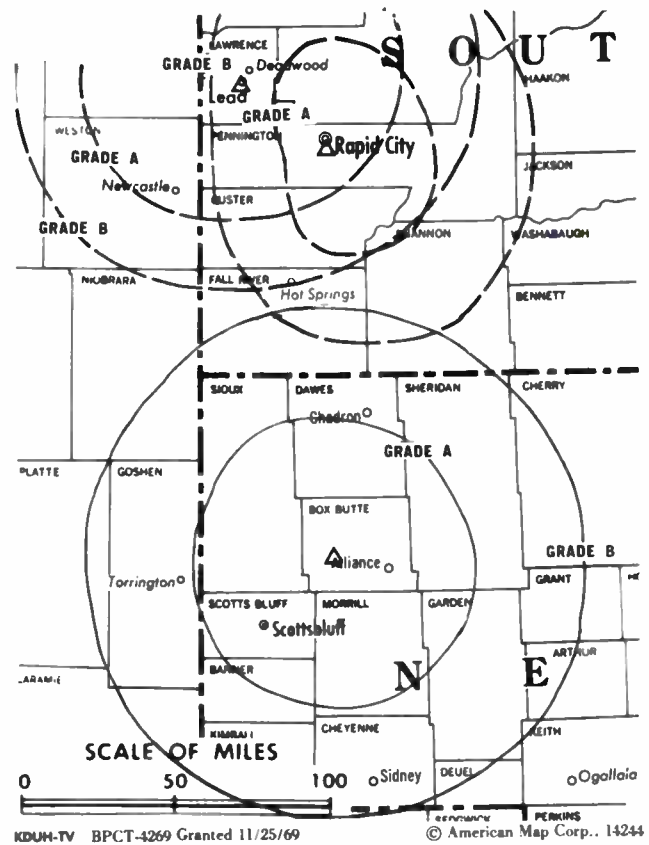
WILLIAM DUHAMEL, general manager.  
WES HAUGEN, general sales manager.  
FRANK ETHERINGTON, director of engineering.  
JERRY DISHONG, resident manager.

**Rates:** Sold in combination with KOTA-TV.

**City of License:** Scottsbluff. **ADI:** Cheyenne-Scottsbluff. **Rank:** 188.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NEBRASKA</b> |                  |               |     |
|                        | Banner          | 300              | 300           | 100 |
|                        | Box Butte       | 5,700            | 5,600         | 98  |
|                        | Cheyenne        | 4,100            | 4,000         | 98  |
|                        | Dawes           | 3,600            | 3,500         | 97  |
|                        | Garden          | 1,000            | 1,000         | 100 |
|                        | Grant           | 300              | 300           | 100 |
|                        | Kimball         | 1,900            | 1,900         | 100 |
|                        | Morrill         | 2,400            | 2,300         | 96  |
|                        | Scotts Bluff    | 14,600           | 14,400        | 99  |



| Net Weekly Circulation                  | State County          | Total Households | TV Households | %             |
|---|-----------------------|------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | Sheridan              | 3,000            | 2,900         | 97            |
|   | Sioux                 | 700              | 700           | 100           |
|   | <b>WYOMING</b>        |                  |               |               |
| <b>Between 25-49%</b>                   | Goshen                | 4,800            | 4,700         | 98            |
|   | Niobrara              | 1,200            | 1,200         | 100           |
|   | <b>NEBRASKA</b>       |                  |               |               |
| <b>Between 5-24%</b>                    | Deuel                 | 1,000            | 1,000         | 100           |
|   | Hooker                | 400              | 400           | 100           |
|   | <b>SOUTH DAKOTA</b>   |                  |               |               |
| <b>Station Totals</b>                   | Fall River            | 3,500            | 3,400         | 97            |
|   | <b>NEBRASKA</b>       |                  |               |               |
|   | Cherry                | 2,600            | 2,600         | 100           |
|   | <b>SOUTH DAKOTA</b>   |                  |               |               |
|   | Custer                | 2,700            | 2,600         | 96            |
|   | Shannon               | 2,500            | 2,300         | 92            |
| <b>Net Weekly Circulation (1987)</b>    | <b>WYOMING</b>        |                  |               |               |
|   | Platte                | 4,900            | 4,700         | 96            |
| <b>Average Daily Circulation (1987)</b> | Weston                | 3,000            | 2,800         | 95            |
|   | <b>Station Totals</b> | <b>64,200</b>    | <b>62,600</b> | <b>97</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |               | <b>38,600</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |               | <b>22,200</b> |

# Nebraska—Scottsbluff-Gering

**KSTF**

**Ch. 10**

(Satellite of KGWN-TV, Cheyenne, WY)

**Network Service:** CBS, NBC.

**Licensee:** Stauffer Communications Inc., 2923 E. Lincolnway, Cheyenne, WY 82001.

**Studio:** 1402 First Ave., Scottsbluff, NE 69361.

**Telephone:** 307-634-7755, Cheyenne.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 240-kw visual, 24-kw aural. Antenna: 840-ft. above av. terrain, 674-ft. above ground, 5141-ft. above sea level.

Latitude 41° 59' 58"  
Longitude 103° 39' 55"

**Transmitter:** 9.5-mi. N of center of Scottsbluff.

**Satellite Earth Station:** RCA, 3.5-meter; RCA receivers.

**News Service:** AP.

**Ownership:** Stauffer Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 7, 1955. Sale to present owner by Burke Bcstg. of Cheyenne approved by FCC June 8, 1986. Sale to Wyneco Communications approved Oct. 14, 1983.

**Represented (sales):** Katz Television.

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

**Personnel:**

CARL L. OCCHIPINTI, general manager.  
TIM DANIELS, station manager.

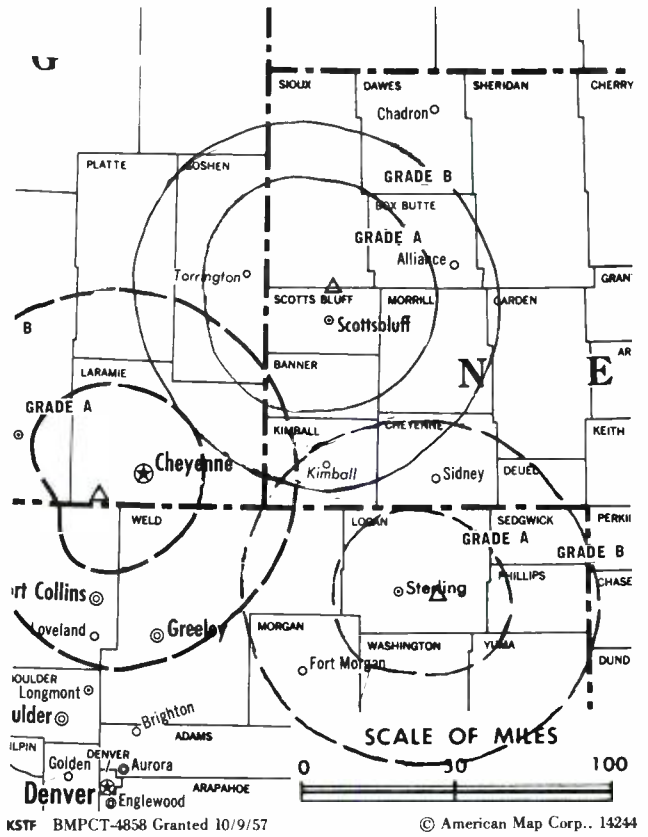
**Rates:** Sold in combination with KGWN-TV, Cheyenne, with rates applying to simultaneous telecasts on both stations. Separate rates also available.

**NETWORK BASE HOURLY RATE:** Bonus to KGWN-TV, Cheyenne, WY.

**City of License:** Scottsbluff. **ADI:** Cheyenne-Scottsbluff. **Rank:** 188.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NEBRASKA</b> |                  |               |     |
|                        | Banner          | 300              | 300           | 100 |
|                        | Box Butte       | 5,700            | 5,600         | 98  |
|                        | Kimball         | 1,900            | 1,900         | 100 |
|                        | Morrill         | 2,400            | 2,300         | 96  |
|                        | Scotts Bluff    | 14,600           | 14,400        | 99  |
|                        | Sioux           | 700              | 700           | 100 |



| Net Weekly Circulation                  | State County        | Total Households | TV Households | %             |
|---|---------------------|------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | <b>WYOMING</b>      |                  |               |               |
|   | Goshen              | 4,800            | 4,700         | 98            |
| <b>Between 25-49%</b>                   | <b>WYOMING</b>      |                  |               |               |
|   | Niobrara            | 1,200            | 1,200         | 100           |
| <b>Between 5-24%</b>                    | <b>COLORADO</b>     |                  |               |               |
|   | Morgan              | 8,700            | 8,600         | 99            |
|   | <b>NEBRASKA</b>     |                  |               |               |
|   | Dawes               | 3,600            | 3,500         | 97            |
|   | Garden              | 1,000            | 1,000         | 100           |
|   | Grant               | 300              | 300           | 100           |
|   | Sheridan            | 3,000            | 2,900         | 97            |
|   | <b>SOUTH DAKOTA</b> |                  |               |               |
|   | Fall River          | 3,500            | 3,400         | 97            |
|   | <b>WYOMING</b>      |                  |               |               |
| Platte                                  | 4,900               | 4,700            | 96            |               |
| <b>Station Totals</b>                   |                     | <b>56,600</b>    | <b>55,500</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |               | <b>30,600</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |               | <b>17,400</b> |

# Nebraska—Superior

## KSNB-TV

Ch. 4

(Semi-satellite of KHGI-TV, Kearney, NE)

**Network Service:** ABC.

**Licensee:** Gordon Bcstg. Inc., Box 220, Kearney, NE 68847.

**Telephone:** 308-743-2494. **TWX:** 910-960-3746.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1130-ft. above av. terrain, 1086-ft. above ground, 2837-ft. above sea level.

Latitude 40° 05' 13"  
Longitude 97° 55' 12"

**Transmitter:** 4.7-mi. SW of Ruskin.

**Satellite Earth Station:** Prodelin, 5-meter; Pinzone receivers.

**News Services:** AP, ABC, National Weather Service, Environmental Satellite Services.

**Ownership:** Robert D. Gordon, 100%.

**Began Operation:** October 1, 1965.

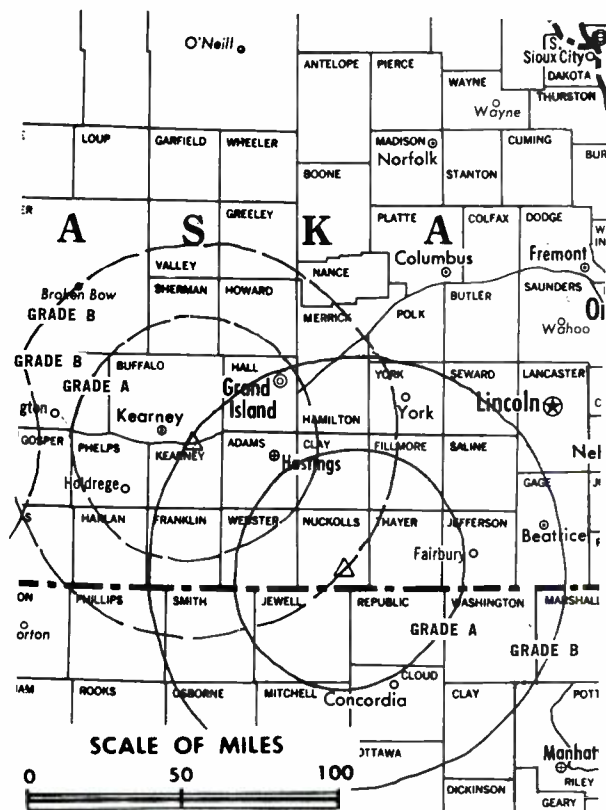
**Represented (sales):** Katz Television.

**Represented (legal):** Kadison, Pfaelzer, Woodard, Quinn & Rossi.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

ROBERT D. GORDON, president & general manager.  
PEGGY HUSS, general sales manager.  
RON TILLERY, director of broadcast operations.  
JERRY FUEHRER, chief engineer.  
RICK BENJAMIN, news director.



KSNB-TV BMPCT-6399 Granted 3/14/67

© American Map Corp., 14244

**Rates:** Sold in conjunction with KHGI-TV, Kearney & KWNB-TV, Hayes Center, NE.

**NETWORK BASE HOURLY RATE:** Bonus to KHGI-TV, Kearney.

**Arbitron Data:** Included with KHGI-TV, Kearney.

**City of License:** Superior. **ADI:** Lincoln-Hastings-Kearney. **Rank:** 92.



# Nebraska

## KOLN , Lincoln (Arbitron Data Continued)

| Net Weekly Circulation | State County    | Total Households | TV Households Households | %   |
|------------------------|-----------------|------------------|--------------------------|-----|
|                        | <b>NEBRASKA</b> |                  |                          |     |
|                        | Pawnee          | 1,500            | 1,500                    | 100 |
|                        | Phelps          | 3,600            | 3,600                    | 100 |
|                        | Platte          | 11,000           | 10,900                   | 99  |
|                        | Polk            | 2,300            | 2,300                    | 100 |
|                        | Red Willow      | 5,100            | 5,000                    | 98  |
|                        | Richardson      | 4,400            | 4,300                    | 98  |
|                        | Rock            | 900              | 900                      | 100 |
|                        | Saline          | 5,100            | 5,000                    | 98  |
|                        | Saunders        | 6,900            | 6,800                    | 99  |
|                        | Seward          | 5,800            | 5,700                    | 98  |
|                        | Sherman         | 1,500            | 1,500                    | 100 |
|                        | Thayer          | 2,800            | 2,800                    | 100 |
|                        | Valley          | 2,200            | 2,100                    | 95  |
|                        | Webster         | 1,900            | 1,900                    | 100 |
|                        | Wheeler         | 400              | 400                      | 100 |
|                        | York            | 5,700            | 5,600                    | 98  |
| <b>Between 25-49%</b>  | <b>KANSAS</b>   |                  |                          |     |
|                        | Mitchell        | 3,400            | 3,300                    | 97  |
|                        | Norton          | 2,700            | 2,700                    | 100 |
|                        | Rooks           | 2,600            | 2,600                    | 100 |
|                        | <b>NEBRASKA</b> |                  |                          |     |
|                        | Boyd            | 1,300            | 1,300                    | 100 |
|                        | Chase           | 2,000            | 2,000                    | 100 |
|                        | Madison         | 12,700           | 12,500                   | 98  |
|                        | Nemaha          | 3,300            | 3,200                    | 97  |
|                        | Otoe            | 6,000            | 5,900                    | 98  |
|                        | Perkins         | 1,600            | 1,600                    | 100 |
|                        | Stanton         | 2,500            | 2,500                    | 100 |
| <b>Between 5-24%</b>   | <b>IOWA</b>     |                  |                          |     |
|                        | Fremont         | 3,900            | 3,900                    | 100 |
|                        | <b>KANSAS</b>   |                  |                          |     |
|                        | Graham          | 1,500            | 1,500                    | 100 |
|                        | Nemaha          | 4,200            | 4,100                    | 98  |
|                        | Osborne         | 2,300            | 2,200                    | 96  |
|                        | <b>NEBRASKA</b> |                  |                          |     |
|                        | Cedar           | 4,000            | 4,000                    | 100 |
|                        | Cherry          | 2,600            | 2,600                    | 100 |
|                        | Cuming          | 4,100            | 4,000                    | 98  |
|                        | Deuel           | 1,000            | 1,000                    | 100 |
|                        | Dodge           | 13,900           | 13,800                   | 99  |
|                        | Knox            | 4,100            | 4,000                    | 98  |
|                        | Pierce          | 3,200            | 3,200                    | 100 |
|                        | Washington      | 5,800            | 5,800                    | 100 |

## KHGI-TV , Kearney-Hastings-Grand Island (Arbitron Data Continued)

| Net Weekly Circulation | State County    | Total Households | TV Households Households | %   |
|------------------------|-----------------|------------------|--------------------------|-----|
| <b>50% &amp; Over</b>  | <b>NEBRASKA</b> |                  |                          |     |
|                        | Sherman         | 1,500            | 1,500                    | 100 |
|                        | Thayer          | 2,800            | 2,800                    | 100 |
|                        | Valley          | 2,200            | 2,100                    | 95  |
|                        | Webster         | 1,900            | 1,900                    | 100 |
| <b>Between 25-49%</b>  | <b>KANSAS</b>   |                  |                          |     |
|                        | Graham          | 1,500            | 1,500                    | 100 |
|                        | Lincoln         | 1,600            | 1,600                    | 100 |
|                        | Logan           | 1,400            | 1,400                    | 100 |
|                        | Marshall        | 5,200            | 5,100                    | 98  |
|                        | Sheridan        | 1,300            | 1,300                    | 100 |
|                        | Sherman         | 3,000            | 3,000                    | 100 |
|                        | <b>NEBRASKA</b> |                  |                          |     |
|                        | Arthur          | 200              | 200                      | 100 |
|                        | Gage            | 9,100            | 9,000                    | 99  |
|                        | Loup            | 300              | 300                      | 100 |
|                        | Nance           | 1,700            | 1,700                    | 100 |
|                        | Polk            | 2,300            | 2,300                    | 100 |
|                        | Wheeler         | 400              | 400                      | 100 |
|                        | York            | 5,700            | 5,600                    | 98  |
| <b>Between 5-24%</b>   | <b>COLORADO</b> |                  |                          |     |
|                        | Phillips        | 1,800            | 1,800                    | 100 |
|                        | Sedgwick        | 1,400            | 1,400                    | 100 |
|                        | <b>KANSAS</b>   |                  |                          |     |
|                        | Clay            | 3,900            | 3,800                    | 97  |
|                        | Russell         | 3,600            | 3,500                    | 97  |
|                        | Thomas          | 3,300            | 3,200                    | 97  |
|                        | <b>NEBRASKA</b> |                  |                          |     |
|                        | Blaine          | 300              | 300                      | 100 |
|                        | Boone           | 2,600            | 2,600                    | 100 |
|                        | Garden          | 1,000            | 1,000                    | 100 |
|                        | Grant           | 300              | 300                      | 100 |
|                        | Otoe            | 6,000            | 5,900                    | 98  |
|                        | Saline          | 5,100            | 5,000                    | 98  |
|                        | Seward          | 5,800            | 5,700                    | 98  |

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**Nebraska**

**KETV , Omaha**  
(Arbitron Data Continued)

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>Between 5-24%</b>   | <b>KANSAS</b>   |                  |               |     |
|                        | Marshall        | 5,200            | 5,100         | 98  |
|                        | Nemaha          | 4,200            | 4,100         | 98  |
|                        | <b>MISSOURI</b> |                  |               |     |
|                        | Holt            | 2,700            | 2,600         | 96  |
|                        | Nodaway         | 7,800            | 7,700         | 99  |
|                        | <b>NEBRASKA</b> |                  |               |     |
|                        | Dakota          | 6,600            | 6,600         | 100 |
|                        | Dixon           | 2,600            | 2,600         | 100 |
|                        | Madison         | 12,700           | 12,500        | 98  |
| Polk                   | 2,300           | 2,300            | 100           |     |
| Wayne                  | 3,400           | 3,400            | 100           |     |

**KPTM , Omaha**  
(Arbitron Data Continued)

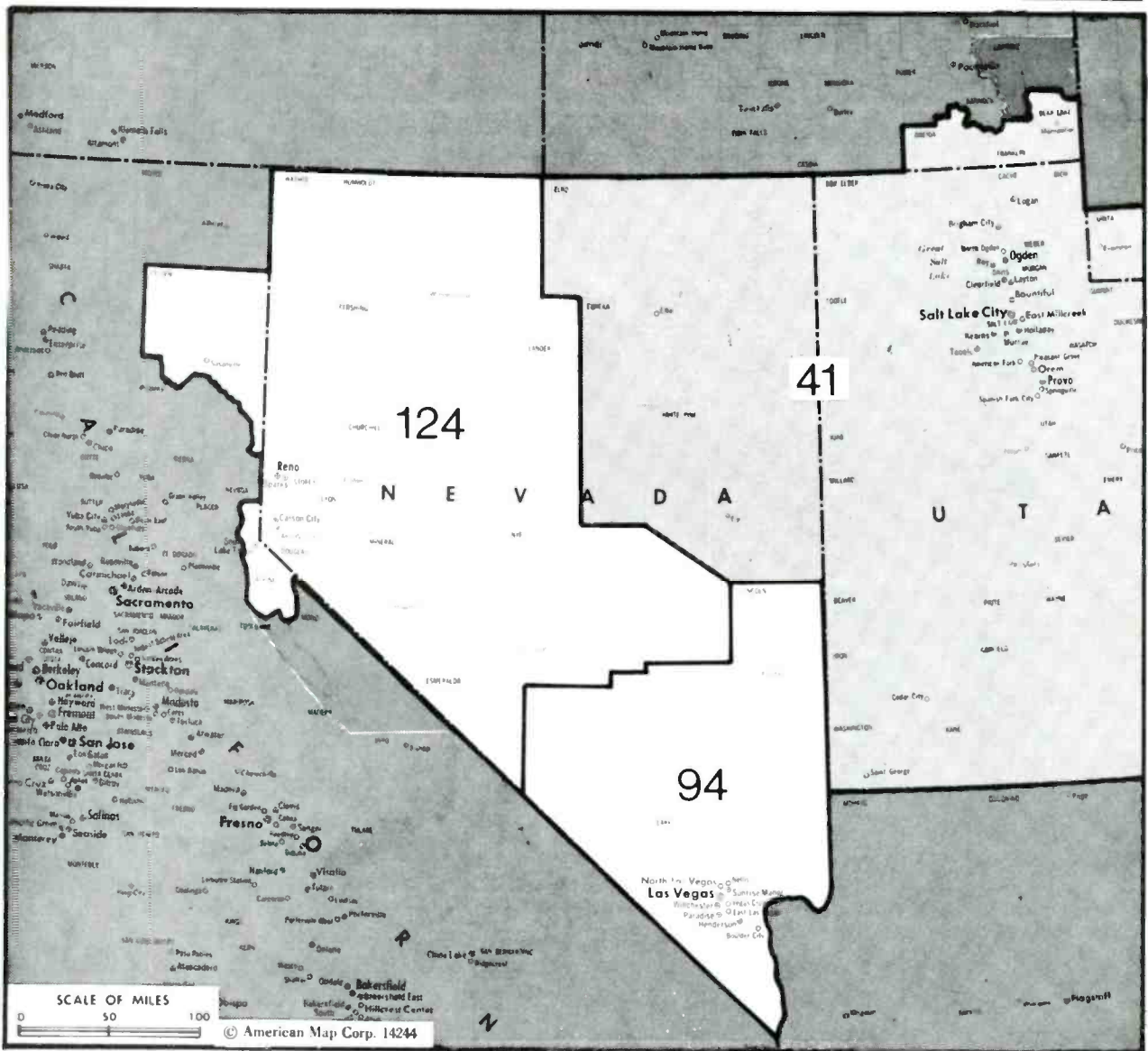
| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>Between 5-24%</b>   | <b>IOWA</b>  |                  |               |     |
|                        | Audubon      | 3,200            | 3,200         | 100 |
|                        | Cass         | 7,200            | 7,100         | 99  |
|                        | Crawford     | 7,100            | 7,000         | 99  |
|                        | Monona       | 4,600            | 4,500         | 98  |
|                        | Taylor       | 3,300            | 3,200         | 97  |

**KPTM , Omaha**  
(Arbitron Data Continued)

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>Between 5-24%</b>   | <b>NEBRASKA</b> |                  |               |     |
|                        | Gage            | 9,100            | 9,000         | 99  |
|                        | Johnson         | 2,000            | 2,000         | 100 |
|                        | Seward          | 5,800            | 5,700         | 98  |
|                        | Wayne           | 3,400            | 3,400         | 100 |

**WOWT , Omaha**  
(Arbitron Data Continued)

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>Between 5-24%</b>   | <b>IOWA</b>     |                  |               |     |
|                        | Adair           | 3,800            | 3,800         | 100 |
|                        | Carroll         | 8,500            | 8,400         | 99  |
|                        | Ida             | 3,500            | 3,500         | 100 |
|                        | Ringgold        | 2,400            | 2,400         | 100 |
|                        | Sac             | 5,400            | 5,300         | 98  |
|                        | Union           | 5,700            | 5,600         | 98  |
|                        | <b>KANSAS</b>   |                  |               |     |
|                        | Marshall        | 5,200            | 5,100         | 98  |
|                        | <b>NEBRASKA</b> |                  |               |     |
| Dakota                 | 6,600           | 6,600            | 100           |     |
| Dixon                  | 2,600           | 2,600            | 100           |     |
| Fillmore               | 3,000           | 3,000            | 100           |     |
| Jefferson              | 3,700           | 3,600            | 97            |     |
| Wayne                  | 3,400           | 3,400            | 100           |     |



| Market             | Arbitron ADI TV Households | Rank |
|--------------------|----------------------------|------|
| Salt Lake City, UT | 581,700                    | 41   |
| Las Vegas, NV      | 231,400                    | 94   |
| Reno, NV           | 166,600                    | 124  |

Market Area Commercial TV Stations

KOOG-TV (30), KSL-TV (5), KSTU(20), KTVX (4), KUTV (2)  
 KLAS-TV (8), KRLR (21), KTNV-TV(13), KVBC (3), KVVU-TV (5)  
 KAME-TV (21), KCRL (4), KOLO-TV (8), KREN-TV (27), KTVN (2)

| State Cross Reference List   |                   |
|--|-------------------|
| Communities That Receive Programs of Stations That are Located Elsewhere |                   |
| KVVU-TV, Henderson   | See Las Vegas, NV |

Nevada Station Status as of October 1, 1987

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 7   | 3   | 10    |
| Educational Television Stations | 2   | 0   | 2     |
|                                 | 9   | 3   | 12    |

# Nevada—Las Vegas

## KLAS-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** KLAS Inc., Box 15047, Las Vegas, NV 89114.

**Studio:** 3228 Channel 8 Dr., Las Vegas, NV 89109.

**Telephone:** 702-733-8850.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw max. & 291-kw horizontal visual, 63.2-kw max. & 57.6-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 271-ft. above ground, 4606-ft. above sea level.

Latitude 35° 56' 44"  
Longitude 115° 02' 33"

**Transmitter:** Black Mtn., 7-mi. from Henderson.

**Satellite Earth Stations:** Microdyne, 7-meter; Microdyne, 5-meter; RCA, 3.6-meter Ku-band; Harris receivers.

**News Services:** AP, Conus, Group W Newsfeed, NIWS, UPI.

**Ownership:** Landmark Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 8, 1953. Sale to Hughes Tool Co. by H. M. Greenspan and **Las Vegas Sun** approved by FCC Feb. 14, 1968 (*Television Digest*, Vol. 8:8, 9). Sale to present owner by the estate of Howard R. Hughes approved by FCC May 15, 1978 (Vol. 18:7).

**Represented (sales):** Katz Television.

**Represented (legal):** Hogan & Hartson.

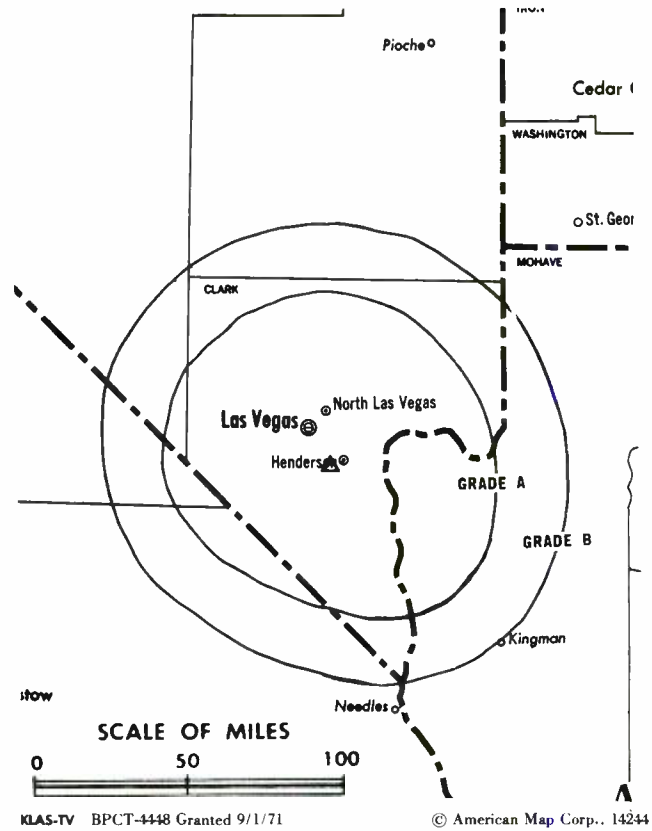
**Personnel:**

LEMUEL LEWIS, vice president & general manager.  
ANDY HENDERSON, general sales manager.  
PAT MONSON, program manager.  
JEAN HITES, local sales manager.  
JOHN NELSON, chief engineer.  
JOHN HARKER, production manager.

**Rates:** Not available.

**City of License:** Las Vegas. **ADI:** Las Vegas. **Rank:** 94.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County   | Total Households | TV Households  | %         |
|---|----------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>NEVADA</b>  |                  |                |           |
|   | Clark          | 226,700          | 222,600        | 98        |
|   | Lincoln        | 1,400            | 1,300          | 93        |
|   | Nye South      | 3,200            | 3,000          | 92        |
|   | White Pine     | 3,200            | 3,100          | 97        |
| <b>Between 5-24%</b>                    | <b>ARIZONA</b> |                  |                |           |
|   | Mohave         | 30,300           | 28,900         | 95        |
| <b>Station Totals</b>                   |                | <b>264,800</b>   | <b>258,900</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                |                  | <b>218,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |                |                  | <b>139,600</b> |           |

# Nevada—Las Vegas

**KRLR**

**Ch. 21**

**Network Service:** None, independent.

**Licensee:** DRES Media Inc., 920 S. Commerce St., Las Vegas, NV 89106.

**Studio:** 920 S. Commerce St., Las Vegas, NV 89106.

**Mailing Address:** Box 26815, Las Vegas, NV 89126.

**Telephone:** 702-382-2121.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 400-kw max. visual, 40-kw max. aural. Antenna: 1158-ft. above av. terrain, 90-ft. above ground, 3420-ft. above sea level.

Latitude 36° 00' 26"  
Longitude 115° 00' 24"

**Transmitter:** Black Mtn., Henderson.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Comtech, 5-meter C-band; Channel Master, 3.2-meter C-band; DX Engineering, 3.2-meter C-band; Channel Master, DX Engineering, Pinzone receivers.

**Ownership:** Frank E. Scott family, 70%; Broadcast West Inc., 10%; Alden Communications Corp., 10%; Channel 21 Corp., 10%. Alden, 100% owned by Michael Forman, is permittee of KTZO-TV, Ch. 20, Denver, CO; Forman has interest in permittees of KTZZ-TV, Ch. 22, Seattle, WA; KTDZ-TV, Ch. 24, Portland, OR. Carl P. Hilliard Jr., who has 20% of Broadcast West, has MDS interests.

**Began Operation:** July 31, 1984.

**Represented (sales):** Seltel Inc.

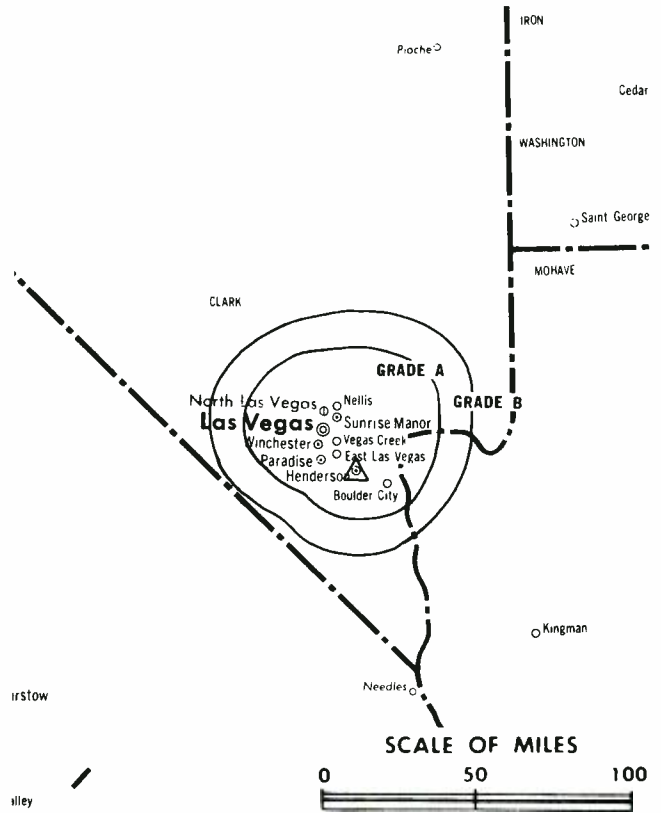
**Represented (legal):** Miller & Fields.

**Represented (engineering):** Carl T. Jones & Associates.

**Personnel:**

RICK SCOTT, general manager.  
STEVE SCOTT, chief engineer.  
LESLIE FOX, sales manager.  
NANCY HACKETT, national sales coordinator.  
KEN SHORE, production & promotions manager.  
WAYNE GARTLEY, business manager & program director.  
MEG MEYERS, traffic manager.

**Highest One Hour Rate (May 1, 1987):** \$2000.



KRLR BNPCT—831213KG Granted 5/25/84

© American Map Corp., No. 14244

**Highest 30 Sec. Rate (March 1, 1987):** \$1200.

**City of License:** Las Vegas. **ADI:** Las Vegas. **Rank:** 94.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County  | Total Households | TV Households  | %         |
|---|---------------|------------------|----------------|-----------|
|   | <b>NEVADA</b> |                  |                |           |
| Between 25-49%                          | Clark         | 226,700          | 222,600        | 98        |
| <b>Station Totals</b>                   |               | <b>226,700</b>   | <b>222,600</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |               |                  | <b>105,500</b> |           |
| <b>Average Daily Circulation (1987)</b> |               |                  | <b>42,000</b>  |           |

# Nevada—Las Vegas

## KTNV-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** WTMJ Inc.

**Studio:** 3355 S. Valley View, Las Vegas, NV 89102.

**Telephone:** 702-876-1313. **TWX:** 910-397-6984.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 275-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 268-ft. above ground, 4603-ft. above sea level.

Latitude 35° 56' 43"  
Longitude 115° 00' 32"

**Transmitter:** 10-mi. SSE of Las Vegas, Black Mtn.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; Channel Master, 3-meter C-band; RCA, 3-meter Ku-band; Avantek, Microdyne, RCA receivers.

**News Services:** ABC, AP, UPI.

**Ownership:** WTMJ Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 4, 1956. Sale to Adelson group by Albert Zugsmith interests approved Nov. 20, 1957 by FCC (**Television Digest**, Vol. 13:34, 42, 47); Zugsmith groups' purchase of KSHO-TV & KBMI(AM), Henderson, NV approved Nov. 28, 1956 (Vol. 12:48). Sale to Nevada Bcstrs. Fund Inc. by Mervyn L. & Nathan Adelson and Irwin A. Molasky approved Nov. 5, 1959 (Vol. 15:42, 45). Interim authorization granted Aug. 9, 1967 to Ch. 13 of Las Vegas Inc. CP granted to Talmac Inc. April 16, 1969 (Vol. 9:15). Positive control acquired by Williams Family Group following FCC approval July 11, 1974. Sale to present owner approved by FCC June 29, 1979 (Vol. 19:8).

**Represented (sales):** Petry Television Inc.

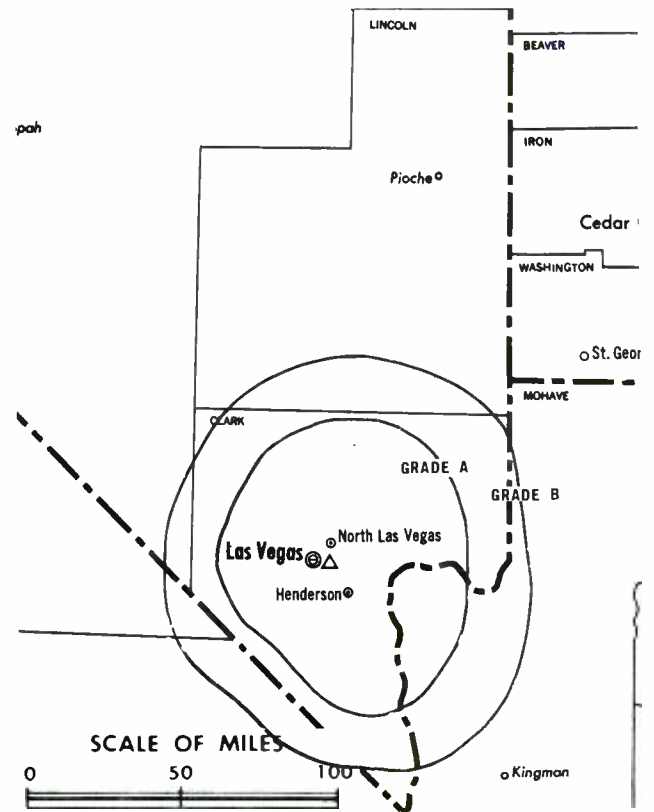
**Represented (legal):** Crowell & Moring.

**Personnel:**

JAMES BEHLING, vice president & general manager.  
GARY PLUMLEE, general & local sales manager.  
TERRY OSTLUND, chief engineer.

**Rates:** Not available.

**City of License:** Las Vegas. **ADI:** Las Vegas. **Rank:** 94.



KTNV-TV BMPCT-800104KE Granted 5/30/80

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Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %         |
|---|-------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>NEVADA</b>     |                  |                |           |
|   | Clark             | 226,700          | 222,600        | 98        |
|   | Lincoln           | 1,400            | 1,300          | 93        |
|   | Nye South         | 3,200            | 3,000          | 92        |
| <b>Between 5-24%</b>                    | <b>CALIFORNIA</b> |                  |                |           |
|   | Inyo              | 7,800            | 7,000          | 90        |
| <b>Station Totals</b>                   |                   | <b>239,100</b>   | <b>233,900</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>208,900</b> |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>124,000</b> |           |

# Nevada—Las Vegas

**KVBC**

Ch. 3

**Network Service:** NBC.

**Licensee:** Valley Broadcasting Co., Box 44169, Las Vegas, NV 89116.

**Studio:** 1500 Foremaster Lane, Las Vegas, NV 89101.

**Telephone:** 702-649-0500. **TWX:** 910-397-6997.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 17.4-kw aural. Antenna: 1275-ft. above av. terrain, 257-ft. above ground, 3594-ft. above sea level.

Latitude 36° 00' 30"  
Longitude 115° 00' 20"

**Transmitter:** Black Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Andrew, 2.37-meter Ku-band; Prodelin, 5-meter C-band; Paracom, 3.1-meter C-band; Pinzone, DX Engineering receivers.

**News Services:** AP, CNN, LPN, NBC, UPI.

**Ownership:** James E. Rogers, pres., 49.97%; Louis Wiener Jr., treas., 30%; Janet F. Rogers, exec. v.p.-secy., 12.53%; Clark Henry Tester, 5%; Rolla D. Cleaver, v.p., 1.5%; Gene Greenberg, 1%.

**Began Operation:** January 23, 1955. Donrey Inc. lost license (*Television Digest*, Vol. 18:46; 19:19, 32). Began operation under present ownership Sept. 30, 1979.

**Represented (sales):** Blair Television.

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

**Personnel:**

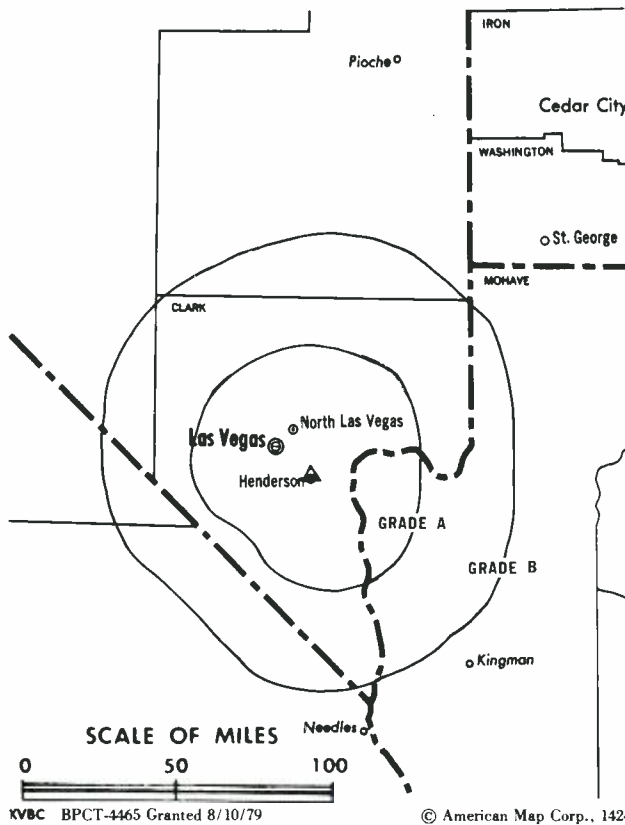
- ROLLA D. CLEAVER, general manager.
- GENE R. GREENBERG, general sales manager.
- BUZZ FLOYD, program director.
- CHARLENE HEARST, public affairs director.
- FRANK HAYNES, chief engineer.
- MIKE CUTLER, news director.

**Highest One Hour Rate:** \$8000.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$450.

**City of License:** Las Vegas. **ADI:** Las Vegas. **Rank:** 94.



Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County  | Total Households | TV Households  | %         |
|---|---------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>NEVADA</b> |                  |                |           |
|   | Clark         | 226,700          | 222,600        | 98        |
|   | Lincoln       | 1,400            | 1,300          | 93        |
|   | Nye South     | 3,200            | 3,000          | 92        |
|   | <b>UTAH</b>   |                  |                |           |
|   | Washington    | 10,700           | 10,100         | 94        |
| <b>Between 25-49%</b>                   | <b>NEVADA</b> |                  |                |           |
|   | White Pine    | 3,200            | 3,100          | 97        |
| <b>Station Totals</b>                   |               | <b>245,200</b>   | <b>240,100</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |               |                  | <b>224,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |               |                  | <b>154,800</b> |           |

# Nevada—Henderson-Las Vegas

## KVVU-TV

Ch. 5

**Network Service:** Fox.

**Licensee:** KVVU Broadcasting Corp., 1900 E. Flamingo Rd., Suite 295, Las Vegas, NV 89119.

**Studio:** 1800 Boulder Hwy., Henderson, NV 89015.

**Business Office:** 1900 E. Flamingo Rd., Las Vegas, NV 89119.

**Telephone:** 702-735-3191. **TWX:** 910-397-6879.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1190-ft. above av. terrain, 139-ft. above ground, 3499-ft. above sea level.

Latitude 36° 00' 26"  
Longitude 115° 00' 23"

**Transmitter:** Black Mtn., 2-mi. SW of Henderson.

**Satellite Earth Stations:** 3 in operation; Simulcast, 5-meter Ku-band; M/A-Corn, Microdyne receivers.

**News Service:** UPI.

**Ownership:** Meredith Corp. See Group Ownership of Television Stations.

**Began Operation:** September 10, 1967. Sale to present owner approved by FCC April 5, 1985 (*Television Digest*, Vol. 25:3). Sale to John W. Carson, et al., by William H. Hernstadt, et al., approved March 30, 1979 (Vol. 18:25; 19:14, 16). Previous sale by Levin-Townsend Enterprises approved Sept. 1, 1971. Sale by Charles Vanda approved by FCC May 1, 1969 (Vol. 9:18).

**Represented (sales):** MMT Sales Inc.

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

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

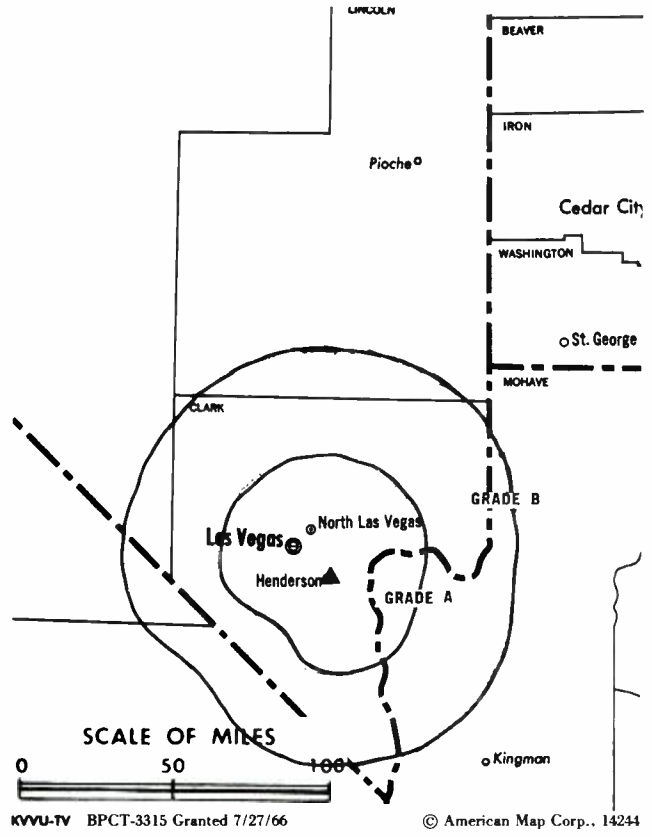
RUSTY DURANTE, vice president & general manager.  
BILL UTTON, general sales manager.  
JACK SMITH, director of engineering.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate:** \$550.

**City of License:** Henderson. **ADI:** Las Vegas. **Rank:** 94.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County   | Total Households | TV Households  | %         |
|---|----------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>ARIZONA</b> |                  |                |           |
|   | Mohave         | 30,300           | 28,900         | 95        |
|   | <b>NEVADA</b>  |                  |                |           |
|   | Clark          | 226,700          | 222,600        | 98        |
|   | Lincoln        | 1,400            | 1,300          | 93        |
|   | Nye South      | 3,200            | 3,000          | 92        |
| <b>Between 25-49%</b>                   | <b>UTAH</b>    |                  |                |           |
|   | Washington     | 10,700           | 10,100         | 94        |
| <b>Between 5-24%</b>                    | <b>ARIZONA</b> |                  |                |           |
|   | La Paz         | 5,600            | 5,400          | 96        |
|   | <b>NEVADA</b>  |                  |                |           |
|   | White Pine     | 3,200            | 3,100          | 97        |
| <b>Station Totals</b>                   |                | <b>281,100</b>   | <b>274,400</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                |                  | <b>210,300</b> |           |
| <b>Average Daily Circulation (1987)</b> |                |                  | <b>114,800</b> |           |



# Nevada—Reno

## KAME-TV

Ch. 21

**Network Service:** Fox.

**Licensee:** Page Enterprises Inc., 4920 Brookside Court, Reno, NV 89502.

**Studio:** 4920 Brookside Court, Reno, NV 89502.

**Mailing Address:** Box 11129, Reno, NV 89510.

**Telephone:** 702-786-2121.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 631-kw max. & 457-kw horizontal visual, 63.1-kw max. & 45.7-kw horizontal aural. Antenna: 620-ft. above av. terrain, 152-ft. above ground, 5625-ft. above sea level.

Latitude 39° 35' 03.5"  
Longitude 119° 47' 51.0

Requests CP for change to Ch. 11, 224-kw max. visual, 22.4-kw max. aural, 2439-ft. above av. terrain, 119-ft. above ground, 7901-ft. above sea level, lat. 39° 19' 07", long. 119° 40' 08", transmitter to 1.2-mi. WNW of intersection of Hwys. 17 & 79 on Ophir Hill, near Virginia City. BMPCT-850509KQ.

**Transmitter:** E Knob of Red Peak, 4-mi. N of Reno.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Microdyne, 7-meter; Microdyne, Scientific-Atlanta receivers.

**News Service:** INN.

**Ownership:** William C. Andrews & Rivers Andrews, 20% jointly; Alvin Eicoff & Helene Eicoff, 17% each; Steven, Manny & Arthur Gutterman, 12% each; Ronald J. Garratano & Thomas L. Letizia, 5% each.

**Began Operation:** October 11, 1981.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

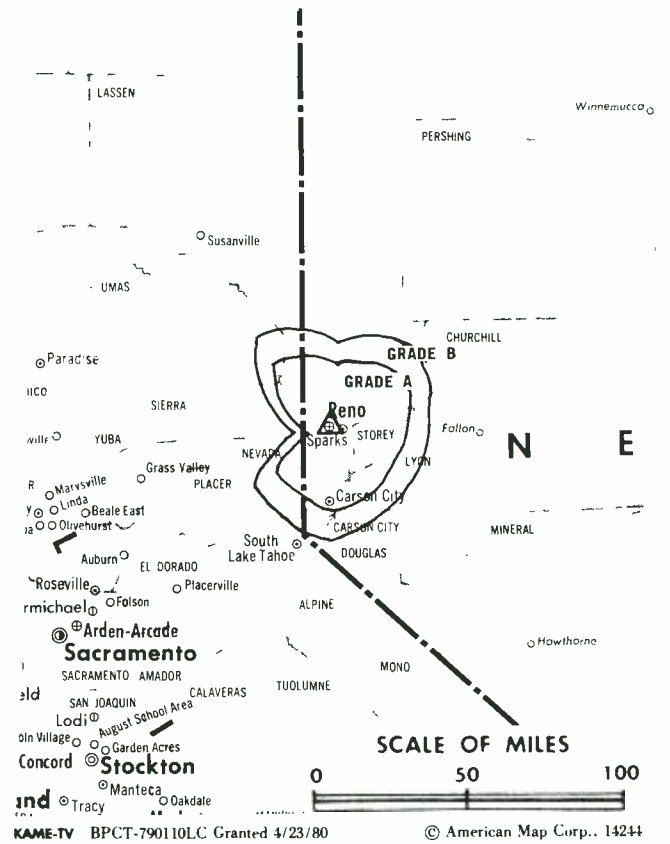
BILL ANDREWS, president & general manager.  
MICHAEL ANDREWS, general sales manager.  
B. J. ANDREWS, station manager.  
MAGGIE VERHOEF, program director.  
AL RUCH, chief engineer.

**Highest 30 Sec. Rate:** \$500.

**City of License:** Reno. **ADI:** Reno. **Rank:** 124.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %  |
|------------------------|-------------------|------------------|---------------|----|
| 50% & Over             | CALIFORNIA Lassen | 8,400            | 7,800         | 93 |



| Net Weekly Circulation                  | State County              | Total Households | TV Households  | %             |
|---|---------------------------|------------------|----------------|---------------|
| 50% & Over                              | NEVADA Washoe             | 93,800           | 91,400         | 97            |
|   | CALIFORNIA El Dorado East | 12,300           | 11,800         | 96            |
| Between 25-49%                          | NEVADA Churchill          | 6,000            | 5,900          | 98            |
|   | Douglas                   | 9,600            | 9,200          | 96            |
|   | Mineral                   | 2,400            | 2,300          | 96            |
|   | Storey                    | 600              | 600            | 100           |
|   | Carson City               | 15,000           | 14,600         | 97            |
| Between 5-24%                           | CALIFORNIA Alpine         | 400              | 300            | 75            |
|   | Placer East               | 4,600            | 4,400          | 97            |
|   | Plumas                    | 7,900            | 7,400          | 94            |
|   | NEVADA Lyon               | 6,700            | 6,400          | 96            |
|   | Nye North                 | 2,700            | 2,500          | 91            |
| <b>Station Totals</b>                   |                           | <b>170,400</b>   | <b>164,600</b> | <b>96</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                           |                  |                | <b>82,100</b> |
| <b>Average Daily Circulation (1987)</b> |                           |                  |                | <b>33,600</b> |

# Nevada—Reno

**KCRL**

Ch. 4

**Network Service:** NBC.

**Licensee:** Circle L Inc., Box 7160, Reno, NV 89510.

**Studio:** 1790 Vassar St., Reno, NV 89502.

**Mailing Address:** Box 7160, Reno, NV 89510.

**Telephone:** 702-322-9145. **TWX:** 910-395-7080.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 17.4-kw visual, 3.44-kw aural. Antenna: 420-ft. above av. terrain, 92-ft. above ground, 5539-ft. above sea level.

Latitude 39° 35' 03"  
Longitude 119° 48' 06"

**Transmitter:** 4-mi. N of Reno Post Office.

**Satellite Earth Stations:** 2 in operation, Ku-band; Harris receivers.

**News Services:** AP, NBC, UPI.

**Ownership:** Circle L Inc. The Cord Foundation, Thomas P. Ford, Edward D. Neuhoﬀ & William O. Bradley, trustees, 90%; Estate of Charles E. Cord, 10%.

**Began Operation:** September 30, 1962.

**Represented (sales):** MMT Marketing.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** Bond & Oakley.

**Personnel:**

JIM ELLIOTT, station manager.  
NORVEL SEYLER, chief engineer.  
JOHN FIRPO, news director.

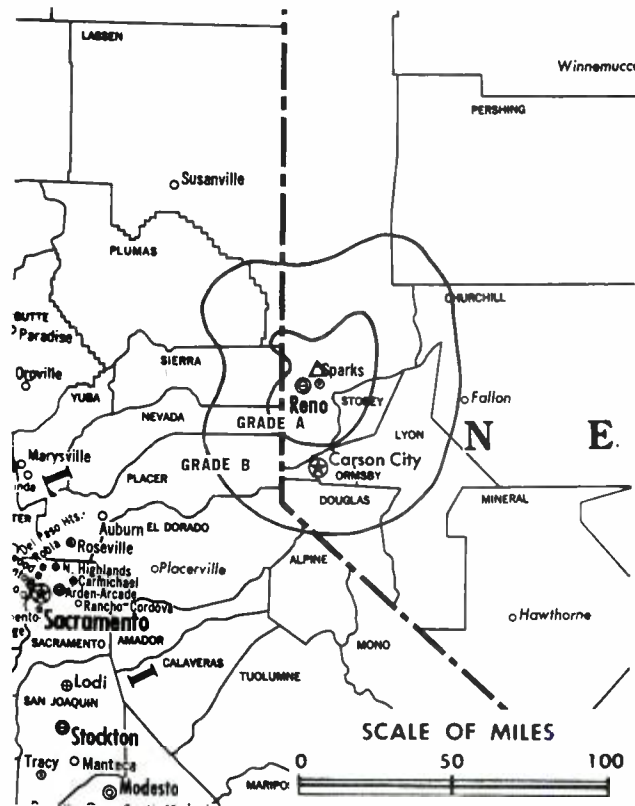
**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$325.

**City of License:** Reno. **ADI:** Reno. **Rank:** 124.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %  |
|------------------------|-------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>CALIFORNIA</b> |                  |               |    |
|                        | Alpine            | 400              | 300           | 75 |
|                        | El Dorado East    | 12,300           | 11,800        | 96 |
|                        | Lassen            | 8,400            | 7,800         | 93 |
|                        | Placer East       | 4,600            | 4,400         | 97 |
| <b>NEVADA</b>          | Churchill         | 6,000            | 5,900         | 98 |
|                        | Douglas           | 9,600            | 9,200         | 96 |



KCRL BPCT-2656 Granted 6/15/61

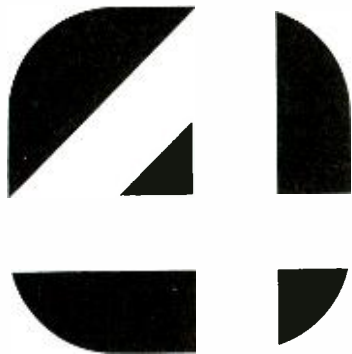
© American Map Corp., 14244

| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %         |
|---|----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Esmeralda            | 400              | 300            | 86        |
|   | Lyon                 | 6,700            | 6,400          | 96        |
|   | Mineral              | 2,400            | 2,300          | 96        |
|   | Nye North            | 2,700            | 2,500          | 91        |
|   | Pershing             | 1,400            | 1,400          | 100       |
|   | Storey               | 600              | 600            | 100       |
|   | Washoe               | 93,800           | 91,400         | 97        |
|   | Carson City          | 15,000           | 14,600         | 97        |
| <b>Between 25-49%</b>                   | <b>CALIFORNIA</b>    |                  |                |           |
|   | Plumas               | 7,900            | 7,400          | 94        |
| <b>NEVADA</b>                           | Humboldt             | 4,500            | 4,300          | 96        |
|   | <b>Between 5-24%</b> |                  |                |           |
|   | <b>CALIFORNIA</b>    |                  |                |           |
|   | Sierra               | 1,600            | 1,500          | 94        |
| <b>Station Totals</b>                   |                      | <b>178,300</b>   | <b>172,100</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>143,800</b> |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>83,500</b>  |           |

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AMERICA'S 2nd RICHEST  
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RENO**

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The Tacher Company  
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**Atlanta  
Chicago  
Dallas  
Detroit  
Houston  
Los Angeles**

**Minneapolis  
New York  
Philadelphia  
St. Louis  
San Francisco**

*\*Based on Top 100 Markets  
Source: Survey of Buying Power, 1986*

# Nevada—Reno

## KOLO-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Donrey of Nevada Inc., Box 10,000, Reno, NV 89510.

**Studio:** 4850 Ampere Dr., Box 10,000, Reno, NV 89510.

**Telephone:** 702-786-8880. **TWX:** 910-395-7051.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 151-kw visual, 30.2-kw aural. Antenna: 2930-ft. above av. terrain, 120-ft. above ground, 9789-ft. above sea level.

Latitude 39° 18' 49"  
Longitude 119° 53' 00"

**Transmitter:** Slide Mtn., Washoe County.

**Satellite Earth Stations:** Andrew, 7.3-meter; Andrew, 4.5-meter; Andrew, Avantek receivers.

**AM Affiliate:** KOLO, 5-kw, 920 kHz.

**News Services:** ABC, AP.

**Ownership:** Donrey Inc. Donald W. Reynolds, pres. For other holdings, see Newspaper Ownership of TV Stations.

**Began Operation:** September 26, 1953.

**Represented (sales):** Blair Television.

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

**Represented (engineering):** Hammett & Edison Inc.

### Personnel:

DONALD W. REYNOLDS, president.  
JAMES C. HERZIG, general manager.  
JACK HARTMAN, general sales manager.  
JOHN Z. CSIA, program/operations manager.  
ROBERT NORTHAM, chief engineer.  
KIRK FROSDICK, news director.  
JOHN HOWE, director of community relations.  
LORNA KING, traffic director.

**Highest One Hour Rate:** \$5000.

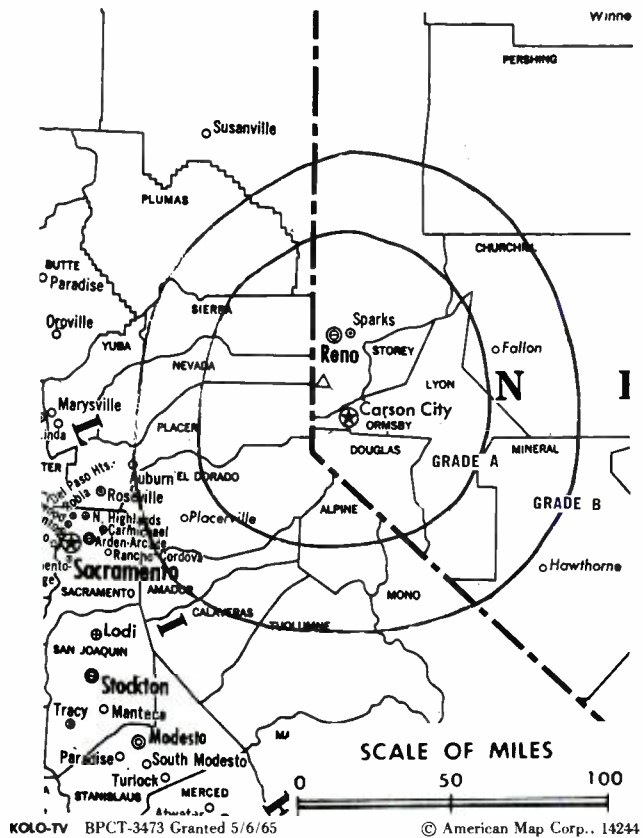
**Highest 30 Sec. Rate:** \$1300.

**NETWORK BASE HOURLY RATE:** \$275.

**City of License:** Reno. **ADI:** Reno. **Rank:** 124.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %  |
|------------------------|-------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>CALIFORNIA</b> |                  |               |    |
|                        | Alpine            | 400              | 300           | 75 |
|                        | El Dorado East    | 12,300           | 11,800        | 96 |
|                        | Lassen            | 8,400            | 7,800         | 93 |
|                        | Mono              | 4,200            | 3,700         | 87 |
|                        | Placer East       | 4,600            | 4,400         | 97 |
|                        | Sierra            | 1,600            | 1,500         | 94 |



| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %              |
|---|-------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>NEVADA</b>     |                  |                |                |
|   | Churchill         | 6,000            | 5,900          | 98             |
|   | Douglas           | 9,600            | 9,200          | 96             |
|   | Elko              | 8,300            | 7,800          | 93             |
|   | Esmeralda         | 400              | 300            | 86             |
|   | Eureka            | 600              | 500            | 82             |
|   | Humboldt          | 4,500            | 4,300          | 96             |
|   | Lander            | 2,000            | 1,800          | 92             |
|   | Lyon              | 6,700            | 6,400          | 96             |
|   | Mineral           | 2,400            | 2,300          | 96             |
|   | Nye North         | 2,700            | 2,500          | 91             |
|   | Pershing          | 1,400            | 1,400          | 100            |
|   | Storey            | 600              | 600            | 100            |
| Washoe                                  | 93,800            | 91,400           | 97             |                |
| Carson City                             | 15,000            | 14,600           | 97             |                |
| <b>Between 25-49%</b>                   | <b>CALIFORNIA</b> |                  |                |                |
|   | Modoc             | 3,700            | 3,400          | 92             |
| <b>Between 5-24%</b>                    | <b>CALIFORNIA</b> |                  |                |                |
|   | Nevada            | 27,100           | 25,600         | 94             |
|   | <b>NEVADA</b>     |                  |                |                |
|   | White Pine        | 3,200            | 3,100          | 97             |
| <b>Station Totals</b>                   |                   | <b>219,500</b>   | <b>210,600</b> | <b>95</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                | <b>157,700</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                | <b>95,000</b>  |

# Nevada—Reno

## KREN-TV

Ch. 27

**Network Service:** Univision.

**Licensee:** Sainte Limited, Box 4159, Modesto, CA 95352.

**Studio:** 4600 Kietzke Lane, Bldg. G, Suite 171, Reno, NV 89510.

**Telephone:** 702-826-8827; 209-523-0777.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 1820-kw max. visual, 182-kw max. aural. Antenna: 2925-ft. above av. terrain, 107-ft. above ground, 9754-ft. above sea level.

Latitude 39° 18' 47"  
Longitude 119° 52' 59"

**Transmitter:** Peak of Slide Mountain, 15-mi. SSW of Reno.

**Satellite Earth Stations:** M/A-Com, 5-meter Ku-band; Scientific-Atlanta, 5-meter C-band.

**Ownership:** Sainte Limited. See Group Ownership of Television Stations.

**Began Operation:** October 8, 1986.

**Represented (sales):** Univision—Spanish International Network.

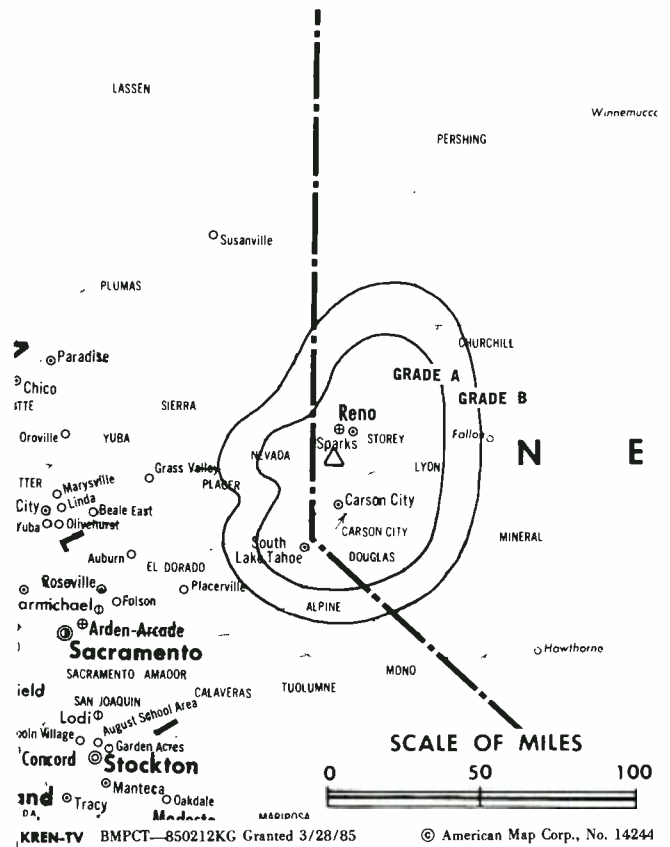
**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Cecil Lynch.

**Personnel:**

CHESTER SMITH, general manager.  
GREGG SCHAFER, general sales manager.  
LESLIE MIX, local sales manager.  
ED RATHBUM, engineering director.

**Rates:** On request.



**Arbitron Data:** Included with KCSO, Modesto, CA.

**City of License:** Reno. **ADI:** Reno. **Rank:** 124.

# Nevada—Reno

**KTVN**

Ch. 2

**Network Service:** CBS.

**Licensee:** Sarkes Tarzian Inc., 4925 Energy Way, Reno, NV 89502.

**Studio:** 4925 Energy Way, Reno, NV 89502.

**Telephone:** 702-786-2212.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 34.7-kw visual, 6.92-kw aural. Antenna: 490-ft. above av. terrain, 151-ft. above ground, 5580-ft. above sea level.

Latitude 39° 35' 00.5"  
Longitude 119° 47' 52.0"

Requests CP for change to 89.1-kw visual, 8.9-kw aural, 2153-ft. above av. terrain, 113-ft. above ground, 7570-ft. above sea level, lat. 39° 15' 28", long. 119° 42' 36", transmitter to McClellan Peak, approx. 6-mi. NE of Carson City. BPCT-860507KG.

**Transmitter:** 4-mi. N of Reno Post Office.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Superior, 6-meter Ku- & C-band; Scientific-Atlanta, 4.6-meter C-band; Standard Electronics, Scientific-Atlanta receivers.

**News Services:** AP, Conus, LPN.

**Ownership:** Sarkes Tarzian Inc. See Group Ownership of Television Stations.

**Began Operation:** June 4, 1967. Sale to present owners by Lee D. Hirshland, et al., approved by FCC Aug. 13, 1980 (Television Digest, Vol. 19:44).

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Jules Cohen & Associates.

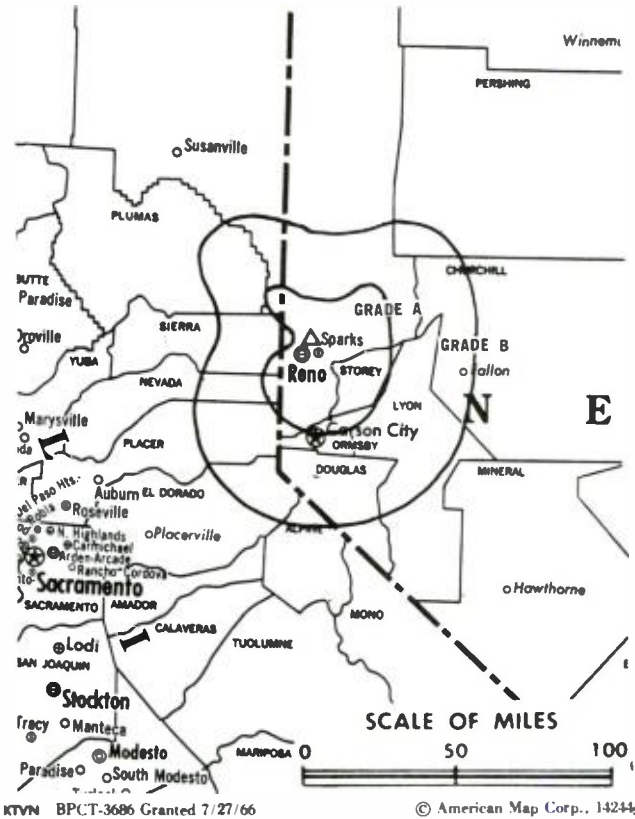
**Personnel:**

DENNIS E. SIEWERT, general manager.  
AL RICHARDS, director of operations & engineering.  
JOHN RICHARDSON, general sales manager.  
DAVE BRISCO, production manager.  
SHARON ASHER, program services manager.  
MATT JAMES, news director.  
JOANN MITCHELL, comptroller.

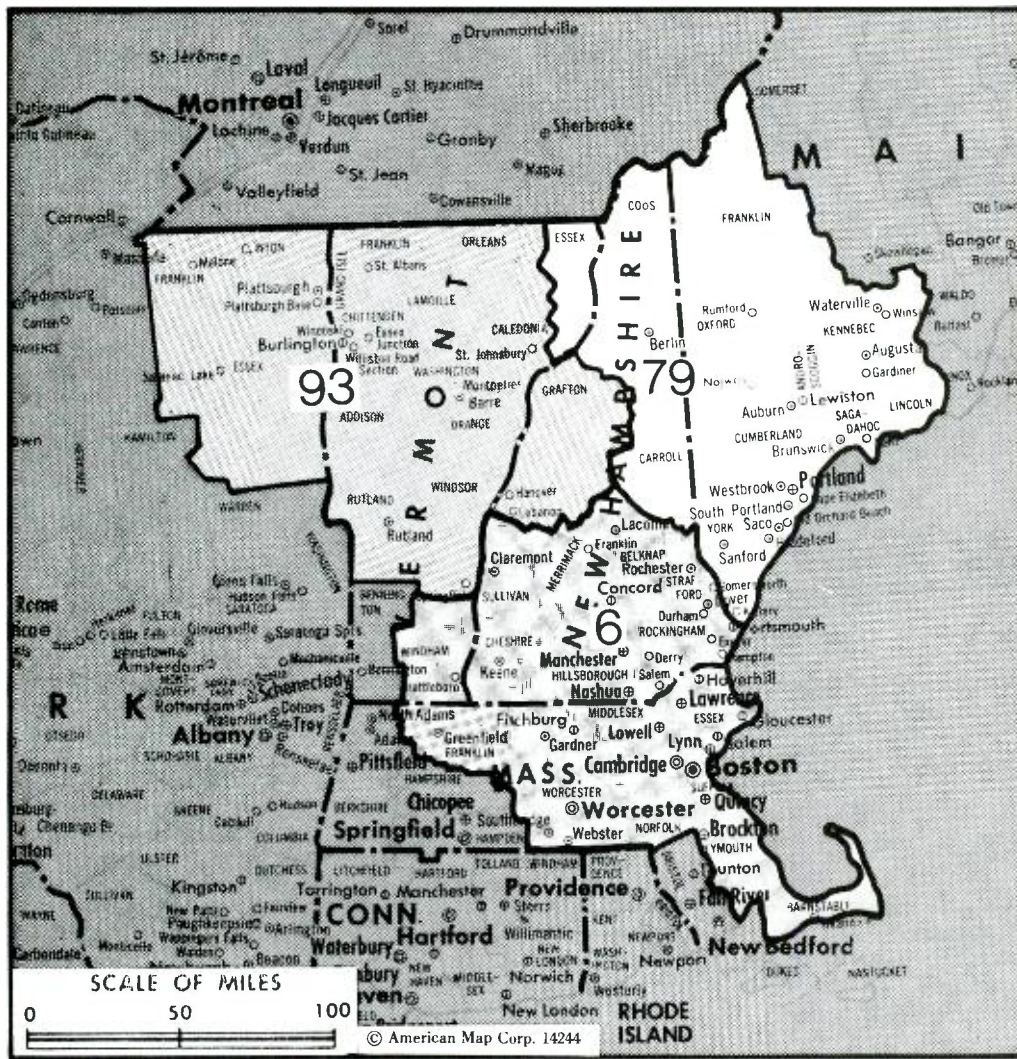
**City of License:** Reno. **ADI:** Reno. **Rank:** 124.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %  |
|------------------------|-------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>CALIFORNIA</b> |                  |               |    |
|                        | Alpine            | 400              | 300           | 75 |
|                        | El Dorado East    | 12,300           | 11,800        | 96 |
|                        | Lassen            | 8,400            | 7,800         | 93 |
|                        | <b>NEVADA</b>     |                  |               |    |
|                        | Churchill         | 6,000            | 5,900         | 98 |
|                        | Douglas           | 9,600            | 9,200         | 96 |
|                        | Elko              | 8,300            | 7,800         | 93 |
|                        | Esmeralda         | 400              | 300           | 86 |
|                        | Lander            | 2,000            | 1,800         | 92 |



| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %         |
|---|-------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Lyon              | 6,700            | 6,400          | 96        |
|   | Mineral           | 2,400            | 2,300          | 96        |
|   | Nye North         | 2,700            | 2,500          | 91        |
|   | Pershing          | 1,400            | 1,400          | 100       |
|   | Storey            | 600              | 600            | 100       |
|   | Washoe            | 93,800           | 91,400         | 97        |
|   | Carson City       | 15,000           | 14,600         | 97        |
| <b>Between 25-49%</b>                   | <b>CALIFORNIA</b> |                  |                |           |
|   | Placer East       | 4,600            | 4,400          | 97        |
|   | <b>NEVADA</b>     |                  |                |           |
|   | Eureka            | 600              | 500            | 82        |
| <b>Between 5-24%</b>                    | Humboldt          | 4,500            | 4,300          | 96        |
|   | Lincoln           | 1,400            | 1,300          | 93        |
|   | <b>CALIFORNIA</b> |                  |                |           |
| <b>Between 5-24%</b>                    | Amador            | 10,000           | 9,500          | 95        |
|   | Mono              | 4,200            | 3,700          | 87        |
|   | Plumas            | 7,900            | 7,400          | 94        |
|   | Sierra            | 1,600            | 1,500          | 94        |
|   | <b>NEVADA</b>     |                  |                |           |
| Clark                                   | 226,700           | 222,600          | 98             |           |
| <b>Station Totals</b>                   |                   | <b>431,500</b>   | <b>419,300</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>158,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>86,600</b>  |           |



| Market                              | Arbitron ADI<br>TV Households | Rank |
|-------------------------------------|-------------------------------|------|
| Boston, MA .....                    | 2,037,700                     | 6    |
| Burlington, VT-Plattsburgh, NY..... | 246,600                       | 93   |

#### Market Area Commercial TV Stations

WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHLL (27), WHSH (66), WLVI-TV (56), WMUR-TV (9), WNDS (50), WNEV-TV (7), WNHT (21), WQTV (68), WRYT (46), WSBK-TV (38), WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)

| State Cross Reference List  |                       |
|---|-----------------------|
| Communities That Receive Programs of<br>Stations That are Located Elsewhere |                       |
| WNNE-TV, Hanover .....  | See Hartford, VT      |
| WNHT, Manchester .....  | See Concord, NH       |
| WMTW-TV, Mt. Washington.....  | See Poland Spring, ME |

#### New Hampshire Station Status as of October 1, 1987

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 1   | 3   | 4     |
| Educational Television Stations | 1   | 3   | 4     |
|                                 | 2   | 6   | 8     |

# New Hampshire—Concord-Manchester

**WNHT**

**Ch. 21**

**Network Service:** None, independent.

**Licensee:** The Flatley Co., 21 Media Park, Concord, NH 03301.

**Studio:** 21 Media Park, Concord, NH 03301.

**Mailing Address:** Box 2100, Concord, NH 03301.

**Telephone:** 603-225-2100.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 1845-kw max. & 1334-kw horizontal visual, 185-kw max. & 133.7-kw horizontal aural. Antenna: 1133-ft. above av. terrain, 299-ft. above ground, 1712-ft. above sea level.

Latitude 43° 11' 14.0"  
Longitude 71° 19' 11.5"

**Transmitter:** Fort Mtn., 2.68-mi. S of Hwy. 4, 2.72-mi. W of Pleasant Lake, near Gossville.

**Satellite Earth Stations:** 2 Scientific-Atlanta, 5-meter C-band; Vertex, 4.6-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CNN.

**Ownership:** Thomas J. Flatley, 100%. See Group Ownership of Television Stations.

**Began Operation:** April 16, 1984. Sale to present owner by NHTV 21 Inc. (John Gikas & Frances D. Shaine) approved by FCC Sept. 14, 1984 (*Television Digest*, Vol. 24:33).

**Represented (legal):** Sutherland, Asbill & Brennan.

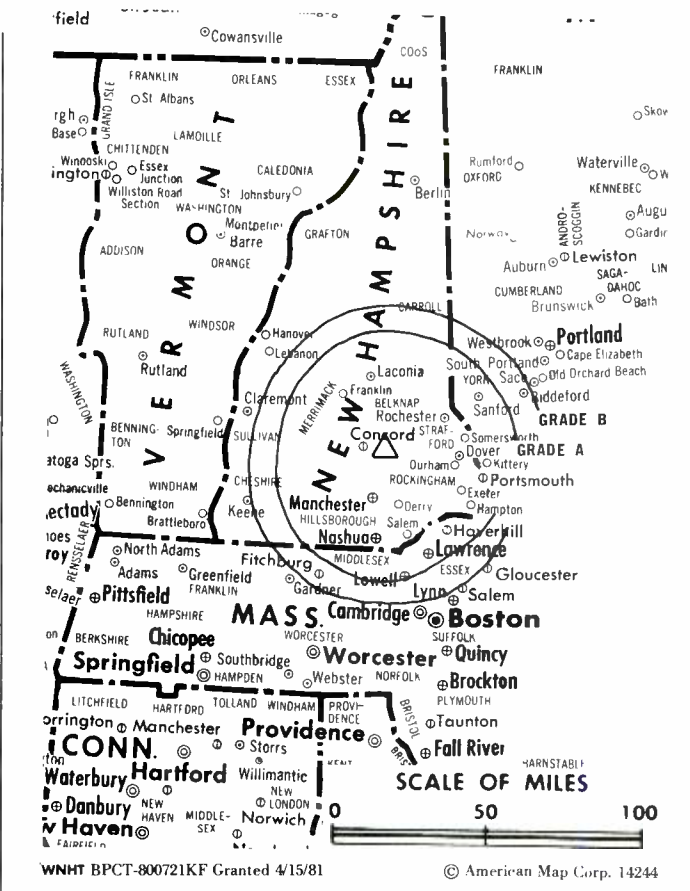
**Personnel:**

RON PULERA, general manager.  
FRANK H. ADAM, general sales manager.  
R. GREGG CHADWICK, chief engineer.  
THOMAS VAN HORN, production manager.  
BOB JOYCE, program director.

**Rates:** On request.

**City of License:** Concord. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %         |
|---|----------------------|------------------|----------------|-----------|
| Between 5-24%                           | <b>MAINE</b>         |                  |                |           |
|   | York                 | 58,200           | 57,400         | 99        |
|   | <b>NEW HAMPSHIRE</b> |                  |                |           |
|   | Belknap              | 17,900           | 17,700         | 99        |
|   | Grafton              | 25,300           | 24,500         | 97        |
|   | Hillsborough         | 110,300          | 108,900        | 99        |
|   | Merrimack            | 38,400           | 37,600         | 98        |
| Rockingham                              | 80,100               | 79,100           | 99             |           |
|   | Strafford            | 32,800           | 32,200         | 98        |
| <b>Station Totals</b>                   |                      | <b>363,000</b>   | <b>357,400</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>70,700</b>  |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>21,400</b>  |           |



# New Hampshire—Derry

**WNDS**

**Ch. 50**

**Network Service:** None, independent.

**Licensee:** CTV of Derry Inc., TV 50 Place, Derry, NH 03038.

**Studio:** TV 50 Place, Derry, NH 03038.

**Telephone:** 603-434-8850.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 702-ft. above av. terrain, 499-ft. above ground, 983-ft. above sea level.

Latitude 42° 44' 07"  
Longitude 71° 23' 36"

**Transmitter:** Trigate Rd. on Merrill Hill, Hudson.

**Satellite Earth Stations:** In operation; M/A-Com receivers.

**Ownership:** Nash Family, 67%; James K. Stellos, 15%; approx. 10 others hold remaining 18%.

**Began Operation:** September 12, 1983.

**Represented (sales):** Savalli Broadcast Sales.

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** B. Scott Baxter & Associates.

**Personnel:**

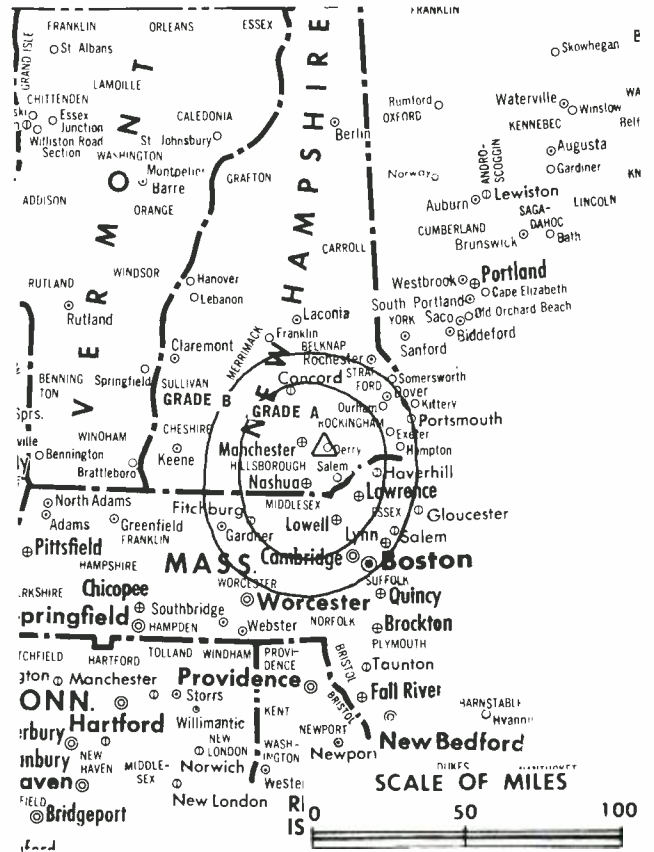
JAMES L. LANNIN, general manager.  
PAUL HUNTER, chief engineer.  
VERNELLE MOSEY, business manager.  
KENT OHLMAN, production manager.

**Highest 30 Sec. Rate:** \$150.

**City of License:** Derry. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes. TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County                         | Total Households | TV Households | %  |
|------------------------|--------------------------------------|------------------|---------------|----|
| <b>Between 25-49%</b>  | <b>NEW HAMPSHIRE</b><br>Hillsborough | 110,300          | 108,900       | 99 |



WNDS BPCT-81012KF Granted 7/16/82

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| Net Weekly Circulation                  | State County                      | Total Households | TV Households  | %         |
|---|-----------------------------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | Strafford                         | 32,800           | 32,200         | 98        |
| <b>Between 5-24%</b>                    | <b>MASSACHUSETTS</b><br>Essex     | 245,300          | 242,500        | 99        |
|   | <b>NEW HAMPSHIRE</b><br>Merrimack | 38,400           | 37,600         | 98        |
|   | Rockingham                        | 80,100           | 79,100         | 99        |
| <b>Station Totals</b>                   |                                   | <b>506,900</b>   | <b>500,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                                   |                  | <b>120,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |                                   |                  | <b>35,900</b>  |           |

# New Hampshire—Manchester

## WMUR-TV

Ch. 9

**Network Service:** ABC.

**Licensee:** WMUR-TV Inc., 50 Cote St., Manchester, NH 03101.

**Studio:** WMUR-TV Bldg.

**Mailing Address:** 50 Cote St., Manchester, NH 03101.

**Telephone:** 603-623-8061.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 282-kw visual, 33.5-kw aural. Antenna: 1030-ft. above av. terrain, 227-ft. above ground, 1513-ft. above sea level.

Latitude 42° 58' 59"  
Longitude 71° 35' 19"

**Transmitter:** Goffstown, NH.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** In operation.

**News Service:** AP.

**Ownership:** Birney Imes Jr., 54%; Nancy T. Imes, 36%. See Group Ownership of Television Stations.

**Began Operation:** March 28, 1954. Transfer from estate of Francis P. Murphy approved Feb. 3, 1959 by FCC (*Television Digest*, Vol. 14:15; 15:2, 6). Sale to present owner by Richard Eaton Estate approved by FCC July 22, 1981.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Latham & Watkins.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

DAVID L. ZAMICHOW, vice president & general manager.  
LARRY GILPIN, general sales manager.  
TOM BONNAR, operations/program manager.

**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$325.

**City of License:** Manchester. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NEW HAMPSHIRE</b> |                  |               |    |
|                        | Belknap              | 17,900           | 17,700        | 99 |
|                        | Cheshire             | 23,600           | 22,900        | 97 |
|                        | Hillsborough         | 110,300          | 108,900       | 99 |
|                        | Merrimack            | 38,400           | 37,600        | 98 |



| Net Weekly Circulation                  | State County         | Total Households     | TV Households    | %              |
|---|----------------------|----------------------|------------------|----------------|
| <b>Between 25-49%</b>                   | <b>NEW HAMPSHIRE</b> |                      |                  |                |
|   | Carroll              | 13,400               | 13,200           | 98             |
|   | Grafton              | 25,300               | 24,500           | 97             |
|   | Rockingham           | 80,100               | 79,100           | 99             |
|   | Strafford            | 32,800               | 32,200           | 98             |
|   | Sullivan             | 14,700               | 14,200           | 97             |
|   | <b>VERMONT</b>       |                      |                  |                |
|   | Windham              | 15,600               | 14,900           | 95             |
|   | Windsor              | 21,100               | 20,500           | 97             |
|   | <b>Between 5-24%</b> | <b>MASSACHUSETTS</b> |                  |                |
| Essex                                   |                      | 245,300              | 242,500          | 99             |
| Franklin                                |                      | 27,000               | 26,200           | 97             |
| Middlesex                               |                      | 498,400              | 492,600          | 99             |
| Worcester                               |                      | 242,300              | 239,000          | 99             |
| <b>MAINE</b>                            |                      |                      |                  |                |
| York                                    | 58,200               | 57,400               | 99               |                |
| <b>VERMONT</b>                          |                      |                      |                  |                |
| Orange                                  | 9,000                | 8,800                | 98               |                |
| <b>Station Totals</b>                   |                      | <b>1,473,400</b>     | <b>1,452,200</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                      |                      |                  | <b>303,800</b> |
| <b>Average Daily Circulation (1987)</b> |                      |                      |                  | <b>128,700</b> |

# New Hampshire—Merrimack

## WGOT

Ch. 60

**Network Service:** None, independent.

**Grantee:** Golden Triangle TV 60 Corp., Box 60, Merrimack, NH 03054.

**Studio:** 12 Continental Blvd., Merrimack, NH 03054.

**Telephone:** 603-424-6060.

**Technical Facilities:** Channel No. 60 (746-752 MHz). Authorized power: 1403-kw max. visual, 140-kw max. aural. Antenna: 1011-ft. above av. terrain, 139-ft. above ground, 1464-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 42° | 59' | 02" |
| Longitude | 71° | 35' | 18" |

**Transmitter:** 325-ft. from WMUR-TV transmitter site, South Mountain, Goffstown.

**Satellite Earth Station:** Comtech, 3.8-meter C-band.

**Ownership:** Neal Cortell & S. Joseph Hoffman, 50% each.

**Began Operation:** August 14, 1987.

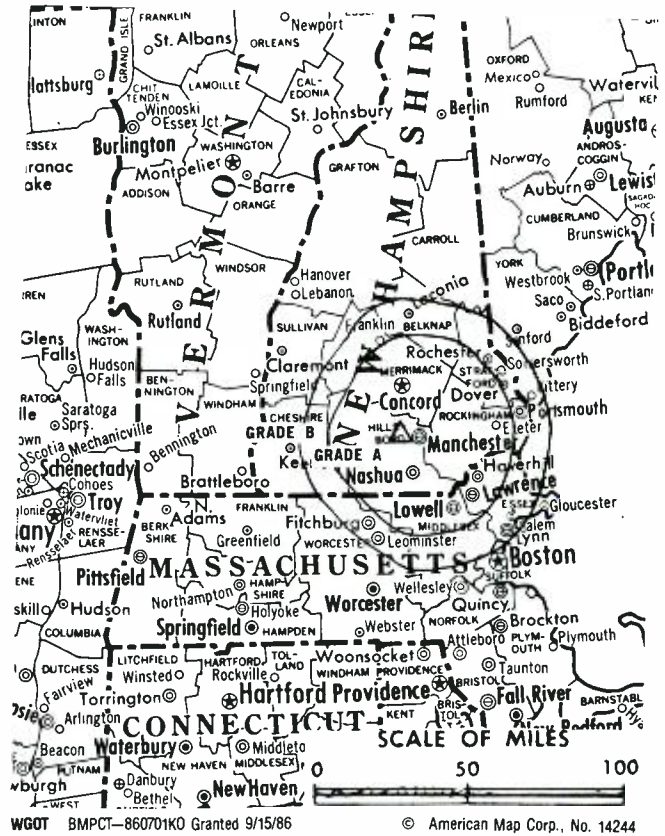
**Represented (engineering):** John Fergie & Associates.

**Personnel:**  
JOHN FERGIE, general manager & chief engineer.

**Rates:** Not available.

**Arbitron Data:** Not available.

**City of License:** Merrimack. **ADI:** Boston. **Rank:** 6.



# New Jersey



| Market                 | Arbitron ADI<br>TV Households | Rank |
|------------------------|-------------------------------|------|
| New York, NY .....     | 6,814,200                     | 1    |
| Philadelphia, PA ..... | 2,641,400                     | 4    |

**Market Area Commercial TV Stations**

WABC-TV (7), WCBS-TV (2), WHSE(68), WHSI (67), WLIG (55), WNBC-TV (4), WNJU-TV (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR (9), WXTV (41)  
 KYW-TV (3), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV(6), WTAJ-TV (29), WTGI-TV (61), WTVE (51)

| State Cross Reference List  |                  |
|---|------------------|
| Communities That Receive Programs of<br>Stations That are Located Elsewhere |                  |
| WNJU-TV, Linden .....   | See New York, NY |
| WNJU-TV & WWHT, Newark .....  | See New York, NY |
| WXTV, Paterson .....  | See New York, NY |
| WWOR, Secaucus .....  | See New York, NY |

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 0   | 2   | 2     |
| Educational Television Stations | 0   | 4   | 4     |
|                                 | 0   | 6   | 6     |

# New Jersey—Vineland

**WHSP**

(formerly WSJT)

Ch. 65

**Network Service:** HSN.

**Licensee:** Silver King Bcstg. of Vineland Inc., 1529 U.S. 19 S, Clearwater, FL 33546.

**Studio:** 4449 N. Delsea Dr., Newfield, NJ 08344.

**Telephone:** 609-691-6565.

**Technical Facilities:** Channel No. 65 (776-782 MHz). Authorized power: 4095-kw max. & 1730-kw horizontal visual, 364-kw max. & 154-kw horizontal aural. Antenna: 920-ft. above av. terrain, 937-ft. above ground, 1049-ft. above sea level.

Latitude 39° 44' 00.4"  
Longitude 74° 50' 28.6"

**Transmitter:** Church Ave., N of Chew Rd., Waterford Works.

**Satellite Earth Stations:** 2 Paracclipse, 4.6-meter C-band; AFC, 3.7-meter Ku-band; M/A-Com, Standard Communications receivers.

**Ownership:** Silver King Bcstg. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 21, 1981. FCC approved sale to present owner Dec. 1986 (Television Digest, Vol. 26:52). Sale to Press Bcstg. Co. by Trustee-in-Bankruptcy approved by FCC April 30, 1985.

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

**Personnel:**

CARMEN J. COLUCCI, station manager.  
BRIAN ECKERT, program director.  
DAN MERLO, chief engineer.  
KATHY SMITH, traffic manager.

**Highest 30 Sec. Rate:** \$200.

**City of License:** Vineland. **ADI:** Philadelphia. **Rank:** 4.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



WHSP BMPCT-800818KJ Granted 10/23/80

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| Net Weekly Circulation                  | State County      | Total Households | TV Households    | %              |
|---|-------------------|------------------|------------------|----------------|
| Between 5-24%                           | <b>DELAWARE</b>   |                  |                  |                |
|   | New Castle        | 145,400          | 144,800          | 100            |
|   | <b>NEW JERSEY</b> |                  |                  |                |
|   | Atlantic          | 80,600           | 79,000           | 98             |
|   | Burlington        | 132,400          | 131,100          | 99             |
|   | Camden            | 177,200          | 175,500          | 99             |
|   | Cape May          | 40,100           | 39,400           | 98             |
|   | Cumberland        | 48,000           | 47,300           | 99             |
|   | Gloucester        | 75,000           | 74,300           | 99             |
|   | Salem             | 24,700           | 24,300           | 98             |
| <b>PENNSYLVANIA</b>                     |                   |                  |                  |                |
| Philadelphia                            | 624,200           | 612,900          | 98               |                |
| <b>Station Totals</b>                   |                   | <b>1,347,600</b> | <b>1,328,600</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                  | <b>141,800</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                  | <b>38,900</b>  |

# New Jersey—Wildwood-Atlantic City

## WMGM-TV

Ch. 40

**Network Service:** NBC.

**Licensee:** South Jersey Radio Inc.

**Studio:** Avalon Blvd., Swainton

**Mailing Address:** 15 S. Shore Rd., Linwood, NJ 08221.

**Telephone:** 609-927-4440.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 1706.1-kw visual, 170.6-kw aural. Antenna: 417-ft. above av. terrain, 447-ft. above ground, 452-ft. above sea level.

Latitude 39° 07' 28"  
Longitude 74° 45' 56"

Holds CP for change to 740-kw max. visual, 74-kw max. aural, 420-ft. above av. terrain, 425-ft. above ground, 430-ft. above sea level. BPCT-861229KW.

**Transmitter:** Avalon Blvd., 2.7-mi. W of Sea Isle City, Swainton.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Channel Master; RCA.

**News Services:** AP, NBC.

**Ownership:** Howard Green, pres., 50%; Donald M. Simmons Sr., v.p., 50%. See Howard Green in Group Ownership of TV Stations.

**Began Operation:** January 25, 1966. Sale to present owners by William C. Wotring Jr., et al., approved by FCC Feb. 25, 1981.

**Represented (legal):** Cordon & Kelly.

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

**Personnel:**

HOWARD GREEN, president.  
JANE B. STARK, general manager & general sales manager.  
CHRIS ADAMS, program director.

**Highest One Hour Rate:** \$750.

**Highest 30 Sec. Rate:** \$300.

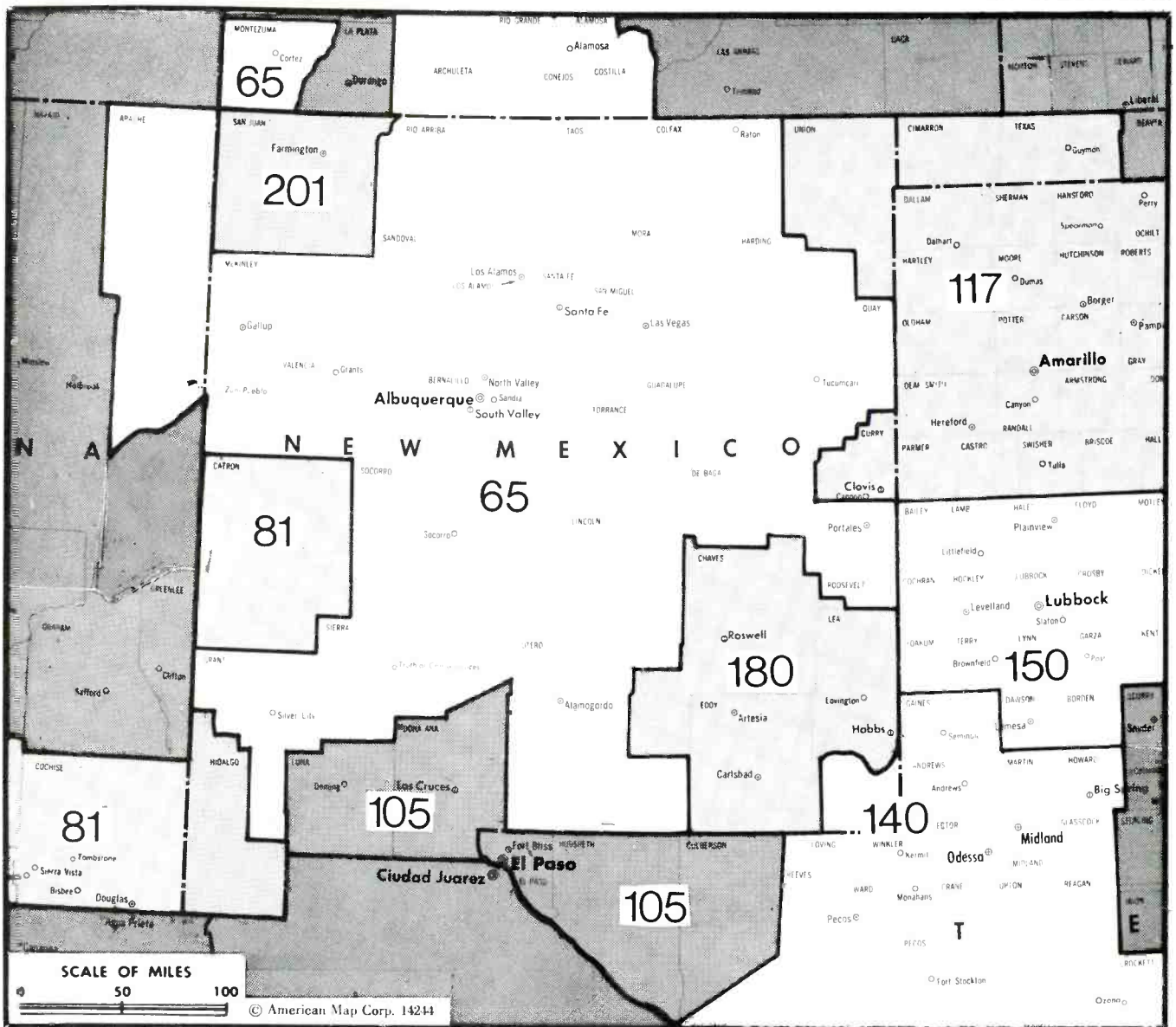
**City of License:** Wildwood. **ADI:** Philadelphia. **Rank:** 4.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



WMGM-TV BPCT-861229KW Granted 2/25/87 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %             |
|---|-------------------|------------------|----------------|---------------|
| 50% & Over                              | <b>NEW JERSEY</b> |                  |                |               |
|   | Cape May          | 40,100           | 39,400         | 98            |
| Between 25-49%                          | <b>NEW JERSEY</b> |                  |                |               |
|   | Atlantic          | 80,600           | 79,000         | 98            |
| Between 5-24%                           | <b>DELAWARE</b>   |                  |                |               |
|   | Sussex            | 40,200           | 39,700         | 99            |
|   | <b>NEW JERSEY</b> |                  |                |               |
| Cumberland                              | 48,000            | 47,300           | 99             |               |
| <b>Station Totals</b>                   |                   | <b>208,900</b>   | <b>205,400</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                | <b>53,800</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                | <b>22,500</b> |



| Market             | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations  |
|--------------------|----------------------------|------|---|
| Albuquerque, NM    | 388,100                    | 65   | KCHF (11), KGGM-TV (13), KGSW(14), KLUZ-TV (41), KNAT (23), KNMZ-TV (2), KOAT-TV (7), KOB-TV (4), KWNM-TV(10) |
| Tucson, AZ         | 301,000                    | 81   | KDTU-TV (18), KGUN (9), KMSB-TV (11), KOLD-TV (13), KPOL (40), KVOA-TV (4)                                    |
| El Paso, TX        | 212,000                    | 105  | KASK-TV (48), KCIK (14), KDBC-TV(4), KINT-TV (26), KTSM-TV (9), KVIA-TV (7), XHII-TV (44)                     |
| Amarillo, TX       | 177,400                    | 117  | KAMR-TV (4), KCIT (14), KFDA-TV(10), KVII-TV (7), KVIJ-TV (8)   |
| Odessa-Midland, TX | 152,600                    | 140  | KMID-TV (2), KOSA-TV (7), KPEJ (24), KTPX (9), KWAB-TV (4)  |
| Lubbock, TX        | 137,500                    | 150  | KAMC (28), KCBF-TV (11), KJTV (34), KLBK-TV (13), KVIH-TV (12)  |
| Roswell, NM        | 61,800                     | 180  | KBIM-TV (10), KOBR (8), KRPV (27), KVIO-TV (6)  |
| Farmington, NM     | 31,800                     | 201  | KOBF (12)   |

New Mexico Station Status as of October 1, 1987

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 11  | 5   | 16    |
| Educational Television Stations | 2   | 1   | 3     |
|                                 | 13  | 6   | 19    |

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# New Mexico—Albuquerque

## KLUZ-TV

Ch. 41

**Network Service:** Univision.

**Grantee:** Olivarez Television Co. Inc., 2725 F Broadbent Pkwy., Albuquerque, NM 87107.

**Studio:** 2725 F Broadbent Pkwy., Albuquerque, NM 87107.

**Telephone:** 505-344-5589.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 1170-kw visual, 58.9-kw aural. Antenna: 4152-ft. above av. terrain, 114-ft. above ground, 10,754-ft. above sea level.

Latitude 35° 12' 41"  
Longitude 106° 26' 56"

**Transmitter:** Sandia Crest, approx. 15-mi. NE of Albuquerque.

**Satellite Earth Station:** Scientific-Atlanta.

**Ownership:** Estate of Graciela Olivarez, 100%.

**Began Operation:** September 1, 1987.

**Represented (sales):** Univision—Spanish International Network.

**Represented (legal):** Leventhal, Senter & Lerman.

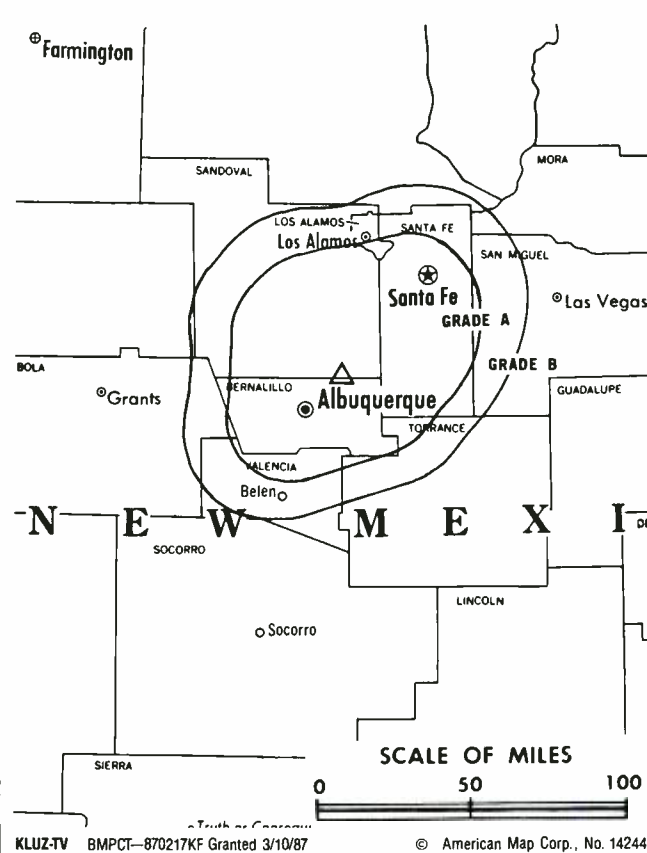
**Represented (engineering):** JP Associates.

### Personnel:

JIM PERRIN, acting general manager.

KAMBIZ VICTORY, chief engineer.

LEROY MASCARENAS, production manager.



KLUZ-TV BMPCT-870217KF Granted 3/10/87

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**Highest 30 Sec. Rate:** \$275.

**Arbitron Data:** Not available. **ADI:** Albuquerque. **Rank:** 65.



# New Mexico—Albuquerque

## KGGM-TV

Ch. 13

**Network Service:** CBS.

**Licensee:** New Mexico Broadcasting Co. Inc., Box 1294, Albuquerque, NM 87103-1294.

**Studio:** 14th & Coal SW, Albuquerque, NM 87104.

**Mailing Address:** Box 1294, Albuquerque, NM 87103-1294.

**Telephone:** 505-243-2285. **TWX:** 910-989-1676.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 89.1-kw visual, 8.98-kw aural. Antenna: 4180-ft. above av. terrain, 143-ft. above ground, 10,791-ft. above sea level.

Latitude 35° 12' 40"  
Longitude 106° 26' 57"

**Transmitter:** Sandia Crest.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Microdyne, 5-meter C-band; Scientific-Atlanta, 4.2-meter Ku-band; M/A-Corn, Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** Bruce Hebenstreit Estate, 29.9%; Margaret A. Hebenstreit, Nancy A. Hebenstreit Kozikowski, Catherine Hebenstreit Garnett, Andrew B. Hebenstreit, Linda Hebenstreit Thorne, 28.4%; Lee Enterprises Inc., 41.6%. See Lee Enterprises in Group Ownership of Television Stations.

**Began Operation:** October 4, 1953. Sale to present owners by Estate of Goldie Hebenstreit approved by FCC June 5, 1984.

**Represented (sales):** Katz Television.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

### Personnel:

ANDREW HEBENSTREIT, president.  
PAUL THORNE, executive vice president & station manager.  
STAN BYARS, vice president, sales.  
C. L. (BUD) HOLGERSON, operations manager.  
ALAN P. DEME, chief engineer.  
JOHN MCKEAN, news director.  
JEANNE WAYLAND, public affairs director.  
BILL ANDREWS, promotion director.  
BOBBIE SCANNELL, production director.

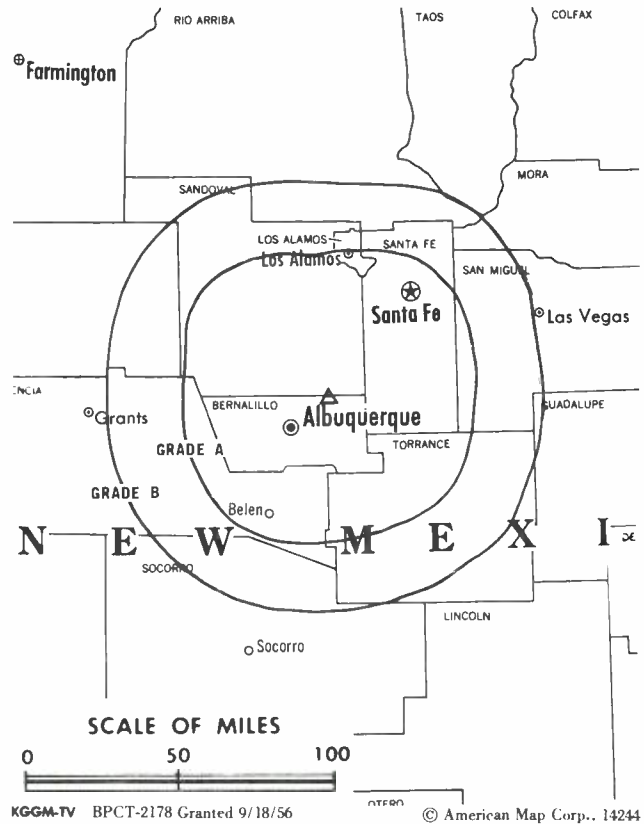
**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$600.

**City of License:** Albuquerque. **ADI:** Albuquerque. **Rank:** 65.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %   |
|------------------------|-------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>ARIZONA</b>    |                  |               |     |
|                        | Apache North      | 11,500           | 10,200        | 89  |
|                        | <b>COLORADO</b>   |                  |               |     |
|                        | Alamosa           | 4,500            | 4,300         | 96  |
|                        | Archuleta         | 1,900            | 1,800         | 95  |
|                        | Conejos           | 2,700            | 2,600         | 96  |
|                        | Costilla          | 1,200            | 1,100         | 91  |
|                        | Mineral           | 300              | 300           | 100 |
|                        | Montezuma         | 6,800            | 6,500         | 96  |
|                        | Rio Grande        | 3,600            | 3,400         | 94  |
|                        | <b>NEW MEXICO</b> |                  |               |     |
|                        | Bernalillo        | 181,600          | 178,600       | 98  |
|                        | Cibola            | 9,900            | 9,700         | 98  |



| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %              |
|---|-------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Grant             | 9,200            | 8,700          | 95             |
|   | Guadalupe         | 1,500            | 1,400          | 93             |
|   | Harding           | 400              | 400            | 100            |
|   | Los Alamos        | 7,100            | 7,000          | 99             |
|   | Mc Kinley         | 18,200           | 16,800         | 93             |
|   | Mora              | 1,500            | 1,300          | 86             |
|   | Rio Arriba        | 10,400           | 9,700          | 93             |
|   | Sandoval          | 13,800           | 13,000         | 94             |
|   | San Juan          | 33,900           | 31,900         | 94             |
|   | San Miguel        | 8,300            | 7,700          | 93             |
|   | Santa Fe          | 32,700           | 31,700         | 97             |
|   | Sierra            | 4,100            | 3,800          | 93             |
|   | Socorro           | 4,600            | 4,500          | 98             |
|   | Taos              | 7,500            | 6,800          | 91             |
|   | Torrance          | 3,300            | 3,100          | 95             |
| Valencia                                | 14,100            | 13,900           | 99             |                |
| <b>Between 25-49%</b>                   | <b>COLORADO</b>   |                  |                |                |
|   | La Plata          | 12,000           | 11,500         | 95             |
|   | <b>NEW MEXICO</b> |                  |                |                |
|   | Catron            | 1,000            | 900            | 90             |
|   | Colfax            | 5,300            | 5,000          | 94             |
|   | Lincoln           | 5,900            | 5,700          | 96             |
| Otero                                   | 16,600            | 16,200           | 98             |                |
| Quay                                    | 4,000             | 3,800            | 95             |                |
| <b>Between 5-24%</b>                    | <b>COLORADO</b>   |                  |                |                |
|   | Dolores           | 600              | 500            | 83             |
|   | <b>NEW MEXICO</b> |                  |                |                |
|   | Luna              | 6,400            | 6,200          | 97             |
| <b>Station Totals</b>                   |                   | <b>446,400</b>   | <b>430,000</b> | <b>96</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                | <b>323,100</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                | <b>172,300</b> |

# New Mexico—Albuquerque

## KGSW

Ch. 14

**Network Service:** None, independent.

**Licensee:** Mountain States Bcstg./Providence Journal Bcstg., Box 25200, Albuquerque, NM 87125.

**Studio:** 1377 University Blvd. NE, Albuquerque, NM 87102.

**Mailing Address:** Box 25200, Albuquerque, NM 87125.

**Telephone:** 505-842-1414.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 1412.5-kw max. & 490-kw horizontal visual, 141.25-kw max. & 49-kw horizontal aural. Antenna: 4190-ft. above av. terrain, 201-ft. above ground, 10,813-ft. above sea level.

Latitude 35° 12' 55"  
Longitude 106° 27' 02"

**Transmitter:** Sandia Crest, near Albuquerque.

**Satellite Earth Stations:** Prodelin, 5-meter; RCA, 5-meter Ku-band; Scientific-Atlanta, 5-meter; Microwave Assoc., Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Providence Journal Bcstg. See Group Ownership of TV Stations.

**Began Operation:** May 8, 1981. Sale to present owners by Galaxy-Southwest TV approved by FCC Nov. 19, 1984 (*Television Digest*, Vol. 24:40).

**Represented (sales):** MMT Sales Inc.

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

**Represented (engineering):** Moffet, Larson & Johnson.

**Personnel:**

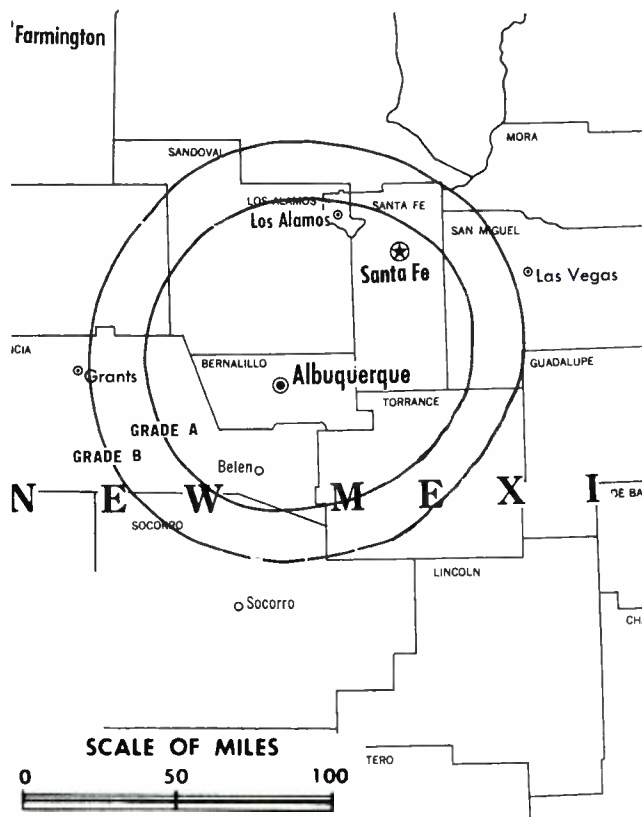
ERICK B. STEFFENS, general manager.  
JASON GOULD, general sales manager.  
DUDLEY BULLOCK, chief engineer.

**Highest 30 Sec. Rate:** \$275.

**City of License:** Albuquerque. **ADI:** Albuquerque. **Rank:** 65.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %  |
|------------------------|-------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NEW MEXICO</b> |                  |               |    |
|                        | Bernalillo        | 181,600          | 178,600       | 98 |
|                        | Los Alamos        | 7,100            | 7,000         | 99 |
|                        | Sandoval          | 13,800           | 13,000        | 94 |
|                        | Socorro           | 4,600            | 4,500         | 98 |
|                        | Torrance          | 3,300            | 3,100         | 95 |
|                        | Valencia          | 14,100           | 13,900        | 99 |



KGSW BPCT-781010KE Granted 5/29/80

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| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %         |
|---|-------------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | <b>COLORADO</b>   |                  |                |           |
|   | Saguache          | 1,400            | 1,300          | 93        |
|   | <b>NEW MEXICO</b> |                  |                |           |
|   | Cibola            | 9,900            | 9,700          | 98        |
|   | Lincoln           | 5,900            | 5,700          | 96        |
|   | Mc Kinley         | 18,200           | 16,800         | 93        |
|   | Rio Arriba        | 10,400           | 9,700          | 93        |
| <b>Between 5-24%</b>                    | San Miguel        | 8,300            | 7,700          | 93        |
|   | Santa Fe          | 32,700           | 31,700         | 97        |
|   | <b>COLORADO</b>   |                  |                |           |
|   | Conejos           | 2,700            | 2,600          | 96        |
|   | Costilla          | 1,200            | 1,100          | 91        |
|   | Rio Grande        | 3,600            | 3,400          | 94        |
|   | <b>NEW MEXICO</b> |                  |                |           |
| Guadalupe                               | 1,500             | 1,400            | 93             |           |
| San Juan                                | 33,900            | 31,900           | 94             |           |
| <b>Station Totals</b>                   |                   | <b>354,200</b>   | <b>343,100</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>156,300</b> |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>64,500</b>  |           |

# New Mexico—Albuquerque

## KNAT

Ch. 23

**Network Service:** Trinity Bcstg. Network

**Licensee:** Trinity Bcstg. of Arizona Inc.

**Studio:** 1510 Coors Blvd. NW, Albuquerque, NM 87105.

**Telephone:** 505-836-6585.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1191-kw max. & 387-kw horizontal visual, 119.1-kw max. & 38.7-kw horizontal aural. Antenna: 4130-ft. above av. terrain, 136-ft. above ground, 10,748-ft. above sea level.

Latitude 35° 12' 55.0"  
Longitude 106° 27' 01.5"

**Transmitter:** Sandia Crest, Cibola National Forest.

**Multichannel TV Sound:** Separate audio program.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Harris, 6-meter C-band.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** August 10, 1975. Sale to present owner by John Carson, et al., approved by FCC Dec. 4, 1985. Sale to Carson group by Eddie L. Pena, et al., approved July 23, 1982. Station left air in 1985 (*Television Digest*, Vol. 25:24).

**Represented (legal):** May & Dunne.

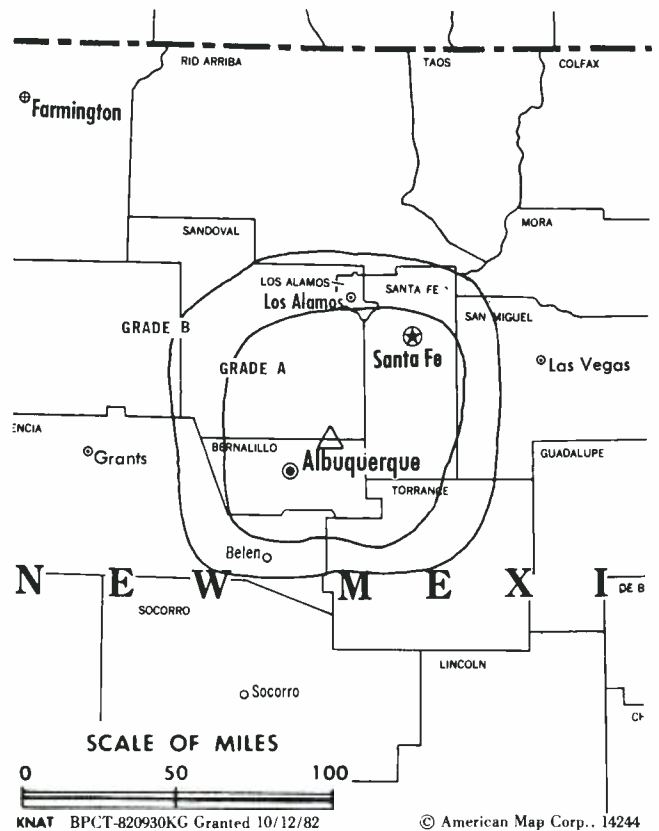
**Personnel:**

GARY HODGES, general manager.  
MERLIN MILLER, chief engineer.

**Highest 30 Sec. Rate:** \$120.

**City of License:** Albuquerque. **ADI:** Albuquerque. **Rank:** 65.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County | Total Households | TV Households | %            |
|---|--------------|------------------|---------------|--------------|
| <b>NEW MEXICO</b>                       |              |                  |               |              |
| Between 5-24%                           | Torrance     | 3,300            | 3,100         | 95           |
| <b>Station Totals</b>                   |              | <b>3,300</b>     | <b>3,100</b>  | <b>93</b>    |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |               | <b>6,000</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |               | <b>2,200</b> |

# New Mexico—Albuquerque

## KOAT-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** KOAT-TV Inc., 3801 Carlisle Blvd. NE, Albuquerque, NM 87107.

**Studio:** 3801 Carlisle Blvd. NE, Albuquerque, NM 87107.

**Telephone:** 505-884-7777. **TWX:** 910-989-1687.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 87.1-kw visual, 19.2-kw aural. Antenna: 4239-ft. above av. terrain, 231-ft. above ground, 10,826-ft. above sea level.

Latitude 35° 12' 53.0"  
Longitude 106° 27' 01.3"

**Transmitter:** Sandia Crest.

**Satellite Earth Stations:** 4 in operation; Andrew, 9.3-meter; Harris, 6.1-meter; Andrew, Harris, M/A-Com receivers.

**News Services:** ABC, AP, CNN, UPI.

**Ownership:** Pulitzer Publishing Co. See Group Ownership of Television Stations.

**Began Operation:** September 28, 1953. Sale to present owner by WGAL Television Inc. approved by FCC May 7, 1969 (*Television Digest*, Vol. 9:19). Previous sale by Alvarado Television Co. Inc., approved Jan. 23, 1963. Merger with KVOA-TV, Tucson, approved Sept. 30, 1959 by FCC (Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles and associates approved Feb. 6, 1957 (Vol. 12:51; 13:6).

**Represented (sales):** Blair Television.

**Represented (legal):** Verner, Liipfert, Bernhard, McPherson & Hand.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

MAX SKLOWER, vice president & general manager.  
ELVIN SMITH, director of sales & operations manager.  
MARY LYNN ROPER, news director.  
JAMES SHARMAN, chief engineer.  
JIM DIXON, production manager.  
DICK GOIN, local sales manager.

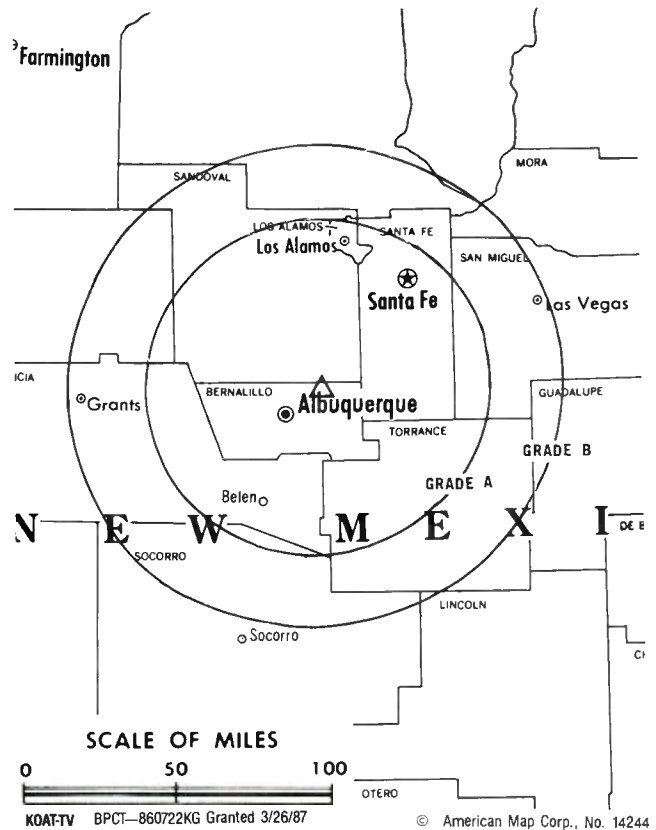
**Highest 30 Sec. Rate** (July 1, 1987): \$2500.

**NETWORK BASE HOURLY RATE:** \$1200.

**City of License:** Albuquerque. **ADI:** Albuquerque. **Rank:** 65.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %  |
|------------------------|-------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>ARIZONA</b>    |                  |               |    |
|                        | Apache North      | 11,500           | 10,200        | 89 |
|                        | <b>COLORADO</b>   |                  |               |    |
|                        | Alamosa           | 4,500            | 4,300         | 96 |
|                        | Archuleta         | 1,900            | 1,800         | 95 |
|                        | Conejos           | 2,700            | 2,600         | 96 |
|                        | Costilla          | 1,200            | 1,100         | 91 |
|                        | La Plata          | 12,000           | 11,500        | 95 |
|                        | Montezuma         | 6,800            | 6,500         | 96 |
|                        | Rio Grande        | 3,600            | 3,400         | 94 |
|                        | Saguache          | 1,400            | 1,300         | 93 |
|                        | <b>NEW MEXICO</b> |                  |               |    |
|                        | Bernalillo        | 181,600          | 178,600       | 98 |
|                        | Chaves            | 22,600           | 22,100        | 98 |
|                        | Cibola            | 9,900            | 9,700         | 98 |
|                        | Colfax            | 5,300            | 5,000         | 94 |
|                        | Curry             | 16,000           | 15,600        | 98 |
| Eddy                   | 19,000            | 18,600           | 98            |    |
| Grant                  | 9,200             | 8,700            | 95            |    |
| Guadalupe              | 1,500             | 1,400            | 93            |    |



| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %              |
|---|-------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Harding           | 400              | 400            | 100            |
|   | Lea North         | 20,600           | 20,100         | 98             |
|   | Lincoln           | 5,900            | 5,700          | 96             |
|   | Los Alamos        | 7,100            | 7,000          | 99             |
|   | Mc Kinley         | 18,200           | 16,800         | 93             |
|   | Mora              | 1,500            | 1,300          | 86             |
|   | Otero             | 16,600           | 16,200         | 98             |
|   | Quay              | 4,000            | 3,800          | 95             |
|   | Rio Arriba        | 10,400           | 9,700          | 93             |
|   | Sandoval          | 13,800           | 13,000         | 94             |
|   | San Juan          | 33,900           | 31,900         | 94             |
|   | San Miguel        | 8,300            | 7,700          | 93             |
|   | Santa Fe          | 32,700           | 31,700         | 97             |
|   | Sierra            | 4,100            | 3,800          | 93             |
|   | Socorro           | 4,600            | 4,500          | 98             |
|   | Taos              | 7,500            | 6,800          | 91             |
|   | Torrance          | 3,300            | 3,100          | 95             |
| Valencia                                | 14,100            | 13,900           | 99             |                |
| <b>Between 25-49%</b>                   | <b>COLORADO</b>   |                  |                |                |
|   | Mineral           | 300              | 300            | 100            |
|   | <b>NEW MEXICO</b> |                  |                |                |
|   | Catron            | 1,000            | 900            | 90             |
|   | De Baca           | 1,000            | 1,000          | 100            |
|   | Dona Ana          | 39,900           | 38,600         | 97             |
|   | Hidalgo           | 2,100            | 2,000          | 95             |
| Luna                                    | 6,400             | 6,200            | 97             |                |
| Roosevelt                               | 6,100             | 5,900            | 97             |                |
| Union                                   | 1,800             | 1,700            | 94             |                |
| <b>Between 5-24%</b>                    | <b>COLORADO</b>   |                  |                |                |
|   | Gunnison          | 4,200            | 3,900          | 93             |
| <b>TEXAS</b>                            |                   |                  |                |                |
| Parmer                                  | 3,400             | 3,400            | 100            |                |
| <b>Station Totals</b>                   |                   | <b>583,900</b>   | <b>563,700</b> | <b>96</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                | <b>436,500</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                | <b>278,000</b> |

# New Mexico—Albuquerque

## KOB-TV

Ch. 4

(Also operates satellites KOB-F, Farmington & KOB-R, Roswell, NM)

**Network Service:** NBC.

**Licensee:** KOB-TV Inc., Box 1351, Albuquerque, NM 87103.

**Studio:** 4 Broadcast Plaza SW, Albuquerque, NM 87104.

**Telephone:** 505-243-4411. **TWX:** 910-989-1682.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 27-kw visual, 2.7-kw aural. Antenna: Circularly polarized, 4200-ft. above av. terrain, 183-ft. above ground, 10,833-ft. above sea level, using 2° electrical beam tilt.

Latitude 35° 12' 42"  
Longitude 106° 26' 57"

**Transmitter:** Sandia Crest.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.2-meter; Scientific-Atlanta, 5-meter; Harris, 2.8-meter; RCA Americom Ku-band; Harris, Scientific-Atlanta receivers.

**News Services:** AP, Conus, NBC, NIWS, NOAA.

**Ownership:** Hubbard Bcstg. Inc. See Group Ownership of Television Stations.

**Began Operation:** November 29, 1948. Sale to present owner by Wayne Coy and Time Inc., who previously acquired TV-radio from T. H. Pepperday, was approved March 13, 1957 (*Television Digest*, Vol. 13:2, 11; for sale by Pepperday, see Vol. 8:9, 16, 17, 22).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

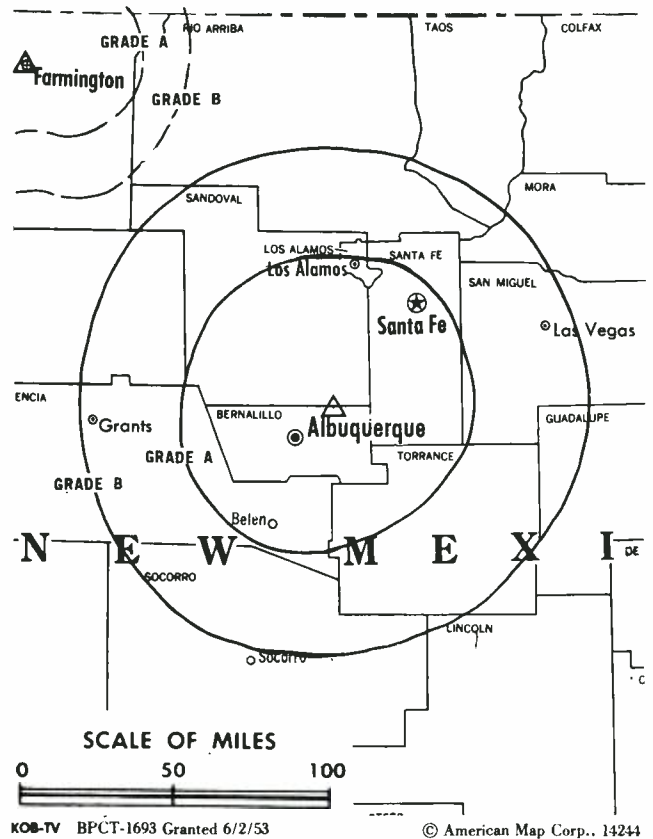
STANLEY S. HUBBARD, president.  
JERRY DANZIGER, vice president & general manager.  
DAVE HERMAN, vice president & station manager.  
BOB EVANS, general sales manager.  
HOWARD HOFFMAN, national sales manager.  
GARY WILLIAMS, production manager.  
F. A. BIBEAU, director of engineering.  
SAM TIKKANEN, chief engineer.  
GARY ALBERS, promotion director.  
DANIEL WEBSTER, news director.

**Rates:** Not available.

**City of License:** Albuquerque. **ADI:** Albuquerque. **Rank:** 65.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %   |
|------------------------|-------------------|------------------|---------------|-----|
| 50% & Over             | <b>ARIZONA</b>    |                  |               |     |
|                        | Apache North      | 11,500           | 10,200        | 89  |
|                        | <b>COLORADO</b>   |                  |               |     |
|                        | Alamosa           | 4,500            | 4,300         | 96  |
|                        | Archuleta         | 1,900            | 1,800         | 95  |
|                        | Conejos           | 2,700            | 2,600         | 96  |
|                        | Costilla          | 1,200            | 1,100         | 91  |
|                        | Montezuma         | 6,800            | 6,500         | 96  |
|                        | Rio Grande        | 3,600            | 3,400         | 94  |
|                        | Saguache          | 1,400            | 1,300         | 93  |
|                        | <b>NEW MEXICO</b> |                  |               |     |
|                        | Bernalillo        | 181,600          | 178,600       | 98  |
|                        | Chaves            | 22,600           | 22,100        | 98  |
|                        | Cibola            | 9,900            | 9,700         | 98  |
|                        | Colfax            | 5,300            | 5,000         | 94  |
|                        | Curry             | 16,000           | 15,600        | 98  |
|                        | De Baca           | 1,000            | 1,000         | 100 |
|                        | Eddy              | 19,000           | 18,600        | 98  |
|                        | Grant             | 9,200            | 8,700         | 95  |
|                        | Guadalupe         | 1,500            | 1,400         | 93  |
|                        | Harding           | 400              | 400           | 100 |



| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %         |
|---|-------------------|------------------|----------------|-----------|
| 50% & Over                              | Lea North         | 20,600           | 20,100         | 98        |
|   | Lincoln           | 5,900            | 5,700          | 96        |
|   | Los Alamos        | 7,100            | 7,000          | 99        |
|   | Mc Kinley         | 18,200           | 16,800         | 93        |
|   | Mora              | 1,500            | 1,300          | 86        |
|   | Otero             | 16,600           | 16,200         | 98        |
|   | Quay              | 4,000            | 3,800          | 95        |
|   | Rio Arriba        | 10,400           | 9,700          | 93        |
|   | Roosevelt         | 6,100            | 5,900          | 97        |
|   | Sandoval          | 13,800           | 13,000         | 94        |
|   | San Miguel        | 8,300            | 7,700          | 93        |
|   | Santa Fe          | 32,700           | 31,700         | 97        |
|   | Sierra            | 4,100            | 3,800          | 93        |
|   | Socorro           | 4,600            | 4,500          | 98        |
|   | Taos              | 7,500            | 6,800          | 91        |
|   | Torrance          | 3,300            | 3,100          | 95        |
| Valencia                                | 14,100            | 13,900           | 99             |           |
| Between 25-49%                          | <b>NEW MEXICO</b> |                  |                |           |
|   | Catron            | 1,000            | 900            | 90        |
| Between 5-24%                           | <b>COLORADO</b>   |                  |                |           |
|   | Dolores           | 600              | 500            | 83        |
|   | La Plata          | 12,000           | 11,500         | 95        |
|   | <b>NEW MEXICO</b> |                  |                |           |
|   | Hidalgo           | 2,100            | 2,000          | 95        |
|   | Luna              | 6,400            | 6,200          | 97        |
|   | San Juan          | 33,900           | 31,900         | 94        |
|   | <b>TEXAS</b>      |                  |                |           |
|   | Bailey            | 2,700            | 2,700          | 100       |
|   | Hudspeth          | 800              | 800            | 100       |
| Parmer                                  | 3,400             | 3,400            | 100            |           |
| Yoakum                                  | 3,400             | 3,400            | 100            |           |
| <b>UTAH</b>                             |                   |                  |                |           |
| San Juan                                | 3,300             | 3,000            | 91             |           |
| <b>Station Totals</b>                   |                   | <b>548,500</b>   | <b>529,600</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>409,000</b> |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>253,700</b> |           |

# New Mexico—Carlsbad

## KVIO-TV

(formerly KAVE-TV)

Ch. 6

(Satellite of KVIA-TV, El Paso, TX)

**Network Service:** ABC.

**Licensee:** Marsh Media of El Paso, 4140 Rio Bravo, El Paso, TX 79902. . .

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1200-ft. above av. terrain, 1047-ft. above ground, 4758-ft. above sea level.

Latitude 32° 47' 39"  
Longitude 104° 12' 27"

**Transmitter:** 12-mi. E of Artesia on Rte. 83.

**Multichannel TV Sound:** Stereo and separate audio program.

**News Services:** AP, Conus, Sun World Satellite News.

**Ownership:** Marsh Media Inc. See Group Ownership of Television Stations.

**Began Operation:** August 24, 1956. Sale to present owner by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton by John Deme approved Sept. 7, 1966 (*Television Digest*, Vol. 6:22, 37). Sale to Deme (Voice of the Caverns Inc.) by Edward P. Talbott and associates approved June 19, 1963 (Vol. 3:9, 25). Sale of control by Nancy H. Battison to Talbott group approved by FCC Feb. 20, 1958 (Vol. 14:2, 8).

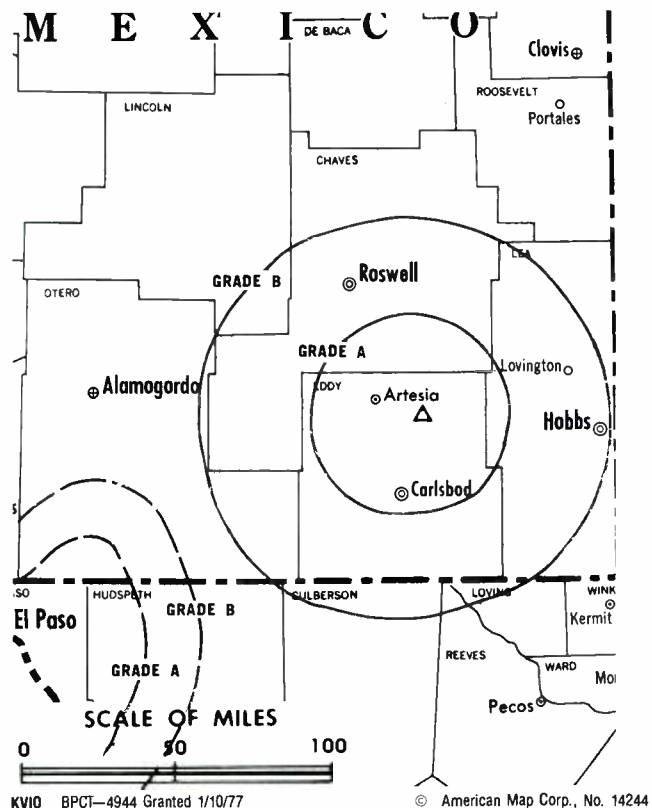
**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

See KVIA-TV, El Paso, TX



**Arbitron Data:** Included with KVIA-TV, El Paso, TX.

**City of License:** Carlsbad. **ADI:** Roswell. **Rank:** 180.

# New Mexico—Clovis

## KVII-TV

Ch. 2

(Satellite of KVII-TV, Amarillo, TX)

**Network Service:** ABC.

**Licensee:** Marsh Media Inc., One Broadcast Center, Amarillo, TX 79101-4326.

**Telephones:** 505-276-8266; 806-373-1787.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 178-kw visual, 3.5-kw aural. Antenna: 670-ft. above av. terrain, 719-ft. above ground, 4749-ft. above sea level.

Latitude 34° 11' 34"  
Longitude 103° 16' 44"

**Transmitter:** 3.4-mi ENE of center of Portales, 0.55-mi NE of State Rte. 88, near Portales.

**Multichannel TV Sound:** Stereo only.

**Ownership:** Marsh Media Inc. See Group Ownership of TV Stations.

**Began Operation:** December 2, 1956. Sale to present owner by McAlister Television Enterprises approved by FCC July 28, 1986 (*Television Digest*, Vol. 26:31). Sale to McAlister Television Enterprises by Melvin L. Wheeler approved by FCC March 23, 1979. Sale to Wheeler by Bass Bcstg. approved by FCC Oct. 5, 1976. Sale to Bass by Marshall Enterprises Inc. approved Jan. 22, 1964. Sale to Marshall Enterprises by Texas-New Mexico Bcstg. Co. approved Nov. 15, 1961. Sale to Texas-New Mexico Bcstg. Co. by Frank Lesley & Mae Strauss approved Oct. 22, 1959 by FCC (Vol. 15:38, 43).

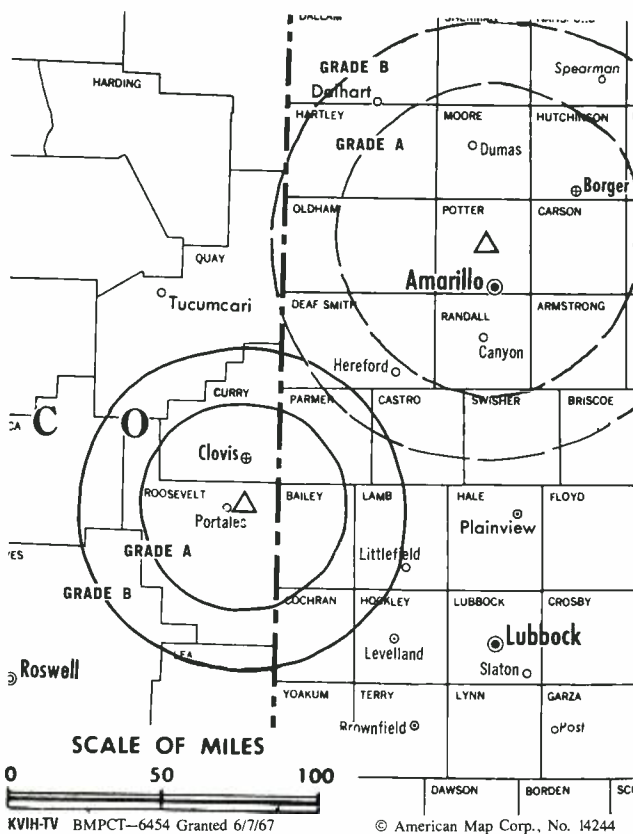
**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

FRED JOHNSON, resident engineering supervisor.



**Rates:** See KVII-TV, Amarillo, TX. Bonus to KVII-TV.

**NETWORK BASE HOURLY RATE:** Bonus to KVII-TV, Amarillo, TX.

**Arbitron Data:** Figures included with KVII-TV, Amarillo, TX

**City of License:** Clovis. **ADI:** Lubbock. **Rank:** 150.

# New Mexico—Farmington

**KOBF**

Ch. 12

(Satellite of KOB-TV, Albuquerque, NM)

**Network Service:** NBC.

**Licensee:** KOB-TV Inc., Box 1351, Albuquerque, NM 87103.

**Studio:** 825 W. Broadway, Farmington, NM 87401.

**Telephone:** 505-326-1141.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 410-ft. above av. terrain, 209-ft. above ground, 6049-ft. above sea level.

Latitude 36° 41' 43"  
Longitude 108° 13' 14"

**Transmitter:** 2-mi. SSW of Farmington on Hwy. 371.

**Satellite Earth Stations:** Startrack, 5-meter; RCA Americom Ku-band; Avcom, Drake receivers.

**News Services:** AP, Conus, NBC, NOAA.

**Ownership:** Hubbard Bcstg. See Group Ownership of Television Stations.

**Began Operation:** October 20, 1972. Sale to present owners by Stephen Adams, et al., approved by FCC July 27, 1983. Sale to Adams by John R. Catsis, et al., approved by FCC Jan. 30, 1981. Previous sale by Gerald R. Proctor, et al., approved by FCC Jan. 26, 1977. Sale consummated April 11, 1977.

**Represented (sales):** Petry Television Inc.

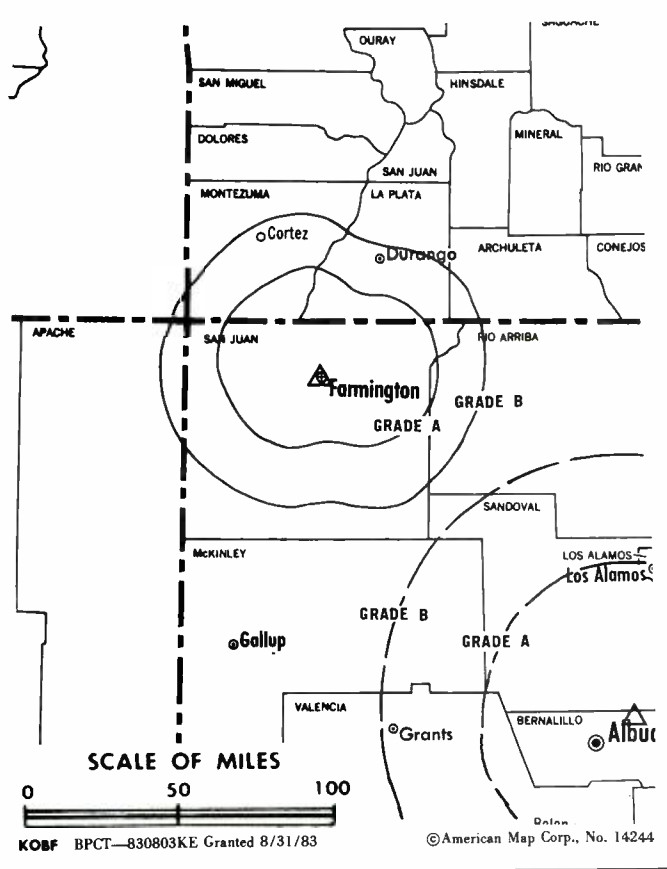
**Represented (legal):** Fletcher, Heald & Hildreth.

**Personnel:**

JERRY DANZIGER, general manager, KOB-TV.  
BETTIE CLEVELAND, station manager.  
KARAN JORDON, news director.  
DAN BIBEAU, chief engineer.  
BILL HERSHY, production manager.

**City of License:** Farmington. **ADI:** Farmington. **Rank:** 201.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County      | Total Households | TV Households | %         |
|---|-------------------|------------------|---------------|-----------|
| <b>50% &amp; Over</b>                   | <b>COLORADO</b>   |                  |               |           |
|   | La Plata          | 12,000           | 11,500        | 95        |
|   | <b>NEW MEXICO</b> |                  |               |           |
|   | San Juan          | 33,900           | 31,900        | 94        |
| <b>Station Totals</b>                   |                   | <b>45,900</b>    | <b>43,400</b> | <b>94</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>38,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>23,800</b> |           |



# New Mexico—Las Cruces

## KASK-TV

Ch. 48

**Network Service:** None, independent.

**Licensee:** Bayport Communications of New Mexico Inc., 17000 El Camino Real, B 205, Houston, TX 77058.

**Studio:** 120 First National Tower, Las Cruces, NM 88005.

**Telephone:** 505-524-2103.

**Technical Facilities:** Channel No. 48 (674-680 MHz). Authorized power: 79.4-kw max. visual, 7.94-kw max. aural. Antenna: Minus 120-ft. above av. terrain, 163-ft. above ground, 4063-ft. above sea level.

Latitude 32° 18' 21"  
Longitude 106° 46' 43"

**Transmitter:** First National Tower Bldg., Las Cruces.

**Satellite Earth Stations:** Simulsat, 5-meter; Microdyne receivers.

**Ownership:** Roy E. Henderson, pres.-treas., 100%; Christy F. Henderson, secy., R.E. Henderson is applicant for new FM stations, owns LPTV stations.

**Began Operation:** November 18, 1984. Sale to present owner by Logan D. Matthews & associates approved by FCC Aug. 6, 1987.

**Represented (sales):** Spot Time Ltd.

**Represented (legal):** Southmayd, Powell, Taylor & Bowen.

**Represented (engineering):** Black's Communications.

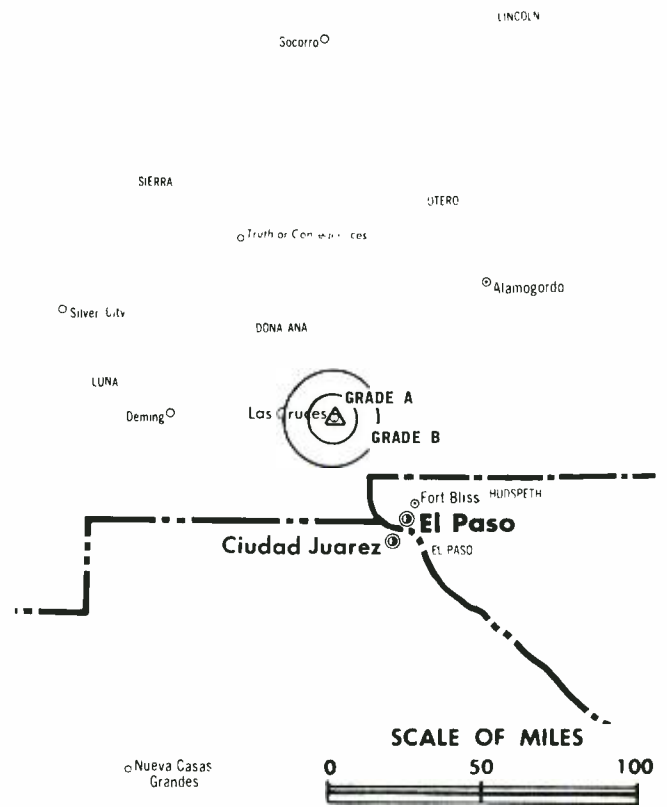
**Personnel:**

ROY E. HENDERSON, president.  
PAT HOLIAN, production director.  
DEL RIKER, chief engineer.

**Highest 30 Sec. Rate:** \$112.50.

**City of License:** Las Cruces. **ADI:** El Paso. **Rank:** 105.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KASK-TV BMPCT—840702KH Granted 8/28/84 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County           | Total Households | TV Households | %            |
|---|------------------------|------------------|---------------|--------------|
| Between 5-24%                           | NEW MEXICO<br>Dona Ana | 39,900           | 38,600        | 97           |
| <b>Station Totals</b>                   |                        | <b>39,900</b>    | <b>38,600</b> | <b>96</b>    |
| <b>Net Weekly Circulation (1987)</b>    |                        |                  |               | <b>9,700</b> |
| <b>Average Daily Circulation (1987)</b> |                        |                  |               | <b>2,900</b> |

# New Mexico—Roswell

## KBIM-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Holsum Inc., Box 910, Roswell, NM 88201.

**Studio:** 212-214 N. Main St., Roswell, NM 88201.

**Telephone:** 505-622-2120. **TWX:** 510-101-1181.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 2000-ft. above av. terrain, 1839-ft. above ground, 6263-ft. above sea level.

Latitude 33° 03' 20"  
Longitude 103° 49' 12"

**Transmitter:** 29.5-mi. E of Hagerman, NM.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; 2 Scientific-Atlanta, 4.6-meter C-band; AFC, 3.66-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CBS.

**Ownership:** Holsum Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 23, 1966.

**Represented (sales):** Katz Television.

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

**Represented (engineering):** Melvin L. Berstler.

**Personnel:**

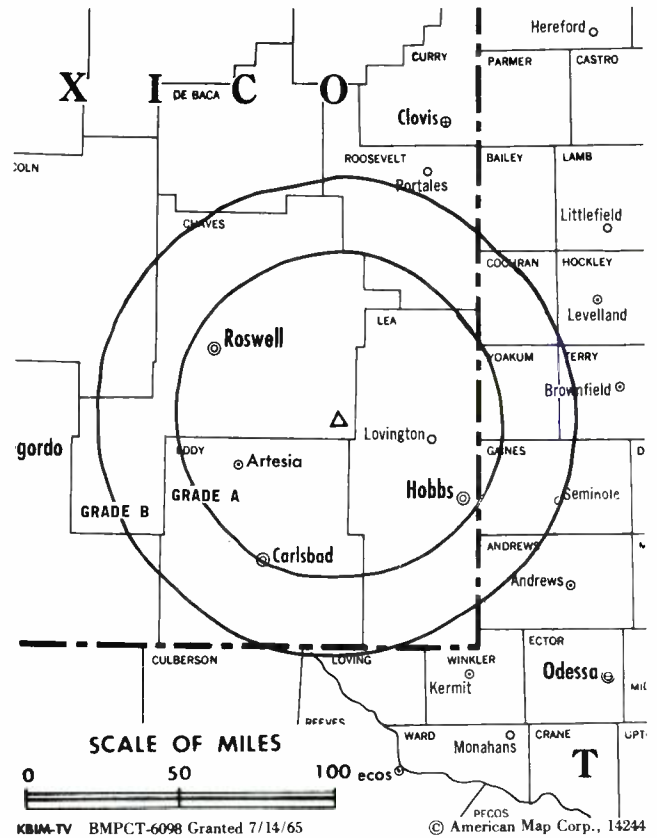
JOE CARRIERE, president.  
MARC REISCHMAN, station manager.  
EDDIE H. SILLS, director of engineering.

**Rates:** Not available.

**City of License:** Roswell. **ADI:** Roswell. **Rank:** 180.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %   |
|------------------------|-------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NEW MEXICO</b> |                  |               |     |
|                        | Chaves            | 22,600           | 22,100        | 98  |
|                        | Curry             | 16,000           | 15,600        | 98  |
|                        | De Baca           | 1,000            | 1,000         | 100 |
|                        | Eddy              | 19,000           | 18,600        | 98  |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Lea North    | 20,600           | 20,100         | 98        |
|   | Lea South    | 2,600            | 2,500          | 96        |
|   | Lincoln      | 5,900            | 5,700          | 96        |
|   | Otero        | 16,600           | 16,200         | 98        |
|   | Roosevelt    | 6,100            | 5,900          | 97        |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                |           |
|   | Culberson    | 1,000            | 1,000          | 100       |
|   | Gaines       | 4,800            | 4,800          | 100       |
|   | Hudspeth     | 800              | 800            | 100       |
|   | Parmer       | 3,400            | 3,400          | 100       |
|   | Terry        | 5,200            | 5,100          | 98        |
|   | Yoakum       | 3,400            | 3,400          | 100       |
| <b>Station Totals</b>                   |              | <b>129,000</b>   | <b>126,200</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>89,200</b>  |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>53,900</b>  |           |

# New Mexico—Roswell

## KOBR

Ch. 8

(Satellite of KOB-TV, Albuquerque, NM)

**Network Service:** NBC.

**Licensee:** Stanley S. Hubbard Revocable Trust.

**Studio:** 124 E. 4th St., Roswell, NM 88201.

**Telephone:** 505-625-8888.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 1760-ft. above av. terrain, 1610-ft. above ground, 6086-ft. above sea level.

|           |      |     |     |
|-----------|------|-----|-----|
| Latitude  | 33°  | 22' | 32" |
| Longitude | 103° | 46' | 05" |

**Transmitter:** 2.5-mi. S of U.S. Hwy. 380, near Caprock.

**Satellite Earth Station:** RCA Americom, 4.5-meter Ku-band.

**News Services:** AP, Conus, NBC, NOAA.

**Ownership:** Hubbard Bcstg. Inc. See Group Ownership of Television Stations.

**Began Operation:** June 24, 1953. Sale to present owner by Caprock Telecasting approved by FCC June 19, 1985. Previous sale by Bryant Radio & Television Inc. approved by FCC May 26, 1971. Previous sale to Bryant by John A. Barnett estate approved by FCC March 3, 1968.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** A. D. Ring & Associates.

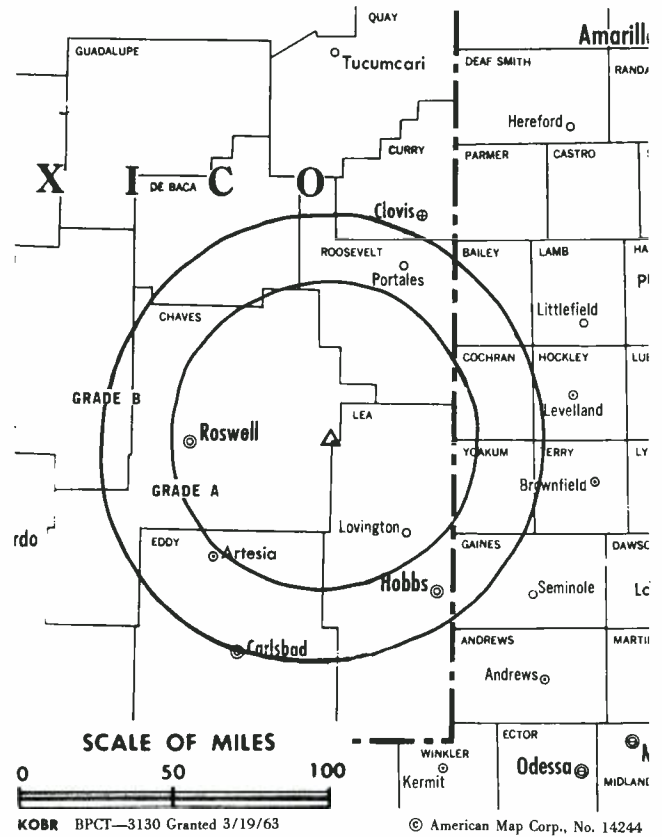
### Personnel:

JERRY DANZIGER, general manager, KOB-TV.

JOHN AMODEO, station manager.

LARRY OLDRUP, sales manager.

CONRAD FIGUEROA, production manager.



KOBR BPCT-3130 Granted 3/19/63

© American Map Corp., No. 14244

DAVE ATKINS, chief engineer.  
JULIE ROBERTS, news director.

**Rates:** Not available.

**Arbitron Data:** Included with KOB-TV, Albuquerque, NM.

**City of License:** Roswell. **ADI:** Roswell. **Rank:** 180.

# New Mexico—Roswell

**KRPV**

**Ch. 27**

**Network Service:** None, independent.

**Licensee:** Prime Time Christian Bcstg., Box 967, Roswell, NM 88201.

**Studio:** 2110 S. Main.

**Telephone:** 505-623-6835.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 871-kw max. visual, 87-kw max. aural. Antenna: 441-ft. above av. terrain, 500-ft. above ground, 4007-ft. above sea level.

Latitude 33° 24' 58"  
Longitude 104° 33' 59"

**Transmitter:** 1901 N. Moore, Roswell.

**Satellite Earth Stations:** 2 Prodelin, 4-meter C-band; Winegard, 3-meter C-band; Drexel, Microdyne receivers.

**Ownership:** Non-profit corp. Albert O. Cooper, pres.; Henry C. Wunsch, v.p.; Tommie J. Cooper, secy.-treas.

**Began Operation:** September 9, 1986.

**Represented (legal):** Stuart B. Mitchell & Associates.

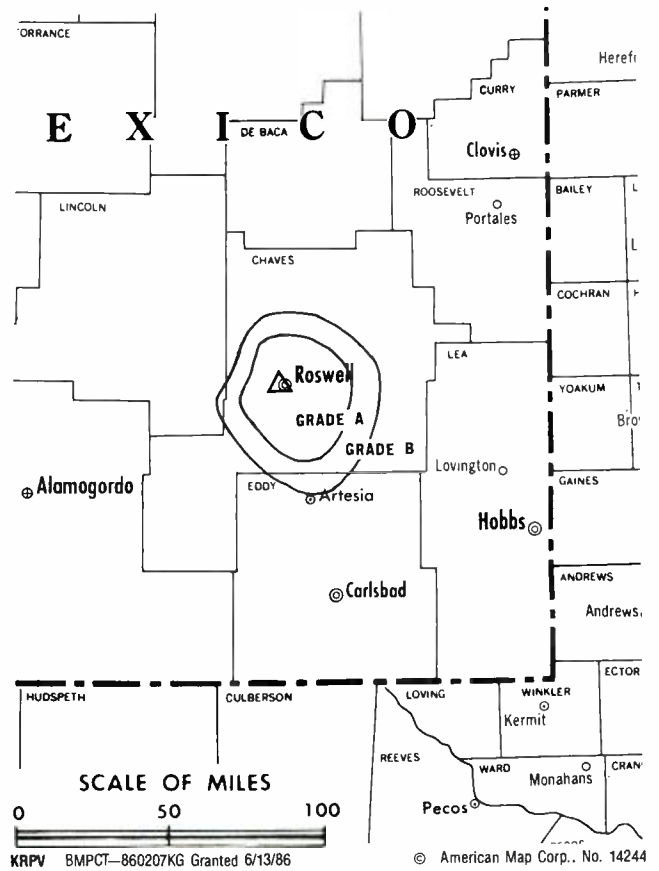
**Personnel:**

AL COOPER, general manager.  
TOMMIE COOPER, administration.  
LYMAN GRAHAM, traffic.  
AMY COOPER, office manager.

**Highest One Hour Rate:** \$300.

**City of License:** Roswell. **ADI:** Roswell. **Rank:** 180.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County      | Total Households | TV Households | %            |
|---|-------------------|------------------|---------------|--------------|
|   | <b>NEW MEXICO</b> |                  |               |              |
| Between 5-24%                           | Chaves            | 22,600           | 22,100        | 98           |
| <b>Station Totals</b>                   |                   | <b>22,600</b>    | <b>22,100</b> | <b>97</b>    |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |               | <b>1,300</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |               | <b>400</b>   |

# New Mexico—Santa Fe

## KCHF

Ch. 11

**Network Service:** None, independent.

**Licensee:** Son Broadcasting Inc., Box 4338, Albuquerque, NM 87106.

**Studio:** 216-TV Frontage Rd., Hwy. 14, Santa Fe, NM 87501.

**Telephone:** 505-473-1111.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 263-kw max. visual, 26.3-kw max. aural. Antenna: 2028-ft. above av. terrain, 273-ft. above ground, 10,195-ft. above sea level.

Latitude 35° 47' 15"  
Longitude 106° 31' 35"

**Transmitter:** No Name Mountain, E of Jemez Springs.

**Satellite Earth Station:** Paraclipse, 3-meter; GLR receivers.

**Ownership:** Non-stock, non-profit corp. Belmarino R. Gonzales, pres.; Richard Shakarian, v.p.; Clem M. Dixon, secy.; Marcimiliano Baca, treas.

**Began Operation:** January 21, 1984.

**Represented (engineering):** Serge Bergen.

**Personnel:**

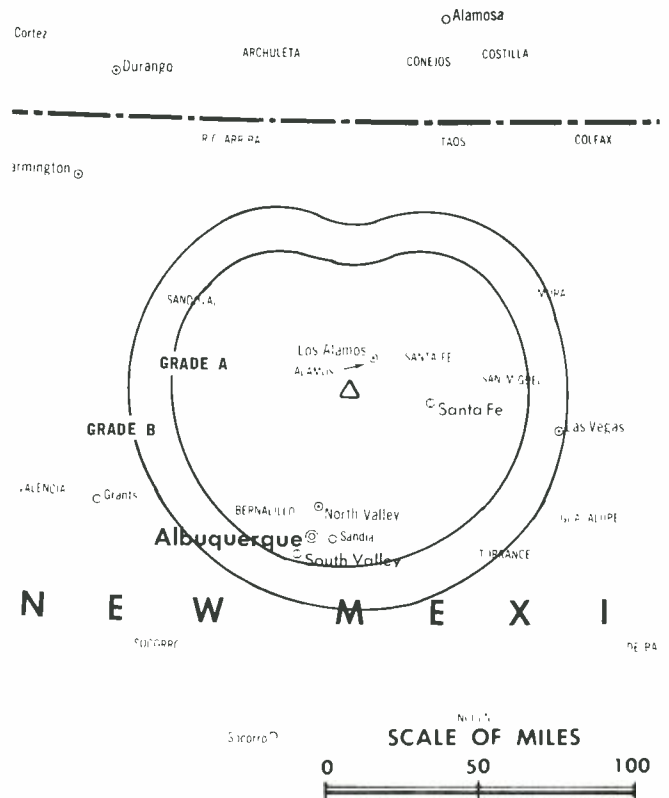
BLACKIE GONZALEZ, general manager.  
KEN HIGBY, chief engineer.  
JOEL SANCHEZ, sales manager.  
MARY KAY GONZALES, program director.

**Highest One Hour Rate:** \$500.

**Highest 30 Sec. Rate** (January 1, 1987): \$200.

**City of License:** Santa Fe. **ADI:** Albuquerque. **Rank:** 65.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KCHF BPCT—841210KG Granted 1/28/85 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County      | Total Households | TV Households |              |
|---|-------------------|------------------|---------------|--------------|
|   |                   |                  | Households    | %            |
| Between 5-24%                           | <b>NEW MEXICO</b> |                  |               |              |
|   | Mora              | 1,500            | 1,300         | 86           |
|   | Torrance          | 3,300            | 3,100         | 95           |
| <b>Station Totals</b>                   |                   | <b>4,800</b>     | <b>4,400</b>  | <b>91</b>    |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |               | <b>7,400</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |               | <b>2,600</b> |

# New Mexico—Santa Fe

## KNMZ-TV

Ch. 2

**Network Service:** None, independent.

**Licensee:** New Mexico Media Ltd. License Holding Co., Box 580, Santa Fe, NM 87504.

**Studio:** 2009 Pacheco St., Santa Fe, NM 87501.

**Mailing Address:** Box 580, Santa Fe, NM 87504.

**Telephone:** 505-473-2002.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 89-kw visual, 8.9-kw aural. Antenna: 1970-ft. above av. terrain, 299-ft. above ground, 10,179-ft. above sea level.

Latitude 35° 46' 50"  
Longitude 106° 31' 35"

**Transmitter:** Peralta Ridge, Santa Fe National Forest, 9.3-mi. E of Jemez Springs.

**Satellite Earth Stations:** Antenna Technology, 5-meter C-band; KLM, 4-meter C-band; M/A-Com, Pinzone, Scientific-Atlanta receivers.

**Ownership:** Channel 2 Associates. SB Associates, gen. partner, 50.5%; New Mexico Media Ltd., ltd. partner, 35.25%; El Siete Partnership, ltd. partner, 9.5%; Carlyle Capital Corp., ltd. partner, 4.75%. SBA Ownership: SB Communications Inc., gen. partner, 25%; Carlyle Capital Corp., ltd. partner, 75%. SBC ownership: Dennis C. Stanfill, pres., 50%; Edwin Bowen, secy.-treas., 50%. CCC ownership: Stanfill & Bowen. NMML Ownership: New Mexico Media Co., gen. partner; Rothschild Trust, ltd. partner, 2.75%.

**Began Operation:** October 31, 1983. Sale to present owners by New Mexico Media Co. approved by FCC Feb. 29, 1984.

**Represented (sales):** Independent TV Sales.

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

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

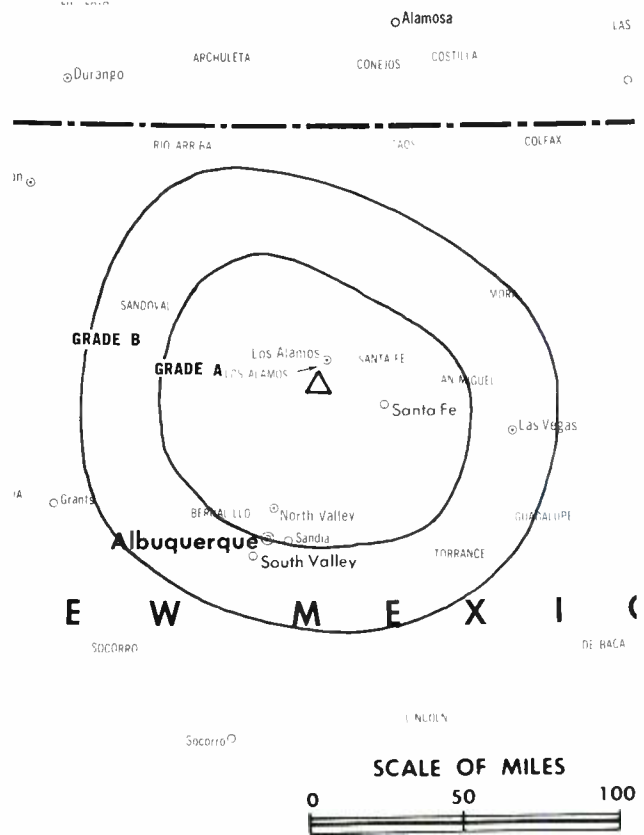
G. DENNIS KELLY, general manager.  
MIKELE MEYERS-JENNINGS, local sales manager.  
MASSOUD SALARVAND, director of operations.

**Highest 30 Sec. Rate:** \$600.

**City of License:** Santa Fe. **ADI:** Albuquerque. **Rank:** 65.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %  |
|------------------------|-------------------|------------------|---------------|----|
| 50% & Over             | <b>NEW MEXICO</b> |                  |               |    |
|                        | Rio Arriba        | 10,400           | 9,700         | 93 |
|                        | Sandoval          | 13,800           | 13,000        | 94 |



KNMZ-TV BNPCT—830808KF Granted 8/25/83 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %         |
|---|-------------------|------------------|----------------|-----------|
| 50% & Over                              | Santa Fe          | 32,700           | 31,700         | 97        |
|   | <b>NEW MEXICO</b> |                  |                |           |
|   | Bernalillo        | 181,600          | 178,600        | 98        |
|   | Los Alamos        | 7,100            | 7,000          | 99        |
|   | Taos              | 7,500            | 6,800          | 91        |
| Between 25-49%                          | Valencia          | 14,100           | 13,900         | 99        |
|   | <b>COLORADO</b>   |                  |                |           |
|   | Costilla          | 1,200            | 1,100          | 91        |
|   | <b>NEW MEXICO</b> |                  |                |           |
|   | Catron            | 1,000            | 900            | 90        |
|   | Cibola            | 9,900            | 9,700          | 98        |
|   | Guadalupe         | 1,500            | 1,400          | 93        |
|   | Mc Kinley         | 18,200           | 16,800         | 93        |
|   | San Miguel        | 8,300            | 7,700          | 93        |
|   | Socorro           | 4,600            | 4,500          | 98        |
| Torrance                                | 3,300             | 3,100            | 95             |           |
| <b>Station Totals</b>                   |                   | <b>315,200</b>   | <b>305,900</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>130,300</b> |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>49,900</b>  |           |

# New Mexico—Silver City

## KWNM-TV

Ch. 10

(Satellite of KOAT-TV, Albuquerque, NM)

**Network Service:** ABC.

**Grantee:** KOAT Television Inc., Box 25982, Albuquerque, NM 87125.

**Telephone:** 505-884-7777.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 8.71-kw visual, 0.871-kw aural. Antenna: 1590-ft. above av. terrain, 111-ft. above ground, 8226-ft. above sea level.

Latitude 32° 51' 46"  
Longitude 108° 14' 28"

**Transmitter:** Pinos Altos Mtn., 1.2-mi. W of Pinos Altos.

**News Services:** ABC, AP, CNN, UPI.

**Ownership:** Pulitzer Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 10, 1987.

**Represented (sales):** Blair Television.

**Represented (legal):** Verner, Liipfert, Bernhard, McPherson & Hand.

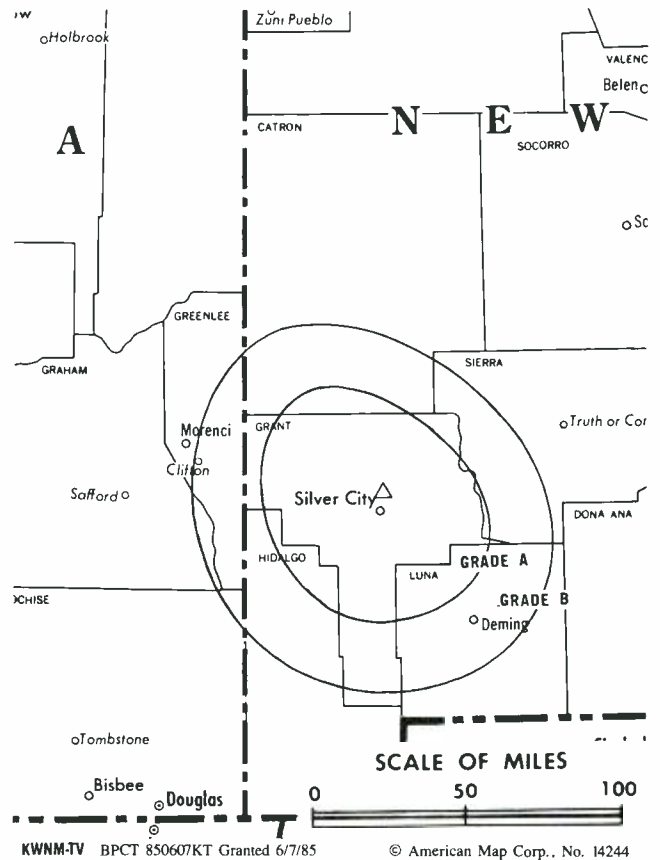
**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

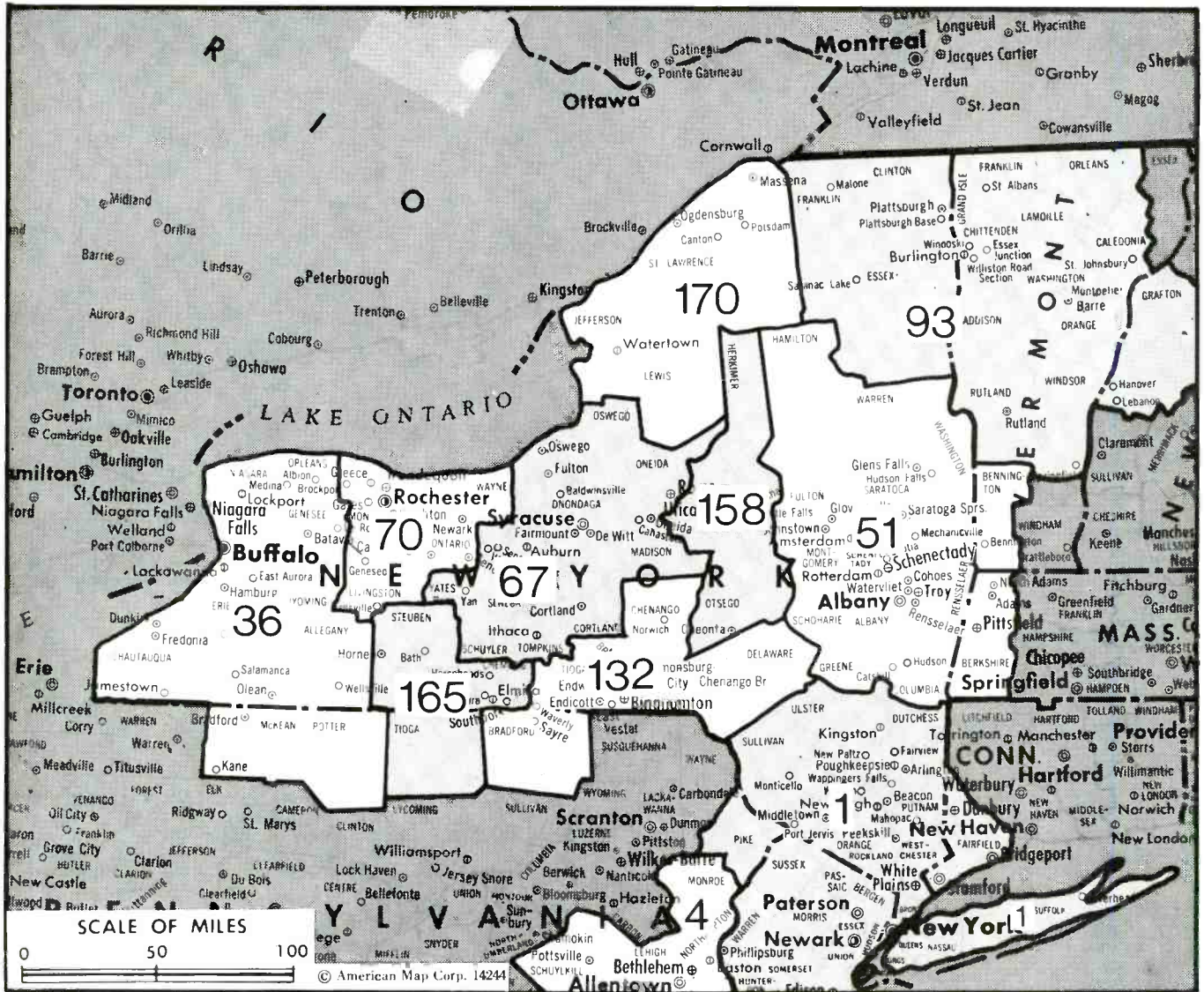
See KOAT, Albuquerque, NM

**Rates:** Sold with KOAT-TV, Albuquerque, NM.

**City of License:** Silver City. **ADI:** Albuquerque. **Rank:** 65.



# New York



| Market                         | Arbitron ADI<br>TV Households | Rank | Market Area Commercial TV Stations  |
|--------------------------------|-------------------------------|------|---|
| New York, NY                   | 6,814,200                     | 1    | WABC-TV (7), WCBS-TV (2), WHSE(68), WHSI (67), WLIG (55), WNBC-TV (4), WNJU-TV (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR (9), WXTV (41) |
| Philadelphia, PA               | 2,641,400                     | 4    | KYW-TV (3), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV(6), WTAJ-TV (29), WTGI-TV (61), WTVE (51)      |
| Buffalo, NY                    | 614,400                       | 36   | WGRZ-TV (2), WIVB-TV (4), WKBW-TV(7), WUTV (29)   |
| Albany-Schenectady-Troy, NY    | 482,700                       | 51   | WCDC (19), WNYT (13), WRGB (6), WTEN (10), WXXX-TV (23)   |
| Syracuse, NY                   | 372,900                       | 67   | WIXT (9), WSTM-TV (3), WSYT (68), WTVH (5)  |
| Rochester, NY                  | 350,100                       | 70   | WHEC-TV (10), WOKR (13), WROC-TV(8), WUHF (31)  |
| Burlington, VT-Plattsburgh, NY | 246,600                       | 93   | WCAX-TV (3), WNNE-TV (3i), WPTZ (5), WVNY (22)  |
| Binghamton, NY                 | 156,200                       | 132  | WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)  |
| Utica, NY                      | 102,100                       | 158  | WKTV (2), WTUV (33), WUTR (20)  |
| Elmira, NY                     | 85,000                        | 165  | WENY-TV (36), WETM-TV (18)  |
| Watertown-Carthage, NY         | 79,100                        | 170  | WNNY-TV (7)   |



**State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

WWNY-TV, Carthage ..... See Watertown, NY  
 WCAX-TV & WVNY, Plattsburgh ..... See Burlington, VT  
 WUTR, Rome ..... See Utica, NY  
 WNYT, WRGB, WTEN, WXXA-TV, Schenectady ..... See Albany, NY  
 WNYT & WRGB, Troy ..... See Albany, NY

**New York Station Status as of October 1, 1987**

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 22  | 17  | 39    |
| Educational Television Stations | 1   | 13  | 14    |
|                                 | 23  | 30  | 53    |

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# New York—Albany-Troy-Schenectady

**WNYT**

Ch. 13

**Network Service:** NBC.

**Licensee:** Viacom Broadcasting Inc., Box 4035, Albany, NY 12204.

**Studio:** 15 N. Pearl St., Menands, NY 12204.

**Telephone:** 518-436-4791. **TWX:** 710-441-8282.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 20.3-kw aural. Antenna: 1180-ft. above av. terrain, 747-ft. above ground, 1687-ft. above sea level.

Latitude 42° 47' 08"  
Longitude 73° 37' 44"

**Transmitter:** Bald Mtn., Brunswick, NY.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7.5-meter; RCA Ku-band; 2 Harris Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, UPI, NBC.

**Ownership:** Viacom Broadcasting Inc. See Group Ownership of Television Stations.

**Began Operation:** February 19, 1954, but quit air Jan. 31, 1955. Resumed operation June 15, 1956, Stanley Warner Corp. having acquired 100% control by buying out Col. Harry Wilder Group (*Television Digest*, Vol. 12:24). Transfer of control to Glen Alden Corp. approved Dec. 22, 1967. Purchased by Sonderling Bcstg. Corp. Jan. 1, 1969. Merger of Sonderling into Viacom approved by FCC Nov. 6, 1979 (Vol. 18:12, 25, 41; 19:46).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Personnel:**

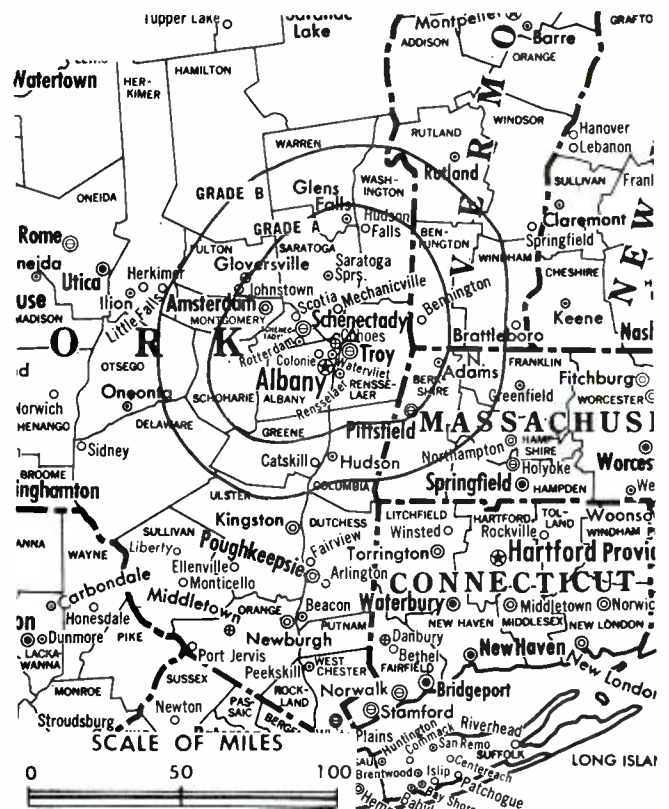
- DONALD D. PERRY, vice president & general manager.
- TOM BLAU, business manager.
- JOHN FIGNAR, director of sales.
- ROBERT GILBERT, national sales manager.
- NOELLE WALL, promotion manager.
- LINDA CUMMINGS, traffic manager.
- JIM MOORE, director of production.
- STEVE BABOULIS, news director.
- DOUG JONES, director of programming & public affairs.
- RICHARD KLEIN, chief engineer.

**Rates:** Not available.

**City of License:** Albany. **ADI:** Albany-Schenectady-Troy. **Rank:** 51.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| 50% & Over             | <b>MASSACHUSETTS</b> |                  |               |    |
|                        | Berkshire            | 54,600           | 53,600        | 98 |
|                        | <b>NEW YORK</b>      |                  |               |    |
|                        | Albany               | 112,500          | 110,600       | 98 |
|                        | Columbia             | 24,200           | 23,700        | 98 |
|                        | Fulton               | 21,800           | 21,400        | 98 |
|                        | Greene               | 16,700           | 16,400        | 98 |
|                        | Montgomery           | 20,400           | 20,000        | 98 |



WNYT BPCT-781228LC Granted 6/20/79

© American Map Corp., 14244

| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %         |
|---|----------------------|------------------|----------------|-----------|
| 50% & Over                              | Rensselaer           | 55,900           | 54,900         | 98        |
|   | Saratoga             | 60,100           | 59,300         | 99        |
|   | Schenectady          | 58,000           | 57,200         | 99        |
|   | Schoharie            | 11,000           | 10,700         | 97        |
|   | Warren               | 20,800           | 20,300         | 98        |
|   | Washington           | 19,700           | 19,300         | 98        |
|   | <b>VERMONT</b>       |                  |                |           |
|   | Bennington           | 13,400           | 13,100         | 98        |
| Between 25-49%                          | <b>VERMONT</b>       |                  |                |           |
|   | Rutland              | 22,700           | 22,100         | 97        |
| Between 5-24%                           | <b>MASSACHUSETTS</b> |                  |                |           |
|   | Franklin             | 27,000           | 26,200         | 97        |
|   | <b>NEW YORK</b>      |                  |                |           |
|   | Delaware             | 17,300           | 16,700         | 97        |
|   | Dutchess             | 89,500           | 87,700         | 98        |
|   | Hamilton             | 1,900            | 1,800          | 95        |
|   | Otsego               | 21,900           | 21,300         | 97        |
|   | Sullivan             | 26,500           | 25,700         | 97        |
|   | Ulster               | 62,100           | 60,400         | 97        |
|   | <b>VERMONT</b>       |                  |                |           |
|   | Addison              | 10,700           | 10,400         | 97        |
| <b>Station Totals</b>                   |                      | <b>768,700</b>   | <b>752,800</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>456,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>289,000</b> |           |

# New York—Albany

**WTEN**

Ch. 10

(Also operates satellite WCDC, Adams, MA)

**Network Service:** ABC.

**Licensee:** Knight-Ridder Broadcasting Inc.

**Studio:** 341 Northern Blvd., Albany, NY 12204.

**Telephone:** 518-436-4822. **TWX:** 710-441-8203.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 200-kw visual, 30-kw aural. Antenna: 1000-ft. above av. terrain, 275-ft. above ground, 1805-ft. above sea level.

Latitude 42° 38' 15"  
Longitude 73° 59' 54"

**Transmitter:** Beaver Dam Rd., Helderberg Mtn., New Scotland.

**Satellite Earth Stations:** Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Avantek, Harris receivers.

**News Services:** AP, UPI, NIWS, ABC, Sports News Satellite, Weather Services Inc.

**Ownership:** Knight-Ridder Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 14, 1953. Sale of 83.4% to Lowell Thomas group approved Nov. 3, 1954 by FCC (*Television Digest*, Vol. 10:42, 45). Station switched from Ch. 41 and changed WCDA call letters Dec. 1, 1957 (Vol. 13:49). Sale by Capital Cities Bcstg. approved Feb. 24, 1971 (Vol. 10:17; 11:9). Sale to Knight-Ridder by John B. Poole, et al., approved Dec. 21, 1977 (Vol. 17:26).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

ROBERT PETERSON, business manager.  
JOHN TURELL, news director.  
PATRICIA TROWERS, community affairs director.

**Rates:** Not available.

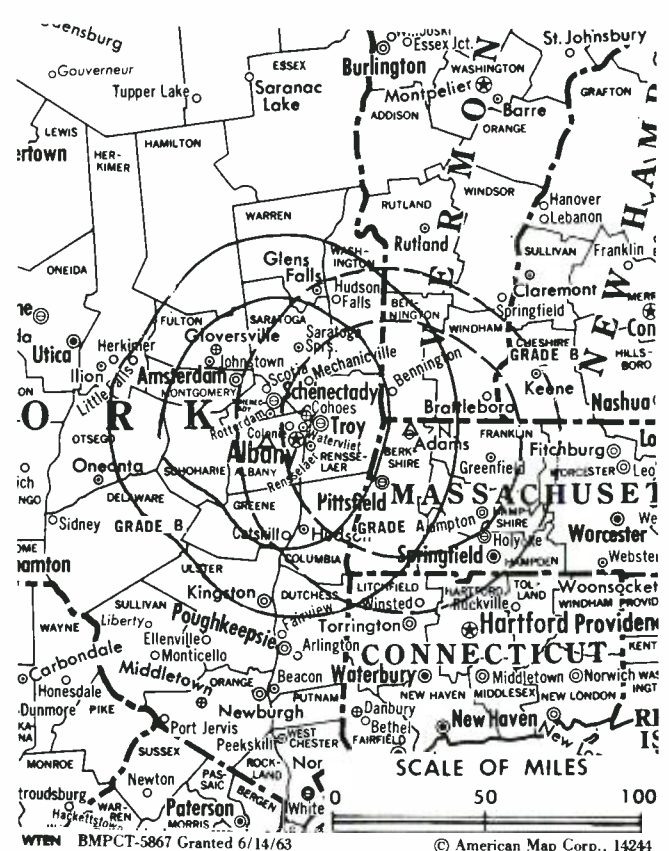
**NETWORK BASE HOURLY RATE:** \$2300.

**Arbitron Data:** Includes satellite WCDC, Adams, MA

**City of License:** Albany. **ADI:** Albany-Schenectady-Troy. **Rank:** 51.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| <b>50% &amp; Dver</b>  | <b>MASSACHUSETTS</b> |                  |               |    |
|                        | Berkshire            | 54,600           | 53,600        | 98 |
|                        | <b>NEW YORK</b>      |                  |               |    |
|                        | Albany               | 112,500          | 110,600       | 98 |
|                        | Columbia             | 24,200           | 23,700        | 98 |
|                        | Fulton               | 21,800           | 21,400        | 98 |
|                        | Greene               | 16,700           | 16,400        | 98 |
|                        | Hamilton             | 1,900            | 1,800         | 95 |
|                        | Montgomery           | 20,400           | 20,000        | 98 |
|                        | Rensselaer           | 55,900           | 54,900        | 98 |
| Saratoga               | 60,100               | 59,300           | 99            |    |



| Net Weekly Circulation                  | State County | Total Households | TV Households    | %              |
|---|--------------|------------------|------------------|----------------|
| <b>50% &amp; Over</b>                   | Schenectady  | 58,000           | 57,200           | 99             |
|   | Schoharie    | 11,000           | 10,700           | 97             |
|   | Warren       | 20,800           | 20,300           | 98             |
|   | Washington   | 19,700           | 19,300           | 98             |
| <b>VERMONT</b>                          |              |                  |                  |                |
|   | Bennington   | 13,400           | 13,100           | 98             |
|   | Rutland      | 22,700           | 22,100           | 97             |
| <b>NEW YDK</b>                          |              |                  |                  |                |
| <b>Between 25-49%</b>                   | Herkimer     | 24,700           | 24,300           | 98             |
|   | Ulster       | 62,100           | 60,400           | 97             |
| <b>MASSACHUSETTS</b>                    |              |                  |                  |                |
| <b>Between 5-24%</b>                    | Franklin     | 27,000           | 26,200           | 97             |
|   | Hampden      | 164,500          | 162,000          | 98             |
|   | Hampshire    | 49,000           | 47,900           | 98             |
| <b>NEW HAMPSHIRE</b>                    |              |                  |                  |                |
|   | Cheshire     | 23,600           | 22,900           | 97             |
| <b>NEW YORK</b>                         |              |                  |                  |                |
|   | Delaware     | 17,300           | 16,700           | 97             |
|   | Dutchess     | 89,500           | 87,700           | 98             |
|   | Essex        | 14,100           | 13,800           | 98             |
|   | Otsego       | 21,900           | 21,300           | 97             |
| <b>VERMONT</b>                          |              |                  |                  |                |
|   | Addison      | 10,700           | 10,400           | 97             |
|   | Windham      | 15,600           | 14,900           | 95             |
| <b>Station Totals</b>                   |              | <b>1,033,700</b> | <b>1,012,900</b> | <b>97</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                  | <b>513,600</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                  | <b>295,200</b> |

# New York—Albany-Schenectady-Troy

**WRGB**

Ch. 6

**Network Service:** CBS.

**Licensee:** WRGB Bcstg. Inc., 1400 Balltown Rd., Schenectady, NY 12309.

**Studio:** 1400 Balltown Rd., Schenectady, NY 12309.

**Telephone:** 518-346-6666. **TWX:** 710-442-2974.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 93-kw visual, 11-kw aural. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1830-ft. above sea level.

Latitude 42° 38' 12"  
Longitude 73° 59' 45"

**Transmitter:** New Scotland, NY.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Services:** AP, CBS, CNN.

**Ownership:** Freedom Newspapers Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 1, 1947. (began as experimental station in 1928; on air since Nov. 6, 1939). Sale to Unicom Inc. by General Electric Broadcasting Co. approved by FCC June 30, 1983 (*Television Digest*, Vol. 22:48; 23:18). Sale to present owner approved by FCC Jan. 6, 1986 (Vol. 25:31, 44).

**Represented (sales):** Katz Television.

**Represented (legal):** Latham & Watkins.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

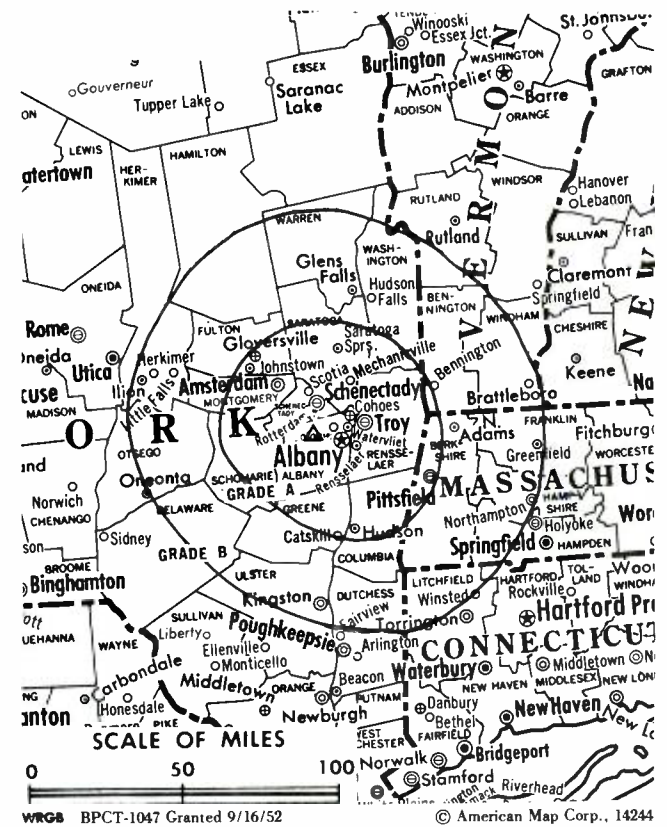
DAVID M. LYNCH, general manager.  
GREGORY L. STRAUSSER, general sales manager.  
CHERYL SNELL, local sales manager.  
GARY WHITAKER, manager, news.  
DANIEL A. FIORILLO, engineering manager.  
FRED LASS, chief engineer.  
TERRY WALDEN, manager, programming & promotion.  
BEVERLY WITTNER, manager, public affairs.

**Highest 30 Sec. Rate:** \$1750.

**City of License:** Schenectady. **ADI:** Albany-Schenectady-Troy. **Rank:** 51.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>MASSACHUSETTS</b> |                  |               |    |
|                        | Berkshire            | 54,600           | 53,600        | 98 |
|                        | <b>NEW YORK</b>      |                  |               |    |
|                        | Albany               | 112,500          | 110,600       | 98 |
|                        | Columbia             | 24,200           | 23,700        | 98 |
|                        | Fulton               | 21,400           |               | 98 |
|                        | Greene               | 16,700           | 16,400        | 98 |
|                        | Hamilton             | 1,900            | 1,800         | 95 |
|                        | Montgomery           | 20,400           | 20,000        | 98 |
|                        | Rensselaer           | 55,900           | 54,900        | 98 |
|                        | Saratoga             | 60,100           | 59,300        | 99 |
| Schenectady            | 58,000               | 57,200           | 99            |    |



| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %              |
|---|----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Schoharie            | 11,000           | 10,700         | 97             |
|   | Warren               | 20,800           | 20,300         | 98             |
|   | Washington           | 19,700           | 19,300         | 98             |
| <b>Between 25-49%</b>                   | <b>VERMONT</b>       |                  |                |                |
|   | Bennington           | 13,400           | 13,100         | 98             |
|   | <b>NEW YORK</b>      |                  |                |                |
| Delaware                                | 17,300               | 16,700           | 97             |                |
| Otsego                                  | 21,900               | 21,300           | 97             |                |
| Ulster                                  | 62,100               | 60,400           | 97             |                |
| <b>Between 5-24%</b>                    | <b>VERMONT</b>       |                  |                |                |
|   | Rutland              | 22,700           | 22,100         | 97             |
|   | <b>MASSACHUSETTS</b> |                  |                |                |
|   | Franklin             | 27,000           | 26,200         | 97             |
|   | <b>NEW HAMPSHIRE</b> |                  |                |                |
|   | Sullivan             | 14,700           | 14,200         | 97             |
|   | <b>NEW YORK</b>      |                  |                |                |
|   | Dutchess             | 89,500           | 87,700         | 98             |
|   | Herkimer             | 24,700           | 24,300         | 98             |
|   | Sullivan             | 26,500           | 25,700         | 97             |
|   | <b>VERMONT</b>       |                  |                |                |
| Addison                                 | 10,700               | 10,400           | 97             |                |
| Chittenden                              | 44,000               | 43,300           | 98             |                |
| Windham                                 | 15,600               | 14,900           | 95             |                |
| <b>Station Totals</b>                   |                      | <b>867,700</b>   | <b>849,500</b> | <b>97</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  |                | <b>515,400</b> |
| <b>Average Daily Circulation (1987)</b> |                      |                  |                | <b>313,100</b> |

# New York—Albany

## WXXA-TV

Ch. 23

**Network Service:** Fox.

**Licensee:** Heritage Bcstg. Co. of New York, 815 Central Ave., Albany, NY 12206-1502.

**Studio:** 815 Central Ave., Albany, NY 12206-1502.

**Telephone:** 518-438-8700.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 3020-kw visual, 302-kw aural. Antenna: 1200-ft. above av. terrain, 465-ft. above ground, 2119-ft. above sea level.

Latitude 42° 37' 01"  
Longitude 74° 00' 46"

**Transmitter:** Camp Pinnacle Rd., New Scotland.

**Satellite Earth Stations:** Andrew, 4.5-meter C-band; AFC, 3.7-meter Ku-band; M/A-Com, Microdyne receivers.

**Ownership:** Mario F. Iacobelli, pres., 98.8%; Leanne C. Schulz, secy.-treas., 1.12%.

**Began Operation:** July 30, 1982. Sale to present owners by James D. Boaz, et al., approved by FCC Sept. 12, 1986 (Television Digest, Vol. 26:30).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Hogan & Hartson.

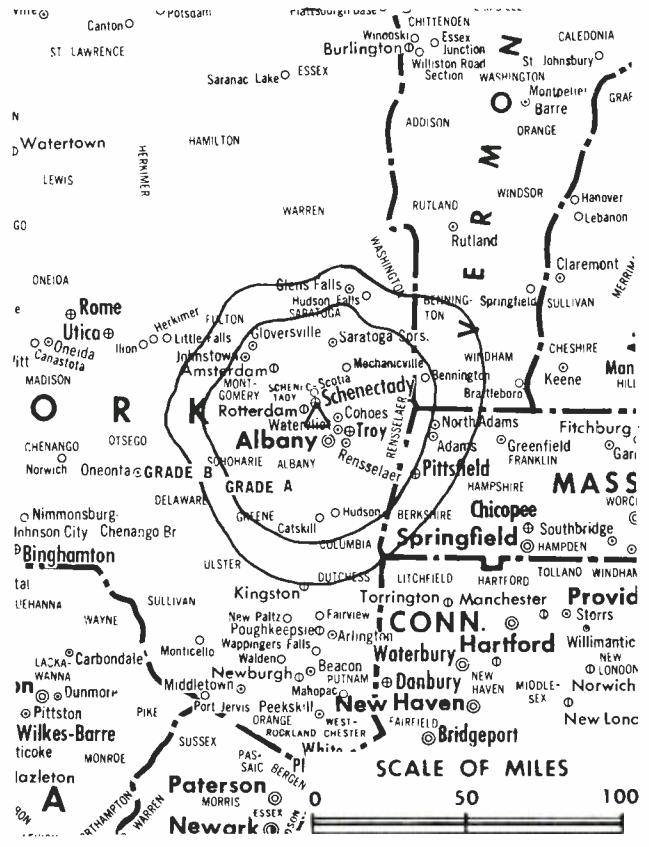
**Personnel:** WILL MEYL, vice president & general manager.

**Rates Not available.**

**City of License:** Albany. **ADI:** Albany-Schenectady-Troy. **Rank:** 51.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NEW YORK</b>      |                  |               |    |
|                        | Albany               | 112,500          | 110,600       | 98 |
|                        | Fulton               | 21,800           | 21,400        | 98 |
|                        | Rensselaer           | 55,900           | 54,900        | 98 |
|                        | Saratoga             | 60,100           | 59,300        | 99 |
| <b>Between 25-49%</b>  | <b>MASSACHUSETTS</b> |                  |               |    |
|                        | Berkshire            | 54,600           | 53,600        | 98 |
|                        | <b>NEW YORK</b>      |                  |               |    |
|                        | Columbia             | 24,200           | 23,700        | 98 |



WXXA-TV BMPCT-820615KE Granted 7/26/82

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| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | Greene          | 16,700           | 16,400         | 98        |
|   | Montgomery      | 20,400           | 20,000         | 98        |
|   | Schenectady     | 58,000           | 57,200         | 99        |
|   | Schoharie       | 11,000           | 10,700         | 97        |
|   | Warren          | 20,800           | 20,300         | 98        |
|   | Washington      | 19,700           | 19,300         | 98        |
|   | <b>VERMONT</b>  |                  |                |           |
|   | Bennington      | 13,400           | 13,100         | 98        |
| <b>Between 5-24%</b>                    | <b>NEW YORK</b> |                  |                |           |
|   | Hamilton        | 1,900            | 1,800          | 95        |
| <b>Station Totals</b>                   |                 | <b>491,000</b>   | <b>482,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>238,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>97,300</b>  |           |

# New York—Amsterdam

## WOCD

Ch. 55

**Network Service:** None, independent.

**Grantee:** Amsterdam Bcstg. Inc., Box 549, Amsterdam, NY 12010.

**Studio:** Scotia, NY.

**Telephone:** 518-842-5557.

**Technical Facilities:** Channel No. 55 (716-722 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 731-ft. above av. terrain, 720-ft. above ground, 1472-ft. above sea level.

Latitude 42° 59' 05"  
Longitude 74° 10' 49"

**Transmitter:** 0.1-mi. N of Montgomery County Line, 0.4-mi. of Hwy. 30, Perth.

**Satellite Earth Station:** Paraclipse, 3.5-meter; M/A-Com receivers.

**Ownership:** Coit Drapery Cleaners Inc., 100%. CDCI ownership: Louis J. Kearns, pres. & Shirley C. Kearns, 67.6% jointly; Robert L. Kearns, v.p., 16.2%; Janet L. Kearns, 16.00%. Kearns have interest in new AM.

**Scheduled to Begin Operation:** November 30, 1987.

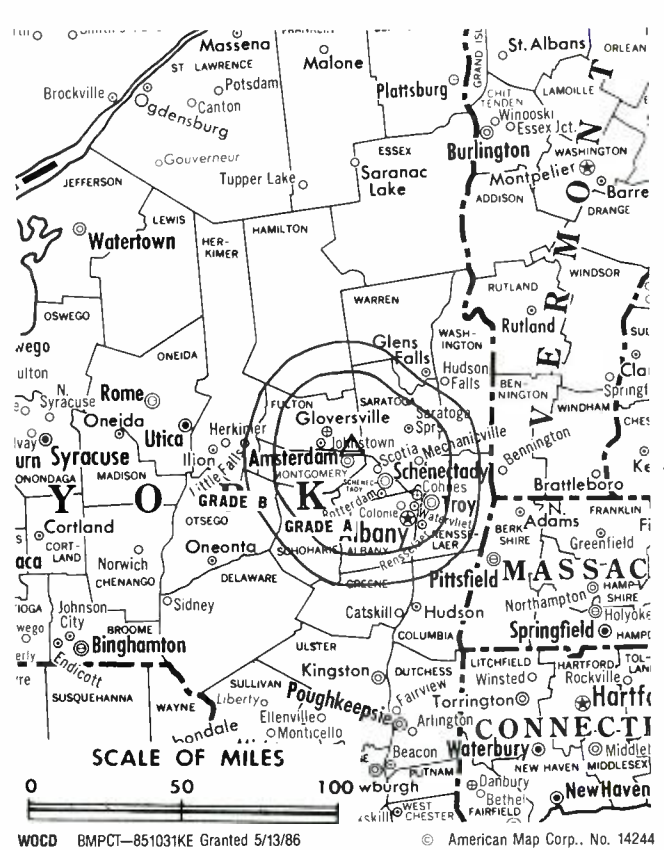
**Represented (legal):** Mullin, Rhyne, Emmons & Topel, P.C.

**Represented (engineering):** Communications Technology.

### Personnel:

FRED WUENSCHEL, general manager & engineering director.  
JOSEPH SCARBOROUGH, program director.  
ROSEMARY WUENSCHEL, business manager.  
DAVID OCHAL, operations engineer.

**Highest One Hour Rate:** \$1500.



**Highest 30 Sec. Rate:** \$160.

**City of License:** Amsterdam. **ADI:** Albany-Schenectady-Troy. **Rank:** 51.

# New York—Binghamton

**WBNG-TV**

Ch. 12

**Network Service:** CBS.

**Licensee:** Gateway Communications Inc., Executive Bldg., Suite 612, Cherry Hill, NJ 08002.

**Studio:** Box 1200, Binghamton, NY 13902-1200.

**Branch Office:** 111-115 N. Main St., Elmira, NY 14901.

**Telephone:** 607-723-7311. **TWX:** 510-252-1991.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 166-kw visual, 18-kw aural. Antenna: 1205-ft. above av. terrain, 785-ft. above ground, 2546-ft. above sea level.

Latitude 42° 03' 33"  
Longitude 75° 57' 06"

Holds CP for change to 168-kw max. visual, 1210-ft. above av. terrain, 789-ft. above ground, 2554-ft. above sea level. BPCT-8703313L.

**Transmitter:** Ingraham Hill Rd.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; AFC, 3.66-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** CBS, CNN, UPI.

**Ownership:** Gateway Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** December 1, 1949. Sale to present owners by Triangle Publications approved by FCC Sept. 20, 1972 (*Television Digest*, Vol. 11:50; 12:39). Previous sale to Triangle by John C. Clark interests approved by FCC May 4, 1955 (Vol. 11:11, 19).

**Represented (sales):** Blair Television.

**Represented (legal):** Wilner & Scheiner.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

- JOHN S. MUCHA, vice president & general manager.
- JOSEPH P. McNAMARA, national sales manager.
- RAY McCORMACK, regional sales manager.
- BOB KRUMMENACKER, local sales manager.
- RICHARD A. STEIKA, business manager.
- RON SHOEMAKER, chief engineer.
- MARK PRUTISTO, program manager.
- MELANIE TRAMONTE, promotion director.

**Highest 30 Sec. Rate:** \$3000.

**City of License:** Binghamton. **ADI:** Binghamton. **Rank:** 132.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NEW YORK</b> |                  |               |    |
|                        | Broome          | 80,300           | 79,100        | 99 |
|                        | Chemung         | 34,500           | 33,800        | 98 |
|                        | Chenango        | 18,500           | 18,100        | 98 |



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %              |
|---|---------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Cortland            | 17,000           | 16,700         | 98             |
|   | Delaware            | 17,300           | 16,700         | 97             |
|   | Otsego              | 21,900           | 21,300         | 97             |
|   | Tioga               | 18,800           | 18,500         | 98             |
|   | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Bradford            | 23,700           | 23,200         | 98             |
|   | Sullivan            | 2,200            | 2,100          | 95             |
|   | Susquehanna         | 14,600           | 14,300         | 98             |
|   | Tioga               | 14,700           | 14,200         | 97             |
| <b>Between 25-49%</b>                   | <b>NEW YORK</b>     |                  |                |                |
|   | Schuyler            | 6,600            | 6,400          | 97             |
|   | Steuben             | 37,600           | 36,700         | 98             |
|   | Tompkins            | 31,800           | 30,300         | 95             |
|   | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Wyoming             | 10,100           | 9,900          | 98             |
| <b>Between 5-24%</b>                    | <b>NEW YORK</b>     |                  |                |                |
|   | Sullivan            | 26,500           | 25,700         | 97             |
|   | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Monroe              | 30,900           | 30,300         | 98             |
|   | Potter              | 6,900            | 6,700          | 97             |
|   | Wayne               | 14,800           | 14,300         | 97             |
| <b>Station Totals</b>                   |                     | <b>428,700</b>   | <b>418,300</b> | <b>97</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                | <b>253,700</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                | <b>159,800</b> |

# New York—Binghamton

## WICZ-TV

Ch. 40

**Network Service:** NBC.

**Licensee:** Stainless Broadcasting Co., 3rd St. & Montgomery Ave., North Wales, PA 19454.

**Studio:** Vestal Pkwy. East, Binghamton, NY 13902.

**Mailing Address:** Box 1626, Binghamton, NY 13902.

**Telephone:** 607-770-4040. **TWX:** 607-772-0240.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 562-kw max. & 501-kw horizontal visual, 56.5-kw max. & 50.1-kw horizontal aural. Antenna: 1230-ft. above av. terrain, 930-ft. above ground, 2555-ft. above sea level.

Latitude 42° 03' 22"  
Longitude 75° 56' 39"

**Transmitter:** Ingraham Hill Rd., approx. 4.5-mi. SW of center of Binghamton.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; RCA Americom Ku-band; Harris, Scientific-Atlanta receivers.

**Ownership:** Stainless Inc. See Group Ownership of Television Stations.

**Began Operation:** November 1, 1957. Sale to present owner by Binghamton Press (Gannett) approved by FCC Feb. 22, 1971 (Television Digest, Vol. 10:31).

**Represented (sales):** MMT Marketing.

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

**Personnel:**

JESSE S. PEVEAR, vice president & general manager.  
JOHN LEET, sales manager.  
GINO RICCIARDELLI, vice president, engineering.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Binghamton. **ADI:** Binghamton. **Rank:** 132.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %  |
|------------------------|---------------------|------------------|---------------|----|
| 50% & Over             | <b>NEW YORK</b>     |                  |               |    |
|                        | Broome              | 80,300           | 79,100        | 99 |
|                        | Tioga               | 18,800           | 18,500        | 98 |
|                        | <b>PENNSYLVANIA</b> |                  |               |    |
|                        | Sullivan            | 2,200            | 2,100         | 95 |



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %         |    |
|---|---------------------|------------------|----------------|-----------|----|
| Between 25-49%                          | <b>NEW YORK</b>     |                  |                |           |    |
|   | Chemung             | 34,500           | 33,800         | 98        |    |
|   | Chenango            | 18,500           | 18,100         | 98        |    |
|   | Delaware            | 17,300           | 16,700         | 97        |    |
|   | Otsego              | 21,900           | 21,300         | 97        |    |
|   | Tompkins            | 31,800           | 30,300         | 95        |    |
|   | <b>PENNSYLVANIA</b> |                  |                |           |    |
|   | Bradford            | 23,700           | 23,200         | 98        |    |
|   | Susquehanna         | 14,600           | 14,300         | 98        |    |
|   | Between 5-24%       | <b>NEW YORK</b>  |                |           |    |
|   |                     | Cortland         | 17,000         | 16,700    | 98 |
| Steuben                                 |                     | 37,600           | 36,700         | 98        |    |
| <b>PENNSYLVANIA</b>                     |                     |                  |                |           |    |
| Tioga                                   |                     | 14,700           | 14,200         | 97        |    |
| Wyoming                                 | 10,100              | 9,900            | 98             |           |    |
| <b>Station Totals</b>                   |                     | <b>343,000</b>   | <b>334,900</b> | <b>97</b> |    |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>147,900</b> |           |    |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>74,700</b>  |           |    |



# New York—Binghamton

## WMGC-TV

Ch. 34

**Network Service:** ABC.

**Licensee:** Citadel Communications Co. Ltd., 249 E. 48th St., No. 10D, New York, NY 10017.

**Studio:** Ingraham Hill Rd., Binghamton, NY 13902.

**Telephone:** 607-723-7464.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 1490-kw max. visual, 149-kw max. aural. Antenna: 1293-ft. above av. terrain, 553-ft. above ground, 2243-ft. above sea level.

Latitude 42° 03' 39"  
Longitude 75° 56' 36"

**Transmitter:** 3.2-mi SSW of Binghamton, W side of Ingraham Hill Rd.

**Satellite Earth Stations:** Andrew, 4.5-meter C-band; Harris C-band; RCA Ku-band; Comtech receivers.

**News Service:** AP.

**Ownership:** Citadel Communications Co. Ltd., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 24, 1962. Sale of control to Arthur, Hessen and Lazare by Alfred E. Anscorb (53.13%) and James E. Greeley (10.4%) approved August 17, 1966 by FCC (*Television Digest*, Vol. 6:34). Sale to Pinnacle Communications Inc. approved Aug. 7, 1978. Sale to present owners approved August 6, 1986.

**Represented (sales):** Katz Television.

**Represented (legal):** Latham & Watkins.

**Represented (engineering):** A. D. Ring & Associates Inc.

**Personnel:**

- PHIL LOMBARDO, president & general manager.
- MARK LEVALLEY, chief engineer.
- BRAD WORTHAN, sales manager.
- DEB TRISTAN, promotion director.

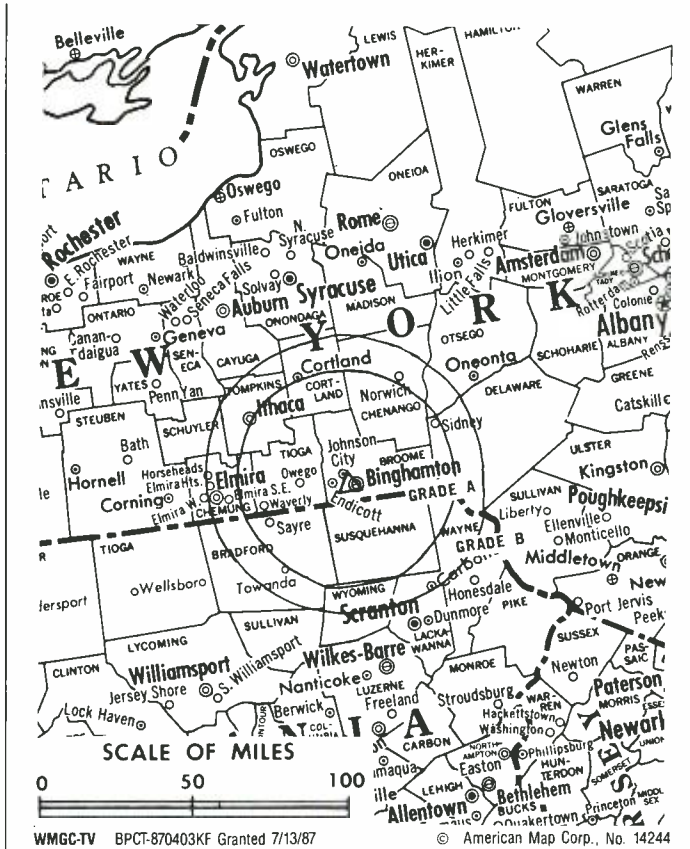
**Highest 30 Sec. Rate:** \$150.

**NETWORK BASE HOURLY RATE:** \$200.

**City of License:** Binghamton. **ADI:** Binghamton. **Rank:** 132.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over             | <b>NEW YORK</b> |                  |               |    |
|                        | Broome          | 80,300           | 79,100        | 99 |
|                        | Tioga           | 18,800           | 18,500        | 98 |



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %         |
|---|---------------------|------------------|----------------|-----------|
| Between 25-49%                          | <b>NEW YORK</b>     |                  |                |           |
|   | Chenango            | 18,500           | 18,100         | 98        |
|   | Delaware            | 17,300           | 16,700         | 97        |
|   | <b>PENNSYLVANIA</b> |                  |                |           |
|   | Bradford            | 23,700           | 23,200         | 98        |
|   | Sullivan            | 2,200            | 2,100          | 95        |
| Between 5-24%                           | <b>NEW YORK</b>     |                  |                |           |
|   | Chemung             | 34,500           | 33,800         | 98        |
|   | Cortland            | 17,000           | 16,700         | 98        |
|   | Schuyler            | 6,600            | 6,400          | 97        |
|   | <b>PENNSYLVANIA</b> |                  |                |           |
|   | Susquehanna         | 14,600           | 14,300         | 98        |
|   | Tioga               | 14,700           | 14,200         | 97        |
| Wyoming                                 | 10,100              | 9,900            | 98             |           |
| <b>Station Totals</b>                   |                     | <b>258,300</b>   | <b>253,000</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>107,000</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>47,000</b>  |           |

# New York—Buffalo

## WGRZ-TV

Ch. 2

Network Service: NBC.

Licensee: WGRZ Television Corp., 259 Delaware Ave., Buffalo, NY 14202.

Studio: 259 Delaware Ave., Buffalo, NY 14202.

Telephone: 716-856-1414. TWX: 710-522-1729.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 996-ft. above av. terrain, 958-ft. above ground, 2310-ft. above sea level.

Latitude 42° 43' 06"  
Longitude 78° 33' 48"

Transmitter: Warner Hill Rd., South Wales, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6-meter Ku-band; Harris, 9-meter C-band; Harris, 3-meter Ku-band; Harris receivers.

News Services: AP, CNN, LPN, NBC, UPI.

Ownership: Robert N. Smith, chmn.-pres.-treas., 8.75%; William S. Reyner, secy., 2.5%; George D. Lilly, 8.75%; venture capital investor group holds remainder. See Smith Television Group & SJL Inc. under Group Ownership of TV Stations.

Began Operation: August 14, 1954. Sale to present owners approved by FCC July 31, 1986 (Television Digest, Vol. 26:13; 40). Assignment to General Cinema Corp. from Taft Bcstg. in exchange for WCIX(TV), Miami, FL approved by FCC Feb. 24, 1983. Sale to Taft by Transcontinent Television Corp. approved Feb. 19, 1964 (Vol. 3:15, 16, 31; 4:8).

Represented (sales): Katz Television; Radio-Television Representatives Ltd. (Canada).

Represented (legal): Cohn & Marks.

### Personnel:

SANDY Di PASQUALE, president & general manager.  
RAYMOND MASELLI, vice president & general sales manager.  
SUE PEARCE, vice president & controller.  
TOM COCHRAN, local sales manager.  
MARIANNE SCHEER, news director.  
DICK WESTLUND, manager of engineering.  
MARILYN CAMPANA, traffic manager.  
GARY LEGTEES, operations manager.

Highest One Hour Rate: \$8000.

Highest 30 Sec. Rate: \$3000.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1987): 3,017,000.

City of License: Buffalo. ADI: Buffalo. Rank: 36.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| 50% & Over             | NEW YORK<br>Allegany | 18,100           | 17,600        | 97 |



| Net Weekly Circulation                  | State County            | Total Households | TV Households  | %         |
|---|-------------------------|------------------|----------------|-----------|
| 50% & Over                              | Cattaraugus             | 31,400           | 30,700         | 98        |
|   | Chautauqua              | 55,300           | 54,300         | 98        |
|   | Erie                    | 363,900          | 359,600        | 99        |
|   | Genesee                 | 21,200           | 20,900         | 99        |
|   | Niagara                 | 79,700           | 78,700         | 99        |
|   | Orleans                 | 14,300           | 14,000         | 98        |
|   | Wyoming                 | 13,800           | 13,600         | 99        |
| Between 25-49%                          | NEW YORK<br>Livingston  | 19,900           | 19,500         | 98        |
|   | Steuben                 | 37,600           | 36,700         | 98        |
|   | PENNSYLVANIA<br>Warren  | 17,500           | 16,900         | 97        |
| Between 5-24%                           | PENNSYLVANIA<br>Cameron | 2,600            | 2,600          | 100       |
| <b>Station Totals</b>                   |                         | <b>700,900</b>   | <b>690,000</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                         |                  | <b>584,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |                         |                  | <b>375,400</b> |           |

# New York—Buffalo

## WIVB-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** Buffalo Broadcasting Co. Inc., 2077 Elmwood Ave., Buffalo, NY 14207.

**Studio:** 2077 Elmwood Ave., Buffalo, NY 14207.

**Telephone:** 716-874-4410. **TWX:** 710-522-1719.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above sea level.

Latitude 42° 39' 33"  
Longitude 78° 37' 38"

**Transmitter:** Colden, NY.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive 2 Scientific-Atlanta, 10-meter C-band; Microdyne, 7-meter C-band; Microwave General, 6-meter C-band; Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, Sportsticker, UPI.

**Ownership:** Howard Publications Inc. Robert S. Howard, chmn. 63%; Wendell Marshall, 18.4%; M. T. Deaton, 17.4%; John E. Tompkins, 1.2%. Buffalo Bcstg. officers: Robert S. Howard, chmn.; Leslie G. Arries Jr., pres.; Thomas W. Howard, v.p.; Wendell Marshall, secy.

**Began Operation:** May 14, 1948. Sale to present owner by Buffalo Evening News approved by FCC Sept. 16, 1977 (*Television Digest*, Vol. 17:22).

**Represented (sales):** Harrington, Righter & Parsons Inc.; Paul Mulvihill Ltd. (Canada).

**Represented (legal):** Cordon & Kelly.

**Personnel:**

LESLIE G. ARRIES JR., president & general manager.  
JOHN E. HAYES, station manager.  
WILSON SHEPARD, general sales manager.  
RALPH THOMPSON, director of engineering.  
QUINTIN E. RENNER, program director.  
SARAH L. LEWIS, community services director.  
TWILA HENNEBERGER, director of broadcast operations.  
JOHN GLEMB, controller.  
RON GATES, director of creative services.  
JIM PEPPARD, news director.

**Rates:** Not available.

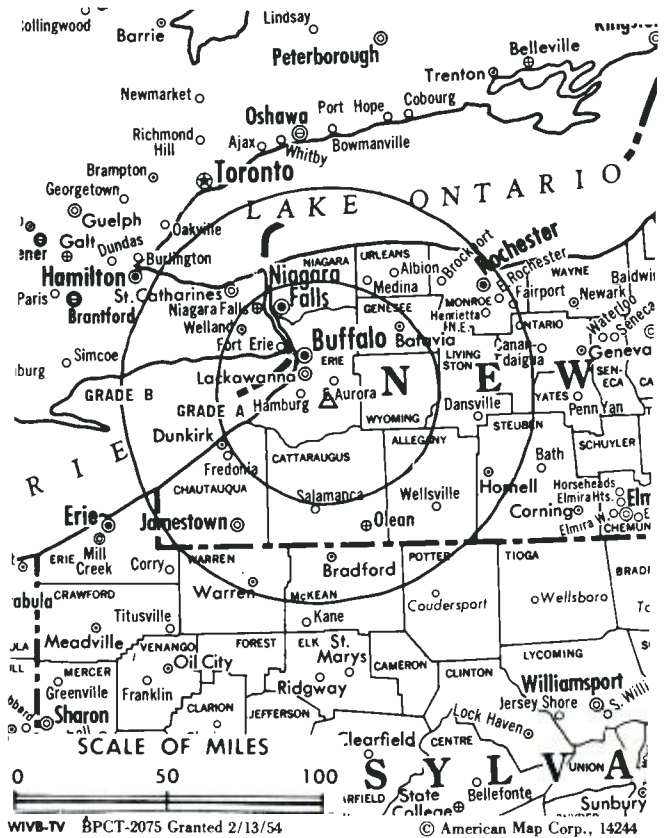
**NETWORK BASE HOURLY RATE:** \$1826.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 2,672,000.

**City of License:** Buffalo. **ADI:** Buffalo. **Rank:** 36.

Total Households. © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %              |
|---|---------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>NEW YORK</b>     |                  |                |                |
|   | Allegany            | 18,100           | 17,600         | 97             |
|   | Cattaraugus         | 31,400           | 30,700         | 98             |
|   | Chautauque          | 55,300           | 54,300         | 98             |
|   | Erie                | 363,900          | 359,600        | 99             |
|   | Genesee             | 21,200           | 20,900         | 99             |
|   | Niagara             | 79,700           | 78,700         | 99             |
| Orleans                                 | 14,300              | 14,000           | 98             |                |
| Wyoming                                 | 13,800              | 13,600           | 99             |                |
|   | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Mc Kean             | 18,700           | 18,200         | 97             |
|   | Potter              | 6,900            | 6,700          | 97             |
| Warren                                  | 17,500              | 16,900           | 97             |                |
| <b>Between 25-49%</b>                   | <b>NEW YORK</b>     |                  |                |                |
|   | Steuben             | 37,600           | 36,700         | 98             |
|   | <b>PENNSYLVANIA</b> |                  |                |                |
| Cameron                                 | 2,600               | 2,600            | 100            |                |
| <b>Between 5-24%</b>                    | <b>NEW YORK</b>     |                  |                |                |
| Livingston                              | 19,900              | 19,500           | 98             |                |
| <b>Station Totals</b>                   |                     | <b>700,900</b>   | <b>690,000</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                | <b>584,200</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                | <b>371,300</b> |

# New York—Buffalo

## WKBW-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** Queen City Bcstg. of New York Inc.

**Studio** 7 Broadcast Plaza, Church & South Elmwood, Buffalo, NY 14202.

**Telephone:** 716-845-6100. **TWX:** 710-522-1846.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 91.2-kw visual, 18.2-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 15"  
Longitude 78° 37' 12"

**Transmitter:** E of Center St., Colden, NY.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Harris, 9-meter; Harris receivers.

**News Services:** AP, UPI.

**Ownership:** J. Bruce Llewellyn, chmn., 20.2%; Burton R. Rubin, secy.-treas., 1%; Richard D. Gidron, 10%; Milton Carroll, 5%; Julius Erving, 5%; others, none with more than 5%, including station employees.

**Began Operation:** November 30, 1958. Sale to present owners by Capital Cities Communications Inc. approved by FCC Nov. 14, 1985, consummated Jan. 1986 (Television Digest, Vol. 25:30, 32).

**Represented (sales):** Blair Television.

**Represented (legal):** Wilkes, Artis, Hedrick & Lane.

**Represented (engineering):** Moffet, Larson & Johnson, P.C.

### Personnel:

STEPHEN KIMATIAN, president & general manager.  
RICHARD SHEPARD, vice president & general sales manager.  
KEN KOLLER, vice president & chief financial officer.  
CLIFF FISHER, local sales manager.  
RON MARTZOLF, program manager.  
JERRY FEDELL, news director.  
DON HOLLAND, chief engineer.  
STEVE ZAPPIA, production manager.  
KATHLENE RITER, promotion manager.  
PAUL CUNNINGHAM, manager, business development.

**Highest 30 Sec. Rate:** \$3800.

**NETWORK BASE HOURLY RATE:** \$2350.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 2,531,000.

**City of License:** Buffalo. **ADI:** Buffalo. **Rank:** 36.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | NEW YORK     |                  |               |    |
|                        | Allegany     | 18,100           | 17,600        | 97 |
|                        | Cattaraugus  | 31,400           | 30,700        | 98 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| 50% & Over                              | CHAUTAUGUA   | 55,300           | 54,300         | 98        |
|   | ERIE         | 363,900          | 359,600        | 99        |
|   | GENESEE      | 21,200           | 20,900         | 99        |
|   | NIAGARA      | 79,700           | 78,700         | 99        |
|   | ORLEANS      | 14,300           | 14,000         | 98        |
|   | WYOMING      | 13,800           | 13,600         | 99        |
| Between 25-49%                          | PENNSYLVANIA |                  |                |           |
|   | Cameron      | 2,600            | 2,600          | 100       |
|   | Mc Kean      | 18,700           | 18,200         | 97        |
|   | Potter       | 6,900            | 6,700          | 97        |
| Between 5-24%                           | WARREN       | 17,500           | 16,900         | 97        |
|   | NEW YORK     |                  |                |           |
|   | Steuben      | 37,600           | 36,700         | 98        |
| Station Totals                          | PENNSYLVANIA |                  |                |           |
|   | Elk          | 13,800           | 13,500         | 98        |
| Net Weekly Circulation (1987)           | NEW YORK     |                  |                |           |
|   | Livingston   | 19,900           | 19,500         | 98        |
| Average Daily Circulation (1987)        | PENNSYLVANIA |                  |                |           |
|   | Tioga        | 14,700           | 14,200         | 97        |
| <b>Station Totals</b>                   |              | <b>729,400</b>   | <b>717,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>595,800</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>397,700</b> |           |

# New York—Buffalo

## WNYB-TV

Ch. 49

**Network Service:** None, independent.

**Grantee:** Aud Enterprises Inc., 140 Main St., Buffalo, NY 14202.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 4136-kw max. visual, 414-kw max. aural. Antenna: 1235 ft. above av. terrain, 1021-ft. above ground, 2421-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 42° | 46' | 58" |
| Longitude | 78° | 27' | 28" |

Requests modification of CP for change to 4932-kw max. visual, 1235-ft. above av. terrain, 1086-ft. above ground, 2420-ft. above sea level. BMPCT-870810KE.

**Transmitter:** 3400-ft. S of Bear St. & Bailey Rd., approx. 1-mi. NW of Harris Corners.

**Ownership:** Niagara Frontier Hockey Corp., 100%. NFHC ownership: Seymour H. Knox III, chmn.; Robert E. Rich, vice chmn.; Northrup R. Knox, pres.; Robert O. Swados, v.p.-secy.; Joseph T. J. Stewart, treas.

**Scheduled to Begin Operation:** December 31, 1987.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

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**City of License:** Buffalo. **ADI:** Buffalo. **Rank:** 36.

# New York—Buffalo

**WUTV**

Ch. 29

**Network Service:** Fox.

**Licensee:** Citadel Communications Co. Ltd., 249 E. 48th St., Apt. 10 D, New York, NY 10017.

**Studio:** 951 Whitehaven Rd., Grand Island, NY 14072.

**Telephone:** 716-773-7531. **TWX:** 710-260-1359.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 1250-kw max. & 1050-kw horizontal visual, 105-kw aural. Antenna: 920-ft. above av. terrain, 959-ft. above ground, 1549-ft. above sea level.

Latitude 43° 01' 27"  
Longitude 78° 55' 40"

**Transmitter:** 951 Whitehaven Rd., Grand Island, NY.

**Satellite Earth Stations:** Microdyne, 5-meter C-band; Microdyne, 5-meter Ku-band; Harris, 3-meter C-band; DX Antenna, M/A-Com, Microdyne receivers.

**Ownership:** Citadel Communications Co. Ltd., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 21, 1970. Sale to present owner by Whitehaven Entertainment approved by FCC Aug. 31, 1984 (*Television Digest*, Vol. 24:29). Sale to Whitehaven by Herman Pease, et al., approved by FCC August 31, 1984. Sale to Herman Pease, et al., by Ultravision Bcstg. Co. (F. R. Burczynski, et al.) approved by FCC Feb. 10, 1978 (Vol. 17:31).

**Represented (sales):** TeleRep Inc.; Canadian Communications Co. (Canada).

**Represented (legal):** Latham & Watkins.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

FRANK GREGG, vice president & general manager.  
TONY McMAHON, general sales manager.  
DENNIS J. MAJEWICZ, chief engineer.  
LOIS RINGLE, program director.  
BILL LOUIE, local sales manager.

**Highest 30 Sec. Rate:** \$300.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 2,258,000.

**City of License:** Buffalo. **ADI:** Buffalo. **Rank:** 36.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %         |
|---|---------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>NEW YORK</b>     |                  |                |           |
|   | Erie                | 363,900          | 359,600        | 99        |
|   | Niagara             | 79,700           | 78,700         | 99        |
| <b>Between 25-49%</b>                   | <b>NEW YORK</b>     |                  |                |           |
|   | Cattaraugus         | 31,400           | 30,700         | 98        |
|   | Genesee             | 21,200           | 20,900         | 99        |
|   | Orleans             | 14,300           | 14,000         | 98        |
|   | Wyoming             | 13,800           | 13,600         | 99        |
| <b>Between 5-24%</b>                    | <b>NEW YORK</b>     |                  |                |           |
|   | Allegany            | 18,100           | 17,600         | 97        |
|   | Chautauqua          | 55,300           | 54,300         | 98        |
|   | Livingston          | 19,900           | 19,500         | 98        |
|   | <b>PENNSYLVANIA</b> |                  |                |           |
|   | Warren              | 17,500           | 16,900         | 97        |
| <b>Station Totals</b>                   |                     | <b>635,100</b>   | <b>625,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>290,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>117,900</b> |           |

# New York—Elmira

## WENY-TV

Ch. 36

**Network Service:** ABC.

**Licensee:** WENY Inc., Box 208, Elmira, NY 14902.

**Studio:** 596 Old Ithaca Rd., Horseheads, NY 14845.

**Telephone:** 607-739-3636.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 464-kw max. & 427-kw horizontal visual, 92.7-kw max. & 85.4-kw horizontal aural. Antenna: 1050-ft. above av. terrain, 840-ft. above ground, 2546-ft. above sea level.

Latitude 42° 06' 20"  
Longitude 76° 52' 17"

**Transmitter:** Hawley Hill, approx. 3-mi. WNW of Elmira.

**AM Affiliate:** WENY, 1-kw, 1230 kHz.

**FM Affiliate:** WLEZ, 750 watts, 92.7 MHz (No. 224), 560-ft.

**News Service:** AP.

**Ownership:** Donald M. Simmons, 50%; Howard Green, 50%. Simmons & Green own WOND(AM), Pleasantville, NJ; WMGM(FM), Atlantic City, NJ & 50% each of WMGM-TV, Wildwood, NJ.

**Began Operation:** November 19, 1969.

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

**Represented (legal):** Cordon & Kelly.

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

### Personnel:

HOWARD L. GREEN, executive vice president.  
PATRICK M. PARISH, general manager.  
MEADE MURLAND, station manager.  
ELLEN PAINTER, production director.  
CONRAD SCHWENZER, chief engineer.

**Highest 30 Sec. Rate:** \$175.

**NETWORK BASE HOURLY RATE:** \$175.

**City of License:** Elmira. **ADI:** Elmira. **Rank:** 165.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | NEW YORK     |                  |               |    |
|                        | Chemung      | 34,500           | 33,800        | 98 |
|                        | Schuyler     | 6,600            | 6,400         | 97 |
|                        | Steuben      | 37,600           | 36,700        | 98 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| 50% & Over                              | PENNSYLVANIA |                  |                |                |
|   | Tioga        | 14,700           | 14,200         | 97             |
| Between 25-49%                          | NEW YORK     |                  |                |                |
|   | Tioga        | 18,800           | 18,500         | 98             |
|   | Tompkins     | 31,800           | 30,300         | 95             |
| Between 5-24%                           | PENNSYLVANIA |                  |                |                |
|   | Bradford     | 23,700           | 23,200         | 98             |
| Between 5-24%                           | NEW YORK     |                  |                |                |
|   | Allegany     | 18,100           | 17,600         | 97             |
|   | Broome       | 80,300           | 79,100         | 99             |
|   | Yates        | 8,800            | 8,600          | 98             |
| Between 5-24%                           | PENNSYLVANIA |                  |                |                |
|   | Potter       | 6,900            | 6,700          | 97             |
| <b>Station Totals</b>                   |              | <b>281,800</b>   | <b>275,100</b> | <b>97</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>100,500</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>46,500</b>  |

# New York—Elmira-Corning

## WETM-TV

Ch. 18

**Network Service:** NBC.

**Licensee:** WETM-TV Inc., Box 1207, Elmira, NY 14902.

**Studio:** Hawley Hill.

**Mailing Address:** Box 1207, Elmira, NY 14902.

**Telephone:** 607-733-5518.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 170-kw max. & 113-kw horizontal visual, 33-kw max. & 22.4-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 843-ft. above ground, 2549-ft. above sea level, using 1° electrical & 0.5° mechanical beam tilt.

Latitude 42° 06' 20"  
Longitude 76° 52' 17"

**Transmitter:** Hawley Hill, approx. 3-mi. WNW of Elmira.

**Satellite Earth Station:** In operation.

**News Service:** UPI.

**Ownership:** Smith Television Group, 100%. See Group Ownership of Television Stations.

**Began Operation:** September 10, 1956. Sale to present owner by Times Mirror Co. approved by FCC April 17, 1986 (*Television Digest*, Vol. 26:17). Previous sale by Newhouse Bcstg. Corp. approved by FCC March 27, 1980 (Vol. 18:50; 19:19).

**Represented (sales):** Katz Television.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jules Cohen & Associates Inc.

**Personnel:**

ROBERT N. SMITH, president.  
JON WINGATE, vice president & general manager.  
MARK POLOVICK, chief engineer.

**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$250.

**City of License:** Elmira. **ADI:** Elmira. **Rank:** 165.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over             | <b>NEW YORK</b> |                  |               |    |
|                        | Chemung         | 34,500           | 33,800        | 98 |
|                        | Schuyler        | 6,600            | 6,400         | 97 |
|                        | Steuben         | 37,600           | 36,700        | 98 |



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %             |
|---|---------------------|------------------|----------------|---------------|
| 50% & Over                              | <b>PENNSYLVANIA</b> |                  |                |               |
|   | Tioga               | 14,700           | 14,200         | 97            |
| Between 25-49%                          | <b>NEW YORK</b>     |                  |                |               |
|   | Tioga               | 18,800           | 18,500         | 98            |
|   | <b>PENNSYLVANIA</b> |                  |                |               |
|   | Bradford            | 23,700           | 23,200         | 98            |
|   | Potter              | 6,900            | 6,700          | 97            |
| Between 5-24%                           | <b>NEW YORK</b>     |                  |                |               |
|   | Allegany            | 18,100           | 17,600         | 97            |
|   | Broome              | 80,300           | 79,100         | 99            |
|   | <b>PENNSYLVANIA</b> |                  |                |               |
|   | Sullivan            | 2,200            | 2,100          | 95            |
| <b>Station Totals</b>                   |                     | <b>243,400</b>   | <b>238,300</b> | <b>97</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                | <b>94,100</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                | <b>55,200</b> |



# New York—Kingston

**WTZA**

**Ch. 62**

**Network Service:** None, independent.

**Licensee:** WTZA-TV Associates, 721 Broadway, Kingston, NY 12401.

**Studio:** 721 Broadway, Kingston, NY 12401.

**Telephone:** 914-339-6200.

**Technical Facilities:** Channel No. 62 (758-764 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1962-ft. above av. terrain, 299-ft. above ground, 3219-ft. above sea level.

Latitude 42° 05' 06"  
Longitude 74° 06' 00"

**Transmitter:** Overlook Mountain, Woodstock.

**Satellite Earth Stations:** Harris, 6.1-meter; M/A-Com Ku-band; Harris, M/A-Com receivers.

**News Services:** AP, CNN, NYT.

**Ownership:** SPI Communications Inc., 40.0%; Ulster County Communications Corp., 36.0%; Air Go Inc., 24.0%.

**Began Operation:** December 15, 1985.

**Represented (sales):** Ketell-Carter Inc.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Jules Cohen & Associates, P.C.

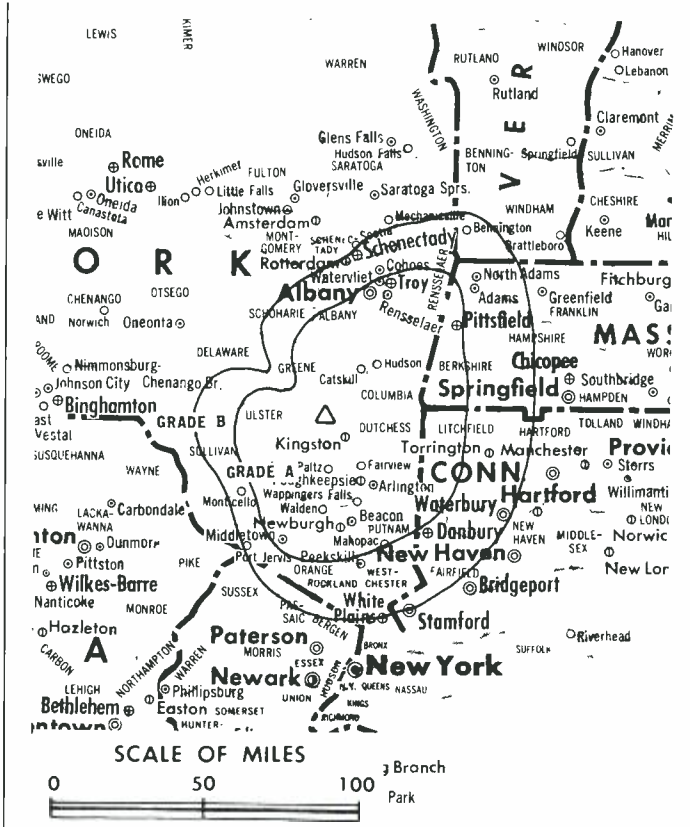
**Personnel:**

- EDWARD P. SWYER, managing partner & chief executive officer.
- GENE COLLINS, station manager & program director.
- JOHN WOLFE, general sales manager.
- JAN CHOMIAK, national sales manager.
- HARRY KAEMMERER, chief operator.
- BRIAN MADDEN, news director.
- KATHY YANAS, director of community relations.
- ROY SAPLIN, operations manager.
- KATHLEEN MCGOLDRICK, marketing director.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Kingston. **ADI:** New York. **Rank:** 1.



WTZA BMPCT-850529KF Granted 9/4/85 © American Map Corp., No. 14244

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %             |
|---|-----------------|------------------|----------------|---------------|
| <b>Between 25-49%</b>                   | <b>NEW YORK</b> |                  |                |               |
|   | Ulster          | 62,100           | 60,400         | 97            |
| <b>Between 5-24%</b>                    | <b>NEW YORK</b> |                  |                |               |
|   | Columbia        | 24,200           | 23,700         | 98            |
|   | Dutchess        | 89,500           | 87,700         | 98            |
|   | Greene          | 16,700           | 16,400         | 98            |
|   | Rensselaer      | 55,900           | 54,900         | 98            |
| <b>Station Totals</b>                   |                 | <b>248,400</b>   | <b>243,100</b> | <b>97</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>53,500</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>21,300</b> |

# New York—New York

## WABC-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** WABC Television Inc., Seven Lincoln Square, New York, NY 10023.

**Studio:** Seven Lincoln Square, New York, NY 10023.

**Telephone:** 212-887-7777.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 64.6-kw visual, 6.46-kw aural. Antenna: 1611-ft. above av. terrain, 1727-ft. above ground, 1739-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

**Transmitter:** World Trade Center.

**Satellite Earth Station:** Vertex, 4.7-meter Ku-band; M/A-Com receivers.

**AM Affiliate:** WABC, 50-kw, 770 kHz.

**FM Affiliate:** WPLJ, 4.6-kw, 95.5 MHz (No. 238) 1300-ft.

**News Services:** ABC, AP, UPI.

**Ownership:** Capital Cities/ABC Inc. See Group Ownership of Television Stations.

**Began Operation:** August 10, 1948.

**Represented (sales):** Capital Cities/ABC Television National Sales Inc.

**Represented (engineering):** Smith & Powstenko.

### Personnel:

WALTER C. LISS, president & general manager.  
THOMAS KANE, general sales manager.  
BARRY BALDWIN, national sales manager.  
JAMES BAKER, director of engineering.  
CLIFF LOVE, editorial director.  
HOWARD ROTHSTEIN, business affairs director.  
BROOKE BAILEY JOHNSON, program director.  
TAK KAKO, assistant director of programming.  
WILLIAM APPLIGATE, director of news.  
SYLVIA HUESTON, director of community relations.  
ANNA CARBONELL, press information manager.

**Rates:** On request.

**City of License:** New York. **ADI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County       | Total Households | TV Households | %       |    |
|------------------------|--------------------|------------------|---------------|---------|----|
| 50% & Over             | <b>CONNECTICUT</b> |                  |               |         |    |
|                        |                    | Fairfield        | 293,400       | 289,900 | 99 |
|                        | <b>NEW JERSEY</b>  |                  |               |         |    |
|                        |                    | Bergen           | 314,800       | 312,600 | 99 |
|                        |                    | Essex            | 300,900       | 296,500 | 99 |
|                        |                    | Hudson           | 211,700       | 208,800 | 99 |
|                        |                    | Hunterdon        | 34,400        | 33,900  | 99 |
|                        |                    | Middlesex        | 217,400       | 215,500 | 99 |
|                        |                    | Monmouth         | 195,300       | 193,100 | 99 |
|                        |                    | Morris           | 146,700       | 145,500 | 99 |
|                        |                    | Ocean            | 163,600       | 162,000 | 99 |
|                        |                    | Passaic          | 160,300       | 158,400 | 99 |
|                        |                    | Somerset         | 75,800        | 75,000  | 99 |
|                        |                    | Sussex           | 44,400        | 43,700  | 98 |
|                        | Union              | 183,700          | 182,100       | 99      |    |
| <b>NEW YORK</b>        |                    |                  |               |         |    |
|                        | Bronx              | 418,900          | 412,200       | 98      |    |



| Net Weekly Circulation                  | State County        | Total Households | TV Households    | %                |
|---|---------------------|------------------|------------------|------------------|
| 50% & Over                              | Dutchess            | 89,500           | 87,700           | 98               |
|   | Kings               | 855,000          | 839,400          | 98               |
|   | Nassau              | 446,300          | 443,700          | 99               |
|   | New York            | 756,100          | 716,900          | 95               |
|   | Orange              | 93,200           | 91,400           | 98               |
|   | Putnam              | 28,800           | 28,300           | 98               |
|   | Queens              | 754,800          | 746,700          | 99               |
|   | Richmond            | 134,000          | 132,700          | 99               |
|   | Rockland            | 87,400           | 86,100           | 99               |
|   | Suffolk             | 431,200          | 426,800          | 99               |
|   | Sullivan            | 26,500           | 25,700           | 97               |
|   | Ulster              | 62,100           | 60,400           | 97               |
| Westchester                             | 320,000             | 316,100          | 99               |                  |
| Between 25-49%                          | <b>CONNECTICUT</b>  |                  |                  |                  |
|   | New Haven           | 285,400          | 281,500          | 99               |
|   | <b>NEW JERSEY</b>   |                  |                  |                  |
|   | Mercer              | 112,100          | 110,400          | 98               |
|   | Warren              | 32,800           | 32,200           | 98               |
| Between 5-24%                           | <b>PENNSYLVANIA</b> |                  |                  |                  |
|   | Pike                | 8,900            | 8,600            | 97               |
|   | <b>CONNECTICUT</b>  |                  |                  |                  |
|   | Litchfield          | 60,700           | 59,600           | 98               |
| Station Totals                          | <b>NEW YORK</b>     |                  |                  |                  |
|   | Delaware            | 17,300           | 16,700           | 97               |
|   | <b>PENNSYLVANIA</b> |                  |                  |                  |
|   | Monroe              | 30,900           | 30,300           | 98               |
|   | Northampton         | 87,700           | 86,200           | 98               |
|   | Wayne               | 14,800           | 14,300           | 97               |
| <b>Station Totals</b>                   |                     | <b>7,496,800</b> | <b>7,370,900</b> | <b>98</b>        |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                  | <b>6,074,300</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                  | <b>3,529,400</b> |

# New York—New York

## WCBS-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** CBS Inc., 51 West 52nd St., New York, NY 10019.

**Studio:** 524 W. 57th St., New York, NY 10019.

**Telephone:** 212-975-4321. **TWX:** 212-867-7987.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 21.38-kw visual, 4.02-kw aural. Antenna: 1578-ft. above av. terrain, 1577-ft. above ground, 1622-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

**Transmitter:** North Tower, World Trade Center.

**AM Affiliate:** WCBS, 50-kw, 880 kHz.

**FM Affiliate:** WCBS-FM, 7.2-kw, 101.1 MHz (No. 266), 1300-ft.

**News Services:** AP, CBS, UPI.

**Ownership:** CBS Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 1, 1941.

**Represented (sales):** CBS Television Stations National Sales.

### Personnel:

ROGER COLLOFF, vice president & general manager.  
EUGENE LOTHERY, vice president & station manager.  
ROBERT FOGARTY, general sales manager.  
ELLIOT BLACK, national sales manager.  
STEVE WASSERMAN, director of news.  
DINORAH SPALDING, director of station services.  
DAVIS LaFOUNTAIN, director of communications.  
LESLEY CROSSON, director of editorials.  
TONI JOHNSON, manager, broadcast operations.  
WILLIAM C. LACEY, director, broadcast administration.  
TOM BALDWIN, director, technical operations.

**Rates:** On request.

**City of License:** New York. **ADI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County       | Total Households | TV Households | %  |
|------------------------|--------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>CONNECTICUT</b> |                  |               |    |
|                        | Fairfield          | 293,400          | 289,900       | 99 |
|                        | <b>NEW JERSEY</b>  |                  |               |    |
|                        | Bergen             | 314,800          | 312,600       | 99 |
|                        | Essex              | 300,900          | 296,500       | 99 |
|                        | Hudson             | 211,700          | 208,800       | 99 |
|                        | Hunterdon          | 34,400           | 33,900        | 99 |
|                        | Middlesex          | 217,400          | 215,500       | 99 |
|                        | Monmouth           | 195,300          | 193,100       | 99 |
|                        | Morris             | 146,700          | 145,500       | 99 |
|                        | Ocean              | 163,600          | 162,000       | 99 |
|                        | Passaic            | 160,300          | 158,400       | 99 |
|                        | Somerset           | 75,800           | 75,000        | 99 |
|                        | Sussex             | 44,400           | 43,700        | 98 |
|                        | Union              | 183,700          | 182,100       | 99 |
|                        | <b>NEW YORK</b>    |                  |               |    |
|                        | Bronx              | 418,900          | 412,200       | 98 |
| Dutchess               | 89,500             | 87,700           | 98            |    |



| Net Weekly Circulation                  | State County        | Total Households | TV Households    | %         |
|---|---------------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Kings               | 855,000          | 839,400          | 98        |
|   | Nassau              | 446,300          | 443,700          | 99        |
|   | New York            | 756,100          | 716,900          | 95        |
|   | Orange              | 93,200           | 91,400           | 98        |
|   | Putnam              | 28,800           | 28,300           | 98        |
|   | Queens              | 754,800          | 746,700          | 99        |
|   | Richmond            | 134,000          | 132,700          | 99        |
|   | Rockland            | 87,400           | 86,100           | 99        |
|   | Suffolk             | 431,200          | 426,800          | 99        |
|   | Sullivan            | 26,500           | 25,700           | 97        |
|   | Ulster              | 62,100           | 60,400           | 97        |
|   | Westchester         | 320,000          | 316,100          | 99        |
| <b>PENNSYLVANIA</b>                     | Pike                | 8,900            | 8,600            | 97        |
|   | <b>CONNECTICUT</b>  |                  |                  |           |
| <b>Between 25-49%</b>                   | Litchfield          | 60,700           | 59,600           | 98        |
|   | New Haven           | 285,400          | 281,500          | 99        |
| <b>NEW JERSEY</b>                       | Mercer              | 112,100          | 110,400          | 98        |
|   | Warren              | 32,800           | 32,200           | 98        |
| <b>PENNSYLVANIA</b>                     | Monroe              | 30,900           | 30,300           | 98        |
|   | <b>PENNSYLVANIA</b> |                  |                  |           |
| <b>Between 5-24%</b>                    | Northampton         | 87,700           | 86,200           | 98        |
|   | Wayne               | 14,800           | 14,300           | 97        |
| <b>Station Totals</b>                   |                     | <b>7,479,500</b> | <b>7,354,200</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>6,219,200</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>3,543,000</b> |           |

# New York—New York

## WNBC-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** NBC Subsidiary Inc. 1, 30 Rockefeller Plaza, New York, NY 10020.

**Studio:** 30 Rockefeller Plaza, New York, NY 10020.

**Telephone:** 212-664-4444. **TWX:** 212-640-5788.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 17.4-kw visual, 3.47-kw aural. Antenna: 1690-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

**Transmitter:** North Tower, World Trade Center.

**AM Affiliate:** WNBC, 50-kw, 660 kHz.

**FM Affiliate:** WYNY, 4.6-kw, 97.1 MHz (No. 246), 1300-ft.

**News Services:** AP, UPI, NBC.

**Ownership:** National Broadcasting Co. Inc. See Group Ownership of Television Stations.

**Began Operation:** July 1, 1941. Sale of RCA approved by FCC June 5, 1986.

**Represented (sales):** NBC TV Spot Sales.

### Personnel:

CARL CAREY, vice president & general manager.  
LOU ABITABLO, director, sales.  
JAY LINDEN, sales manager.  
JOHN McCORMICK, sales manager.  
EDWARD A. KNAPP, director, station operations.  
LINDA LIPMAN, director, advertising & promotion.  
LISSA EICHENBERGER, manager, press & publicity.  
JOHN O'NEILL, director, finance & administration.  
JOHN LANE, news director.  
JOSEPH MICHAELS, editorial director.  
KAREN COPELAND, program director.  
DAVID VACHERON, manager, license & standards.

**Rates:** On request.

**City of License:** New York. **ADI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County       | Total Households | TV Households | %  |
|------------------------|--------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>CONNECTICUT</b> |                  |               |    |
|                        | Fairfield          | 293,400          | 289,900       | 99 |
|                        | New Haven          | 285,400          | 281,500       | 99 |
|                        | <b>NEW JERSEY</b>  |                  |               |    |
|                        | Bergen             | 314,800          | 312,600       | 99 |
|                        | Essex              | 300,900          | 296,500       | 99 |
|                        | Hudson             | 211,700          | 208,800       | 99 |
|                        | Hunterdon          | 34,400           | 33,900        | 99 |
|                        | Middlesex          | 217,400          | 215,500       | 99 |
|                        | Monmouth           | 195,300          | 193,100       | 99 |
|                        | Morris             | 146,700          | 145,500       | 99 |
|                        | Ocean              | 163,600          | 162,000       | 99 |
|                        | Passaic            | 160,300          | 158,400       | 99 |
|                        | Somerset           | 75,800           | 75,000        | 99 |
|                        | Sussex             | 44,400           | 43,700        | 98 |
|                        | Union              | 183,700          | 182,100       | 99 |
|                        | <b>NEW YORK</b>    |                  |               |    |
| Bronx                  | 418,900            | 412,200          | 98            |    |
| Dutchess               | 89,500             | 87,700           | 98            |    |



| Net Weekly Circulation                  | State County | Total Households | TV Households    | %         |
|---|--------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Kings        | 855,000          | 839,400          | 98        |
|   | Nassau       | 446,300          | 443,700          | 99        |
|   | New York     | 756,100          | 716,900          | 95        |
|   | Orange       | 93,200           | 91,400           | 98        |
|   | Putnam       | 28,800           | 28,300           | 98        |
|   | Queens       | 754,800          | 746,700          | 99        |
|   | Richmond     | 134,000          | 132,700          | 99        |
|   | Rockland     | 87,400           | 86,100           | 99        |
|   | Suffolk      | 431,200          | 426,800          | 99        |
|   | Sullivan     | 26,500           | 25,700           | 97        |
|   | Ulster       | 62,100           | 60,400           | 97        |
|   | Westchester  | 320,000          | 316,100          | 99        |
| <b>PENNSYLVANIA</b>                     |              |                  |                  |           |
| Pike                                    | 8,900        | 8,600            | 97               |           |
| <b>CONNECTICUT</b>                      |              |                  |                  |           |
| Litchfield                              | 60,700       | 59,600           | 98               |           |
| <b>NEW JERSEY</b>                       |              |                  |                  |           |
| Mercer                                  | 112,100      | 110,400          | 98               |           |
| Warren                                  | 32,800       | 32,200           | 98               |           |
| <b>NEW YORK</b>                         |              |                  |                  |           |
| Delaware                                | 17,300       | 16,700           | 97               |           |
| Greene                                  | 16,700       | 16,400           | 98               |           |
| <b>PENNSYLVANIA</b>                     |              |                  |                  |           |
| Lehigh                                  | 109,600      | 108,000          | 99               |           |
| Monroe                                  | 30,900       | 30,300           | 98               |           |
| Northampton                             | 87,700       | 86,200           | 98               |           |
| Wayne                                   | 14,800       | 14,300           | 97               |           |
| <b>Station Totals</b>                   |              | <b>7,623,100</b> | <b>7,495,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>6,392,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>3,821,300</b> |           |

# New York—New York

**WNYW**

**Ch. 5**

**Network Service:** Fox.

**Licensee:** News America Television Inc.

**Studio:** 205 E. 67th St., New York, NY 10021.

**Telephone:** 212-535-1000. **TWX:** 212-867-4835.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 17.54-kw visual, 0.955-kw aural. Antenna: 1688-ft. above av. terrain, 1726-ft. above ground, 1738-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

**Transmitter:** World Trade Center.

**News Services:** AP, UPI.

**Ownership:** Fox Television Station Group, 100%. See Group Ownership of Television Stations.

**Began Operation:** May 2, 1944 as a Du Mont station. Du Mont Broadcasting Corp. was spun off by Allen B. Du Mont Laboratories Inc. on Dec. 2, 1955, to its common stockholders of record on Nov. 14, 1955, pursuant to FCC consent of Nov. 17, 1955, and its name was changed to Metropolitan Broadcasting Corp. on May 13, 1958. March 28, 1961, parent company name became Metromedia Inc. FCC approved sale to present owner by Metromedia Nov. 14, 1985.

**Represented (sales):** Pety Television Inc.

**Personnel:**

- CAROLYN WALL, vice president & general manager.
- RUDY TAYLOR, vice president & general sales manager.
- DIANNE GIOVANNI, vice president & local sales manager.
- WILLIAM D. KELLY, vice president & chief engineer.
- BRUCE WIETLISBACH, vice president & director of business affairs.
- PHYLLIS SEIFER, vice president & director of advertising & creative services.
- RICHARD WITKIN, vice president & director of commercial operations.
- EDWARD PETROSKY, vice president & director of traffic.
- MURIEL REIS, vice president & associate general counsel.
- IAN RAE, vice president & news director.
- JACQUELINE TODTMAN, director of research & marketing.
- DEJON COFFIN, national sales manager.

**Rates:** Not available.

**City of License:** New York. **AOI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County       | Total Households | TV Households | %  |
|------------------------|--------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>CONNECTICUT</b> |                  |               |    |
|                        | Fairfield          | 293,400          | 289,900       | 99 |
|                        | <b>NEW JERSEY</b>  |                  |               |    |
|                        | Bergen             | 314,800          | 312,600       | 99 |
|                        | Essex              | 300,900          | 296,500       | 99 |
|                        | Hudson             | 211,700          | 208,800       | 99 |
|                        | Hunterdon          | 34,400           | 33,900        | 99 |
|                        | Middlesex          | 217,400          | 215,500       | 99 |
|                        | Monmouth           | 195,300          | 193,100       | 99 |
|                        | Morris             | 146,700          | 145,500       | 99 |
|                        | Ocean              | 163,600          | 162,000       | 99 |
|                        | Passaic            | 160,300          | 158,400       | 99 |
|                        | Somerset           | 75,800           | 75,000        | 99 |
|                        | Sussex             | 44,400           | 43,700        | 98 |
|                        | Union              | 183,700          | 182,100       | 99 |
|                        | <b>NEW YORK</b>    |                  |               |    |
|                        | Bronx              | 418,900          | 412,200       | 98 |
|                        | Dutchess           | 89,500           | 87,700        | 98 |
|                        | Kings              | 855,000          | 839,400       | 98 |
|                        | Nassau             | 446,300          | 443,700       | 99 |



| Net Weekly Circulation | State County          | Total Households   | TV Households | %  |
|------------------------|-----------------------|--------------------|---------------|----|
| <b>50% &amp; Over</b>  | New York              | 756,100            | 716,900       | 95 |
|                        | Orange                | 93,200             | 91,400        | 98 |
|                        | Putnam                | 28,800             | 28,300        | 98 |
|                        | Queens                | 754,800            | 746,700       | 99 |
|                        | Richmond              | 134,000            | 132,700       | 99 |
|                        | Rockland              | 87,400             | 86,100        | 99 |
|                        | Suffolk               | 431,200            | 426,800       | 99 |
|                        | Sullivan              | 26,500             | 25,700        | 97 |
|                        | Ulster                | 62,100             | 60,400        | 97 |
|                        | Westchester           | 320,000            | 316,100       | 99 |
|                        | <b>PENNSYLVANIA</b>   |                    |               |    |
|                        | Pike                  | 8,900              | 8,600         | 97 |
|                        | <b>Between 25-49%</b> | <b>CONNECTICUT</b> |               |    |
| Litchfield             |                       | 60,700             | 59,600        | 98 |
| Middlesex              |                       | 51,000             | 50,100        | 98 |
| New Haven              |                       | 285,400            | 281,500       | 99 |
| <b>NEW JERSEY</b>      |                       |                    |               |    |
| Atlantic               |                       | 80,600             | 79,000        | 98 |
| Mercer                 | 112,100               | 110,400            | 98            |    |
| Warren                 | 32,800                | 32,200             | 98            |    |
| <b>NEW YORK</b>        | Broome                | 80,300             | 79,100        | 99 |
|                        | Chautauqua            | 55,300             | 54,300        | 98 |
|                        | Chemung               | 34,500             | 33,800        | 98 |
|                        | Cortland              | 17,000             | 16,700        | 98 |
|                        | Herkimer              | 24,700             | 24,300        | 98 |
|                        | Oneida East           | 57,100             | 56,200        | 99 |
|                        | St Lawrence           | 38,200             | 37,500        | 98 |
|                        | Steuben               | 37,600             | 36,700        | 98 |

(Continued on page A-753)

| Station Totals                          | Net Weekly Circulation (1987) | TV Households | %  |
|---|-------------------------------|---------------|----|
|   | 9,498,700                     | 9,336,100     | 98 |
| <b>Net Weekly Circulation (1987)</b>    |                               | 5,566,000     |    |
| <b>Average Daily Circulation (1987)</b> |                               | 2,597,200     |    |

# New York—New York

**WPIX**

Ch. 11

**Network Service:** None, independent.

**Licensee:** WPIX Inc., 11 WPIX Plaza, New York, NY 10017.

**Studio:** 220 E. 42nd St., New York, NY 10017.

**Telephone:** 212-949-1100.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 58.9-kw visual, 11.7-kw aural. Antenna: 1663-ft. above av. terrain, 1687-ft. above ground, 1699-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

**Transmitter:** World Trade Center.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit/receive Andrew, 5.6-meter Ku-band; Vertex, 4.6-meter Ku-band; Andrew, M/A-Com receivers.

**FM Affiliate:** WPIX-FM, 5.3-kw, 101.9 MHz (No. 270) 1420-ft.

**News Services:** AP, UPI, WTN, INN, Visnews.

**Ownership:** Tribune Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** June 15, 1948.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Schnader, Harrison, Segal & Lewis (Washington); Paterson, Belknap, Webb & Tyler (New York).

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

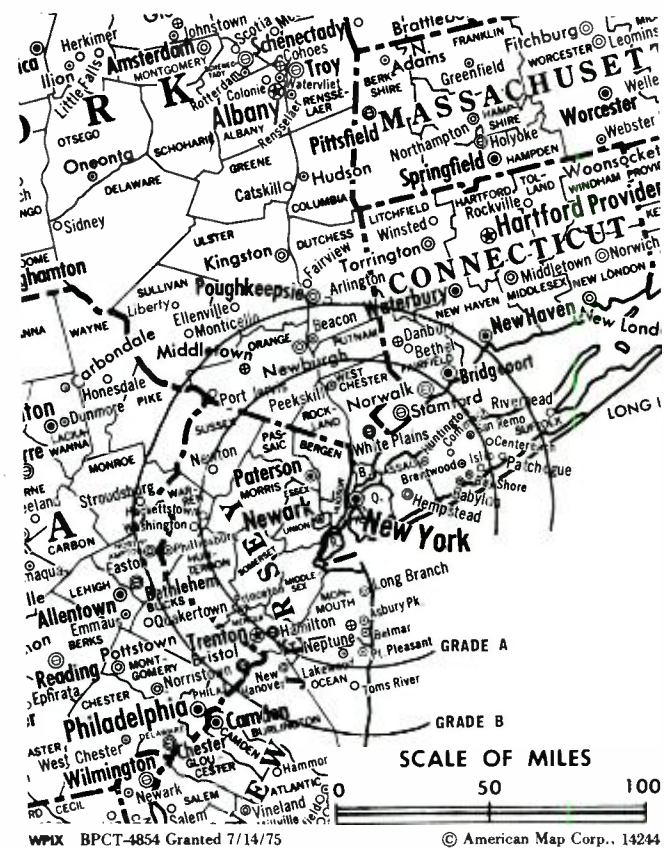
- LEAVITT J. POPE, president & chief executive officer.
- GERARD MULDERRIG, senior vice president, sales.
- DAVID H. POLINGER, senior vice president & asst. to president.
- PATRICK AUSTIN, senior vice president & treasurer.
- JOHN CORPORON, senior vice president, news & president, INN.
- ROBERT MURCH, vice president & chief engineer.
- DON CARNEY, vice president, sports & special events.
- JULIE NUNNARI, vice president, programming.
- JANE PERLMAN, vice president, research.
- KATHLEEN SHEPHERD, vice president, community affairs & production.
- PAUL BISSONETTE, vice president, creative services.
- JOHN MCGOWAN, vice president, program sales.
- GERARD PUCCIO, vice president & sales manager.
- LAWRENCE LINEHAN, vice president & sales manager.
- MARTIN APPEL, vice president, public relations.
- ELAINE HURYN, vice president, planning.
- CLAUDIA GASPARINI, vice president, human resources.
- LIZ GOLDBERG, vice president, operations.
- FRED WITTE, controller.

**Rates:** On request.

**City of License:** New York. **ADI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %  |
|------------------------|-------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NEW JERSEY</b> |                  |               |    |
|                        | Bergen            | 314,800          | 312,600       | 99 |
|                        | Essex             | 300,900          | 296,500       | 99 |
|                        | Hudson            | 211,700          | 208,800       | 99 |
|                        | Middlesex         | 217,400          | 215,500       | 99 |
|                        | Monmouth          | 195,300          | 193,100       | 99 |
|                        | Morris            | 146,700          | 145,500       | 99 |
|                        | Ocean             | 163,600          | 162,000       | 99 |
| Passaic                | 160,300           | 158,400          | 99            |    |



| Net Weekly Circulation                  | State County | Total Households  | TV Households     | %         |
|---|--------------|-------------------|-------------------|-----------|
| <b>50% &amp; Over</b>                   | Somerset     | 75,800            | 75,000            | 99        |
|   | Sussex       | 44,400            | 43,700            | 98        |
|   | Union        | 183,700           | 182,100           | 99        |
| <b>NEW YORK</b>                         | Bronx        | 418,900           | 412,200           | 98        |
|   | Franklin     | 16,100            | 15,700            | 98        |
|   | Kings        | 855,000           | 839,400           | 98        |
|   | Nassau       | 446,300           | 443,700           | 99        |
|   | New York     | 756,100           | 716,900           | 95        |
|   | Orange       | 93,200            | 91,400            | 98        |
|   | Putnam       | 28,800            | 28,300            | 98        |
|   | Queens       | 754,800           | 746,700           | 99        |
|   | Richmond     | 134,000           | 132,700           | 99        |
|   | Rockland     | 87,400            | 86,100            | 99        |
|   | Suffolk      | 431,200           | 426,800           | 99        |
| Sullivan                                | 26,500       | 25,700            | 97                |           |
| Ulster                                  | 62,100       | 60,400            | 97                |           |
| Westchester                             | 320,000      | 316,100           | 99                |           |
| <b>PENNSYLVANIA</b>                     | Cameron      | 2,600             | 2,600             | 100       |
|   | Clinton      | 14,300            | 14,000            | 98        |
|   | Pike         | 8,900             | 8,600             | 97        |
| <b>CONNECTICUT</b>                      | Fairfield    | 293,400           | 289,900           | 99        |
|   | Hartford     | 302,900           | 298,100           | 98        |
|   | Litchfield   | 60,700            | 59,600            | 98        |
|   | Middlesex    | 51,000            | 50,100            | 98        |
|   | New Haven    | 285,400           | 281,500           | 99        |
| New London                              | 89,500       | 87,600            | 98                |           |
| <b>INDIANA</b>                          | Vanderburgh  | 65,800            | 64,400            | 98        |
| <b>(Continued on page A-754)</b>        |              |                   |                   |           |
| <b>Station Totals</b>                   |              | <b>15,589,100</b> | <b>15,334,100</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                   | <b>6,383,100</b>  |           |
| <b>Average Daily Circulation (1987)</b> |              |                   | <b>2,552,700</b>  |           |

# New York—New York-Newark, New Jersey

**WHSE**  
(formerly WWHT)  
Ch. 68

**Network Service:** HSN.

**Licensee:** Silver King Bcstg. of New Jersey.

**Studio:** 390 W. Market St., Newark, NJ 07107.

**Telephones:** 201-643-6800; 212-582-6800.

**Technical Facilities:** Channel No. 68 (794-800 MHz). Authorized power: 2190-kw max. & 832-kw horizontal visual, 166-kw horizontal aural. Antenna: 1430-ft. above av. terrain, 1449-ft. above ground, 1499-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

**Transmitter:** 350 5th Ave., New York, NY.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Channel Master, 4.5-meter; RCA Ku-band; Drake, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 29, 1974; left air Dec. 27, 1974. Resumed operation Sept. 28, 1975. Began prime-time subscription television operation March 1, 1977 (*Television Digest*, Vol. 17:11). Sale to Wometco Enterprises Inc. approved by FCC July 20, 1977 (Vol. 16:11; 17:32). Transfer of control to WBC Bcstg. Inc. approved April 16, 1984 (Vol. 23:39, 52; 24:14, 16). Resumed full-time commercial operation June 1, 1985. Sale to present owner approved by FCC Sept. 19, 1986 (Vol. 26:32, 45).

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

**Personnel:**

ELLA CONNORS, station manager.  
RICHARD WEXLER, general sales manager.  
JOHN NEUHAUS, chief engineer.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Newark, NJ. **ADI:** New York. **Rank:** 1.



WHSE BPCT-820422KE Granted 9/22/82 © American Map Corp., No. 14244

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County | Total Households | TV Households | %              |
|---|--------------|------------------|---------------|----------------|
| <b>NEW JERSEY</b>                       |              |                  |               |                |
| Between 5-24%                           | Somerset     | 75,800           | 75,000        | 99             |
| <b>Station Totals</b>                   |              | <b>75,800</b>    | <b>75,000</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |               | <b>129,500</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |               | <b>46,200</b>  |

# New York—New York-Newark, New Jersey

## WNJU-TV

Ch. 47

**Network Service:** Telemundo.

**Licensee:** Telemundo Group Inc., 47 Industrial Ave., Teterboro, NJ 07608.

**Studio:** 47 Industrial Ave., Teterboro, NJ 07608.

**Telephone:** 201-288-5550.

**Sales Office:** 425 Park Ave., New York, NY 10022.

**Telephones:** 212-233-6240; 212-935-3480.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 4570-kw max. & 810-kw horizontal visual, 977-kw max. & 81-kw horizontal aural. Antenna: 1508-ft. above av. terrain, 1549-ft. above ground, 1561-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

**Transmitter:** World Trade Center.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** 5-meter C-band; Miralite, 3.7-meter C-band; 2, 3.3-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, UPI, INDX.

**Ownership:** Telemundo Group Inc. See Group Ownership of Television Stations.

**Began Operation:** May 16, 1965. Sale to present owners by Andrew J. Perenchio, Alan D. Yorkin & Norman Lear approved by FCC Dec. 3, 1986 (*Television Digest*, Vol. 26:44). Previous sale by Screen Gems Stations approved by FCC Dec. 26, 1979 (Vol. 20:2). Previous sale by Henry P. Bencton, Fairleigh S. Dickinson Jr., et al., approved by FCC Sept. 9, 1970 (Vol. 9:24, 10:37).

**Represented (sales):** Telemundo TV Group.

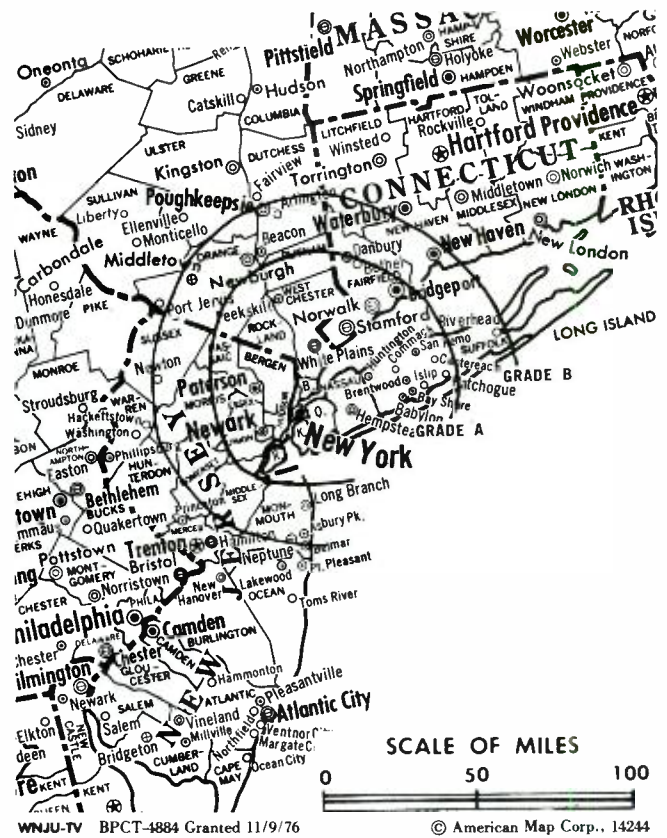
**Represented (legal):** Hogan & Hartson (Washington); Herrick & Feinstein (New York).

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

CARLOS BARBA, president & general manager.  
GEORGE KRAUS, vice president & station manager.  
THOMAS JOHANSEN, vice president, sales.  
MORRIS MAROTTA, vice president, finance.  
SYLVIA PASCUAL, programming manager.  
ANGELA MONCAYO, assistant to the president.  
SYLVIA SANTIAGO, traffic manager.  
MANOLO GARCIA OLIVA, director of public affairs.

**Highest 30 Sec. Rate:** \$850.



**City of License:** Linden, NJ. **ADI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County      | Total Households | TV Households    | %              |
|---|-------------------|------------------|------------------|----------------|
| Between 5-24%                           | <b>NEW JERSEY</b> |                  |                  |                |
|   | Hudson            | 211,700          | 208,800          | 99             |
|   | Passaic           | 160,300          | 158,400          | 99             |
|   | <b>NEW YORK</b>   |                  |                  |                |
|   | Bronx             | 418,900          | 412,200          | 98             |
|   | Kings             | 855,000          | 839,400          | 98             |
|   | New York          | 756,100          | 716,900          | 95             |
|   | Queens            | 754,800          | 746,700          | 99             |
| <b>Station Totals</b>                   |                   | <b>3,156,800</b> | <b>3,082,400</b> | <b>97</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                  | <b>272,600</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                  | <b>134,200</b> |



# New York—New York—Secaucus, New Jersey

## WWOR

Ch. 9

**Network Service:** None, independent.

**Licensee:** WWOR Television, 100 Universal City Plaza, Universal City, CA 91608.

**Studio:** Broadcast Plaza, Secaucus, NJ 07094.

**Telephone:** 201-348-0009. **TWX:** 710-991-0019.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 47.9-kw visual, 4.79-kw aural. Antenna: 1640-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

**Transmitter:** World Trade Center.

**Satellite Earth Stations:** 2 Harris, 6.1-meter C-band; Harris receivers.

**News Services:** AP, CNN, UPI.

**Ownership:** MCA Broadcasting Inc. MCABI ownership: MCA Inc., 100%. Lew R. Wasserman, chmn., 6.70%; Sidney Jay Sheinberg, pres.; Thomas Wertheimer, exec. v.p.; Harold M. Haas, v.p.-treas.; Michael Samuel, secy.; 25 others, with less than 5% each; Annuity Trust of Jules C. Stein, 5.1%. Owns Universal Studios & has interest in USA Cable Network.

**Began Operation:** October 5, 1949. In Jan. 1952, R. H. Macy Co. merged ownership with Thomas S. Lee Enterprises Inc., Macy Co. retaining 10%; in Dec. 1955, Macy sold its interest to General Tire & Rubber Co., latter setting up a parent holding firm, RKO General Inc., for both broadcasting and RKO Radio Pictures (*Television Digest*, Vol. 7:41, 46; 8:3; 11:48, 51). Sale to present owner by RKO General approved by FCC Nov. 25, 1986 (Vol. 26:29, 48; 27:13).

**Represented (sales):** Blair Television.

**Represented (legal):** Akin, Gump, Strauss, Hauer & Feld.

### Personnel:

ROBERT KUNATH, vice president & general manager.  
JANE HARTLEY, vice president & station manager.  
THOMAS N. RYAN, vice president & general sales manager.  
PETER MITCHELL, vice president & local sales manager.  
PATRICK PENNUCCI, vice president & local sales manager.  
PETER INGRASSIA, vice president & national sales manager.  
FARRELL MEISEL, director of programming.  
FREDERIC J. GOLD, vice president & director of research services.  
MARSHA KAMINSKY, vice president & director of public affairs.  
DOUGLAS LAND, vice president & general counsel.  
CAM PARDO, business manager.  
ROBERT FRENCH, New Jersey sales manager.  
ALEXANDER DUSEK, director of advertising & marketing.  
RICK MINER, director of production engineering operations.  
KEN MCGOWAN, director of engineering.  
THOMAS PETNER, director of news.

**Rates:** On request.

**City of License:** Secaucus, NJ. **ADI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %  |
|------------------------|-------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NEW JERSEY</b> |                  |               |    |
|                        | Bergen            | 314,800          | 312,600       | 99 |
|                        | Essex             | 300,900          | 296,500       | 99 |
|                        | Hudson            | 211,700          | 208,800       | 99 |
|                        | Hunterdon         | 34,400           | 33,900        | 99 |
|                        | Middlesex         | 217,400          | 215,500       | 99 |
|                        | Monmouth          | 195,300          | 193,100       | 99 |
|                        | Morris            | 146,700          | 145,500       | 99 |



WWOR BMPT-7753 Granted 4/18/74 © American Map Corp., No. 14244

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | Ocean           | 163,600          | 162,000       | 99 |
|                        | Passaic         | 160,300          | 158,400       | 99 |
|                        | Somerset        | 75,800           | 75,000        | 99 |
|                        | Sussex          | 44,400           | 43,700        | 98 |
|                        | Union           | 183,700          | 182,100       | 99 |
|                        | Warren          | 32,800           | 32,200        | 98 |
| <b>NEW YORK</b>        | Bronx           | 418,900          | 412,200       | 98 |
|                        | Kings           | 855,000          | 839,400       | 98 |
|                        | Nassau          | 446,300          | 443,700       | 99 |
|                        | Orange          | 93,200           | 91,400        | 98 |
|                        | Queens          | 754,800          | 746,700       | 99 |
|                        | Richmond        | 134,000          | 132,700       | 99 |
|                        | Rockland        | 87,400           | 86,100        | 99 |
|                        | Suffolk         | 431,200          | 426,800       | 99 |
|                        | Sullivan        | 26,500           | 25,700        | 97 |
|                        | Ulster          | 62,100           | 60,400        | 97 |
| Westchester            | 320,000         | 316,100          | 99            |    |
| <b>PENNSYLVANIA</b>    | Carbon          | 21,400           | 21,000        | 98 |
| <b>ALABAMA</b>         | Calhoun         | 44,100           | 43,700        | 99 |
|                        | <b>COLORADO</b> |                  |               |    |
| Routt                  | 6,100           | 5,700            | 93            |    |
| <b>CONNECTICUT</b>     | Fairfield       | 293,400          | 289,900       | 99 |
|                        | Litchfield      | 60,700           | 59,600        | 98 |
|                        | New Haven       | 285,400          | 281,500       | 99 |
|                        | New London      | 89,500           | 87,600        | 98 |

(Continued on page A-750)

|   |                   |                   |           |
|---|-------------------|-------------------|-----------|
| <b>Station Totals</b>                   | <b>29,989,400</b> | <b>29,556,100</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   | <b>7,719,600</b>  |           |
| <b>Average Daily Circulation (1987)</b> |                   | <b>2,844,700</b>  |           |

# New York—New York-Paterson, New Jersey

**WXTV**

**Ch. 41**

**Network Service:** Univision.

**Licensee:** Spanish International Communications Corp., 330 Madison Ave., New York, NY 10017.

**Studio:** 24 Meadowlands Pkwy., Secaucus, NJ 07094.

**Telephone:** 201-348-4141.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 3240-kw max. & 2140-kw horizontal visual, 324-kw max. & 214-kw horizontal aural. Antenna: 1660-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

**Transmitter:** World Trade Center, New York.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter.

**News Service:** UPI.

**Ownership:** Spanish International Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 4, 1968. Merger of Trans-Tel Corp. with Spanish International Communications approved by FCC Dec. 26, 1972. Sale of Spanish International to Hallmark Cards approved by FCC June 12, 1987.

**Represented (sales):** Univision—Spanish International Network.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

IVAN EGAS, vice president & general manager.  
EILEEN MARTINEZ HOLMES, vice president & general sales manager.  
ROSITA PERU, vice president, programming.  
KARMEN RECCIO, station manager.

**Highest 30 Sec. Rate:** \$600.

**City of License:** Paterson, NJ. **ADI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



WXTV BMPCT-7730 Granted 7/14/78

| Net Weekly Circulation                  | State County      | Total Households | TV Households    | %         |
|---|-------------------|------------------|------------------|-----------|
| Between 5-24%                           | <b>NEW JERSEY</b> |                  |                  |           |
|   | Hudson            | 211,700          | 208,800          | 99        |
|   | Passaic           | 160,300          | 158,400          | 99        |
|   | <b>NEW YORK</b>   |                  |                  |           |
|   | Bronx             | 418,900          | 412,200          | 98        |
|   | Kings             | 855,000          | 839,400          | 98        |
| <b>Station Totals</b>                   |                   | <b>1,645,900</b> | <b>1,618,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>211,800</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>133,900</b>   |           |

# New York—Plattsburgh

**WPTZ**

Ch. 5

**Network Service:** NBC.

**Licensee:** Heritage Media.

**Studio:** Old Moffitt Rd., Plattsburgh, NY 12901.

**Mailing Address:** Box 249, Old Moffitt Rd., Plattsburgh, NY 12901.

**Telephones:** 518-561-5555; 802-862-8817.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 25.1-kw visual, 4.27-kw aural. Antenna: 1990-ft. above av. terrain, 977-ft. above ground, 3052-ft. above sea level.

Latitude 44° 34' 26"  
Longitude 73° 40' 29"

**Transmitter:** Terry Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** ADM, 6.1-meter; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Heritage Media Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 8, 1954. Merger of Rollins Communications with Heritage Communications approved by FCC Feb. 9, 1987 (*Television Digest*, Vol. 26:20, 23). Sale to Rollins Communications by Carl F. Stohn group approved March 28, 1956 by FCC (Vol. 12:7, 13).

**Represented (sales):** Petry Television Inc.; Radio-Television Representatives Ltd. (Canada).

**Represented (legal):** Pepper & Corazzini.

**Personnel:**

JACK ROBINETTE, vice president & director of television.  
CARL LEAHY, general manager.  
STACIE TETREAU, operations manager.  
BRUCE GRINDLE, general sales manager.  
TOM BRADSHAW, chief engineer.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate:** \$1400.

**NETWORK BASE HOURLY RATE:** \$1400.

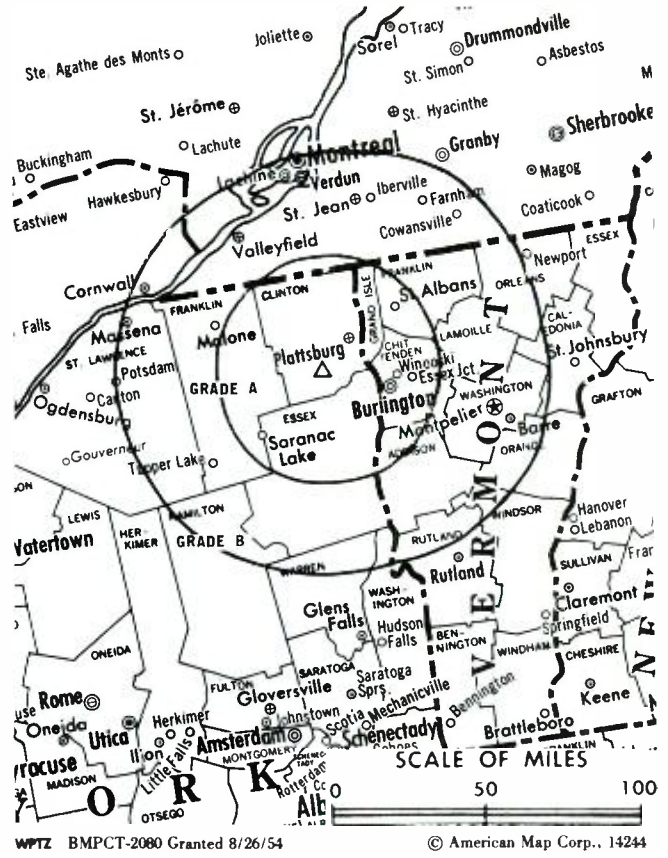
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 1,252,000.

**City of License:** North Pole. **ADI:** Burlington, VT-Plattsburgh, NY. **Rank:** 93.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over             | <b>NEW YORK</b> |                  |               |    |
|                        | Clinton         | 27,000           | 26,600        | 99 |
|                        | Essex           | 14,100           | 13,800        | 98 |
|                        | Franklin        | 16,100           | 15,700        | 98 |



| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %         |
|---|----------------------|------------------|----------------|-----------|
| 50% & Over                              | <b>VERMONT</b>       |                  |                |           |
|   | Addison              | 10,700           | 10,400         | 97        |
|   | Chittenden           | 44,000           | 43,300         | 98        |
|   | Franklin             | 12,700           | 12,600         | 99        |
|   | Grand Isle           | 1,800            | 1,800          | 100       |
|   | Orleans              | 8,900            | 8,800          | 99        |
|   | Rutland              | 22,700           | 22,100         | 97        |
| Washington                              | 20,200               | 19,800           | 98             |           |
| Between 25-49%                          | <b>NEW YORK</b>      |                  |                |           |
|   | St Lawrence          | 38,200           | 37,500         | 98        |
|   | <b>VERMONT</b>       |                  |                |           |
|   | Essex                | 2,400            | 2,400          | 100       |
|   | Lamoille             | 6,800            | 6,700          | 99        |
| Between 5-24%                           | <b>NEW HAMPSHIRE</b> |                  |                |           |
|   | Coos                 | 13,000           | 12,800         | 98        |
|   | <b>NEW YORK</b>      |                  |                |           |
|   | Hamilton             | 1,900            | 1,800          | 95        |
|   | Warren               | 20,800           | 20,300         | 98        |
|   | <b>VERMONT</b>       |                  |                |           |
|   | Caledonia            | 10,200           | 10,000         | 98        |
|   | Orange               | 9,000            | 8,800          | 98        |
| <b>Station Totals</b>                   |                      | <b>280,500</b>   | <b>275,200</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>174,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>112,400</b> |           |

# New York—Poughkeepsie

**WTBY**

**Ch. 54**

**Network Service:** Trinity Bcstg. Network.

**Grantee:** Trinity Bcstg. of New York Inc., Box 534, Fishkill, NY 12524.

**Studio:** Rte. 9, Merritt Rd., Fishkill

**Mailing Address:** Box 534, Fishkill, NY 12524.

**Telephone:** 914-896-4610.

**Technical Facilities:** Channel No. 54 (710-716 MHz). Authorized power: 5000-kw max. & 1860-kw horizontal visual, 500-kw max. & 186-kw horizontal aural. Antenna: 1610-ft. above av. terrain, 894-ft. above ground, 1994-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 41° | 43' | 09" |
| Longitude | 73° | 59' | 47" |

**Transmitter:** Illinois Mtn., 4-mi. W of Poughkeepsie, near Highland.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta receivers.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** April 19, 1981. Sale to present owner by Family Television Inc. approved by FCC June 2, 1982.

**Represented (legal):** May & Dunne.

**Personnel:**

CAMPBELL K. THOMPSON, vice president & station manager.  
 GRACE CEPHAS, director, community affairs.  
 CHARLES SAFFELL, chief engineer.

**Highest One Hour Rate:** \$700.



**Highest 30 Sec. Rate:** \$90.

**Arbitron Data:** Not available.

**City of License:** Poughkeepsie. **ADI:** New York. **Rank:** 1.

# New York—Riverhead

**WLGJ**

**Ch. 55**

**Network Service:** None, independent.

**Licensee:** WLGJ-TV Inc., 175 Crossways Park W., Woodbury, NY 11797.

**Studio:** Wading River Hollow Rd., Ridge, NY 11961.

**Mailing Address:** Box 272, Woodbury, NY 11797.

**Telephone:** 516-364-1500.

**Technical Facilities:** Channel No. 55 (716-722 MHz). Authorized power: 5000-kw max. & 474-kw horizontal visual, 500-kw max. & 47.4-kw horizontal aural. Antenna: 700-ft. above av. terrain, 600-ft. above ground, 600-ft. above sea level.

Latitude 40° 53' 50"  
Longitude 72° 54' 53"

**Transmitter:** N of Middle County Rd., near Ridge.

**Satellite Earth Stations:** Vertex, 4.8-meter C-band; RCA Ku-band.

**News Service:** AP.

**Ownership:** Michael C. Pascucci, pres., 0.68%; John A. Danzi, v.p., 2.82%; Michael C. Pascucci & Jocelyn Pascucci Trust, 69.32%; Gary L. Levine, secy.-treas., 2.82%; Marie Elaine Lombardo, 6.28%; Ralph A. Pascucci, 6.28%; 4 others with 2.82% each.

**Began Operation:** April 28, 1985.

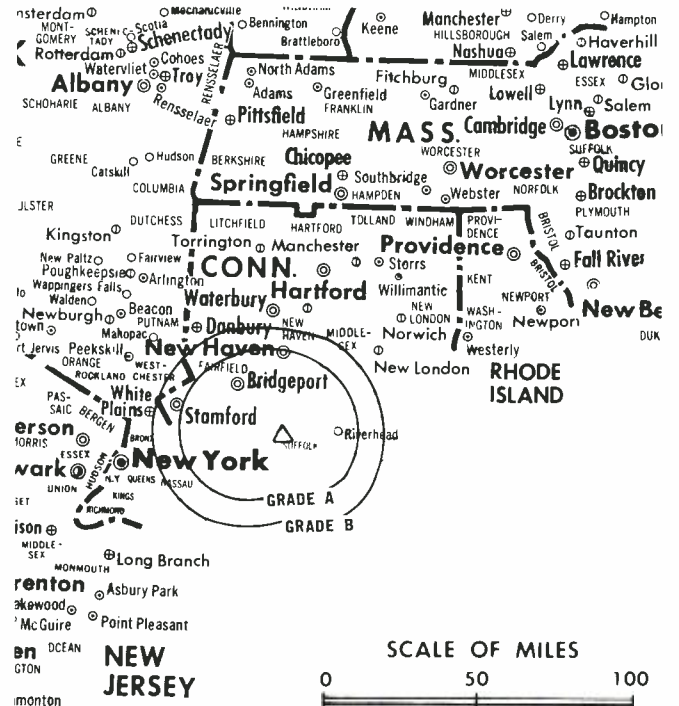
**Represented (legal):** Gammon & Grange.

**Personnel:**

MARVIN R. CHAUVIN, vice president & general manager.  
BOB BEE, sales manager.  
BRUCE KLEIN, program/promotion director.  
NORMAN WRIGHT, chief engineer.  
DREW SCOTT, news director.

**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$400.



WLGJ BNPCT—821213KG Granted 4/27/83

© American Map Corp., No. 14244

**City of License:** Riverhead. **ADI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County               | Total Households | TV Households  | %             |
|---|----------------------------|------------------|----------------|---------------|
| Between 5-24%                           | <b>NEW YORK</b><br>Suffolk | 431,200          | 426,800        | 99            |
| <b>Station Totals</b>                   |                            | <b>431,200</b>   | <b>426,800</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                            |                  |                | <b>58,500</b> |
| <b>Average Daily Circulation (1987)</b> |                            |                  |                | <b>17,400</b> |

# New York—Rochester

## WHEC-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Viacom Broadcasting Inc., 1211 Ave. of the Americas, New York, NY 10036.

**Studio:** 191 East Ave., Rochester, NY 14604.

**Telephone:** 716-546-5670. **TWX:** 510-253-3594.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 02"

**Transmitter:** Pinnacle Hill.

**Satellite Earth Stations:** 5 in operation; M/A-Corn, Pinzone, Scientific-Atlanta receivers.

**News Services:** AP, CBS, CQI Sports Ticker.

**Ownership:** Viacom Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** November 1, 1953. as a time-share outlet on Ch. 10 with WVET-TV. It acquired WVET-TV's half of the channel and became a full time outlet following FCC approval of the transfer on Aug. 1, 1961 (*Television Digest*, Vol. 17:5, 7, 32). Sale to BENI by Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20; 19:24). Sale to present owner approved Oct. 18, 1983.

**Represented (sales):** TeleRep Inc.; Target Broadcast Sales (Canada).

### Personnel:

ARNOLD KLINSKY, vice president & general manager.  
ALAN CARTWRIGHT, director of sales.  
JOHN WALSH, chief engineer.  
JOSEPH LaFORNARA, business manager.

**Highest 30 Sec. Rate:** \$5000.

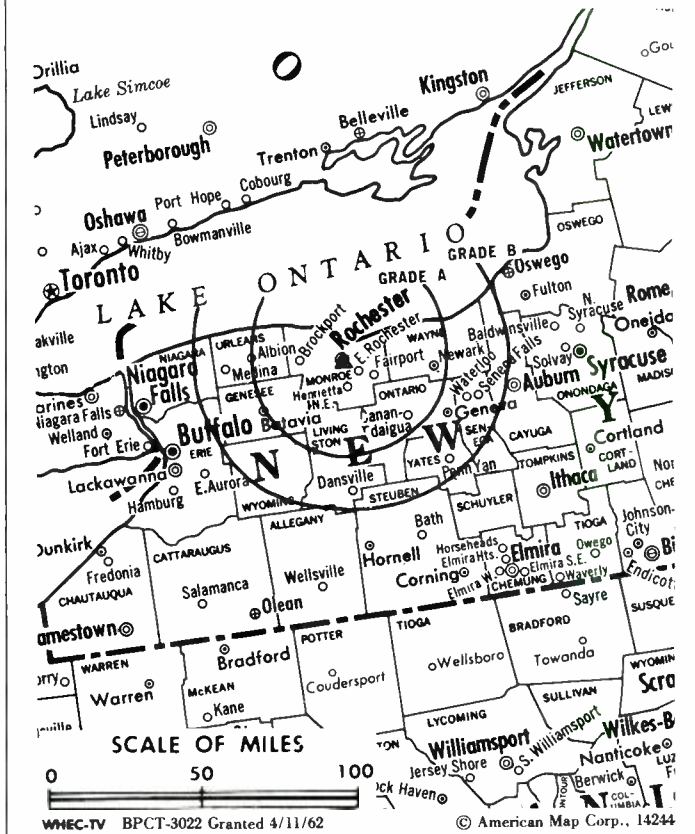
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 587,000.

**City of License:** Rochester. **ADI:** Rochester. **Rank:** 70.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over             | <b>NEW YORK</b> |                  |               |    |
|                        | Genesee         | 21,200           | 20,900        | 99 |
|                        | Livingston      | 19,900           | 19,500        | 98 |
|                        | Monroe          | 268,700          | 264,900       | 99 |
|                        | Ontario         | 33,800           | 33,300        | 99 |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| 50% & Over                              | Orleans         | 14,300           | 14,000         | 98        |
|   | Wayne           | 31,600           | 31,100         | 98        |
|   | Wyoming         | 13,800           | 13,600         | 99        |
| Between 25-49%                          | <b>NEW YORK</b> |                  |                |           |
|   | Seneca          | 12,100           | 12,000         | 99        |
|   | Steuben         | 37,600           | 36,700         | 98        |
|   | Yates           | 8,800            | 8,600          | 98        |
| Between 5-24%                           | <b>NEW YORK</b> |                  |                |           |
|   | Allegany        | 18,100           | 17,600         | 97        |
|   | Cayuga          | 28,900           | 28,300         | 98        |
|   | Schuyler        | 6,600            | 6,400          | 97        |
| <b>Station Totals</b>                   |                 | <b>515,400</b>   | <b>506,900</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>373,000</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>226,100</b> |           |

# New York—Rochester

**WOKR**

Ch. 13

**Network Service:** ABC.

**Licensee:** WOKR Partners, 4225 W. Henrietta Rd., Box L, Rochester, NY 14623.

**Studio:** 4225 W. Henrietta Rd., Rochester.

**Mailing Address:** Box L, Rochester, NY 14623.

**Telephone:** 716-334-8700.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 500-ft. above av. terrain, 360.5-ft. above ground, 1027-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 03"

**Transmitter:** Pinnacle Hill, Brighton.

**Satellite Earth Stations:** Andrew, 7.3-meter; Andrew, 4.5-meter; Simulsat, 7-meter.

**News Service:** AP.

**Ownership:** Gillett Communications Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 15, 1962 as an interim operation owned equally by 8 applicants for Ch. 13. FCC granted application of Flower City TV Corp. Aug. 3, 1967 (*Television Digest*, Vol. 7:32). Flower City began operation after March 1, 1970. Sale to Post Corp. approved by FCC Aug. 15, 1977 (Vol. 17:16). Sale to present owner approved June 19, 1984.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Pepper & Corazzini.

**Personnel:**

VINCENT DeLUCA, general manager.  
KENT BECKWITH, general sales manager.  
DONALD J. LOY, program & creative services director.  
MARGARET CAMERA, controller.  
CLYDE PARKER, engineering manager.  
GERRY WALKER, director, public affairs.  
GIL BUETTNER, news director.  
MARIANNE FOSCO, traffic manager.  
CRAIG D. HESLOR, production manager.

**Highest 30 Sec. Rate:** \$1100.

**NETWORK BASE HOURLY RATE:** \$950.

**City of License:** Rochester. **ADI:** Rochester. **Rank:** 70.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |
|---|-----------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>NEW YORK</b> |                  |                |                |
|   | Genesee         | 21,200           | 20,900         | 99             |
|   | Livingston      | 19,900           | 19,500         | 98             |
|   | Monroe          | 268,700          | 264,900        | 99             |
|   | Ontario         | 33,800           | 33,300         | 99             |
| <b>Between 25-49%</b>                   | Orleans         | 14,300           | 14,000         | 98             |
|   | Wayne           | 31,600           | 31,100         | 98             |
|   | <b>NEW YORK</b> |                  |                |                |
| <b>Between 5-24%</b>                    | Seneca          | 12,100           | 12,000         | 99             |
|   | Wyoming         | 13,800           | 13,600         | 99             |
|   | Yates           | 8,800            | 8,600          | 98             |
| <b>Between 5-24%</b>                    | <b>NEW YORK</b> |                  |                |                |
|   | Allegany        | 18,100           | 17,600         | 97             |
|   | Cayuga          | 28,900           | 28,300         | 98             |
|   | Schuyler        | 6,600            | 6,400          | 97             |
| Steuben                                 | 37,600          | 36,700           | 98             |                |
| <b>Station Totals</b>                   |                 | <b>515,400</b>   | <b>506,900</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>367,000</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>217,400</b> |

# New York—Rochester

## WROC-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** WROC Associates/Television Stations Partners.

**Studio:** 201 Humboldt St., Rochester, NY 14610.

**Telephone:** 716-288-8400. **TWX:** 510-253-5407.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 48.5-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 02"

**Transmitter:** Pinnacle Hill, Brighton.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Paracclipse, 3.8-meter C-band; DX Engineering, Harris receivers.

**News Services:** AP, NBC.

**Ownership:** Television Stations Partners, 100%. See Group Ownership of Television Stations.

**Began Operation:** June 11, 1949. Sale to present owners by Ziff Corp. approved by FCC Jan. 18, 1983 (*Television Digest*, Vol. 22:30). Sold to Ziff by Rust Craft Bcstg. March 22, 1979. FCC approved sale May 10, 1978 (Vol. 17:26, 27, 36, 38; 18:20, 31). Sale to Rust Craft Bcstg. by Veterans Bcstg. approved Feb. 10, 1965 (Vol. 4:39, 46; 5:7). Previous sale to Veterans Bcstg. by Transcontinent TV Corp. approved Nov. 15, 1961. Sale to Transcontinent by Stromberg-Carlson div. of General Dynamics Corp. approved by FCC July 18, 1956 (Vol. 12:24, 29).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

RALPH E. BECKER, president.  
THOMAS KENNEY, vice president & general manager.  
MIKE FUNK, general sales manager.  
DAVID NOLAN, news director.  
ALICIA RODRIGUEZ, program manager.  
JOHN COON, chief engineer.

**Highest One Hour Rate:** \$8000.

**Highest 30 Sec. Rate (May 1, 1987):** \$4500.

**NETWORK BASE HOURLY RATE:** \$1332.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 785,000.

**City of License:** Rochester. **ADI:** Rochester. **Rank:** 70.



Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>NEW YORK</b> |                  |                |           |
|   | Genesee         | 21,200           | 20,900         | 99        |
|   | Livingston      | 19,900           | 19,500         | 98        |
|   | Monroe          | 268,700          | 264,900        | 99        |
|   | Ontario         | 33,800           | 33,300         | 99        |
|   | Orleans         | 14,300           | 14,000         | 98        |
| <b>Between 25-49%</b>                   | <b>NEW YORK</b> |                  |                |           |
|   | Seneca          | 12,100           | 12,000         | 99        |
|   | Yates           | 8,800            | 8,600          | 98        |
| <b>Between 5-24%</b>                    | <b>NEW YORK</b> |                  |                |           |
|   | Allegany        | 18,100           | 17,600         | 97        |
|   | Cayuga          | 28,900           | 28,300         | 98        |
|   | Schuyler        | 6,600            | 6,400          | 97        |
|   | Steuben         | 37,600           | 36,700         | 98        |
| <b>Station Totals</b>                   |                 | <b>515,400</b>   | <b>506,900</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>372,500</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>203,900</b> |           |



# New York—Rochester

**WUHF**

**Ch. 31**

**Network Service:** None, independent.

**Licensee:** Malrite TV of New York Inc., Euclid Ave. & E. 12th St., Statler Office Tower, Cleveland, OH 44115.

**Studio:** 360 East Ave., Rochester, NY 14604.

**Telephone:** 716-232-3700.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 1200-kw & 910-kw horizontal visual, 182-kw horizontal aural. Antenna: 500-ft. above av. terrain, 345-ft. above ground, 1018-ft. above sea level.

Latitude 43° 08' 07.0"  
Longitude 77° 35' 02.5"

**Transmitter:** Pinnacle Hill, Rochester.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** MSC, 6-meter; Scientific-Atlanta, 3.6-meter; 3.9-meter Ku-band; Microdyne, M/A-Com receivers.

**News Service:** INN.

**Ownership:** Malrite Communications Group Inc. See Group Ownership of Television Stations.

**Began Operation:** January 27, 1980.

**Represented (sales):** Blair Television.

**Represented (engineering):** Ralph Evans Associates.

**Personnel:**

RICK RAMBALDO, vice president & general manager.  
DALE HARTNETT, program director.  
DON MORAN, local sales manager.  
ED GLASGOW, national sales manager.

**Rates:** Not available.

**City of License:** Rochester. **ADI:** Rochester. **Rank:** 70.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NEW YORK</b> |                  |               |    |
|                        | Monroe          | 268,700          | 264,900       | 99 |
|                        | Ontario         | 33,800           | 33,300        | 99 |
|                        | Wayne           | 31,600           | 31,100        | 98 |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |
|---|-----------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | <b>NEW YORK</b> |                  |                |                |
|   | Genesee         | 21,200           | 20,900         | 99             |
|   | Livingston      | 19,900           | 19,500         | 98             |
|   | Seneca          | 12,100           | 12,000         | 99             |
| <b>Between 5-24%</b>                    | <b>NEW YORK</b> |                  |                |                |
|   | Allegany        | 18,100           | 17,600         | 97             |
|   | Cayuga          | 28,900           | 28,300         | 98             |
|   | Orleans         | 14,300           | 14,000         | 98             |
|   | Steuben         | 37,600           | 36,700         | 98             |
|   | Wyoming         | 13,800           | 13,600         | 99             |
| Yates                                   | 8,800           | 8,600            | 98             |                |
| <b>Station Totals</b>                   |                 | <b>508,800</b>   | <b>500,500</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>231,300</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>97,300</b>  |

# New York—Smithtown

**WHSI**

(formerly WSNL-TV)

Ch. 67

(Satellite of WHSE, New York-Newark)

**Network Service:** HSN.

**Licensee:** Silver King Broadcasting of New Jersey.

**Studio:** 3200 Expressway Dr. S., Central Islip, NY 11722.

**Telephone:** 516-360-0771.

**Technical Facilities:** Channel No. 67 (788-794 MHz). Authorized power: 2630-kw max. visual, 263.2-kw max. aural. Antenna: 720-ft. above av. terrain, 656-ft. above ground, 798-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 40° | 53' | 23" |
| Longitude | 72° | 57' | 13" |

**Transmitter:** 666 Middle Country Rd., Middle Island, NY 11953.

**Satellite Earth Station:** RCA Ku-band; M/A-Com receivers.

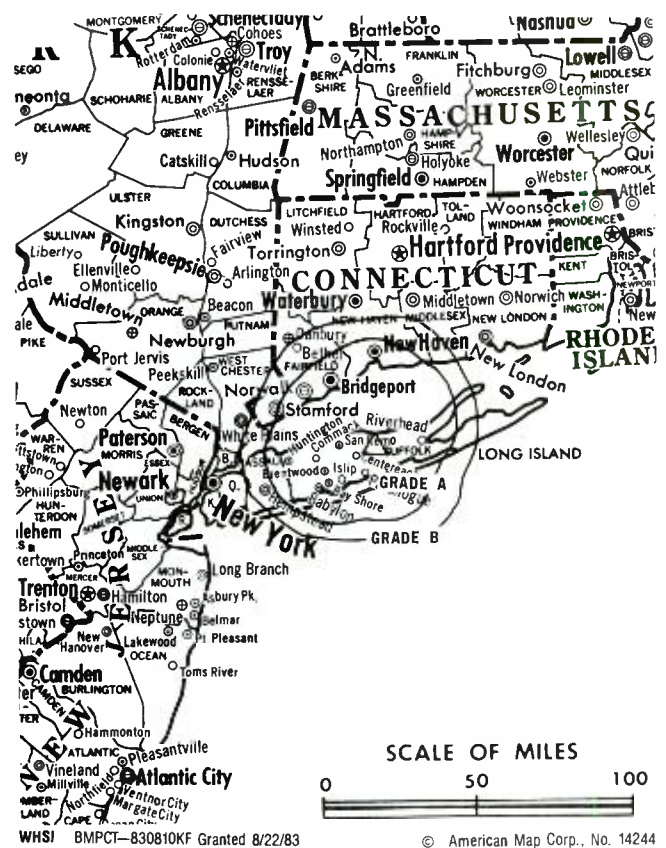
**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 18, 1973. Left air June 20, 1975. Resumed operation Dec. 15, 1979. Began subscription TV operation Jan. 11, 1980. Sale to Wometco Enterprises Inc. approved by FCC Nov. 18, 1980. Transfer of control to WBC Bcstg. approved April 16, 1984. Resumed full-time commercial operation June 1, 1985. Sale to present owner approved by FCC Sept. 16, 1986 (*Television Digest*, Vol. 26:32).

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

**Personnel:**

See WHSE, New York-Newark.



WHSI BMPCT-830810KF Granted 8/22/83

**Highest 30 Sec. Rate:** \$300.

**Arbitron Data:** Not available.

**City of License:** Smithtown. **ADI:** New York. **Rank:** 1.

# New York—Syracuse

**WIXT**

Ch. 9

**Network Service:** ABC.

**Licensee:** WIXT-TV Inc., 5904 Bridge St., Box 699, East Syracuse, NY 13057.

**Studio:** 5904 Bridge St., East Syracuse, NY 13057.

**Telephone:** 315-446-4780. **TWX:** 710-541-0565.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 79.6-kw visual, 11.8-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 964-ft. above ground, 2549-ft. above sea level.

Latitude 43° 03' 21"  
Longitude 76° 03' 55"

**Transmitter:** Atop Mt. Sevier, Pompey, Onondaga County.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Comtech, 3.8-meter C-band; Prodelin, 5-meter C-band; AvanteK, Microdyne receivers.

**News Services:** AP, UPI.

**Ownership:** Ackerley Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** September 9, 1962, as a joint operation by ten applicants for the channel. Assignment of CP granted by FCC to a merger of five applicants, May 24, 1968. Transfer of control from other applicants to Outlet Co. approved by FCC July 19, 1972 (*Television Digest*, Vol. 11:20; 12:30). Sale to Coca Cola Bottling Co., Larry H. Israel, et al., approved by FCC Nov. 15, 1977 (Vol. 17:24, 36; 18:2). Sale to present owners approved April 16, 1982 (Vol. 22:7).

**Represented (sales):** Katz Television.

**Represented (legal):** Rubin, Winston & Diercks.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

STEPHEN KRONQUEST, general manager.  
DAVID KRAUSE, general sales manager.  
JOHN KING, chief engineer.  
SHERRY POTTER, operations manager.  
JEFF SCHEIDECKER, news director.

**Highest 30 Sec. Rate (July 1, 1987):** \$2000.

**NETWORK BASE HOURLY RATE:** \$925.

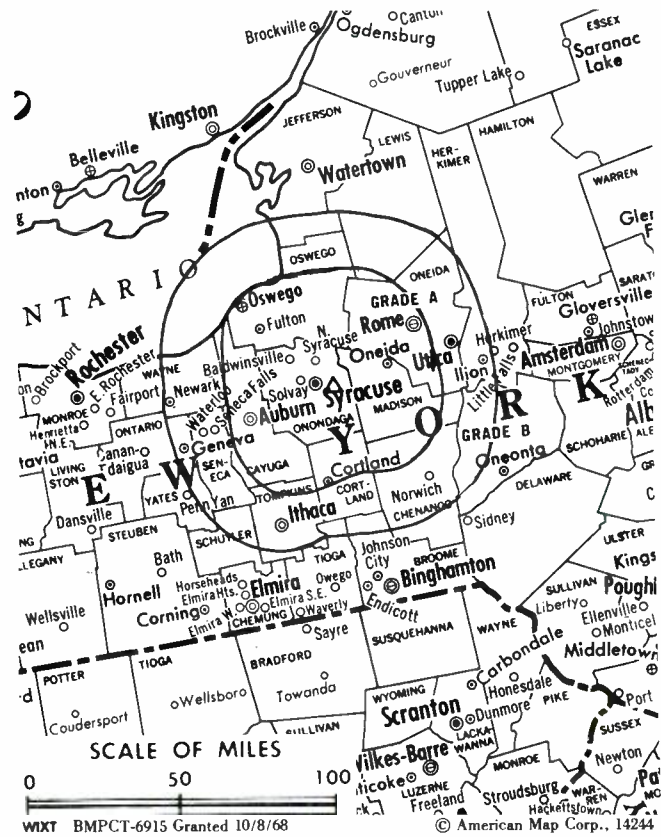
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 62,000.

**City of License:** Syracuse. **ADI:** Syracuse. **Rank:** 67.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NEW YORK</b> |                  |               |    |
|                        | Cayuga          | 28,900           | 28,300        | 98 |
|                        | Chenango        | 18,500           | 18,100        | 98 |
|                        | Cortland        | 17,000           | 16,700        | 98 |
|                        | Madison         | 23,000           | 22,600        | 98 |
| Oneida West            | 34,000          | 33,500           | 98            |    |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Onondaga        | 172,700          | 170,500        | 99        |
|   | Oswego          | 42,400           | 41,800         | 99        |
|   | Schuyler        | 6,600            | 6,400          | 97        |
|   | Seneca          | 12,100           | 12,000         | 99        |
|   | Tompkins        | 31,800           | 30,300         | 95        |
| Yates                                   | 8,800           | 8,600            | 98             |           |
| <b>Between 25-49%</b>                   | <b>NEW YORK</b> |                  |                |           |
|   | Delaware        | 17,300           | 16,700         | 97        |
|   | Franklin        | 16,100           | 15,700         | 98        |
|   | Jefferson       | 33,100           | 32,600         | 98        |
|   | Lewis           | 8,800            | 8,600          | 98        |
|   | Ontario         | 33,800           | 33,300         | 99        |
|   | Otsego          | 21,900           | 21,300         | 97        |
| <b>Between 5-24%</b>                    | <b>NEW YORK</b> |                  |                |           |
|   | Broome          | 80,300           | 79,100         | 99        |
|   | Herkimer        | 24,700           | 24,300         | 98        |
|   | Oneida East     | 57,100           | 56,200         | 99        |
|   | Steuben         | 37,600           | 36,700         | 98        |
| Tioga                                   | 18,800          | 18,500           | 98             |           |
| <b>Station Totals</b>                   |                 | <b>815,100</b>   | <b>800,400</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>418,900</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>237,100</b> |           |

# New York—Syracuse

**WSYT**

**Ch. 68**

**Network Service:** Fox.

**Grantee:** Thomas J. Flatley, 50 Braintree Hill Office Park, Braintree, MA 02184.

**Studio:** 1000 James St., Syracuse, NY 13203-2704.

**Telephone:** 315-472-6800.

**Technical Facilities:** Channel No. 68 (794-800 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1461-ft. above av. terrain, 1019-ft. above ground, 2649-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 42° | 52' | 50" |
| Longitude | 76° | 11' | 59" |

**Transmitter:** Barker St., Otisco Twp.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 3.2-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band.

**Ownership:** Thomas J. Flatley, 100%. See Group Ownership of Television Stations.

**Began Operation:** February 15, 1986. Operated part-time until April 5, 1987.

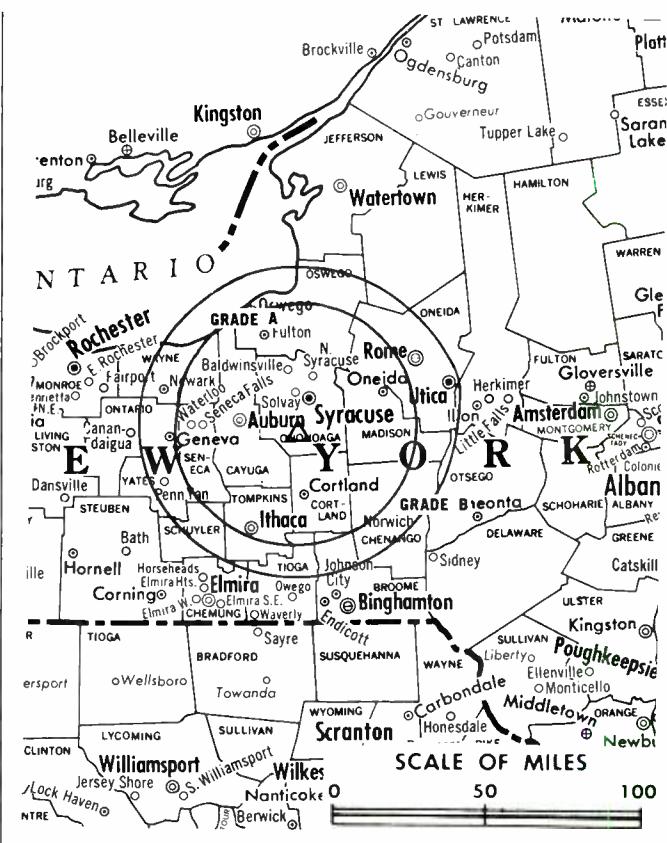
**Represented (sales):** Seltel Inc.

**Represented (legal):** Sutherland, Asbill & Brennan.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

VINCENT V. ARMINIO, general manager.  
THOMAS M. DISINGER, station manager.



WSYT BNPCT-860218KO Granted 3/5/86

© American Map Corp., No. 14244

**Arbitron Data:** Not available.

**City of License:** Syracuse. **ADI:** Syracuse. **Rank:** 67.

# New York—Syracuse

## WSTM-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** WSTM-TV Inc., 1030 James St., Syracuse, NY 13203.

**Studio:** 1030 James St., Syracuse, NY 13203.

**Telephone:** 315-474-5000. **TWX:** 710-541-0428.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 594-ft. above ground, 2037-ft. above sea level.

Latitude 42° 56' 40"  
Longitude 76° 07' 08"

**Transmitter:** Sentinel Heights.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; Comtech, 3.5-meter C-band.

**News Services:** AP, Group W Newsfeed, NBC.

**Ownership:** BK & K Inc., 100%. BK & K Inc. Ownership: George D. Lilly, pres.-treas., 72%; Ronald Philips, v.p., 5%. See SJL Inc. in Group Ownership of TV Stations.

**Began Operation:** February 15, 1950. Sale to Times Mirror Co. by Newhouse Bcstg. Corp. approved by FCC March 27, 1980 (*Television Digest*, Vol. 18:50; 19:19). Sale to present owner approved April 17, 1986 (Vol. 26:17).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Hogan & Hartson.

### Personnel:

GEORGE D. LILLY, president.  
RONALD W. PHILIPS, vice president & general manager.  
WILLIAM P. McMANUS, general sales manager.  
CHARLES BIVINS JR., program director.  
MARNIE BLOUNT-GOWAN, promotion director.  
JOE KIRIK, news director.  
ROBERT J. PARKHURST, chief engineer.

**Rates:** Not available.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 77,000.

**City of License:** Syracuse. **ADI:** Syracuse. **Rank:** 67.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NEW YORK</b> |                  |               |    |
|                        | Cayuga          | 28,900           | 28,300        | 98 |
|                        | Chenango        | 18,500           | 18,100        | 98 |
|                        | Cortland        | 17,000           | 16,700        | 98 |
|                        | Jefferson       | 33,100           | 32,600        | 98 |
|                        | Lewis           | 8,800            | 8,600         | 98 |
|                        | Madison         | 23,000           | 22,600        | 98 |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>NEW YORK</b> |                  |                |           |
|   | Oneida West     | 34,000           | 33,500         | 98        |
|   | Onondaga        | 172,700          | 170,500        | 99        |
|   | Oswego          | 42,400           | 41,800         | 99        |
|   | Seneca          | 12,100           | 12,000         | 99        |
|   | Tompkins        | 31,800           | 30,300         | 95        |
| Yates                                   | 8,800           | 8,600            | 98             |           |
| <b>Between 25-49%</b>                   | <b>NEW YORK</b> |                  |                |           |
|   | Hamilton        | 1,900            | 1,800          | 95        |
|   | Ontario         | 33,800           | 33,300         | 99        |
|   | Schuyler        | 6,600            | 6,400          | 97        |
|   | Wayne           | 31,600           | 31,100         | 98        |
| <b>Between 5-24%</b>                    | <b>NEW YORK</b> |                  |                |           |
|   | Chemung         | 34,500           | 33,800         | 98        |
|   | Delaware        | 17,300           | 16,700         | 97        |
|   | Herkimer        | 24,700           | 24,300         | 98        |
|   | Oneida East     | 57,100           | 56,200         | 99        |
|   | Otsego          | 21,900           | 21,300         | 97        |
|   | St Lawrence     | 38,200           | 37,500         | 98        |
|   | Steuben         | 37,600           | 36,700         | 98        |
| Tioga                                   | 18,800          | 18,500           | 98             |           |
| <b>Station Totals</b>                   |                 | <b>755,100</b>   | <b>741,200</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>420,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>249,900</b> |           |

# New York—Syracuse

**WTVH**

Ch. 5

**Network Service:** CBS.

**Licensee:** Meredith Corp., 980 James St., Syracuse, NY 13203.

**Studio:** 980 James St., Syracuse, NY 13203.

**Telephone:** 315-425-5555. **TWX:** 710-541-0443.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 950-ft. above av. terrain, 556-ft. above ground, 1914-ft. above sea level.

Latitude 42° 57' 19"  
Longitude 76° 06' 34"

**Transmitter:** 3791 Sentinel Heights Rd., 0.32-mi. E & 0.34-mi. N of Sentinel Heights & Jim Bull Rds., Lafayette, NY.

**Satellite Earth Stations:** Antenna Technology, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; Simulcast receivers.

**News Services:** AP, UPI.

**Ownership:** Meredith Corp. See Group Ownership of Television Stations.

**Began Operation:** December 1, 1948.

**Represented (sales):** MMT Sales Inc.

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

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

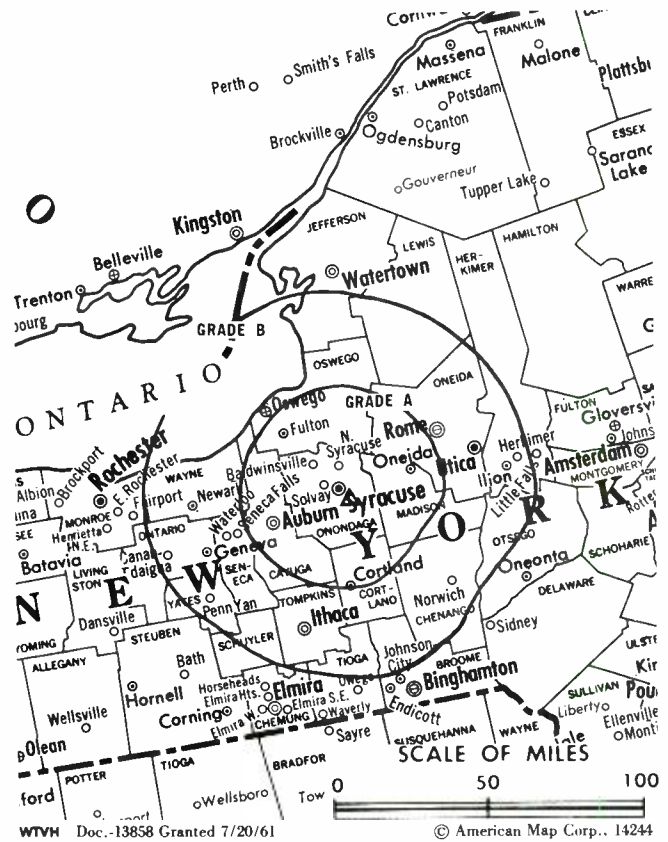
- CATHY CREANY, vice president & general manager.
- MICHAEL COLLINS, general sales manager.
- MARK ROBERTS, national sales manager.
- LOUIS DENNIG, program manager.
- DALE BOOTH, operations director.
- JIM HOLLAND, news director.
- EDWARD D. LEWIS, director of engineering.
- DAVE OETJEN, promotion director.
- ROBERT DIETZ, business manager.

**Highest 30 Sec. Rate:** \$1500.

**City of License:** Syracuse. **ADI:** Syracuse. **Rank:** 67.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NEW YORK</b> |                  |               |    |
|                        | Cayuga          | 28,900           | 28,300        | 98 |
|                        | Chenango        | 18,500           | 18,100        | 98 |
|                        | Cortland        | 17,000           | 16,700        | 98 |
|                        | Herkimer        | 24,700           | 24,300        | 98 |
|                        | Madison         | 23,000           | 22,600        | 98 |
|                        | Oneida East     | 57,100           | 56,200        | 99 |
|                        | Oneida West     | 34,000           | 33,500        | 98 |
|                        | Onondaga        | 172,700          | 170,500       | 99 |
|                        | Oswego          | 42,400           | 41,800        | 99 |



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %         |
|---|---------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Schuyler            | 6,600            | 6,400          | 97        |
|   | Seneca              | 12,100           | 12,000         | 99        |
|   | Tompkins            | 31,800           | 30,300         | 95        |
|   | Yates               | 8,800            | 8,600          | 98        |
| <b>Between 25-49%</b>                   | <b>NEW YORK</b>     |                  |                |           |
|   | Jefferson           | 33,100           | 32,600         | 98        |
|   | Lewis               | 8,800            | 8,600          | 98        |
|   | Ontario             | 33,800           | 33,300         | 99        |
|   | Wayne               | 31,600           | 31,100         | 98        |
| <b>Between 5-24%</b>                    | <b>NEW YORK</b>     |                  |                |           |
|   | Chemung             | 34,500           | 33,800         | 98        |
|   | Delaware            | 17,300           | 16,700         | 97        |
|   | Hamilton            | 1,900            | 1,800          | 95        |
|   | Orleans             | 14,300           | 14,000         | 98        |
|   | Otsego              | 21,900           | 21,300         | 97        |
|   | Steuben             | 37,600           | 36,700         | 98        |
|   | Tioga               | 18,800           | 18,500         | 98        |
|   | <b>PENNSYLVANIA</b> |                  |                |           |
|   | Sullivan            | 2,200            | 2,100          | 95        |
| <b>Station Totals</b>                   |                     | <b>733,400</b>   | <b>719,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>457,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>273,300</b> |           |

# New York—Utica

**WKTV**

Ch. 2

**Network Service:** NBC.

**Licensee:** Harron Communications Corp., Smith Hill Rd., Utica, NY 13502.

**Studio:** Smith Hill Rd.

**Mailing Address:** Box 2, Utica, NY 13503.

**Telephone:** 315-733-0404. **TWX:** 315-797-1832.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 34.7-kw visual, 6.9-kw aural. Antenna: Directional, 1380-ft. above av. terrain, 1065-ft. above ground, 2381-ft. above sea level.

Latitude 43° 06' 09"  
Longitude 74° 56' 27"

**Transmitter:** Near Middleville, NY.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Harris, 6-meter; Harris receivers.

**News Service:** AP.

**Ownership:** Harron Communications Corp. See Group Ownership of Television Stations.

**Began Operation:** December 1, 1949. Sale to present owners by Kallet Theatres approved by FCC Dec. 30, 1958 (*Television Digest*, Vol. 14:45, 46, 49; 15:1).

**Represented (sales):** Katz Television.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

PAUL F. HARRON, president.  
SHELDON STORRIER, senior vice president & general manager.  
DANIEL GERMAN, program & operations director.

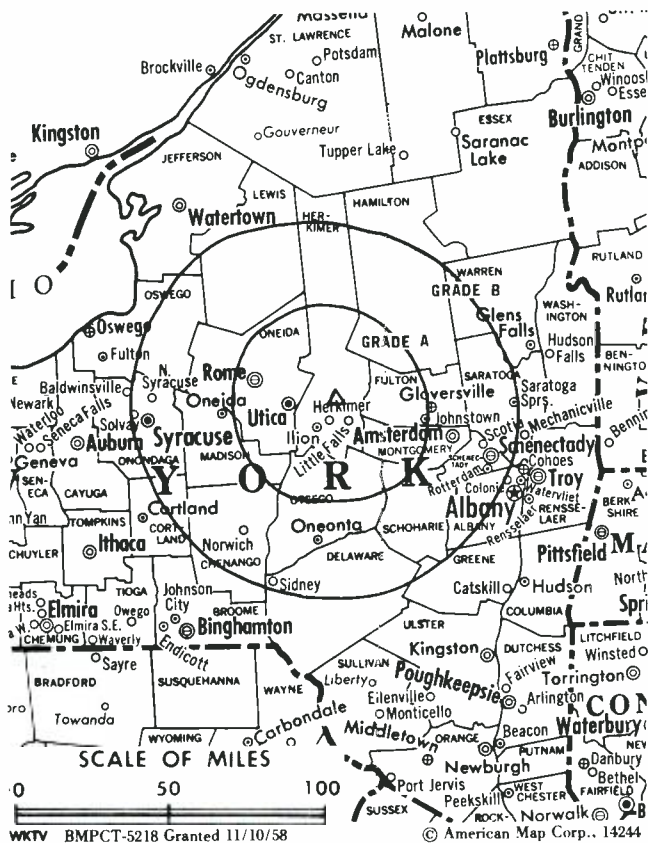
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$912.

**City of License:** Utica. **ADI:** Utica. **Rank:** 158.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NEW YORK</b> |                  |               |    |
|                        | Hamilton        | 1,900            | 1,800         | 95 |
|                        | Herkimer        | 24,700           | 24,300        | 98 |
|                        | Oneida East     | 57,100           | 56,200        | 99 |
|                        | Oneida West     | 34,000           | 33,500        | 98 |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |
|---|-----------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Otsego          | 21,900           | 21,300         | 97             |
| <b>Between 25-49%</b>                   | <b>NEW YORK</b> |                  |                |                |
|   | Lewis           | 8,800            | 8,600          | 98             |
|   | Montgomery      | 20,400           | 20,000         | 98             |
|   | Schoharie       | 11,000           | 10,700         | 97             |
| <b>Between 5-24%</b>                    | <b>NEW YORK</b> |                  |                |                |
|   | Chenango        | 18,500           | 18,100         | 98             |
|   | Delaware        | 17,300           | 16,700         | 97             |
|   | Fulton          | 21,800           | 21,400         | 98             |
|   | Greene          | 16,700           | 16,400         | 98             |
|   | Madison         | 23,000           | 22,600         | 98             |
| <b>Station Totals</b>                   |                 | <b>277,100</b>   | <b>271,600</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>153,200</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>94,600</b>  |

# New York—Utica

**WTUV**

**Ch. 33**

**Network Service:** Fox.

**Licensee:** Mohawk Valley Bcstg. Inc., 401 W. Kirkpatrick St., Syracuse, NY 13204.

**Studio:** 10603 Cosby Manor Rd., Utica, NY 13502.

**Telephone:** 315-472-0200.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 42.5-kw max. visual, 4.25-kw max. aural. Antenna: 647-ft. above av. terrain, 175-ft. above ground, 1550-ft. above sea level.

Latitude 43° 02' 14"  
Longitude 75° 26' 40"

**Transmitter:** Prospect Hill, Skyline Dr., Kirkland.

**Satellite Earth Stations:** Paraclipse, 5-meter Ku- & C-band; Paraclipse, 3.6-meter C-band; M/A-Com, 3.6-meter Ku-band; Chapparral, M/A-Com receivers.

**News Service:** INN.

**Ownership:** Craig L. Fox, 37.5%. Kevin O'Kane, 37.5%; John F. Bunkfeldt, 25%. See Fox Group in Group Ownership of TV Stations.

**Began Operation:** December 9, 1986.

**Represented (sales):** Mutual Telesales Inc.

**Represented (legal):** James L. Oyster.

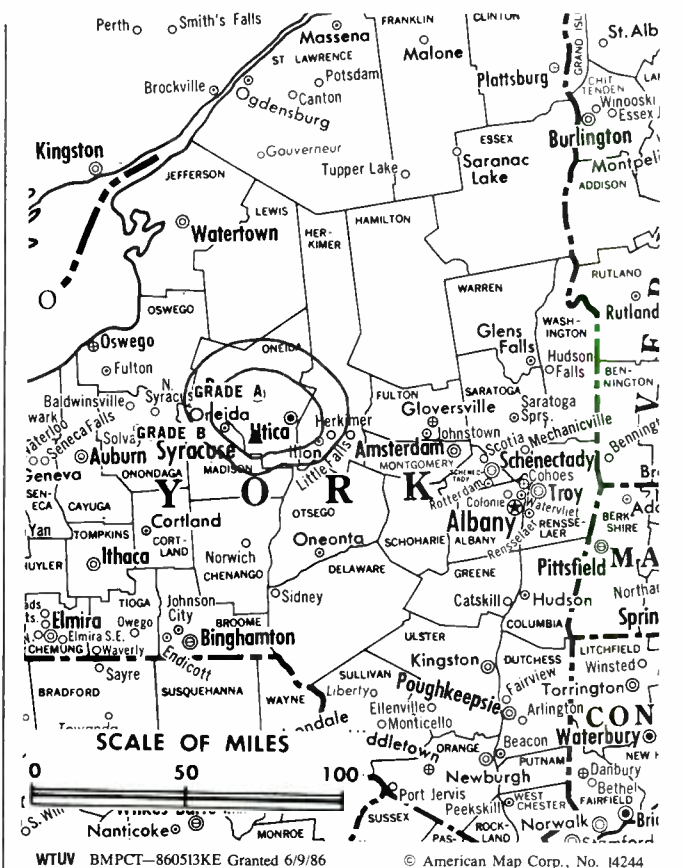
**Personnel:**

KEVIN O'KANE, president & general manager.  
CRAIG FOX, vice president.  
JOHN AMADO, general sales manager.

**Highest One Hour Rate:** \$300.

**Highest 30 Sec. Rate:** \$75.

**City of License:** Utica. **ADI:** Utica. **Rank:** 158.



WTUV BmpCT-860513KE Granted 6/9/86 © American Map Corp., No. 14244

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County | Total Households | TV Households | %            |
|---|--------------|------------------|---------------|--------------|
| Between 5-24%                           | NEW YORK     |                  |               |              |
|   | Oneida East  | 57,100           | 56,200        | 99           |
|   | Oneida West  | 34,000           | 33,500        | 98           |
| <b>Station Totals</b>                   |              | <b>91,100</b>    | <b>89,700</b> | <b>98</b>    |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |               | <b>7,200</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |               | <b>2,200</b> |



# New York—Utica-Rome

**WUTR**

Ch. 20

**Network Service:** ABC.

**Licensee:** Roy H. Park Bcstg. of Utica-Rome Inc., Box 20, Utica, NY 13503.

**Studio:** Smith Hill, Deerfield.

**Telephone:** 315-797-5220.

**Mailing Address:** Box 20, Utica, NY 13503.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 1156-kw max. & 748-kw horizontal visual, 115.6-kw max. & 74.8-kw horizontal aural. Antenna: 798-ft. above av. terrain, 427-ft. above ground, 1643-ft. above sea level.

Latitude 43° 08' 43"  
Longitude 75° 10' 35"

**Transmitter:** Atop Smith Hill, approx. 2-mi. NE of Utica city limits.

**News Service:** AP.

**Ownership:** Park Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** February 28, 1970.

**Represented (sales):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

EDWARD ADAMS, general manager.  
PAUL KENNEDY, sales manager.  
GREG STETSON, program director.  
KATHY CONTINO TURNER, news director.  
ROBERT HAJEC, chief engineer.

**Highest 30 Sec. Rate:** \$450.

**NETWORK BASE HOURLY RATE:** \$200.

**City of License:** Utica. **ADI:** Utica. **Rank:** 158.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County                | Total Households | TV Households | %  |
|------------------------|-----------------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NEW YORK</b><br>Herkimer | 24,700           | 24,300        | 98 |



| Net Weekly Circulation                  | State County  | Total Households           | TV Households              | %              |
|---|---|----------------------------|----------------------------|----------------|
| <b>50% &amp; Over</b>                   | Oneida East<br>Oneida West                              | 57,100<br>34,000           | 56,200<br>33,500           | 99<br>98       |
| <b>Between 25-49%</b>                   | <b>NEW YORK</b><br>Jefferson<br>Lewis<br>Otsego         | 33,100<br>8,800<br>21,900  | 32,600<br>8,600<br>21,300  | 98<br>98<br>97 |
| <b>Between 5-24%</b>                    | <b>NEW YORK</b><br>Madison<br>Montgomery<br>St Lawrence | 23,000<br>20,400<br>38,200 | 22,600<br>20,000<br>37,500 | 98<br>98<br>98 |
| <b>Station Totals</b>                   |   | <b>261,200</b>             | <b>256,600</b>             | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |   |                            | <b>119,100</b>             |                |
| <b>Average Daily Circulation (1987)</b> |   |                            | <b>61,700</b>              |                |

# New York—Watertown

**WFYF**

**Ch. 50**

**Network Service:** ABC.

**Grantee:** Moreland Broadcast Assoc., 516 E. Moreland Ave., Wyndmoor, PA 19118.

**Studio:** Arsenal St., Watertown, NY 13601.

**Telephone:** 315-782-9393.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 1000-kw visual, 100-kw aural. Antenna: 1268-ft. above av. terrain, 975-ft. above ground, 2470-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 43° | 52' | 47" |
| Longitude | 75° | 43' | 11" |

**Transmitter:** Hayes Rd., near Denmark.

**Ownership:** Craig L. Fox, gen. partner, 25%; For other interests, see WOLF-TV, Scranton, PA; George W. Kimble, gen. partner, 25%; David C. Schaller, gen. partner, 25%; Guyon W. Turner, gen. partner, 25%.

**Scheduled to Begin Operation:** December 1, 1987.

**Represented (legal):** James Oyster.

**Personnel:**  
DAVID J. ALTERI, general manager.

**City of License:** Watertown. **ADI:** Watertown-Carthage. **Rank:** 170.



# New York—Carthage-Watertown

## WWNY-TV

Ch. 7

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

**Licensee:** United Communications Corp., 120 Arcade St., Watertown, NY 13601.

**Studio:** 120 Arcade St., Watertown, NY 13601.

**Telephone:** 315-788-3800. **TWX:** 510-257-4650.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level, using 0.36° electrical beam tilt.

Latitude 43° 57' 16"  
Longitude 75° 43' 45"

**Transmitter:** Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

**Satellite Earth Station:** Microdyne C-band; Scientific-Atlanta receivers.

**News Services:** CBS, UPI.

**Ownership:** United Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 22, 1954. Sale to present owner by Johnson Newspaper Corp. approved by FCC May 11, 1981.

**Represented (sales):** Katz Television; Canadian Communications Corp.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Moffet, Larson & Johnson, P.C.

### Personnel:

KEVIN T. MASTELLON, general manager.  
EDWARD V. DEMPSEY, general sales manager.  
JOHN A. SHATRAW, director of promotion.  
DAVID CUMMINGS, director of operations.  
CATHY PIRCSUK, news director.  
JAMES BERNIER, director of engineering.

**Highest 30 Sec. Rate:** \$775.

**NETWORK BASE HOURLY RATE:** \$675.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 246,000.

**City of License:** Carthage. **ADI:** Watertown-Carthage. **Rank:** 170.



Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County    | Total Households | TV Households | %         |
|---|-----------------|------------------|---------------|-----------|
| 50% & Over                              | <b>NEW YORK</b> |                  |               |           |
|   | Jefferson       | 33,100           | 32,600        | 98        |
|   | Lewis           | 8,800            | 8,600         | 98        |
|   | St. Lawrence    | 38,200           | 37,500        | 98        |
| Between 5-24%                           | <b>NEW YORK</b> |                  |               |           |
|   | Hamilton        | 1,900            | 1,800         | 95        |
| <b>Station Totals</b>                   |                 | <b>82,000</b>    | <b>80,500</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>79,500</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>59,000</b> |           |

## New York

### WWOR, New York-Secaucus, New Jersey (Arbitron Data Continued)

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| <b>Between 25-49%</b>  | <b>IOWA</b>          |                  |               |    |
|                        | Clay                 | 8,200            | 8,100         | 99 |
|                        | Des Moines           | 18,300           | 18,100        | 99 |
|                        | Dickinson            | 6,900            | 6,800         | 99 |
|                        | <b>INDIANA</b>       |                  |               |    |
|                        | Knox                 | 16,000           | 15,700        | 98 |
|                        | Newton               | 5,400            | 5,300         | 98 |
|                        | <b>MASSACHUSETTS</b> |                  |               |    |
|                        | Hampden              | 164,500          | 162,000       | 98 |
|                        | <b>NEW JERSEY</b>    |                  |               |    |
|                        | Atlantic             | 80,600           | 79,000        | 98 |
|                        | Cape May             | 40,100           | 39,400        | 98 |
|                        | Mercer               | 112,100          | 110,400       | 98 |
|                        | <b>NEVADA</b>        |                  |               |    |
|                        | Humboldt             | 4,500            | 4,300         | 96 |
|                        | <b>NEW YORK</b>      |                  |               |    |
|                        | Broome               | 80,300           | 79,100        | 99 |
|                        | Chautauqua           | 55,300           | 54,300        | 98 |
|                        | Chemung              | 34,500           | 33,800        | 98 |
|                        | Cortland             | 17,000           | 16,700        | 98 |
|                        | Delaware             | 17,300           | 16,700        | 97 |
|                        | Dutchess             | 89,500           | 87,700        | 98 |
|                        | Franklin             | 16,100           | 15,700        | 98 |
|                        | Fulton               | 21,800           | 21,400        | 98 |
|                        | Herkimer             | 24,700           | 24,300        | 98 |
| Montgomery             | 20,400               | 20,000           | 98            |    |
| New York               | 756,100              | 716,900          | 95            |    |
| Oneida East            | 57,100               | 56,200           | 99            |    |
| Oneida West            | 34,000               | 33,500           | 98            |    |
| Onondaga               | 172,700              | 170,500          | 99            |    |
| Putnam                 | 28,800               | 28,300           | 98            |    |
| St Lawrence            | 38,200               | 37,500           | 98            |    |
| Steuben                | 37,600               | 36,700           | 98            |    |
| Tompkins               | 31,800               | 30,300           | 95            |    |
| Warren                 | 20,800               | 20,300           | 98            |    |
| <b>PENNSYLVANIA</b>    |                      |                  |               |    |
| Blair                  | 51,200               | 50,300           | 98            |    |
| Centre                 | 39,400               | 38,300           | 97            |    |
| Clearfield             | 30,700               | 30,100           | 98            |    |
| Clinton                | 14,300               | 14,000           | 98            |    |
| Dauphin                | 95,200               | 93,300           | 98            |    |
| Lackawanna             | 84,900               | 83,800           | 99            |    |
| Lehigh                 | 109,600              | 108,000          | 99            |    |
| Luzerne                | 131,300              | 129,400          | 99            |    |
| Lycoming               | 44,300               | 42,900           | 97            |    |
| Mc Kean                | 18,700               | 18,200           | 97            |    |
| Monroe                 | 30,900               | 30,300           | 98            |    |
| Northampton            | 87,700               | 86,200           | 98            |    |
| Northumberland         | 39,900               | 38,800           | 97            |    |
| Pike                   | 8,900                | 8,600            | 97            |    |
| Schuylkill             | 63,100               | 61,700           | 98            |    |
| Tioga                  | 14,700               | 14,200           | 97            |    |
| Union                  | 11,000               | 10,500           | 95            |    |
| Wayne                  | 14,800               | 14,300           | 97            |    |
| Wyoming                | 10,100               | 9,900            | 98            |    |
| <b>SOUTH DAKOTA</b>    |                      |                  |               |    |
| Butte                  | 3,300                | 3,200            | 97            |    |
| <b>TEXAS</b>           |                      |                  |               |    |
| Edwards                | 700                  | 700              | 100           |    |
| Terry                  | 5,200                | 5,100            | 98            |    |
| Wheeler                | 3,200                | 3,100            | 97            |    |
| <b>Between 5-24%</b>   | <b>ALABAMA</b>       |                  |               |    |
|                        | Autauga              | 12,200           | 12,000        | 98 |
|                        | Barbour              | 9,000            | 8,800         | 98 |
|                        | Butler               | 7,700            | 7,600         | 99 |
|                        | Covington            | 14,900           | 14,700        | 99 |
|                        | Madison              | 79,200           | 78,400        | 99 |
|                        | Perry                | 4,800            | 4,700         | 98 |

### WWOR—(Continued) (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>Between 5-24%</b>   | Shelby       | 28,100           | 27,900        | 99 |
|                        | Walker       | 26,500           | 26,300        | 99 |
| <b>ARKANSAS</b>        |              |                  |               |    |
| Faulkner               | 18,500       | 18,200           | 98            |    |
| Mississippi            | 19,500       | 19,200           | 98            |    |
| <b>ARIZONA</b>         |              |                  |               |    |
| Cochise                | 35,000       | 33,700           | 96            |    |
| Mohave                 | 30,300       | 28,900           | 95            |    |
| Pima                   | 252,400      | 247,300          | 98            |    |
| <b>CALIFORNIA</b>      |              |                  |               |    |
| Modoc                  | 3,700        | 3,400            | 92            |    |
| <b>COLORADO</b>        |              |                  |               |    |
| Denver                 | 226,900      | 222,300          | 98            |    |
| Gunnison               | 4,200        | 3,900            | 93            |    |
| Hinsdale               | 200          | 200              | 100           |    |
| Larimer                | 69,300       | 67,800           | 98            |    |
| Moffat                 | 6,000        | 5,600            | 93            |    |
| Weld                   | 51,500       | 50,600           | 98            |    |
| <b>CONNECTICUT</b>     |              |                  |               |    |
| Hartford               | 302,900      | 298,100          | 98            |    |
| Middlesex              | 51,000       | 50,100           | 98            |    |
| Windham                | 34,800       | 34,100           | 98            |    |
| <b>DELAWARE</b>        |              |                  |               |    |
| New Castle             | 145,400      | 144,800          | 100           |    |
| <b>FLORIDA</b>         |              |                  |               |    |
| Broward                | 498,200      | 495,300          | 99            |    |
| Dade                   | 667,400      | 661,700          | 99            |    |
| Flagler                | 6,900        | 6,800            | 99            |    |
| Hendry                 | 7,600        | 7,400            | 97            |    |
| Hernando               | 30,600       | 30,100           | 99            |    |
| Highlands              | 24,600       | 24,200           | 98            |    |
| Hillsborough           | 287,400      | 284,700          | 99            |    |
| Lee                    | 114,700      | 113,400          | 99            |    |
| Martin                 | 36,300       | 35,900           | 99            |    |
| Palm Beach             | 318,600      | 314,800          | 99            |    |
| Pinellas               | 374,700      | 371,600          | 99            |    |
| St Lucie               | 46,700       | 46,100           | 99            |    |
| Sumter                 | 11,000       | 10,800           | 98            |    |
| Volusia                | 135,200      | 133,900          | 99            |    |
| <b>GEORGIA</b>         |              |                  |               |    |
| Berrien                | 5,100        | 5,000            | 98            |    |
| Bleckley               | 3,700        | 3,600            | 97            |    |
| Bulloch                | 12,000       | 11,800           | 98            |    |
| Carroll                | 21,600       | 21,400           | 99            |    |
| Cobb                   | 142,700      | 142,100          | 100           |    |
| De Kalb                | 194,000      | 193,200          | 100           |    |
| Fayette                | 15,100       | 14,900           | 99            |    |
| Forsyth                | 12,700       | 12,600           | 99            |    |
| Fulton                 | 239,100      | 237,300          | 99            |    |
| Hall                   | 30,400       | 30,100           | 99            |    |
| Haralson               | 7,300        | 7,200            | 99            |    |
| Quitman                | 800          | 800              | 100           |    |
| Randolph               | 3,300        | 3,200            | 97            |    |
| Tift                   | 11,700       | 11,500           | 98            |    |
| Walton                 | 11,600       | 11,400           | 99            |    |
| <b>IOWA</b>            |              |                  |               |    |
| Black Hawk             | 49,900       | 49,500           | 99            |    |
| Buena Vista            | 8,200        | 8,100            | 99            |    |
| Cass                   | 7,200        | 7,100            | 99            |    |
| Cedar                  | 7,400        | 7,300            | 99            |    |
| Jackson                | 8,500        | 8,400            | 99            |    |
| O'Brien                | 6,400        | 6,300            | 98            |    |
| Palo Alto              | 4,800        | 4,700            | 98            |    |
| Shelby                 | 5,500        | 5,500            | 100           |    |
| Wapello                | 15,800       | 15,600           | 99            |    |
| Woodbury               | 38,400       | 38,100           | 99            |    |
| <b>ILLINOIS</b>        |              |                  |               |    |
| Brown                  | 2,200        | 2,100            | 95            |    |
| Cass                   | 5,600        | 5,500            | 98            |    |

**WWOR—(Continued)**  
**(Arbitron Data Continued)**

| Net Weekly Circulation | State County         | Total Households | TV Households Households | %   |
|------------------------|----------------------|------------------|--------------------------|-----|
| <b>Between 5-24%</b>   | Clay                 | 6,300            | 6,000                    | 95  |
|                        | Cook                 | 1,905,100        | 1,874,000                | 98  |
|                        | Crawford             | 8,400            | 8,200                    | 98  |
|                        | De Witt              | 7,300            | 7,200                    | 99  |
|                        | Dupage               | 267,900          | 265,800                  | 99  |
|                        | Ford                 | 5,800            | 5,700                    | 98  |
|                        | Kane                 | 108,000          | 106,400                  | 99  |
|                        | Lake                 | 158,400          | 157,100                  | 99  |
|                        | Lawrence             | 6,900            | 6,700                    | 97  |
|                        | Livingston           | 14,900           | 14,500                   | 97  |
|                        | Mc Donough           | 13,000           | 12,700                   | 98  |
|                        | Moultrie             | 5,500            | 5,300                    | 96  |
|                        | Will                 | 115,200          | 113,800                  | 99  |
|                        | <b>INDIANA</b>       |                  |                          |     |
|                        | Daviess              | 10,400           | 10,100                   | 97  |
|                        | Dearborn             | 13,000           | 12,800                   | 98  |
|                        | De Kalb              | 11,800           | 11,700                   | 99  |
|                        | Lake                 | 173,400          | 171,000                  | 99  |
|                        | Orange               | 6,900            | 6,700                    | 97  |
|                        | Porter               | 44,900           | 44,300                   | 99  |
|                        | Wells                | 9,200            | 9,000                    | 98  |
|                        | <b>KANSAS</b>        |                  |                          |     |
|                        | Clay                 | 3,900            | 3,800                    | 97  |
|                        | Ellsworth            | 2,900            | 2,800                    | 97  |
|                        | Lyon                 | 14,600           | 14,300                   | 98  |
|                        | Meade                | 1,800            | 1,800                    | 100 |
|                        | Mitchell             | 3,400            | 3,300                    | 97  |
|                        | Seward               | 6,600            | 6,500                    | 98  |
|                        | <b>KENTUCKY</b>      |                  |                          |     |
|                        | Caldwell             | 5,000            | 4,900                    | 98  |
|                        | Carter               | 8,900            | 8,800                    | 99  |
|                        | Estill               | 5,300            | 5,200                    | 98  |
|                        | Grayson              | 8,300            | 8,200                    | 99  |
|                        | Harlan               | 14,400           | 14,200                   | 99  |
|                        | Jessamine            | 10,100           | 9,900                    | 98  |
|                        | Johnson              | 9,000            | 8,900                    | 99  |
|                        | Lincoln              | 6,800            | 6,700                    | 99  |
|                        | Logan                | 9,700            | 9,600                    | 99  |
|                        | Montgomery           | 7,800            | 7,700                    | 99  |
|                        | Perry                | 11,800           | 11,500                   | 97  |
|                        | Pulaski              | 18,400           | 18,000                   | 98  |
|                        | Warren               | 28,600           | 28,300                   | 99  |
|                        | <b>LOUISIANA</b>     |                  |                          |     |
|                        | Bossier              | 31,700           | 31,300                   | 99  |
|                        | Lafourche            | 29,200           | 28,900                   | 99  |
|                        | Morehouse            | 12,500           | 12,300                   | 98  |
|                        | Tensas               | 3,000            | 2,900                    | 97  |
|                        | Terrebonne           | 34,600           | 34,200                   | 99  |
|                        | Vernon               | 18,600           | 18,100                   | 97  |
|                        | <b>MASSACHUSETTS</b> |                  |                          |     |
|                        | Berkshire            | 54,600           | 53,600                   | 98  |
|                        | Bristol              | 180,400          | 178,300                  | 99  |
|                        | Dukes                | 4,800            | 4,600                    | 96  |
|                        | Essex                | 245,300          | 242,500                  | 99  |
|                        | Hampshire            | 49,000           | 47,900                   | 98  |
|                        | Middlesex            | 498,400          | 492,600                  | 99  |
|                        | Norfolk              | 221,600          | 219,500                  | 99  |
|                        | Plymouth             | 151,100          | 149,200                  | 99  |
|                        | Suffolk              | 257,100          | 251,100                  | 98  |
|                        | Worcester            | 242,300          | 239,000                  | 99  |
|                        | <b>MARYLAND</b>      |                  |                          |     |
|                        | Anne Arundel         | 140,100          | 139,400                  | 100 |
|                        | Baltimore            | 256,500          | 255,300                  | 100 |
|                        | <b>MAINE</b>         |                  |                          |     |
|                        | Aroostook            | 29,400           | 28,600                   | 97  |
|                        | <b>MICHIGAN</b>      |                  |                          |     |
|                        | Iron                 | 5,600            | 5,500                    | 98  |
|                        | Macomb               | 245,300          | 243,900                  | 99  |
|                        | Marquette            | 25,500           | 25,100                   | 99  |

**WWOR—(Continued)**  
**(Arbitron Data Continued)**

| Net Weekly Circulation | State County          | Total Households | TV Households Households | %   |
|------------------------|-----------------------|------------------|--------------------------|-----|
| <b>Between 5-24%</b>   | <b>MINNESOTA</b>      |                  |                          |     |
|                        | Carlton               | 10,500           | 10,400                   | 99  |
|                        | Cottonwood            | 5,200            | 5,000                    | 96  |
|                        | Koochiching           | 6,200            | 6,000                    | 97  |
|                        | Nobles                | 7,900            | 7,800                    | 99  |
|                        | Scott                 | 16,300           | 16,200                   | 99  |
|                        | Watonwan              | 4,700            | 4,600                    | 98  |
|                        | <b>MISSOURI</b>       |                  |                          |     |
|                        | Lafayette             | 11,400           | 11,300                   | 99  |
|                        | Pettis                | 13,800           | 13,500                   | 98  |
|                        | Pulaski               | 10,700           | 10,500                   | 98  |
|                        | Schuyler              | 2,000            | 1,900                    | 95  |
|                        | Scotland              | 2,100            | 2,100                    | 100 |
|                        | <b>MISSISSIPPI</b>    |                  |                          |     |
|                        | Coahoma               | 11,900           | 11,600                   | 97  |
|                        | De Soto               | 20,100           | 19,700                   | 98  |
|                        | Monroe                | 12,800           | 12,600                   | 98  |
|                        | <b>MONTANA</b>        |                  |                          |     |
|                        | Big Horn              | 3,500            | 3,300                    | 94  |
|                        | Lincoln               | 6,600            | 6,300                    | 95  |
|                        | Missoula              | 31,700           | 30,600                   | 97  |
|                        | Rosebud               | 4,500            | 4,200                    | 93  |
|                        | <b>NORTH CAROLINA</b> |                  |                          |     |
|                        | Beaufort              | 15,800           | 15,600                   | 99  |
|                        | Brunswick             | 16,600           | 16,300                   | 98  |
|                        | Burke                 | 28,200           | 27,900                   | 99  |
|                        | Cabarrus              | 34,300           | 34,100                   | 99  |
|                        | Chowan                | 5,000            | 4,900                    | 98  |
|                        | Cleveland             | 31,100           | 30,800                   | 99  |
|                        | Durham                | 62,400           | 61,700                   | 99  |
|                        | Edgecombe             | 19,900           | 19,600                   | 98  |
|                        | Gaston                | 60,800           | 60,300                   | 99  |
|                        | Granville             | 11,600           | 11,400                   | 98  |
|                        | Hyde                  | 2,100            | 2,000                    | 95  |
|                        | Jackson               | 9,400            | 9,200                    | 98  |
|                        | New Hanover           | 43,500           | 43,100                   | 99  |
|                        | Pender                | 8,800            | 8,600                    | 98  |
|                        | Union                 | 26,800           | 26,500                   | 99  |
|                        | Vance                 | 13,600           | 13,400                   | 99  |
|                        | <b>NORTH DAKOTA</b>   |                  |                          |     |
|                        | Cavalier              | 2,500            | 2,400                    | 96  |
|                        | Mercer                | 5,300            | 5,200                    | 98  |
|                        | Walsh                 | 5,600            | 5,500                    | 98  |
|                        | <b>NEBRASKA</b>       |                  |                          |     |
|                        | Boone                 | 2,600            | 2,600                    | 100 |
|                        | Brown                 | 1,700            | 1,600                    | 94  |
|                        | Buffalo               | 14,000           | 13,800                   | 99  |
|                        | Chase                 | 2,000            | 2,000                    | 100 |
|                        | Dodge                 | 13,900           | 13,800                   | 99  |
|                        | Douglas               | 160,000          | 158,500                  | 99  |
|                        | Fillmore              | 3,000            | 3,000                    | 100 |
|                        | Madison               | 12,700           | 12,500                   | 98  |
|                        | Merrick               | 3,200            | 3,200                    | 100 |
|                        | Red Willow            | 5,100            | 5,000                    | 98  |
|                        | Rock                  | 900              | 900                      | 100 |
|                        | <b>NEW HAMPSHIRE</b>  |                  |                          |     |
|                        | Hillsborough          | 110,300          | 108,900                  | 99  |
|                        | <b>NEW JERSEY</b>     |                  |                          |     |
|                        | Burlington            | 132,400          | 131,100                  | 99  |
|                        | Camden                | 177,200          | 175,500                  | 99  |
|                        | Cumberland            | 48,000           | 47,300                   | 99  |
|                        | Gloucester            | 75,000           | 74,300                   | 99  |
|                        | Salem                 | 24,700           | 24,300                   | 98  |
|                        | <b>NEW MEXICO</b>     |                  |                          |     |
|                        | Cibola                | 9,900            | 9,700                    | 98  |
|                        | Dona Ana              | 39,900           | 38,600                   | 97  |
|                        | Grant                 | 9,200            | 8,700                    | 95  |
|                        | Lincoln               | 5,900            | 5,700                    | 96  |

# New York

## WWOR—(Continued) (Arbitron Data Continued)

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>Between 5-24%</b>   | <b>NEW MEXICO</b>   |                  |               |     |
|                        | Mc Kinley           | 18,200           | 16,800        | 93  |
|                        | Otero               | 16,600           | 16,200        | 98  |
|                        | <b>NEVADA</b>       |                  |               |     |
|                        | Churchill           | 6,000            | 5,900         | 98  |
|                        | Douglas             | 9,600            | 9,200         | 96  |
|                        | Lyon                | 6,700            | 6,400         | 96  |
|                        | <b>NEW YORK</b>     |                  |               |     |
|                        | Albany              | 112,500          | 110,600       | 98  |
|                        | Allegany            | 18,100           | 17,600        | 97  |
|                        | Cattaraugus         | 31,400           | 30,700        | 98  |
|                        | Cayuga              | 28,900           | 28,300        | 98  |
|                        | Chenango            | 18,500           | 18,100        | 98  |
|                        | Clinton             | 27,000           | 26,600        | 99  |
|                        | Columbia            | 24,200           | 23,700        | 98  |
|                        | Erie                | 363,900          | 359,600       | 99  |
|                        | Essex               | 14,100           | 13,800        | 98  |
|                        | Genesee             | 21,200           | 20,900        | 99  |
|                        | Greene              | 16,700           | 16,400        | 98  |
|                        | Hamilton            | 1,900            | 1,800         | 95  |
|                        | Jefferson           | 33,100           | 32,600        | 98  |
|                        | Lewis               | 8,800            | 8,600         | 98  |
|                        | Livingston          | 19,900           | 19,500        | 98  |
|                        | Madison             | 23,000           | 22,600        | 98  |
|                        | Monroe              | 268,700          | 264,900       | 99  |
|                        | Niagara             | 79,700           | 78,700        | 99  |
|                        | Ontario             | 33,800           | 33,300        | 99  |
|                        | Orleans             | 14,300           | 14,000        | 98  |
|                        | Oswego              | 42,400           | 41,800        | 99  |
|                        | Otsego              | 21,900           | 21,300        | 97  |
|                        | Rensselaer          | 55,900           | 54,900        | 98  |
|                        | Saratoga            | 60,100           | 59,300        | 99  |
|                        | Schenectady         | 58,000           | 57,200        | 99  |
|                        | Schoharie           | 11,000           | 10,700        | 97  |
|                        | Schuyler            | 6,600            | 6,400         | 97  |
|                        | Seneca              | 12,100           | 12,000        | 99  |
|                        | Tioga               | 18,800           | 18,500        | 98  |
|                        | Washington          | 19,700           | 19,300        | 98  |
|                        | Wayne               | 31,600           | 31,100        | 98  |
|                        | Wyoming             | 13,800           | 13,600        | 99  |
|                        | Yates               | 8,800            | 8,600         | 98  |
|                        | <b>OHIO</b>         |                  |               |     |
|                        | Ashland             | 16,700           | 16,500        | 99  |
|                        | Clermont            | 48,700           | 48,100        | 99  |
|                        | Cuyahoga            | 566,200          | 559,400       | 99  |
|                        | Hamilton            | 328,900          | 323,900       | 98  |
|                        | Lake                | 78,400           | 77,800        | 99  |
|                        | Lorain              | 95,600           | 94,600        | 99  |
|                        | Madison             | 11,400           | 11,100        | 97  |
|                        | Mahoning            | 102,400          | 101,300       | 99  |
|                        | Medina              | 41,100           | 40,600        | 99  |
|                        | Ross                | 24,200           | 23,700        | 98  |
|                        | Stark               | 139,100          | 137,300       | 99  |
|                        | Summit              | 193,100          | 191,100       | 99  |
|                        | <b>OKLAHOMA</b>     |                  |               |     |
|                        | Cotton              | 3,200            | 3,200         | 100 |
|                        | Craig               | 5,600            | 5,500         | 98  |
|                        | Pontotoc            | 13,600           | 13,500        | 99  |
|                        | <b>PENNSYLVANIA</b> |                  |               |     |
|                        | Allegheny           | 552,300          | 544,800       | 99  |
|                        | Armstrong           | 32,400           | 31,800        | 98  |
|                        | Beaver              | 73,600           | 72,700        | 99  |
|                        | Berks               | 125,200          | 123,100       | 98  |
|                        | Bradford            | 23,700           | 23,200        | 98  |
|                        | Bucks               | 180,800          | 179,100       | 99  |
|                        | Butler              | 55,600           | 54,900        | 99  |
|                        | Cambria             | 65,200           | 64,300        | 99  |
|                        | Chester             | 121,500          | 119,800       | 99  |
|                        | Columbia            | 23,400           | 22,900        | 98  |
|                        | Cumberland          | 71,200           | 69,900        | 98  |

## WWOR—(Continued) (Arbitron Data Continued)

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>Between 5-24%</b>   | Delaware              | 201,200          | 199,500       | 99  |
|                        | Elk                   | 13,800           | 13,500        | 98  |
|                        | Erie                  | 104,000          | 102,600       | 99  |
|                        | Fayette               | 61,100           | 59,700        | 98  |
|                        | Greene                | 15,600           | 15,200        | 97  |
|                        | Indiana               | 32,900           | 32,200        | 98  |
|                        | Jefferson             | 19,200           | 18,800        | 98  |
|                        | Juniata               | 7,600            | 7,300         | 96  |
|                        | Lancaster             | 140,000          | 135,200       | 97  |
|                        | Lawrence              | 39,000           | 38,300        | 98  |
|                        | Lebanon               | 41,400           | 40,500        | 98  |
|                        | Mercer                | 47,100           | 46,300        | 98  |
|                        | Mifflin               | 17,800           | 17,200        | 97  |
|                        | Montgomery            | 245,000          | 242,400       | 99  |
|                        | Montour               | 6,000            | 5,800         | 97  |
|                        | Potter                | 6,900            | 6,700         | 97  |
|                        | Snyder                | 12,500           | 12,000        | 96  |
|                        | Somerset              | 30,900           | 30,200        | 98  |
|                        | Sullivan              | 2,200            | 2,100         | 95  |
|                        | Susquehanna           | 14,600           | 14,300        | 98  |
| Warren                 | 17,500                | 16,900           | 97            |     |
| Washington             | 82,100                | 80,800           | 98            |     |
| Westmoreland           | 147,800               | 145,900          | 99            |     |
|                        | <b>SOUTH CAROLINA</b> |                  |               |     |
|                        | Anderson              | 54,600           | 54,000        | 99  |
|                        | Darlington            | 22,800           | 22,500        | 99  |
|                        | Florence              | 41,400           | 40,900        | 99  |
|                        | Horry                 | 48,100           | 47,300        | 98  |
|                        | Sumter                | 31,400           | 30,900        | 98  |
|                        | <b>SOUTH DAKOTA</b>   |                  |               |     |
|                        | Clay                  | 5,000            | 4,900         | 98  |
|                        | Corson                | 1,500            | 1,400         | 93  |
|                        | Custer                | 2,700            | 2,600         | 96  |
|                        | Fall River            | 3,500            | 3,400         | 97  |
|                        | Gregory               | 2,100            | 2,100         | 100 |
|                        | Lawrence              | 7,700            | 7,600         | 99  |
|                        | Meade                 | 7,600            | 7,500         | 99  |
|                        | Spink                 | 3,300            | 3,300         | 100 |
|                        | Union                 | 4,300            | 4,300         | 100 |
|                        | Yankton               | 7,100            | 7,000         | 99  |
|                        | <b>TENNESSEE</b>      |                  |               |     |
|                        | Blount                | 31,300           | 31,100        | 99  |
|                        | Dickson               | 12,200           | 12,100        | 99  |
|                        | Hardeman              | 8,100            | 8,000         | 99  |
|                        | Jefferson             | 12,500           | 12,400        | 99  |
|                        | Mcminn                | 15,900           | 15,800        | 99  |
|                        | Meigs                 | 2,800            | 2,800         | 100 |
|                        | Montgomery            | 30,300           | 30,100        | 99  |
|                        | Morgan                | 5,800            | 5,700         | 98  |
|                        | Shelby                | 283,000          | 281,100       | 99  |
|                        | White                 | 7,700            | 7,600         | 99  |
|                        | <b>TEXAS</b>          |                  |               |     |
|                        | Aransas               | 6,900            | 6,800         | 99  |
|                        | Atascosa              | 10,100           | 9,900         | 98  |
|                        | Bexar                 | 374,100          | 369,800       | 99  |
|                        | Dimmit                | 3,500            | 3,300         | 94  |
|                        | Fannin                | 10,200           | 10,000        | 98  |
|                        | Frio                  | 4,400            | 4,300         | 98  |
|                        | Garza                 | 1,900            | 1,900         | 100 |
|                        | Gillespie             | 6,400            | 6,200         | 97  |
|                        | Hardin                | 16,000           | 15,700        | 98  |
|                        | Hockley               | 8,400            | 8,300         | 99  |
|                        | Lubbock               | 79,800           | 79,100        | 99  |
|                        | Medina                | 8,700            | 8,500         | 98  |
|                        | Ochiltree             | 3,700            | 3,700         | 100 |
|                        | Presidio              | 1,800            | 1,700         | 94  |
|                        | Upton                 | 1,700            | 1,700         | 100 |
|                        | Zavala                | 3,300            | 3,200         | 97  |

**WWOR—(Continued)**  
**(Arbitron Data Continued)**

| Net Weekly Circulation | State County    | Total Households | TV Households Households | %   |
|------------------------|-----------------|------------------|--------------------------|-----|
| Between 5-24%          | <b>UTAH</b>     |                  |                          |     |
|                        | Cache           | 20,600           | 20,100                   | 98  |
|                        | <b>VIRGINIA</b> |                  |                          |     |
|                        | Arlington       | 126,900          | 126,200                  | 99  |
|                        | Chesterfield    | 62,000           | 61,700                   | 100 |
|                        | Giles           | 6,100            | 6,000                    | 98  |
|                        | Mecklenburg     | 10,400           | 10,200                   | 98  |
|                        | Prince George   | 14,800           | 14,700                   | 99  |
|                        | Scott           | 8,500            | 8,300                    | 98  |
|                        | Chesapeake City | 43,300           | 42,900                   | 99  |
|                        | Norfolk City    | 91,900           | 91,100                   | 99  |
|                        | Portsmouth City | 36,500           | 36,200                   | 99  |
|                        | Suffolk City    | 16,200           | 15,900                   | 98  |
|                        | Va Beach City   | 109,700          | 109,000                  | 99  |
|                        | <b>VERMONT</b>  |                  |                          |     |
|                        | Bennington      | 13,400           | 13,100                   | 98  |
|                        | Caledonia       | 10,200           | 10,000                   | 98  |
|                        | Chittenden      | 44,000           | 43,300                   | 98  |
|                        | Rutland         | 22,700           | 22,100                   | 97  |
| <b>WISCONSIN</b>       |                 |                  |                          |     |
| Fond Du Lac            | 31,500          | 31,000           | 98                       |     |
| Forest                 | 3,500           | 3,400            | 97                       |     |
| Langlade               | 7,500           | 7,300            | 97                       |     |
| Lincoln                | 10,800          | 10,600           | 98                       |     |
| Manitowoc              | 29,900          | 29,600           | 99                       |     |
| Milwaukee              | 371,800         | 367,000          | 99                       |     |
| Ozaukee                | 24,600          | 24,300           | 99                       |     |
| Portage                | 20,600          | 20,200           | 98                       |     |
| Shawano                | 13,900          | 13,700           | 99                       |     |
| Sheboygan              | 37,200          | 36,800           | 99                       |     |
| Trempealeau            | 9,800           | 9,500            | 97                       |     |
| Waukesha               | 100,200         | 99,200           | 99                       |     |
| Wood                   | 29,100          | 28,700           | 99                       |     |
| <b>WEST VIRGINIA</b>   |                 |                  |                          |     |
| Brooke                 | 10,600          | 10,600           | 100                      |     |
| Hancock                | 14,700          | 14,700           | 100                      |     |
| Wetzel                 | 8,100           | 8,000            | 99                       |     |
| <b>WYOMING</b>         |                 |                  |                          |     |
| Campbell               | 12,400          | 11,800           | 95                       |     |
| Crook                  | 2,200           | 2,100            | 95                       |     |

**WNYW, New York**  
**(Arbitron Data Continued)**

| Net Weekly Circulation | State County        | Total Households | TV Households Households | %  |
|------------------------|---------------------|------------------|--------------------------|----|
| Between 25-49%         | <b>PENNSYLVANIA</b> |                  |                          |    |
|                        | Carbon              | 21,400           | 21,000                   | 98 |
|                        | Centre              | 39,400           | 38,300                   | 97 |
|                        | Clinton             | 14,300           | 14,000                   | 98 |
|                        | Lehigh              | 109,600          | 108,000                  | 99 |
|                        | Mc Kean             | 18,700           | 18,200                   | 97 |
|                        | Monroe              | 30,900           | 30,300                   | 98 |
|                        | Northampton         | 87,700           | 86,200                   | 98 |
|                        | Schuylkill          | 63,100           | 61,700                   | 98 |
|                        | Wayne               | 14,800           | 14,300                   | 97 |
| Between 5-24%          | <b>CONNECTICUT</b>  |                  |                          |    |
|                        | Hartford            | 302,900          | 298,100                  | 98 |
|                        | <b>NEW JERSEY</b>   |                  |                          |    |
|                        | Cape May            | 40,100           | 39,400                   | 98 |
|                        | Cumberland          | 48,000           | 47,300                   | 99 |
|                        | <b>NEW YORK</b>     |                  |                          |    |
|                        | Allegany            | 18,100           | 17,600                   | 97 |
|                        | Cattaraugus         | 31,400           | 30,700                   | 98 |
|                        | Chenango            | 18,500           | 18,100                   | 98 |
|                        | Delaware            | 17,300           | 16,700                   | 97 |
| Jefferson              | 33,100              | 32,600           | 98                       |    |
| Oneida West            | 34,000              | 33,500           | 98                       |    |
| Oswego                 | 42,400              | 41,800           | 99                       |    |
| Otsego                 | 21,900              | 21,300           | 97                       |    |
| Tompkins               | 31,800              | 30,300           | 95                       |    |
| Warren                 | 20,800              | 20,300           | 98                       |    |
| Washington             | 19,700              | 19,300           | 98                       |    |
| Yates                  | 8,800               | 8,600            | 98                       |    |
| <b>PENNSYLVANIA</b>    |                     |                  |                          |    |
| Bucks                  | 180,800             | 179,100          | 99                       |    |
| Clearfield             | 30,700              | 30,100           | 98                       |    |
| Columbia               | 23,400              | 22,900           | 98                       |    |
| Lackawanna             | 84,900              | 83,800           | 99                       |    |
| Luzerne                | 131,300             | 129,400          | 99                       |    |
| Lycoming               | 44,300              | 42,900           | 97                       |    |
| Mifflin                | 17,800              | 17,200           | 97                       |    |
| Montour                | 6,000               | 5,800            | 97                       |    |
| Northumberland         | 39,900              | 38,800           | 97                       |    |
| Union                  | 11,000              | 10,500           | 95                       |    |
| Warren                 | 17,500              | 16,900           | 97                       |    |

**WPIX, New York**  
(Arbitron Data Continued)

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| <b>Between 25-49%</b>  | <b>MASSACHUSETTS</b> |                  |               |    |
|                        | Berkshire            | 54,600           | 53,600        | 98 |
|                        | Hampden              | 164,500          | 162,000       | 98 |
|                        | <b>NEW HAMPSHIRE</b> |                  |               |    |
|                        | Belknap              | 17,900           | 17,700        | 99 |
|                        | <b>NEW JERSEY</b>    |                  |               |    |
|                        | Atlantic             | 80,600           | 79,000        | 98 |
|                        | Cape May             | 40,100           | 39,400        | 98 |
|                        | Cumberland           | 48,000           | 47,300        | 99 |
|                        | Hunterdon            | 34,400           | 33,900        | 99 |
|                        | Lycoming             | 44,300           | 42,900        | 97 |
|                        | Mercer               | 112,100          | 110,400       | 98 |
|                        | Warren               | 32,800           | 32,200        | 98 |
|                        | <b>NEW YORK</b>      |                  |               |    |
|                        | Albany               | 112,500          | 110,600       | 98 |
|                        | Broome               | 80,300           | 79,100        | 99 |
|                        | Cattaraugus          | 31,400           | 30,700        | 98 |
|                        | Cayuga               | 28,900           | 28,300        | 98 |
|                        | Chautauqua           | 55,300           | 54,300        | 98 |
|                        | Chemung              | 34,500           | 33,800        | 98 |
|                        | Clinton              | 27,000           | 26,600        | 99 |
|                        | Delaware             | 17,300           | 16,700        | 97 |
|                        | Dutchess             | 89,500           | 87,700        | 98 |
|                        | Fulton               | 21,800           | 21,400        | 98 |
|                        | Herkimer             | 24,700           | 24,300        | 98 |
|                        | Jefferson            | 33,100           | 32,600        | 98 |
|                        | Madison              | 23,000           | 22,600        | 98 |
|                        | Monroe               | 268,700          | 264,900       | 99 |
|                        | Montgomery           | 20,400           | 20,000        | 98 |
|                        | Oneida East          | 57,100           | 56,200        | 99 |
|                        | Oneida West          | 34,000           | 33,500        | 98 |
|                        | Onondaga             | 172,700          | 170,500       | 99 |
|                        | Oswego               | 42,400           | 41,800        | 99 |
|                        | Otsego               | 21,900           | 21,300        | 97 |
|                        | Rensselaer           | 55,900           | 54,900        | 98 |
|                        | St Lawrence          | 38,200           | 37,500        | 98 |
|                        | Saratoga             | 60,100           | 59,300        | 99 |
|                        | Schuyler             | 6,600            | 6,400         | 97 |
|                        | Seneca               | 12,100           | 12,000        | 99 |
|                        | Steuben              | 37,600           | 36,700        | 98 |
|                        | Tompkins             | 31,800           | 30,300        | 95 |
|                        | Warren               | 20,800           | 20,300        | 98 |
|                        | <b>PENNSYLVANIA</b>  |                  |               |    |
|                        | Blair                | 51,200           | 50,300        | 98 |
|                        | Carbon               | 21,400           | 21,000        | 98 |
|                        | Centre               | 39,400           | 38,300        | 97 |
|                        | Clearfield           | 30,700           | 30,100        | 98 |
|                        | Columbia             | 23,400           | 22,900        | 98 |
|                        | Dauphin              | 95,200           | 93,300        | 98 |
|                        | Huntingdon           | 15,300           | 14,900        | 97 |
| Lackawanna             | 84,900               | 83,800           | 99            |    |
| Lehigh                 | 109,600              | 108,000          | 99            |    |
| Luzerne                | 131,300              | 129,400          | 99            |    |
| Mifflin                | 17,800               | 17,200           | 97            |    |
| Monroe                 | 30,900               | 30,300           | 98            |    |
| Montour                | 6,000                | 5,800            | 97            |    |
| Northampton            | 87,700               | 86,200           | 98            |    |
| Northumberland         | 39,900               | 38,800           | 97            |    |
| Potter                 | 6,900                | 6,700            | 97            |    |
| Schuylkill             | 63,100               | 61,700           | 98            |    |
| Snyder                 | 12,500               | 12,000           | 96            |    |
| Tioga                  | 14,700               | 14,200           | 97            |    |
| Union                  | 11,000               | 10,500           | 95            |    |
| Wyoming                | 10,100               | 9,900            | 98            |    |
| <b>VERMONT</b>         |                      |                  |               |    |
| Chittenden             | 44,000               | 43,300           | 98            |    |
| Rutland                | 22,700               | 22,100           | 97            |    |
| <b>CALIFORNIA</b>      |                      |                  |               |    |
| <b>Between 5-24%</b>   | Modoc                | 3,700            | 3,400         | 92 |

**WPIX—(Continued)**  
(Arbitron Data Continued)

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>Between 5-24%</b>   | Santa Clara East      | 22,700           | 22,100        | 97  |
|                        | Sierra                | 1,600            | 1,500         | 94  |
|                        | <b>COLORADO</b>       |                  |               |     |
|                        | Conejos               | 2,700            | 2,600         | 96  |
|                        | <b>CONNECTICUT</b>    |                  |               |     |
|                        | Tolland               | 40,100           | 39,300        | 98  |
|                        | Windham               | 34,800           | 34,100        | 98  |
|                        | <b>FLORIDA</b>        |                  |               |     |
|                        | Gulf                  | 3,800            | 3,700         | 97  |
|                        | <b>GEORGIA</b>        |                  |               |     |
|                        | Baker                 | 1,200            | 1,200         | 100 |
|                        | Bulloch               | 12,000           | 11,800        | 98  |
|                        | Camden                | 5,400            | 5,300         | 98  |
|                        | Evans                 | 3,100            | 3,100         | 100 |
|                        | Long                  | 1,800            | 1,800         | 100 |
|                        | Treutlen              | 2,100            | 2,000         | 95  |
|                        | <b>IOWA</b>           |                  |               |     |
|                        | Osceola               | 3,200            | 3,200         | 100 |
|                        | Woodbury              | 38,400           | 38,100        | 99  |
|                        | <b>ILLINOIS</b>       |                  |               |     |
|                        | Clark                 | 6,700            | 6,500         | 97  |
|                        | De Witt               | 7,300            | 7,200         | 99  |
|                        | Piatt                 | 6,400            | 6,300         | 98  |
|                        | <b>INDIANA</b>        |                  |               |     |
|                        | Pike                  | 5,400            | 5,200         | 96  |
|                        | Switzerland           | 2,900            | 2,800         | 96  |
|                        | <b>KANSAS</b>         |                  |               |     |
|                        | Decatur               | 1,800            | 1,800         | 100 |
|                        | <b>KENTUCKY</b>       |                  |               |     |
|                        | Carlisle              | 2,100            | 2,100         | 100 |
|                        | Leslie                | 5,100            | 4,900         | 96  |
|                        | Letcher               | 11,000           | 10,800        | 98  |
|                        | <b>LOUISIANA</b>      |                  |               |     |
|                        | East Carroll          | 3,700            | 3,600         | 97  |
|                        | <b>MASSACHUSETTS</b>  |                  |               |     |
|                        | Bristol               | 180,400          | 178,300       | 99  |
|                        | Essex                 | 245,300          | 242,500       | 99  |
|                        | Hampshire             | 49,000           | 47,900        | 98  |
|                        | Middlesex             | 498,400          | 492,600       | 99  |
|                        | Suffolk               | 257,100          | 251,100       | 98  |
|                        | Worcester             | 242,300          | 239,000       | 99  |
|                        | <b>MINNESOTA</b>      |                  |               |     |
|                        | Roseau                | 4,700            | 4,400         | 94  |
|                        | <b>MISSOURI</b>       |                  |               |     |
|                        | Laclede               | 9,800            | 9,600         | 98  |
|                        | <b>MONTANA</b>        |                  |               |     |
|                        | Granite               | 1,100            | 1,100         | 100 |
|                        | Judith Basin          | 1,000            | 900           | 90  |
|                        | <b>NORTH CAROLINA</b> |                  |               |     |
|                        | Alamance              | 38,000           | 37,700        | 99  |
| Ashe                   | 9,000                 | 8,800            | 98            |     |
| Madison                | 6,300                 | 6,100            | 97            |     |
| <b>NORTH DAKOTA</b>    |                       |                  |               |     |
| Mc Kenzie              | 2,700                 | 2,700            | 100           |     |
| Sargent                | 2,000                 | 2,000            | 100           |     |
| Towner                 | 1,600                 | 1,600            | 100           |     |
| <b>NEBRASKA</b>        |                       |                  |               |     |
| Blaine                 | 300                   | 300              | 100           |     |
| Burt                   | 3,600                 | 3,600            | 100           |     |
| Garden                 | 1,000                 | 1,000            | 100           |     |
| Wheeler                | 400                   | 400              | 100           |     |
| <b>NEW HAMPSHIRE</b>   |                       |                  |               |     |
| Sullivan               | 14,700                | 14,200           | 97            |     |
| <b>NEW JERSEY</b>      |                       |                  |               |     |
| Burlington             | 132,400               | 131,100          | 99            |     |
| Gloucester             | 75,000                | 74,300           | 99            |     |
| <b>NEW MEXICO</b>      |                       |                  |               |     |
| Grant                  | 9,200                 | 8,700            | 95            |     |



**New York**

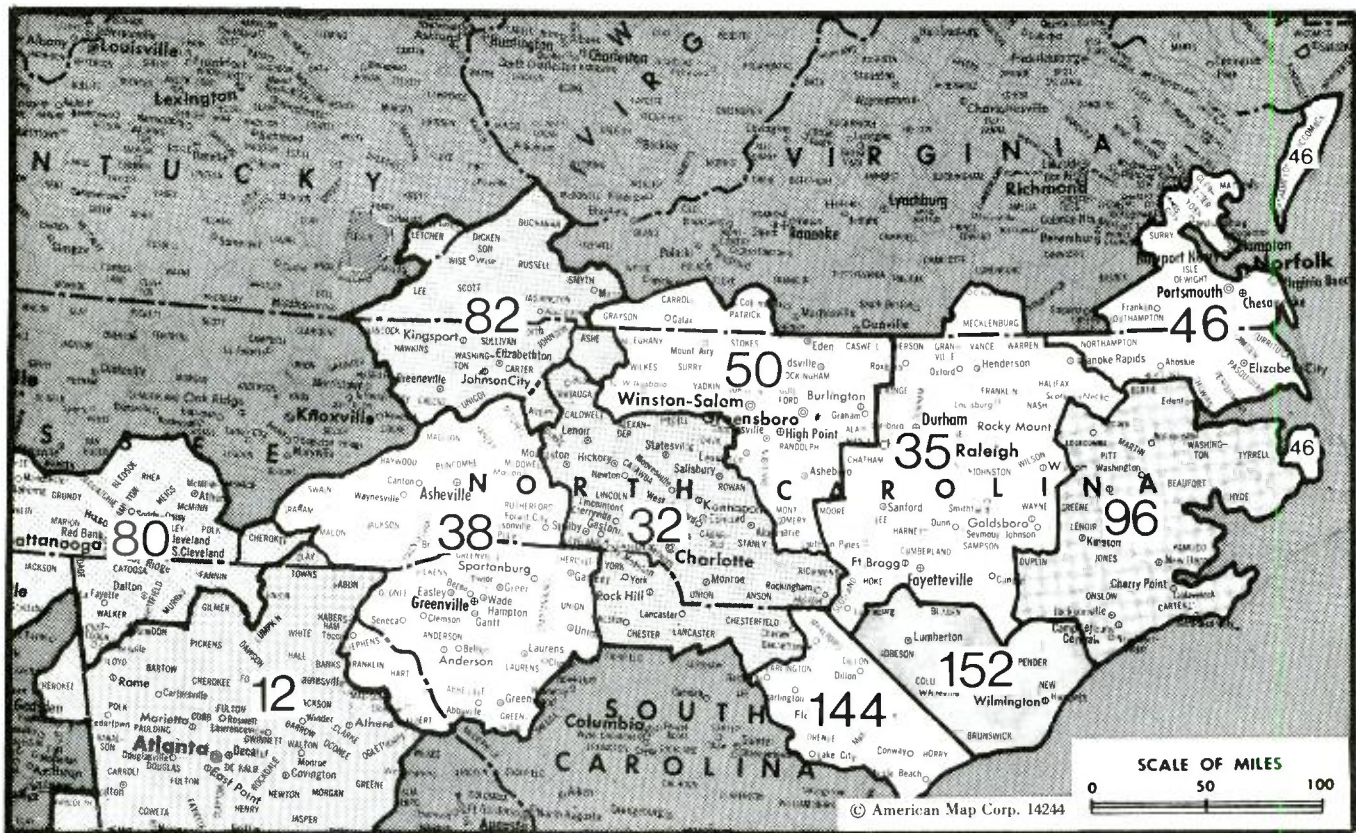
**WPIX—(Continued)**  
**(Arbitron Data Continued)**

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>Between 5-24%</b>   | <b>NEVADA</b>       |                  |               |     |
|                        | Churchill           | 6,000            | 5,900         | 98  |
|                        | Douglas             | 9,600            | 9,200         | 96  |
|                        | <b>NEW YORK</b>     |                  |               |     |
|                        | Allegany            | 18,100           | 17,600        | 97  |
|                        | Chenango            | 18,500           | 18,100        | 98  |
|                        | Columbia            | 24,200           | 23,700        | 98  |
|                        | Cortland            | 17,000           | 16,700        | 98  |
|                        | Erie                | 363,900          | 359,600       | 99  |
|                        | Essex               | 14,100           | 13,800        | 98  |
|                        | Genesee             | 21,200           | 20,900        | 99  |
|                        | Greene              | 16,700           | 16,400        | 98  |
|                        | Lewis               | 8,800            | 8,600         | 98  |
|                        | Livingston          | 19,900           | 19,500        | 98  |
|                        | Niagara             | 79,700           | 78,700        | 99  |
|                        | Ontario             | 33,800           | 33,300        | 99  |
|                        | Orleans             | 14,300           | 14,000        | 98  |
|                        | Schenectady         | 58,000           | 57,200        | 99  |
|                        | Schoharie           | 11,000           | 10,700        | 97  |
|                        | Tioga               | 18,800           | 18,500        | 98  |
|                        | Washington          | 19,700           | 19,300        | 98  |
|                        | Wayne               | 31,600           | 31,100        | 98  |
|                        | Wyoming             | 13,800           | 13,600        | 99  |
|                        | Yates               | 8,800            | 8,600         | 98  |
|                        | <b>OHIO</b>         |                  |               |     |
|                        | Columbiana          | 41,400           | 40,800        | 99  |
|                        | <b>OKLAHOMA</b>     |                  |               |     |
|                        | Beaver              | 3,000            | 3,000         | 100 |
|                        | Dewey               | 2,300            | 2,300         | 100 |
|                        | Jefferson           | 3,500            | 3,500         | 100 |
|                        | Pushmataha          | 5,300            | 5,100         | 96  |
|                        | Woods               | 4,200            | 4,100         | 98  |
|                        | <b>OREGON</b>       |                  |               |     |
|                        | Grant               | 3,200            | 2,800         | 87  |
|                        | Jefferson           | 4,600            | 4,400         | 96  |
|                        | <b>PENNSYLVANIA</b> |                  |               |     |
|                        | Allegheny           | 552,300          | 544,800       | 99  |
|                        | Berks               | 125,200          | 123,100       | 98  |
|                        | Bradford            | 23,700           | 23,200        | 98  |
|                        | Bucks               | 180,800          | 179,100       | 99  |
|                        | Chester             | 121,500          | 119,800       | 99  |
|                        | Cumberland          | 71,200           | 69,900        | 98  |

**WPIX—(Continued)**  
**(Arbitron Data Continued)**

| Net Weekly Circulation | State County        | Total Households | TV Households | %  |
|------------------------|---------------------|------------------|---------------|----|
| <b>Between 5-24%</b>   | <b>NEVADA</b>       |                  |               |    |
|                        | Elk                 | 13,800           | 13,500        | 98 |
|                        | Jefferson           | 19,200           | 18,800        | 98 |
|                        | Mc Kean             | 18,700           | 18,200        | 97 |
|                        | Montgomery          | 245,000          | 242,400       | 99 |
|                        | Perry               | 14,500           | 14,100        | 97 |
|                        | Warren              | 17,500           | 16,900        | 97 |
|                        | Wayne               | 14,800           | 14,300        | 97 |
|                        | <b>RHODE ISLAND</b> |                  |               |    |
|                        | Bristol             | 15,500           | 15,400        | 99 |
|                        | Kent                | 57,800           | 57,300        | 99 |
| Providence             | 214,500             | 211,800          | 99            |    |
| Washington             | 35,200              | 34,600           | 98            |    |
| <b>SOUTH DAKOTA</b>    |                     |                  |               |    |
| Mc Cook                | 2,300               | 2,300            | 100           |    |
| <b>TEXAS</b>           |                     |                  |               |    |
| Edwards                | 700                 | 700              | 100           |    |
| Martin                 | 1,600               | 1,600            | 100           |    |
| Menard                 | 900                 | 900              | 100           |    |
| Real                   | 1,000               | 1,000            | 100           |    |
| <b>VIRGINIA</b>        |                     |                  |               |    |
| Bath                   | 2,000               | 2,000            | 100           |    |
| Franklin               | 12,700              | 12,500           | 98            |    |
| Giles                  | 6,100               | 6,000            | 98            |    |
| Lancaster              | 4,100               | 4,000            | 98            |    |
| Page                   | 7,500               | 7,500            | 100           |    |
| Scott                  | 8,500               | 8,300            | 98            |    |
| Suffolk City           | 16,200              | 15,900           | 98            |    |
| <b>VERMONT</b>         |                     |                  |               |    |
| Addison                | 10,700              | 10,400           | 97            |    |
| Bennington             | 13,400              | 13,100           | 98            |    |
| Washington             | 20,200              | 19,800           | 98            |    |
| <b>WISCONSIN</b>       |                     |                  |               |    |
| Kenosha                | 44,800              | 44,300           | 99            |    |
| Monroe                 | 13,000              | 12,700           | 98            |    |
| <b>WEST VIRGINIA</b>   |                     |                  |               |    |
| Cabell                 | 41,800              | 41,500           | 99            |    |
| Hardy                  | 3,800               | 3,700            | 97            |    |
| Monongalia             | 29,000              | 28,600           | 99            |    |
| Preston                | 11,300              | 11,100           | 98            |    |
| Tyler                  | 4,100               | 4,000            | 98            |    |
| <b>WYOMING</b>         |                     |                  |               |    |
| Lincoln                | 4,800               | 4,600            | 96            |    |

# North Carolina



| Market                                      | Arbitron ADI<br>TV Households | Rank | Market Area Commercial TV Stations  |
|---|-------------------------------|------|---|
| Atlanta, GA                                 | 1,224,400                     | 12   | WAGA-TV (5), WATL (36), WGNX (46), WSB-TV (2), WTBS (17), WVEU (69), WXIA-TV (11), WBTV (3), WCCB (18), WHKY-TV (14), WJZY (46), WPCO-TV (36), WSOC-TV (9), WFCT (62), WKFT (40), WLFL-TV (22), WPTF-TV (28), WRAL-TV (5), WTVD (11), WAXA-TV (40), WGGT-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4), WYZZ-TV (10), WTKR-TV (3), WTVZ (33), WVEC-TV (13), WYAH (27) |
| Charlotte, NC                               | 663,800                       | 32   | WEJC (20), WFMY-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW (45), WRDQ (16), WXII (12)   |
| Raleigh-Durham, NC                          | 620,400                       | 35   | WDEF-TV (12), WDSI-TV (61), WFLL-TV (53), WRBC-TV (3), WTVG (9)   |
| Greenville-Spartanburg, SC-Asheville, NC    | 609,100                       | 38   | WCYB-TV (5), WETO (39), WJHL-TV (11), WKPT-TV (19)  |
| Norfolk-Portsmouth-Newport News-Hampton, VA | 526,000                       | 46   | WCTI (12), WITN-TV (7), WNCT-TV (9)   |
| Greensboro-Winston Salem-High Point, NC     | 504,400                       | 50   | WBTW (13), WGSE (43), WPDE-TV (15)  |
| Chattanooga, TN                             | 301,700                       | 80   | WECT (6), WJKA (26), WWAY (3)   |
| Bristol, VA-Kingsport-Johnson City, TN      | 287,600                       | 82   |   |
| Greenville-New Bern-Washington, NC          | 228,200                       | 96   |   |
| Florence, SC                                | 145,100                       | 144  |   |
| Wilmington, NC                              | 133,200                       | 152  |   |

### State Cross Reference List

Communities That Receive Programs of Stations That are Located Elsewhere

|   |                                |
|---|--------------------------------|
| WHNS, WLOS, WSPA-TV & WYFF-TV, Asheville                    | See Greenville-Spartanburg, SC |
| WJZY, Belmont   | See Charlotte, NC              |
| WPTF-TV, WRAL-TV & WTVD, Durham                             | See Raleigh, NC                |
| WROG, Greensboro  | See Burlington, NC             |
| WITN-TV, Greenville   | See Washington, NC             |
| WCTI, Washington  | See New Bern, NC               |
| WNCT-TV, Washington   | See Greenville, NC             |
| WFMY-TV, WGGT, WGHP-TV, WLXI-TV, WNRW & WXII, Winston-Salem | See Greensboro, NC             |

### North Carolina Station Status as of October 1, 1987

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 12  | 14  | 26    |
| Educational Television Stations | 2   | 9   | 11    |
|                                 | 14  | 23  | 37    |

## COMMUNICATIONS DAILY

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# North Carolina—Burlington

**WRDG**

**Ch. 16**

**Network Service:** None, independent.

**Licensee:** Television Communications Inc., Box 16, Burlington, NC 27216-0016.

**Studio:** Bass Mountain Rd., Burlington, NC 27216.

**Mailing Address:** Box 16, Burlington, NC 27216-0016.

**Telephone:** 919-376-6016.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 1918.7-kw max. visual, 175-kw max. aural. Antenna: 837-ft. above av. terrain, 529-ft. above ground, 1429-ft. above sea level.

Latitude 35° 56' 22"  
Longitude 79° 25' 47"

**Transmitter:** Cane Creek Mtn., S of Burlington.

**Satellite Earth Station:** Paraclipse, 3-meter C-band; M/A-Com receivers.

**Ownership:** Jack Rehbarg, pres.-treas., 100%. Rehbarg also holds CP for WDKM-TV, Vicksburg, MS.

**Began Operation:** August 7, 1984. Assignment of 20% to Carmelo Selestre from Kern family members approved by FCC Nov. 7, 1984. Sale to present owner approved Nov. 20, 1985.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

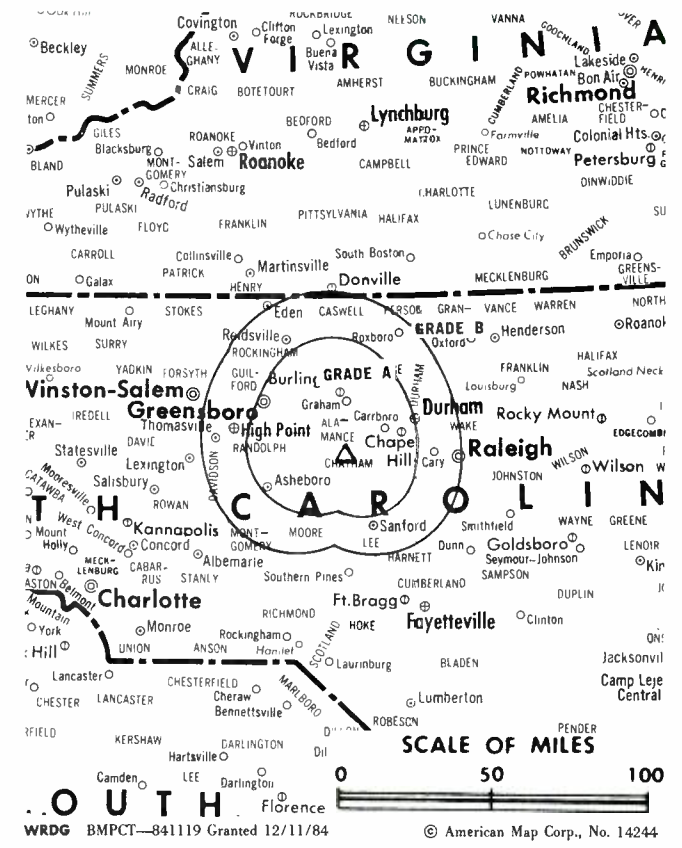
**Personnel:**

STEVE REHBURG, vice president & general manager.  
JEFF REHBURG, vice president, production.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Burlington. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 50.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County          | Total Households | TV Households | %             |
|---|-----------------------|------------------|---------------|---------------|
| Between 5-24%                           | <b>NORTH CAROLINA</b> |                  |               |               |
|   | Alamance              | 38,000           | 37,700        | 99            |
|   | Chatham               | 13,700           | 13,500        | 99            |
|   | Rockingham            | 32,500           | 32,200        | 99            |
| <b>Station Totals</b>                   |                       | <b>84,200</b>    | <b>83,400</b> | <b>99</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |               | <b>19,500</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |               | <b>8,300</b>  |

# North Carolina—Charlotte

**WBTV**

**Ch. 3**

**Network Service:** CBS.

**Licensee:** Jefferson-Pilot Broadcasting Co., One Julian Price Place, Charlotte, NC 28208.

**Studio:** One Julian Price Place, Charlotte, NC 28208.

**Telephone:** 704-374-3500. **TWX:** 810-621-0449.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw max. & 96.6-kw horizontal visual, 10-kw max. & 9.66-kw horizontal aural. Antenna: 1873-ft. above av. terrain, 1993-ft. above ground, 2733-ft. above sea level.

Latitude 35° 21' 51"  
Longitude 81° 11' 18"

**Transmitter:** Rte. 3, Bob Friday Rd., Dallas.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Microdyne, Scientific-Atlanta receivers.

**AM Affiliate:** WBT, 50-kw, 1110 kHz.

**FM Affiliate:** WBCY, 100-kw, 107.9 MHz (No. 300), 950-ft.

**News Services:** AP, UPI.

**Ownership:** Jefferson-Pilot Communications Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 15, 1949.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

- WALLACE J. JORGENSEN, president.
- JAMES G. BABB JR., executive vice president.
- JOHN A. EDGERTON, vice president, administration.
- CULLIE TARLETON, senior vice president & general manager, WBTV.
- JOSEPH B. McCOY III, general sales manager.
- PAM TOLINSON, national sales manager.
- ROBERT SCHELLENBERG, local & regional sales manager.
- GEORGE B. GRILLS, director of corporate engineering & facilities.
- ROBERT W. NAPIER II, director of WBTV engineering.
- WILLIAM FOY, news & information manager.
- MARION MEGINNIS, program manager.
- SANDRA THOMAS, broadcast operations manager.
- SHAY MERRITT, promotion director.
- PAUL CAMERON, sports director.

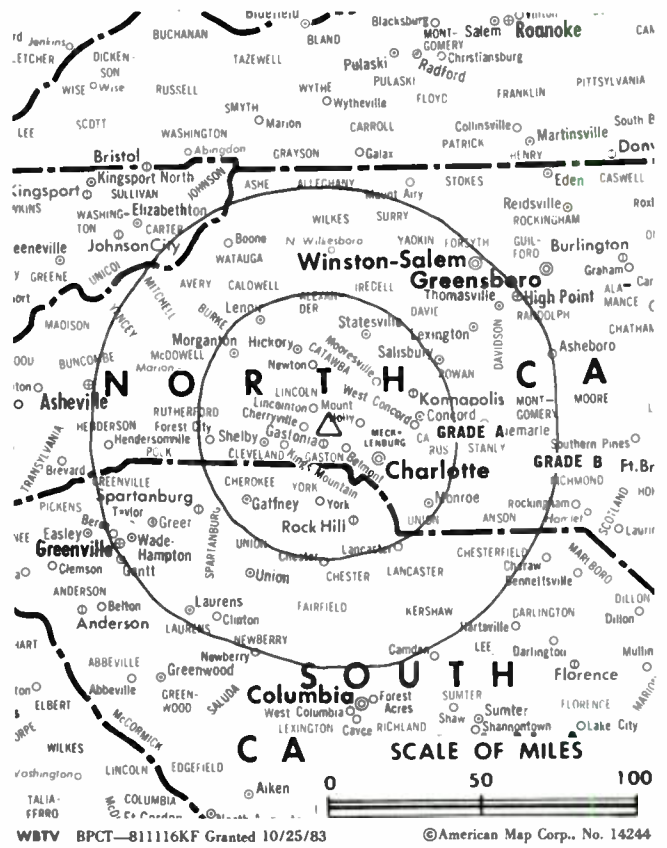
**Highest 30 Sec. Rate:** \$10,000.

**NETWORK BASE HOURLY RATE:** \$3300.

**City of License:** Charlotte. **ADI:** Charlotte. **Rank:** 32.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %      |    |
|------------------------|-----------------------|------------------|---------------|--------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |        |    |
|                        |                       | Alexander        | 9,800         | 9,700  | 99 |
|                        |                       | Anson            | 8,900         | 8,700  | 98 |
|                        |                       | Ashe             | 9,000         | 8,800  | 98 |
|                        |                       | Avery            | 5,300         | 5,200  | 98 |
|                        |                       | Burke            | 28,200        | 27,900 | 99 |
|                        |                       | Cabarrus         | 34,300        | 34,100 | 99 |
|                        |                       | Caldwell         | 26,000        | 25,700 | 99 |
|                        |                       | Catawba          | 42,100        | 41,800 | 99 |
|                        |                       | Cleveland        | 31,100        | 30,800 | 99 |



WBTV BPCT—811116KF Granted 10/25/83 © American Map Corp., No. 14244

| Net Weekly Circulation | State County          | Total Households | TV Households | %       |       |
|------------------------|-----------------------|------------------|---------------|---------|-------|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |         |       |
|                        |                       | Davie            | 10,000        | 9,800   | 98    |
|                        |                       | Gaston           | 60,800        | 60,300  | 99    |
|                        |                       | Iredell          | 32,400        | 32,100  | 99    |
|                        |                       | Lincoln          | 17,300        | 17,200  | 99    |
|                        |                       | Mc Dowell        | 13,200        | 13,000  | 98    |
|                        |                       | Mecklenburg      | 168,800       | 167,500 | 99    |
|                        |                       | Rowan            | 39,000        | 38,700  | 99    |
|                        |                       | Rutherford       | 21,200        | 21,000  | 99    |
|                        |                       | Stanly           | 19,300        | 19,100  | 99    |
|                        |                       | Union            | 26,800        | 26,500  | 99    |
|                        | Watauga               | 12,400           | 12,200        | 98      |       |
|                        | Wilkes                | 23,100           | 22,800        | 98      |       |
| <b>SOUTH CAROLINA</b>  |                       | Cherokee         | 14,900        | 14,700  | 99    |
|                        |                       | Chester          | 10,800        | 10,700  | 99    |
|                        |                       | Lancaster        | 20,200        | 20,000  | 99    |
|                        |                       | York             | 41,800        | 41,300  | 99    |
|                        | <b>NORTH CAROLINA</b> |                  | Alleghany     | 3,900   | 3,800 |
|                        |                       | Henderson        | 27,800        | 27,400  | 99    |
|                        |                       | Mitchell         | 5,300         | 5,200   | 98    |
|                        |                       | Montgomery       | 8,500         | 8,400   | 99    |
|                        |                       | Polk             | 5,700         | 5,600   | 98    |
|                        |                       | Richmond         | 17,400        | 17,200  | 99    |
|                        |                       | Yadkin           | 11,300        | 11,100  | 99    |
| <b>SOUTH CAROLINA</b>  |                       | Yancey           | 5,700         | 5,500   | 96    |
|                        |                       | Chesterfield     | 14,400        | 14,100  | 98    |
|                        |                       | Spartanburg      | 79,900        | 79,100  | 99    |
|                        | Union                 | 11,200           | 11,100        | 99      |       |

(Continued on page A-783)

|   |                  |                  |                |
|---|------------------|------------------|----------------|
| <b>Station Totals</b>                   | <b>1,257,100</b> | <b>1,243,100</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  | <b>736,900</b> |
| <b>Average Daily Circulation (1987)</b> |                  |                  | <b>463,200</b> |

# North Carolina—Charlotte

**WCCB**

Ch. 18

**Network Service:** Fox.

**Licensee:** WCCB-TV Inc., One Television Place, Charlotte, NC 28205.

**Studio:** One Television Place, Charlotte, NC 28205.

**Telephone:** 704-372-1800.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 2090-kw max. & 1580-kw horizontal visual, 174-kw horizontal aural. Antenna: 1276-ft. above av. terrain, 1143-ft. above ground, 1943-ft. above sea level.

Latitude 35° 15' 56"  
Longitude 80° 44' 06"

**Transmitter:** 0.5-mi. SE of Newell.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Services:** AP, INN.

**Ownership:** Bahakel Communications Ltd., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 7, 1953. Sale to present owner, who changed call letters from WUTV and resumed operation Nov. 1, 1964, was approved Aug. 20, 1964 by FCC (*Television Digest*, Vol. 4:26, 35). Previous owner Century Advertising Co. took station off air May 16, 1963 after it had been in service since Sept. 5, 1961, following transfer of control of Century approved May 3, 1961 (Vol. 17:10). While in off-air CP status Hugh A. Deadwyler turned over station to Century Advertising, of which he was part owner (1957, Vol. 13:7). Hugh Deadwyler acquired station as WAYS-TV from G. W. Dowdy and associates for token \$4 in Dec. 1954, then took it off air March 15, 1955 (1955 Vol. 11:12).

**Represented (sales):** Katz Independent TV Sales.

**Personnel:**

- CY N. BAHAKEL, president.
- LORRAINE LANCASTER, senior vice president.
- DON KRAUSS, vice president.
- STEVEN SOLDINGER, general manager.
- WILLIAM RIORDAN, general sales manager.
- HOWARD TRIVETTE, program director.
- GUY TITMAN, chief engineer.

**Highest 30 Sec. Rate:** \$1500.

**City of License:** Charlotte. **ADI:** Charlotte. **Rank:** 32.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Anson                 | 8,900            | 8,700         | 98 |
|                        | Cabarrus              | 34,300           | 34,100        | 99 |
|                        | Caldwell              | 26,000           | 25,700        | 99 |
|                        | Catawba               | 42,100           | 41,800        | 99 |
|                        | Gaston                | 60,800           | 60,300        | 99 |
|                        | Iredell               | 32,400           | 32,100        | 99 |
|                        | Lincoln               | 17,300           | 17,200        | 99 |
|                        | Mecklenburg           | 168,800          | 167,500       | 99 |
|                        | Rowan                 | 39,000           | 38,700        | 99 |
|                        | Union                 | 26,800           | 26,500        | 99 |
|                        | <b>SOUTH CAROLINA</b> |                  |               |    |
|                        | Lancaster             | 20,200           | 20,000        | 99 |
|                        | York                  | 41,800           | 41,300        | 99 |
| <b>Between 25-49%</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Alexander             | 9,800            | 9,700         | 99 |
|                        | Ashe                  | 9,000            | 8,800         | 98 |
|                        | Burke                 | 28,200           | 27,900        | 99 |
|                        | Cleveland             | 31,100           | 30,800        | 99 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households    | %         |    |
|---|-----------------------|------------------|------------------|-----------|----|
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                  |           |    |
|   | Davie                 | 10,000           | 9,800            | 98        |    |
|   | Montgomery            | 8,500            | 8,400            | 99        |    |
|   | Richmond              | 17,400           | 17,200           | 99        |    |
|   | Stanly                | 19,300           | 19,100           | 99        |    |
| Watauga                                 | 12,400                | 12,200           | 98               |           |    |
| <b>SOUTH CAROLINA</b>                   | Chester               | 10,800           | 10,700           | 99        |    |
|   | Chesterfield          | 14,400           | 14,100           | 98        |    |
|   | Lee                   | 6,000            | 5,800            | 97        |    |
|   | Marlboro              | 10,700           | 10,500           | 98        |    |
|   | <b>NORTH CAROLINA</b> |                  |                  |           |    |
|   | <b>Between 5-24%</b>  | Alleghany        | 3,900            | 3,800     | 97 |
|   |                       | Avery            | 5,300            | 5,200     | 98 |
| Davidson                                |                       | 44,900           | 44,500           | 99        |    |
| Forsyth                                 |                       | 100,800          | 99,900           | 99        |    |
| Mc Dowell                               |                       | 13,200           | 13,000           | 98        |    |
| Mitchell                                |                       | 5,300            | 5,200            | 98        |    |
| Randolph                                |                       | 37,400           | 37,000           | 99        |    |
| Rutherford                              |                       | 21,200           | 21,000           | 99        |    |
| Surry                                   |                       | 23,300           | 23,000           | 99        |    |
| Wilkes                                  |                       | 23,100           | 22,800           | 98        |    |
| Yadkin                                  | 11,300                | 11,100           | 99               |           |    |
| Yancey                                  | 5,700                 | 5,500            | 96               |           |    |
| <b>SOUTH CAROLINA</b>                   | Cherokee              | 14,900           | 14,700           | 99        |    |
|   | Darlington            | 22,800           | 22,500           | 99        |    |
|   | Fairfield             | 6,700            | 6,500            | 97        |    |
|   | Kershaw               | 15,500           | 15,200           | 98        |    |
|   | Newberry              | 12,100           | 11,900           | 98        |    |
|   | Union                 | 11,200           | 11,100           | 99        |    |
| <b>VIRGINIA</b>                         | Carroll               | 9,600            | 9,400            | 98        |    |
|   | Grayson               | 9,000            | 8,900            | 99        |    |
| <b>Station Totals</b>                   |                       | <b>1,103,200</b> | <b>1,091,100</b> | <b>98</b> |    |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>429,600</b>   |           |    |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>185,400</b>   |           |    |

# North Carolina—Charlotte

## WPCQ-TV

Ch. 36

**Network Service:** NBC.

**Licensee:** Channel 36 Partners, Box 18665, Charlotte, NC 28218.

**Studio:** 8036 Hood Rd., Charlotte, NC 28215.

**Telephone:** 704-536-3636. **TWX:** 810-621-7888.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 2100-kw visual, 210-kw aural. Antenna: 1342-ft. above av. terrain, 1396-ft. above ground, 2041-ft. above sea level.

Latitude 35° 15' 05.7"  
Longitude 80° 41' 12.2"

Requests CP for change to 5000-kw max. visual, 1933-ft. above av. terrain, 1926-ft. above ground, 2706-ft. above sea level, lat. 35° 20' 49.1", long. 81° 10' 14.8", transmitter between Rtes. 1101 & 1805, 0.9-mi. N of Rte. 1804 near Dallas, Gaston County. BPCT-870514KK.

**Transmitter:** Hood Rd, 0.6-mi. N of Robinson Church Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** RCA, 6-meter Ku-band; Harris, 3-meter Ku-band; Harris, M/A-Com receivers.

**News Services:** AP, NBC, UPI.

**Ownership:** Channel 36 Inc., gen. partner, 1%; Odyssey Channels Inc., ltd. partner, 99%. See Odyssey Partners in Group Ownership of Television Stations.

**Began Operation:** July 9, 1967 as WCTU-TV owned by Harold W. Twisdale, David L. Steel Sr. & others. Sale to R. E. Turner by Emil F. Kratt, Receiver, approved by FCC July 27, 1970. Sale to Westinghouse Bcstg. & Cable approved March 17, 1980 (*Television Digest*, Vol. 19:21). Sale to present owners approved by FCC Nov. 23, 1984 (Vol. 24:15).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

- JEFF DAVIDSON, vice president & general manager.
- RICHARD HERD, general sales manager.
- DIANNE STEWART, national sales manager.
- CHESTER WILLIAMS, local sales manager.
- TIM BLOODWORTH, program director.
- RICK ANDERSON, chief engineer.
- GARY LONG, news director.
- GLENN NASH, promotion manager.

**Highest One Hour Rate:** \$10,000.

**Highest 30 Sec. Rate:** \$4000.

**City of License:** Charlotte. **ADI:** Charlotte. **Rank:** 32.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Anson                 | 8,900            | 8,700         | 98 |
|                        | Cabarrus              | 34,300           | 34,100        | 99 |
|                        | Catawba               | 42,100           | 41,800        | 99 |
|                        | Gaston                | 60,800           | 60,300        | 99 |
|                        | Lincoln               | 17,300           | 17,200        | 99 |



WPCQ-TV BPCT-850604KF Granted 9/6/85

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| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Mecklenburg           | 168,800          | 167,500        | 99        |
|   | Stanly                | 19,300           | 19,100         | 99        |
|   | Union                 | 26,800           | 26,500         | 99        |
| <b>SOUTH CAROLINA</b>                   | Lancaster             | 20,200           | 20,000         | 99        |
|   | York                  | 41,800           | 41,300         | 99        |
|   | <b>NORTH CAROLINA</b> |                  |                |           |
| <b>Between 25-49%</b>                   | Alexander             | 9,800            | 9,700          | 99        |
|   | Caldwell              | 26,000           | 25,700         | 99        |
|   | Cleveland             | 31,100           | 30,800         | 99        |
|   | Iredell               | 32,400           | 32,100         | 99        |
|   | Montgomery            | 8,500            | 8,400          | 99        |
|   | Rowan                 | 39,000           | 38,700         | 99        |
| <b>SOUTH CAROLINA</b>                   | Chester               | 10,800           | 10,700         | 99        |
|   | Chesterfield          | 14,400           | 14,100         | 98        |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                |           |
|   | Burke                 | 28,200           | 27,900         | 99        |
|   | Davidson              | 44,900           | 44,500         | 99        |
|   | Davie                 | 10,000           | 9,800          | 98        |
|   | Mc Dowell             | 13,200           | 13,000         | 98        |
|   | Mitchell              | 5,300            | 5,200          | 98        |
|   | Richmond              | 17,400           | 17,200         | 99        |
|   | Yadkin                | 11,300           | 11,100         | 99        |
| <b>SOUTH CAROLINA</b>                   |                       |                  |                |           |
| Cherokee                                | 14,900                | 14,700           | 99             |           |
| Darlington                              | 22,800                | 22,500           | 99             |           |
| Sumter                                  | 31,400                | 30,900           | 98             |           |
| <b>Station Totals</b>                   |                       | <b>811,700</b>   | <b>803,500</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>437,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>201,600</b> |           |

# North Carolina—Charlotte

## WSOC-TV

Ch. 9

**Network Service:** ABC.

**Licensee:** WSOC Television Inc., Box 34665, Charlotte, NC 28234.

**Studio:** 1901-25 N. Tryon St., Charlotte, NC 28206.

**Telephone:** 704-335-4700. **TWX:** 810-621-0437.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1179-ft. above av. terrain, 1034-ft. above ground, 1890-ft. above sea level.

Latitude 35° 15' 41"  
Longitude 80° 43' 38"

**Transmitter:** 1.4-mi. SSE of Newell, NC.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**AM Affiliate:** WSOC, 5-kw (1-kw night), 930 kHz (MBS).

**FM Affiliate:** WSOC-FM, 98-kw, 103.7 MHz (No. 279), 1040-ft.

**News Service:** AP.

**Ownership:** Cox Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** April 28, 1957. Sale to present owners by E. E. Jones and associates approved April 8, 1959 by FCC (*Television Digest*, Vol. 15:5, 15).

**Represented (sales):** TeleRep Inc.

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

**Represented (engineering):** Cohen & Dippell.

### Personnel:

STANLEY G. MOUSE, president.  
GREGORY J. STONE, vice president & general manager.  
JOHN E. CALLAGHAN, vice president & station manager.  
BRUCE CHASTINE, controller.  
MARTIN FENTON, local & regional sales manager.  
RON SHUPING, production manager.  
DICK MOORE, news director.  
ALAN BATTEN, director of advertising & promotion.  
L. MERLE THOMAS, director, engineering & technical operations.

**Highest 30 Sec. Rate:** \$3500.

**City of License:** Charlotte. **ADI:** Charlotte. **Rank:** 32.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Alexander             | 9,800            | 9,700         | 99 |
|                        | Anson                 | 8,900            | 8,700         | 98 |
|                        | Burke                 | 28,200           | 27,900        | 99 |
|                        | Cabarrus              | 34,300           | 34,100        | 99 |
|                        | Caldwell              | 26,000           | 25,700        | 99 |
|                        | Catawba               | 42,100           | 41,800        | 99 |
|                        | Cleveland             | 31,100           | 30,800        | 99 |
|                        | Davie                 | 10,000           | 9,800         | 98 |
|                        | Gaston                | 60,800           | 60,300        | 99 |
|                        | Iredell               | 32,400           | 32,100        | 99 |
|                        | Lincoln               | 17,300           | 17,200        | 99 |
|                        | Mecklenburg           | 168,800          | 167,500       | 99 |
|                        | Montgomery            | 8,500            | 8,400         | 99 |
|                        | Richmond              | 17,400           | 17,200        | 99 |
|                        | Rowan                 | 39,000           | 38,700        | 99 |
|                        | Stanly                | 19,300           | 19,100        | 99 |
|                        | Union                 | 26,800           | 26,500        | 99 |



WSOC-TV BPCT-860115KN Granted 3/28/86

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| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>SOUTH CAROLINA</b> |                  |                |                |
|   | Watauga               | 12,400           | 12,200         | 98             |
|   | Chester               | 10,800           | 10,700         | 99             |
|   | Chesterfield          | 14,400           | 14,100         | 98             |
|   | Lancaster             | 20,200           | 20,000         | 99             |
| York                                    | 41,800                | 41,300           | 99             |                |
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Avery                 | 5,300            | 5,200          | 98             |
|   | Davidson              | 44,900           | 44,500         | 99             |
|   | Mc Dowell             | 13,200           | 13,000         | 98             |
|   | Mitchell              | 5,300            | 5,200          | 98             |
| Wilkes                                  | 23,100                | 22,800           | 98             |                |
| <b>Between 5-24%</b>                    | <b>SOUTH CAROLINA</b> |                  |                |                |
|   | Cherokee              | 14,900           | 14,700         | 99             |
|   | Marlboro              | 10,700           | 10,500         | 98             |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Alleghany             | 3,900            | 3,800          | 97             |
|   | Ashe                  | 9,000            | 8,800          | 98             |
|   | Henderson             | 27,800           | 27,400         | 99             |
|   | Rutherford            | 21,200           | 21,000         | 99             |
|   | Surry                 | 23,300           | 23,000         | 99             |
|   | Yadkin                | 11,300           | 11,100         | 99             |
|   | Yancey                | 5,700            | 5,500          | 96             |
|   | <b>SOUTH CAROLINA</b> |                  |                |                |
|   | Darlington            | 22,800           | 22,500         | 99             |
|   | Fairfield             | 6,700            | 6,500          | 97             |
|   | Lee                   | 6,000            | 5,800          | 97             |
|   | Union                 | 11,200           | 11,100         | 99             |
| <b>VIRGINIA</b>                         |                       |                  |                |                |
| Carroll                                 | 9,600                 | 9,400            | 98             |                |
| Grayson                                 | 9,000                 | 8,900            | 99             |                |
| <b>Station Totals</b>                   |                       | <b>965,200</b>   | <b>954,500</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>647,700</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>383,600</b> |

# North Carolina—Belmont-Charlotte

**WJZY**

**Ch. 46**

**Network Service:** None, independent.

**Licensee:** Metro-Crescent Communications Inc., Box 668400, Charlotte, NC 28266.

**Studio:** 3501 Performance Rd., Charlotte, NC 28201.

**Telephones:** 704-398-0046; 704-825-4602.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1948-ft. above av. terrain, 1921-ft. above ground, 2721-ft. above sea level.

Latitude 35° 21' 44"  
Longitude 81° 09' 19"

**Transmitter:** 2.9-mi. NE of Dallas, 0.7-mi. SE of intersection of Hwys. 1001 & 1836.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** United Satellite Systems, 5-meter C-band.

**Ownership:** Loretta J. Webber Jr., pres.; State W. Alexander III, v.p.-secy.; Spurgeon W. Webber Jr., v.p., 6.6%; Harvey B. Gantt, treas.; David H. Wagner, 40%; Robert R. Hilker, 26.7%; William R. Rollins, 26.7%. **Note:** Sale of 49% to Capitol Broadcasting (WRAL-TV, Raleigh, NC) pends.

**Began Operation:** July 8, 1987.

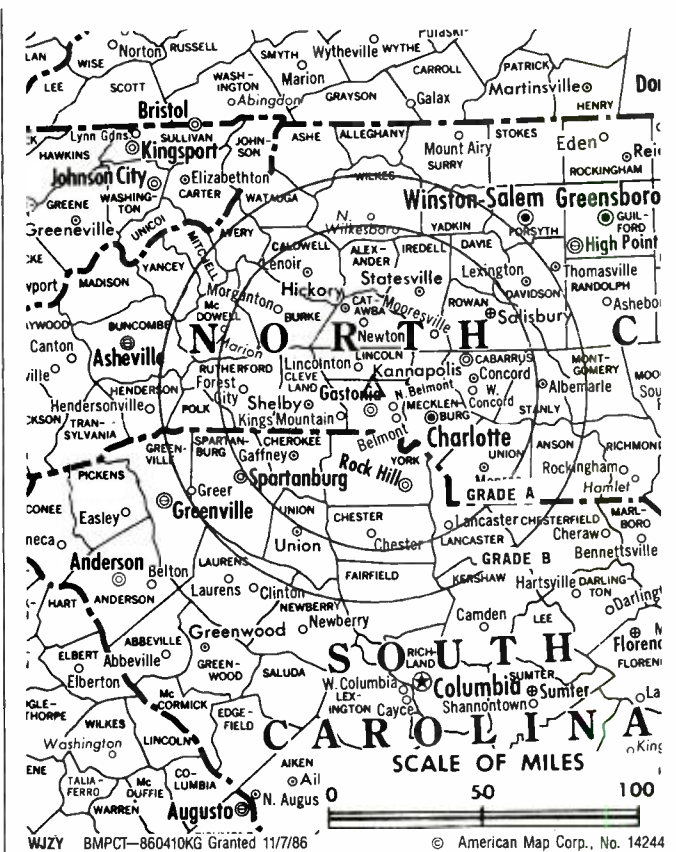
**Represented (sales):** Seltel Inc.

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** Broadcast Technology Consultants.

**Personnel:**

MARK CONRAD, general manager.  
TOM BURKHART, general sales manager.  
JANET MOORE, local sales manager.  
TOM SHENCK, national sales manager.  
EDWARD MERRITT, engineering manager.



BOB JUELICH, production manager.

DALE SNYDER, operations & program manager.

KIP KOZART, promotion manager.

**Highest One Hour Rate:** \$4500.

**Highest 30 Sec. Rate:** \$600.

**Arbitron Data:** Not available.

**City of License:** Belmont. **ADI:** Charlotte. **Rank:** 32.



# North Carolina—Fayetteville

**WFCT**

**Ch. 62**

**Network Service:** None, independent.

**Licensee:** Fayetteville-Cumberland Telecasters Inc., 301 W. Main St., Box 586, Durham, NC 27702.

**Studio:** Lumber Bridge, NC 28357.

**Mailing Address:** Drawer 62, Lumber Bridge, NC 28357.

**Telephone:** 919-843-3884.

**Technical Facilities:** Channel No. 62 (758-764 MHz). Authorized power: 337.3-kw visual, 33.7-kw aural. Antenna: 846-ft. above av. terrain, 855-ft. above ground, 1057-ft. above sea level.

Latitude 34° 53' 05"  
Longitude 79° 04' 31"

**Transmitter:** Highway 71 & 20 Lumber Bridge, NC.

**Satellite Earth Stations:** Paraclipse, 4.8-meter; AFC, 3.66-meter Ku-band; Paraclipse, 3.6-meter; M/A-Com receivers.

**Ownership:** American Telecasters Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 4, 1985.

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

**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

**Represented (engineering):** Moffet, Larson & Johnson.

**Personnel:**

- JOHN BISHOP, general manager.
- ROBERT PERETIC, assistant general manager & director of sales.
- GEORGE JOHNSON, engineering director.
- ERNIE WHITMEYER, program director.
- NIEL SOLLLOD, production manager.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate:** \$125.

**City of License:** Fayetteville. **ADI:** Raleigh-Durham. **Rank:** 35.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %             |
|---|-----------------------|------------------|----------------|---------------|
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                |               |
|   | Cumberland            | 84,900           | 83,900         | 99            |
|   | Hoke                  | 6,800            | 6,700          | 99            |
|   | Robeson               | 34,700           | 34,100         | 98            |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                |               |
|   | Harnett               | 22,300           | 22,000         | 99            |
|   | Richmond              | 17,400           | 17,200         | 99            |
|   | Sampson               | 18,400           | 18,100         | 98            |
|   | Scotland              | 11,700           | 11,500         | 98            |
|   | <b>SOUTH CAROLINA</b> |                  |                |               |
|   | Dillon                | 10,300           | 10,100         | 98            |
| <b>Station Totals</b>                   |                       | <b>206,500</b>   | <b>203,600</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>52,400</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>18,000</b> |

# North Carolina—Fayetteville

**WKFT**

**Ch. 40**

(Also serves Raleigh & Durham, NC)

**Network Service:** None, independent.

**Licensee:** SJL of North Carolina Associates, L.P., 230 Donaldson St., Fayetteville, NC 28301.

**Studios:** 230 Donaldson St., Fayetteville, NC 28301; The Forum, 8601 Six Forks Rd., Raleigh, NC 27609.

**Telephones:** 919-323-4040, Fayetteville; 919-847-0040, Raleigh.

**TWX:** 510-938-0186.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1842-ft. above av. terrain, 1749-ft. above ground, 2149-ft. above sea level.

Latitude 35° 30' 45"  
Longitude 78° 58' 40"

**Transmitter:** 5.9-mi NE of Broadway, 0.65-mi E of Hwy. 1538 & 0.6-mi SW of Cape Fear River.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Microdyne, 7-meter; 3 ADM, 5-meter; RCA Ku-band; M/A-Com receivers.

**News Services:** AP, INN.

**Ownership:** Thomas Scanlan, pres., 5%; SJL of North Carolina Associates, L. P. See Group Ownership of Television Stations.

**Began Operation:** June 1, 1981. Sale to present owners by Norman J. Suttles, et al., approved by FCC June 20, 1985 (*Television Digest*, Vol. 25:15).

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Latham & Watkins.

**Represented (engineering):** Charles I. Gallagher, P. E.

**Personnel:**  
RICHARD B. ARMFIELD, vice president & general manager.  
STEVEN ENGLER, general sales manager.  
JERRY MOORE, station manager.  
JOE LEONARD, production manager.  
DAVID RICKELS, chief engineer.  
CHRISTY GODWIN, sales service manager.  
STEVE JOHNSON, news director.  
ARLENE MABRY, program director.  
CHERYL FITZGERALD, business manager.

**Highest 30 Sec. Rate:** \$150.

**City of License:** Fayetteville. **ADI:** Raleigh-Durham. **Rank:** 35.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Cumberland            | 84,900           | 83,900        | 99 |
|                        | Hoke                  | 6,800            | 6,700         | 99 |
|                        | Scotland              | 11,700           | 11,500        | 98 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Harnett               | 22,300           | 22,000         | 99             |
|   | Lee                   | 14,700           | 14,500         | 99             |
|   | Moore                 | 22,600           | 22,200         | 98             |
|   | Robeson               | 34,700           | 34,100         | 98             |
|   | Sampson               | 18,400           | 18,100         | 98             |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Alamance              | 38,000           | 37,700         | 99             |
|   | Bladen                | 11,100           | 10,800         | 97             |
|   | Chatham               | 13,700           | 13,500         | 99             |
|   | Duplin                | 15,000           | 14,700         | 98             |
|   | Durham                | 62,400           | 61,700         | 99             |
|   | Franklin              | 11,400           | 11,200         | 98             |
|   | Granville             | 11,600           | 11,400         | 98             |
|   | Johnston              | 28,600           | 28,200         | 99             |
|   | Montgomery            | 8,500            | 8,400          | 99             |
|   | Orange                | 32,000           | 31,500         | 98             |
|   | Randolph              | 37,400           | 37,000         | 99             |
|   | Richmond              | 17,400           | 17,200         | 99             |
| Vance                                   | 13,600                | 13,400           | 99             |                |
| Wake                                    | 133,900               | 132,600          | 99             |                |
| Wayne                                   | 35,700                | 35,200           | 99             |                |
| Wilson                                  | 23,600                | 23,300           | 99             |                |
| <b>Station Totals</b>                   |                       | <b>710,000</b>   | <b>700,800</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>161,400</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>60,200</b>  |

# North Carolina—Greensboro-High Point & Winston-Salem

**WFMY-TV**

Ch. 2

**Network Service:** CBS.

**Licensee:** WFMY Television Corp., 1615 Phillips Ave., Greensboro, NC 27405.

**Studio:** 1615 Phillips Ave.

**Mailing Address:** Box TV-2, Greensboro, NC 27420.

**Telephone:** 919-379-9369. **TWX:** 510-925-1193.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1842-ft. above av. terrain, 1914-ft. above ground, 2649-ft. above sea level.

Latitude 35° 52' 13"  
Longitude 79° 50' 25"

**Transmitter:** 3.7-mi. NE of Sophia.

**Satellite Earth Stations:** SatCom, 9.2-meter; Drake, 4-meter; RCA Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, Carolina News Network, CBS, GOES, NAFAX, National Weather Wire, UPI.

**Ownership:** Harte-Hanks Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** September 22, 1949. Sale to present owner by Landmark Communications approved by FCC Oct. 29, 1976 (*Television Digest*, Vol. 16:27). Sale to Landmark by former owners of Greensboro News Co. was approved Dec. 18, 1964 by FCC (Vol. 4:36, 49, 51).

**Represented (sales):** Blair Television.

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

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

**Personnel:**

- FRANK BENNETT, acting general manager.
- JIM COLLINS, program/operations manager.
- DELOIS STRICKLAND, program director.
- BILL CAMPBELL, promotion director.
- SANDRA HUGHES, community affairs director.
- SANDRA BARNES, director of administrative services.
- DEBORAH NEEDHAM, controller.
- BOB KING, engineering manager.

**Highest 30 Sec. Rate:** \$5500.

**NETWORK BASE HOURLY RATE:** \$1355.

**City of License:** Greensboro. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 50.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Alamance              | 38,000           | 37,700        | 99 |
|                        | Alleghany             | 3,900            | 3,800         | 97 |
|                        | Caswell               | 7,200            | 7,100         | 99 |
|                        | Chatham               | 13,700           | 13,500        | 99 |
|                        | Davidson              | 44,900           | 44,500        | 99 |
|                        | Davie                 | 10,000           | 9,800         | 98 |
|                        | Forsyth               | 100,800          | 99,900        | 99 |
|                        | Guilford              | 125,100          | 124,200       | 99 |
|                        | Lee                   | 14,700           | 14,500        | 99 |
|                        | Montgomery            | 8,500            | 8,400         | 99 |
|                        | Person                | 10,800           | 10,700        | 99 |
|                        | Randolph              | 37,400           | 37,000        | 99 |
|                        | Rockingham            | 32,500           | 32,200        | 99 |
|                        | Stokes                | 13,200           | 13,000        | 98 |
|                        | Surry                 | 23,300           | 23,000        | 99 |
|                        | Wilkes                | 23,100           | 22,800        | 98 |
| Yadkin                 | 11,300                | 11,100           | 99            |    |



WFMY-TV BMPCT-780928K1 Granted 11/27/78 © American Map Corp., 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households    | %              |
|---|-----------------------|------------------|------------------|----------------|
| <b>50% &amp; Over</b>                   | <b>VIRGINIA</b>       |                  |                  |                |
|   | Henry                 | 27,100           | 26,800           | 99             |
|   | Patrick               | 6,400            | 6,300            | 98             |
|   | Pittsylvania          | 40,200           | 39,700           | 99             |
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                  |                |
|   | Ashe                  | 9,000            | 8,800            | 98             |
|   | Moore                 | 22,600           | 22,200           | 98             |
|   | Orange                | 32,000           | 31,500           | 98             |
|   | Richmond              | 17,400           | 17,200           | 99             |
|   | Rowan                 | 39,000           | 38,700           | 99             |
|   | Scotland              | 11,700           | 11,500           | 98             |
| Stanly                                  | 19,300                | 19,100           | 99               |                |
| <b>Between 5-24%</b>                    | <b>VIRGINIA</b>       |                  |                  |                |
|   | Carroll               | 9,600            | 9,400            | 98             |
|   | Grayson               | 9,000            | 8,900            | 99             |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                  |                |
|   | Alexander             | 9,800            | 9,700            | 99             |
|   | Anson                 | 8,900            | 8,700            | 98             |
|   | Burke                 | 28,200           | 27,900           | 99             |
|   | Cabarrus              | 34,300           | 34,100           | 99             |
|   | Durham                | 62,400           | 61,700           | 99             |
|   | Granville             | 11,600           | 11,400           | 98             |
|   | Harnett               | 22,300           | 22,000           | 99             |
|   | Hoke                  | 6,800            | 6,700            | 99             |
|   | Iredell               | 32,400           | 32,100           | 99             |
|   | Vance                 | 13,600           | 13,400           | 99             |
|   | Watauga               | 12,400           | 12,200           | 98             |
|   | <b>VIRGINIA</b>       |                  |                  |                |
|   | Amherst               | 9,700            | 9,500            | 98             |
| Charlotte                               | 4,000                 | 3,900            | 98               |                |
| Floyd                                   | 4,400                 | 4,300            | 98               |                |
| Franklin                                | 12,700                | 12,500           | 98               |                |
| Halifax                                 | 12,000                | 11,800           | 98               |                |
| Wythe                                   | 9,400                 | 9,200            | 98               |                |
| <b>Station Totals</b>                   |                       | <b>1,056,600</b> | <b>1,044,400</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                  | <b>620,600</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                  | <b>373,800</b> |

# North Carolina—Greensboro-High Point & Winston-Salem

**WGGT**

**Ch. 48**

**Network Service:** None, independent.

**Licensee:** Guilford Telecasters Inc., Debtor-in-Possession.

**Studio:** 330 S. Greene St., Greensboro, NC 27401.

**Mailing Address:** Box 1618, Greensboro, NC 27401.

**Telephone:** 919-274-4848.

**Technical Facilities:** Channel No. 48 (674-680 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1698-ft. above av. terrain, 1914-ft. above ground, 2649-ft. above sea level.

Latitude 35° 52' 13"  
Longitude 79° 50' 25"

**Transmitter:** 1000-ft. E of County Rd. 1926, 0.7-mi. SE of County Rd. 1941, Greensboro.

**Satellite Earth Stations:** Microdyne, 5-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Com receivers.

**Ownership:** James Thrash, 11.9%; Robinson O. Everett, 32.47%; Katherine R. Everett, 32.47%; Jacob N. Froelich Jr., 7.2%; George W. Lyles Jr., 6.7%; Thomas B. Cookerly, 4.4%; Roy O. Rodwell, 2.6%; W. Baker, 2.2%. Thrash owns KEND & KLLL-FM, Lubbock; KAMA & KAMZ(FM), El Paso, TX. The Everetts have interest in WJKA(TV), Wilmington, NC; WFCT(TV), Fayetteville, NC; permittee of WWRD(TV), Wilson, NC & application for Ch. 55, Rock Hill, SC. Cookerly has interest in Allbritton Communications Co., see Group Ownership of TV Stations.

**Began Operation:** May 9, 1981. Sale to Edward H. Herlihy approved by FCC June 7, 1985 (Television Digest, Vol. 25:13) but not consummated.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

**Represented (engineering):** Moffet, Larson & Johnson, P.C.

**Personnel:**

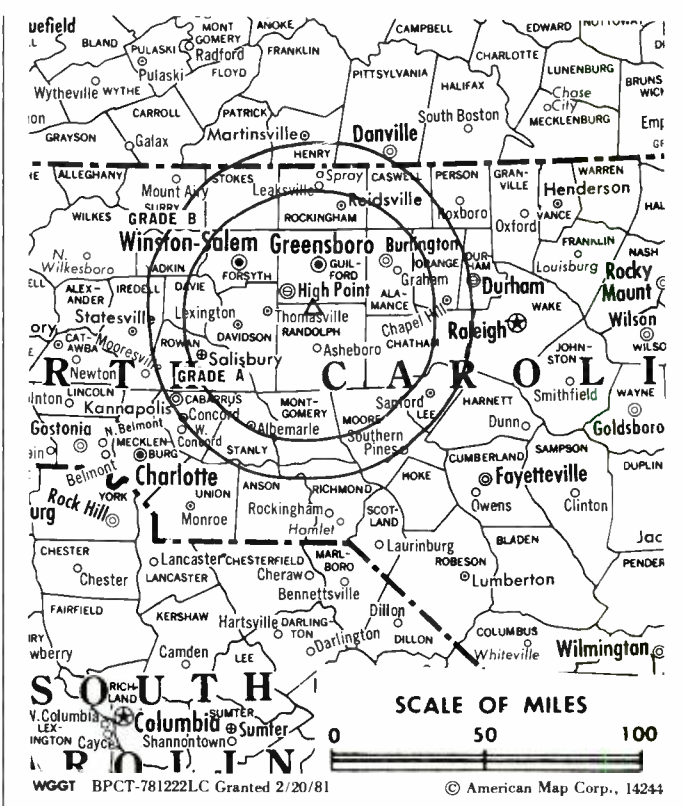
EUGENE H. BOHI, president & general manager.  
NORM CISSNA, general sales manager.  
CAROL KING, traffic manager.  
KENNY GONZALEZ, program & operations manager.

**Rates:** Not available.

**City of License:** Greensboro. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 50.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Randolph              | 37,400           | 37,000        | 99 |
| <b>Between 25-49%</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Alamance              | 38,000           | 37,700        | 99 |
|                        | Caswell               | 7,200            | 7,100         | 99 |
|                        | Chatham               | 13,700           | 13,500        | 99 |
|                        | Davidson              | 44,900           | 44,500        | 99 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | <b>DAVIE</b>          | 10,000           | 9,800          | 98        |
|   | <b>FORSYTH</b>        | 100,800          | 99,900         | 99        |
|   | <b>GUILFORD</b>       | 125,100          | 124,200        | 99        |
|   | <b>STOKES</b>         | 13,200           | 13,000         | 98        |
|   | <b>YADKIN</b>         | 11,300           | 11,100         | 99        |
|   | <b>VIRGINIA</b>       |                  |                |           |
|   | Henry                 | 27,100           | 26,800         | 99        |
|   | Pittsylvania          | 40,200           | 39,700         | 99        |
|   | <b>NORTH CAROLINA</b> |                  |                |           |
| <b>Between 5-24%</b>                    | Alleghany             | 3,900            | 3,800          | 97        |
|   | Anson                 | 8,900            | 8,700          | 98        |
|   | Iredell               | 32,400           | 32,100         | 99        |
|   | Lee                   | 14,700           | 14,500         | 99        |
|   | Montgomery            | 8,500            | 8,400          | 99        |
|   | Moore                 | 22,600           | 22,200         | 98        |
|   | Rockingham            | 32,500           | 32,200         | 99        |
|   | Rowan                 | 39,000           | 38,700         | 99        |
|   | Surry                 | 23,300           | 23,000         | 99        |
|   | Wilkes                | 23,100           | 22,800         | 98        |
|   | <b>VIRGINIA</b>       |                  |                |           |
|   | Carroll               | 9,600            | 9,400          | 98        |
|   | Franklin              | 12,700           | 12,500         | 98        |
|   | Halifax               | 12,000           | 11,800         | 98        |
|   | Patrick               | 6,400            | 6,300          | 98        |
| <b>Station Totals</b>                   |                       | <b>718,500</b>   | <b>710,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>227,200</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>80,800</b>  |           |

# North Carolina—Greensboro-High Point & Winston-Salem

## WGHP-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Taft Television & Radio Co. Inc., 1718 Young St., Cincinnati, OH 45210.

**Studio:** 2005 Francis St., High Point, NC 27263.

**Mailing Address:** Box TV-8, Greensboro, NC 27420-6088.

**Telephone:** 919-841-8888.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.62-kw aural. Antenna: 1270-ft. above av. terrain, 1255-ft. above ground, 2032-ft. above sea level.

Latitude 35° 48' 46.5"  
Longitude 79° 50' 36.0"

**Transmitter:** 1.2-mi. SE of Sophia, NC.

**Satellite Earth Stations:** Andrew, 7.1-meter C-band; Microdyne, 7-meter C-band; Andrew, 4.5-meter C-band; Microdyne, Andrew receivers.

**News Services:** ABC, AP, UPI.

**Ownership:** Taft Broadcasting Co., 100%. See Group Ownership of Television Stations. **Note:** Sale pends.

**Began Operation:** October 14, 1963. Sale to Gulf Broadcast Group by Southern Bcstg. Co. approved by FCC June 16, 1978. Sale to present owner by Gulf approved by FCC May 30, 1985 (*Television Digest*, Vol. 25:5, 20, 22).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

DAVID BOYLAN, vice president & general manager.  
FRANK TERRY, business manager.  
JIM OGLE, news director.  
QUINN KOONTZ, general sales manager.  
ROSS MASON, chief engineer.  
TOM DOMER, program manager.  
JIM HART, creative services director.

**Highest One Hour Rate:** \$8000.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1050.

**City of License:** High Point. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 50.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Alamance              | 38,000           | 37,700        | 99 |
|                        | Alleghany             | 3,900            | 3,800         | 97 |
|                        | Caswell               | 7,200            | 7,100         | 99 |
|                        | Chatham               | 13,700           | 13,500        | 99 |
|                        | Davidson              | 44,900           | 44,500        | 99 |
|                        | Davie                 | 10,000           | 9,800         | 98 |
|                        | Forsyth               | 100,800          | 99,900        | 99 |
|                        | Guilford              | 125,100          | 124,200       | 99 |
|                        | Montgomery            | 8,500            | 8,400         | 99 |
|                        | Randolph              | 37,400           | 37,000        | 99 |
|                        | Richmond              | 17,400           | 17,200        | 99 |
|                        | Rockingham            | 32,500           | 32,200        | 99 |
|                        | Stokes                | 13,200           | 13,000        | 98 |
|                        | Surry                 | 23,300           | 23,000        | 99 |
|                        | Wilkes                | 23,100           | 22,800        | 98 |
| Yadkin                 | 11,300                | 11,100           | 99            |    |



WGHP-TV BPCT-2579 Granted 10/3/62 © American Map Corp., 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households    | %              |
|---|-----------------------|------------------|------------------|----------------|
| <b>50% &amp; Over</b>                   | <b>VIRGINIA</b>       |                  |                  |                |
|   | Grayson               | 9,000            | 8,900            | 99             |
|   | Henry                 | 27,100           | 26,800           | 99             |
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                  |                |
|   | Anson                 | 8,900            | 8,700            | 98             |
|   | Ashe                  | 9,000            | 8,800            | 98             |
|   | Iredell               | 32,400           | 32,100           | 99             |
|   | Lee                   | 14,700           | 14,500           | 99             |
|   | Moore                 | 22,600           | 22,200           | 98             |
|   | Orange                | 32,000           | 31,500           | 98             |
|   | Rowan                 | 39,000           | 38,700           | 99             |
|   | Scotland              | 11,700           | 11,500           | 98             |
|   | Stanly                | 19,300           | 19,100           | 99             |
| Watauga                                 | 12,400                | 12,200           | 98               |                |
| <b>VIRGINIA</b>                         | Carroll               | 9,600            | 9,400            | 98             |
|   | Patrick               | 6,400            | 6,300            | 98             |
|   | Pittsylvania          | 40,200           | 39,700           | 99             |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                  |                |
|   | Alexander             | 9,800            | 9,700            | 99             |
|   | Cabarrus              | 34,300           | 34,100           | 99             |
|   | Caldwell              | 26,000           | 25,700           | 99             |
|   | Durham                | 62,400           | 61,700           | 99             |
|   | Granville             | 11,600           | 11,400           | 98             |
|   | Harnett               | 22,300           | 22,000           | 99             |
|   | Hoke                  | 6,800            | 6,700            | 99             |
|   | Person                | 10,800           | 10,700           | 99             |
|   | <b>SOUTH CAROLINA</b> |                  |                  |                |
| Chesterfield                            | 14,400                | 14,100           | 98               |                |
| <b>VIRGINIA</b>                         |                       |                  |                  |                |
| Floyd                                   | 4,400                 | 4,300            | 98               |                |
| Franklin                                | 12,700                | 12,500           | 98               |                |
| Wythe                                   | 9,400                 | 9,200            | 98               |                |
| <b>Station Totals</b>                   |                       | <b>1,029,500</b> | <b>1,017,700</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                  | <b>592,200</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                  | <b>323,200</b> |

# North Carolina—Greensboro

**WLXI-TV**

**Ch. 61**

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Bcstg. Network Inc., Box C11949, Santa Ana, CA 92711.

**Studio:** 2101-D Patterson St., Greensboro, NC 27407.

**Telephone:** 919-855-5610.

**Technical Facilities:** Channel No. 61 (752-758 MHz). Authorized power: 500-kw max. visual, 50-kw max. aural. Antenna: 564-ft. above av. terrain, 489-ft. above ground, 1449-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 36° | 08' | 58" |
| Longitude | 80° | 03' | 21" |

**Transmitter:** 2-mi. NE of Kernersville.

**Satellite Earth Station:** Paraclipse, 3.1-meter C-band; M/A-Com receivers.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** March 5, 1984. Transfer of control from Gary S. Smithwick & Harrell Powell Jr. to William Satterfield approved by FCC May 23, 1985. FCC approved sale to present owner Feb. 24, 1986.

**Personnel:**

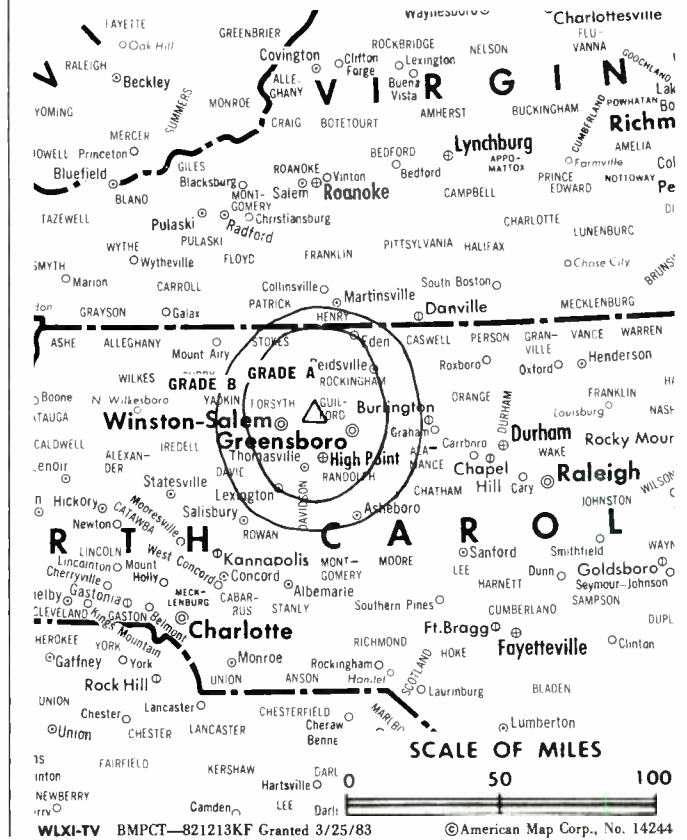
LARRY L. PATTON, general manager.

**Highest One Hour Rate:** \$300.

**Highest 30 Sec. Rate (June 17, 1987):** \$45.

**Arbitron Data:** Not available.

**City of License:** Greensboro. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 50.



# North Carolina—Winston-Salem-Greensboro-High Point

**WNRW**

**Ch. 45**

**Network Service:** None, independent.

**Licensee:** Act III Broadcasting of Greensboro Inc., Box 2899, Winston-Salem, NC 27102.

**Studio:** 3500 Myer-Lee Dr., Winston-Salem, NC 27101.

**Mailing Address:** Box 2899, Winston-Salem, NC 27102.

**Telephone:** 919-722-4545.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 5000-kw max. & 1450-kw horizontal visual, 500-kw max. & 145-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 768-ft. above ground, 3088-ft. above sea level.

Latitude 36° 22' 37"  
Longitude 80° 22' 10"

**Transmitter:** End of County Rd. 1172, King, NC.

**Satellite Earth Stations:** In operation.

**Ownership:** Act III Communications, 62.89%; U. Bertram Ellis Jr., 8.18%; Glenridge Assoc. Ltd. Partnership, 19.35%; others, none with more than 1.45%. Act III Communications ownership: Norman Lear, 100%; Thomas McGrath, treas. Ellis has interest in licensee of KJTL(TV), Wichita Falls, TX.

**Began Operation:** September 23, 1979. Sale to present owners by TVX Broadcast Group approved by FCC Dec. 17, 1986.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

**Represented (engineering):** Lawrence Behr.

**Personnel:**

JAMES FLETCHER, vice president & general manager.  
JASON ELKIN, general sales manager.

**Highest 30 Sec. Rate:** \$600.

**City of License:** Winston-Salem. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 50.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Davie                 | 10,000           | 9,800         | 98 |
|                        | Stokes                | 13,200           | 13,000        | 98 |
|                        | Yadkin                | 11,300           | 11,100        | 99 |
|                        | <b>VIRGINIA</b>       |                  |               |    |
|                        | Henry                 | 27,100           | 26,800        | 99 |
| <b>Between 25-49%</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Caswell               | 7,200            | 7,100         | 99 |
|                        | Davidson              | 44,900           | 44,500        | 99 |
|                        | Forsyth               | 100,800          | 99,900        | 99 |



WNRW BPCT-800808KE Granted 12/12/80

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| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | Guilford              | 125,100          | 124,200        | 99        |
|   | Randolph              | 37,400           | 37,000         | 99        |
|   | Rockingham            | 32,500           | 32,200         | 99        |
|   | Surry                 | 23,300           | 23,000         | 99        |
|   | Wilkes                | 23,100           | 22,800         | 98        |
|   | <b>VIRGINIA</b>       |                  |                |           |
|   | Patrick               | 6,400            | 6,300          | 98        |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                |           |
|   | Alamance              | 38,000           | 37,700         | 99        |
|   | Alexander             | 9,800            | 9,700          | 99        |
|   | Alleghany             | 3,900            | 3,800          | 97        |
|   | Iredell               | 32,400           | 32,100         | 99        |
|   | Montgomery            | 8,500            | 8,400          | 99        |
|   | Person                | 10,800           | 10,700         | 99        |
|   | Rowan                 | 39,000           | 38,700         | 99        |
|   | Stanly                | 19,300           | 19,100         | 99        |
|   | <b>VIRGINIA</b>       |                  |                |           |
|   | Carroll               | 9,600            | 9,400          | 98        |
| Franklin                                | 12,700                | 12,500           | 98             |           |
| Halifax                                 | 12,000                | 11,800           | 98             |           |
| Pittsylvania                            | 40,200                | 39,700           | 99             |           |
| <b>Station Totals</b>                   |                       | <b>698,500</b>   | <b>691,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>235,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>88,600</b>  |           |

# North Carolina—Greensboro-High Point & Winston-Salem

**WXII**

Ch. 12

**Network Service:** NBC.

**Licensee:** Pulitzer Bcstg. Co., Box 11847, Winston-Salem, NC 27116.

**Studio:** 700 Coliseum Dr., Winston-Salem, NC 27106.

**Telephone:** 919-721-9944. **TWX:** 510-931-3676.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.5-kw aural. Antenna: 1980-ft. above av. terrain, 680-ft. above ground, 3095-ft. above sea level.

Latitude 36° 22' 31"  
Longitude 80° 22' 27"

**Transmitter:** Sauratown Mtn., 7-mi. N of King, NC.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Satellite Technology, 3.5-meter; Standard Communications, Drake receivers.

**News Services:** AP, CNN, NBC, UPI.

**Ownership:** Pulitzer Publishing Co. See Group Ownership of Television Stations.

**Began Operation:** September 30, 1953. Sale to Multimedia by Triangle Bcstg. Corp. approved by FCC Sept. 7, 1972 (*Television Digest*, Vol. 11:44; 12:37). Exchanged by Multimedia with WFBC-TV, Greenville, SC for KSDK, St. Louis, MO (Vol. 21:12; 22:1; 23:8).

**Represented (sales):** Katz Television.

**Represented (legal):** Verner, Liipfert, Bernhard, McPherson & Hand.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

KEN J. ELKINS, president & chief executive officer, Pulitzer Bcstg. Co.  
REYNARD A. CORLEY, vice president & general manager.  
DAVID SUMMERS, general sales manager.  
DAVID EMERY, news/operations director.  
LESA HARRIS, program director.  
ALLAN SIMMONS, marketing director.  
HENRY HUNT, director of engineering.

**Highest One Hour Rate:** \$4500.

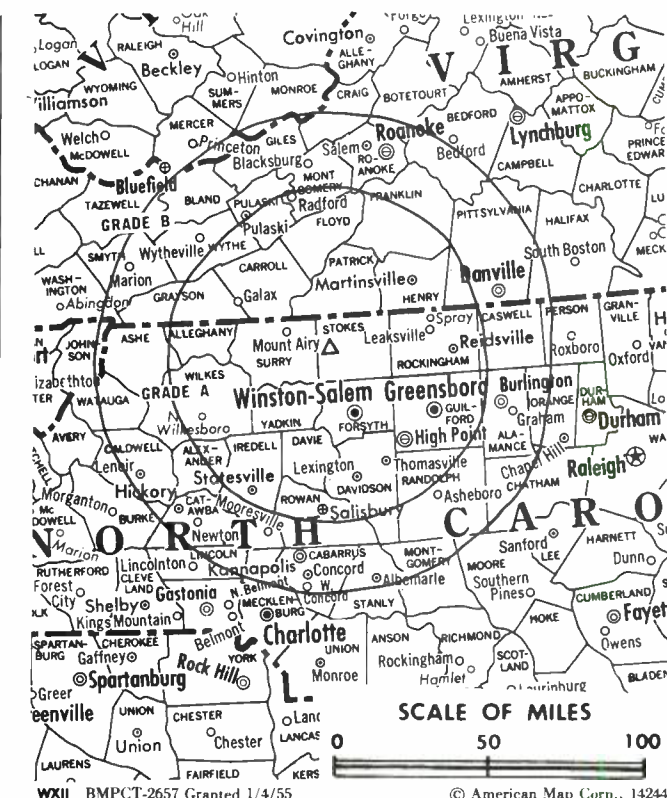
**Highest 30 Sec. Rate:** \$3000.

**NETWORK BASE HOURLY RATE:** \$1305.

**City of License:** Winston-Salem. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 50.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Alamance              | 38,000           | 37,700        | 99 |
|                        | Alleghany             | 3,900            | 3,800         | 97 |
|                        | Ashe                  | 9,000            | 8,800         | 98 |
|                        | Caswell               | 7,200            | 7,100         | 99 |
|                        | Davidson              | 44,900           | 44,500        | 99 |
|                        | Davie                 | 10,000           | 9,800         | 98 |
|                        | Forsyth               | 100,800          | 99,900        | 99 |
|                        | Guilford              | 125,100          | 124,200       | 99 |
|                        | Iredell               | 32,400           | 32,100        | 99 |
|                        | Randolph              | 37,400           | 37,000        | 99 |
|                        | Rockingham            | 32,500           | 32,200        | 99 |
|                        | Rowan                 | 39,000           | 38,700        | 99 |
|                        | Stokes                | 13,200           | 13,000        | 98 |



| Net Weekly Circulation                  | State County          | Total Households      | TV Households  | %              |
|---|-----------------------|-----------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Surry                 | 23,300                | 23,000         | 99             |
|   | Wilkes                | 23,100                | 22,800         | 98             |
|   | Yadkin                | 11,300                | 11,100         | 99             |
|   | <b>VIRGINIA</b>       |                       |                |                |
|   | Carroll               | 9,600                 | 9,400          | 98             |
|   | Grayson               | 9,000                 | 8,900          | 99             |
|   | Henry                 | 27,100                | 26,800         | 99             |
|   | Patrick               | 6,400                 | 6,300          | 98             |
|   | Pittsylvania          | 40,200                | 39,700         | 99             |
|   | <b>Between 25-49%</b> | <b>NORTH CAROLINA</b> |                |                |
| Alexander                               |                       | 9,800                 | 9,700          | 99             |
| Caldwell                                |                       | 26,000                | 25,700         | 99             |
| Montgomery                              |                       | 8,500                 | 8,400          | 99             |
| Person                                  |                       | 10,800                | 10,700         | 99             |
| Watauga                                 |                       | 12,400                | 12,200         | 98             |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                       |                |                |
|   | Burke                 | 28,200                | 27,900         | 99             |
|   | Cabarrus              | 34,300                | 34,100         | 99             |
|   | Catawba               | 42,100                | 41,800         | 99             |
|   | Chatham               | 13,700                | 13,500         | 99             |
|   | Hoke                  | 6,800                 | 6,700          | 99             |
|   | Lincoln               | 17,300                | 17,200         | 99             |
|   | Mc Dowell             | 13,200                | 13,000         | 98             |
|   | Mitchell              | 5,300                 | 5,200          | 98             |
|   | Stanly                | 19,300                | 19,100         | 99             |
|   | <b>VIRGINIA</b>       |                       |                |                |
|   | Appomattox            | 4,400                 | 4,300          | 98             |
|   | Floyd                 | 4,400                 | 4,300          | 98             |
|   | Franklin              | 12,700                | 12,500         | 98             |
| Halifax                                 | 12,000                | 11,800                | 98             |                |
| Wythe                                   | 9,400                 | 9,200                 | 98             |                |
| <b>WEST VIRGINIA</b>                    |                       |                       |                |                |
| Monroe                                  | 4,800                 | 4,600                 | 96             |                |
| <b>Station Totals</b>                   |                       | <b>938,800</b>        | <b>928,700</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                       |                | <b>573,300</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                       |                | <b>319,500</b> |



# North Carolina—Greenville

## WNCT-TV

Ch. 9

(Also serves New Bern & Washington, NC)

**Network Service:** CBS.

**Licensee:** Roy H. Park Bcstg. Inc., Box 898, Greenville, NC 27835-0898.

**Studio:** 3221 Evans St., Greenville, NC 27834.

**Telephone:** 919-756-3180. **TWX:** 510-929-1616.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1890-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"  
Longitude 77° 23' 38"

**Transmitter:** Hwy. 118, 2.5-mi. E of Grifton.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.2-meter C-band; AFC, 3.66-meter Ku-band; 3 Winegard, 3.5-meter C-band; DX Antenna, 3.1-meter C-band; DX Antenna, M/A-Com, Scientific-Atlanta, Winegard receivers.

**AM Affiliate:** WNCT, 10-kw, 1070 kHz (CBS).

**FM Affiliate:** WNCT-FM, 100-kw, 107.9 MHz (No. 300), 1710-ft.

**News Services:** AP, CBS.

**Ownership:** Park Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** December 22, 1953. Sale to present owner by Carolina Bcstg. System Inc. approved by FCC Feb. 7, 1962 (*Television Digest*, Vol. 2:7).

**Represented (sales):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

C. ROBERT THOMPSON, vice president & general manager.  
LUTHER GRIFFIN, general sales manager.  
WILLIAM MORRISSETTE, business manager.  
C. TOMMY SMITH, local sales manager.  
SHIRLEY DALE, program director.  
HEBER ADAMS, chief engineer.

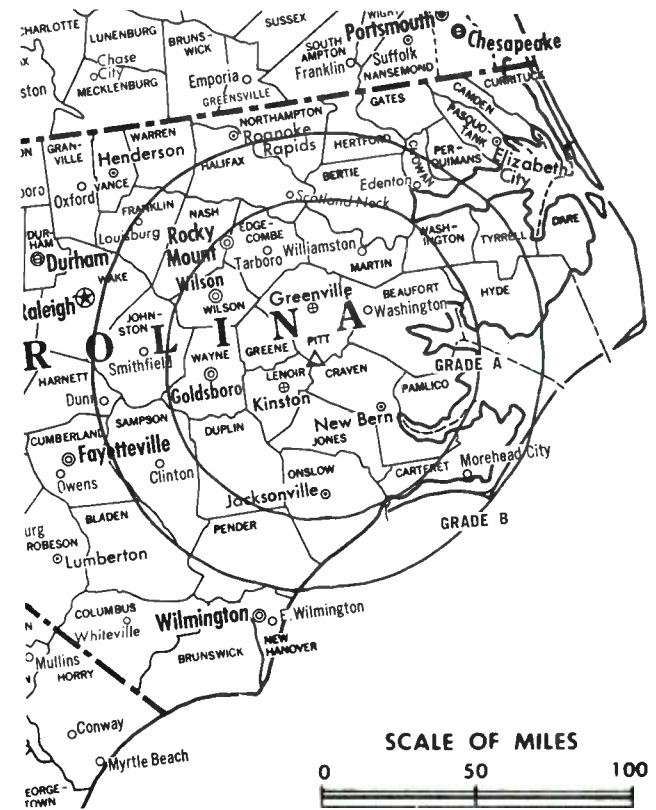
**Highest 30 Sec. Rate:** \$875.

**NETWORK BASE HOURLY RATE:** \$835.

**City of License:** Greenville. **ADI:** Greenville-New Bern-Washington. **Rank:** 96.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  |              |                  |               |    |
| <b>NORTH CAROLINA</b>  |              |                  |               |    |
|                        | Beaufort     | 15,800           | 15,600        | 99 |
|                        | Bertie       | 7,400            | 7,200         | 97 |
|                        | Carteret     | 19,000           | 18,800        | 99 |
|                        | Chowan       | 5,000            | 4,900         | 98 |
|                        | Craven       | 27,100           | 26,900        | 99 |
|                        | Duplin       | 15,000           | 14,700        | 98 |
|                        | Edgecombe    | 19,900           | 19,600        | 98 |
|                        | Greene       | 5,500            | 5,400         | 98 |
|                        | Halifax      | 19,400           | 19,000        | 98 |
|                        | Hyde         | 2,100            | 2,000         | 95 |



WNCT-TV BPCT-5087 Granted 5/17/79

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| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   |              |                  |                |                |
|   | Jones        | 3,200            | 3,200          | 100            |
|   | Lenoir       | 22,400           | 22,100         | 99             |
|   | Martin       | 9,400            | 9,300          | 99             |
|   | Onslow       | 35,300           | 35,000         | 99             |
|   | Pamlico      | 3,900            | 3,900          | 100            |
|   | Pitt         | 35,900           | 35,400         | 99             |
|   | Tyrrell      | 1,400            | 1,400          | 100            |
|   | Washington   | 5,100            | 5,000          | 98             |
|   | Wayne        | 35,700           | 35,200         | 99             |
|   | Wilson       | 23,600           | 23,300         | 99             |
| <b>Between 25-49%</b>                   |              |                  |                |                |
| <b>NORTH CAROLINA</b>                   |              |                  |                |                |
|   | Dare         | 7,300            | 7,100          | 97             |
|   | Hertford     | 7,800            | 7,700          | 99             |
|   | Nash         | 26,300           | 25,900         | 98             |
|   | Northampton  | 7,500            | 7,300          | 97             |
|   | Pender       | 8,800            | 8,600          | 98             |
|   | Perquimans   | 3,800            | 3,800          | 100            |
| <b>Between 5-24%</b>                    |              |                  |                |                |
| <b>NORTH CAROLINA</b>                   |              |                  |                |                |
|   | Brunswick    | 16,600           | 16,300         | 98             |
|   | Camden       | 2,000            | 2,000          | 100            |
|   | Franklin     | 11,400           | 11,200         | 98             |
|   | Johnston     | 28,600           | 28,200         | 99             |
|   | New Hanover  | 43,500           | 43,100         | 99             |
|   | Pasquotank   | 11,000           | 10,900         | 99             |
|   | Sampson      | 18,400           | 18,100         | 98             |
|   | Warren       | 5,600            | 5,500          | 98             |
| <b>Station Totals</b>                   |              | <b>510,700</b>   | <b>503,600</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>304,300</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>171,900</b> |

# North Carolina—Hickory

**WHKY-TV**

**Ch. 14**

**Network Service:** None, independent.

**Licensee:** The Long Family Partnership, 526 Main Ave. SE, Hickory, NC 28601.

**Studio:** 526 Main Ave. SE, Hickory, NC 28601.

**Mailing Address:** Box 1049, Hickory, NC 28603.

**Telephone:** 704-322-5115.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 656.1-kw max. visual, 66-kw max. aural. Antenna: 600-ft. above av. terrain, 487-ft. above ground, 1652-ft. above sea level.

Latitude 35° 43' 57"  
Longitude 81° 19' 52"

**Transmitter:** 526 Main Ave. SE.

**Satellite Earth Stations:** 4 in operation.

**AM Affiliate:** WHKY, 5-kw, 1290 kHz.

**FM Affiliate:** WHKY-FM, 14.8-kw, 102.9 MHz (No. 275), 325-ft.

**News Service:** UPI.

**Ownership:** Edmund S. Long, 62.47%; Thomas E. S. Long, 26.01%; Roberta S. Long, 8.67%; Mrs. Roberta S. Long, 1.87%; Ella Lee Shuford, 0.97%.

**Began Operation:** April 14, 1968.

**Represented (legal):** Hardy & Popham.

**Personnel:**

JEFFREY B. LONG, president, film buyer & national sales manager.  
THOMAS E. LONG, general manager.  
THOMAS E. LONG JR., chief engineer.  
JAMES O. CARR, news director & sales manager.  
ED LOGAN, sports director.  
LYNNE CRITCHER, traffic manager.  
FRANK JONES, assignment editor.

**Highest One Hour Rate:** \$450.

**Highest 30 Sec. Rate:** \$75.

**City of License:** Hickory. **ADI:** Charlotte. **Rank:** 32.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %             |
|---|--------------|------------------|----------------|---------------|
| <b>NORTH CAROLINA</b>                   |              |                  |                |               |
| Between 25-49%                          | Caldwell     | 26,000           | 25,700         | 99            |
| <b>NORTH CAROLINA</b>                   |              |                  |                |               |
| Between 5-24%                           | Alexander    | 9,800            | 9,700          | 99            |
|   | Burke        | 28,200           | 27,900         | 99            |
|   | Catawba      | 42,100           | 41,800         | 99            |
|   | Iredell      | 32,400           | 32,100         | 99            |
|   | Lincoln      | 17,300           | 17,200         | 99            |
| <b>Station Totals</b>                   |              | <b>155,800</b>   | <b>154,400</b> | <b>99</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>26,500</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>8,300</b>  |

# North Carolina—Lexington

**WEJC**

Ch. 20

**Network Service:** None, independent.

**Grantee:** Koinonia Broadcasting Inc., Box 2020, Lexington, NC 27293.

**Studio:** Robert Everhart Rd. & U.S. Business Rte. 85.

**Telephone:** 704-246-2020.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 4616-kw max. visual, 461.6-kw max. aural. Antenna: 975-ft. above av. terrain, 938-ft. above ground, 1758-ft. above sea level.

Latitude 35° 58' 09"  
Longitude 79° 49' 29"

**Transmitter:** W of Rte. 220, Pleasant Garden.

**Satellite Earth Stations:** 2 in operation; Harris, M/A-Com receivers.

**News Service:** INN.

**Ownership:** Non-stock, non-profit corp. William P. Register, pres.; Charles D. Brown, v.p.; Carolyn R. Register, secy.-treas.

**Began Operation:** April 2, 1986.

**Represented (legal):** Gammon & Grange.

**Personnel:**

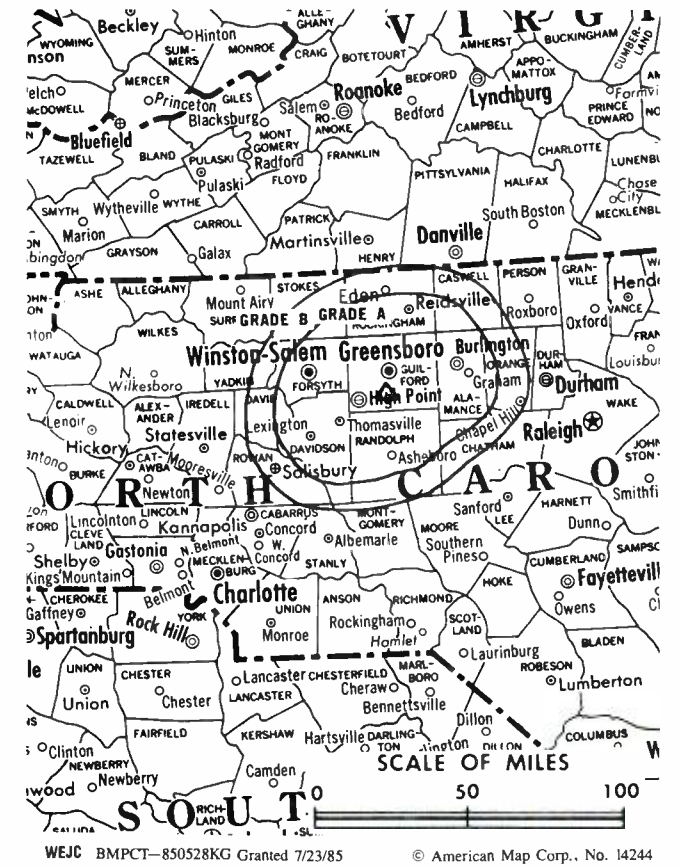
WILLIAM P. REGISTER SR., president & general manager.  
STEVE ANDERSON, program director.  
BILLY REGISTER, operations director.

**Highest One Hour Rate:** \$500.

**Highest 30 Sec. Rate:** \$100.

**City of License:** Lexington. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 50.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



WEJC BMPCT-850528KG Granted 7/23/85

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| Net Weekly Circulation                  | State County                       | Total Households | TV Households | %         |
|---|------------------------------------|------------------|---------------|-----------|
| Between 5-24%                           | <b>NORTH CAROLINA</b><br>Alleghany | 3,900            | 3,800         | 97        |
| <b>Station Totals</b>                   |                                    | <b>3,900</b>     | <b>3,800</b>  | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                                    |                  | <b>5,800</b>  |           |
| <b>Average Daily Circulation (1987)</b> |                                    |                  | <b>1,200</b>  |           |

# North Carolina—New Bern

**WCTI**

Ch. 12

(Also serves Greenville & Washington, NC)

**Network Service:** ABC.

**Licensee:** Diversified Communications Inc.

**Studio:** 400 Glenburnie Dr., New Bern, NC 28561.

**Mailing Address:** Box 2325, New Bern, NC 28560.

**Telephone:** 919-637-2111.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1940-ft. above av. terrain, 1999-ft. above ground, 2049-ft. above sea level.

Latitude 35° 06' 18"  
Longitude 77° 20' 15"

**Transmitter:** State Hwy. 41, N of Trenton, NC.

**Satellite Earth Stations:** Transmit/receive ADM, 6.1-meter; Avcom receivers.

**News Service:** UPI.

**Ownership:** Diversified Communications. See Group Ownership of Television Stations.

**Began Operation:** September 7, 1963. Sale to present owner by Heritage Bcstg. approved by FCC Feb. 24, 1986. Sale to Heritage by Malrite Communications Group approved by FCC June 7, 1983. Sale to Malrite by Continental TV approved Oct. 14, 1976. Previous sale by Nathan Frank & Thomsland Inc. approved April 15, 1969.

**Represented (sales):** Petry Television Inc.

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

**Personnel:**

WILLIAM D. WEBB, vice president & general manager.  
TAMMY GREEN, operations/program director.  
WILLIAM KNOWLES, news director.  
MIKE BARRETT, chief engineer.

**Highest One Hour Rate:** \$7500.

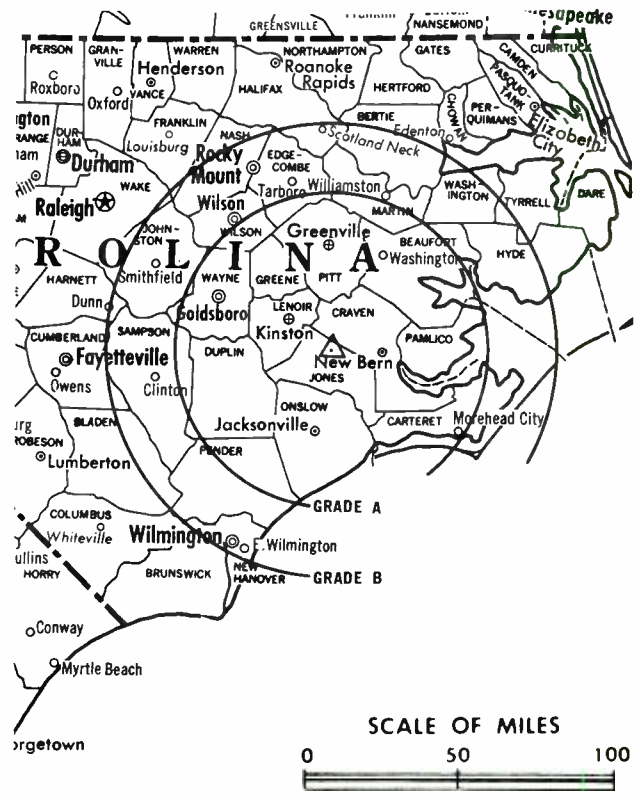
**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$550.

**City of License:** New Bern. **ADI:** Greenville-New Bern-Washington. **Rank:** 96.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |     |
|                        | Beaufort              | 15,800           | 15,600        | 99  |
|                        | Carteret              | 19,000           | 18,800        | 99  |
|                        | Craven                | 27,100           | 26,900        | 99  |
|                        | Duplin                | 15,000           | 14,700        | 98  |
|                        | Greene                | 5,500            | 5,400         | 98  |
|                        | Hyde                  | 2,100            | 2,000         | 95  |
|                        | Jones                 | 3,200            | 3,200         | 100 |
|                        | Lenoir                | 22,400           | 22,100        | 99  |
|                        | Martin                | 9,400            | 9,300         | 99  |



WCTI BPCT-3831 Granted 1/4/67

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| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Onslow                | 35,300           | 35,000         | 99        |
|   | Pamlico               | 3,900            | 3,900          | 100       |
|   | Pitt                  | 35,900           | 35,400         | 99        |
|   | Tyrrell               | 1,400            | 1,400          | 100       |
|   | Washington            | 5,100            | 5,000          | 98        |
|   | Wayne                 | 35,700           | 35,200         | 99        |
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                |           |
|   | Bertie                | 7,400            | 7,200          | 97        |
|   | Edgecombe             | 19,900           | 19,600         | 98        |
|   | Pender                | 8,800            | 8,600          | 98        |
|   | Sampson               | 18,400           | 18,100         | 98        |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                |           |
|   | Bladen                | 11,100           | 10,800         | 97        |
|   | Chowan                | 5,000            | 4,900          | 98        |
|   | Dare                  | 7,300            | 7,100          | 97        |
|   | Halifax               | 19,400           | 19,000         | 98        |
|   | Harnett               | 22,300           | 22,000         | 99        |
|   | Hertford              | 7,800            | 7,700          | 99        |
|   | Johnston              | 28,600           | 28,200         | 99        |
|   | Nash                  | 26,300           | 25,900         | 98        |
|   | Perquimans            | 3,800            | 3,800          | 100       |
| <b>Station Totals</b>                   |                       | <b>446,500</b>   | <b>440,100</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>231,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>135,500</b> |           |

# North Carolina—Raleigh

**WLFL-TV**

Ch. 22

**Network Service:** Fox.

**Licensee:** Television Corp. of Raleigh/Durham Inc., 1205 Front St., Raleigh, NC 27609.

**Studio:** 1205 Front St., Raleigh, NC 27609.

**Telephone:** 919-821-2200.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1675-ft. above av. terrain, 1545-ft. above ground, 2015-ft. above sea level.

Latitude 35° 42' 51.5"  
Longitude 78° 49' 00.5"

**Transmitter:** 1700-ft. W of intersection of Hwys. 1379 & 1010, 1.5-mi. SE of Apex.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** AFC, 3-meter Ku-band; 2 Polaris, 3.5-meter C-band; Gardiner, M/A-Com, Microdyne receivers.

**Ownership:** TVX Broadcast Group. See Group Ownership of Television Stations.

**Began Operation:** December 18, 1981. Sale to S & F Communications was approved by FCC Dec. 21, 1984 but not consummated (*Television Digest*, Vol. 24:39). Sale to TVX Broadcast Group approved Feb. 10, 1986 (Vol. 25:50; 26:17).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

**Personnel:**

- LINDA COCHRAN, vice president & general manager.
- DONNA CALVERT-SMITH, director of sales.
- KATHY BENNETT, local sales manager.
- DON INGRAM, chief engineer.
- JENNY ZOELLER, director of programming.
- JANICE JORDAN, director of promotion.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate:** \$1200.

**City of License:** Raleigh. ADI: Raleigh-Durham. Rank: 35.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Chatham               | 13,700           | 13,500        | 99 |
|                        | Lee                   | 14,700           | 14,500        | 99 |
|                        | Vance                 | 13,600           | 13,400        | 99 |
| <b>Between 25-49%</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Cumberland            | 84,900           | 83,900        | 99 |
|                        | Durham                | 62,400           | 61,700        | 99 |
|                        | Franklin              | 11,400           | 11,200        | 98 |
|                        | Granville             | 11,600           | 11,400        | 98 |



| Net Weekly Circulation                  | State County         | Total Households      | TV Households  | %         |    |
|---|----------------------|-----------------------|----------------|-----------|----|
| <b>Between 25-49%</b>                   | <b>HARNETT</b>       | 22,300                | 22,000         | 99        |    |
|   | Hoke                 | 6,800                 | 6,700          | 99        |    |
|   | Johnston             | 28,600                | 28,200         | 99        |    |
|   | Moore                | 22,600                | 22,200         | 98        |    |
|   | Orange               | 32,000                | 31,500         | 98        |    |
|   | Person               | 10,800                | 10,700         | 99        |    |
|   | Sampson              | 18,400                | 18,100         | 98        |    |
|   | Wake                 | 133,900               | 132,600        | 99        |    |
|   | <b>Between 5-24%</b> | <b>NORTH CAROLINA</b> |                |           |    |
|   |                      | Alamance              | 38,000         | 37,700    | 99 |
| Caswell                                 |                      | 7,200                 | 7,100          | 99        |    |
| Edgecombe                               |                      | 19,900                | 19,600         | 98        |    |
| Greene                                  |                      | 5,500                 | 5,400          | 98        |    |
| Montgomery                              |                      | 8,500                 | 8,400          | 99        |    |
| Nash                                    |                      | 26,300                | 25,900         | 98        |    |
| Warren                                  |                      | 5,600                 | 5,500          | 98        |    |
| Wayne                                   |                      | 35,700                | 35,200         | 99        |    |
| Wilson                                  |                      | 23,600                | 23,300         | 99        |    |
| <b>VIRGINIA</b>                         |                      |                       |                |           |    |
| Mecklenburg                             | 10,400               | 10,200                | 98             |           |    |
| <b>Station Totals</b>                   |                      | <b>668,400</b>        | <b>659,900</b> | <b>98</b> |    |
| <b>Net Weekly Circulation (1987)</b>    |                      |                       | <b>237,700</b> |           |    |
| <b>Average Daily Circulation (1987)</b> |                      |                       | <b>91,200</b>  |           |    |

# North Carolina—Durham-Raleigh

## WPTF-TV

Ch. 28

**Network Service:** NBC.

**Licensee:** Durham Life Broadcasting Inc., Box 29521, Raleigh, NC 27626.

**Studio:** 3012 Highwoods Blvd., Raleigh, NC 27604.

**Telephone:** 919-876-0674. **TWX:** 510-928-1852.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 5000-kw max. visual, 250-kw max. aural. Antenna: 2000-ft. above av. terrain, 1893-ft. above ground, 2253-ft. above sea level.

Latitude 35° 40' 29"  
Longitude 78° 31' 38"

**Transmitter:** 1.8-mi. SE of Auburn.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit/receive Harris, 6.1-meter Ku-band; Andrew, 4.5-meter C-band; Harris, 3.6-meter Ku-band; RCA, 3-meter Ku-band; AvanteK, Harris, M/A-Com receivers.

**News Services:** AP, NBC, UPI.

**Ownership:** Durham Corp., 100%. George Womble, chmn.; Felton Coley, pres.; Sonja M. Stephenson, asst. secy. Durham Life Bcstg. is licensee of WPTF & WQDR(FM), Raleigh, NC; WEWO & WSTS(FM), Laurinburg, NC.

**Began Operation:** November 4, 1968. Sale to present owner by Robinson O. Everett, et al., approved by FCC May 19, 1977 (*Television Digest*, Vol. 17:5).

**Represented (sales):** Blair Television.

**Represented (legal):** Tharrington, Smith & Hargrove.

**Represented (engineering):** Moffet, Larson & Johnson.

### Personnel:

WILLIAM DUNAWAY, vice president & general manager.  
JOE KILLEBREW, general sales manager.  
LATHAM HAMNER, chief engineer.  
BOB WOLFE, program manager.  
BILL RAMSEY, production manager.  
KEVIN KELLY, news director.  
CHRISTY HINSON, promotion director.

**Highest One Hour Rate:** \$8500.

**Highest 30 Sec. Rate:** \$3200.

**NETWORK BASE HOURLY RATE:** \$800.

**City of License:** Durham. **ADI:** Raleigh-Durham. **Rank:** 35.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Chatham               | 13,700           | 13,500        | 99 |
|                        | Durham                | 62,400           | 61,700        | 99 |
|                        | Franklin              | 11,400           | 11,200        | 98 |
|                        | Granville             | 11,600           | 11,400        | 98 |
|                        | Harnett               | 22,300           | 22,000        | 99 |
|                        | Johnston              | 28,600           | 28,200        | 99 |
|                        | Lee                   | 14,700           | 14,500        | 99 |



WPTF-TV BPCT-860327KF Granted 7/2/86

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| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Orange                | 32,000           | 31,500         | 98        |
|   | Person                | 10,800           | 10,700         | 99        |
|   | Vance                 | 13,600           | 13,400         | 99        |
|   | Wake                  | 133,900          | 132,600        | 99        |
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                |           |
|   | Alamance              | 38,000           | 37,700         | 99        |
|   | Cumberland            | 84,900           | 83,900         | 99        |
|   | Moore                 | 22,600           | 22,200         | 98        |
|   | Nash                  | 26,300           | 25,900         | 98        |
|   | Warren                | 5,600            | 5,500          | 98        |
| Wayne                                   | 35,700                | 35,200           | 99             |           |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                |           |
|   | Caswell               | 7,200            | 7,100          | 99        |
|   | Edgecombe             | 19,900           | 19,600         | 98        |
|   | Greene                | 5,500            | 5,400          | 98        |
|   | Hoke                  | 6,800            | 6,700          | 99        |
|   | Montgomery            | 8,500            | 8,400          | 99        |
|   | Randolph              | 37,400           | 37,000         | 99        |
|   | Sampson               | 18,400           | 18,100         | 98        |
|   | Scotland              | 11,700           | 11,500         | 98        |
|   | <b>VIRGINIA</b>       |                  |                |           |
| Lunenburg                               | 4,100                 | 4,000            | 98             |           |
| Mecklenburg                             | 10,400                | 10,200           | 98             |           |
| <b>Station Totals</b>                   |                       | <b>698,000</b>   | <b>689,100</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>347,200</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>160,000</b> |           |

# North Carolina—Raleigh-Durham

## WRAL-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** Capitol Bcstg. Co. Inc., 2619 Western Blvd., Box 12000, Raleigh, NC 27605.

**Studio:** 2619 Western Blvd.

**Mailing Address:** Box 12000, Raleigh, NC 27605.

**Telephone:** 919-821-8555. **TWX:** 510-928-1833.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: Circularly polarized, 1990-ft. above av. terrain, 2000-ft. above ground, 2340-ft. above sea level.

Latitude 35° 40' 35"  
Longitude 78° 32' 09"

**Transmitter:** 1.6-mi. SE of Auburn.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter C-band; 2 Scientific-Atlanta, 7-meter C-band; transmit/receive (audio only) Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Harris, Scientific-Atlanta receivers.

**FM Affiliate:** WRAL-FM, 100-kw, 101.5 MHz (No. 268), 1840-ft.

**News Services:** AP, UPI, CNN, Conus.

**Ownership:** Estate of A. J. Fletcher, 21.28%; James F. Goodmon, pres., 56.61%; Ray H. Goodmon III, 23.37%; Marjorie L. Fletcher, 3.49%; others, none with as much as 1%. Capitol Bcstg. also owns WHTN & WKEE(FM), Huntington, WV; WRNL & WRXL(FM), Richmond, VA; WDRV & WLVK(FM), Statesville, NC; KBEQ(FM), Kansas City, MO. Note: Sale of KBEQ, WHTN & WKEE(FM) pends.

**Began Operation:** December 15, 1956.

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Personnel:**

JIM GOODMON, president.  
JOHN GREENE, senior vice president & general manager.  
PAUL QUINN, general sales manager.  
WALTYE RASULALA, public affairs manager.  
WILL DAVIS, program manager.  
PAUL POPE, production & operations manager.  
WILBUR BRANN, manager of engineering.  
SHARON MALMSTONE, promotion manager.  
CATHYRN CARTER, business manager.

**Highest 30 Sec. Rate:** \$2500.

**NETWORK BASE HOURLY RATE:** \$1575.

**City of License:** Raleigh. **ADI:** Raleigh-Durham. **Rank:** 35.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>NORTH CAROLINA</b>  |              |                  |               |    |
| <b>50% &amp; Over</b>  | Chatham      | 13,700           | 13,500        | 99 |
|                        | Cumberland   | 84,900           | 83,900        | 99 |
|                        | Duplin       | 15,000           | 14,700        | 98 |
|                        | Durham       | 62,400           | 61,700        | 99 |
|                        | Edgecombe    | 19,900           | 19,600        | 98 |
|                        | Franklin     | 11,400           | 11,200        | 98 |
|                        | Granville    | 11,600           | 11,400        | 98 |
|                        | Halifax      | 19,400           | 19,000        | 98 |
|                        | Harnett      | 22,300           | 22,000        | 99 |
|                        | Hoke         | 6,800            | 6,700         | 99 |



WRAL-TV BMPCT-7707 Granted 3/23/78

© American Map Corp., 14244

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | Johnston     | 28,600           | 28,200        | 99 |
|                        | Lee          | 14,700           | 14,500        | 99 |
|                        | Moore        | 22,600           | 22,200        | 98 |
|                        | Nash         | 26,300           | 25,900        | 98 |
|                        | Northampton  | 7,500            | 7,300         | 97 |
|                        | Orange       | 32,000           | 31,500        | 98 |
|                        | Person       | 10,800           | 10,700        | 99 |
|                        | Robeson      | 34,700           | 34,100        | 98 |
|                        | Sampson      | 18,400           | 18,100        | 98 |
|                        | Scotland     | 11,700           | 11,500        | 98 |
|                        | Vance        | 13,600           | 13,400        | 99 |
|                        | Wake         | 133,900          | 132,600       | 99 |
|                        | Warren       | 5,600            | 5,500         | 98 |
|                        | Wayne        | 35,700           | 35,200        | 99 |
| Wilson                 | 23,600       | 23,300           | 99            |    |
| <b>VIRGINIA</b>        |              |                  |               |    |
|                        | Mecklenburg  | 10,400           | 10,200        | 98 |
| <b>NORTH CAROLINA</b>  |              |                  |               |    |
| <b>Between 25-49%</b>  | Alamance     | 38,000           | 37,700        | 99 |
|                        | Bertie       | 7,400            | 7,200         | 97 |
|                        | Bladen       | 11,100           | 10,800        | 97 |
|                        | Caswell      | 7,200            | 7,100         | 99 |
|                        | Greene       | 5,500            | 5,400         | 98 |
|                        | Lenoir       | 22,400           | 22,100        | 99 |
|                        | Martin       | 9,400            | 9,300         | 99 |
|                        | New Hanover  | 43,500           | 43,100        | 99 |
|                        | Onslow       | 35,300           | 35,000        | 99 |
|                        | Pitt         | 35,900           | 35,400        | 99 |
| <b>VIRGINIA</b>        |              |                  |               |    |
|                        | Brunswick    | 4,900            | 4,800         | 98 |

(Continued on page A-783)

|   |                  |                  |                |
|---|------------------|------------------|----------------|
| <b>Station Totals</b>                   | <b>1,094,100</b> | <b>1,079,200</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  | <b>703,400</b> |
| <b>Average Daily Circulation (1987)</b> |                  |                  | <b>441,300</b> |

# North Carolina—Durham-Raleigh-Fayetteville

**WTVD**

Ch. 11

**Network Service:** ABC.

**Licensee:** Capital Cities Communications Inc., Box 2009, Durham, NC 27702.

**Studio:** 411 Liberty St., Durham, NC 27702.

**Telephone:** 919-683-1111. **TWX:** 510-927-1810.

**Fayetteville Office:** 225 Green St., Fayetteville, NC 28301.

**Telephone:** 919-323-5883.

**Raleigh Office:** Box 1950, Raleigh, NC 27602.

**Mailing Address:** Box 2009, Durham, NC 27702.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1990-ft. above av. terrain, 2000-ft. above ground, 2317-ft. above sea level.

Latitude 35° 40' 05"  
Longitude 78° 31' 58"

**Transmitter:** 4-mi. NW of Clayton, 2-mi. SE of Auburn, NC.

**Satellite Earth Station:** Harris, 9.1-meter; Harris receivers.

**News Services:** AP, UPI.

**Ownership:** Capital Cities/ABC Inc. See Group Ownership of Television Stations.

**Began Operation:** September 2, 1954. Sale to present owners by principal stockholders Harmon L. & Virginia D. Duncan, J. Floyd Fletcher and WDNC (AM) approved by FCC May 22, 1957 (*Television Digest*, Vol. 13:14, 21).

**Represented (sales):** Capital Cities/ABC National Sales Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Represented (engineering):** Moffet, Larson & Johnson, P.C.

**Personnel:**

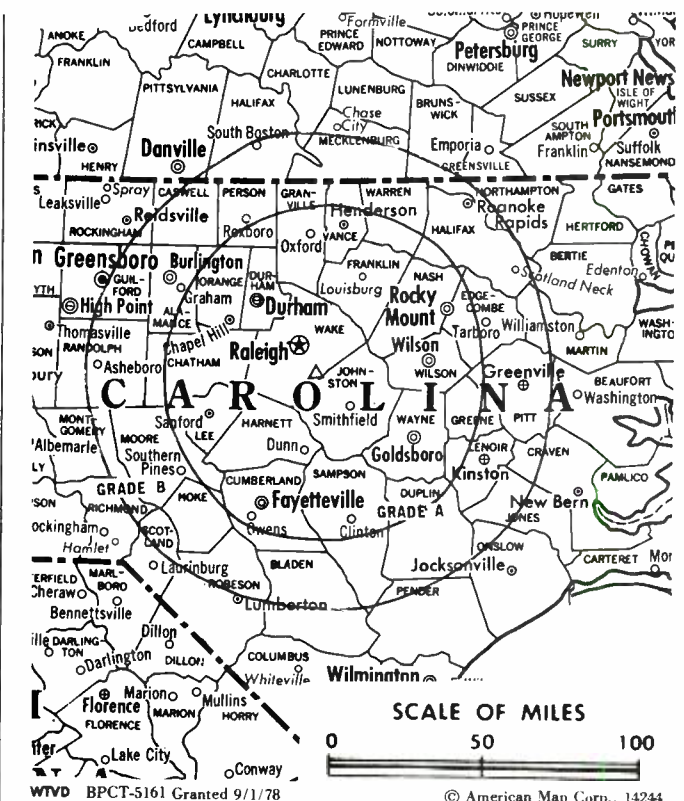
- ALAN NESBITT, president & general manager.
- DENIS J. O'CONNOR, general sales manager.
- JON MILLER, director of programming.
- CHRYSTLE SWAIN, community relations & station affairs manager.
- ED WALL, chief engineer.
- WILLIAM HIGGS, business manager.
- MARIE BROWN, sales service manager.
- JOHN DAWSON, director of creative services.

**Rates:** Not available.

**City of License:** Durham. **ADI:** Raleigh-Durham. **Rank:** 35.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Chatham               | 13,700           | 13,500        | 99 |
|                        | Cumberland            | 84,900           | 83,900        | 99 |
|                        | Durham                | 62,400           | 61,700        | 99 |
|                        | Edgecombe             | 19,900           | 19,600        | 98 |
|                        | Franklin              | 11,400           | 11,200        | 98 |
|                        | Granville             | 11,600           | 11,400        | 98 |
|                        | Greene                | 5,500            | 5,400         | 98 |
|                        | Halifax               | 19,400           | 19,000        | 98 |
|                        | Harnett               | 22,300           | 22,000        | 99 |
|                        | Hoke                  | 6,800            | 6,700         | 99 |
|                        | Johnston              | 28,600           | 28,200        | 99 |
|                        | Lee                   | 14,700           | 14,500        | 99 |
|                        | Moore                 | 22,600           | 22,200        | 98 |
|                        | Nash                  | 26,300           | 25,900        | 98 |
|                        | Orange                | 32,000           | 31,500        | 98 |
|                        | Person                | 10,800           | 10,700        | 99 |
| Sampson                | 18,400                | 18,100           | 98            |    |



| Net Weekly Circulation                  | State County          | Total Households | TV Households    | %              |
|---|-----------------------|------------------|------------------|----------------|
| <b>50% &amp; Over</b>                   | Vance                 | 13,600           | 13,400           | 99             |
|   | Wake                  | 133,900          | 132,600          | 99             |
|   | Warren                | 5,600            | 5,500            | 98             |
|   | Wayne                 | 35,700           | 35,200           | 99             |
|   | Wilson                | 23,600           | 23,300           | 99             |
| <b>VIRGINIA</b>                         | Mecklenburg           | 10,400           | 10,200           | 98             |
|   | <b>NORTH CAROLINA</b> |                  |                  |                |
| <b>Between 25-49%</b>                   | Alamance              | 38,000           | 37,700           | 99             |
|   | Bladen                | 11,100           | 10,800           | 97             |
|   | Duplin                | 15,000           | 14,700           | 98             |
|   | Robeson               | 34,700           | 34,100           | 98             |
|   | Scotland              | 11,700           | 11,500           | 98             |
| <b>VIRGINIA</b>                         | Halifax               | 12,000           | 11,800           | 98             |
|   | <b>NORTH CAROLINA</b> |                  |                  |                |
| <b>Between 5-24%</b>                    | Brunswick             | 16,600           | 16,300           | 98             |
|   | Caswell               | 7,200            | 7,100            | 99             |
|   | Columbus              | 18,600           | 18,200           | 98             |
|   | Jones                 | 3,200            | 3,200            | 100            |
|   | Lenoir                | 22,400           | 22,100           | 99             |
|   | Martin                | 9,400            | 9,300            | 99             |
|   | Montgomery            | 8,500            | 8,400            | 99             |
|   | New Hanover           | 43,500           | 43,100           | 99             |
|   | Northampton           | 7,500            | 7,300            | 97             |
|   | Onslow                | 35,300           | 35,000           | 99             |
|   | Pender                | 8,800            | 8,600            | 98             |
|   | Pitt                  | 35,900           | 35,400           | 99             |
|   | Randolph              | 37,400           | 37,000           | 99             |
|   | Richmond              | 17,400           | 17,200           | 99             |
| <b>VIRGINIA</b>                         |                       |                  |                  |                |
| Brunswick                               | 4,900                 | 4,800            | 98               |                |
| Charlotte                               | 4,000                 | 3,900            | 98               |                |
| Greensville                             | 4,900                 | 4,800            | 98               |                |
| <b>Station Totals</b>                   |                       | <b>1,042,100</b> | <b>1,028,000</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                  | <b>646,700</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                  | <b>386,400</b> |



# North Carolina—Washington—Greenville— New Bern

**WITN-TV**

Ch. 7

**Network Service:** NBC.

**Licensee:** WITN-TV Inc., Box 468, Washington, NC 27889.

**Studio:** 2.5-mi. S of Washington on U.S. 17.

**Mailing Address:** Box 468, Washington, NC 27889.

**Telephone:** 919-946-3131.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31-kw aural. Antenna: Circularly polarized, 1950-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"  
Longitude 77° 23' 38"

**Transmitter:** Hwy. 118, 2.5-mi. E of Grifton.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Harris, 6-meter; Harris, 3-meter; Harris, Scientific-Atlanta receivers.

**News Services:** AP, NBC.

**Ownership:** American Family Corp. See Group Ownership of Television Stations.

**Began Operation:** September 28, 1955. Sale to present owner by W. R. Roberson Jr., et al., approved by FCC June 26, 1985 (Television Digest, Vol. 25:8).

**Represented (sales):** Katz Television.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

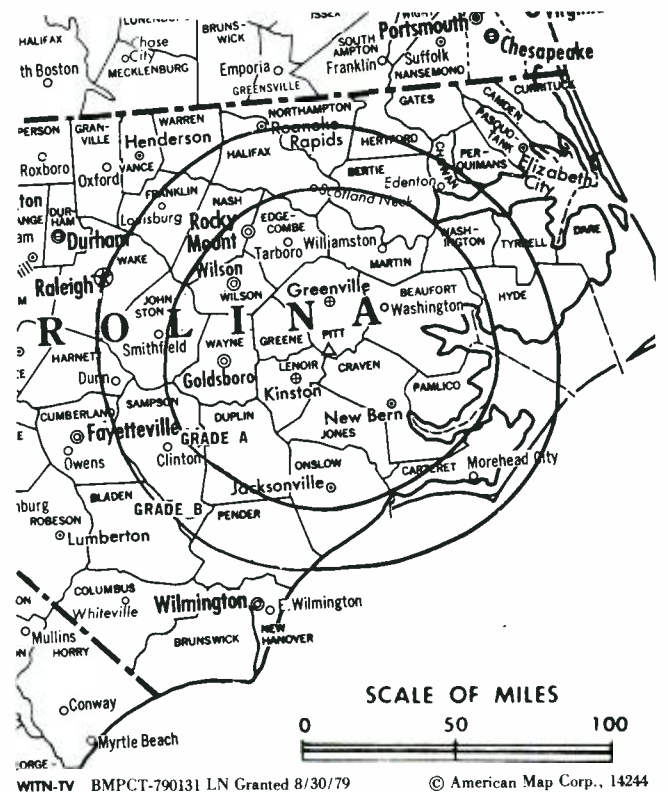
- HOWARD MEAGLE JR., vice president & general manager.
- WILLIAM STANLEY, general sales manager.
- FRANCES W. WILLIAMS, business manager.
- FRANCIS X. BRADY, local sales manager.
- A. E. MANNING, chief engineer.
- HELEN S. JACKSON, national sales coordinator.
- JIM BENNETT, news director.

**Rates:** Not available.

**City of License:** Washington. **ADI:** Greenville-New Bern-Washington. **Rank:** 96.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |     |
|                        | Beaufort              | 15,800           | 15,600        | 99  |
|                        | Bertie                | 7,400            | 7,200         | 97  |
|                        | Carteret              | 19,000           | 18,800        | 99  |
|                        | Craven                | 27,100           | 26,900        | 99  |
|                        | Duplin                | 15,000           | 14,700        | 98  |
|                        | Edgecombe             | 19,900           | 19,600        | 98  |
|                        | Greene                | 5,500            | 5,400         | 98  |
|                        | Halifax               | 19,400           | 19,000        | 98  |
|                        | Hyde                  | 2,100            | 2,000         | 95  |
|                        | Jones                 | 3,200            | 3,200         | 100 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Lenoir                | 22,400           | 22,100         | 99             |
|   | Martin                | 9,400            | 9,300          | 99             |
|   | Nash                  | 26,300           | 25,900         | 98             |
|   | Onslow                | 35,300           | 35,000         | 99             |
|   | Pamlico               | 3,900            | 3,900          | 100            |
|   | Pitt                  | 35,900           | 35,400         | 99             |
|   | Tyrrell               | 1,400            | 1,400          | 100            |
|   | Washington            | 5,100            | 5,000          | 98             |
|   | Wayne                 | 35,700           | 35,200         | 99             |
|   | Wilson                | 23,600           | 23,300         | 99             |
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Chowan                | 5,000            | 4,900          | 98             |
|   | Dare                  | 7,300            | 7,100          | 97             |
|   | Franklin              | 11,400           | 11,200         | 98             |
|   | Hertford              | 7,800            | 7,700          | 99             |
|   | Johnston              | 28,600           | 28,200         | 99             |
|   | Northampton           | 7,500            | 7,300          | 97             |
|   | Pender                | 8,800            | 8,600          | 98             |
| Warren                                  | 5,600                 | 5,500            | 98             |                |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Pasquotank            | 11,000           | 10,900         | 99             |
|   | Perquimans            | 3,800            | 3,800          | 100            |
|   | Sampson               | 18,400           | 18,100         | 98             |
|   | Vance                 | 13,600           | 13,400         | 99             |
| <b>VIRGINIA</b>                         |                       |                  |                |                |
| Greensville                             | 4,900                 | 4,800            | 98             |                |
| <b>Station Totals</b>                   |                       | <b>467,100</b>   | <b>460,400</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>338,200</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>199,100</b> |

# North Carolina—Wilmington

**WECT**

**Ch. 6**

**Network Service:** NBC.

**Licensee:** Atlantic Telecasting Corp., 322 Shipyard Blvd., Wilmington, NC 28403.

**Studio:** 322 Shipyard Blvd., Wilmington, NC 28403.

**Mailing Address:** Box 4029, Wilmington, NC 28406.

**Telephone:** 919-791-8070. **TWX:** 510-937-0314.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1930-ft. above av. terrain, 2000-ft. above ground, 2055-ft. above sea level.

Latitude 34° 34' 32"  
Longitude 78° 26' 13"

**Transmitter:** State Hwy. 53, 1.1-mi. SE of Singletary Lake, Colly Twp.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 8-meter; Prodelin, 5-meter; Harris, 3-meter; Harris, Pinzone receivers.

**News Services:** AP, Conus, NBC.

**Ownership:** News Press & Gazette Co., 96.161%. See Group Ownership of Television Stations.

**Began Operation:** April 9, 1954. Sale of 60% of stock by Richard A. Dunlea & wife to WNCT and James Jackson approved Dec. 11, 1957 by FCC (**Television Digest**, Vol. 13:44, 50). Sale to present owner approved by FCC Nov. 21, 1986.

**Represented (sales):** Katz Television.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

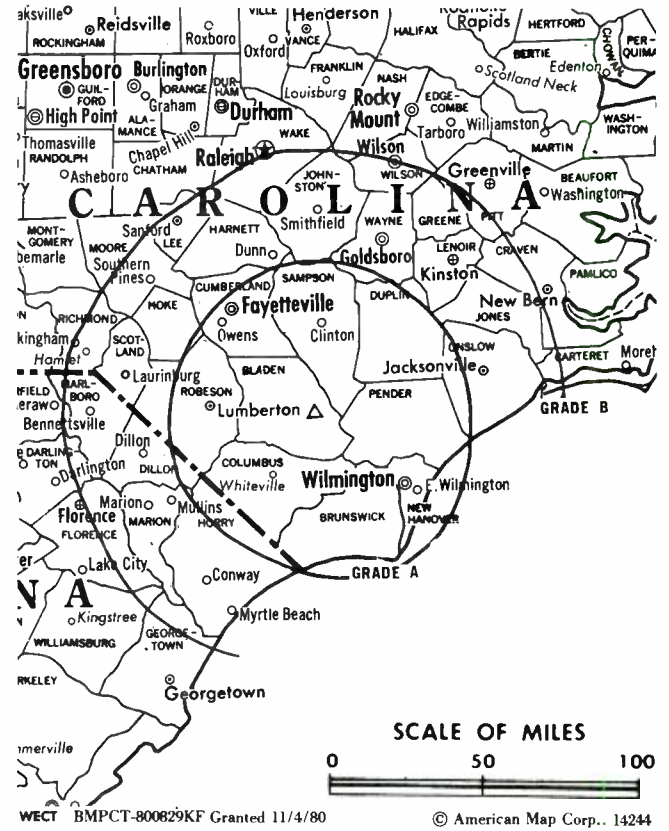
RAY SULLIVAN, vice president & general manager.  
JOE SCHLEGEL, general sales manager.  
BILL ELKS, chief engineer.  
KAREN FOX, program director.  
TOM CHEATHAM, production manager.

**Rates:** Not available.

**City of License:** Wilmington. **ADI:** Wilmington. **Rank:** 152.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %      |    |
|------------------------|-----------------------|------------------|---------------|--------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |        |    |
|                        |                       | Bladen           | 11,100        | 10,800 | 97 |
|                        |                       | Brunswick        | 16,600        | 16,300 | 98 |
|                        |                       | Columbus         | 18,600        | 18,200 | 98 |
|                        |                       | Cumberland       | 84,900        | 83,900 | 99 |
|                        |                       | Duplin           | 15,000        | 14,700 | 98 |
|                        |                       | Hoke             | 6,800         | 6,700  | 99 |
|                        |                       | New Hanover      | 43,500        | 43,100 | 99 |
|                        |                       | Pender           | 8,800         | 8,600  | 98 |
|                        |                       | Richmond         | 17,400        | 17,200 | 99 |
|                        |                       | Robeson          | 34,700        | 34,100 | 98 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Sampson      | 18,400           | 18,100         | 98             |
|   | Scotland     | 11,700           | 11,500         | 98             |
| <b>SOUTH CAROLINA</b>                   |              |                  |                |                |
|   | Dillon       | 10,300           | 10,100         | 98             |
|   | Horry        | 48,100           | 47,300         | 98             |
|   | Marion       | 12,000           | 11,700         | 98             |
| <b>NORTH CAROLINA</b>                   |              |                  |                |                |
| <b>Between 25-49%</b>                   | Harnett      | 22,300           | 22,000         | 99             |
|   | Moore        | 22,600           | 22,200         | 98             |
|   | Onslow       | 35,300           | 35,000         | 99             |
|   | Wayne        | 35,700           | 35,200         | 99             |
| <b>SOUTH CAROLINA</b>                   |              |                  |                |                |
|   | Marlboro     | 10,700           | 10,500         | 98             |
| <b>NORTH CAROLINA</b>                   |              |                  |                |                |
| <b>Between 5-24%</b>                    | Lee          | 14,700           | 14,500         | 99             |
|   | Lenoir       | 22,400           | 22,100         | 99             |
|   | Montgomery   | 8,500            | 8,400          | 99             |
| <b>SOUTH CAROLINA</b>                   |              |                  |                |                |
|   | Darlington   | 22,800           | 22,500         | 99             |
|   | Florence     | 41,400           | 40,900         | 99             |
|   | Georgetown   | 16,500           | 16,100         | 98             |
|   | Williamsburg | 12,800           | 12,400         | 97             |
| <b>Station Totals</b>                   |              | <b>623,600</b>   | <b>614,100</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>365,400</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>206,200</b> |

# North Carolina—Wilmington

**WJKA**

**Ch. 26**

**Network Service:** CBS.

**Licensee:** Wilmington Telecasters Inc., 1926 Oleander Dr., Wilmington, NC 28403.

**Studio:** 1926 Oleander Drive, Wilmington, NC 28403.

**Mailing Address:** Box 2626, Wilmington, NC 28403.

**Telephone:** 919-343-8826.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 4325-kw max. visual, 432.5-kw max. aural. Antenna: 1641-ft. above av. terrain, 1629-ft. above ground, 1689-ft. above sea level.

Latitude 34° 07' 51"  
Longitude 78° 11' 16"

**Transmitter:** 5-mi. NNW of Bolivia on Lewis Swamp Rd.

**Satellite Earth Stations:** Transmit/receive Microdyne, 7-meter; Scientific-Atlanta, 6.2-meter; Harris, 4.7-meter; 2 Harris, 3.7-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, NIWS.

**Ownership:** Katherine R. Everett, pres.; Ben T. Perry III, v.p.; Dorothy G. Bullock, secy.-treas.; American Telecasters Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 24, 1984.

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

**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

**Represented (engineering):** Moffet, Larson & Johnson, P.C.

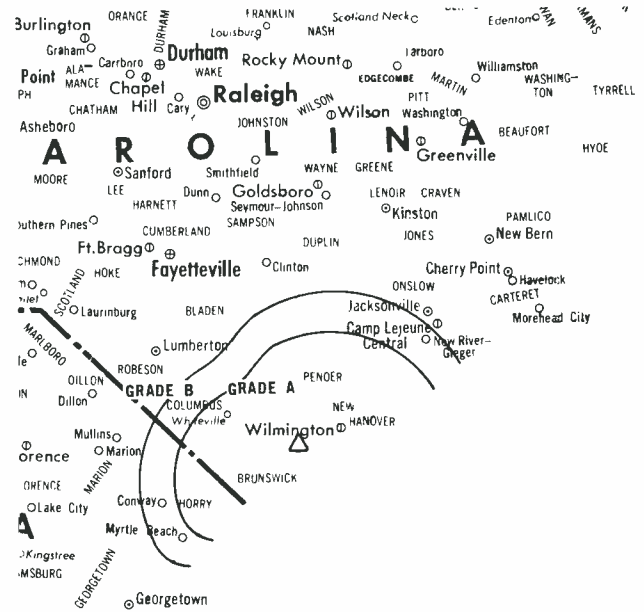
**Personnel:**

JOHN E. SHINE, vice president & general manager.  
JAN AMMONS, general sales manager.  
BOBBY LeCLAIR, chief engineer.  
JUDY WRIGHT, news director.  
BOBBY STONE, promotion director.

**Rates:** Not available.

**City of License:** Wilmington. **ADI:** Wilmington. **Rank:** 152.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



**SCALE OF MILES**  
0 50 100  
WJKA BLCT—841009KW Granted 3/28/85 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %             |
|---|-----------------------|------------------|----------------|---------------|
| <b>50% &amp; Over</b>                   | <b>NORTH CAROLINA</b> |                  |                |               |
|   | Brunswick             | 16,600           | 16,300         | 98            |
|   | New Hanover           | 43,500           | 43,100         | 99            |
|   | Pender                | 8,800            | 8,600          | 98            |
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                |               |
|   | Columbus              | 18,600           | 18,200         | 98            |
|   | <b>SOUTH CAROLINA</b> |                  |                |               |
|   | Horry                 | 48,100           | 47,300         | 98            |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                |               |
|   | Bladen                | 11,100           | 10,800         | 97            |
|   | Duplin                | 15,000           | 14,700         | 98            |
| <b>Station Totals</b>                   |                       | <b>161,700</b>   | <b>159,000</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>72,200</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>33,000</b> |

# North Carolina—Wilmington

## WWAY

Ch. 3

**Network Service:** ABC.

**Licensee:** Old North Broadcasting Corp.

**Studio:** 615 N. Front St., Wilmington, NC 28401.

**Mailing Address:** Box 2068, Wilmington, NC 28401.

**Telephone:** 919-762-8581.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1953-ft. above av. terrain, 1941-ft. above ground, 2001-ft. above sea level.

Latitude 34° 07' 51"  
Longitude 78° 11' 16"

**Transmitter:** 5-mi. NNW of Bolivia on Lewis Swamp Rd.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.2-meter Ku-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Price Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 30, 1964. Sale to present owner by Clay Communications approved by FCC June 23, 1987 (*Television Digest*, Vol. 27:21). Sale to Clay by Cape Fear Telecasting Inc. (William G. Broadfoot Jr., Charles B. Britt, Ferebee Sledge & Craig Wall) approved by FCC Aug. 28, 1968. **Note:** Left air temporarily Jan. 24, 1981 when plane collided with tower (Vol. 21:5).

**Represented (sales):** Seitel Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Moffet, Larson & Johnson, P.C.

**Personnel:**

MITCHELL SAIEED, vice president & general manager.  
TY WATTS, general sales manager.  
GEORGE ALLEN, operations manager.  
RANSOM BENFIELD, production manager.  
ELLIOT HUNTER, chief engineer.  
STELLA SHELTON, news director.

**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$900.

**NETWORK BASE HOURLY RATE:** \$600.

**City of License:** Wilmington. **ADI:** Wilmington. **Rank:** 152.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Bladen                | 11,100           | 10,800        | 97 |
|                        | Brunswick             | 16,600           | 16,300        | 98 |
|                        | Columbus              | 18,600           | 18,200        | 98 |



| Net Weekly Circulation | State County                            | Total Households | TV Households  | %              |                |
|------------------------|---|------------------|----------------|----------------|----------------|
| <b>50% &amp; Over</b>  | <b>DUPLIN</b>                           |                  |                |                |                |
|                        | Duplin                                  | 15,000           | 14,700         | 98             |                |
|                        | <b>NEW HANOVER</b>                      |                  |                |                |                |
|                        | New Hanover                             | 43,500           | 43,100         | 99             |                |
|                        | <b>PENDER</b>                           |                  |                |                |                |
|                        | Pender                                  | 8,800            | 8,600          | 98             |                |
| <b>Between 25-49%</b>  | <b>SOUTH CAROLINA</b>                   |                  |                |                |                |
|                        | <b>Horry</b>                            |                  |                |                |                |
|                        | Horry                                   | 48,100           | 47,300         | 98             |                |
|                        | <b>NORTH CAROLINA</b>                   |                  |                |                |                |
|                        | <b>Onslow</b>                           |                  |                |                |                |
|                        | Onslow                                  | 35,300           | 35,000         | 99             |                |
|                        | <b>Robeson</b>                          |                  |                |                |                |
|                        | Robeson                                 | 34,700           | 34,100         | 98             |                |
|                        | <b>Sampson</b>                          |                  |                |                |                |
|                        | Sampson                                 | 18,400           | 18,100         | 98             |                |
| <b>Between 5-24%</b>   | <b>SOUTH CAROLINA</b>                   |                  |                |                |                |
|                        | <b>Dillon</b>                           |                  |                |                |                |
|                        | Dillon                                  | 10,300           | 10,100         | 98             |                |
|                        | <b>Marion</b>                           |                  |                |                |                |
|                        | Marion                                  | 12,000           | 11,700         | 98             |                |
|                        | <b>NORTH CAROLINA</b>                   |                  |                |                |                |
| <b>Cumberland</b>      |   |                  |                |                |                |
| Cumberland             | 84,900                                  | 83,900           | 99             |                |                |
| <b>Hoke</b>            |   |                  |                |                |                |
| Hoke                   | 6,800                                   | 6,700            | 99             |                |                |
| <b>Scotland</b>        |   |                  |                |                |                |
| Scotland               | 11,700                                  | 11,500           | 98             |                |                |
| <b>Station Totals</b>  |   |                  | <b>405,100</b> | <b>398,600</b> | <b>98</b>      |
|                        | <b>Net Weekly Circulation (1987)</b>    |                  |                |                | <b>188,500</b> |
|                        | <b>Average Daily Circulation (1987)</b> |                  |                |                | <b>107,700</b> |

**North Carolina**

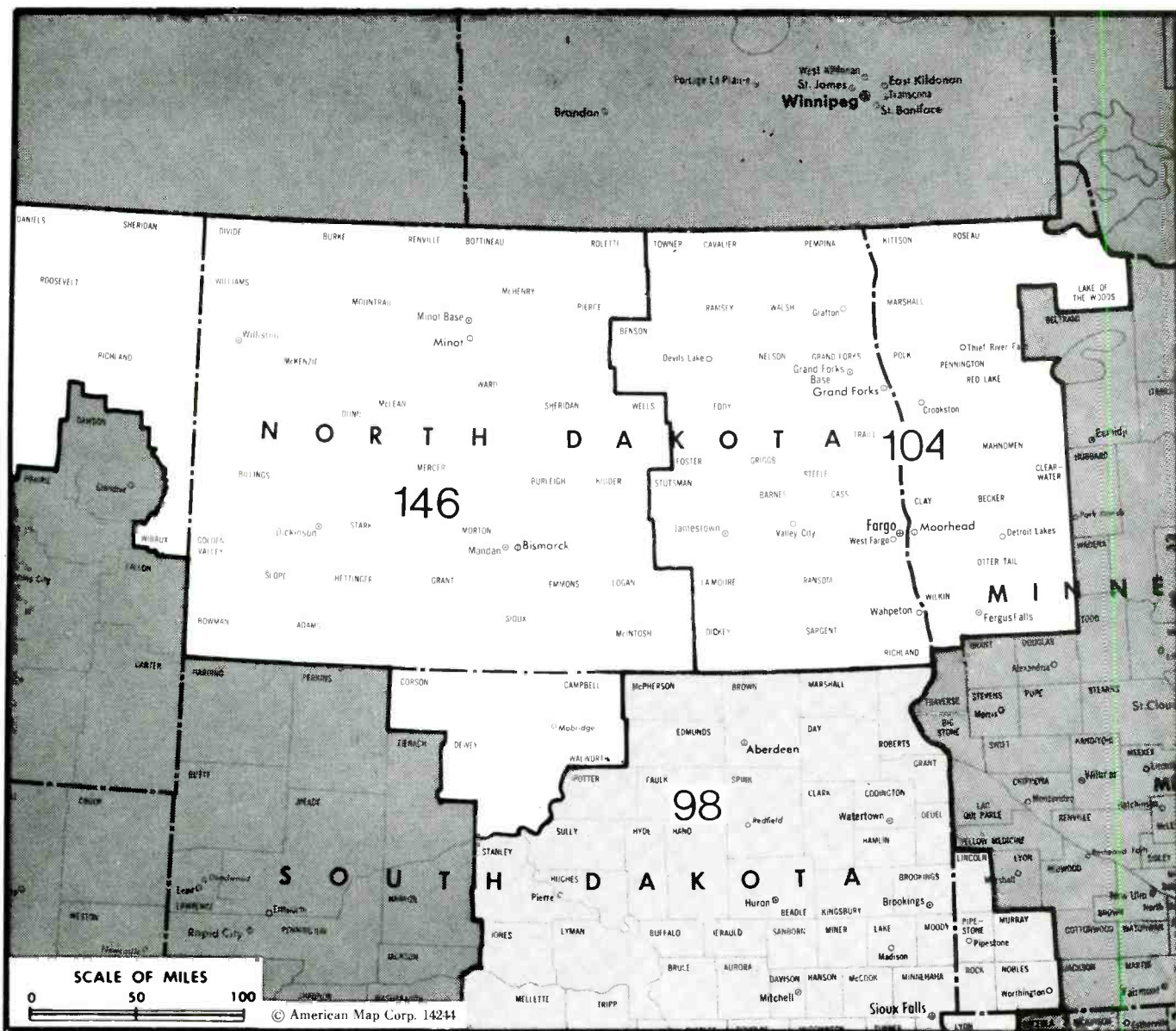
**WBTV, Charlotte**  
(Arbitron Data Continued)

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>Between 5-24%</b>   | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Buncombe              | 66,300           | 65,500        | 99 |
|                        | Davidson              | 44,900           | 44,500        | 99 |
|                        | Forsyth               | 100,800          | 99,900        | 99 |
|                        | Haywood               | 18,700           | 18,400        | 98 |
|                        | Jackson               | 9,400            | 9,200         | 98 |
|                        | Surry                 | 23,300           | 23,000        | 99 |
|                        | Transylvania          | 9,500            | 9,400         | 99 |
|                        | <b>SOUTH CAROLINA</b> |                  |               |    |
|                        | Fairfield             | 6,700            | 6,500         | 97 |
|                        | Kershaw               | 15,500           | 15,200        | 98 |
|                        | Marlboro              | 10,700           | 10,500        | 98 |
|                        | Newberry              | 12,100           | 11,900        | 98 |
|                        | <b>TENNESSEE</b>      |                  |               |    |
|                        | Johnson               | 5,400            | 5,300         | 98 |
|                        | <b>VIRGINIA</b>       |                  |               |    |
| Carroll                | 9,600                 | 9,400            | 98            |    |
| Patrick                | 6,400                 | 6,300            | 98            |    |

**WRAL-TV, Raleigh-Durham**  
(Arbitron Data Continued)

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>Between 5-24%</b>   | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Brunswick             | 16,600           | 16,300        | 98 |
|                        | Columbus              | 18,600           | 18,200        | 98 |
|                        | Hertford              | 7,800            | 7,700         | 99 |
|                        | Montgomery            | 8,500            | 8,400         | 99 |
|                        | Pender                | 8,800            | 8,600         | 98 |
|                        | Randolph              | 37,400           | 37,000        | 99 |
|                        | Richmond              | 17,400           | 17,200        | 99 |
|                        | Rockingham            | 32,500           | 32,200        | 99 |
|                        | <b>VIRGINIA</b>       |                  |               |    |
|                        | Charlotte             | 4,000            | 3,900         | 98 |
|                        | Greensville           | 4,900            | 4,800         | 98 |
|                        | Halifax               | 12,000           | 11,800        | 98 |
|                        | Lunenburg             | 4,100            | 4,000         | 98 |
|                        | Sussex                | 3,400            | 3,300         | 97 |

# North Dakota



| Market                       | Arbitron ADI TV Households | Rank |
|------------------------------|----------------------------|------|
| Sioux Falls-Mitchell, SD     | 218,100                    | 98   |
| Fargo, ND                    | 212,900                    | 104  |
| Minot-Bismarck-Dickinson, ND | 144,100                    | 146  |

### Market Area Commercial TV Stations

KABY-TV (9), KDLO-TV(3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW(17)  
 KBRR (10), KNRR (12), KTHI-TV (11),KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)  
 KBMY (17), KFYP-TV(5), KMGY (14), KMOT (10), KOCD-TV (7), KUMV-TV (8), KXMA-TV (2),  
 KXMB-TV (12),KXMC-TV (13), KXMD-TV (11)

### Slate Cross Reference List

Communities That Receive Programs of Stations That are Located Elsewhere

KXJB-TV, Fargo .....See Valley City, ND  
 KTHI-TV, Grand Forks .....See Fargo, ND

### North Dakota Station Status as of October 1, 1987

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 13  | 3   | 16    |
| Educational Television Stations | 6   | 0   | 6     |
|                                 | 19  | 3   | 22    |

# North Dakota—Bismarck

**KBMY**

Ch. 17

**Network Service:** ABC.

**Licensee:** WDAY Inc., 301 Eighth St. S, Fargo, ND 58103.

**Studio:** 919 South 7th St., Suite 600, Bismarck, ND 58501.

**Telephone:** 701-237-6500.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 510-kw max. visual, 90-kw max. aural. Antenna: 948-ft. above av. terrain, 649-ft. above ground, 2869-ft. above sea level.

Latitude 46° 35' 11"  
Longitude 100° 48' 20"

**Transmitter:** 2-mi. S & 4-mi. E of St. Anthony.

**Satellite Earth Station:** In operation.

**Ownership:** Forum Publishing Co. See Group Ownership of Television Stations.

**Began Operation:** March 31, 1985.

**Represented (sales):** Katz Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:**

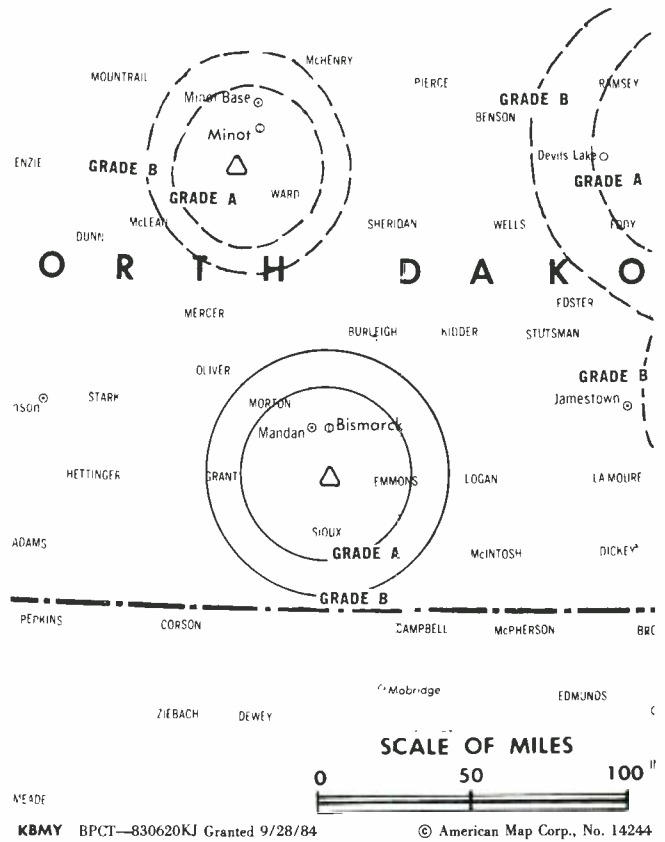
- DEWEY HEGGEN, general manager.
- CHUCK PETERSON, general sales manager.
- RICH BEIERLE, chief engineer.
- SUSAN J. EIDER, program director.
- BOB PROWSE, promotion director.

**Rates:** Not available.

**City of License:** Bismarck. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NORTH DAKOTA</b> |                  |               |     |
|                        | Burleigh            | 22,900           | 22,600        | 99  |
|                        | Emmons              | 2,000            | 2,000         | 100 |
|                        | Grant               | 1,500            | 1,500         | 100 |
|                        | Morton              | 9,900            | 9,800         | 99  |
| <b>Between 25-49%</b>  | <b>NORTH DAKOTA</b> |                  |               |     |
|                        | Kidder              | 1,400            | 1,400         | 100 |
|                        | McLean              | 4,800            | 4,700         | 98  |
|                        | Oliver              | 800              | 800           | 100 |



| Net Weekly Circulation                  | State County        | Total Households | TV Households | %             |
|---|---------------------|------------------|---------------|---------------|
| <b>Between 25-49%</b>                   | Sioux               | 900              | 900           | 100           |
|   | Stark               | 9,300            | 9,200         | 99            |
| <b>Between 5-24%</b>                    | <b>NORTH DAKOTA</b> |                  |               |               |
|   | Hettinger           | 1,500            | 1,500         | 100           |
|   | Logan               | 1,200            | 1,200         | 100           |
|   | McIntosh            | 1,900            | 1,800         | 97            |
|   | Mercer              | 5,300            | 5,200         | 98            |
|   | Sheridan            | 1,000            | 1,000         | 100           |
|   | <b>SOUTH DAKOTA</b> |                  |               |               |
| Corson                                  | 1,500               | 1,400            | 93            |               |
| <b>Station Totals</b>                   |                     | <b>65,900</b>    | <b>65,000</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |               | <b>30,200</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |               | <b>14,700</b> |

# North Dakota—Bismarck

## KFYR-TV

Ch. 5

(Also operates satellites KQCD-TV, Dickinson; KMOT, Minot & KUMV-TV, Williston, ND)

**Network Service:** NBC.

**Licensee:** Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

**Studio:** Broadway at Fourth.

**Telephone:** 701-255-5757. **TWX:** 910-677-2339.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 1402-ft. above av. terrain, 1101-ft. above ground, 3373-ft. above sea level.

Latitude 46° 36' 19"  
Longitude 100° 48' 30"

**Transmitter:** 12-mi. S of city.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Comsat; Harris, Scientific-Atlanta receivers.

**AM Affiliate:** KFYZ, 5-kw, 550 kHz (ABC).

**FM Affiliate:** KYYY, 100-kw, 92.9 MHz (No. 225), 1402-ft.

**News Services:** AP, NBC.

**Ownership:** Meyer Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 19, 1953.

**Represented (sales):** Blair Television; Target Broadcast Sales (Canada).

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

WILLIAM EKBERG, president & chief executive officer.  
JUDITH JOHNSON, vice president & chief operating officer.  
TOM BARR, general manager.  
JIM SANDE, operations & programming manager.  
DAVE STUART, national & regional sales manager.  
RICH BEIERLE, chief engineer.

**Highest One Hour Rate:** \$2500.

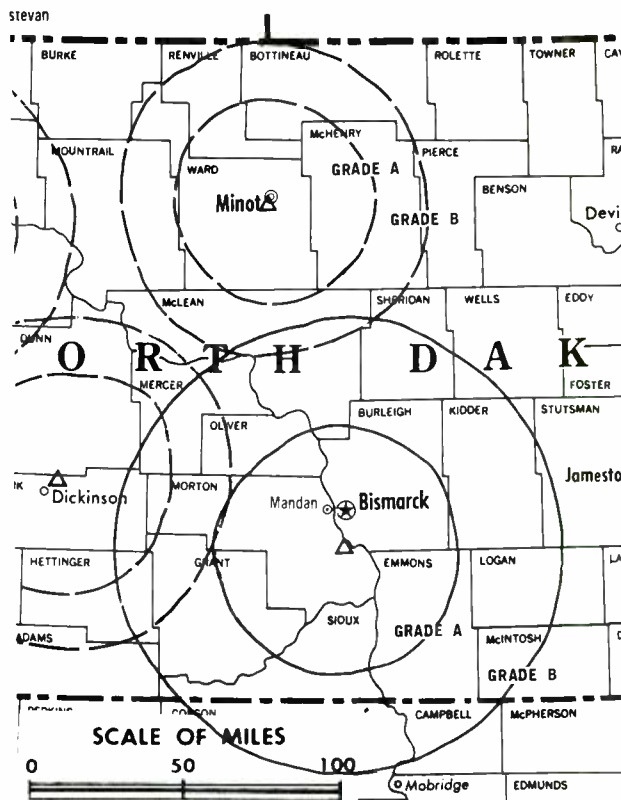
**Highest 30 Sec. Rate:** \$725.

**Rates:** Include KQCD-TV, Dickinson; KMOT, Minot & KUMV-TV, Williston, ND.

**City of License:** Bismarck. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NORTH DAKOTA</b> |                  |               |     |
|                        | Burleigh            | 22,900           | 22,600        | 99  |
|                        | Emmons              | 2,000            | 2,000         | 100 |
|                        | Grant               | 1,500            | 1,500         | 100 |
|                        | Kidder              | 1,400            | 1,400         | 100 |
|                        | Logan               | 1,200            | 1,200         | 100 |
|                        | Mc Intosh           | 1,900            | 1,800         | 97  |
|                        | Mc Lean             | 4,800            | 4,700         | 98  |



KFYR-TV BPCT-2965 Granted 2/24/63

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| Net Weekly Circulation                  | State County          | Total Households | TV Households | %             |
|---|-----------------------|------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | Mercer                | 5,300            | 5,200         | 98            |
|   | Morton                | 9,900            | 9,800         | 99            |
|   | Oliver                | 800              | 800           | 100           |
|   | Sheridan              | 1,000            | 1,000         | 100           |
|   | Sioux                 | 900              | 900           | 100           |
| <b>SOUTH DAKOTA</b>                     |                       |                  |               |               |
|   | Campbell              | 800              | 800           | 100           |
|   | Corson                | 1,500            | 1,400         | 93            |
|   | Dewey                 | 1,600            | 1,500         | 94            |
|   | Mc Pherson            | 1,500            | 1,500         | 100           |
|   | Perkins               | 1,800            | 1,700         | 94            |
|   | Walworth              | 2,600            | 2,500         | 96            |
| <b>Between 25-49%</b>                   | <b>NORTH DAKOTA</b>   |                  |               |               |
|   | Hettinger             | 1,500            | 1,500         | 100           |
|   | Stutsman              | 9,100            | 9,000         | 99            |
| <b>Between 5-24%</b>                    | <b>NORTH DAKOTA</b>   |                  |               |               |
|   | Adams                 | 1,300            | 1,300         | 100           |
|   | Bowman                | 1,600            | 1,600         | 100           |
|   | Dickey                | 2,500            | 2,400         | 96            |
|   | Eddy                  | 1,300            | 1,300         | 100           |
|   | Foster                | 1,600            | 1,600         | 100           |
|   | La Moure              | 2,300            | 2,300         | 100           |
|   | Stark                 | 9,300            | 9,200         | 99            |
|   | Wells                 | 2,700            | 2,700         | 100           |
|   | <b>Station Totals</b> |                  | <b>96,600</b> | <b>95,200</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>62,300</b> |               |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>47,400</b> |               |



# North Dakota—Bismarck

## KXMB-TV

Ch. 12

(Satellite of KXMC-TV, Minot, ND)

**Network Service:** CBS.

**Licensee:** Reiten Television Company Inc.

**Studio:** 1811 North 15, Bismarck, ND 58501.

**Telephone:** 701-223-9197.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1580-ft. above av. terrain, 1204-ft. above ground, 3449-ft. above sea level.

Latitude 46° 35' 17"  
Longitude 100° 48' 26"

**Transmitter:** 5-mi. E & 2-mi. S of St. Anthony.

**Satellite Earth Stations:** In operation; M/A-Com receivers.

**News Service:** AP.

**Ownership:** Reiten TV Inc. See Group Ownership of Television Stations.

**Began Operation:** November 19, 1955. Sale to present owner by KXJB-TV, Valley City-Fargo approved by FCC Jan. 27, 1971 (*Television Digest*, Vol. 11:5).

**Represented (sales):** Settel Inc.; The Hurley Co. (regional).

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

JOHN VONREUDEN, manager.  
ROCKY HEFTY, chief engineer.

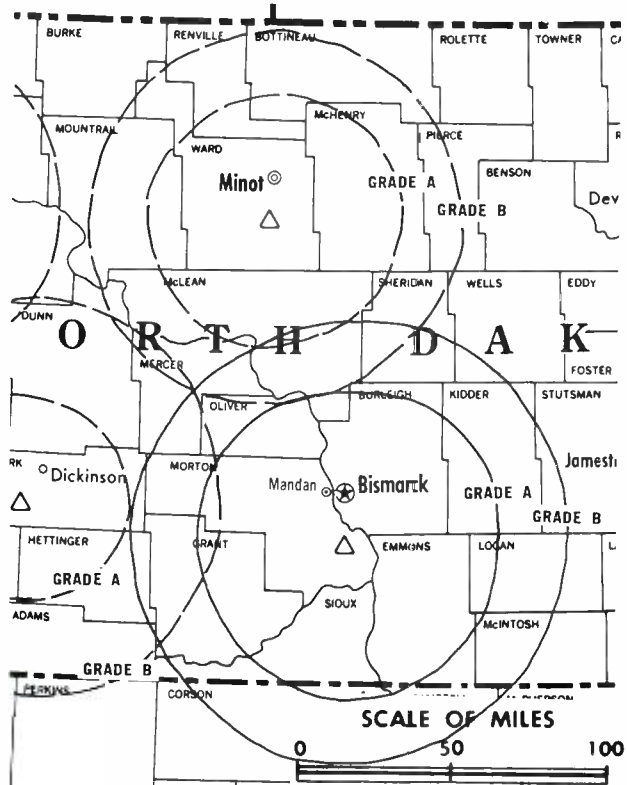
**Rates:** Sold with KXMC-TV, Minot; KXMD-TV, Williston & KXMA-TV, Dickinson, all ND.

**NETWORK BASE HOURLY RATE:** \$198.

**City of License:** Bismarck. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NORTH DAKOTA</b> |                  |               |     |
|                        | Burleigh            | 22,900           | 22,600        | 99  |
|                        | Emmons              | 2,000            | 2,000         | 100 |
|                        | Grant               | 1,500            | 1,500         | 100 |
|                        | Kidder              | 1,400            | 1,400         | 100 |
|                        | Logan               | 1,200            | 1,200         | 100 |
|                        | Mc Intosh           | 1,900            | 1,800         | 97  |
|                        | Morton              | 9,900            | 9,800         | 99  |
|                        | Oliver              | 800              | 800           | 100 |
|                        | Sioux               | 900              | 900           | 100 |
|                        | <b>SOUTH DAKOTA</b> |                  |               |     |
|                        | Campbell            | 800              | 800           | 100 |
|                        | Corson              | 1,500            | 1,400         | 93  |
|                        | Dewey               | 1,600            | 1,500         | 94  |



KXMB-TV BMPCT-7664 Granted 2/15/77

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| Net Weekly Circulation                  | State County         | Total Households    | TV Households  | %             |
|---|----------------------|---------------------|----------------|---------------|
| <b>50% &amp; Over</b>                   | Mc Pherson           | 1,500               | 1,500          | 100           |
| <b>Between 25-49%</b>                   | <b>NORTH DAKOTA</b>  |                     |                |               |
|   | Eddy                 | 1,300               | 1,300          | 100           |
|   | Hettinger            | 1,500               | 1,500          | 100           |
|   | Mc Lean              | 4,800               | 4,700          | 98            |
|   | Mercer               | 5,300               | 5,200          | 98            |
|   | Sheridan             | 1,000               | 1,000          | 100           |
| <b>SOUTH DAKOTA</b>                     | Perkins              | 1,800               | 1,700          | 94            |
|   | Walworth             | 2,600               | 2,500          | 96            |
|   | <b>Between 5-24%</b> | <b>NORTH DAKOTA</b> |                |               |
| Dunn                                    |                      | 1,600               | 1,600          | 100           |
| Foster                                  |                      | 1,600               | 1,600          | 100           |
| La Moure                                |                      | 2,300               | 2,300          | 100           |
| Stark                                   |                      | 9,300               | 9,200          | 99            |
| Stutsman                                |                      | 9,100               | 9,000          | 99            |
| Ward                                    |                      | 21,300              | 21,000         | 99            |
| Wells                                   |                      | 2,700               | 2,700          | 100           |
| <b>Station Totals</b>                   |                      | <b>114,100</b>      | <b>112,500</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                      |                     |                | <b>51,800</b> |
| <b>Average Daily Circulation (1987)</b> |                      |                     |                | <b>30,600</b> |

# North Dakota—Devils Lake

## WDAZ-TV

Ch. 8

(Satellite of WDAY-TV, Fargo, ND)

(Also serves Grand Forks, ND)

Network Service: ABC.

Licensee: WDAY Inc., 301 S. 8th St., Fargo, ND 58108.

Telephone: 701-237-6500.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1480-ft. above av. terrain, 1458-ft. above ground, 2979-ft. above sea level.

Latitude 48° 08' 24"  
Longitude 97° 59' 38"

Transmitter: 9-mi. N of Petersburg, ND.

Satellite Earth Stations: Harris, 4.5-meter; Harris, Microdyne receivers.

News Service: AP.

Ownership: Forum Publishing Co. See Group Ownership of Television Stations.

Began Operation: February 8, 1967.

Represented (sales): Katz Television.

Represented (legal): Marmet & McCombs, P.C.

**Personnel:**

ROBERT KERR, station manager.  
CHUCK BUNDLIE, news director.

Rates: Sold in combination with WDAY-TV, Fargo, ND. Separate rates available on request.

NETWORK BASE HOURLY RATE: \$250.

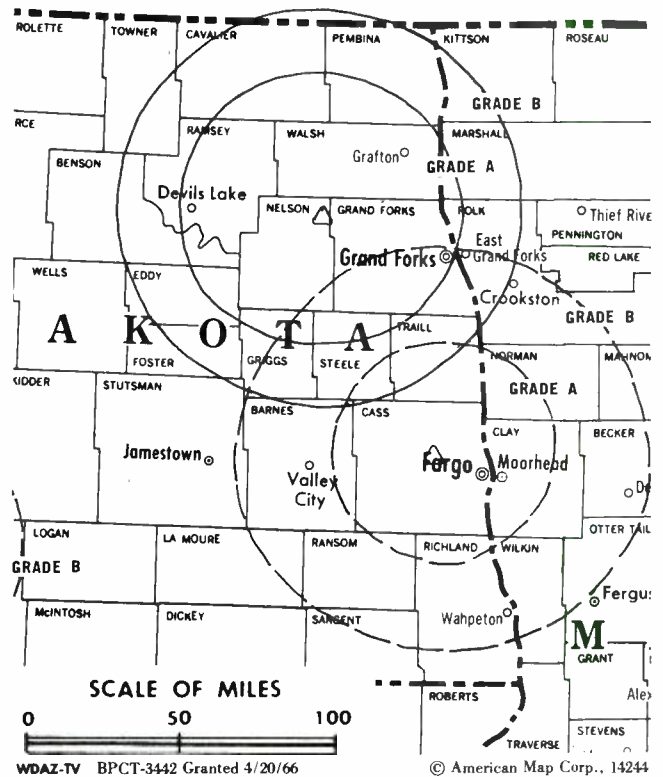
Station also received in Canadian markets.

BBM Weekly Reach (Spring 1987): 399,000.

City of License: Devils Lake. ADI: Fargo. Rank: 104.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>MINNESOTA</b>    |                  |               |     |
|                        | Kittson             | 2,400            | 2,300         | 96  |
|                        | Lake Of The Woods   | 1,500            | 1,400         | 93  |
|                        | Marshall            | 4,500            | 4,400         | 98  |
|                        | Pennington          | 5,800            | 5,600         | 97  |
|                        | Polk                | 12,500           | 12,300        | 98  |
|                        | Red Lake            | 1,800            | 1,800         | 100 |
|                        | Roseau              | 4,700            | 4,400         | 94  |
|                        | <b>NORTH DAKOTA</b> |                  |               |     |
|                        | Benson              | 2,500            | 2,400         | 96  |
| Cavalier               | 2,500               | 2,400            | 96            |     |
| Eddy                   | 1,300               | 1,300            | 100           |     |
| Foster                 | 1,600               | 1,600            | 100           |     |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %             |     |
|---|-----------------------|------------------|----------------|---------------|-----|
| <b>50% &amp; Over</b>                   | Grand Forks           | 23,900           | 23,700         | 99            |     |
|   | Nelson                | 2,000            | 2,000          | 100           |     |
|   | Pembina               | 3,700            | 3,600          | 97            |     |
|   | Ramsey                | 5,000            | 4,900          | 98            |     |
|   | Rolette               | 3,900            | 3,700          | 96            |     |
|   | Towner                | 1,600            | 1,600          | 100           |     |
|   | Walsh                 | 5,600            | 5,500          | 98            |     |
|   | Wells                 | 2,700            | 2,700          | 100           |     |
|   | <b>NORTH DAKOTA</b>   |                  |                |               |     |
|   | <b>Between 25-49%</b> | Griggs           | 1,400          | 1,400         | 100 |
| Pierce                                  |                       | 2,000            | 2,000          | 100           |     |
| <b>Between 5-24%</b>                    | <b>NORTH DAKOTA</b>   |                  |                |               |     |
|   | Mc Lean               | 4,800            | 4,700          | 98            |     |
|   | Mercer                | 5,300            | 5,200          | 98            |     |
|   | Oliver                | 800              | 800            | 100           |     |
|   | Steele                | 1,100            | 1,100          | 100           |     |
|   | Stutsman              | 9,100            | 9,000          | 99            |     |
|   | Traill                | 3,400            | 3,400          | 100           |     |
|   | Ward                  | 21,300           | 21,000         | 99            |     |
| <b>Station Totals</b>                   |                       | <b>138,700</b>   | <b>136,200</b> | <b>98</b>     |     |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>74,600</b> |     |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>47,200</b> |     |

# North Dakota—Dickinson

## KXMA-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** Reiten Television Company Inc.

**Studio:** 119 Second Ave. W, Dickinson, ND.

**Mailing Address:** Drawer B, Dickinson, ND 58602.

**Telephone:** 701-227-1400.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 840-ft. above av. terrain, 621-ft. above ground, 3556-ft. above sea level.

Latitude 46° 43' 30.15"  
Longitude 102° 54' 58.16"

**Transmitter:** 10.5-mi. S, 6-mi. W of Dickinson.

**Satellite Earth Station:** 3.5-meter; M/A-Com receivers.

**News Service:** AP.

**Ownership:** Reiten Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** October 15, 1956. Sale to present owner approved by FCC Dec. 4, 1984. Sale to Northern Plains Bcstg. Group by Stanley Deck approved by FCC April 22, 1983. Sale to Deck by Dickinson Radio Assn. increasing Stanley Deck's holdings from 5% to 99.5% was approved Oct. 25, 1966 (Television Digest, Vol. 6:44).

**Represented (sales):** Seltel Inc.; The Hurley Co. (Minneapolis).

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

DAVID M. REITEN, president & general manager.

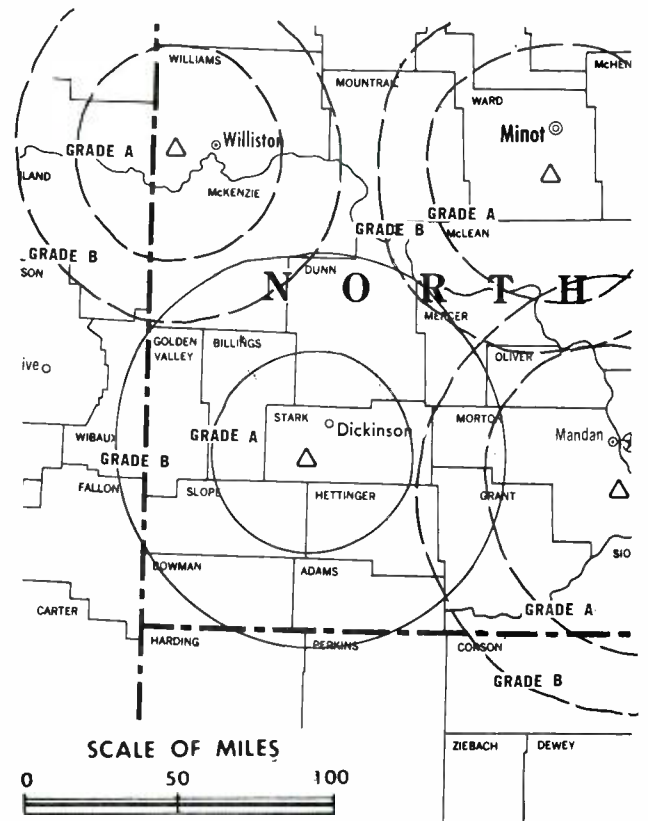
**Highest 30 Sec. Rate:** \$52.

**NETWORK BASE HOURLY RATE:** \$100.

**City of License:** Dickinson. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over             | <b>NORTH DAKOTA</b> |                  |               |     |
|                        | Adams               | 1,300            | 1,300         | 100 |
|                        | Billings            | 400              | 400           | 100 |
|                        | Bowman              | 1,600            | 1,600         | 100 |
|                        | Dunn                | 1,600            | 1,600         | 100 |
|                        | Golden Valley       | 900              | 900           | 100 |
|                        | Hettinger           | 1,500            | 1,500         | 100 |
|                        | Slope               | 400              | 400           | 100 |



KXMA-TV BPCT—3391 Granted 3/16/65

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| Net Weekly Circulation                  | State County        | Total Households | TV Households | %             |
|---|---------------------|------------------|---------------|---------------|
| 50% & Over                              | Stark               | 9,300            | 9,200         | 99            |
|   | <b>MONTANA</b>      |                  |               |               |
|   | Between 5-24%       | Fallon           | 1,400         | 1,300         |
|   | Wibaux              | 500              | 500           | 100           |
|   | <b>NORTH DAKOTA</b> |                  |               |               |
|   | Mercer              | 5,300            | 5,200         | 98            |
|   | <b>SOUTH DAKOTA</b> |                  |               |               |
|   | Harding             | 600              | 600           | 100           |
|   | Perkins             | 1,800            | 1,700         | 94            |
| <b>Station Totals</b>                   |                     | <b>26,600</b>    | <b>26,200</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |               | <b>14,800</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |               | <b>9,000</b>  |

# North Dakota—Dickinson

## KQCD-TV

Ch. 7

(Satellite of KFYZ-TV, Bismarck, ND)

**Network Service:** NBC.

**Licensee:** Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

**Studio:** 373 21st St. E., Box 1577, Dickinson, ND 58601.

**Telephone:** 701-225-6843.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 730-ft. above av. terrain, 649-ft. above ground, 3349-ft. above sea level.

Latitude 46° 56' 49"  
Longitude 102° 59' 17"

**Transmitter:** 10.5-mi. WNW of Dickinson.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Harris, 4.6-meter Ku-band; M/A-Com receivers.

**News Service:** AP.

**Ownership:** Meyer Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 28, 1980.

**Represented (sales):** Blair Television.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

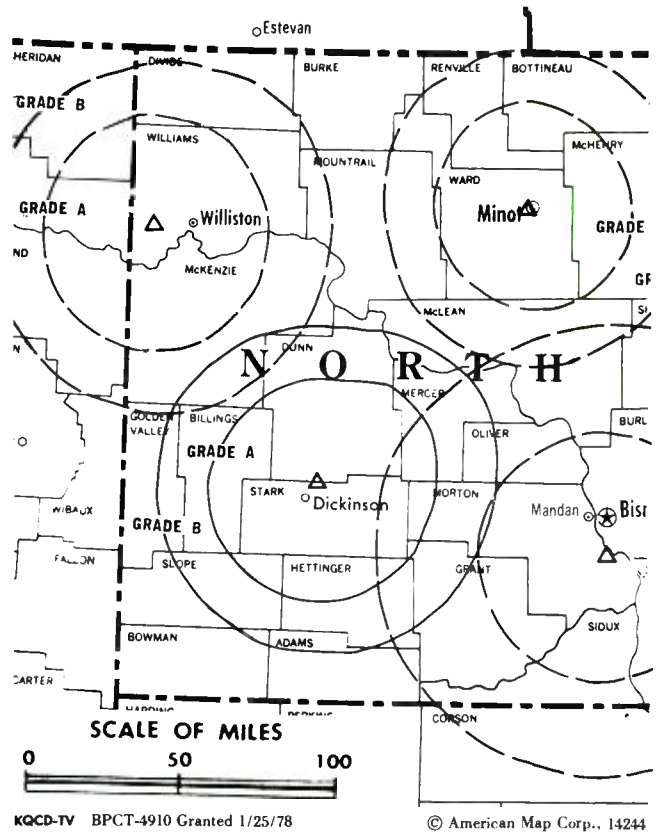
WILLIAM A. EKBERG, president & chief exec. officer (Bismarck).  
JUDITH JOHNSON, vice president & chief operating officer (Bismarck).  
TOM BARR, general manager (Bismarck).  
PENNY BORG, manager.  
RON ZENOR, chief engineer.

**Rates:** Sold in combination with KFYZ-TV, Bismarck.

**City of License:** Dickinson. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over             | MONTANA      |                  |               |     |
|                        | Wibaux       | 500              | 500           | 100 |



| Net Weekly Circulation                  | State County  | Total Households | TV Households | %             |
|---|---------------|------------------|---------------|---------------|
| 50% & Over                              | NORTH DAKOTA  |                  |               |               |
|   | Adams         | 1,300            | 1,300         | 100           |
|   | Billings      | 400              | 400           | 100           |
|   | Bowman        | 1,600            | 1,600         | 100           |
|   | Dunn          | 1,600            | 1,600         | 100           |
|   | Golden Valley | 900              | 900           | 100           |
|   | Slope         | 400              | 400           | 100           |
| Stark                                   | 9,300         | 9,200            | 99            |               |
| Between 25-49%                          | NORTH DAKOTA  |                  |               |               |
|   | Hettinger     | 1,500            | 1,500         | 100           |
| Between 5-24%                           | MONTANA       |                  |               |               |
|   | Fallon        | 1,400            | 1,300         | 93            |
| <b>Station Totals</b>                   |               | <b>18,900</b>    | <b>18,700</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |               |                  |               | <b>14,600</b> |
| <b>Average Daily Circulation (1987)</b> |               |                  |               | <b>11,400</b> |

# North Dakota—Fargo-Grand Forks

## KTHI-TV

Ch. 11

**Network Service:** NBC.

**Licensee:** Spokane Television Inc., 1350 21st Ave. S, Fargo, ND 58103.

**Studios:** 1350 21st Ave. S, Fargo, ND 58103; 314 9th Ave. N, Grand Forks.

**Mailing Address:** Box 1878, Fargo, ND 58107.

**Telephones:** 701-237-5211, Fargo; 701-772-3481, Grand Forks.

**TWX:** 910-673-8302.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 304-kw visual, 45.7-kw aural. Antenna: 2000-ft. above av. terrain, 2063-ft. above ground, 3058-ft. above sea level.

Latitude 47° 20' 36"  
Longitude 97° 17' 17"

**Transmitter:** 3-mi. W of Blanchard.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; ADM, 3.9-meter C-band; RCA, 4.5-meter Ku-band; Harris, M/A-Com receivers.

**News Services:** AP, UPI, NBC.

**Ownership:** Evening Telegram Co., 100%. See Morgan Murphy Stations in Group Ownership of Television Stations.

**Began Operation:** October 11, 1959. Sale by Fuqua Communications to present owner approved by FCC Dec. 23, 1968 (Television Digest, Vol. 9:4). Previously, sale of control to Natco by Polaris Corp. approved Sept. 23, 1966 (Vol. 5:51; 6:39, 40). Sale of control to Polaris by North Dakota Bcstg. approved by FCC July 25, 1962 (Vol. 2:20).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Stambler & Rini.

### Personnel:

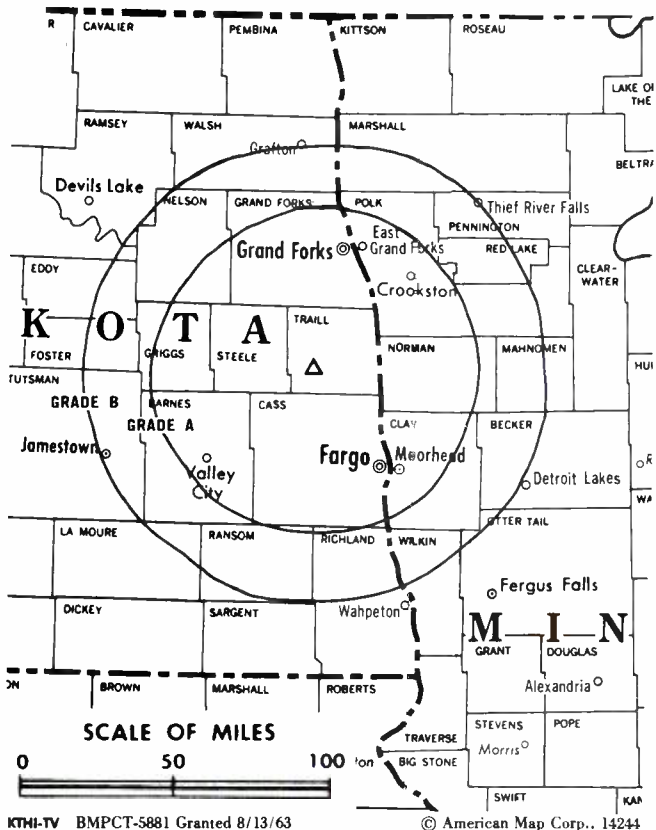
ELIZABETH M. BURNS, president.  
JOHN P. HRUBESKY, vice president & general manager.  
GREG R. HOLDER, general sales manager.  
DALE BOSCH, operations manager.  
DAVE HOGLIN, news director.  
PAM PETRIK, creative services & promotion.  
RON WIECK, creative services & promotion.  
ROGER JOHNSON, chief engineer.

**Highest 30 Sec. Rate:** \$765.

**City of License:** Fargo. **ADI:** Fargo. **Rank:** 104.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |  |
|------------------------|---------------------|------------------|---------------|-----|--|
| <b>50% &amp; Over</b>  | <b>MINNESOTA</b>    |                  |               |     |  |
|                        | Becker              | 11,100           | 10,900        | 98  |  |
|                        | Clay                | 17,200           | 17,100        | 99  |  |
|                        | Clearwater          | 3,100            | 3,000         | 97  |  |
|                        | Douglas             | 11,400           | 11,200        | 98  |  |
|                        | Grant               | 2,700            | 2,700         | 100 |  |
|                        | Kittson             | 2,400            | 2,300         | 96  |  |
|                        | Lake Of The Woods   | 1,500            | 1,400         | 93  |  |
|                        | Mahnomen            | 1,700            | 1,700         | 100 |  |
|                        | Marshall            | 4,500            | 4,400         | 98  |  |
|                        | Norman              | 3,300            | 3,200         | 97  |  |
|                        | Otter Tail          | 19,900           | 19,500        | 98  |  |
|                        | Pennington          | 5,800            | 5,600         | 97  |  |
|                        | Polk                | 12,500           | 12,300        | 98  |  |
|                        | Red Lake            | 1,800            | 1,800         | 100 |  |
|                        | Roseau              | 4,700            | 4,400         | 94  |  |
|                        | Wilkin              | 2,800            | 2,800         | 100 |  |
|                        | <b>NORTH DAKOTA</b> |                  |               |     |  |
|                        | Barnes              | 5,100            | 5,100         | 100 |  |
|                        | Cass                | 37,300           | 37,000        | 99  |  |
|                        | Eddy                | 1,300            | 1,300         | 100 |  |



KTHI-TV BMPCT-5881 Granted 8/13/63

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| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %         |
|---|---------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Foster              | 1,600            | 1,600          | 100       |
|   | Grand Forks         | 23,900           | 23,700         | 99        |
|   | Griggs              | 1,400            | 1,400          | 100       |
|   | La Moure            | 2,300            | 2,300          | 100       |
|   | Nelson              | 2,000            | 2,000          | 100       |
|   | Pembina             | 3,700            | 3,600          | 97        |
|   | Ramsey              | 5,000            | 4,900          | 98        |
|   | Ransom              | 2,400            | 2,400          | 100       |
|   | Richland            | 7,000            | 6,900          | 99        |
|   | Sargent             | 2,000            | 2,000          | 100       |
|   | Steele              | 1,100            | 1,100          | 100       |
|   | Stutsman            | 9,100            | 9,000          | 99        |
|   | Towner              | 1,600            | 1,600          | 100       |
|   | Trail               | 3,400            | 3,400          | 100       |
| Walsh                                   | 5,600               | 5,500            | 98             |           |
| <b>Between 25-49%</b>                   | <b>MINNESOTA</b>    |                  |                |           |
|   | Pope                | 4,600            | 4,500          | 98        |
|   | Traverse            | 1,800            | 1,800          | 100       |
|   | <b>NORTH DAKOTA</b> |                  |                |           |
| Benson                                  | 2,500               | 2,400            | 96             |           |
| Cavalier                                | 2,500               | 2,400            | 96             |           |
| Dickey                                  | 2,500               | 2,400            | 96             |           |
| Wells                                   | 2,700               | 2,700            | 100            |           |
| <b>Between 5-24%</b>                    | <b>SOUTH DAKOTA</b> |                  |                |           |
|   | Marshall            | 2,000            | 1,900          | 95        |
|   | Roberts             | 3,900            | 3,800          | 97        |
| <b>Between 5-24%</b>                    | <b>MINNESOTA</b>    |                  |                |           |
|   | Beltrami            | 11,400           | 10,900         | 96        |
|   | Hubbard             | 5,800            | 5,500          | 96        |
|   | Stevens             | 3,800            | 3,700          | 97        |
|   | Todd                | 9,400            | 9,100          | 97        |
| <b>NORTH DAKOTA</b>                     |                     |                  |                |           |
| Logan                                   | 1,200               | 1,200            | 100            |           |
| <b>Station Totals</b>                   |                     | <b>276,300</b>   | <b>271,400</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>200,000</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>128,100</b> |           |

# North Dakota—Fargo-Moorhead, Minnesota

**KVRR**

**Ch. 15**

**Network Service:** Fox.

**Licensee:** Red River Broadcast Corp., 5000 Normandale Rd., Minneapolis, MN 55436.

**Studio:** 4015 9th Ave. SW, Fargo, ND 58103.

**Telephone:** 701-277-1515.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 22.19-kw visual, 2.2-kw aural. Antenna: 196-ft. above av. terrain, 182-ft. above ground, 1092-ft. above sea level.

Latitude 46° 51' 53"  
Longitude 96° 50' 32"

Requests CP for change to 4150-kw max. visual, 1216-ft. above av. terrain, 1065-ft. above ground, 2461-ft. above sea level, lat. 46° 40' 27", long. 96° 13' 39", transmitter to 1-mi. N of Hwy. 32, 0.5-mi. E of intersection of Hwys. 32 & 34, Tansem, MN. BPCT-870330KS.

**Transmitter:** 4015 9th St. SW, Fargo.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; Scientific-Atlanta, 7-meter; M/A-Com Ku-band; RCA Ku-band; Scientific-Atlanta receivers.

**News Service:** INN.

**Ownership:** Curtis Squire Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** Feb. 14, 1983. Sale to Fargo Bcstg. Corp. approved by FCC March 12, 1985. Transfer of 50% to John W. Boler approved by FCC July 19, 1985. Transfer from Boler to present owner approved Aug. 4, 1987.

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

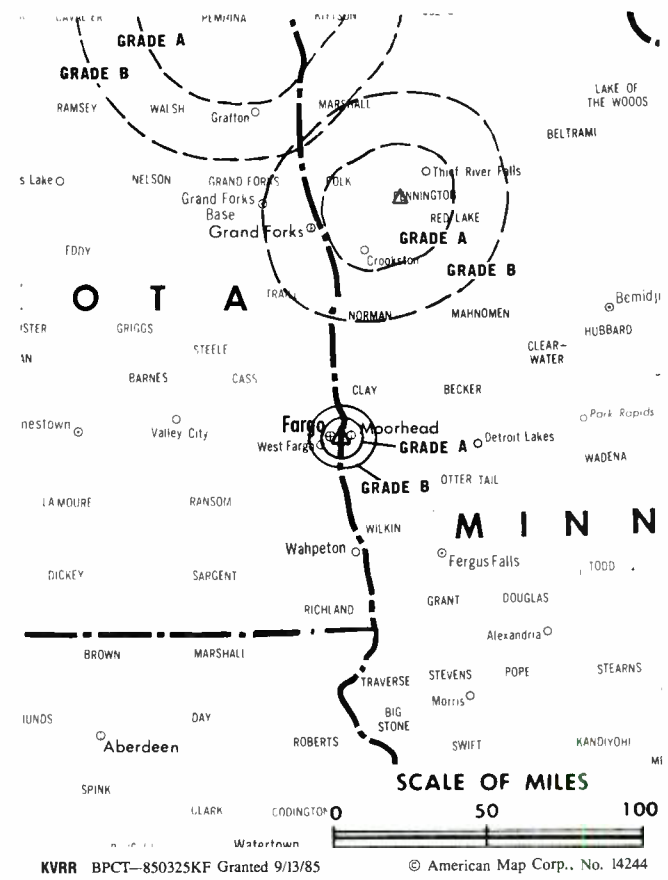
JANE BOLER, general manager.  
GARY GOODRICH, operations manager.  
GREG BALDWIN, sales manager.  
KENT LIEN, program manager.  
TIM ANDERSON, engineering director.  
MARK RACHELL, production manager.

**Highest 30 Sec. Rate:** \$100.

**City of License:** Fargo. **ADI:** Fargo. **Rank:** 104.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County                 | Total Households | TV Households | %  |
|------------------------|------------------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>MINNESOTA</b><br>Marshall | 4,500            | 4,400         | 98 |



| Net Weekly Circulation                  | State County                         | Total Households | TV Households  | %              |               |
|---|--------------------------------------|------------------|----------------|----------------|---------------|
| <b>50% &amp; Over</b>                   | Pennington                           | 5,800            | 5,600          | 97             |               |
|   | Red Lake                             | 1,800            | 1,800          | 100            |               |
| <b>Between 25-49%</b>                   | <b>MINNESOTA</b><br>Clay             | 17,200           | 17,100         | 99             |               |
|   | <b>NORTH DAKOTA</b><br>Cass          | 37,300           | 37,000         | 99             |               |
|   | <b>MINNESOTA</b><br>Clearwater       | 3,100            | 3,000          | 97             |               |
| <b>Between 5-24%</b>                    | Kittson                              | 2,400            | 2,300          | 96             |               |
|   | Norman                               | 3,300            | 3,200          | 97             |               |
|   | Polk                                 | 12,500           | 12,300         | 98             |               |
|   | Roseau                               | 4,700            | 4,400          | 94             |               |
|   | <b>NORTH DAKOTA</b><br>Cavalier      | 2,500            | 2,400          | 96             |               |
|   | Grand Forks                          | 23,900           | 23,700         | 99             |               |
|   | Traill                               | 3,400            | 3,400          | 100            |               |
|   | Walsh                                | 5,600            | 5,500          | 98             |               |
|   | <b>Station Totals</b>                |                  | <b>128,000</b> | <b>126,100</b> | <b>98</b>     |
|   | <b>Net Weekly Circulation (1987)</b> |                  |                |                | <b>36,500</b> |
| <b>Average Daily Circulation (1987)</b> |                                      |                  |                | <b>15,700</b>  |               |

# North Dakota—Fargo

## WDAY-TV

Ch. 6

(Also operates satellite WDAZ-TV, Devils Lake)

Network Service: ABC.

Licensee: WDAY Inc., Box 2466, Fargo, ND 58108.

Studio: 301 S. 8th St., Fargo, ND 58108.

Mailing Address: Box 2466, Fargo, ND 58108.

Telephone: 701-237-6500. TWX: 910-673-8301.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 1150-ft. above av. terrain, 1203-ft. above ground, 2149-ft. above sea level.

Latitude 47° 00' 43"  
Longitude 97° 11' 58"

Transmitter: 1-mi. E of Amenia, ND.

Satellite Earth Stations: Microdyne, 7-meter; Scientific-Atlanta, 7-meter; Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WDAY, 5-kw, 970 kHz (NBC).

FM Affiliate: WDAY-FM, 100-kw, 93.7 MHz (No. 229), 1150-ft.

News Service: AP.

Ownership: Forum Publishing Co. See Group Ownership of Television Stations.

Began Operation: June 1, 1953. Sale of 55.56% control to Fargo Forum by E. C. & Marie E. Reineke to give its owners, Black family, 100% control approved July 20, 1960 by FCC (Television Digest, Vol. 16:31).

Represented (sales): Katz Television.

Represented (legal): Marmet & McCombs, P.C.

### Personnel:

WILLIAM C. MARCIL, president.  
CHARLES BOHNET, general manager.  
COLE CARLEY, sales manager.  
BOB PROWSE, promotion & merchandising manager.  
AL AAMODT, news director.

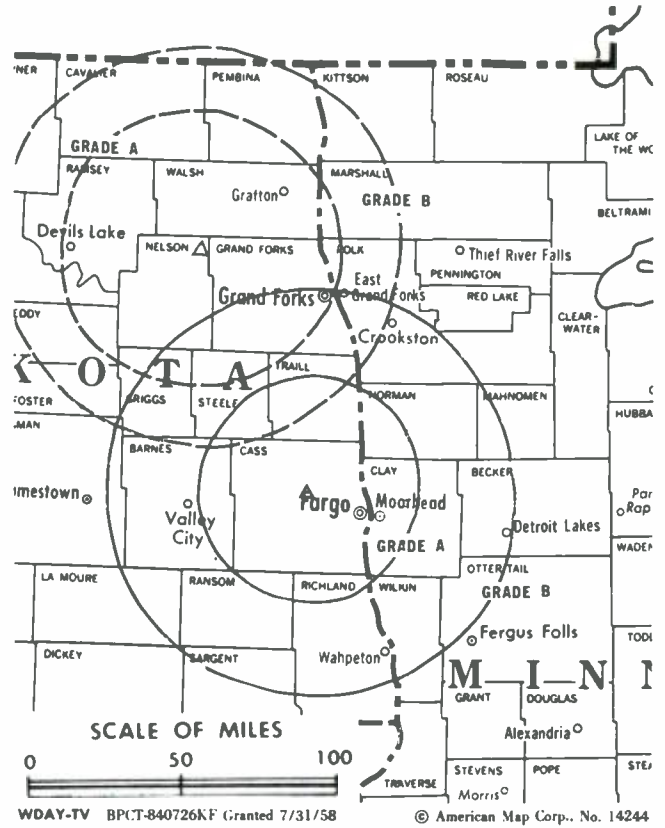
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$500.

City of License: Fargo. ADI: Fargo. Rank: 104.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over             | <b>MINNESOTA</b>    |                  |               |     |
|                        | Becker              | 11,100           | 10,900        | 98  |
|                        | Clay                | 17,200           | 17,100        | 99  |
|                        | Clearwater          | 3,100            | 3,000         | 97  |
|                        | Mahnomen            | 1,700            | 1,700         | 100 |
|                        | Norman              | 3,300            | 3,200         | 97  |
|                        | Otter Tail          | 19,900           | 19,500        | 98  |
|                        | Wilkin              | 2,800            | 2,800         | 100 |
|                        | <b>NORTH DAKOTA</b> |                  |               |     |
|                        | Barnes              | 5,100            | 5,100         | 100 |
|                        | Cass                | 37,300           | 37,000        | 99  |
|                        | Dickey              | 2,500            | 2,400         | 96  |
|                        | Griggs              | 1,400            | 1,400         | 100 |
|                        | La Moure            | 2,300            | 2,300         | 100 |
|                        | Ransom              | 2,400            | 2,400         | 100 |
|                        | Richland            | 7,000            | 6,900         | 99  |
|                        | Sargent             | 2,000            | 2,000         | 100 |



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %              |
|---|---------------------|------------------|----------------|----------------|
| 50% & Over                              | Steele              | 1,100            | 1,100          | 100            |
|   | Stutsman            | 9,100            | 9,000          | 99             |
|   | Traill              | 3,400            | 3,400          | 100            |
| Between 25-49%                          | <b>MINNESOTA</b>    |                  |                |                |
|   | Douglas             | 11,400           | 11,200         | 98             |
|   | Grant               | 2,700            | 2,700          | 100            |
|   | Polk                | 12,500           | 12,300         | 98             |
|   | Red Lake            | 1,800            | 1,800          | 100            |
|   | Traverse            | 1,800            | 1,800          | 100            |
|   | <b>NORTH DAKOTA</b> |                  |                |                |
|   | Foster              | 1,600            | 1,600          | 100            |
|   | <b>SOUTH DAKOTA</b> |                  |                |                |
|   | Marshall            | 2,000            | 1,900          | 95             |
| Between 5-24%                           | <b>MINNESOTA</b>    |                  |                |                |
|   | Marshall            | 4,500            | 4,400          | 98             |
|   | Pennington          | 5,800            | 5,600          | 97             |
|   | Pope                | 4,600            | 4,500          | 98             |
|   | Stevens             | 3,800            | 3,700          | 97             |
|   | <b>NORTH DAKOTA</b> |                  |                |                |
|   | Benson              | 2,500            | 2,400          | 96             |
|   | Cavalier            | 2,500            | 2,400          | 96             |
|   | Eddy                | 1,300            | 1,300          | 100            |
|   | Logan               | 1,200            | 1,200          | 100            |
|   | Pembina             | 3,700            | 3,600          | 97             |
|   | Ramsey              | 5,000            | 4,900          | 98             |
|   | Stark               | 9,300            | 9,200          | 99             |
| <b>SOUTH DAKOTA</b>                     |                     |                  |                |                |
| Roberts                                 | 3,900               | 3,800            | 97             |                |
| <b>Station Totals</b>                   |                     | <b>214,600</b>   | <b>211,500</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                | <b>128,900</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                | <b>81,300</b>  |

# North Dakota—Minot

**KMCY**

**Ch. 14**

(Satellite of KBYM, Bismarck, ND)

**Network Service:** ABC.

**Grantee:** WDAY Inc., 301 S. Eighth St., Fargo, ND 58103.

**Studio:** 919 S. 7th St., Suite 600, Bismarck, ND 58501.

**Telephone:** 701-223-1700.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 513-kw visual, 90-kw aural. Antenna: 829-ft. above av. terrain, 649-ft. above ground, 2723-ft. above sea level.

Latitude 48° 03' 13"  
Longitude 101° 23' 05"

**Transmitter:** 11.5-mi. S & 4-mi. W of Minot.

**Satellite Earth Station:** Harris, 3.6-meter; Harris receivers.

**Ownership:** Forum Publishing Co. See Group Ownership of Television Stations.

**Began Operation:** June 19, 1985.

**Represented (sales):** Katz Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:**

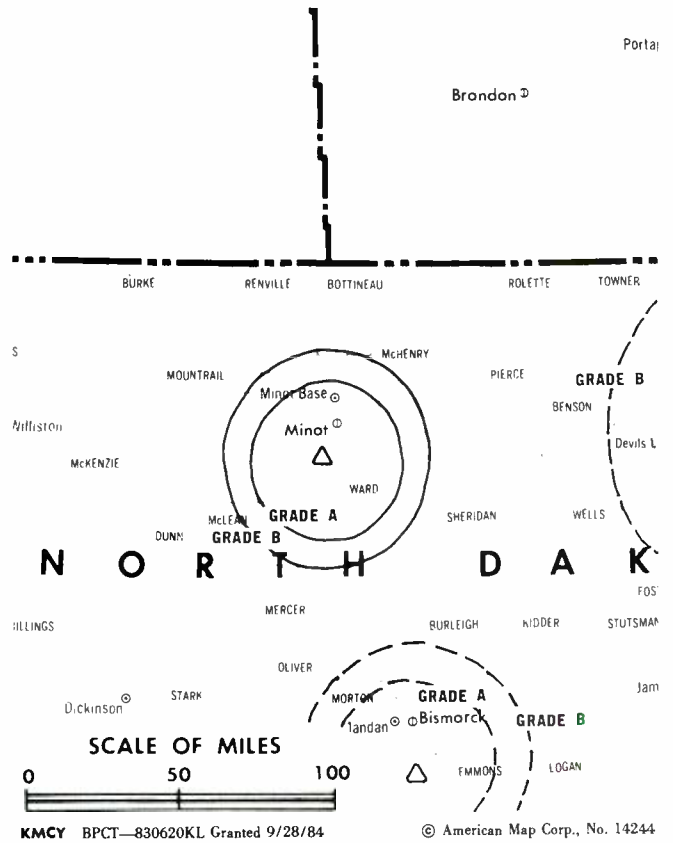
DEWEY HEGGEN, general manager.  
SUSAN J. EIDER, program director.  
CHUCK PETERSON, general sales manager.  
RICH BIERLE, chief engineer.  
BOB PROWSE, promotion director.

**Rates:** Not available.

**City of License:** Minot. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NORTH DAKOTA</b> |                  |               |     |
|                        | Mc Henry            | 2,700            | 2,700         | 100 |
|                        | Mountrail           | 2,900            | 2,900         | 100 |
|                        | Renville            | 1,300            | 1,300         | 100 |



| Net Weekly Circulation                  | State County        | Total Households | TV Households | %             |
|---|---------------------|------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | Ward                | 21,300           | 21,000        | 99            |
| <b>Between 25-49%</b>                   | <b>NORTH DAKOTA</b> |                  |               |               |
|   | Bottineau           | 3,200            | 3,100         | 97            |
| <b>Between 5-24%</b>                    | <b>NORTH DAKOTA</b> |                  |               |               |
|   | Dunn                | 1,600            | 1,600         | 100           |
|   | Mc Kenzie           | 2,700            | 2,700         | 100           |
|   | Mc Lean             | 4,800            | 4,700         | 98            |
|   | Pierce              | 2,000            | 2,000         | 100           |
|   | Sheridan            | 1,000            | 1,000         | 100           |
| <b>Station Totals</b>                   |                     | <b>43,500</b>    | <b>43,000</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |               | <b>20,700</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |               | <b>10,300</b> |



# North Dakota—Minot

## KMOT

Ch. 10

(Satellite of KFYP-TV, Bismarck, ND)

**Network Service:** NBC.

**Licensee:** Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

**Studio:** Southdale, Minot, ND.

**Telephone:** 701-852-4101.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 214-kw visual, 42.7-kw aural. Antenna: 680-ft. above av. terrain, 687-ft. above ground, 2444-ft. above sea level.

Latitude 48° 12' 56"  
Longitude 101° 19' 05"

**Transmitter:** Southdale, Minot, ND.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** M/A-Com, 3-meter; M/A-Com receivers.

**News Service:** AP.

**Ownership:** Meyer Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 20, 1958.

**Represented (sales):** Blair Television.

**Represented (legal):** Hogan & Hartson.

### Personnel:

WILLIAM EKBERG, president & chief exec. officer (Bismarck).  
JUDITH JOHNSON, vice president & chief operating officer (Bismarck).  
TOM BARR, general manager (Bismarck).  
WAYNE SANDERS, station manager.  
RAY ROBERTS, chief engineer.

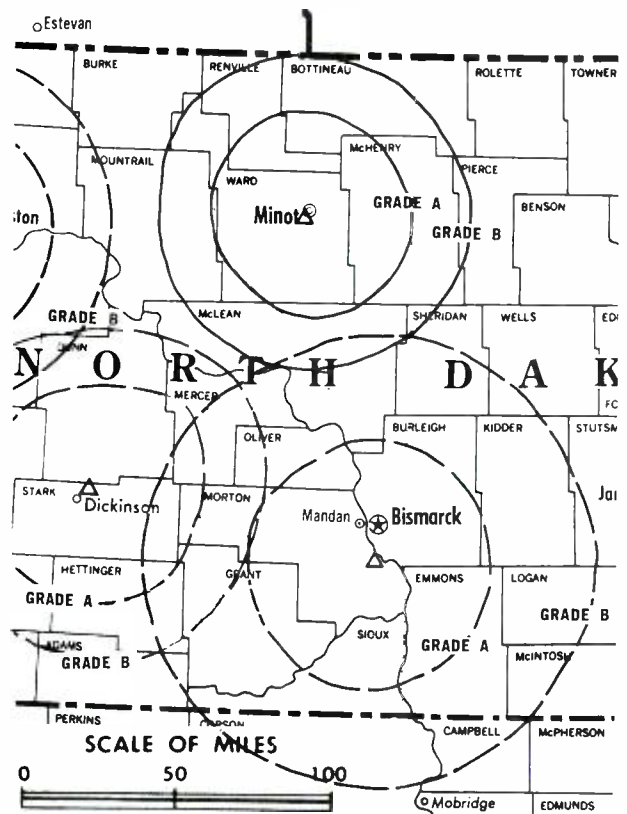
**Rates:** Sold in combination with KFYP-TV, Bismarck, ND.

**NETWORK BASE HOURLY RATE:** \$147.

**City of License:** Minot. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NORTH DAKOTA</b> |                  |               |     |
|                        | Bottineau           | 3,200            | 3,100         | 97  |
|                        | Burke               | 1,400            | 1,400         | 100 |
|                        | Mc Henry            | 2,700            | 2,700         | 100 |
|                        | Mountrail           | 2,900            | 2,900         | 100 |



KMOT BPCT-4085 Granted 5/1/68

© American Map Corp., 14244

| Net Weekly Circulation                  | State County        | Total Households | TV Households | %         |
|---|---------------------|------------------|---------------|-----------|
| <b>50% &amp; Over</b>                   | Pierce              | 2,000            | 2,000         | 100       |
|   | Renville            | 1,300            | 1,300         | 100       |
|   | Rolette             | 3,900            | 3,700         | 96        |
|   | Ward                | 21,300           | 21,000        | 99        |
|   | Wells               | 2,700            | 2,700         | 100       |
| <b>Between 25-49%</b>                   | <b>NORTH DAKOTA</b> |                  |               |           |
|   | Benson              | 2,500            | 2,400         | 96        |
|   | Mc Lean             | 4,800            | 4,700         | 98        |
|   | Sheridan            | 1,000            | 1,000         | 100       |
| <b>Between 5-24%</b>                    | <b>NORTH DAKOTA</b> |                  |               |           |
|   | Dunn                | 1,600            | 1,600         | 100       |
|   | Oliver              | 800              | 800           | 100       |
|   | Towner              | 1,600            | 1,600         | 100       |
| <b>Station Totals</b>                   |                     | <b>53,700</b>    | <b>52,900</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>40,200</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>27,800</b> |           |

# North Dakota—Minot

## KXMC-TV

Ch. 13

(Operates satellites KXMB-TV, Bismarck; KXMA-TV, Dickinson & KXMD-TV, Williston, ND)

Network Service: CBS.

Licensee: Reiten Television Company Inc., Box 1686, Minot, ND 58701.

Studio: 3425 S. Broadway, Minot, ND 58701.

Telephone: 701-852-2104. TWX: 910-675-2496.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1131-ft. above av. terrain, 1081-ft. above ground, 3146-ft. above sea level.

Latitude 48° 03' 02"  
Longitude 101° 20' 29"

Transmitter: 11.5-mi. S of Minot.

Satellite Earth Stations: 2 in operation; Scientific-Atlanta receivers.

AM Affiliate: KCJB, 5-kw, 910 kHz.

FM Affiliate: KHHT-FM, 58-kw, 97.1 MHz (No. 246), 830-ft.

News Services: AP, National Weather Wire, NOAA.

Ownership: Reiten Television Co. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: April 4, 1953. Sale to present owners by North Dakota Bcstg. Co. Inc. approved Oct. 20, 1959 by FCC (Television Digest, Vol. 15:37, 43).

Represented (sales): Seltel Inc.

Represented (legal): Fisher, Wayland, Cooper & Leader.

### Personnel:

CHESTER REITEN, president.  
HENRY BEUHLER, general manager.  
ROD ROMINE, program director.  
DUANE AASE, chief engineer.

Highest 30 Sec. Rate: \$500.

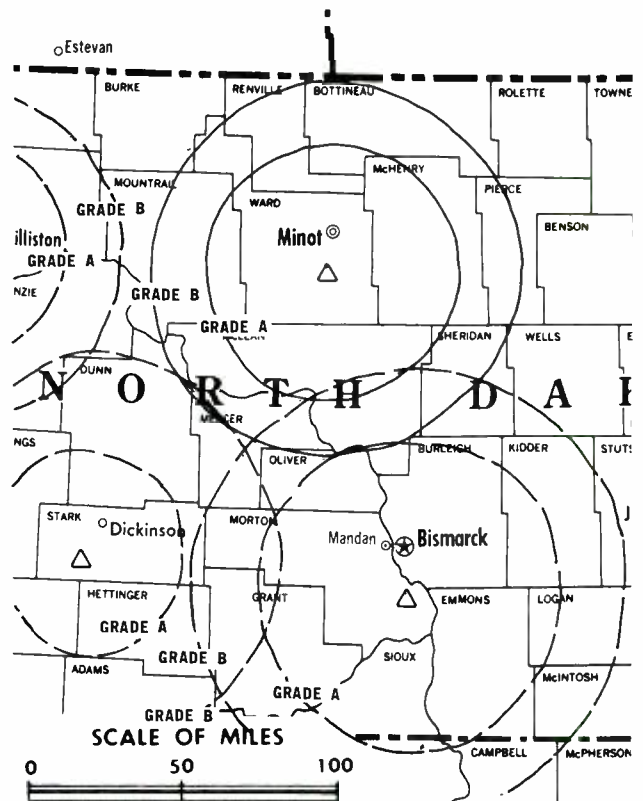
Rates: Sold with KXMB-TV, Bismarck; KXMD-TV, Williston & KXMA-TV, Dickinson, ND.

NETWORK BASE HOURLY RATE: \$298.

City of License: Minot. ADI: Minot-Bismarck-Dickinson. Rank: 146.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over             | NORTH DAKOTA |                  |               |     |
|                        | Benson       | 2,500            | 2,400         | 96  |
|                        | Bottineau    | 3,200            | 3,100         | 97  |
|                        | Mc Henry     | 2,700            | 2,700         | 100 |



KXMC-TV BPCT—830628KF Granted 9/21/83

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| Net Weekly Circulation           | State County | Total Households | TV Households | %      |
|----------------------------------|--------------|------------------|---------------|--------|
| 50% & Over                       | Mc Lean      | 4,800            | 4,700         | 98     |
|                                  | Mercer       | 5,300            | 5,200         | 98     |
|                                  | Mountrail    | 2,900            | 2,900         | 100    |
|                                  | Pierce       | 2,000            | 2,000         | 100    |
|                                  | Renville     | 1,300            | 1,300         | 100    |
|                                  | Rolette      | 3,900            | 3,700         | 96     |
|                                  | Sheridan     | 1,000            | 1,000         | 100    |
|                                  | Ward         | 21,300           | 21,000        | 99     |
|                                  | Wells        | 2,700            | 2,700         | 100    |
| Between 25-49%                   | NORTH DAKOTA |                  |               |        |
|                                  | Burke        | 1,400            | 1,400         | 100    |
|                                  | Dunn         | 1,600            | 1,600         | 100    |
|                                  | Towner       | 1,600            | 1,600         | 100    |
| Between 5-24%                    | NORTH DAKOTA |                  |               |        |
|                                  | Divide       | 1,200            | 1,200         | 100    |
|                                  | Oliver       | 800              | 800           | 100    |
|                                  | Williams     | 9,800            | 9,700         | 99     |
| Station Totals                   |              | 70,000           | 69,000        | 98     |
| Net Weekly Circulation (1987)    |              |                  |               | 46,400 |
| Average Daily Circulation (1987) |              |                  |               | 31,500 |

# North Dakota—Pembina

**KNRR**

**Ch. 12**

**Network Service:** Fox.

**Licensee:** Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

**Telephone:** 701-277-1515.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1292-ft. above av. terrain, 1303-ft. above ground, 2034-ft. above sea level.

Latitude 48° 59' 42"  
Longitude 97° 24' 26"

**Transmitter:** 7.5-mi. WNW of Pembina, 1.78-mi. N of State Hwy. 55.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 3 in operation; RCA Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** CNN Headline News, INN.

**Ownership:** Curtis Squire Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 11, 1985.

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

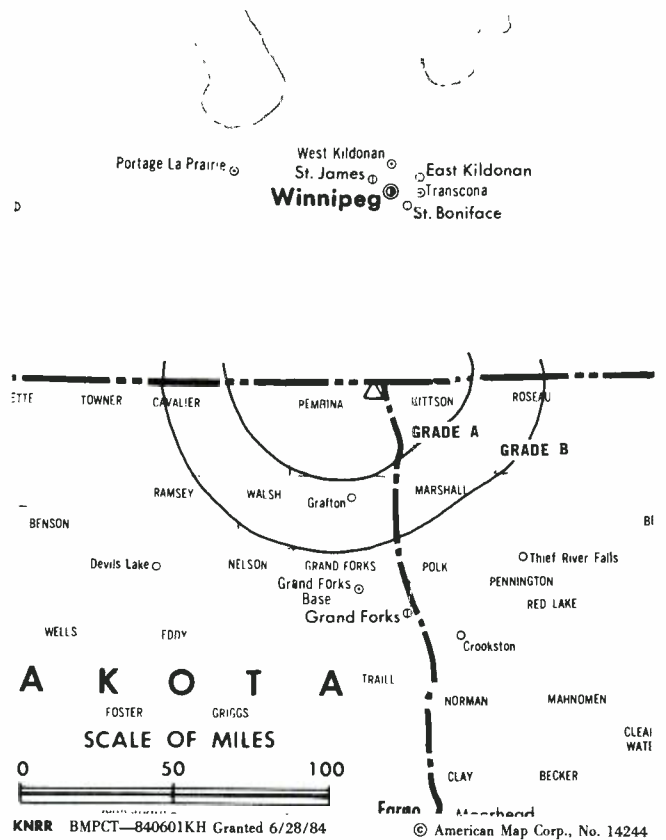
JANE BOLER, general manager.  
TIM ANDERSON, chief engineer.  
GARY GOODRICH, operations manager.  
GREG BALDWIN, sales manager.  
KENT LIEN, program manager.  
JAMES ERICKSON, film department manager.

**Highest One Hour Rate:** \$800.

**Highest 30 Sec. Rate:** \$100.

**City of License:** Pembina. **ADI:** Fargo. **Rank:** 104.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KNRR BMPCT-840601KH Granted 6/28/84 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County                        | Total Households | TV Households  | %            |
|---|-------------------------------------|------------------|----------------|--------------|
| Between 25-49%                          | MINNESOTA<br>Kittson                | 2,400            | 2,300          | 96           |
|   | NORTH DAKOTA<br>Cavalier<br>Pembina | 2,500<br>3,700   | 2,400<br>3,600 | 96<br>97     |
|   | MINNESOTA<br>Marshall<br>Roseau     | 4,500<br>4,700   | 4,400<br>4,400 | 98<br>94     |
| Between 5-24%                           | NORTH DAKOTA<br>Ramsey<br>Walsh     | 5,000<br>5,600   | 4,900<br>5,500 | 98<br>98     |
|   | <b>Station Totals</b>               | <b>28,400</b>    | <b>27,500</b>  | <b>96</b>    |
| <b>Net Weekly Circulation (1987)</b>    |                                     |                  |                | <b>5,600</b> |
| <b>Average Daily Circulation (1987)</b> |                                     |                  |                | <b>2,600</b> |

# North Dakota—Valley City-Fargo

## KXJB-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** North American Communication Corp., Box 2926, Fargo, ND 58108.

**Studio:** 4302 13th Ave. S, Fargo, ND 58103.

**Telephone:** 701-282-0444. **TWX:** 910-673-8307.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 10-kw aural. Antenna: 2030-ft. above av. terrain, 2060-ft. above ground, 3120-ft. above sea level.

Latitude 47° 16' 45"  
Longitude 97° 20' 18"

**Transmitter:** 3-mi. E of Galesburg, ND.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; Vertex, 5-meter Ku-band; Harris, 6.1-meter C-band; M/A-Com, Scientific-Atlanta, Harris receivers.

**News Services:** AP, UPI.

**Ownership:** Central Minnesota Television Co. See Group Ownership of Television Stations.

**Began Operation:** July 12, 1954. Sale to present owner approved by FCC Nov. 30, 1978.

**Represented (sales):** Seltel Inc.; Hyett/Ramsland Inc. (Minneapolis).

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

BRUCE E. BARNES, president & general manager.  
PAUL WICKRE, station & general sales manager.  
ARVID SONSTELIE, chief engineer.

**Highest One Hour Rate:** \$2250.

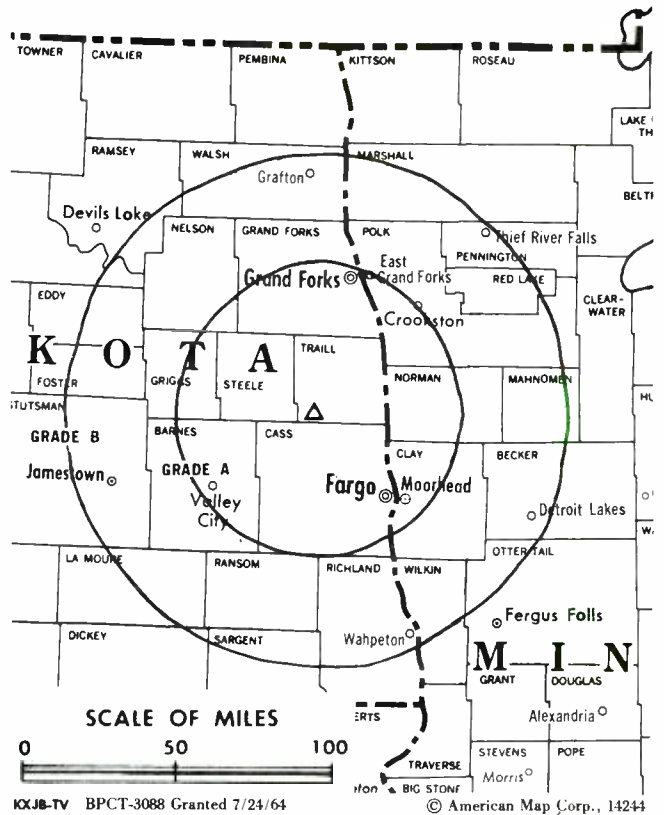
**Highest 30 Sec. Rate (July 1, 1987):** \$500.

**NETWORK BASE HOURLY RATE:** \$757.

**City of License:** Valley City. **ADI:** Fargo. **Rank:** 104.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>MINNESOTA</b>    |                  |               |     |
|                        | Becker              | 11,100           | 10,900        | 98  |
|                        | Clay                | 17,200           | 17,100        | 99  |
|                        | Clearwater          | 3,100            | 3,000         | 97  |
|                        | Kittson             | 2,400            | 2,300         | 96  |
|                        | Lake Of The Woods   | 1,500            | 1,400         | 93  |
|                        | Mahnomen            | 1,700            | 1,700         | 100 |
|                        | Marshall            | 4,500            | 4,400         | 98  |
|                        | Norman              | 3,300            | 3,200         | 97  |
|                        | Pennington          | 5,800            | 5,600         | 97  |
|                        | Polk                | 12,500           | 12,300        | 98  |
|                        | Red Lake            | 1,800            | 1,800         | 100 |
|                        | Roseau              | 4,700            | 4,400         | 94  |
|                        | Wilkin              | 2,800            | 2,800         | 100 |
|                        | <b>NORTH DAKOTA</b> |                  |               |     |
|                        | Barnes              | 5,100            | 5,100         | 100 |
|                        | Benson              | 2,500            | 2,400         | 96  |
| Cass                   | 37,300              | 37,000           | 99            |     |
| Dickey                 | 2,500               | 2,400            | 96            |     |
| Eddy                   | 1,300               | 1,300            | 100           |     |
| Foster                 | 1,600               | 1,600            | 100           |     |
| Grand Forks            | 23,900              | 23,700           | 99            |     |
| Griggs                 | 1,400               | 1,400            | 100           |     |



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %              |
|---|---------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | La Moure            | 2,300            | 2,300          | 100            |
|   | Nelson              | 2,000            | 2,000          | 100            |
|   | Pembina             | 3,700            | 3,600          | 97             |
|   | Ramsey              | 5,000            | 4,900          | 98             |
|   | Ransom              | 2,400            | 2,400          | 100            |
|   | Richland            | 7,000            | 6,900          | 99             |
|   | Sargent             | 2,000            | 2,000          | 100            |
|   | Steele              | 1,100            | 1,100          | 100            |
|   | Stutsman            | 9,100            | 9,000          | 99             |
|   | Towner              | 1,600            | 1,600          | 100            |
|   | Traill              | 3,400            | 3,400          | 100            |
| Walsh                                   | 5,600               | 5,500            | 98             |                |
| <b>Between 25-49%</b>                   | <b>MINNESOTA</b>    |                  |                |                |
|   | Otter Tail          | 19,900           | 19,500         | 98             |
|   | <b>NORTH DAKOTA</b> |                  |                |                |
|   | Cavalier            | 2,500            | 2,400          | 96             |
| <b>Between 5-24%</b>                    | <b>SOUTH DAKOTA</b> |                  |                |                |
|   | Marshall            | 2,000            | 1,900          | 95             |
|   | <b>MINNESOTA</b>    |                  |                |                |
| Grant                                   | 2,700               | 2,700            | 100            |                |
| Traverse                                | 1,800               | 1,800            | 100            |                |
| <b>NORTH DAKOTA</b>                     | Logan               | 1,200            | 1,200          | 100            |
|   | Mc Intosh           | 1,900            | 1,800          | 97             |
|   | Pierce              | 2,000            | 2,000          | 100            |
|   | Wells               | 2,700            | 2,700          | 100            |
|   | <b>SOUTH DAKOTA</b> |                  |                |                |
| Roberts                                 | 3,900               | 3,800            | 97             |                |
| <b>Station Totals</b>                   |                     | <b>233,800</b>   | <b>230,300</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                | <b>181,100</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                | <b>117,000</b> |

# North Dakota—Williston

## KUMV-TV

Ch. 8

(Satellite of KFYR-TV, Bismarck, ND)

**Network Service:** NBC.

**Licensee:** Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

**Studio:** 602 Main, Box 1287, Williston, ND 58802.

**Telephone:** 701-572-4676.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 166-kw visual, 33.1-kw aural. Antenna: 1060-ft. above av. terrain, 878-ft. above ground, 3221-ft. above sea level.

Latitude 48° 08' 02"  
Longitude 103° 51' 36"

**Transmitter:** U.S. Rte. 2, 10-mi. W of Williston.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** M/A-Com, 3-meter; M/A-Com receivers.

**News Service:** AP.

**Ownership:** Meyer Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 11, 1957.

**Represented (sales):** Blair Television.

**Personnel:**

WILLIAM EKBERG, president & chief exec. officer (Bismarck).  
JUDITH JOHNSON, vice president & chief operating officer (Bismarck).  
TOM BARR, general manager (Bismarck).  
CHERIE OLSON, station manager.  
GENE MONDAY, chief engineer.

**Rates:** Sold in combination with KFYR-TV, Bismarck, ND.

**NETWORK BASE HOURLY RATE:** \$163.

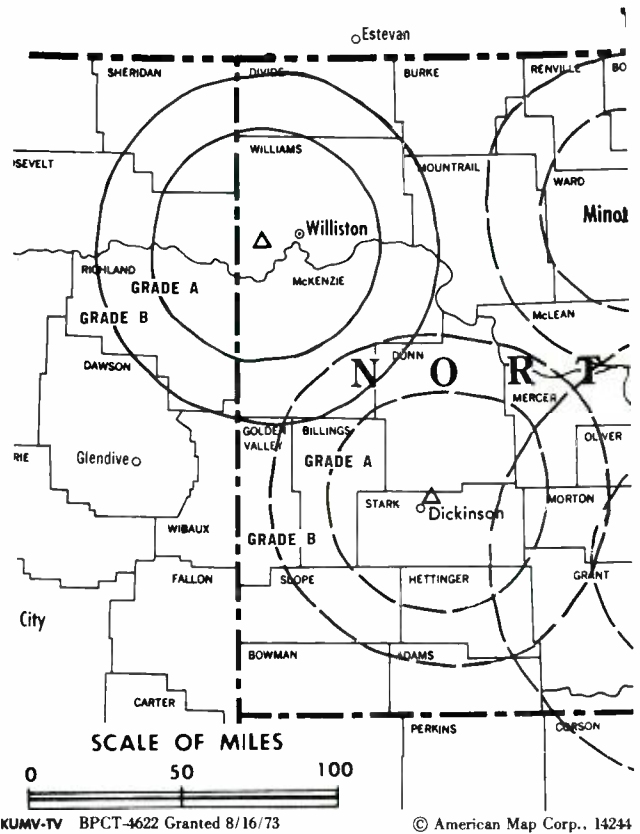
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 5,000.

**City of License:** Williston. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %   |
|------------------------|----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>MONTANA</b> |                  |               |     |
|                        | Daniels        | 1,000            | 1,000         | 100 |
|                        | Dawson         | 4,900            | 4,700         | 96  |
|                        | Mc Cone        | 900              | 900           | 100 |
|                        | Richland       | 5,000            | 4,800         | 96  |
|                        | Roosevelt      | 3,700            | 3,600         | 97  |
|                        | Sheridan       | 2,100            | 2,000         | 95  |



KUMV-TV BPCT-4622 Granted 8/16/73 © American Map Corp., 14244

| Net Weekly Circulation                  | State County        | Total Households | TV Households | %         |
|---|---------------------|------------------|---------------|-----------|
| <b>50% &amp; Over</b>                   | Valley              | 3,800            | 3,600         | 95        |
|   | <b>NORTH DAKOTA</b> |                  |               |           |
|   | Divide              | 1,200            | 1,200         | 100       |
|   | Mc Kenzie           | 2,700            | 2,700         | 100       |
|   | Williams            | 9,800            | 9,700         | 99        |
| <b>Between 25-49%</b>                   | <b>NORTH DAKOTA</b> |                  |               |           |
|   | Burke               | 1,400            | 1,400         | 100       |
| <b>Between 5-24%</b>                    | <b>MONTANA</b>      |                  |               |           |
|   | Prairie             | 700              | 600           | 86        |
|   | Wibaux              | 500              | 500           | 100       |
|   | <b>NORTH DAKOTA</b> |                  |               |           |
|   | Dunn                | 1,600            | 1,600         | 100       |
| Golden Valley                           | 900                 | 900              | 100           |           |
| Mountrail                               | 2,900               | 2,900            | 100           |           |
| <b>Station Totals</b>                   |                     | <b>43,100</b>    | <b>42,100</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>31,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>23,600</b> |           |

# North Dakota—Williston

## KXMD-TV

Ch. 11

(Satellite of KXMC-TV, Minot, ND)

**Network Service:** CBS.

**Licensee:** Reiten Television Company Inc.

**Studio:** Box 790, Williston, ND 58802.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 174-kw visual, 17.4-kw aural. Antenna: 980-ft. above av. terrain, 840-ft. above ground, 3140-ft. above sea level.

Latitude 48° 08' 22"  
Longitude 103° 53' 24"

**Transmitter:** 11-mi. W of Williston on U.S. 2.

**Satellite Earth Stations:** In operation; Microdyne receivers.

**News Service:** AP.

**Ownership:** Reiten Television Co. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 25, 1969.

**Represented (sales):** Seltel Inc.; The Hurley Co. (regional).

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

CHESTER REITEN, president.  
MARILYN KARST, manager.

**Rates:** Sold in combination with KXMC-TV, Minot.

**NETWORK BASE HOURLY RATE:** \$75.

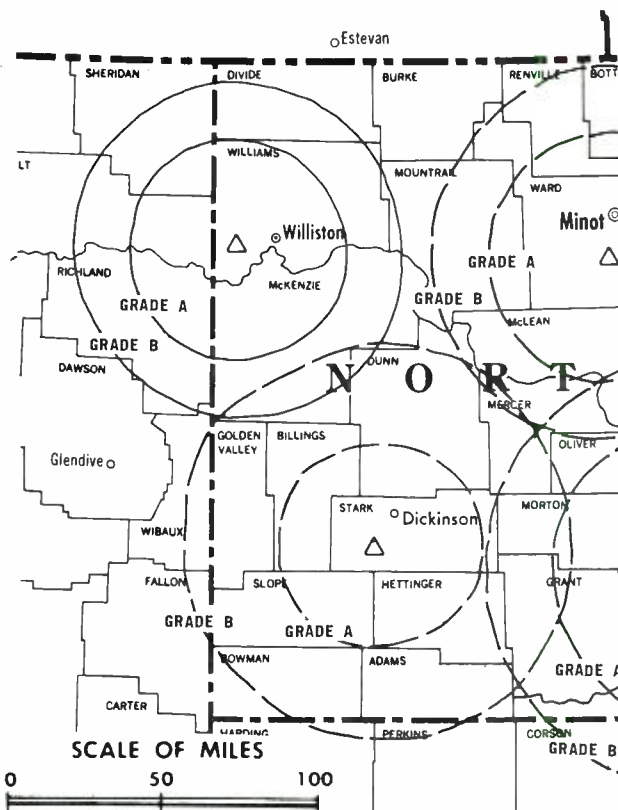
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 1,000.

**City of License:** Williston. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

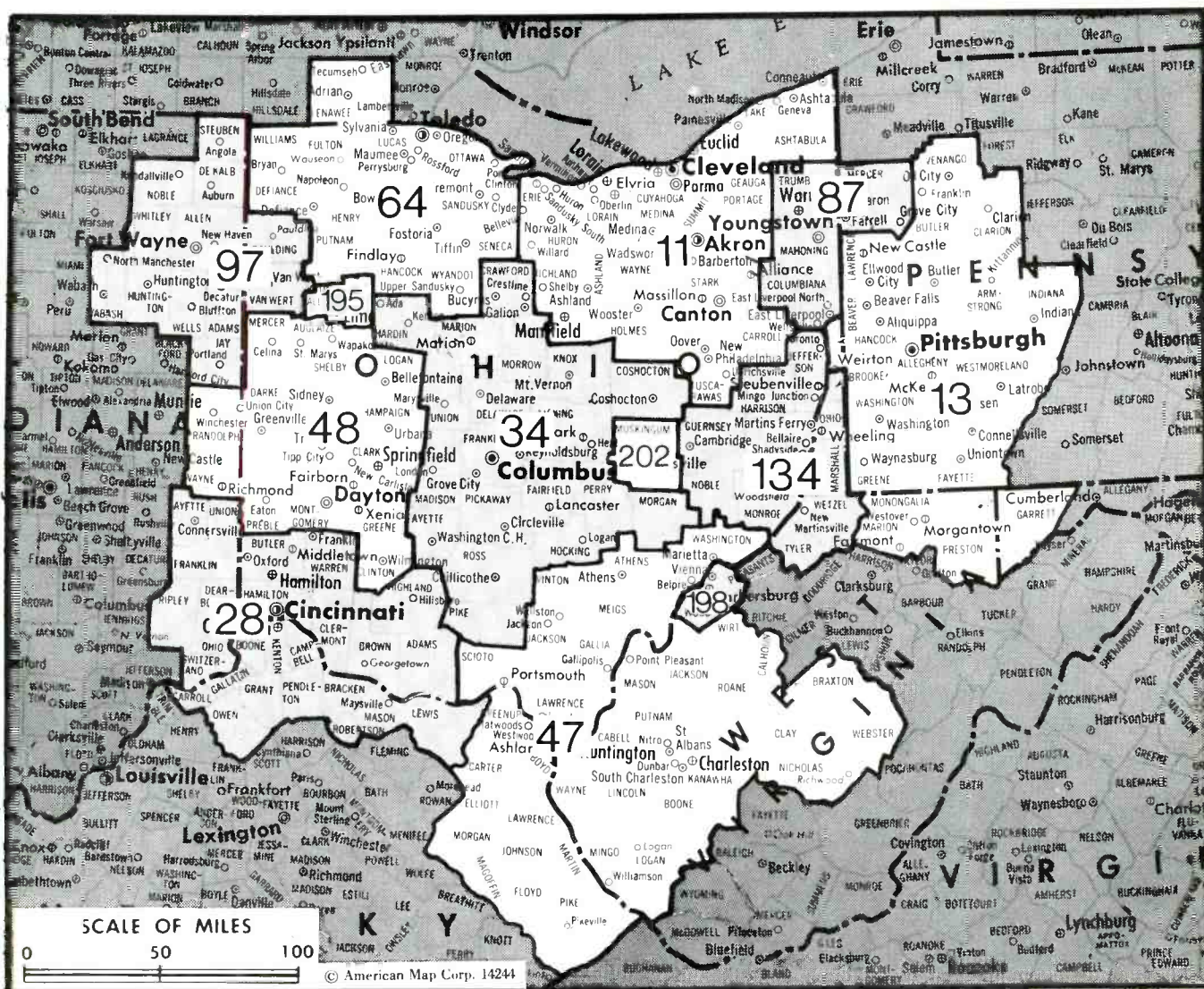
| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>MONTANA</b>      |                  |               |     |
|                        | Daniels             | 1,000            | 1,000         | 100 |
|                        | Mc Cone             | 900              | 900           | 100 |
|                        | Richland            | 5,000            | 4,800         | 96  |
|                        | Roosevelt           | 3,700            | 3,600         | 97  |
|                        | Sheridan            | 2,100            | 2,000         | 95  |
|                        | <b>NORTH DAKOTA</b> |                  |               |     |
| Divide                 | 1,200               | 1,200            | 100           |     |



KXMD-TV BMPCT-7509 Granted 12/7/73

© American Map Corp., 14244

| Net Weekly Circulation                  | State County        | Total Households | TV Households | %             |
|---|---------------------|------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | Mc Kenzie           | 2,700            | 2,700         | 100           |
|   | Williams            | 9,800            | 9,700         | 99            |
| <b>Between 25-49%</b>                   | <b>MONTANA</b>      |                  |               |               |
|   | Valley              | 3,800            | 3,600         | 95            |
| <b>Between 5-24%</b>                    | <b>NORTH DAKOTA</b> |                  |               |               |
|   | Burke               | 1,400            | 1,400         | 100           |
| <b>Station Totals</b>                   | <b>MONTANA</b>      |                  |               |               |
|   | Dawson              | 4,900            | 4,700         | 96            |
|   | Wibaux              | 500              | 500           | 100           |
|   | <b>NORTH DAKOTA</b> |                  |               |               |
|   | Golden Valley       | 900              | 900           | 100           |
| <b>Station Totals</b>                   |                     | <b>37,900</b>    | <b>37,000</b> | <b>97</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |               | <b>22,900</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |               | <b>12,100</b> |



| Market                        | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations   |
|-------------------------------|----------------------------|------|--|
| Cleveland, OH                 | 1,413,400                  | 11   | WAKC-TV (23), WBNX-TV (55), WDLI(17), WEWS (5), WJW-TV (8), WKYC-TV (3), WOAC (67), WOIO (19), WOHS (61), WUAB(43) |
| Pittsburgh, PA                | 1,209,000                  | 13   | KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)                                      |
| Cincinnati, OH                | 711,900                    | 28   | WCPO-TV (9), WHII (64), WKRC-TV(12), WLWT (5), WXIX-TV (19)  |
| Columbus, OH                  | 649,600                    | 34   | WBNS-TV (10), WCMH-TV (4), WSFJ(51), WSYX (6), WTTE (28)   |
| Charleston-Huntington, WV     | 517,100                    | 47   | WCHS-TV (8), WOWK-TV(13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)   |
| Dayton, OH                    | 506,300                    | 48   | WDTN (2), WHIO-TV (7), WKEF (22), WKOI(43), WRGT-TV (45), WTJC (26)  |
| Toledo, OH                    | 397,900                    | 64   | WGGN-TV (52), WNNW-TV (24), WTOL-TV(11), WTVG (13), WUPW (36)  |
| Youngstown, OH                | 275,200                    | 87   | WFMJ-TV (21), WKBN-TV (27), WYTV(33)   |
| Fort Wayne, IN                | 221,700                    | 97   | WANE-TV (15), WFFT-TV (55), WINM(63), WKJG-TV (33), WPTA (21)  |
| Wheeling, WV-Steubenville, OH | 155,200                    | 134  | WTOV-TV (9), WTRF-TV (7)   |
| Lima, OH                      | 40,100                     | 195  | WLIO (35), WTLW (44)   |
| Parkersburg, WV               | 35,300                     | 198  | WTAP-TV (15)   |
| Zanesville, OH                | 31,000                     | 202  | WHIZ-TV (18)   |

**State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

|                                    |                     |
|------------------------------------|---------------------|
| <b>WSFJ, Columbus</b> .....        | See Newark, OH      |
| <b>WKOI, Dayton</b> .....          | See Richmond, IN    |
| <b>WTJC, Dayton</b> .....          | See Springfield, OH |
| <b>WUAB, Lorain</b> .....          | See Cleveland, OH   |
| <b>WTAP-TV, Marietta</b> .....     | See Parkersburg, WV |
| <b>WOIO, Shaker Heights</b> .....  | See Cleveland, OH   |
| <b>WTRF-TV, Steubenville</b> ..... | See Wheeling, WV    |

**Ohio Station Status as of October 1, 1987**

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 14  | 24  | 38    |
| Educational Television Stations | 0   | 12  | 12    |
|                                 | 14  | 36  | 50    |



# Ohio—Akron

## WAKC-TV

Ch. 23

**Network Service:** ABC.

**Licensee:** Group One Bcstg. Ltd. Partnership, 853 Copley Rd., Akron, OH 44320.

**Studio:** 853 Copley Rd., Akron, OH 44320.

**Telephone:** 216-535-7831.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1290-kw max. & 1000-kw horizontal visual, 175-kw max. & 138-kw horizontal aural. Antenna: 960-ft. above av. terrain, 960-ft. above ground, 2049-ft. above sea level.

Latitude 41° 03' 51"  
Longitude 81° 34' 59"

Requests CP for change 698-kw max. visual, 66.9-kw max. aural, 678-ft. above av. terrain, 798-ft. above ground, 1752-ft. above sea level.

**Transmitter:** Dreisbach Dr.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 5-meter & 3-meter.

**News Services:** ABC, UPI.

**Ownership:** Group One Bcstg. Ltd. Partnership, 100%. Roger G. Berk Jr., pres.; Robert C. Berk, exec. v.p.

**Began Operation:** June 7, 1953.

**Represented (sales):** Broadcast Spot Sales.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

- ROGER G. BERK JR., president.
- ROBERT C. BERK, executive vice president.
- ROBERT I. BOSTIAN, vice president & general manager.
- CHIP FOX, sales manager.
- RICH BARNETT, news director.
- WILLIAM J. O'NEIL JR., program director.
- DENNIS LEBEC, production director.

**Rates:** Not available.

**City of License:** Akron. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>Between 25-49%</b>  | <b>OHIO</b>  |                  |               |    |
|                        | Carroll      | 9,700            | 9,600         | 99 |
|                        | Guernsey     | 15,800           | 15,400        | 97 |
|                        | Harrison     | 6,300            | 6,200         | 98 |
|                        | Holmes       | 8,900            | 8,400         | 94 |



WAKC-TV Doc. -16538 Granted 3/17/67 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households    | %         |
|---|--------------|------------------|------------------|-----------|
| <b>Between 25-49%</b>                   | Portage      | 48,200           | 47,700           | 99        |
|   | Stark        | 139,100          | 137,300          | 99        |
|   | Summit       | 193,100          | 191,100          | 99        |
|   | Tuscarawas   | 32,900           | 32,200           | 98        |
|   | Wayne        | 35,200           | 34,300           | 97        |
| <b>Between 5-24%</b>                    | <b>OHIO</b>  |                  |                  |           |
|   | Ashland      | 16,700           | 16,500           | 99        |
|   | Columbiana   | 41,400           | 40,800           | 99        |
|   | Coshocton    | 13,900           | 13,500           | 97        |
|   | Cuyahoga     | 566,200          | 559,400          | 99        |
|   | Erie         | 29,300           | 28,900           | 99        |
|   | Geauga       | 25,500           | 25,100           | 98        |
|   | Huron        | 20,300           | 20,000           | 99        |
|   | Lorain       | 95,600           | 94,600           | 99        |
|   | Medina       | 41,100           | 40,600           | 99        |
| Noble                                   | 4,200        | 4,000            | 95               |           |
| Trumbull                                | 87,900       | 86,900           | 99               |           |
| <b>Station Totals</b>                   |              | <b>1,431,300</b> | <b>1,412,500</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>276,000</b>   |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>97,000</b>    |           |

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# Ohio—Akron

## WBNX-TV

Ch. 55

**Network Service:** None, independent.

**Licensee:** Winston Bcstg. Inc., Box 2091, Akron, OH 44309.

**Studio:** 2690 State Rd., Cuyahoga Falls, OH 44223.

**Telephone:** 216-928-5711.

**Technical Facilities:** Channel No. 55 (716-722 MHz). Authorized power: 2290-kw max. visual, 229-kw max. aural. Antenna: 582-ft. above av. terrain, 397-ft. above ground, 1566-ft. above sea level.

Latitude 41° 16' 50"  
Longitude 81° 37' 22"

**Transmitter:** 8200 Snowville Rd., Brecksville.

**Ownership:** Winston Broadcasting Network Inc. Lou Spangler, pres.; Cathy Shupe, v.p.; Ray Spangler, v.p.; Cathy Rudolph, secy.-treas.

**Began Operation:** December 1, 1985.

**Represented (legal):** Blakemore, Rosen, Meeker & Varian Co.

**Represented (engineering):** Carl E. Smith.

**Personnel:**

LOU SPANGLER, general manager.  
STEPHEN NELSON, chief engineer.  
TERRY SCHULTZ, general sales manager.  
ANNE KEITH, program director.

**Rates:** Not available.

**City of License:** Akron. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| Between 5-24%          | OHIO         |                  |               |    |
|                        | Cuyahoga     | 566,200          | 559,400       | 99 |
|                        | Geauga       | 25,500           | 25,100        | 98 |
|                        | Holmes       | 8,900            | 8,400         | 94 |



WBNX-TV BMPCT-851010KF Granted 4/25/86 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| Between 5-24%                           | Lorain       | 95,600           | 94,600         | 99             |
|   | Medina       | 41,100           | 40,600         | 99             |
|   | Portage      | 48,200           | 47,700         | 99             |
|   | Summit       | 193,100          | 191,100        | 99             |
| <b>Station Totals</b>                   |              | <b>978,600</b>   | <b>966,900</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>106,000</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>29,400</b>  |

# Ohio—Canton

**WDLI**

**Ch. 17**

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Bcstg. Network Inc., Box C11949, Santa Ana, CA 92711.

**Studio:** 6600 Atlantic Blvd., Louisville, OH 44641.

**Telephone:** 216-875-5542.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 437-kw max. & 389-kw horizontal visual, 47.9-kw max. & 45.7-kw horizontal aural. Antenna: 450-ft. above av. terrain, 448-ft. above ground, 1613-ft. above sea level.

Latitude 40° 51' 04"  
Longitude 81° 16' 37"

**Transmitter:** U.S. Rte. 62, California Ave & Reno Rd., Louisville, OH.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** January 1, 1967. Sale to present owner by David Livingstone Missionary Foundation Inc. approved by FCC March 5, 1986. Sale by PTL approved Dec. 8, 1982. Sale to PTL by Janson Industries approved Aug. 5, 1977 (*Television Digest*, Vol. 17:35, 37).

**Represented (legal):** May & Dunne.

**Represented (engineering):** D. W. Sargent.

**Personnel:**

DALE K. OSBORN, manager.  
REBECCA OSBORN, production & public affairs.

**Highest 30 Sec. Rate:** \$60.

**City of License:** Canton. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



WDLI BPCT-4988 Granted 4/20/77

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| Net Weekly Circulation                  | State County | Total Households | TV Households  | %             |
|---|--------------|------------------|----------------|---------------|
| Between 5-24%                           | OHIO         |                  |                |               |
|   | Harrison     | 6,300            | 6,200          | 98            |
|   | Holmes       | 8,900            | 8,400          | 94            |
|   | Stark        | 139,100          | 137,300        | 99            |
| <b>Station Totals</b>                   |              | <b>154,300</b>   | <b>151,900</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>21,900</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>6,800</b>  |

# Ohio—Canton

## WOAC

Ch. 67

**Network Service:** None, independent.

**Licensee:** Canton 67 Ltd., 620 Osborne Office Center, Chattanooga, TN 37411.

**Studio:** 4867 Fulton Rd. NW, Canton, OH 44718.

**Telephone:** 216-492-5267.

**Technical Facilities:** Channel No. 67 (788-794 MHz). Authorized power: 1429-kw visual, 142.9-kw aural. Antenna: 290-ft. above av. terrain, 275-ft. above ground, 1405-ft. above sea level.

Latitude 40° 50' 49"  
Longitude 81° 26' 23"

Holds CP for change to 1230-kw max. visual, 123-kw max. aural, 860-ft. above av. terrain, 824-ft. above ground, 2028-ft. above sea level, lat. 40° 54' 20", long. 81° 16' 15", transmitter to approx. 0.3-mi. N of intersection of State St. & Preston Ave., near Louisville. BPCT-840507KG.

**Transmitter:** 4867 Fulton Dr., Jackson Twp., near Canton.

**Satellite Earth Stations:** Microdyne, 3.5-meter; M/A-Com, 3.5-meter Ku-band; Microdyne, Comtech, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Media Central Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 1, 1982. Sale to Discovery Bcstg. Systems Inc. approved by FCC June 20, 1985, but not consummated.

**Represented (legal):** Sidley & Austin.

**Represented (engineering):** Telco.

**Personnel:**

- MICHAEL LARSON, general manager.
- PHILLIP SHERCK, general sales manager.
- SCOTT DAVIS, news director.
- J. D. DiANGELIS, production manager.
- LEE CARPENTER, operations manager/chief engineer.

**Highest 30 Sec. Rate:** \$100.

**City of License:** Canton. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



WOAC BPCT-840507KG Granted 10/2/84

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| Between 25-49%                          | OHIO Stark   | 139,100          | 137,300        | 99             |
|   | Tuscarawas   | 32,900           | 32,200         | 98             |
| Between 5-24%                           | OHIO Carroll | 9,700            | 9,600          | 99             |
|   | Holmes       | 8,900            | 8,400          | 94             |
|   | Medina       | 41,100           | 40,600         | 99             |
|   | Portage      | 48,200           | 47,700         | 99             |
|   | Summit       | 193,100          | 191,100        | 99             |
|   | Wayne        | 35,200           | 34,300         | 97             |
| <b>Station Totals</b>                   |              | <b>508,200</b>   | <b>501,200</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>114,600</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>33,000</b>  |

# Ohio—Chillicothe

## WWAT

Ch. 53

**Network Service:** None, independent.

**Grantee:** Triplett & Assoc., 1501 Rd. 235, Bellefontaine, OH 43311.

**Studio:** 1281 River Rd., Chillicothe, OH 45601.

**Mailing Address:** 2698 Sawbury Blvd., Worthington, OH 43085.

**Telephones:** 614-775-3578, Chillicothe; 614-766-9603, Worthington.

**Technical Facilities:** Channel No. 53 (704-710 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 653-ft. above av. terrain, 623-ft. above ground, 1393-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 39° | 35' | 30" |
| Longitude | 83° | 06' | 48" |

**Transmitter:** 0.67-mi. on a 53° bearing from intersection of Rte. 22 & Chillicothe Williamsport Rd.

**Satellite Earth Stations:** C-band & Ku-band.

**Ownership:** Wendell A. Triplett, 54%; Marc S. Triplett, 26%; Robert S. Triplett, 20%. W. Triplett owns WOHP(AM) & WROO-FM, Bellefontaine, OH; WOSE (FM), Port Clinton, OH & WCOR(AM), Lebanon, TN. M. Triplett has interest in WAXT(AM), Alexandria, IN. R. Triplett has interest in WWJM(FM), New Lexington, OH & permittee of WTRJ(AM), Troy, OH.

**Began Operation:** August 31, 1987.

**Represented (legal):** Roy Perkins.

### Personnel:

WENDELL A. TRIPLETT, general manager.  
ROBERT TRIPLETT, chief engineer.  
TERRY PENROD, program operations & national sales manager.  
STEVEN TATE, traffic manager.



WWAT BMPCT—861229KU Granted 3/31/87 © American Map Corp., No. 14244

**Highest 30 Sec. Rate:** \$150.

**Arbitron Data:** Not available.

**City of License:** Chillicothe. **ADI:** Columbus, OH. **Rank:** 34.

# Ohio—Cincinnati

## WCPO-TV

Ch. 9

**Network Service:** CBS.

**Licensee:** Scripps Howard Broadcasting Co., 500 Central Ave., Cincinnati, OH 45202.

**Studio:** 500 Central Ave., Cincinnati, OH 45202.

**Telephone:** 513-721-9900. **TWX:** 810-461-2690.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 282-kw horizontal visual, 28.2-kw aural. Antenna: 1019-ft. above av. terrain, 909-ft. above ground, 1749-ft. above sea level.

Latitude 39° 07' 31"  
Longitude 84° 29' 57"

**Transmitter:** 2345 Symmes St.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; RCA Americom Ku-band; Scientific-Atlanta receivers.

**News Services:** AP, CBS, Group W Newfeed.

**Ownership:** Scripps-Howard Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 26, 1949.

**Represented (sales):** Blair Television.

**Represented (legal):** Baker & Hostetler.

### Personnel:

TERRENCE CONNELLY, general manager.  
J. B. CHASE, assistant general manager & general sales manager.  
JEFF SALES, national sales manager.  
C. NORMAN (RICK) REEVES, director of operations.  
JACK CAHALAN, news director.  
MEG CALLAHAN, traffic manager.  
BERNARD BORDEN, film director.  
LEON BROWN, chief engineer.  
ROBBIN HOLLIDAY, business manager.  
BECKY DAN, promotion manager.

**Rates:** Not available.

**City of License:** Cincinnati. **ADI:** Cincinnati. **Rank:** 28.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>INDIANA</b>  |                  |               |     |
|                        | Dearborn        | 13,000           | 12,800        | 98  |
|                        | Fayette         | 10,000           | 9,800         | 98  |
|                        | Franklin        | 6,600            | 6,400         | 97  |
|                        | Ohio            | 1,900            | 1,900         | 100 |
|                        | Ripley          | 8,600            | 8,400         | 98  |
|                        | Switzerland     | 2,900            | 2,800         | 96  |
|                        | Union           | 2,400            | 2,300         | 96  |
|                        | <b>KENTUCKY</b> |                  |               |     |
|                        | Boone           | 17,500           | 17,400        | 99  |
|                        | Bracken         | 2,700            | 2,700         | 100 |
|                        | Campbell        | 28,600           | 28,500        | 100 |
|                        | Carroll         | 3,500            | 3,500         | 100 |
|                        | Gallatin        | 1,900            | 1,900         | 100 |
|                        | Grant           | 4,900            | 4,900         | 100 |
|                        | Harrison        | 5,400            | 5,400         | 100 |
|                        | Kenton          | 50,300           | 50,200        | 100 |
| Mason                  | 6,400           | 6,300            | 98            |     |
| Owen                   | 3,500           | 3,500            | 100           |     |
| Pendleton              | 3,900           | 3,900            | 100           |     |
| Robertson              | 800             | 800              | 100           |     |
| <b>OHIO</b>            |                 |                  |               |     |
| Adams                  | 9,100           | 8,700            | 96            |     |
| Brown                  | 12,100          | 11,700           | 97            |     |
| Butler                 | 97,800          | 96,600           | 99            |     |
| Clermont               | 48,700          | 48,100           | 99            |     |
| Clinton                | 13,300          | 13,100           | 98            |     |
| Hamilton               | 328,900         | 323,900          | 98            |     |



WCPO-TV BPCT-6555 Granted 7/18/67 © American Map Corp., 14244

| Net Weekly Circulation                  | State County    | Total Households | TV Households    | %         |
|---|-----------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Highland        | 13,400           | 13,100           | 97        |
|   | Warren          | 35,700           | 35,200           | 99        |
| <b>Between 25-49%</b>                   | <b>INDIANA</b>  |                  |                  |           |
|   | Decatur         | 8,300            | 8,100            | 98        |
|   | Jefferson       | 10,800           | 10,600           | 98        |
|   | Wayne           | 27,100           | 26,600           | 98        |
|   | <b>KENTUCKY</b> |                  |                  |           |
|   | Bourbon         | 7,000            | 6,900            | 99        |
|   | Clark           | 11,000           | 10,900           | 99        |
|   | Montgomery      | 7,800            | 7,700            | 99        |
|   | Nicholas        | 2,600            | 2,600            | 100       |
|   | Rowan           | 6,200            | 6,100            | 98        |
| Scott                                   | 8,000           | 7,900            | 99               |           |
| <b>OHIO</b>                             |                 |                  |                  |           |
| Preble                                  | 14,400          | 14,200           | 99               |           |
| <b>Between 5-24%</b>                    | <b>INDIANA</b>  |                  |                  |           |
|   | Jennings        | 8,000            | 7,800            | 97        |
|   | Randolph        | 10,900           | 10,700           | 98        |
|   | Rush            | 6,500            | 6,400            | 98        |
|   | <b>KENTUCKY</b> |                  |                  |           |
|   | Fleming         | 4,700            | 4,600            | 98        |
|   | Henry           | 4,800            | 4,800            | 100       |
|   | Lewis           | 5,000            | 4,900            | 98        |
|   | Madison         | 18,300           | 18,000           | 98        |
|   | Oldham          | 10,100           | 10,000           | 99        |
|   | Powell          | 3,900            | 3,800            | 97        |
|   | Trimble         | 2,200            | 2,200            | 100       |
|   | <b>OHIO</b>     |                  |                  |           |
|   | Clark           | 54,300           | 53,700           | 99        |
|   | Darke           | 20,400           | 20,100           | 99        |
|   | Fayette         | 10,000           | 9,800            | 98        |
|   | Greene          | 45,200           | 44,700           | 99        |
| Miami                                   | 33,500          | 33,100           | 99               |           |
| Montgomery                              | 219,700         | 217,500          | 99               |           |
| <b>Station Totals</b>                   |                 | <b>1,294,500</b> | <b>1,277,500</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>747,300</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>419,800</b>   |           |

# Ohio—Cincinnati

**WIII**

**Ch. 64**

**Network Service:** None, independent.

**Licensee:** Channel 64 Joint Venture, Debtor-in-Possession, 5177 Fishwick Dr., Cincinnati, OH 45216.

**Studio:** 5177 Fishwick Dr., Cincinnati, OH 45216.

**Telephone:** 513-641-4400.

**Technical Facilities:** Channel No. 64 (770-776 MHz). Authorized power: 1000-kw max. & 851-kw horizontal visual, 170-kw horizontal aural. Antenna: 940-ft. above av. terrain, 953-ft. above ground, 1788-ft. above sea level.

Latitude 39° 07' 31"  
Longitude 84° 29' 57"

**Transmitter:** 2222 Chickasaw St., Cincinnati.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter C-band; RCA, 3.6-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Channel 64 Ltd., 90%; United Entertainment Network Inc., 10%. Channel 64 Ltd. ownership: Media Management Corp., gen. partner, 7.78%; Stephen J. Kent, Ltd. partner, 20%; Cincinnati TV 64 Ltd., Ltd. partner, 54.44%; Channel 64 Communications, Ltd. partner, 17.78%. CTV 64 ownership: Media Capital of Cincinnati, gen. partner, 4.50%; Stephen Eaton, gen. partner, 0.50%; remainder unassigned. UENI ownership: United Cable Television Corp., multiple cable system operator, 100%. **Note:** Sale pends.

**Began Operation:** January 28, 1980. Began subscription TV operation Feb. 1, 1980. Sale to HEN Inc. by Buford TV Inc. approved by FCC Dec. 28, 1982. Sale to present owner by HEN Inc. approved by FCC Nov. 14, 1984 (**Television Digest**, Vol. 24:25). **Note:** Discontinued Subscription TV operation January 1985.

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Baker & Hostetler.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

STEPHEN J. KENT, president & general manager.  
DOUG MILLER, chief engineer.  
GREG CURVALL, business manager.

**Rates:** Not available.

**City of License:** Cincinnati. **ADI:** Cincinnati. **Rank:** 28.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| Between 25-49%         | <b>INDIANA</b>  |                  |               |     |
|                        | Dearborn        | 13,000           | 12,800        | 98  |
|                        | Ohio            | 1,900            | 1,900         | 100 |
|                        | <b>KENTUCKY</b> |                  |               |     |
|                        | Boone           | 17,500           | 17,400        | 99  |



WIII BMPCT—790328LD Granted 6/29/79

© American Map Corp., No. 14244

| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |
|---|-----------------|------------------|----------------|----------------|
| Between 25-49%                          | Campbell        | 28,600           | 28,500         | 100            |
|   | Grant           | 4,900            | 4,900          | 100            |
|   | Kenton          | 50,300           | 50,200         | 100            |
|   | <b>OHIO</b>     |                  |                |                |
|   | Butler          | 97,800           | 96,600         | 99             |
|   | Clermont        | 48,700           | 48,100         | 99             |
|   | Hamilton        | 328,900          | 323,900        | 98             |
| Between 5-24%                           | <b>INDIANA</b>  |                  |                |                |
|   | Ripley          | 8,600            | 8,400          | 98             |
|   | Switzerland     | 2,900            | 2,800          | 96             |
|   | <b>KENTUCKY</b> |                  |                |                |
|   | Owen            | 3,500            | 3,500          | 100            |
|   | Pendleton       | 3,900            | 3,900          | 100            |
|   | <b>OHIO</b>     |                  |                |                |
|   | Adams           | 9,100            | 8,700          | 96             |
|   | Brown           | 12,100           | 11,700         | 97             |
|   | Highland        | 13,400           | 13,100         | 97             |
|   | Warren          | 35,700           | 35,200         | 99             |
| <b>Station Totals</b>                   |                 | <b>680,800</b>   | <b>671,600</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>201,900</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>67,400</b>  |

**WKRC-TV**

Ch. 12

**Network Service:** ABC.

**Licensee:** Taft Television & Radio Co. Inc., 1906 Highland Ave., Cincinnati, OH 45219.

**Studio:** 1906 Highland Ave., Cincinnati, OH 45219.

**Telephone:** 513-651-1200. **TWX:** 513-577-1617.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 998-ft. above av. terrain, 971-ft. above ground, 1746-ft. above sea level.

Latitude 39° 06' 58.4"  
Longitude 84° 30' 05.0"

**Transmitter:** 1906 Highland Ave.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Vertex, 2.6-meter Ku-band; Harris receivers.

**AM Affiliate:** WKRC, 5-kw, (1-kw night), 550 kHz (CBS).

**FM Affiliate:** WKRQ, 10-kw, 101.9 MHz (No. 270), 875-ft.

**News Services:** AP, UPI.

**Ownership:** Taft Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** April 4, 1949.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

JOHN C. ROSE, vice president & general manager.  
CRAIG MILLAR, general sales manager.  
ANN BRYANT, program director.  
TERRY MILLER, business manager.  
CARL MOOREHEAD, chief engineer.  
DON NORTH, news director.  
JOHN HILL, film director.

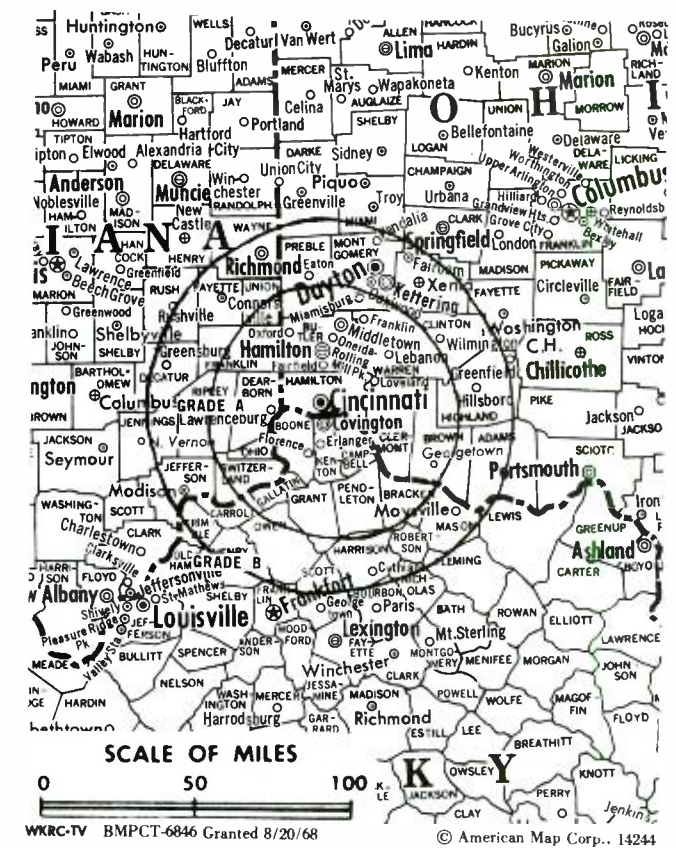
**Highest 30 Sec. Rate:** \$2500.

**NETWORK BASE HOURLY RATE:** \$1900.

**City of License:** Cincinnati. **ADI:** Cincinnati. **Rank:** 28.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes. TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>INDIANA</b>  |                  |               |     |
|                        | Dearborn        | 13,000           | 12,800        | 98  |
|                        | Fayette         | 10,000           | 9,800         | 98  |
|                        | Franklin        | 6,600            | 6,400         | 97  |
|                        | Ohio            | 1,900            | 1,900         | 100 |
|                        | Ripley          | 8,600            | 8,400         | 98  |
|                        | Switzerland     | 2,900            | 2,800         | 96  |
|                        | Union           | 2,400            | 2,300         | 96  |
|                        | Wayne           | 27,100           | 26,600        | 98  |
|                        | <b>KENTUCKY</b> |                  |               |     |
|                        | Boone           | 17,500           | 17,400        | 99  |
|                        | Bracken         | 2,700            | 2,700         | 100 |
|                        | Campbell        | 28,600           | 28,500        | 100 |
|                        | Carroll         | 3,500            | 3,500         | 100 |
|                        | Gallatin        | 1,900            | 1,900         | 100 |
| Grant                  | 4,900           | 4,900            | 100           |     |
| Kenton                 | 50,300          | 50,200           | 100           |     |
| Mason                  | 6,400           | 6,300            | 98            |     |
| Owen                   | 3,500           | 3,500            | 100           |     |
| Pendleton              | 3,900           | 3,900            | 100           |     |
| Robertson              | 800             | 800              | 100           |     |
| <b>OHIO</b>            |                 |                  |               |     |
| Adams                  | 9,100           | 8,700            | 96            |     |
| Brown                  | 12,100          | 11,700           | 97            |     |
| Butler                 | 97,800          | 96,600           | 99            |     |
| Clermont               | 48,700          | 48,100           | 99            |     |



| Net Weekly Circulation | State County         | Total Households | TV Households | %     |    |
|------------------------|----------------------|------------------|---------------|-------|----|
| <b>50% &amp; Over</b>  | Clinton              | 13,300           | 13,100        | 98    |    |
|                        | Hamilton             | 328,900          | 323,900       | 98    |    |
|                        | Highland             | 13,400           | 13,100        | 97    |    |
|                        | Warren               | 35,700           | 35,200        | 99    |    |
| <b>Between 25-49%</b>  | <b>INDIANA</b>       |                  |               |       |    |
|                        | Jefferson            | 10,800           | 10,600        | 98    |    |
|                        | <b>KENTUCKY</b>      |                  |               |       |    |
|                        | Fleming              | 4,700            | 4,600         | 98    |    |
|                        | Harrison             | 5,400            | 5,400         | 100   |    |
| Henry                  | 4,800                | 4,800            | 100           |       |    |
| Trimble                | 2,200                | 2,200            | 100           |       |    |
| <b>OHIO</b>            | Greene               | 45,200           | 44,700        | 99    |    |
|                        | Montgomery           | 219,700          | 217,500       | 99    |    |
|                        | Preble               | 14,400           | 14,200        | 99    |    |
|                        | <b>Between 5-24%</b> | <b>INDIANA</b>   |               |       |    |
|                        |                      | Decatur          | 8,300         | 8,100 | 98 |
| Jennings               |                      | 8,000            | 7,800         | 97    |    |
| Randolph               |                      | 10,900           | 10,700        | 98    |    |
| <b>KENTUCKY</b>        |                      |                  |               |       |    |
| Bourbon                | 7,000                | 6,900            | 99            |       |    |
| Clark                  | 11,000               | 10,900           | 99            |       |    |
| Estill                 | 5,300                | 5,200            | 98            |       |    |
| Lewis                  | 5,000                | 4,900            | 98            |       |    |
| Madison                | 18,300               | 18,000           | 98            |       |    |
| Montgomery             | 7,800                | 7,700            | 99            |       |    |
| Scott                  | 8,000                | 7,900            | 99            |       |    |
| <b>OHIO</b>            |                      |                  |               |       |    |
| Clark                  | 54,300               | 53,700           | 99            |       |    |
| Darke                  | 20,400               | 20,100           | 99            |       |    |
| Miami                  | 33,500               | 33,100           | 99            |       |    |
| Shelby                 | 15,300               | 15,100           | 99            |       |    |

|   |                  |                  |           |
|---|------------------|------------------|-----------|
| <b>Station Totals</b>                   | <b>1,275,800</b> | <b>1,259,100</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                  | <b>744,600</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                  | <b>421,200</b>   |           |



# Ohio—Cincinnati

## WLWT

Ch. 5

**Network Service:** NBC.

**Licensee:** Multimedia Entertainment Inc., 140 W. 9th St., Cincinnati, OH 45202.

**Studio:** 140 W. 9th St., Cincinnati, OH 45202.

**Telephone:** 513-352-5000. **TWX:** 810-461-2610.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 849-ft. above ground, 1687-ft. above sea level.

Latitude 39° 07' 27.1"  
Longitude 84° 31' 18.1"

**Transmitter:** 2222 Chickasaw St., Clifton Heights.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive; Harris, 9-meter C-band; 2 transmit/receive Harris, 3-meter Ku-band; Skycom, 3-meter Ku-band; RCA, 2.5-meter Ku-band; Harris, M/A-Com receivers.

**News Services:** AP, CNN, CNN Headline News, NBC, Ohio State News Network, UPI.

**Ownership:** Multimedia Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 9, 1948. Sale to present owner by Avco Bcstg. Corp. approved by FCC Jan. 16, 1976 (*Television Digest*, Vol. 15:24).

**Represented (sales):** Katz Television.

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

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- TONY KIERNAN, vice president & general manager.
- NED PADDOCK, director of sales.
- MARK DRISCOLL, national sales manager.
- JERRY IMSICKE, local sales manager.
- DIANA RICHARDSON, director of program & marketing services.
- CLIFF ABROMATS, news director.
- DURRY JONES, communications director.
- ALAN SAKALAS, chief engineer.
- TOM STOREY, program administrator.
- FLORENCE PARKER, community services director.

**Highest 30 Sec. Rate** (September 14, 1987): \$6000.

**NETWORK BASE HOURLY RATE:** \$1850.

**City of License:** Cincinnati. **ADI:** Cincinnati. **Rank:** 28.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>INDIANA</b>  |                  |               |     |
|                        | Dearborn        | 13,000           | 12,800        | 98  |
|                        | Fayette         | 10,000           | 9,800         | 98  |
|                        | Franklin        | 6,600            | 6,400         | 97  |
|                        | Ohio            | 1,900            | 1,900         | 100 |
|                        | Ripley          | 8,600            | 8,400         | 98  |
|                        | Switzerland     | 2,900            | 2,800         | 96  |
|                        | Union           | 2,400            | 2,300         | 96  |
|                        | Wayne           | 27,100           | 26,600        | 98  |
|                        | <b>KENTUCKY</b> |                  |               |     |
|                        | Boone           | 17,500           | 17,400        | 99  |
|                        | Bracken         | 2,700            | 2,700         | 100 |
|                        | Campbell        | 28,600           | 28,500        | 100 |
|                        | Fleming         | 4,700            | 4,600         | 98  |
| Gallatin               | 1,900           | 1,900            | 100           |     |
| Grant                  | 4,900           | 4,900            | 100           |     |
| Harrison               | 5,400           | 5,400            | 100           |     |
| Kenton                 | 50,300          | 50,200           | 100           |     |



WLWT BPCT-5024 Granted 6/17/77

| Net Weekly Circulation                  | State County    | Total Households | TV Households    | %         |
|---|-----------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Mason           | 6,400            | 6,300            | 98        |
|   | Owen            | 3,500            | 3,500            | 100       |
|   | Pendleton       | 3,900            | 3,900            | 100       |
|   | Robertson       | 800              | 800              | 100       |
|   | <b>OHIO</b>     |                  |                  |           |
| Adams                                   | 9,100           | 8,700            | 96               |           |
| Brown                                   | 12,100          | 11,700           | 97               |           |
| Butler                                  | 97,800          | 96,600           | 99               |           |
| Clermont                                | 48,700          | 48,100           | 99               |           |
| Clinton                                 | 13,300          | 13,100           | 98               |           |
| Hamilton                                | 328,900         | 323,900          | 98               |           |
| Highland                                | 13,400          | 13,100           | 97               |           |
| Warren                                  | 35,700          | 35,200           | 99               |           |
| <b>Between 25-49%</b>                   | <b>KENTUCKY</b> |                  |                  |           |
|   | Carroll         | 3,500            | 3,500            | 100       |
|   | Trimble         | 2,200            | 2,200            | 100       |
| <b>OHIO</b>                             |                 |                  |                  |           |
| Preble                                  | 14,400          | 14,200           | 99               |           |
| <b>Between 5-24%</b>                    | <b>INDIANA</b>  |                  |                  |           |
|   | Decatur         | 8,300            | 8,100            | 98        |
|   | Jefferson       | 10,800           | 10,600           | 98        |
|   | Jennings        | 8,000            | 7,800            | 97        |
|   | Randolph        | 10,900           | 10,700           | 98        |
| <b>KENTUCKY</b>                         |                 |                  |                  |           |
| Bath                                    | 3,600           | 3,500            | 97               |           |
| Henry                                   | 4,800           | 4,800            | 100              |           |
| Lewis                                   | 5,000           | 4,900            | 98               |           |
| Nicholas                                | 2,600           | 2,600            | 100              |           |
| Rowan                                   | 6,200           | 6,100            | 98               |           |
| Scott                                   | 8,000           | 7,900            | 99               |           |
| (Continued on page A-842)               |                 |                  |                  |           |
| <b>Station Totals</b>                   |                 | <b>1,272,300</b> | <b>1,254,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>734,000</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>442,700</b>   |           |

# Ohio—Cincinnati-Newport, Kentucky

**WXIX-TV**

Ch. 19

**Network Service:** Fox.

**Licensee:** Malrite Radio & Television Inc.

**Studio:** 10490 Taconic Terrace, Cincinnati, OH 45215.

**Telephone:** 513-772-1919. **TWX:** 810-461-2439.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 4495-kw max. visual, 449.5-kw max. aural. Antenna: 1005-ft. above av. terrain, 985-ft. above ground, 1713-ft. above sea level.

Latitude 39° 07' 19"  
Longitude 84° 32' 52"

**Transmitter:** 10490 Taconic Terrace, Cincinnati.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.2-meter C-band; RCA, 3.7-meter Ku-band; Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Malrite Communications Group Inc. See Group Ownership of Television Stations..

**Began Operation:** August 1, 1968. Sale to Metromedia by U.S. Communications Corp. approved by FCC Aug. 9, 1972 (Television Digest, Vol. 12:33). Sale to present owner by Metromedia approved Nov. 8, 1983 (Vol. 22:35).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Kaye, Scholer, Fierman, Hays & Handler.

**Personnel:**

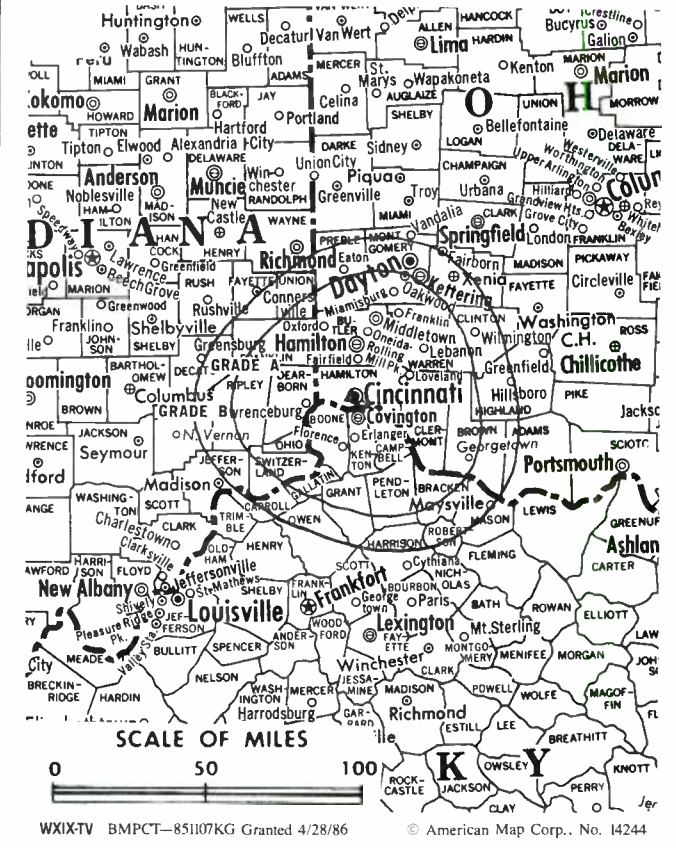
BILL JENKINS, executive vice president & general manager.  
DAVID SCHACKMANN, general sales manager.  
GREG KINGERY, national sales manager.  
JAMES D. PARKER, chief engineer.  
BRENDA CRADDOCK, business manager.  
FRANKIE WAGNER, traffic manager.  
PATRICE MOHN, programming manager.  
RICK OLIVER, film director.  
GRACELYN BROWN, promotion manager.

**Rates:** Not available.

**City of License:** Newport, KY. **ADI:** Cincinnati. **Rank:** 28.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>INDIANA</b>  |                  |               |     |
|                        | Dearborn        | 13,000           | 12,800        | 98  |
|                        | Franklin        | 6,600            | 6,400         | 97  |
|                        | Ohio            | 1,900            | 1,900         | 100 |
|                        | Switzerland     | 2,900            | 2,800         | 96  |
|                        | <b>KENTUCKY</b> |                  |               |     |
|                        | Boone           | 17,500           | 17,400        | 99  |
|                        | Bracken         | 2,700            | 2,700         | 100 |
|                        | Campbell        | 28,600           | 28,500        | 100 |
|                        | Franklin        | 17,100           | 17,000        | 99  |
|                        | Grant           | 4,900            | 4,900         | 100 |
|                        | Kenton          | 50,300           | 50,200        | 100 |
|                        | Mason           | 6,400            | 6,300         | 98  |
|                        | Pendleton       | 3,900            | 3,900         | 100 |
| <b>OHIO</b>            |                 |                  |               |     |
| Brown                  | 12,100          | 11,700           | 97            |     |
| Butler                 | 97,800          | 96,600           | 99            |     |
| Clermont               | 48,700          | 48,100           | 99            |     |
| Clinton                | 13,300          | 13,100           | 98            |     |



WXIX-TV BMPCT—851107KG Granted 4/28/86 © American Map Corp., No. 14244

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | Hamilton        | 328,900          | 323,900       | 98 |
|                        | Warren          | 35,700           | 35,200        | 99 |
| <b>Between 25-49%</b>  | <b>INDIANA</b>  |                  |               |    |
|                        | Fayette         | 10,000           | 9,800         | 98 |
|                        | Ripley          | 8,600            | 8,400         | 98 |
|                        | Wayne           | 27,100           | 26,600        | 98 |
|                        | <b>KENTUCKY</b> |                  |               |    |
| Bourbon                | 7,000           | 6,900            | 99            |    |
| Boyd                   | 20,600          | 20,500           | 100           |    |
| Carroll                | 3,500           | 3,500            | 100           |    |
| Clark                  | 11,000          | 10,900           | 99            |    |
| Gallatin               | 1,900           | 1,900            | 100           |    |
| Greenup                | 13,700          | 13,600           | 99            |    |
| Harrison               | 5,400           | 5,400            | 100           |    |
| Henry                  | 4,800           | 4,800            | 100           |    |
| Lewis                  | 5,000           | 4,900            | 98            |    |
| Montgomery             | 7,800           | 7,700            | 99            |    |
| Owen                   | 3,500           | 3,500            | 100           |    |
| <b>OHIO</b>            |                 |                  |               |    |
| Darke                  | 20,400          | 20,100           | 99            |    |
| Fayette                | 10,000          | 9,800            | 98            |    |
| Greene                 | 45,200          | 44,700           | 99            |    |
| Hardin                 | 11,800          | 11,500           | 98            |    |
| Highland               | 13,400          | 13,100           | 97            |    |
| Miami                  | 33,500          | 33,100           | 99            |    |
| Montgomery             | 219,700         | 217,500          | 99            |    |
| Preble                 | 14,400          | 14,200           | 99            |    |
| Ross                   | 24,200          | 23,700           | 98            |    |
| Scioto                 | 31,000          | 30,300           | 98            |    |

(Continued on page A-842)

|   |                  |                  |           |
|---|------------------|------------------|-----------|
| <b>Station Totals</b>                   | <b>1,556,700</b> | <b>1,535,400</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                  | <b>655,800</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                  | <b>287,000</b>   |           |

# Ohio—Cleveland

## WEWS

Ch. 5

**Network Service:** ABC.

**Licensee:** Scripps Howard Broadcasting Co., 3001 Euclid Ave., Cleveland, OH 44115.

**Studio:** 3001 Euclid Ave., Cleveland, OH 44115.

**Telephone:** 216-431-5555. **TWX:** 810-421-8593.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 10-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level.

Latitude 41° 22' 27"  
Longitude 81° 43' 06"

**Transmitter:** Parma, OH.

**Satellite Earth Stations:** Transmit/receive; Satcom Technologies, 9.2-meter C-band; Andrew, 7.3-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; Vertex, 4.57-meter Ku-band; Andrew, Scientific-Atlanta receivers.

**News Services:** AP, UPI, ABC, Group W Newseid.

**Ownership:** Scripps Howard Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** December 17, 1947.

**Represented (sales):** Blair Television; Canadian Communications Co. (Canada).

**Represented (legal):** Baker & Hostetler.

### Personnel:

- DONALD L. PERRIS, president.
- JAMES KNIGHT, vice president & general manager.
- DONALD G. WEBSTER, station manager.
- CLINT W. PACE, general sales manager.
- JANE L. SHERWIN, local sales manager.
- JOHN TAMERLANO, national sales manager.
- GARY A. STARK, program director.
- ALAN BUSH, operations director.
- DICK TUJNINGA, news director.
- JUDY HACKETT, promotion manager.
- JANE TEMPLE, director of creative services & marketing.

**Highest 30 Sec. Rate:** \$15,000.

**NETWORK BASE HOURLY RATE:** \$3500.

**City of License:** Cleveland. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OHIO</b>  |                  |               |    |
|                        | Ashland      | 16,700           | 16,500        | 99 |
|                        | Ashtabula    | 37,400           | 36,800        | 98 |
|                        | Carroll      | 9,700            | 9,600         | 99 |
|                        | Crawford     | 18,400           | 18,100        | 98 |
|                        | Cuyahoga     | 566,200          | 559,400       | 99 |
|                        | Erie         | 29,300           | 28,900        | 99 |
|                        | Geauga       | 25,500           | 25,100        | 98 |
|                        | Holmes       | 8,900            | 8,400         | 94 |
|                        | Huron        | 20,300           | 20,000        | 99 |



| Net Weekly Circulation                  | State County         | Total Households | TV Households    | %         |    |
|---|----------------------|------------------|------------------|-----------|----|
| <b>50% &amp; Over</b>                   | Lake                 | 78,400           | 77,800           | 99        |    |
|   | Lorain               | 95,600           | 94,600           | 99        |    |
|   | Medina               | 41,100           | 40,600           | 99        |    |
|   | Portage              | 48,200           | 47,700           | 99        |    |
|   | Richland             | 48,500           | 47,800           | 99        |    |
|   | Stark                | 139,100          | 137,300          | 99        |    |
|   | Summit               | 193,100          | 191,100          | 99        |    |
| <b>Between 25-49%</b>                   | Tuscarawas           | 32,900           | 32,200           | 98        |    |
|   | Wayne                | 35,200           | 34,300           | 97        |    |
|   | <b>OHIO</b>          |                  |                  |           |    |
|   | Columbiana           | 41,400           | 40,800           | 99        |    |
| <b>PENNSYLVANIA</b>                     | Crawford             | 33,000           | 32,200           | 98        |    |
|   | <b>OHIO</b>          |                  |                  |           |    |
|   | <b>Between 5-24%</b> | Hancock          | 24,600           | 24,300    | 99 |
|   | Harrison             | 6,300            | 6,200            | 98        |    |
| <b>PENNSYLVANIA</b>                     | Knox                 | 17,400           | 17,100           | 98        |    |
|   | Mahoning             | 102,400          | 101,300          | 99        |    |
|   | Sandusky             | 23,400           | 23,200           | 99        |    |
|   | Seneca               | 21,500           | 21,200           | 99        |    |
|   | Mercer               | 47,100           | 46,300           | 98        |    |
| <b>Station Totals</b>                   |                      | <b>1,878,500</b> | <b>1,854,100</b> | <b>98</b> |    |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>1,404,200</b> |           |    |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>918,500</b>   |           |    |

# Ohio—Cleveland

**WJW-TV**

Ch. 8

**Network Service:** CBS.

**Licensee:** SCI Television Inc., 5800 S. Marginal Rd., Cleveland, OH 44103.

**Studio:** 5800 S. Marginal Rd., Cleveland, OH 44103.

**Telephone:** 216-431-8888. **TWX:** 810-421-8406.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 1000-ft. above av. terrain, 775-ft. above ground, 1945-ft. above sea level.

Latitude 41° 21' 47"  
Longitude 81° 42' 58"

**Transmitter:** 4501 Pleasant Valley Rd.

**Satellite Earth Stations:** 2 Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; 3-meter Ku-band; Scientific-Atlanta receivers.

**News Services:** CBS, CNN, NIWS.

**Ownership:** SCI Television. See Group Ownership of Television Stations.

**Began Operation:** December 17, 1949. Sale to present owner by Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (*Television Digest*, Vol. 10:2, 44).

**Represented (sales):** Storer Television Sales Inc.

**Represented (legal):** Warren Zwicky.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

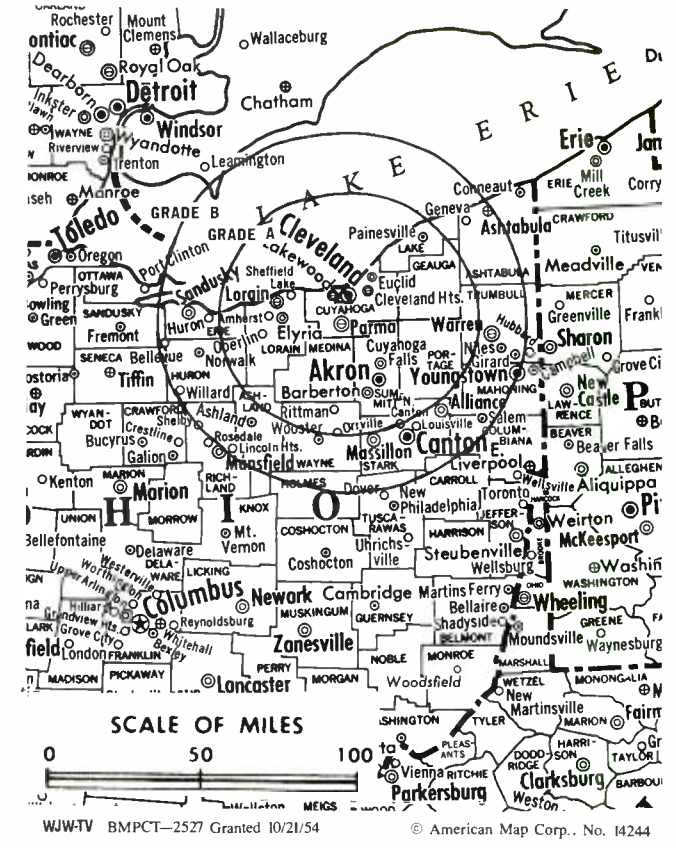
C. DAVID WHITAKER, vice president & general manager.  
SPENCER KOCH, director of sales.  
BOB GREEN, chief engineer.  
JOANNE STERN, creative services director.  
MICHAEL RENDA, national sales manager.  
LOUIS A. GATTOZZI, director of operations.  
VIRGIL DOMINIC, news director.

**Rates:** On request.

**City of License:** Cleveland. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | Households % |
|------------------------|--------------|------------------|---------------|--------------|
| <b>50% &amp; Over</b>  | <b>OHIO</b>  |                  |               |              |
|                        | Ashland      | 16,700           | 16,500        | 99           |
|                        | Ashtabula    | 37,400           | 36,800        | 98           |
|                        | Carroll      | 9,700            | 9,600         | 99           |
|                        | Crawford     | 18,400           | 18,100        | 98           |
|                        | Cuyahoga     | 566,200          | 559,400       | 99           |
|                        | Erie         | 29,300           | 28,900        | 99           |
|                        | Geauga       | 25,500           | 25,100        | 98           |
|                        | Holmes       | 8,900            | 8,400         | 94           |
|                        | Huron        | 20,300           | 20,000        | 99           |
|                        | Lake         | 78,400           | 77,800        | 99           |
|                        | Lorain       | 95,600           | 94,600        | 99           |



| Net Weekly Circulation                  | State County | Total Households | TV Households    | Households % |
|---|--------------|------------------|------------------|--------------|
| <b>50% &amp; Over</b>                   | Medina       | 41,100           | 40,600           | 99           |
|   | Portage      | 48,200           | 47,700           | 99           |
|   | Richland     | 48,500           | 47,800           | 99           |
|   | Stark        | 139,100          | 137,300          | 99           |
|   | Summit       | 193,100          | 191,100          | 99           |
|   | Tuscarawas   | 32,900           | 32,200           | 98           |
| Wayne                                   | 35,200       | 34,300           | 97               |              |
| <b>Between 25-49%</b>                   | <b>OHIO</b>  |                  |                  |              |
|   | Columbiana   | 41,400           | 40,800           | 99           |
|   | Coshocton    | 13,900           | 13,500           | 97           |
| Trumbull                                | 87,900       | 86,900           | 99               |              |
| <b>Between 5-24%</b>                    | <b>OHIO</b>  |                  |                  |              |
|   | Harrison     | 6,300            | 6,200            | 98           |
|   | Knox         | 17,400           | 17,100           | 98           |
|   | Mahoning     | 102,400          | 101,300          | 99           |
|   | Marion       | 23,900           | 23,600           | 99           |
|   | Ottawa       | 15,100           | 14,900           | 99           |
|   | Sandusky     | 23,400           | 23,200           | 99           |
| Seneca                                  | 21,500       | 21,200           | 99               |              |
| Wyandot                                 | 8,100        | 7,900            | 98               |              |
| <b>Station Totals</b>                   |              | <b>1,805,800</b> | <b>1,782,800</b> | <b>98</b>    |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>1,360,500</b> |              |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>805,900</b>   |              |

# Ohio—Cleveland

## WKYC-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** NBC Subsidiary Inc. 6, 1403 East Sixth St., Cleveland, OH 44114.

**Studio:** 1403 E. 6th St., Cleveland, OH 44114.

**Telephone:** 216-344-3333. **TWX:** 810-421-8133.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 905.5-ft. above ground, 1945-ft. above sea level.

Latitude 41° 23' 09.5"  
Longitude 81° 41' 23.4"

**Transmitter:** 6600 Broadview Rd., Parma, OH.

**Satellite Earth Stations:** Transmit/receive Harris, 6-meter; 1 Scientific-Atlanta, 7-meter; Harris, Scientific-Atlanta receivers.

**News Services:** AP, NBC, UPI.

**Ownership:** National Broadcasting Co. Inc. See Group Ownership of Television Stations.

**Began Operation:** October 31, 1948 as NBC owned-&-operated outlet. Transfer to Westinghouse approved by FCC Dec. 21, 1955 effective Jan. 15, 1956 (*Television Digest*, Vol. 11:21; 12:3). Transferred from Westinghouse back to NBC under order by FCC Feb. 17, 1965 (Vol. 5:7, 8, 25).

**Represented (sales):** NBC Spot Sales.

### Personnel:

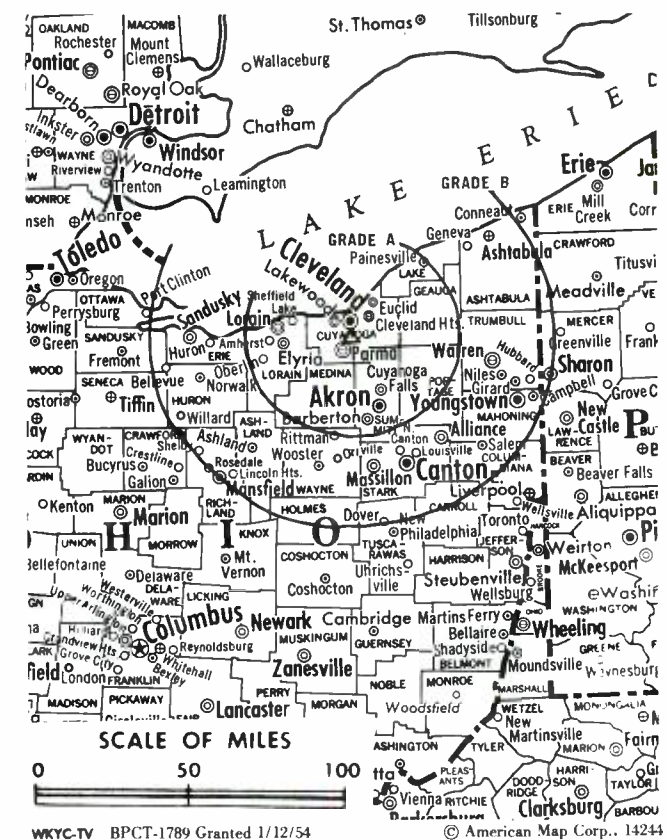
JOHN M. LLEWELLYN, vice president & general manager.  
GREG BENDIN, director of sales.  
THOMAS POWERS, director of technical operations.  
TOM HUMPAGE, sales manager.  
KATHLEEN McNULTY, director of business affairs.  
GREG STEHLIN, program director.  
RICHARD O'DELL, production manager.  
PAUL BEAVERS, news director.  
RICHARD Y. TREMBATH, editorial & public affairs manager.  
DANIEL KLINTWORTH, director of advertising & promotion.

**Rates:** Not available.

**City of License:** Cleveland. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OHIO</b>  |                  |               |    |
|                        | Ashland      | 16,700           | 16,500        | 99 |
|                        | Ashtabula    | 37,400           | 36,800        | 98 |
|                        | Cuyahoga     | 566,200          | 559,400       | 99 |
|                        | Erie         | 29,300           | 28,900        | 99 |
|                        | Geauga       | 25,500           | 25,100        | 98 |
|                        | Holmes       | 8,900            | 8,400         | 94 |
|                        | Huron        | 20,300           | 20,000        | 99 |
|                        | Lake         | 78,400           | 77,800        | 99 |
|                        | Lorain       | 95,600           | 94,600        | 99 |
|                        | Medina       | 41,100           | 40,600        | 99 |
|                        | Portage      | 48,200           | 47,700        | 99 |



| Net Weekly Circulation                  | State County        | Total Households | TV Households    | %         |
|---|---------------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Richland            | 48,500           | 47,800           | 99        |
|   | Stark               | 139,100          | 137,300          | 99        |
|   | Summit              | 193,100          | 191,100          | 99        |
|   | Tuscarawas          | 32,900           | 32,200           | 98        |
|   | Wayne               | 35,200           | 34,300           | 97        |
| <b>Between 25-49%</b>                   | <b>OHIO</b>         |                  |                  |           |
|   | Carroll             | 9,700            | 9,600            | 99        |
|   | Crawford            | 18,400           | 18,100           | 98        |
|   | Trumbull            | 87,900           | 86,900           | 99        |
| <b>Between 5-24%</b>                    | <b>OHIO</b>         |                  |                  |           |
|   | Columbiana          | 41,400           | 40,800           | 99        |
|   | Coshocton           | 13,900           | 13,500           | 97        |
|   | Harrison            | 6,300            | 6,200            | 98        |
|   | Knox                | 17,400           | 17,100           | 98        |
|   | Mahoning            | 102,400          | 101,300          | 99        |
|   | Ottawa              | 15,100           | 14,900           | 99        |
|   | Sandusky            | 23,400           | 23,200           | 99        |
|   | Seneca              | 21,500           | 21,200           | 99        |
|   | <b>PENNSYLVANIA</b> |                  |                  |           |
| Crawford                                | 33,000              | 32,200           | 98               |           |
| Mercer                                  | 47,100              | 46,300           | 98               |           |
| <b>Station Totals</b>                   |                     | <b>1,853,900</b> | <b>1,829,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>1,344,000</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>822,100</b>   |           |

# Ohio—Cleveland

## WQHS

(formerly WCLQ-TV)

Ch. 61

**Network Service:** HSN.

**Licensee:** Silver King Bcstg. of Ohio, 1529 U.S. 195, Clearwater, FL 33546.

**Studio:** 2861 W. Ridgewood Dr., Parma, OH 44134.

**Mailing Address:** 6000 West Creek Rd., Independence, OH 44131.

**Telephone:** 216-524-6161. **TWX:** 810-427-2952.

**Technical Facilities:** Channel No. 61 (752-758 MHz). Authorized power: 2000-kw max. visual, 200-kw max. aural. Antenna: 1160-ft. above av. terrain, 1029-ft. above ground, 2049-ft. above sea level.

Latitude 41° 23' 02"  
Longitude 81° 42' 06"

**Transmitter:** 2861 W. Ridgewood Dr., Parma, OH.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Microdyne, 3.7-meter Ku-band; Harris, M/A-Com receivers.

**News Service:** UPI.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 13, 1981. FCC approved sale to present owner Nov. 6, 1986 (*Television Digest*, Vol. 26:45). Sale to Channel Communications Inc. by Cleveland Associates approved July 27, 1984.

**Personnel:**

GERALD KERWIN, station manager.  
SHARON ROMAN, public affairs director.  
DAVE SMITH, chief engineer.  
TERRI JAMES, traffic manager.

**Highest 30 Sec. Rate:** \$750.

**City of License:** Cleveland. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| Between 25-49%         | OHIO         |                  |               |    |
|                        | Cuyahoga     | 566,200          | 559,400       | 99 |
|                        | Erie         | 29,300           | 28,900        | 99 |



WQHS BMPCT—790907KF Granted 4/23/80 © American Map Corp. No. 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households    | %         |
|---|--------------|------------------|------------------|-----------|
| Between 25-49%                          | Lorain       | 95,600           | 94,600           | 99        |
|   | Medina       | 41,100           | 40,600           | 99        |
| Between 5-24%                           | OHIO         |                  |                  |           |
|   | Ashland      | 16,700           | 16,500           | 98        |
|   | Geauga       | 25,500           | 25,100           | 98        |
|   | Holmes       | 8,900            | 8,400            | 94        |
|   | Huron        | 20,300           | 20,000           | 99        |
|   | Lake         | 78,400           | 77,800           | 99        |
|   | Portage      | 48,200           | 47,700           | 99        |
|   | Stark        | 139,100          | 137,300          | 99        |
|   | Summit       | 193,100          | 191,100          | 99        |
| Wayne                                   | 35,200       | 34,300           | 97               |           |
| <b>Station Totals</b>                   |              | <b>1,297,600</b> | <b>1,281,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>321,400</b>   |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>102,600</b>   |           |

# Ohio—Shaker Heights-Cleveland

## WOIO

Ch. 19

**Network Service:** None, independent.

**Licensee:** Channel 19 Inc., 2720 Van Aken Blvd., Shaker Heights, OH 44120.

**Studio:** 2720 Van Aken Blvd.

**Telephone:** 216-561-1919.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 3720-kw max. visual, 372-kw max. aural. Antenna: 1150-ft. above av. terrain, 1149-ft. above ground, 2013-ft. above sea level.

Latitude 41° 23' 15"  
Longitude 81° 41' 43"

**Transmitter:** 0.3-mi. S of Ridgewood Dr., 0.55-mi. W of Broadview Rd., Parma.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

**Ownership:** Malrite Communications Group Inc., 51%; Diamond Bcstg. Inc., 16.33%; Metroplex Communications, 16.33%; Society National Bank, trustee, 9.8%; Carl E. Hirsch, 4.9%; Milton Maltz, 1.14%; John Wilson, 0.49%. See Malrite in Group Ownership of Television Stations.

**Began Operation:** May 19, 1985.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Ralph E. Evans Associates.

### Personnel:

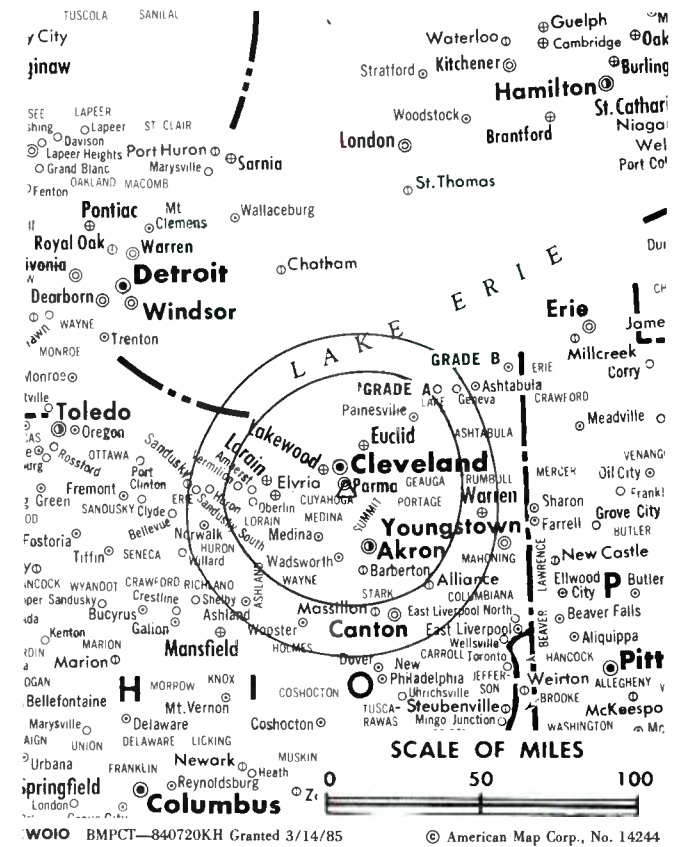
DENNIS THATCHER, general manager.  
RICHARD SULLIVAN, program director.  
CURTIS GARRIS, chief engineer.  
SANDY KISH, advertising & promotion director.  
CRAIG WRIGHT, on-air promotion director.

**Highest 30 Sec. Rate:** \$1000.

**City of License:** Shaker Heights. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OHIO</b>  |                  |               |    |
|                        | Cuyahoga     | 566,200          | 559,400       | 99 |
|                        | Holmes       | 8,900            | 8,400         | 94 |
|                        | Lorain       | 95,600           | 94,600        | 99 |
| <b>Between 25-49%</b>  | <b>OHIO</b>  |                  |               |    |
|                        | Erie         | 29,300           | 28,900        | 99 |
|                        | Geauga       | 25,500           | 25,100        | 98 |
|                        | Huron        | 20,300           | 20,000        | 99 |



| Net Weekly Circulation                  | State County | Total Households | TV Households    | %         |
|---|--------------|------------------|------------------|-----------|
| <b>Between 25-49%</b>                   | Lake         | 78,400           | 77,800           | 99        |
|   | Medina       | 41,100           | 40,600           | 99        |
|   | Portage      | 48,200           | 47,700           | 99        |
|   | Summit       | 193,100          | 191,100          | 99        |
| <b>Between 5-24%</b>                    | <b>OHIO</b>  |                  |                  |           |
|   | Ashland      | 16,700           | 16,500           | 99        |
|   | Ashtabula    | 37,400           | 36,800           | 98        |
|   | Carroll      | 9,700            | 9,600            | 99        |
|   | Columbiana   | 41,400           | 40,800           | 99        |
|   | Ottawa       | 15,100           | 14,900           | 99        |
|   | Richland     | 48,500           | 47,800           | 99        |
|   | Stark        | 139,100          | 137,300          | 99        |
|   | Trumbull     | 87,900           | 86,900           | 99        |
|   | Tuscarawas   | 32,900           | 32,200           | 98        |
| Wayne                                   | 35,200       | 34,300           | 97               |           |
| <b>Station Totals</b>                   |              | <b>1,570,500</b> | <b>1,550,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>594,300</b>   |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>222,600</b>   |           |

# Ohio—Lorain-Cleveland

## WUAB

Ch. 43

**Network Service:** None, independent.

**Licensee:** Gaylord Broadcasting of Ohio, 8443 Day Dr., Parma, OH 44129.

**Studio:** 8443 Day Dr., Parma, OH 44129.

**Telephone:** 216-845-6043.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 4800-kw max. visual, 480-kw max. aural. Antenna: 1071-ft. above av. terrain, 886-ft. above ground, 1938-ft. above sea level.

Latitude 41° 22' 45"  
Longitude 81° 43' 12"

**Transmitter:** Approx. 0.4-mi. W of intersection of Hwy. 94 & Park Dr., Parma.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Gaylord Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 15, 1968. Sale to present owner by United Artists Bcstg. & Kaiser Bcstg. Co. approved by FCC June 30, 1977 (Television Digest, Vol. 16:39; 17:2, 28).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

MICHAEL E. SCHUCH, vice president & general manager.  
RON ST. CHARLES, assistant general manager.  
BILL SCAFFIDE, general sales manager.  
AARON OLANDER, national sales manager.  
JOE OCCHIONERO, local sales manager.  
MARIA KRUSIENSKY, business manager.  
MARY SWEENEY, marketing director.  
HARRY SYKORA, manager of engineering.

**Highest 30 Sec. Rate:** \$1200.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 181,000.

**City of License:** Lorain. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OHIO</b>  |                  |               |    |
|                        | Cuyahoga     | 566,200          | 559,400       | 99 |
|                        | Erie         | 29,300           | 28,900        | 99 |
|                        | Geauga       | 25,500           | 25,100        | 98 |
|                        | Holmes       | 8,900            | 8,400         | 94 |
|                        | Huron        | 20,300           | 20,000        | 99 |
|                        | Lake         | 78,400           | 77,800        | 99 |
|                        | Lorain       | 95,600           | 94,600        | 99 |
|                        | Medina       | 41,100           | 40,600        | 99 |
|                        | Portage      | 48,200           | 47,700        | 99 |
|                        | Richland     | 48,500           | 47,800        | 99 |
|                        | Stark        | 139,100          | 137,300       | 99 |
|                        | Summit       | 193,100          | 191,100       | 99 |
|                        | Tuscarawas   | 32,900           | 32,200        | 98 |
| Wayne                  | 35,200       | 34,300           | 97            |    |
| <b>Between 25-49%</b>  | <b>OHIO</b>  |                  |               |    |
|                        | Ashland      | 16,700           | 16,500        | 99 |



WUAB BPCT-851122KK Granted 2/27/86

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| Net Weekly Circulation                  | State County | Total Households | TV Households    | %                |
|---|--------------|------------------|------------------|------------------|
| <b>Between 25-49%</b>                   | Ashtabula    | 37,400           | 36,800           | 98               |
|   | Coshocton    | 13,900           | 13,500           | 97               |
|   | Crawford     | 18,400           | 18,100           | 98               |
|   | Franklin     | 352,000          | 347,700          | 99               |
|   | Hancock      | 24,600           | 24,300           | 99               |
|   | Knox         | 17,400           | 17,100           | 98               |
|   | Mahoning     | 102,400          | 101,300          | 99               |
|   | Marion       | 23,900           | 23,600           | 99               |
|   | Noble        | 4,200            | 4,000            | 95               |
|   | Ottawa       | 15,100           | 14,900           | 99               |
|   | Sandusky     | 23,400           | 23,200           | 99               |
|   | Scioto       | 31,000           | 30,300           | 98               |
| Trumbull                                | 87,900       | 86,900           | 99               |                  |
| <b>PENNSYLVANIA</b>                     | Mercer       | 47,100           | 46,300           | 98               |
|   | <b>OHIO</b>  |                  |                  |                  |
| <b>Between 5-24%</b>                    | Carroll      | 9,700            | 9,600            | 99               |
|   | Clark        | 54,300           | 53,700           | 99               |
|   | Columbiana   | 41,400           | 40,800           | 99               |
|   | Delaware     | 20,600           | 20,400           | 99               |
|   | Guernsey     | 15,800           | 15,400           | 97               |
|   | Lawrence     | 23,700           | 23,200           | 98               |
|   | Licking      | 46,200           | 45,600           | 99               |
|   | Morrow       | 9,900            | 9,800            | 99               |
| Seneca                                  | 21,500       | 21,200           | 99               |                  |
| Wyandot                                 | 8,100        | 7,900            | 98               |                  |
| <b>PENNSYLVANIA</b>                     | Crawford     | 33,000           | 32,200           | 98               |
|   | Lawrence     | 39,000           | 38,300           | 98               |
| <b>WEST VIRGINIA</b>                    | Wayne        | 17,000           | 16,800           | 99               |
| <b>Station Totals</b>                   |              | <b>2,517,900</b> | <b>2,484,600</b> | <b>98</b>        |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                  | <b>1,149,000</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                  | <b>489,500</b>   |



# Ohio—Columbus

## WBNS-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** WBNS-TV Inc., 770 Twin Rivers Dr., Box 1010, Columbus, OH 43216.

**Studio:** 770 Twin Rivers Dr., Columbus, OH 43216.

**Mailing Address:** Box 1010, Columbus, OH 43216.

**Telephone:** 614-460-3700. **TWX:** 810-482-1619.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 945-ft. above av. terrain, 1029-ft. above ground, 1749-ft. above sea level.

Latitude 39° 58' 16"  
Longitude 83° 01' 40"

**Transmitter:** 776 Twin Rivers Dr.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Harris, 6.1-meter Ku-band; Harris receivers.

**AM Affiliate:** WBNS, 5-kw (1-kw night), 1460 kHz.

**FM Affiliate:** WBNS-FM, 16-kw, 97.1 MHz (No. 246), 780-ft.

**News Services:** AP, CBS, CNN, CNN Headline News.

**Ownership:** WBNS-TV Inc. See Group Ownership of Television Stations.

**Began Operation:** October 5, 1949.

**Represented (sales):** Blair Television; Paul Mulvihill & Co. Ltd. (Canada).

**Represented (legal):** Crowell & Moring.

**Represented (engineering):** David Steel & Associates.

### Personnel:

EUGENE D'ANGELO JR., president & general manager.

BILL VANCE, news director.

ROBERT FOSTER, general sales manager.

JOHN A. HALDI, vice president, programs.

WILLIAM ORR, vice president, engineering.

JERRY CARY, treasurer.

MARIO HEWITT, national sales manager.

JAMES R. LYNCH, local sales manager.

STEVE WILKINS, director of marketing & promotion.

MIKE BERRY, production manager.

CHARLES WHITE, public service director.

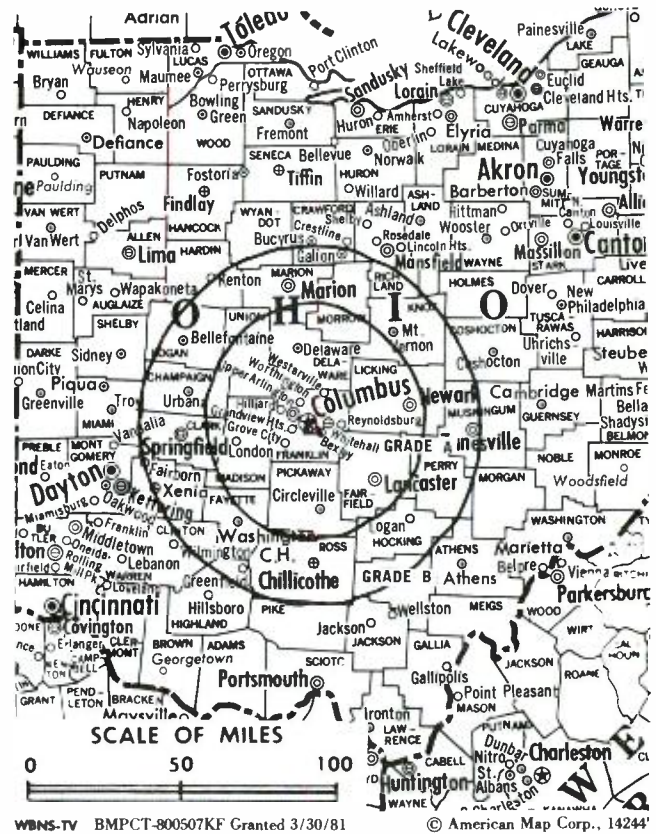
**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$2035.

**City of License:** Columbus. **ADI:** Columbus, OH. **Rank:** 34.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OHIO</b>  |                  |               |    |
|                        | Crawford     | 18,400           | 18,100        | 98 |
|                        | Delaware     | 20,600           | 20,400        | 99 |
|                        | Fairfield    | 35,700           | 35,300        | 99 |
|                        | Fayette      | 10,000           | 9,800         | 98 |
|                        | Franklin     | 352,000          | 347,700       | 99 |
|                        | Hardin       | 11,800           | 11,500        | 98 |
|                        | Hocking      | 9,800            | 9,600         | 98 |
|                        | Knox         | 17,400           | 17,100        | 98 |
|                        | Licking      | 46,200           | 45,600        | 99 |
|                        | Madison      | 11,400           | 11,100        | 97 |
|                        | Marion       | 23,900           | 23,600        | 99 |
|                        | Morgan       | 5,300            | 5,100         | 96 |
|                        | Morrow       | 9,900            | 9,800         | 99 |
|                        | Muskingum    | 31,500           | 30,900        | 98 |
|                        | Perry        | 11,600           | 11,400        | 98 |
|                        | Pickaway     | 14,600           | 14,400        | 99 |
|                        | Pike         | 8,900            | 8,600         | 97 |
|                        | Ross         | 24,200           | 23,700        | 98 |
| Scioto                 | 31,000       | 30,300           | 98            |    |
| Union                  | 10,900       | 10,700           | 98            |    |



| Net Weekly Circulation                  | State County         | Total Households | TV Households    | %         |
|---|----------------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Wyandot              | 8,100            | 7,900            | 98        |
| <b>Between 25-49%</b>                   | <b>OHIO</b>          |                  |                  |           |
|   | Athens               | 19,100           | 18,500           | 97        |
|   | Champaign            | 12,800           | 12,600           | 98        |
|   | Clark                | 54,300           | 53,700           | 99        |
|   | Coshocton            | 13,900           | 13,500           | 97        |
|   | Guernsey             | 15,800           | 15,400           | 97        |
|   | Highland             | 13,400           | 13,100           | 97        |
|   | Jackson              | 11,200           | 10,900           | 97        |
|   | Lawrence             | 23,700           | 23,200           | 98        |
|   | Logan                | 15,400           | 15,100           | 98        |
| <b>Between 5-24%</b>                    | Richland             | 48,500           | 47,800           | 99        |
|   | Vinton               | 4,400            | 4,300            | 98        |
|   | Washington           | 23,700           | 23,000           | 97        |
|   | <b>WEST VIRGINIA</b> |                  |                  |           |
|   | Wood                 | 35,500           | 35,100           | 99        |
|   | <b>OHIO</b>          |                  |                  |           |
|   | Allen                | 40,900           | 40,200           | 98        |
|   | Ashland              | 16,700           | 16,500           | 99        |
|   | Auglaize             | 15,800           | 15,500           | 98        |
|   | Clinton              | 13,300           | 13,100           | 98        |
| Gallia                                  | 11,000               | 10,700           | 97               |           |
| Greene                                  | 45,200               | 44,700           | 99               |           |
| Hancock                                 | 24,600               | 24,300           | 99               |           |
| Holmes                                  | 8,900                | 8,400            | 94               |           |
| Meigs                                   | 8,900                | 8,700            | 98               |           |
| Miami                                   | 33,500               | 33,100           | 99               |           |
| Noble                                   | 4,200                | 4,000            | 95               |           |
| Shelby                                  | 15,300               | 15,100           | 99               |           |
| <b>WEST VIRGINIA</b>                    |                      |                  |                  |           |
| Jackson                                 | 9,600                | 9,500            | 99               |           |
| Mason                                   | 10,100               | 10,000           | 99               |           |
| <b>Station Totals</b>                   |                      | <b>1,262,900</b> | <b>1,242,600</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>761,900</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>452,800</b>   |           |

# Ohio—Columbus

## WCMH-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** Outlet Communications Inc., 3165 Olentangy River Rd., Columbus, OH 43202.

**Studio:** 3165 Olentangy River Rd., Columbus, OH 43202.

**Telephone:** 614-263-4444.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 900-ft. above av. terrain, 876-ft. above ground, 1749-ft. above sea level.

Latitude 39° 58' 15"  
Longitude 83° 01' 39"

**Transmitter:** 766 Twin Rivers Dr., Columbus.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter; Harris, Scientific-Atlanta receivers.

**News Services:** AP, Group W Newsfeed, NBC.

**Ownership:** Outlet Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** April 3, 1949. Sale to The Outlet Co. by Avco Bcstg. Corp. approved by FCC Dec. 22, 1975 (*Television Digest*, Vol. 15:21, 52). Sale to Rockefeller Group approved Nov. 23, 1983 (Vol. 23:19, 22; 26:6). Sale by Rockefeller Group approved April 29, 1986.

**Represented (sales):** Katz Television.

**Represented (legal):** Sundlun, Scher & Singer.

### Personnel:

BRUCE G. SUNDLUN, chairman & chief executive officer.  
DAVID E. HENDERSON, president & chief operating officer.  
GARY ROBINSON, vice president & general manager.  
JEFFREY M. CASH, general sales manager.  
GARY POOLE, national sales manager.  
RALPH O. LANDON, chief engineer.  
DORIS DUPEE, business manager.  
GEORGE TYLL, news director.  
ROD PORTER, promotion manager.  
BOB SHAW, operations manager.  
PAUL ERNST, production manager.

**Highest 30 Sec. Rate:** \$4000.

**NETWORK BASE HOURLY RATE:** \$2100.

**City of License:** Columbus. **ADI:** Columbus, OH. **Rank:** 34.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron Study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OHIO</b>  |                  |               |    |
|                        | Coshocton    | 13,900           | 13,500        | 97 |
|                        | Crawford     | 18,400           | 18,100        | 98 |
|                        | Delaware     | 20,600           | 20,400        | 99 |
|                        | Fairfield    | 35,700           | 35,300        | 99 |
|                        | Fayette      | 10,000           | 9,800         | 98 |
|                        | Franklin     | 352,000          | 347,700       | 99 |
|                        | Hocking      | 9,800            | 9,600         | 98 |
|                        | Knox         | 17,400           | 17,100        | 98 |
|                        | Licking      | 46,200           | 45,600        | 99 |
|                        | Madison      | 11,400           | 11,100        | 97 |
|                        | Marion       | 23,900           | 23,600        | 99 |



WCMH-TV BPCT-810526KP Granted 10/8/81

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| Net Weekly Circulation                  | State County | Total Households | TV Households    | %         |
|---|--------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Morrow       | 9,900            | 9,800            | 99        |
|   | Muskingum    | 31,500           | 30,900           | 98        |
|   | Perry        | 11,600           | 11,400           | 98        |
|   | Pickaway     | 14,600           | 14,400           | 99        |
|   | Pike         | 8,900            | 8,600            | 97        |
|   | Richland     | 48,500           | 47,800           | 99        |
|   | Ross         | 24,200           | 23,700           | 98        |
| Union                                   | 10,900       | 10,700           | 98               |           |
| <b>Between 25-49%</b>                   | <b>OHIO</b>  |                  |                  |           |
|   | Athens       | 19,100           | 18,500           | 97        |
|   | Champaign    | 12,800           | 12,600           | 98        |
|   | Clark        | 54,300           | 53,700           | 99        |
|   | Guernsey     | 15,800           | 15,400           | 97        |
|   | Hardin       | 11,800           | 11,500           | 98        |
|   | Jackson      | 11,200           | 10,900           | 97        |
|   | Logan        | 15,400           | 15,100           | 98        |
| Morgan                                  | 5,300        | 5,100            | 96               |           |
| Vinton                                  | 4,400        | 4,300            | 98               |           |
| Wyandot                                 | 8,100        | 7,900            | 98               |           |
| <b>Between 5-24%</b>                    | <b>OHIO</b>  |                  |                  |           |
|   | Adams        | 9,100            | 8,700            | 96        |
|   | Clinton      | 13,300           | 13,100           | 98        |
|   | Greene       | 45,200           | 44,700           | 99        |
|   | Highland     | 13,400           | 13,100           | 97        |
|   | Noble        | 4,200            | 4,000            | 95        |
| Scioto                                  | 31,000       | 30,300           | 98               |           |
| Tuscarawas                              | 32,900       | 32,200           | 98               |           |
| <b>Station Totals</b>                   |              | <b>1,026,700</b> | <b>1,010,200</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>681,600</b>   |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>416,500</b>   |           |

# Ohio—Columbus

## WSYX

(formerly WTVN-TV)

Ch. 6

**Network Service:** ABC.

**Licensee:** Taft Television & Radio Co. Inc., 1261 Dublin Rd., Columbus, OH 43215.

**Studio:** 1261 Dublin Rd., Columbus, OH 43215.

**Mailing Address:** Box 718, Columbus, OH 43216.

**Telephone:** 614-481-6666. **TWX:** 614-759-0448.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 535-ft. above av. terrain, 672-ft. above ground, 1400-ft. above sea level.

Latitude 40° 01' 02"  
Longitude 83° 01' 07"

**Transmitter:** 350 W. Dodridge St.

**Satellite Earth Stations:** Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Avantek, Harris receivers.

**News Services:** ABC, AP, NIWS, UPI.

**Ownership:** Taft Broadcasting Co. See Group Ownership of Television Stations.  
**Note:** Station sale pends (**Television Digest**, Vol. 27:23).

**Began Operation:** September 29, 1949. Sale to Taft Bcstg. by Picture Waves Inc. approved by FCC Feb. 25, 1953 (**Television Digest**, Vol. 9:9).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

CHARLES R. WING, vice president & general manager.  
JAMES CONSCHAFTER, general sales manager.  
RUSS READ, program manager.  
KATHY WARD, publicity & promotion director.  
RON BILEK, news director.  
BILL SEAMAN, chief engineer.

**Highest 30 Sec. Rate:** \$7500.

**NETWORK BASE HOURLY RATE:** \$1875.

**City of License:** Columbus. **ADI:** Columbus, OH. **Rank:** 34.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OHIO</b>  |                  |               |    |
|                        | Crawford     | 18,400           | 18,100        | 98 |
|                        | Delaware     | 20,600           | 20,400        | 99 |
|                        | Fairfield    | 35,700           | 35,300        | 99 |
|                        | Fayette      | 10,000           | 9,800         | 98 |
|                        | Franklin     | 352,000          | 347,700       | 99 |
|                        | Hocking      | 9,800            | 9,600         | 98 |
|                        | Knox         | 17,400           | 17,100        | 98 |
|                        | Licking      | 46,200           | 45,600        | 99 |
|                        | Madison      | 11,400           | 11,100        | 97 |
|                        | Marion       | 23,900           | 23,600        | 99 |
|                        | Morrow       | 9,900            | 9,800         | 99 |
|                        | Muskingum    | 31,500           | 30,900        | 98 |
|                        | Perry        | 11,600           | 11,400        | 98 |



WSYX BPCT-4870 Granted 5/22/75

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| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %              |
|---|----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Pickaway             | 14,600           | 14,400         | 99             |
|   | Pike                 | 8,900            | 8,600          | 97             |
|   | Richland             | 48,500           | 47,800         | 99             |
|   | Ross                 | 24,200           | 23,700         | 98             |
|   | Union                | 10,900           | 10,700         | 98             |
| <b>Between 25-49%</b>                   | <b>OHIO</b>          |                  |                |                |
|   | Athens               | 19,100           | 18,500         | 97             |
|   | Champaign            | 12,800           | 12,600         | 98             |
|   | Clark                | 54,300           | 53,700         | 99             |
|   | Hardin               | 11,800           | 11,500         | 98             |
|   | Jackson              | 11,200           | 10,900         | 97             |
|   | Logan                | 15,400           | 15,100         | 98             |
|   | Morgan               | 5,300            | 5,100          | 96             |
|   | Washington           | 23,700           | 23,000         | 97             |
|   | Wyandot              | 8,100            | 7,900          | 98             |
| <b>WEST VIRGINIA</b>                    | Wood                 | 35,500           | 35,100         | 99             |
|   | <b>Between 5-24%</b> | <b>OHIO</b>      |                |                |
| Clinton                                 |                      | 13,300           | 13,100         | 98             |
| Coshocton                               |                      | 13,900           | 13,500         | 97             |
| Guernsey                                |                      | 15,800           | 15,400         | 97             |
| Highland                                |                      | 13,400           | 13,100         | 97             |
| Noble                                   |                      | 4,200            | 4,000          | 95             |
| Scioto                                  |                      | 31,000           | 30,300         | 98             |
| Vinton                                  | 4,400                | 4,300            | 98             |                |
| <b>Station Totals</b>                   |                      | <b>998,700</b>   | <b>982,700</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  |                | <b>672,600</b> |
| <b>Average Daily Circulation (1987)</b> |                      |                  |                | <b>367,000</b> |

# Ohio—Columbus

**WTTE**

**Ch. 28**

**Network Service:** Fox.

**Licensee:** WTTE Channel 28 Inc., 6130 Sunbury Rd., Box 280, Columbus, OH 43216.

**Studio:** 6130 Sunbury Rd., Westerville, OH 43801.

**Telephone:** 614-895-2800.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 1910-kw max. visual, 191-kw max. aural. Antenna: 965-ft. above av. terrain, 1124-ft. above ground, 2044-ft. above sea level.

Latitude 40° 09' 33.5"  
 Longitude 82° 55' 21.5"

**Transmitter:** 6680 State Rte. 3, Westerville.

**Satellite Earth Stations:** Harris, 3-meter; Harris, 6.1-meter; Microdyne Ku-band; Microdyne receivers.

**News Service:** UPI.

**Ownership:** Commercial Radio Institute Inc. See Group Ownership of Television Stations.

**Began Operation:** June 1, 1984.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Carl T. Jones Corp.

**Personnel:**

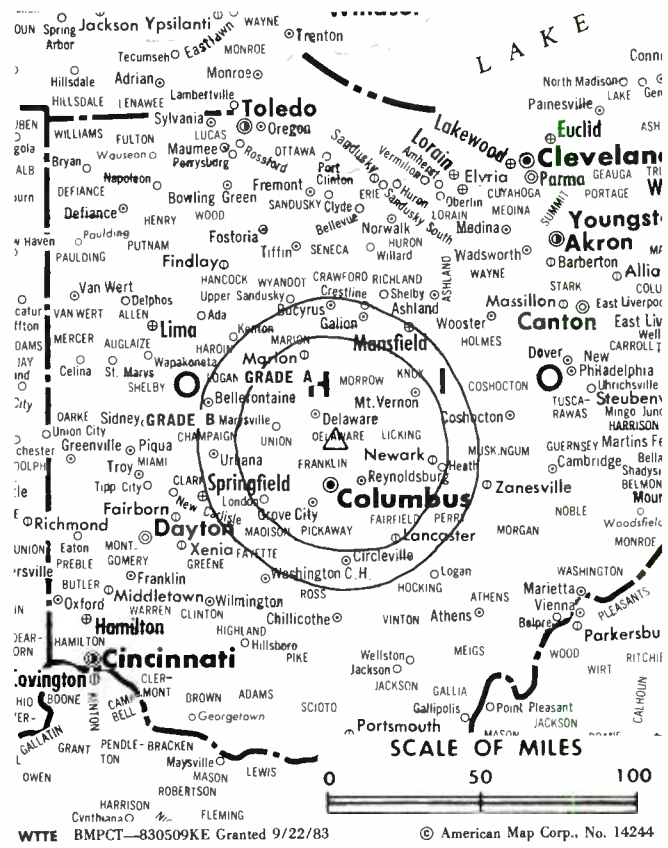
- ROBERT L. SIMMONS, president.
- JOHN T. QUIGLEY, general manager.
- STEVE MARKS, general sales manager.
- MICHAEL C. SUMMERS, sales manager.
- ORAN GOUGH, operations director.
- JOE SUBICH, chief engineer.

**Highest 30 Sec. Rate:** \$1000.

**City of License:** Columbus. **ADI:** Columbus, OH. **Rank:** 34.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OHIO</b>  |                  |               |    |
|                        | Delaware     | 20,600           | 20,400        | 99 |
|                        | Fairfield    | 35,700           | 35,300        | 99 |
|                        | Franklin     | 352,000          | 347,700       | 99 |
|                        | Licking      | 46,200           | 45,600        | 99 |
|                        | Madison      | 11,400           | 11,100        | 97 |
|                        | Marion       | 23,900           | 23,600        | 99 |
|                        | Morrow       | 9,900            | 9,800         | 99 |
|                        | Union        | 10,900           | 10,700        | 98 |



WTTE BNPCT—830509KE. Granted 9/22/83 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | <b>OHIO</b>  |                  |                |                |
|   | Fayette      | 10,000           | 9,800          | 98             |
|   | Hocking      | 9,800            | 9,600          | 98             |
|   | Knox         | 17,400           | 17,100         | 98             |
|   | Morgan       | 5,300            | 5,100          | 96             |
|   | Muskingum    | 31,500           | 30,900         | 98             |
|   | Perry        | 11,600           | 11,400         | 98             |
|   | Pickaway     | 14,600           | 14,400         | 99             |
| Ross                                    | 24,200       | 23,700           | 98             |                |
| <b>Between 5-24%</b>                    | <b>OHIO</b>  |                  |                |                |
|   | Champaign    | 12,800           | 12,600         | 98             |
|   | Crawford     | 18,400           | 18,100         | 98             |
|   | Darke        | 20,400           | 20,100         | 99             |
|   | Guernsey     | 15,800           | 15,400         | 97             |
|   | Hardin       | 11,800           | 11,500         | 98             |
|   | Holmes       | 8,900            | 8,400          | 94             |
| Logan                                   | 15,400       | 15,100           | 98             |                |
| Richland                                | 48,500       | 47,800           | 99             |                |
| Wyandot                                 | 8,100        | 7,900            | 98             |                |
| <b>Station Totals</b>                   |              | <b>795,100</b>   | <b>783,100</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>374,600</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>158,800</b> |

# Ohio—Dayton

**WDTN**

**Ch. 2**

**Network Service:** ABC.

**Licensee:** The Hearst Corp., 4595 S. Dixie Ave., Dayton, OH 45401.

**Studio:** 4595 S. Dixie Ave., Dayton, OH 45401.

**Telephone:** 513-293-2101.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 960-ft. above ground, 1917-ft. above sea level.

Latitude 39° 43' 07"  
Longitude 84° 15' 22"

**Transmitter:** Frytown & W. Carrollton Rds.

**Satellite Earth Stations:** Comtech, 5-meter; Paracclipse, 3.4-meter Ku-band; Drake, Scientific-Atlanta receivers.

**News Services:** ABC, Conus, Group W Newsfeed, NIWS, Baseball Newsfeed.

**Ownership:** The Hearst Corp. See Group Ownership of Television Stations.

**Began Operation:** March 15, 1949. Sale to present owner by Trustees of Grinnell College approved by FCC July 16, 1981 (Television Digest, Vol. 20:21; 21:29). Sale to Grinnell by Avco Bcstg. Corp. approved by FCC April 28, 1976 (Vol. 15:25).

**Represented (sales):** Blair Television.

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

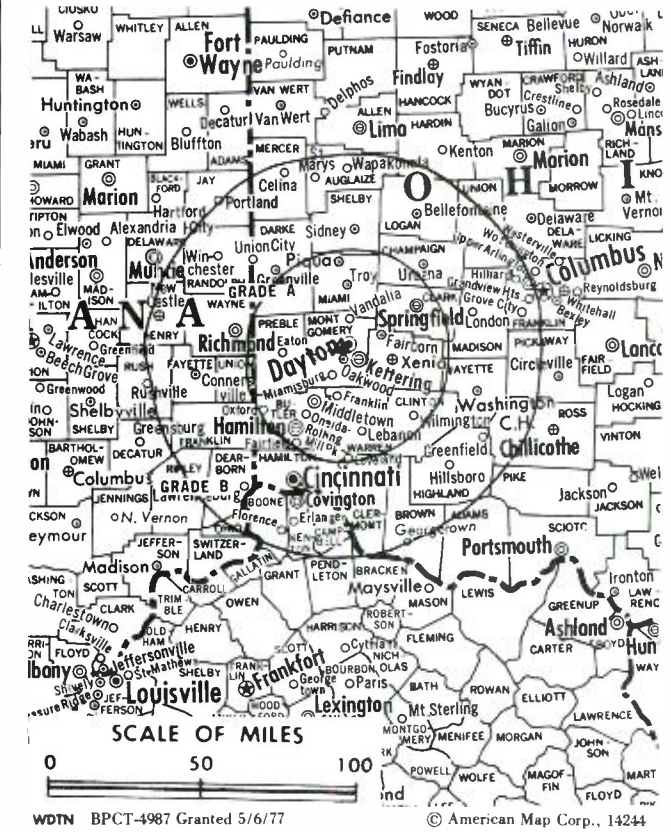
**Personnel:**

- PHILIP STOLZ, general manager.
- STEVEN L. FISHER, program director & station manager.
- STEPHEN OLSZYK, news director.
- LARRY RYAN, general sales manager.
- JEFF DAVIS, promotion director.
- CHARLES PRICE, chief engineer.

**City of License:** Dayton. **ADI:** Dayton. **Rank:** 48.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %  |
|------------------------|----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>INDIANA</b> |                  |               |    |
|                        | Randolph       | 10,900           | 10,700        | 98 |
|                        | Wayne          | 27,100           | 26,600        | 98 |
|                        | <b>OHIO</b>    |                  |               |    |
|                        | Auglaize       | 15,800           | 15,500        | 98 |
|                        | Champaign      | 12,800           | 12,600        | 98 |
|                        | Clark          | 54,300           | 53,700        | 99 |
|                        | Clinton        | 13,300           | 13,100        | 98 |
|                        | Darke          | 20,400           | 20,100        | 99 |
|                        | Fayette        | 10,000           | 9,800         | 98 |
|                        | Greene         | 45,200           | 44,700        | 99 |
|                        | Logan          | 15,400           | 15,100        | 98 |
|                        | Mercer         | 13,100           | 12,900        | 98 |
|                        | Miami          | 33,500           | 33,100        | 99 |
| Montgomery             | 219,700        | 217,500          | 99            |    |
| Preble                 | 14,400         | 14,200           | 99            |    |
| Shelby                 | 15,300         | 15,100           | 99            |    |



| Net Weekly Circulation                  | State County   | Total Households | TV Households    | %              |
|---|----------------|------------------|------------------|----------------|
| <b>50% &amp; Over</b>                   | Warren         | 35,700           | 35,200           | 99             |
|   | <b>INDIANA</b> |                  |                  |                |
|   | Union          | 2,400            | 2,300            | 96             |
| <b>Between 25-49%</b>                   | <b>OHIO</b>    |                  |                  |                |
|   | Butler         | 97,800           | 96,600           | 99             |
|   | Highland       | 13,400           | 13,100           | 97             |
|   | <b>INDIANA</b> |                  |                  |                |
| <b>Between 5-24%</b>                    | Dearborn       | 13,000           | 12,800           | 98             |
|   | Decatur        | 8,300            | 8,100            | 98             |
|   | Fayette        | 10,000           | 9,800            | 98             |
|   | Franklin       | 6,600            | 6,400            | 97             |
|   | Jay            | 8,300            | 8,100            | 98             |
|   | Ohio           | 1,900            | 1,900            | 100            |
|   | Ripley         | 8,600            | 8,400            | 98             |
|   | <b>OHIO</b>    |                  |                  |                |
|   | Allen          | 40,900           | 40,200           | 98             |
|   | Brown          | 12,100           | 11,700           | 97             |
|   | Clermont       | 48,700           | 48,100           | 99             |
|   | Hamilton       | 328,900          | 323,900          | 98             |
|   | Hardin         | 11,800           | 11,500           | 98             |
|   | Madison        | 11,400           | 11,100           | 97             |
| Pike                                    | 8,900          | 8,600            | 97               |                |
| Union                                   | 10,900         | 10,700           | 98               |                |
| <b>Station Totals</b>                   |                | <b>1,200,800</b> | <b>1,183,200</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                |                  |                  | <b>564,700</b> |
| <b>Average Daily Circulation (1987)</b> |                |                  |                  | <b>299,100</b> |

# Ohio—Dayton-Springfield

## WHIO-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** Miami Valley Broadcasting Corp., 1414 Wilmington Ave., Dayton, OH 45401.

**Studio:** 1414 Wilmington Ave., Dayton, OH 45401.

**Telephone:** 513-259-2111. **TWX:** 810-459-1760.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 200-kw visual, 38-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level.

Latitude 39° 44' 03"  
Longitude 84° 14' 50"

**Transmitter:** 3316 Germantown St.

**Satellite Earth Stations:** 2 Scientific-Atlanta, 7-meter C-band; Vertex, 4.6-meter Ku-band; DX Engineering, Scientific-Atlanta receivers.

**AM Affiliate:** WHIO, 5-kw, 1290 kHz (CBS).

**FM Affiliate:** WHIO-FM, 50-kw, 99.1 MHz (No. 256), 1060-ft.

**News Service:** AP.

**Ownership:** Cox Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** January 26, 1949.

**Represented (sales):** TeleRep Inc.

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

### Personnel:

STANLEY MOUSE, president, Miami Valley Broadcasting.  
NEIL PUGH, vice president & general manager.  
DON KEMPER, station manager.  
JOHN HAYES, local sales manager.  
TIM McVAY, national sales manager.  
BOB WELLS, director of marketing.  
JOHN CLARK, program director.  
RICHARD BIESER, public affairs/news manager.  
HAROLD HAPNER, television news director.  
SIM KOLLINER, director of engineering.

**Rates:** On request.

**City of License:** Dayton. **ADI:** Dayton. **Rank:** 48.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %  |
|------------------------|----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>INDIANA</b> |                  |               |    |
|                        | Randolph       | 10,900           | 10,700        | 98 |
|                        | Wayne          | 27,100           | 26,600        | 98 |
|                        | <b>OHIO</b>    |                  |               |    |
|                        | Allen          | 40,900           | 40,200        | 98 |
|                        | Auglaize       | 15,800           | 15,500        | 98 |
|                        | Butler         | 97,800           | 96,600        | 99 |
|                        | Champaign      | 12,800           | 12,600        | 98 |
|                        | Clark          | 54,300           | 53,700        | 99 |
|                        | Clinton        | 13,300           | 13,100        | 98 |
|                        | Darke          | 20,400           | 20,100        | 99 |
|                        | Fayette        | 10,000           | 9,800         | 98 |
|                        | Greene         | 45,200           | 44,700        | 99 |
|                        | Highland       | 13,400           | 13,100        | 97 |
| Logan                  | 15,400         | 15,100           | 98            |    |
| Mercer                 | 13,100         | 12,900           | 98            |    |
| Miami                  | 33,500         | 33,100           | 99            |    |
| Montgomery             | 219,700        | 217,500          | 99            |    |



| Net Weekly Circulation                  | State County          | Total Households | TV Households    | %                |
|---|-----------------------|------------------|------------------|------------------|
| <b>50% &amp; Over</b>                   | Preble                | 14,400           | 14,200           | 99               |
|   | Shelby                | 15,300           | 15,100           | 99               |
|   | Warren                | 35,700           | 35,200           | 99               |
| <b>Between 25-49%</b>                   | <b>INDIANA</b>        |                  |                  |                  |
|   | Fayette               | 10,000           | 9,800            | 98               |
|   | Jay                   | 8,300            | 8,100            | 98               |
| Union                                   | 2,400                 | 2,300            | 96               |                  |
| <b>OHIO</b>                             | Madison               | 11,400           | 11,100           | 97               |
|   | Ross                  | 24,200           | 23,700           | 98               |
|   | <b>Between 5-24%</b>  | <b>INDIANA</b>   |                  |                  |
| Dearborn                                |                       | 13,000           | 12,800           | 98               |
| Franklin                                |                       | 6,600            | 6,400            | 97               |
| Henry                                   |                       | 18,500           | 18,200           | 98               |
| Ohio                                    |                       | 1,900            | 1,900            | 100              |
| Ripley                                  |                       | 8,600            | 8,400            | 98               |
| Rush                                    |                       | 6,500            | 6,400            | 98               |
| Switzerland                             | 2,900                 | 2,800            | 96               |                  |
| <b>KENTUCKY</b>                         | Boone                 | 17,500           | 17,400           | 99               |
|   | Campbell              | 28,600           | 28,500           | 100              |
|   | Kenton                | 50,300           | 50,200           | 100              |
| <b>OHIO</b>                             | Brown                 | 12,100           | 11,700           | 97               |
|   | Clermont              | 48,700           | 48,100           | 99               |
|   | Hamilton              | 328,900          | 323,900          | 98               |
|   | Hardin                | 11,800           | 11,500           | 98               |
|   | Putnam                | 10,900           | 10,700           | 98               |
|   | Van Wert              | 11,400           | 11,200           | 98               |
|   | <b>Station Totals</b> |                  | <b>1,343,500</b> | <b>1,324,900</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>667,900</b>   |                  |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>403,100</b>   |                  |

# Ohio—Dayton

**WKEF**

**Ch. 22**

**Network Service:** NBC.

**Licensee:** Adams TV of Dayton Inc.

**Studio:** 1731 Soldiers Home Rd., Dayton, OH 45418.

**Telephone:** 513-263-2662. **Easylink:** 62154510.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 2340-kw max. visual, 234-kw max. aural. Antenna: 1152-ft. above av. terrain, 1094-ft. above ground, 2049-ft. above sea level.

Latitude 39° 43' 15.5"  
Longitude 84° 15' 38.9"

**Transmitter:** 1731 Soldiers Home Rd.

**Satellite Earth Stations:** Microdyne, 7-meter; Harris, 3-meter; AFC, 6-meter; Microdyne, Harris receivers.

**News Service:** UPI.

**Ownership:** Adams Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 27, 1964. Sale to present owner by Springfield TV Corp. approved by FCC Jan. 9, 1984 (**Television Digest, Vol. 23:35**).

**Represented (sales):** Katz Television.

**Personnel:**

JAMES D. GRAHAM, president & general manager.  
BILL SNIDER, general sales manager.  
LOU WOOSLEY, chief engineer.  
JOHNNY WALKER, director of news & public affairs.  
JOE SMITH, production manager.  
SANDY PATTON, promotion manager.

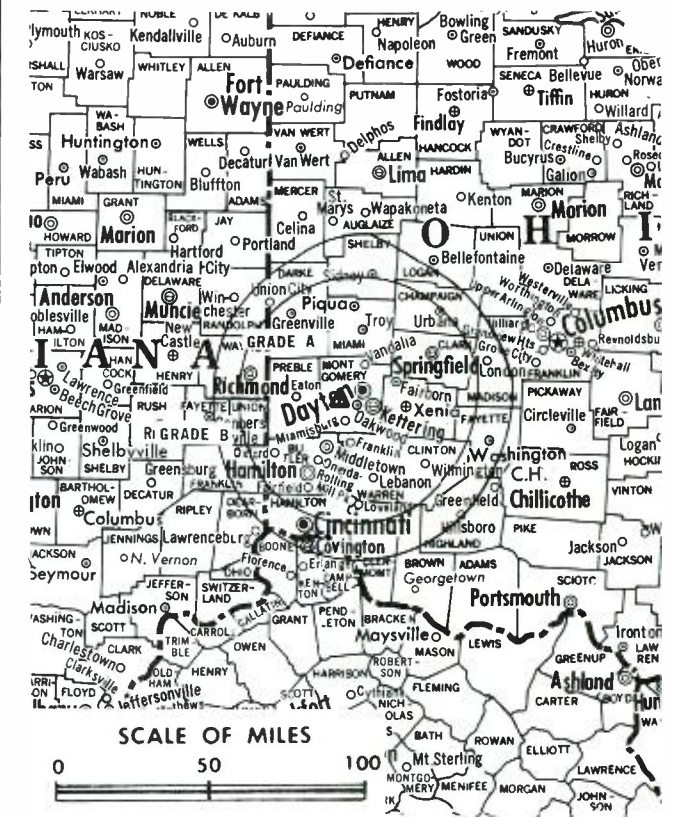
**Highest 30 Sec. Rate:** \$1300.

**NETWORK BASE HOURLY RATE:** \$1550.

**City of License:** Dayton. **ADI:** Dayton. **Rank:** 48.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %      |    |
|------------------------|-----------------------|------------------|---------------|--------|----|
| <b>50% &amp; Over</b>  | <b>OHIO</b>           |                  |               |        |    |
|                        | Champaign             | 12,800           | 12,600        | 98     |    |
|                        | Clark                 | 54,300           | 53,700        | 99     |    |
|                        | Clinton               | 13,300           | 13,100        | 98     |    |
|                        | Darke                 | 20,400           | 20,100        | 99     |    |
|                        | Greene                | 45,200           | 44,700        | 99     |    |
|                        | Miami                 | 33,500           | 33,100        | 99     |    |
|                        | Montgomery            | 219,700          | 217,500       | 99     |    |
|                        | Preble                | 14,400           | 14,200        | 99     |    |
|                        | Shelby                | 15,300           | 15,100        | 99     |    |
|                        | Warren                | 35,700           | 35,200        | 99     |    |
|                        | <b>Between 25-49%</b> | <b>INDIANA</b>   |               |        |    |
|                        |                       | Randolph         | 10,900        | 10,700 | 98 |



WKEF BPCT—841029KG Granted 11/29/84 © American Map Corp., No. 142-4

| Net Weekly Circulation                  | State County   | Total Households | TV Households    | %         |
|---|----------------|------------------|------------------|-----------|
| <b>Between 25-49%</b>                   | Wayne          | 27,100           | 26,600           | 98        |
|   | <b>OHIO</b>    |                  |                  |           |
|   | Auglaize       | 15,800           | 15,500           | 98        |
|   | Butler         | 97,800           | 96,600           | 99        |
|   | Logan          | 15,400           | 15,100           | 98        |
| <b>Between 5-24%</b>                    | <b>INDIANA</b> |                  |                  |           |
|   | Dearborn       | 13,000           | 12,800           | 98        |
|   | Franklin       | 6,600            | 6,400            | 97        |
|   | Jay            | 8,300            | 8,100            | 98        |
|   | Switzerland    | 2,900            | 2,800            | 96        |
|   | Union          | 2,400            | 2,300            | 96        |
|   | <b>OHIO</b>    |                  |                  |           |
|   | Adams          | 9,100            | 8,700            | 96        |
|   | Clermont       | 48,700           | 48,100           | 99        |
|   | Fayette        | 10,000           | 9,800            | 98        |
|   | Hamilton       | 328,900          | 323,900          | 98        |
| Hardin                                  | 11,800         | 11,500           | 98               |           |
| Highland                                | 13,400         | 13,100           | 97               |           |
| Madison                                 | 11,400         | 11,100           | 97               |           |
| Mercer                                  | 13,100         | 12,900           | 98               |           |
| <b>Station Totals</b>                   |                | <b>1,111,200</b> | <b>1,095,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                |                  | <b>507,900</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                |                  | <b>261,100</b>   |           |

# Ohio—Dayton

## WRGT-TV

Ch. 45

Network Service: Fox.

Licensee: Dayton Telecasting Inc., 45 Broadcast Plaza, Dayton, OH 45408.

Studio: 45 Broadcast Plaza, Dayton, OH 45408.

Telephone: 513-263-4500.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 5000-kw max. visual, 501-kw max. aural. Antenna: 1170-ft. above av. terrain, 1149-ft. above ground, 2045-ft. above sea level.

Latitude 39° 43' 28.4"  
Longitude 84° 15' 17.6"

Transmitter: 2045 S. Gettysburg Ave., Dayton, OH.

Satellite Earth Station: Comtech, 5-meter.

Ownership: Meridian Communications. See Group Ownership of TV Stations.

Began Operation: September 23, 1984.

Represented (sales): MMT Marketing.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Edward F. Lorentz & Associates.

### Personnel:

DAVID J. MILLER, general manager.  
KENNETH B. BEEDLE, general sales manager.  
SCOTT COOPER, chief engineer.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$450.

City of License: Dayton. ADI: Dayton. Rank: 48.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %  |
|------------------------|----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OHIO</b>    |                  |               |    |
|                        | Clark          | 54,300           | 53,700        | 99 |
|                        | Darke          | 20,400           | 20,100        | 99 |
|                        | Fayette        | 10,000           | 9,800         | 98 |
|                        | Miami          | 33,500           | 33,100        | 99 |
| Preble                 | 14,400         | 14,200           | 99            |    |
| <b>Between 25-49%</b>  | <b>INDIANA</b> |                  |               |    |
|                        | Randolph       | 10,900           | 10,700        | 98 |
|                        | <b>OHIO</b>    |                  |               |    |
|                        | Butler         | 97,800           | 96,600        | 99 |
|                        | Champaign      | 12,800           | 12,600        | 98 |
|                        | Clermont       | 48,700           | 48,100        | 99 |
|                        | Clinton        | 13,300           | 13,100        | 98 |
|                        | Greene         | 45,200           | 44,700        | 99 |
|                        | Logan          | 15,400           | 15,100        | 98 |
|                        | Montgomery     | 219,700          | 217,500       | 99 |
|                        | Shelby         | 15,300           | 15,100        | 99 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households    | %                |
|---|-----------------------|------------------|------------------|------------------|
| <b>Between 25-49%</b>                   | Warren                | 35,700           | 35,200           | 99               |
| <b>Between 5-24%</b>                    | <b>INDIANA</b>        |                  |                  |                  |
|   | Dearborn              | 13,000           | 12,800           | 98               |
|   | Fayette               | 10,000           | 9,800            | 98               |
|   | Franklin              | 6,600            | 6,400            | 97               |
|   | Jay                   | 8,300            | 8,100            | 98               |
|   | Switzerland           | 2,900            | 2,800            | 96               |
|   | Union                 | 2,400            | 2,300            | 96               |
|   | Wayne                 | 27,100           | 26,600           | 98               |
|   | <b>KENTUCKY</b>       |                  |                  |                  |
|   | Boone                 | 17,500           | 17,400           | 99               |
| Kenton                                  | 50,300                | 50,200           | 100              |                  |
| <b>OHIO</b>                             | Auglaize              | 15,800           | 15,500           | 98               |
|   | Brown                 | 12,100           | 11,700           | 97               |
|   | Hamilton              | 328,900          | 323,900          | 98               |
|   | Highland              | 13,400           | 13,100           | 97               |
|   | Madison               | 11,400           | 11,100           | 97               |
|   | Mercer                | 13,100           | 12,900           | 98               |
|   | <b>Station Totals</b> |                  | <b>1,180,200</b> | <b>1,164,200</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                  | <b>358,000</b>   |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                  | <b>131,500</b>   |



# Ohio—Lima

**WLIO**

**Ch. 35**

**Network Service:** NBC, ABC.

**Licensee:** Lima Communications Corp., 1424 Rice Ave., Lima, OH 45805.

**Studio:** 1424 Rice Ave., Lima, OH 45805.

**Telephone:** 419-228-8835. **TWX:** 810-447-2720.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 661-kw visual, 132-kw aural. Antenna: 540-ft. above av. terrain, 549-ft. above ground, 1419-ft. above sea level.

Latitude 40° 44' 53.5"  
Longitude 84° 07' 55.5"

**Transmitter:** 1424 Rice Ave.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Harris, 3-meter; RCA Americom; Harris receivers.

**News Service:** AP.

**Ownership:** Blade Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 30, 1953. Sale to present owners by WLOK Inc. approved by FCC Jan. 19, 1972. Previous sale by Pixley & Case families approved Dec. 1, 1954 (*Television Digest*, Vol. 10:44, 49).

**Represented (sales):** Katz Television.

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

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

JAMES C. DAGES, president & general manager.  
DOUGLAS FERGUSON, station manager & program director.  
BRUCE OPPERMAN, sales manager.  
GEORGE DUNSTER, news director.  
FRED VOBBE, chief engineer.

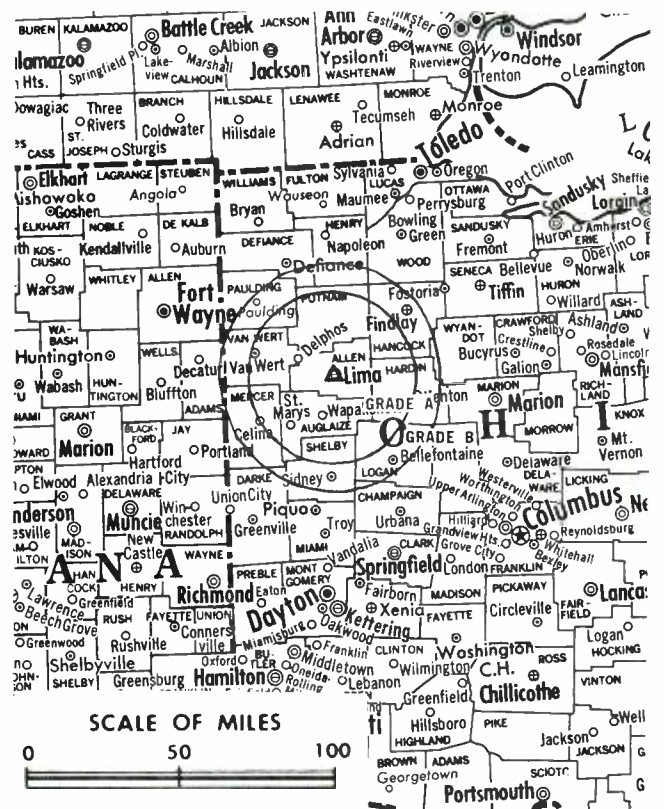
**Highest One Hour Rate:** \$1600.

**Highest 30 Sec. Rate:** \$750.

**City of License:** Lima. **ADI:** Lima. **Rank:** 195.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OHIO</b>  |                  |               |    |
|                        | Allen        | 40,900           | 40,200        | 98 |
|                        | Auglaize     | 15,800           | 15,500        | 98 |
|                        | Hardin       | 11,800           | 11,500        | 98 |
|                        | Mercer       | 13,100           | 12,900        | 98 |



WLIO BPCT-820712KP Granted 10/08/82 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County   | Total Households | TV Households  | %         |
|---|----------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Putnam         | 10,900           | 10,700         | 98        |
|   | Van Wert       | 11,400           | 11,200         | 98        |
| <b>Between 25-49%</b>                   | <b>OHIO</b>    | 15,400           | 15,100         | 98        |
|   | Logan          |                  |                |           |
| <b>Between 5-24%</b>                    | <b>INDIANA</b> |                  |                |           |
|   | Adams          | 10,400           | 10,200         | 98        |
|   | <b>OHIO</b>    |                  |                |           |
|   | Defiance       | 13,900           | 13,700         | 99        |
|   | Hancock        | 24,600           | 24,300         | 99        |
|   | Henry          | 10,300           | 10,200         | 99        |
|   | Paulding       | 7,300            | 7,200          | 99        |
|   | Shelby         | 15,300           | 15,100         | 99        |
| Wyandot                                 | 8,100          | 7,900            | 98             |           |
| <b>Station Totals</b>                   |                | <b>209,200</b>   | <b>205,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                |                  | <b>97,800</b>  |           |
| <b>Average Daily Circulation (1987)</b> |                |                  | <b>58,200</b>  |           |

# Ohio—Lima

**WTLW**

**Ch. 44**

**Network Service:** None, independent.

**Licensee:** American Christian TV Services, 1844 Baty Rd., Lima, OH 45807.

**Studio:** 1844 Baty Rd., Lima, OH 45807.

**Telephone:** 419-339-4444.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 904.9-kw visual, 100.2-kw aural. Antenna: 677-ft. above av. terrain, 705-ft. above ground, 1532-ft. above sea level.

Latitude 40° 45' 47"  
Longitude 84° 10' 59"

**Transmitter:** 1844 Baty Rd., near Lima.

**Satellite Earth Stations:** R. H. Tyler, 3-meter C-band; Taco, 2-meter C-band; AFC, 2-meter Ku-band; DX Antenna, Gardiner, M/A-Com, Uniden receivers.

**Ownership:** Paul Fisher, Andrea King, Ronald Mighell, Wayne Sharpes, board members.

**Began Operation:** June 13, 1982.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** duTreil Rackley.

**Personnel:**

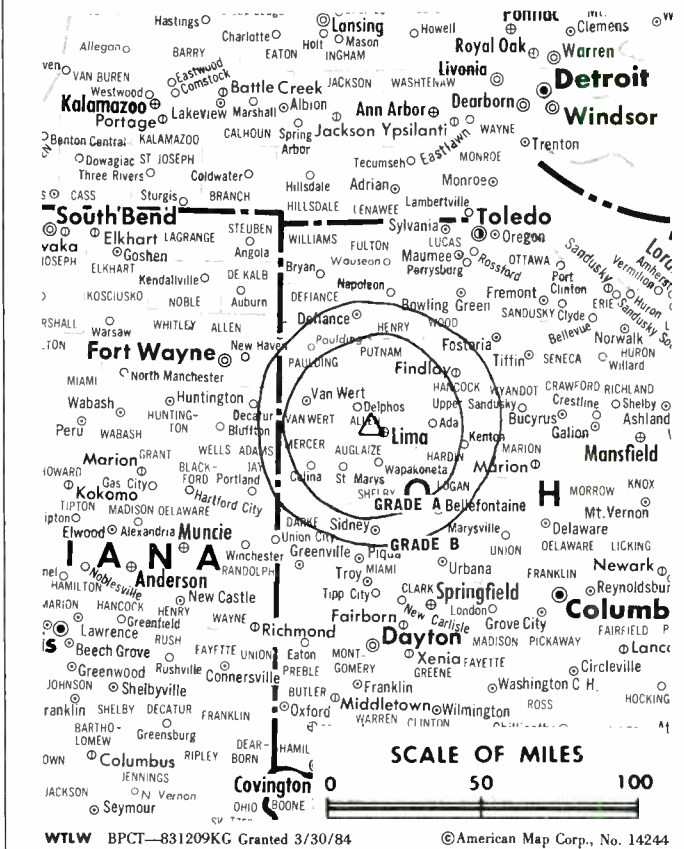
- RON MIGHELL, vice president & director.
- ROBERT PLACIE, general manager.
- JEFFREY G. MILLSLADLE, program director.
- JOHN OWENS, production director.
- JOHN CAHILL, chief engineer.
- ROBERT R. ARMISTEAD, development director.

**Highest 30 Sec. Rate:** \$40.

**City of License:** Lima. **ADI:** Lima. **Rank:** 195.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes. TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| Between 5-24%          | OHIO Allen   | 40,900           | 40,200        | 98 |



WTLW BPCT—831209KG Granted 3/30/84 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| Between 5-24%          | Auglaize     | 15,800           | 15,500        | 98 |
|                        | Defiance     | 13,900           | 13,700        | 99 |
|                        | Hancock      | 24,600           | 24,300        | 99 |
|                        | Hardin       | 11,800           | 11,500        | 98 |
|                        | Mercer       | 13,100           | 12,900        | 98 |
|                        | Paulding     | 7,300            | 7,200         | 99 |
|                        | Putnam       | 10,900           | 10,700        | 98 |
|                        | Shelby       | 15,300           | 15,100        | 99 |
|                        | Van Wert     | 11,400           | 11,200        | 98 |

|   |                |                |               |
|---|----------------|----------------|---------------|
| <b>Station Totals</b>                   | <b>165,000</b> | <b>162,300</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                |                | <b>27,100</b> |
| <b>Average Daily Circulation (1987)</b> |                |                | <b>8,500</b>  |

# Ohio—Mansfield

**WCOM**

Ch. 68

**Network Service:** None, independent.

**Grantee:** Com III TV Inc., 1201 Olentangy River Rd., Columbus, OH 43212.

**Studio:** 1201 Olentangy River Road, Columbus, OH 43212.

**Telephones:** 614-294-4445; 614-297-6888.

**Technical Facilities:** Channel No. 68 (794-800 MHz). Authorized power: 2500-kw max. visual, 250-kw max. aural. Antenna: 1721-ft. above av. terrain, 1576-ft. above ground, 2916-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 40° | 33' | 21" |
| Longitude | 82° | 26' | 41" |

**Transmitter:** 1.16-mi. SSE of intersection of Rte. 95 & Divilbliss Rd., 1.95-mi. S of Butler.

**Satellite Earth Station:** C-band.

**Ownership:** COM III TV Inc. COM III TV Inc. ownership: George E. Coles, pres., 17%; Robert L. Stegner, v.p., 16%; Paul J. Ogle, secy., 17%; Peter Halliday, 4.16%; Milton Taylor, 4.16%. Coles has interest in WTMP(AM), Tampa, FL.

**Scheduled to begin Operation:** December 1, 1987.

**Represented (legal):** Pepper & Corazzini.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

ROBERT STEGNER, vice president, general manager & program director.  
JOHN R. OWEN, chief engineer.  
MIKE GREEN, sales manager.

**Rates:** Not available. **ADI:** Cleveland. **Rank:** 11.



# Ohio—Newark

**WSFJ**

**Ch. 51**

**Network Service:** None, independent.

**Licensee:** Christian Television of Ohio Inc., 10077 Jacksontown Rd., Thornville, OH 43076.

**Studio:** 10077 Jacksontown Rd., Thornville, OH 43076.

**Telephone:** 614-833-0771.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 724-kw max. visual, 72.4-kw max. aural. Antenna: 620-ft. above av. terrain, 500-ft. above ground, 1600-ft. above sea level.

Latitude 39° 56' 53"  
Longitude 82° 24' 33"

**Transmitter:** 0.8-mi. SSE of Jacksontown along Rte. 13, 0.3-mi. N of I-70.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; RF Systems, 6-meter; Microdyne Ku-band; Scientific-Atlanta, M/A-Corn receivers.

**Ownership:** Non-profit corp. Jean Rodabaugh, pres.; Betty J. Stanley, v.p.-secy.; Galon Rodabaugh, treas.

**Began Operation:** March 9, 1980.

**Represented (sales):** Hugh Wallace Inc.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

**Represented (engineering):** Lechman & Johnson.

**Personnel:**

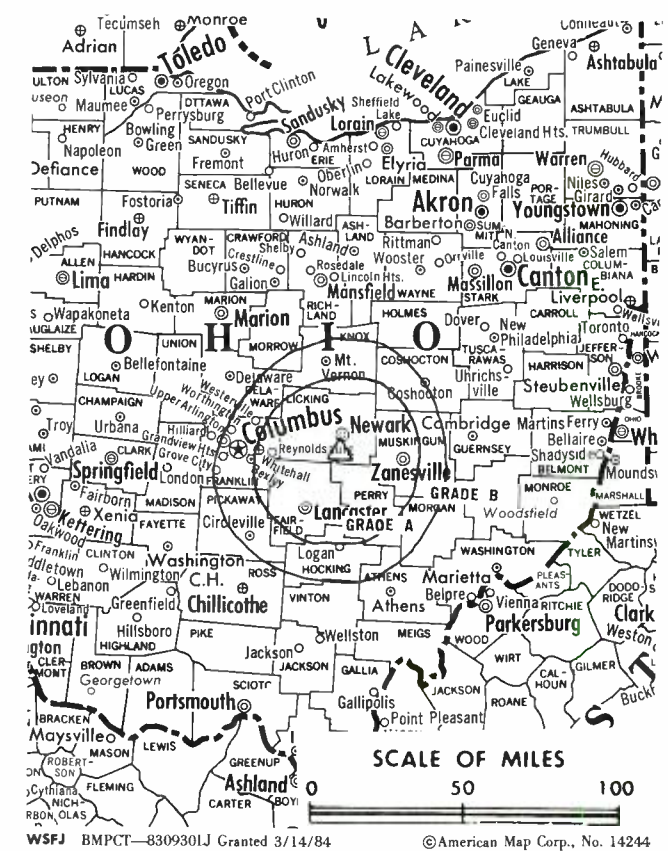
JEAN RODABAUGH, president & general manager.  
BETTY J. STANLEY, secretary & vice president.  
CHARLOTTE REICHEL, program director.  
RICK COVERT, production manager.  
TED ROSS, director of engineering.

**Highest One Hour Rate:** (January 1, 1987) \$1100.

**City of License:** Newark. **ADI:** Columbus, OH. **Rank:** 34.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| Between 5-24%          | OHIO         |                  |               |    |
|                        | Coshocton    | 13,900           | 13,500        | 97 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| Between 5-24%                           | Fairfield    | 35,700           | 35,300         | 99        |
|   | Hocking      | 9,800            | 9,600          | 98        |
|   | Knox         | 17,400           | 17,100         | 98        |
|   | Licking      | 46,200           | 45,600         | 99        |
|   | Morrow       | 9,900            | 9,800          | 99        |
|   | Muskingum    | 31,500           | 30,900         | 98        |
|   | Perry        | 11,600           | 11,400         | 98        |
| <b>Station Totals</b>                   |              | <b>176,000</b>   | <b>173,200</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>29,000</b>  |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>12,200</b>  |           |

# Ohio—Sandusky

## WGGN-TV

Ch. 52

**Network Service:** None, independent.

**Licensee:** Christian Faith Broadcast Inc., 3809 Maple Ave., Castalia, OH 44824.

**Studio:** 3809 Maple Ave., Castalia, OH 44824.

**Telephone:** 419-684-5311.

**Technical Facilities:** Channel No. 52 (698-704 MHz). Authorized power: 1482-kw max. visual, 148.2-kw max. aural. Antenna: 774-ft. above av. terrain, 715-ft. above ground, 1415-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 41° | 23' | 48" |
| Longitude | 82° | 47' | 31" |

**Transmitter:** 3809 Maple Ave., Castalia.

**Satellite Earth Station:** In operation; 5-meter; Drake receivers.

**News Service:** CNN.

**Ownership:** Non-stock corp. Shelby Gilliam, pres.; Rusty Yost, mgr.; Debra Yost, secy.; James Gray, treas. Christian Faith Broadcast Inc. is licensee of WGGN(FM), Castalia, OH; permittee of WLLA(TV), Kalamazoo, MI.

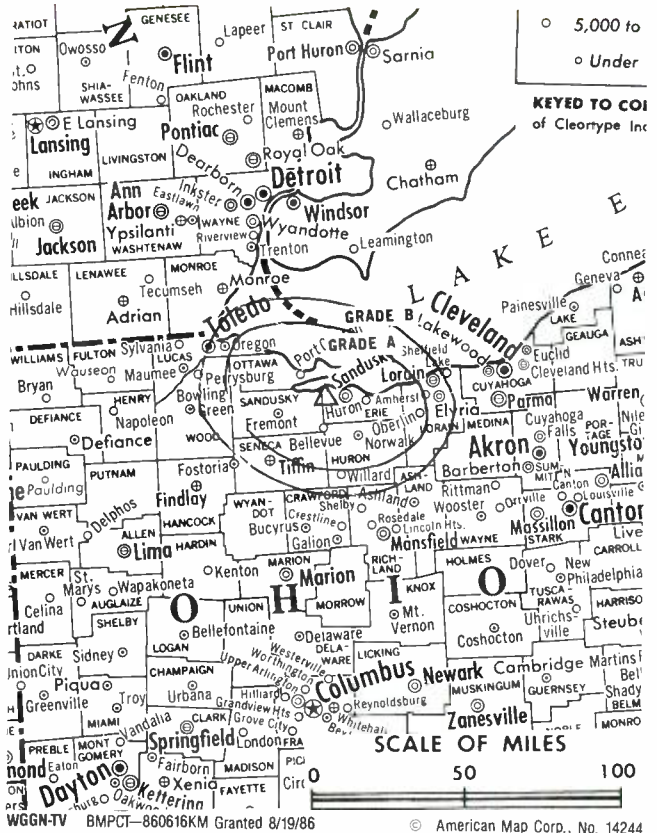
**Began Operation:** December 5, 1982.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

- SHELBY GILLIAM, president.
- RUSTY YOST, general manager.
- BILL POUNDERS, sales manager.
- LENA RECCE, traffic coordinator.

**Highest One Hour Rate:** \$800.



**Highest 30 Sec. Rate:** \$150.

**Arbitron Data:** Not available.

**City of License:** Sandusky. **ADI:** Toledo. **Rank:** 64.

# Ohio—Springfield

**WTJC**

**Ch. 26**

**Network Service:** None, independent.

**Grantee:** Miami Valley Christian Television Inc., Box 26, Dayton, OH 45401.

**Studio:** 2675 Dayton Rd., Springfield, OH 45506.

**Telephone:** 513-323-0026.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 1230-kw max. & 1170-kw horizontal visual, 123-kw max. & 117-kw horizontal aural. Antenna: 490-ft. above av. terrain, 520-ft. above ground, 1540-ft. above sea level.

Latitude 39° 54' 33"  
Longitude 83° 51' 36"

**Transmitter:** S of Wright Brothers Memorial Hwy., 0.15-mi. W of Springfield city limits.

**Satellite Earth Station:** In operation.

**News Service:** AP.

**Ownership:** Miami Valley Christian Television Inc. See Group Ownership of Television Stations.

**Began Operation:** September 21, 1980.

**Represented (legal):** Miller & Fields.

**Represented (engineering):** R. L. Purcell.

**Personnel:**

MARVIN D. SPARKS, president & general manager.  
JOHN ELLIOTT, chief engineer.  
ROD ROBISON, promotion director.  
GENE McCORKLE, administrative assistant.

**Highest 30 Sec. Rate:** \$38.

**City of License:** Springfield. **ADI:** Dayton. **Rank:** 48.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
|                        | <b>OHIO</b>  |                  |               |    |
| Between 5-24%          | Champaign    | 12,800           | 12,600        | 98 |



WTJC BPCT-7808141C Granted 12/14/79 © American Map Corp., 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| <b>Between 5-24%</b>                    | Clark        | 54,300           | 53,700         | 99        |
|   | Clinton      | 13,300           | 13,100         | 98        |
|   | Greene       | 45,200           | 44,700         | 99        |
|   | Logan        | 15,400           | 15,100         | 98        |
|   | Madison      | 11,400           | 11,100         | 97        |
|   | Miami        | 33,500           | 33,100         | 99        |
|   | Montgomery   | 219,700          | 217,500        | 99        |
|   | Shelby       | 15,300           | 15,100         | 99        |
| <b>Station Totals</b>                   |              | <b>420,900</b>   | <b>416,000</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>32,700</b>  |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>11,100</b>  |           |

# Ohio—Steubenville-Wheeling, West Virginia

## WTOV-TV

Ch. 9

**Network Service:** NBC.

**Licensee:** WTOV Associates, Box 9999, Steubenville, OH 43952.

**Studios:** Altamont Heights, Steubenville; Hawley Bldg., Wheeling, WV.

**Mailing Address:** Box 9999, Steubenville, OH 43952-6799.

**Telephones:** 614-282-0911, Steubenville; 304-232-0430, Wheeling.

**TWX:** 810-339-2574.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 950-ft. above av. terrain, 881-ft. above ground, 2041-ft. above sea level.

Latitude 40° 20' 32"  
Longitude 80° 37' 14"

**Transmitter:** Altamont Heights, 1.3-mi. S of business center.

**Satellite Earth Stations:** Harris, 3.5-meter Ku-band; Prodelin, 3.5-meter C-band; Drake receivers.

**News Service:** AP.

**Ownership:** Television Stations Partners, Ltd. partnership, 100%. See Group Ownership of Television Stations.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wiley, Rein & Fielding.

### Personnel:

RALPH BECKER, president.  
STEPHEN DANT, vice president & general manager.  
BOB PALMER, news director.  
TONI VENTRESCA, program & promotion manager.  
JOANNE WOLF, general sales manager.  
RON SCHUETZE, chief engineer.

**Highest One Hour Rate:** \$3500.

**Highest 30 Sec. Rate:** \$1200.

**City of License:** Steubenville. **ADI:** Wheeling, WV-Steubenville, OH. **Rank:** 134.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | Households % |
|------------------------|----------------------|------------------|---------------|--------------|
| <b>50% &amp; Over</b>  | <b>OHIO</b>          |                  |               |              |
|                        | Belmont              | 31,800           | 31,300        | 98           |
|                        | Carroll              | 9,700            | 9,600         | 99           |
|                        | Guernsey             | 15,800           | 15,400        | 97           |
|                        | Harrison             | 6,300            | 6,200         | 98           |
|                        | Jefferson            | 32,500           | 32,100        | 99           |
|                        | Monroe               | 6,200            | 6,000         | 97           |
|                        | Noble                | 4,200            | 4,000         | 95           |
|                        | Tuscarawas           | 32,900           | 32,200        | 98           |
|                        | <b>WEST VIRGINIA</b> |                  |               |              |
|                        | Brooke               | 10,600           | 10,600        | 100          |
|                        | Hancock              | 14,700           | 14,700        | 100          |
|                        | Marshall             | 15,100           | 15,000        | 99           |
|                        | Ohio                 | 23,000           | 22,900        | 100          |
| Tyler                  | 4,100                | 4,000            | 98            |              |
| Wetzel                 | 8,100                | 8,000            | 99            |              |
| <b>Between 25-49%</b>  | <b>OHIO</b>          |                  |               |              |
|                        | Columbiana           | 41,400           | 40,800        | 99           |



| Net Weekly Circulation                  | State County         | Total Households | TV Households    | Households %   |    |
|---|----------------------|------------------|------------------|----------------|----|
| <b>Between 25-49%</b>                   | Coshocton            | 13,900           | 13,500           | 97             |    |
|   | <b>PENNSYLVANIA</b>  |                  |                  |                |    |
|   | Beaver               | 73,600           | 72,700           | 99             |    |
|   | Washington           | 82,100           | 80,800           | 98             |    |
|   | <b>WEST VIRGINIA</b> |                  |                  |                |    |
|   | Marion               | 25,300           | 25,100           | 99             |    |
|   | Preston              | 11,300           | 11,100           | 98             |    |
|   | <b>Between 5-24%</b> | <b>OHIO</b>      |                  |                |    |
|   |                      | Holmes           | 8,900            | 8,400          | 94 |
|   |                      | Stark            | 139,100          | 137,300        | 99 |
| Washington                              |                      | 23,700           | 23,000           | 97             |    |
| <b>PENNSYLVANIA</b>                     |                      |                  |                  |                |    |
| Allegheny                               |                      | 552,300          | 544,800          | 99             |    |
| Armstrong                               |                      | 32,400           | 31,800           | 98             |    |
| Butler                                  |                      | 55,600           | 54,900           | 99             |    |
| Fayette                                 |                      | 61,100           | 59,700           | 98             |    |
| Forest                                  |                      | 1,900            | 1,900            | 100            |    |
| Greene                                  | 15,600               | 15,200           | 97               |                |    |
| Lawrence                                | 39,000               | 38,300           | 98               |                |    |
| Somerset                                | 30,900               | 30,200           | 98               |                |    |
| Venango                                 | 24,100               | 23,400           | 97               |                |    |
| <b>WEST VIRGINIA</b>                    |                      |                  |                  |                |    |
| Doddridge                               | 2,800                | 2,800            | 100              |                |    |
| Harrison                                | 29,700               | 29,500           | 99               |                |    |
| Monongalia                              | 29,000               | 28,600           | 99               |                |    |
| Tucker                                  | 3,400                | 3,300            | 97               |                |    |
| <b>Station Totals</b>                   |                      | <b>1,512,100</b> | <b>1,489,100</b> | <b>98</b>      |    |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  |                  | <b>341,000</b> |    |
| <b>Average Daily Circulation (1987)</b> |                      |                  |                  | <b>171,300</b> |    |

# Ohio—Toledo

## WNWO-TV

Ch. 24

**Network Service:** ABC.

**Licensee:** WNWO Associates, 300 S. Byrne Rd., Toledo, OH 43615.

**Studio:** 300 S. Byrne Rd., Toledo, OH 43615.

**Telephone:** 419-535-0024.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 4370-kw max. & 1410-kw horizontal visual, 437-kw max. & 141-kw horizontal aural. Antenna: 1390-ft. above av. terrain, 1437-ft. above ground, 2016-ft. above sea level.

Latitude 41° 40' 03"  
Longitude 83° 21' 22"

**Transmitter:** W of Cousino Rd. at Arquette Rd., Oregon, OH.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; ADM, 6.1-meter C-band; Andrew, 4.5-meter C-band; Avantek, Scientific-Atlanta receivers.

**News Services:** AP, ABC.

**Ownership:** Toledo Television Investors Ltd. Partnership, 100%. Television of Toledo Inc., gen. partner. I. Martin Pompadur, chmn.-v.p.-secy., 50%; Ralph E. Becker, pres., 50%; James C. McCreary, treas. See Television Station Partners in Group Ownership of TV Stations.

**Began Operation:** May 3, 1966. FCC approved sale to present owners by The First National Bank of Boston which took control from D. H. Overmyer Telecasting Co. Inc. Jan. 31, 1986 (Television Digest, Vol. 25:24).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wiley, Rein & Fielding.

### Personnel:

BRETT CORNWELL, vice president & general manager.  
JAMES BOWE, chief engineer.  
LINDA BLACKBURN, general sales manager.  
DENNIS JONES, program director.  
NANCY PRATT, traffic manager.  
MARK SAVAGE, news director.  
MATT FITZGIBBONS, promotion director.  
SUSANNE ALLEN, creative services director.

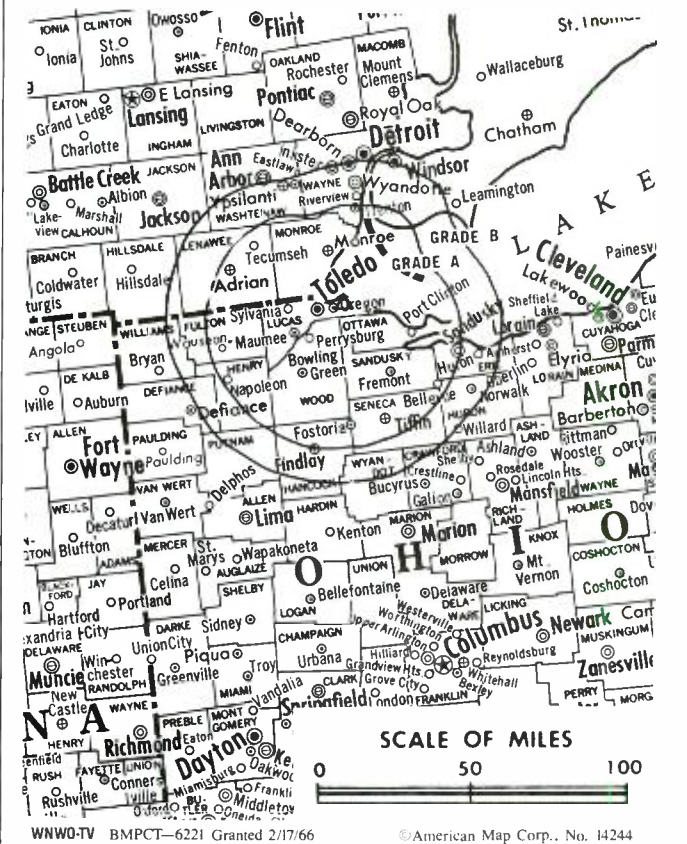
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$850.

**City of License:** Toledo. **ADI:** Toledo. **Rank:** 64.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over             | <b>MICHIGAN</b> |                  |               |    |
|                        | Lenawee         | 30,800           | 30,300        | 98 |
|                        | Monroe          | 45,200           | 44,700        | 99 |
|                        | <b>OHIO</b>     |                  |               |    |
|                        | Allen           | 40,900           | 40,200        | 98 |
|                        | Defiance        | 13,900           | 13,700        | 99 |
|                        | Fulton          | 13,900           | 13,600        | 98 |
|                        | Hancock         | 24,600           | 24,300        | 99 |
|                        | Hardin          | 11,800           | 11,500        | 98 |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| 50% & Over                              | Henry           | 10,300           | 10,200         | 99        |
|   | Lucas           | 176,800          | 174,800        | 99        |
|   | Ottawa          | 15,100           | 14,900         | 99        |
|   | Putnam          | 10,900           | 10,700         | 98        |
|   | Sandusky        | 23,400           | 23,200         | 99        |
|   | Seneca          | 21,500           | 21,200         | 99        |
|   | Williams        | 13,800           | 13,500         | 98        |
|   | Wood            | 39,600           | 39,100         | 99        |
|   | Wyandot         | 8,100            | 7,900          | 98        |
|   | Between 25-49%  | <b>MICHIGAN</b>  |                |           |
| Hillsdale                               |                 | 14,600           | 14,300         | 98        |
| Between 5-24%                           | <b>OHIO</b>     |                  |                |           |
|   | Huron           | 20,300           | 20,000         | 99        |
|   | <b>MICHIGAN</b> |                  |                |           |
|   | Washtenaw       | 98,900           | 96,600         | 98        |
|   | <b>OHIO</b>     |                  |                |           |
|   | Ashland         | 16,700           | 16,500         | 99        |
|   | Auglaize        | 15,800           | 15,500         | 98        |
|   | Crawford        | 18,400           | 18,100         | 98        |
|   | Erie            | 29,300           | 28,900         | 99        |
|   | Paulding        | 7,300            | 7,200          | 99        |
| Van Wert                                | 11,400          | 11,200           | 98             |           |
| <b>Station Totals</b>                   |                 | <b>733,300</b>   | <b>722,100</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>425,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>208,200</b> |           |



# Ohio—Toledo

## WTOL-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** Cosmos Broadcasting Corp., 730 N. Summit St., Toledo, OH 43604.

**Studio:** 730 N. Summit St., Toledo, OH 43604.

**Telephone:** 419-248-1111.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1000-ft. above av. terrain, 1046-ft. above ground, 1625-ft. above sea level.

Latitude 41° 40' 22"  
Longitude 83° 22' 47"

**Transmitter:** Cedar Point, near Norden Rd., Oregon City, OH.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Cosmos Bcstg. Corp. See Group Ownership of Television Stations.

**Began Operation:** December 5, 1958. Sale to present owner by Frazier Reams and associates approved March 10, 1965 by FCC (Television Digest, Vol. 4:46; 5:11).

**Represented (sales):** MMT Sales Inc.

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

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

**Personnel:**

- WHEELER RUDD, vice president & general manager.
- STEVE ISRAEL, program manager.
- JOHN COTTINGHAM, general sales manager.
- RITA WISSMAN, national sales manager.
- WAYNE THING, production manager.
- DONALD C. KENNEDY, business manager.
- RICK GEVERS, news director.
- PAUL LENTZ, engineering manager.

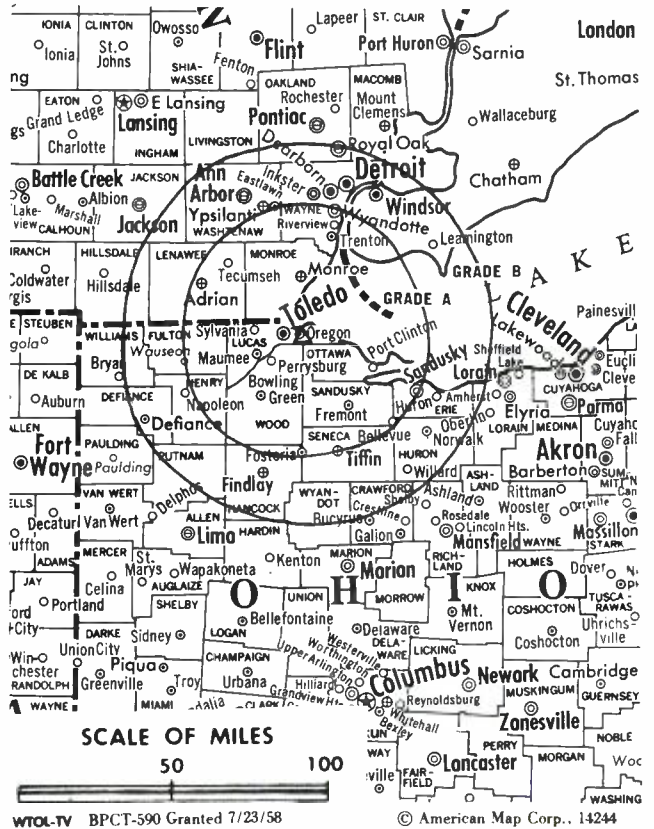
**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$2521.

**City of License:** Toledo. **ADI:** Toledo. **Rank:** 64.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>MICHIGAN</b> |                  |               |    |
|                        | Lenawee         | 30,800           | 30,300        | 98 |
|                        | Monroe          | 45,200           | 44,700        | 99 |
|                        | <b>OHIO</b>     |                  |               |    |
|                        | Defiance        | 13,900           | 13,700        | 99 |
|                        | Fulton          | 13,900           | 13,600        | 98 |
|                        | Hancock         | 24,600           | 24,300        | 99 |
|                        | Henry           | 10,300           | 10,200        | 99 |
|                        | Lucas           | 176,800          | 174,800       | 99 |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |
|---|-----------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Ottawa          | 15,100           | 14,900         | 99             |
|   | Putnam          | 10,900           | 10,700         | 98             |
|   | Sandusky        | 23,400           | 23,200         | 99             |
|   | Seneca          | 21,500           | 21,200         | 99             |
|   | Williams        | 13,800           | 13,500         | 98             |
|   | Wood            | 39,600           | 39,100         | 99             |
|   | Wyandot         | 8,100            | 7,900          | 98             |
| <b>Between 25-49%</b>                   | <b>MICHIGAN</b> |                  |                |                |
|   | Hillsdale       | 14,600           | 14,300         | 98             |
|   | <b>OHIO</b>     |                  |                |                |
|   | Allen           | 40,900           | 40,200         | 98             |
|   | Crawford        | 18,400           | 18,100         | 98             |
|   | Erie            | 29,300           | 28,900         | 99             |
|   | Hardin          | 11,800           | 11,500         | 98             |
|   | Huron           | 20,300           | 20,000         | 99             |
| <b>Between 5-24%</b>                    | <b>MICHIGAN</b> |                  |                |                |
|   | Washtenaw       | 98,900           | 96,600         | 98             |
|   | <b>OHIO</b>     |                  |                |                |
|   | Ashland         | 16,700           | 16,500         | 99             |
|   | Paulding        | 7,300            | 7,200          | 99             |
|   | Richland        | 48,500           | 47,800         | 99             |
| <b>Station Totals</b>                   |                 | <b>754,600</b>   | <b>743,200</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>521,400</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>305,700</b> |

# Ohio—Toledo

**WTVG**

Ch. 13

**Network Service:** NBC.

**Licensee:** SCI Holdings, 4247 Dorr St., Toledo, OH 43607.

**Studio:** 4247 Dorr St., Toledo, OH 43607.

**Telephone:** 419-531-1313. **TWX:** 810-442-1748.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 18.2-kw aural. Antenna: Directional, 1000-ft. above av. terrain, 1049-ft. above ground, 1629-ft. above sea level.

Latitude 41° 41' 00"  
Longitude 83° 24' 49"

**Transmitter:** 1701 N. Stadium Rd., Oregon, OH, 7-mi. NNE of Toledo.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 5-meter; Scientific-Atlanta, 7-meter; Harris, 6.8-meter; Harris, 3-meter; Scientific-Atlanta, Harris, Microwave Assoc. receivers.

**News Services:** AP, CNN, NBC, Storer Washington Bureau, UPI.

**Ownership:** Storer Communications Ltd. Partnership. See Group Ownership of Television Stations. **Note:** Sale pending.

**Began Operation:** July 21, 1948.

**Represented (sales):** Storer Television Sales Inc.

**Represented (legal):** Warren Zwicky.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

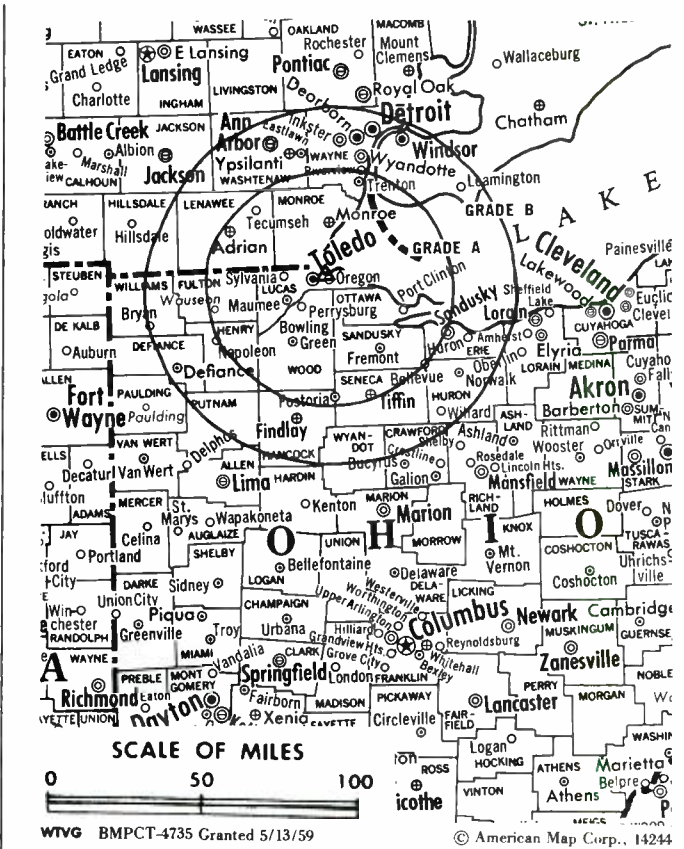
- H. W. (BUDDY) RAY, vice president & general manager.
- DOUGLAS SINN, director of sales.
- GEORGE CARLINO, national sales manager.
- MARSHA SCHROEDER, director of operations.
- DON SCHALLER, director of technical services.
- NEIL CARMEAN, director of news.
- BILL HARRIS, director of community affairs.
- JAMES M. NOWAK, director of creative services.

**Highest 30 Sec. Rate:** \$2500.

**City of License:** Toledo. **ADI:** Toledo. **Rank:** 64.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over             | <b>MICHIGAN</b> |                  |               |    |
|                        | Lenawee         | 30,800           | 30,300        | 98 |
|                        | Monroe          | 45,200           | 44,700        | 99 |
|                        | <b>OHIO</b>     |                  |               |    |
|                        | Defiance        | 13,900           | 13,700        | 99 |
|                        | Fulton          | 13,900           | 13,600        | 98 |
|                        | Hancock         | 24,600           | 24,300        | 99 |
|                        | Henry           | 10,300           | 10,200        | 99 |
|                        | Lucas           | 176,800          | 174,800       | 99 |
|                        | Ottawa          | 15,100           | 14,900        | 99 |
| Putnam                 | 10,900          | 10,700           | 98            |    |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| 50% & Over                              | Sandusky        | 23,400           | 23,200         | 99        |
|   | Seneca          | 21,500           | 21,200         | 99        |
|   | Williams        | 13,800           | 13,500         | 98        |
|   | Wood            | 39,600           | 39,100         | 99        |
|   | Wyandot         | 8,100            | 7,900          | 98        |
| Between 25-49%                          | <b>MICHIGAN</b> |                  |                |           |
|   | Hillsdale       | 14,600           | 14,300         | 98        |
|   | <b>OHIO</b>     |                  |                |           |
|   | Allen           | 40,900           | 40,200         | 98        |
|   | Crawford        | 18,400           | 18,100         | 98        |
| Between 5-24%                           | Erie            | 29,300           | 28,900         | 99        |
|   | Hardin          | 11,800           | 11,500         | 98        |
|   | Huron           | 20,300           | 20,000         | 99        |
|   | <b>MICHIGAN</b> |                  |                |           |
|   | Washtenaw       | 98,900           | 96,600         | 98        |
|   | <b>OHIO</b>     |                  |                |           |
|   | Marion          | 23,900           | 23,600         | 99        |
|   | Morrow          | 9,900            | 9,800          | 99        |
|   | Paulding        | 7,300            | 7,200          | 99        |
|   | Richland        | 48,500           | 47,800         | 99        |
| <b>Station Totals</b>                   |                 | <b>771,700</b>   | <b>760,100</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>509,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>305,700</b> |           |

# Ohio—Toledo

## WUPW

Ch. 36

**Network Service:** Fox.

**Licensee:** Toledo Television Ltd. Partnership, Four SeaGate, Toledo, OH 43604.

**Studio:** Four SeaGate, Toledo.

**Telephone:** 419-244-3600.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 2040-kw max. & 1033-kw horizontal visual, 206-kw max. & 103-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 1253-ft. above ground, 1849-ft. above sea level.

Latitude 41° 39' 21"  
Longitude 83° 26' 40"

**Transmitter:** 1.7-mi. E of Toledo.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** AFC, 7-meter C-band; AFC, 7-meter Ku-band; M/A-Com, Microdyne, Uniden receivers.

**Ownership:** T. Embrescia, 28.3%; Arthur M. Dorfner, 20.2%; William C. Mitchell, 15%; Richard Arnos, 11.09%; T. Garver, 5.7%; Pamela Fruth, 4.4%; R. Carter, 3.5%; T. Wilson, 2.2%; R. F. Bell, 1.95%; M. Stranahan, 1.6%; S. Stranahan, 1.56%; 11 others, with less than 1% each.

**Began Operation:** September 22, 1985.

**Represented (sales):** Blair Television.

**Represented (legal):** Kaye, Scholer, Fierman, Hays & Handler.

**Represented (engineering):** Jansky & Bailey.

**Personnel:**

LARRY BLUM, general manager.  
DENIS C. KATELL, program director.  
STEVEN W. PUNTIERI, chief engineer.

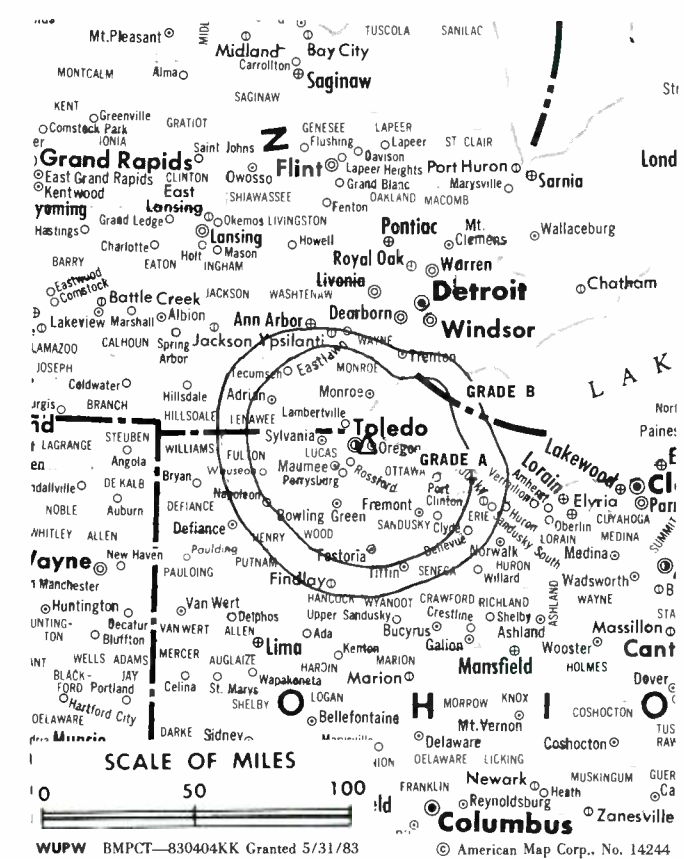
**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$1000.

**City of License:** Toledo. **ADI:** Toledo. **Rank:** 64.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OHIO</b>     |                  |               |    |
|                        | Fulton          | 13,900           | 13,600        | 98 |
|                        | Henry           | 10,300           | 10,200        | 99 |
|                        | Lucas           | 176,800          | 174,800       | 99 |
|                        | Sandusky        | 23,400           | 23,200        | 99 |
|                        | Williams        | 13,800           | 13,500        | 98 |
|                        | Wood            | 39,600           | 39,100        | 99 |
| <b>Between 25-49%</b>  | <b>MICHIGAN</b> |                  |               |    |
|                        | Lenawee         | 30,800           | 30,300        | 98 |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | <b>MONROE</b>   | 45,200           | 44,700         | 99        |
|   | <b>OHIO</b>     |                  |                |           |
|   | Defiance        | 13,900           | 13,700         | 99        |
|   | Hancock         | 24,600           | 24,300         | 99        |
|   | Ottawa          | 15,100           | 14,900         | 99        |
|   | Putnam          | 10,900           | 10,700         | 98        |
|   | Seneca          | 21,500           | 21,200         | 99        |
| Wyandot                                 | 8,100           | 7,900            | 98             |           |
| <b>Between 5-24%</b>                    | <b>MICHIGAN</b> |                  |                |           |
|   | Hillsdale       | 14,600           | 14,300         | 98        |
|   | Washtenaw       | 98,900           | 96,600         | 98        |
|   | <b>OHIO</b>     |                  |                |           |
|   | Allen           | 40,900           | 40,200         | 98        |
|   | Crawford        | 18,400           | 18,100         | 98        |
|   | Erie            | 29,300           | 28,900         | 99        |
| Hardin                                  | 11,800          | 11,500           | 98             |           |
| Huron                                   | 20,300          | 20,000           | 99             |           |
| Paulding                                | 7,300           | 7,200            | 99             |           |
| <b>Station Totals</b>                   |                 | <b>689,400</b>   | <b>678,900</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>242,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>94,700</b>  |           |

# Ohio—Youngstown

**WFMJ-TV**

**Ch. 21**

**Network Service:** NBC.

**Licensee:** WFMJ-TV Inc., 101 W. Boardman St., Youngstown, OH 44503.

**Studio:** 101 W. Boardman St., Youngstown, OH 44503.

**Telephone:** 216-744-8611. **TWX:** 810-435-2909.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 3720-kw max. & 955-kw horizontal visual, 375-kw max. & 97.7-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1085-ft. above ground, 2118-ft. above sea level.

Latitude 41° 04' 46"  
Longitude 80° 38' 25"

**Transmitter:** Mabel St.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Comtech, 5-meter C-band; Pinzone receivers.

**AM Affiliate:** WFMJ, 5-kw, 1390 kHz (NBC).

**News Service:** UPI.

**Ownership:** The Vindicator Printing Co. Elizabeth M. Brown, 82.13%; Betty J. H. Brown, 12.07%; Mark A. Brown, 4%.

**Began Operation:** March 8, 1953 on Channel 73. On May 5, 1954, FCC approved sale by Polan Industries of CP and equipment for Ch. 21 to WFMJ-TV (*Television Digest*, Vol. 10:19). Began operation on Ch. 21 Aug. 7, 1954.

**Represented (sales):** Blair Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Carl E. Smith Consulting Engineers.

**Personnel:**

BETTY J. H. BROWN, president.  
KATHIE BRICKMAN, traffic manager.  
HOMAIN BAXTER, film director.  
LARRY OLESEN, chief engineer.

**Highest One Hour Rate:** \$6000.

**Highest 30 Sec. Rate:** \$1800.

**NETWORK BASE HOURLY RATE:** \$725.

**City of License:** Youngstown. **ADI:** Youngstown. **Rank:** 87.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | OHIO         |                  |               |    |
|                        | Columbiana   | 41,400           | 40,800        | 99 |
|                        | Mahoning     | 102,400          | 101,300       | 99 |
|                        | Trumbull     | 87,900           | 86,900        | 99 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| 50% & Over                              | PENNSYLVANIA |                  |                |           |
|   | Lawrence     | 39,000           | 38,300         | 98        |
|   | Mercer       | 47,100           | 46,300         | 98        |
| Between 25-49%                          | PENNSYLVANIA |                  |                |           |
|   | Crawford     | 33,000           | 32,200         | 98        |
| Between 5-24%                           | OHIO         |                  |                |           |
|   | Carroll      | 9,700            | 9,600          | 99        |
|   | Harrison     | 6,300            | 6,200          | 98        |
|   | Portage      | 48,200           | 47,700         | 99        |
|   | Stark        | 139,100          | 137,300        | 99        |
| PENNSYLVANIA                            | Beaver       | 73,600           | 72,700         | 99        |
|   | Butler       | 55,600           | 54,900         | 99        |
|   | Venango      | 24,100           | 23,400         | 97        |
| WEST VIRGINIA                           | Hancock      | 14,700           | 14,700         | 100       |
| <b>Station Totals</b>                   |              | <b>722,100</b>   | <b>712,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>315,200</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>187,800</b> |           |

# Ohio—Youngstown

## WKBN-TV

Ch. 27

Network Service: CBS.

Licensee: WKBN Broadcasting Corp., 3930 Sunset Blvd., Youngstown, OH 44501.

Studio: 3930 Sunset Blvd., Youngstown, OH 44501.

Telephone: 216-782-1144. TWX: 810-435-2825.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 865-kw visual, 86.5-kw aural. Antenna: 1430-ft. above av. terrain, 1432-ft. above ground, 2535-ft. above sea level.

Latitude 41° 03' 28"  
Longitude 80° 38' 42"

Transmitter: 3930 Sunset Blvd.

Satellite Earth Stations: Comtech, 5-meter; RCA Americom Ku-band; Pinzone receivers.

AM Affiliate: WKBN, 5-kw, 570 kHz (CBS).

FM Affiliate: WKBN-FM, 4.5-kw, 98.9 MHz (No. 255), 1370-ft.

News Service: UPI.

Ownership: The W. P. Williamson Family, 100%. W. P. Williamson III, pres.; Ruth L. Cruikshank, secy.; David Stewart, treas.

Began Operation: January 11, 1953. W. P. Williamson Jr. increased holdings from 60% to 100% in 1958 by purchasing 40% held by publisher of **Cleveland Plain Dealer and News** for undisclosed amount and retiring stock to treasury (**Television Digest**, Vol. 14:34).

Represented (sales): Katz Television.

Represented (legal): Bryan, Cave, McPheeters & McRoberts.

Represented (engineering): David Steel & Associates.

### Personnel:

- W. P. WILLIAMSON JR., chairman.
- W. P. WILLIAMSON III, president.
- J. D. WILLIAMSON II, vice president, broadcast operations.
- WILLIAM F. DECKER, television station manager.
- C. RICHARD WADE, sales manager.
- NORMAN BERGER, television program director & film buyer.
- E. LANNY NASS, director of engineering.
- RICHARD CHISHOLM, studio engineering manager.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$818.

City of License: Youngstown. ADI: Youngstown. Rank: 87.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | OHIO         |                  |               |    |
|                        | Columbiana   | 41,400           | 40,800        | 99 |
|                        | Mahoning     | 102,400          | 101,300       | 99 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| 50% & Over                              | Trumbull     | 87,900           | 86,900         | 99        |
|   | PENNSYLVANIA |                  |                |           |
|   | Mercer       | 47,100           | 46,300         | 98        |
| Between 25-49%                          | PENNSYLVANIA |                  |                |           |
|   | Lawrence     | 39,000           | 38,300         | 98        |
| Between 5-24%                           | OHIO         |                  |                |           |
|   | Belmont      | 31,800           | 31,300         | 98        |
|   | Carroll      | 9,700            | 9,600          | 99        |
|   | Geauga       | 25,500           | 25,100         | 98        |
|   | Harrison     | 6,300            | 6,200          | 98        |
|   | Holmes       | 8,900            | 8,400          | 94        |
|   | Jefferson    | 32,500           | 32,100         | 99        |
|   | Portage      | 48,200           | 47,700         | 99        |
|   | Stark        | 139,100          | 137,300        | 99        |
|   | PENNSYLVANIA |                  |                |           |
| Beaver                                  | 73,600       | 72,700           | 99             |           |
| Butler                                  | 55,600       | 54,900           | 99             |           |
| Crawford                                | 33,000       | 32,200           | 98             |           |
| Venango                                 | 24,100       | 23,400           | 97             |           |
| WEST VIRGINIA                           |              |                  |                |           |
| Brooke                                  | 10,600       | 10,600           | 100            |           |
| Hancock                                 | 14,700       | 14,700           | 100            |           |
| <b>Station Totals</b>                   |              | <b>831,400</b>   | <b>819,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>344,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>199,300</b> |           |

# Ohio—Youngstown

**WYTV**

**Ch. 33**

**Network Service:** ABC.

**Licensee:** Youngstown Bcstg. Co. Inc., 3800 Shady Run Rd., Youngstown, OH 44502.

**Studio:** 3800 Shady Run Rd., Youngstown, OH 44502.

**Telephone:** 216-783-2930. **TWX:** 810-435-2816.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 912-kw max. & 550-kw horizontal visual, 182.4-kw max. & 110-kw horizontal aural. Antenna: 557-ft. above av. terrain, 638-ft. above ground, 1666-ft. above sea level.

Latitude 41° 03' 43"  
Longitude 80° 38' 07"

**Transmitter:** 3800 Shady Run Rd. Youngstown.

**Satellite Earth Stations:** Andrew, 4.5-meter; Andrew, 7.3-meter; Microdyne, 7-meter; Paraclype, 3.6-meter; RCA Americom Ku-band; AvanteK, Microdyne receivers.

**News Service:** AP.

**Ownership:** A. Richard Benedek, pres., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 4, 1953, as New Castle outlet, but left air Jan. 14, 1955, awaiting FCC action on petition to move transmitter to Youngstown, OH. Resumed operation Oct. 30, 1957 from present transmitter site (**Television Digest**, Vol. 13:44). Changed to Ch. 33 operation in Youngstown Nov. 26, 1959 (Vol. 15:48). Sale to WKST-TV Inc. (wholly-owned by Communications Industries Corp.) by Samuel Townsend approved April 12, 1961 (Vol. 16:39; 17:16). Sale to Edwin G. Richter Jr., Edgewood Investment, Adam Young, Howard D. Duncan Jr., et al., approved Feb. 5, 1965 (Vol. 4:47; 5:7). Sale to Adams-Russell Co. approved Sept. 2, 1970 (Vol. 10:36). Sale to A. Richard Benedek & Robert L. Dudley approved April 15, 1983 (Vol. 22:32). Sale of Dudley's 50% to Benedek approved Nov. 25, 1985.

**Represented (sales):** Settel Inc.

**Represented (legal):** Wilner & Scheiner.

**Personnel:**

GEOFFREY PEARCE, vice president & general manager.  
JOSEPH DOBOSH, general sales manager.  
R. DENNIS NYE, controller.  
FRANK MARAFIOTE, program director.  
ARTHUR TAYLOR, chief engineer.  
JACK BOWE, news director.

**Highest 30 Sec. Rate:** \$950.

**NETWORK BASE HOURLY RATE:** \$600.

**City of License:** Youngstown. **ADI:** Youngstown. **Rank:** 87.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | OHIO         |                  |               |    |
|                        | Columbiana   | 41,400           | 40,800        | 99 |
|                        | Mahoning     | 102,400          | 101,300       | 99 |



WYTV BMPCT-7423 Granted 9/15/72 © American Map Corp., 14244

| Net Weekly Circulation | State County        | Total Households | TV Households | %  |
|------------------------|---------------------|------------------|---------------|----|
| 50% & Over             | Trumbull            | 87,900           | 86,900        | 99 |
|                        | <b>PENNSYLVANIA</b> |                  |               |    |
|                        | Mercer              | 47,100           | 46,300        | 98 |
| Between 25-49%         | <b>PENNSYLVANIA</b> |                  |               |    |
|                        | Lawrence            | 39,000           | 38,300        | 98 |
| Between 5-24%          | <b>OHIO</b>         |                  |               |    |
|                        | Belmont             | 31,800           | 31,300        | 98 |
|                        | Geauga              | 25,500           | 25,100        | 98 |
|                        | Jefferson           | 32,500           | 32,100        | 99 |
|                        | Portage             | 48,200           | 47,700        | 99 |
|                        | Stark               | 139,100          | 137,300       | 99 |
|                        | <b>PENNSYLVANIA</b> |                  |               |    |
| Beaver                 | 73,600              | 72,700           | 99            |    |
| Butler                 | 55,600              | 54,900           | 99            |    |
| Crawford               | 33,000              | 32,200           | 98            |    |
| Venango                | 24,100              | 23,400           | 97            |    |
| <b>WEST VIRGINIA</b>   |                     |                  |               |    |
| Brooke                 | 10,600              | 10,600           | 100           |    |
| Hancock                | 14,700              | 14,700           | 100           |    |
| Ohio                   | 23,000              | 22,900           | 100           |    |

|   |                |                |                |
|---|----------------|----------------|----------------|
| <b>Station Totals</b>                   | <b>829,500</b> | <b>818,500</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                |                | <b>301,900</b> |
| <b>Average Daily Circulation (1987)</b> |                |                | <b>168,100</b> |

# Ohio—Zanesville

## WHIZ-TV

Ch. 18

**Network Service:** NBC.

**Licensee:** Southeastern Ohio Television System, 629 Downerd Rd., Zanesville, OH 43701.

**Studio:** 629 Downerd Rd., Zanesville, OH 43701.

**Telephones:** 614-453-0361, studio; 614-452-5431, office.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 588-kw visual, 58.8-kw aural. Antenna: 533-ft. above av. terrain, 477-ft. above ground, 1387-ft. above sea level.

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

**Transmitter:** Downerd Rd., Zanesville.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Scientific-Atlanta, 6-meter; Scientific-Atlanta, Pinzone receivers.

**AM Affiliate:** WHIZ, 1-kw, 1240 kHz (NBC).

**FM Affiliate:** WHIZ-FM, 50-kw, 102.5 MHz (No. 273), 490-ft.

**News Services:** AP, NBC, NIWS.

**Ownership:** Norma Jean Littick, 83%; Ernest B. Graham, 11%; John Graham, 3%; Ernest Graham Jr., 3%.

**Began Operation:** May 23, 1953.

**Represented (sales):** Katz Television; Regional Reps Corp. (Ohio); Creative Broadcast Representatives Inc. (Canada).

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

**Represented (engineering):** Moffet, Larson & Johnson, P.C.

**Personnel:**

ALLAN LAND, vice president & general manager.  
VAN VANNELLI, sales manager.  
C. E. HARTMEYER, chief engineer.  
BARBARA MITTER, director of programs.  
FRANKLIN YOUNG, film operation manager.  
GARY EARICH, production manager.  
CHARLIE SWANK, news director.

**Highest 30 Sec. Rate:** \$375.

**NETWORK BASE HOURLY RATE:** \$175.

**City of License:** Zanesville. **ADI:** Zanesville. **Rank:** 202.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



WHIZ-TV BPCT-850828KX Granted 10/25/85

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| Net Weekly Circulation                  | State County | Total Households | TV Households  | Households %  |
|---|--------------|------------------|----------------|---------------|
| <b>50% &amp; Over</b>                   | <b>OHIO</b>  |                  |                |               |
|   | Morgan       | 5,300            | 5,100          | 96            |
|   | Muskingum    | 31,500           | 30,900         | 98            |
| <b>Between 25-49%</b>                   | <b>OHIO</b>  |                  |                |               |
|   | Coshocton    | 13,900           | 13,500         | 97            |
|   | Guernsey     | 15,800           | 15,400         | 97            |
|   | Noble        | 4,200            | 4,000          | 95            |
|   | Perry        | 11,600           | 11,400         | 98            |
| <b>Between 5-24%</b>                    | <b>OHIO</b>  |                  |                |               |
|   | Fairfield    | 35,700           | 35,300         | 99            |
|   | Hocking      | 9,800            | 9,600          | 98            |
|   | Holmes       | 8,900            | 8,400          | 94            |
|   | Licking      | 46,200           | 45,600         | 99            |
| <b>Station Totals</b>                   |              | <b>182,900</b>   | <b>179,200</b> | <b>97</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>67,000</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>38,100</b> |

# Ohio

## WLWT , Cincinnati (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>Between 5-24%</b>   | <b>OHIO</b>  |                  |               |    |
|                        | Champaign    | 12,800           | 12,600        | 98 |
|                        | Darke        | 20,400           | 20,100        | 99 |
|                        | Greene       | 45,200           | 44,700        | 99 |
|                        | Lawrence     | 23,700           | 23,200        | 98 |
|                        | Madison      | 11,400           | 11,100        | 97 |
|                        | Miami        | 33,500           | 33,100        | 99 |
|                        | Montgomery   | 219,700          | 217,500       | 99 |
|                        | Pike         | 8,900            | 8,600         | 97 |
|                        | Scioto       | 31,000           | 30,300        | 98 |
|                        | Shelby       | 15,300           | 15,100        | 99 |

Television Digest's

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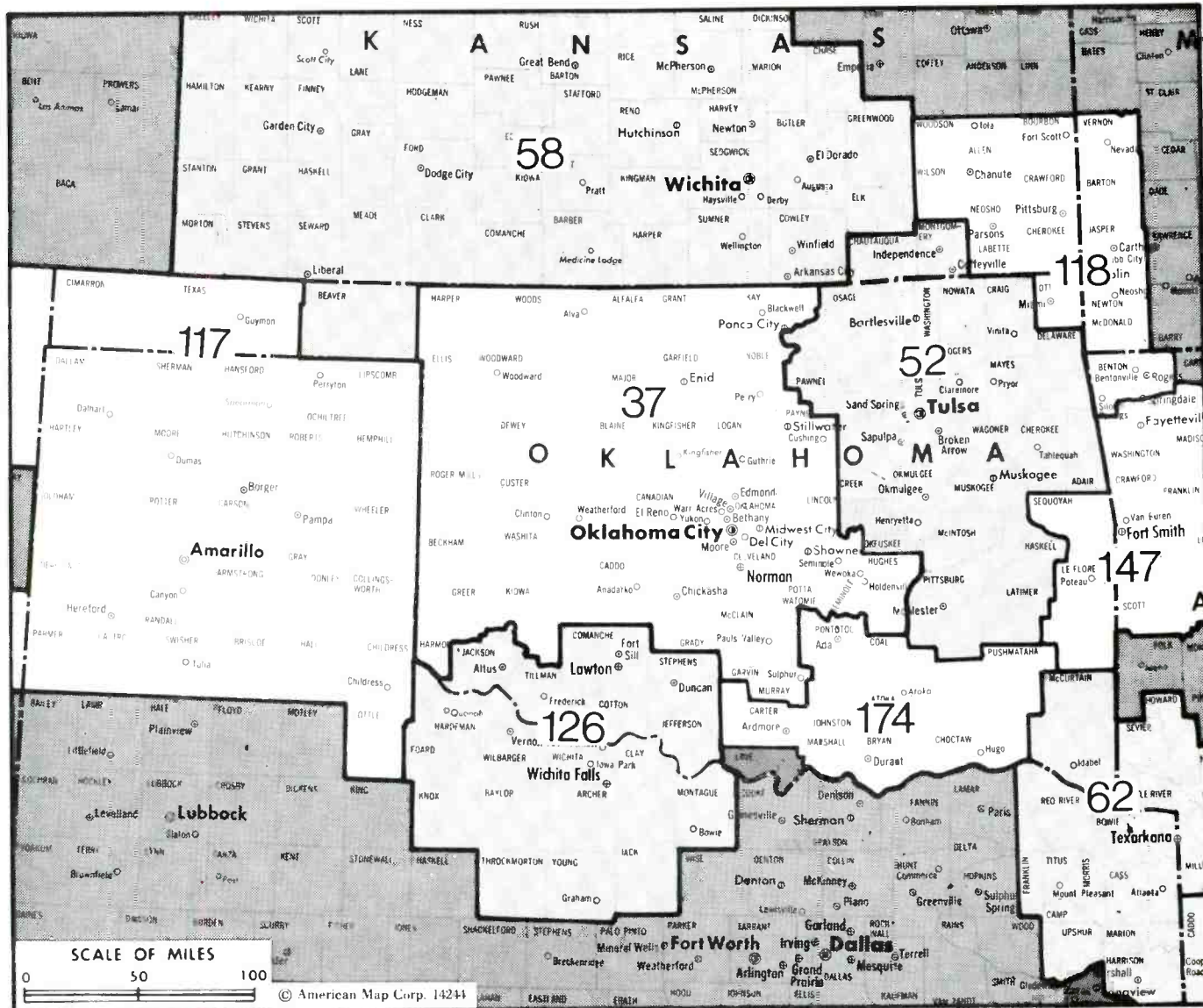
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## WXIX-TV , Cincinnati-Newport, Kentucky (Arbitron Data Continued)

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>Between 5-24%</b>   | <b>INDIANA</b>  |                  |               |     |
|                        | Decatur         | 8,300            | 8,100         | 98  |
|                        | Henry           | 18,500           | 18,200        | 98  |
|                        | Jefferson       | 10,800           | 10,600        | 98  |
|                        | Randolph        | 10,900           | 10,700        | 98  |
|                        | Rush            | 6,500            | 6,400         | 98  |
|                        | Union           | 2,400            | 2,300         | 96  |
|                        | <b>KENTUCKY</b> |                  |               |     |
|                        | Bath            | 3,600            | 3,500         | 97  |
|                        | Fleming         | 4,700            | 4,600         | 98  |
|                        | Madison         | 18,300           | 18,000        | 98  |
|                        | Nicholas        | 2,600            | 2,600         | 100 |
| Powell                 | 3,900           | 3,800            | 97            |     |
| Robertson              | 800             | 800              | 100           |     |
| Scott                  | 8,000           | 7,900            | 99            |     |
| Shelby                 | 8,700           | 8,600            | 99            |     |
| <b>OHIO</b>            |                 |                  |               |     |
| Adams                  | 9,100           | 8,700            | 96            |     |
| Allen                  | 40,900          | 40,200           | 98            |     |
| Auglaize               | 15,800          | 15,500           | 98            |     |
| Clark                  | 54,300          | 53,700           | 99            |     |
| Lawrence               | 23,700          | 23,200           | 98            |     |
| Logan                  | 15,400          | 15,100           | 98            |     |
| Shelby                 | 15,300          | 15,100           | 99            |     |
| Van Wert               | 11,400          | 11,200           | 98            |     |
| <b>WEST VIRGINIA</b>   |                 |                  |               |     |
| Wayne                  | 17,000          | 16,800           | 99            |     |





| Market                       | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations  |
|------------------------------|----------------------------|------|---|
| Oklahoma City, OK            | 613,500                    | 37   | KAUT (43), KGMC (34), KOCO-TV(5), KOKH-TV (25), KTBO-TV (14), KTVY (4), KWTU (9), KDOR (17), KGCT-TV (41), KJRH (2), KOKI-TV (23), KOTV (6), KTUL-TV (8), KWHR (47) |
| Tulsa, OK                    | 468,100                    | 52   | KAKE-TV (10), KAYS-TV (7), KLBY (4), KLOE-TV (10), KSAS-TV (24), KSNC (2), KSNB (11), KSNK (8), KSNW (3), KTVC (6), KUPK-TV (13), KWCH-TV (12)                      |
| Wichita-Hutchinson, KS       | 421,700                    | 58   | KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)  |
| Shreveport, LA-Texarkana, TX | 407,700                    | 62   | KAMR-TV (4), KCIT (14), KFDA-TV(10), KVII-TV (7), KVII-TV (8)   |
| Amarillo, TX                 | 177,400                    | 117  | KOAM-TV (7), KODE-TV(12), KSNF (16)   |
| Joplin, MO-Pittsburg, KS     | 175,600                    | 118  | KAUZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7)  |
| Wichita Falls, TX-Lawton, OK | 162,900                    | 126  | KFSM-TV (5), KHBS (40), KHOG-TV(29), KPOM-TV (24)   |
| Fort Smith, AR               | 143,700                    | 147  | KTEN (10), KXII (12)  |
| Ardmore-Ada, OK              | 70,900                     | 174  |   |

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

|                 |                       |
|-----------------|-----------------------|
| KAUZ-TV, Lawton | See Wichita Falls, TX |
| KFDX-TV, Lawton | See Wichita Falls, TX |

**Oklahoma Station Status as of October 1, 1987**

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 10  | 8   | 18    |
| Educational Television Stations | 4   | 1   | 5     |
|                                 | 14  | 9   | 23    |

# Oklahoma—Ada-Ardmore

**KTEN**

**Ch. 10**

**Network Service:** ABC, NBC.

**Licensee:** Eastern Oklahoma Television Co. Inc., Ada, OK 74820.

**Studio:** 1600 Arlington St., Ada, OK 74820.

**Mailing Address:** Box 1425, Durant, OK 74702.

**Telephone:** 405-332-3311; 405-924-6340. **TWX:** 910-830-6740.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1460-ft. above av. terrain, 1458-ft. above ground, 2338-ft. above sea level.

Latitude 34° 21' 34"  
Longitude 96° 33' 34"

**Transmitter:** 6-mi., 225° SSW, near Bromide, OK.

**Satellite Earth Station:** Prodelin, 5-meter; Prodelin receivers.

**News Services:** ABC, AP.

**Ownership:** TV 10 Inc., gen. partner, 23%; Lloyd A. Wheeler, John C. Massey, David E. Webb, Philip Stumpf, ltd. partners, 18% each; Tom L. Johnson, ltd. partner, 1%. TV10 ownership: Tom L. Johnson, pres.-treas., 100%; Peggy J. Johnson, secy. T. Johnson & Webb have interest in K08KK, Paris, TX.

**Began Operation:** April 28, 1954. Sale to present owner by Bill Hoover, et al., approved by FCC Jan. 25, 1985.

**Represented (sales):** Katz Television.

**Represented (legal):** Wilner & Scheiner.

**Personnel:**

TOM L. JOHNSON, president & general manager.

**Highest 30 Sec. Rate:** \$200.

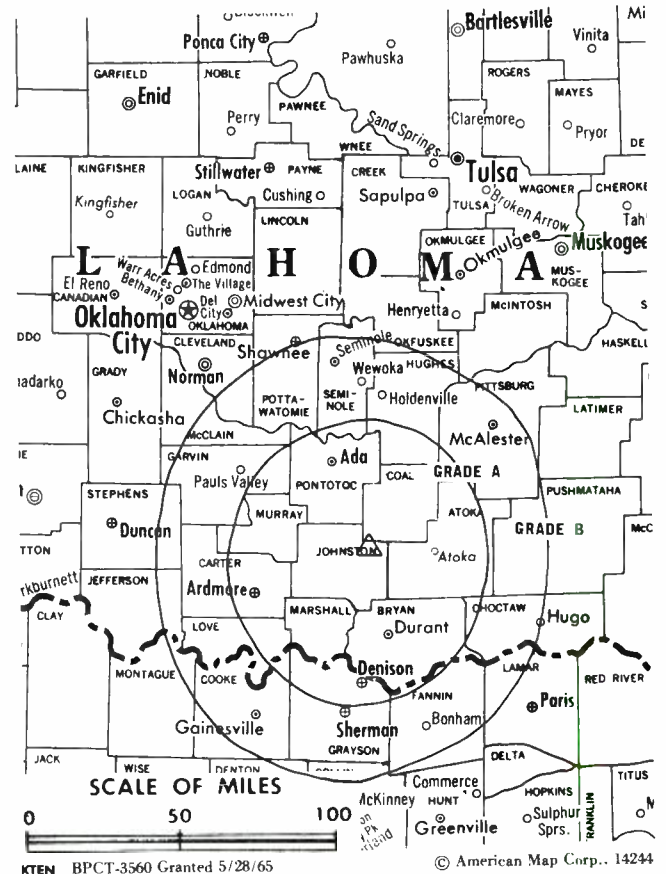
**NETWORK BASE HOURLY RATE:** \$700.

**City of License:** Ada. **ADI:** Ardmore-Ada. **Rank:** 174.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Atoka           | 4,900            | 4,800         | 98  |
|                        | Bryan           | 13,000           | 12,700        | 98  |
|                        | Carter          | 18,300           | 18,100        | 99  |
|                        | Choctaw         | 6,300            | 6,100         | 97  |
|                        | Coal            | 2,300            | 2,300         | 100 |
|                        | Johnston        | 4,000            | 3,900         | 98  |
|                        | Love            | 3,400            | 3,300         | 97  |
|                        | Marshall        | 5,100            | 5,000         | 98  |
|                        | Murray          | 5,200            | 5,200         | 100 |
|                        | Pontotoc        | 13,600           | 13,500        | 99  |
|                        | Pushmataha      | 5,300            | 5,100         | 96  |

|                       |                 |        |        |    |
|-----------------------|-----------------|--------|--------|----|
| <b>Between 25-49%</b> | <b>OKLAHOMA</b> |        |        |    |
|                       | Garvin          | 11,900 | 11,800 | 99 |



| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %              |
|---|----------------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | Hughes               | 5,900            | 5,800          | 98             |
|   | Latimer              | 3,800            | 3,700          | 97             |
|   | Okfuskee             | 4,600            | 4,500          | 98             |
|   | Pittsburg            | 16,600           | 16,300         | 98             |
|   | Seminole             | 11,100           | 11,000         | 99             |
|   | <b>TEXAS</b>         |                  |                |                |
|   | Cooke                | 11,300           | 11,200         | 99             |
|   | Grayson              | 37,100           | 36,600         | 99             |
|   | Lamar                | 17,300           | 16,700         | 97             |
|   | <b>Between 5-24%</b> | <b>OKLAHOMA</b>  |                |                |
| Haskell                                 |                      | 4,800            | 4,700          | 98             |
| Jefferson                               |                      | 3,500            | 3,500          | 100            |
| Mc Curtain                              |                      | 13,200           | 12,900         | 98             |
| Mc Intosh                               |                      | 7,100            | 7,000          | 99             |
| Pottawatomie                            |                      | 24,300           | 24,000         | 99             |
| <b>TEXAS</b>                            |                      |                  |                |                |
| Delta                                   |                      | 1,900            | 1,900          | 100            |
| Fannin                                  |                      | 10,200           | 10,000         | 98             |
| Red River                               |                      | 6,500            | 6,300          | 97             |
| <b>Station Totals</b>                   |                      | <b>272,500</b>   | <b>267,900</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  |                | <b>120,200</b> |
| <b>Average Daily Circulation (1987)</b> |                      |                  |                | <b>63,500</b>  |

# Oklahoma—Ardmore & Sherman-Denison, Texas

**KXII**

**Ch. 12**

**Network Service:** CBS, NBC.

**Licensee:** M. N. Bostick, Box 1175, Sherman, TX 75090.

**Studios:** Hwy. 75 N, midway between Sherman & Denison; 2624 S. Commerce, Ardmore, OK.

**Mailing Address:** Box 1175, Sherman, TX 75090.

**Telephones:** 214-892-8123, Sherman; 405-223-0946, Ardmore.

**TWX:** 510-874-3402.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 222-kw visual, 22.2-kw aural. Antenna: 1777-ft. above av. terrain, 1694-ft. above ground, 2584-ft. above sea level.

Latitude 34° 01' 58"  
Longitude 96° 48' 00"

**Transmitter:** 5-mi. SSW of Madill.

**Satellite Earth Stations:** Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; Comtech, 5-meter C-band; AFC, 3.6-meter Ku-band; M/A-Com, Pinzone, Scientific-Atlanta receivers.

**News Services:** CBS, UPI.

**Ownership:** M. N. Bostick, 100%. See Group Ownership of TV Stations.

**Began Operation:** August 12, 1956. Sale to present owner by Texoma Bcstrs. Inc. approved by FCC Oct. 30, 1986. Sale to Texoma by John E. Riesen, executor for estate of founder John F. Easley approved June 17, 1959 by FCC (*Television Digest*, Vol. 15:17, 23, 25).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Cordon & Kelly.

**Personnel:**

M. N. BOSTICK, president.  
RICHARD D. ADAMS, general manager.  
BRUCE STIDHAM, production manager.  
DENNIS KITE, chief engineer.

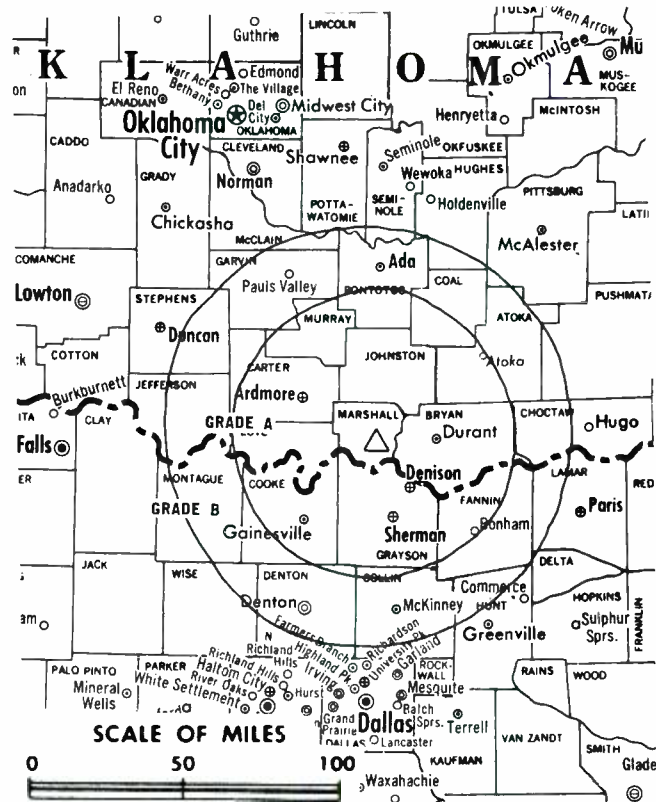
**Highest 30 Sec. Rate:** \$475.

**NETWORK BASE HOURLY RATE:** \$1000.

**City of License:** Ardmore. **ADI:** Ardmore-Ada. **Rank:** 174.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Atoka           | 4,900            | 4,800         | 98  |
|                        | Bryan           | 13,000           | 12,700        | 98  |
|                        | Carter          | 18,300           | 18,100        | 99  |
|                        | Choctaw         | 6,300            | 6,100         | 97  |
|                        | Coal            | 2,300            | 2,300         | 100 |



KXII BPCT—830217KF Granted 6/10/83

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| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Johnston        | 4,000            | 3,900          | 98        |
|   | Love            | 3,400            | 3,300          | 97        |
|   | Marshall        | 5,100            | 5,000          | 98        |
|   | Murray          | 5,200            | 5,200          | 100       |
|   | Pushmataha      | 5,300            | 5,100          | 96        |
| <b>TEXAS</b>                            |                 |                  |                |           |
|   | Grayson         | 37,100           | 36,600         | 99        |
| <b>Between 25-49%</b>                   | <b>OKLAHOMA</b> |                  |                |           |
|   | Jefferson       | 3,500            | 3,500          | 100       |
|   | Pontotoc        | 13,600           | 13,500         | 99        |
|   | <b>TEXAS</b>    |                  |                |           |
|   | Delta           | 1,900            | 1,900          | 100       |
| Fannin                                  | 10,200          | 10,000           | 98             |           |
| Lamar                                   | 17,300          | 16,700           | 97             |           |
| <b>Between 5-24%</b>                    | <b>OKLAHOMA</b> |                  |                |           |
|   | Garvin          | 11,900           | 11,800         | 99        |
|   | Hughes          | 5,900            | 5,800          | 98        |
|   | Mc Curtain      | 13,200           | 12,900         | 98        |
|   | Pittsburg       | 16,600           | 16,300         | 98        |
| <b>TEXAS</b>                            |                 |                  |                |           |
| Cooke                                   | 11,300          | 11,200           | 99             |           |
| Montague                                | 7,300           | 7,200            | 99             |           |
| <b>Station Totals</b>                   |                 | <b>217,600</b>   | <b>213,900</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>108,900</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>69,900</b>  |           |

# Oklahoma—Bartlesville

**KDOR**

Ch. 17

**Network Service:** TBN.

**Licensee:** All America TV Inc., 454 Coberta Ave., La Puente, CA 91746.

**Studio:** Rte. 1, Box 1700, Talala, OK 74080.

**Telephones:** 918-275-4219; 918-275-4210.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 3981-kw max. visual, 398-kw max. aural. Antenna: 1036-ft. above av. terrain, 1056-ft. above ground, 1716-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 36° | 30' | 59" |
| Longitude | 95° | 46' | 10" |

**Transmitter:** 4.2-mi. WSW of Talala.

**Satellite Earth Station:** Vertex, 6.1-meter C-band; Microdyne receivers.

**Ownership:** All America TV Inc., non-profit corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 10, 1987.

**Represented (legal):** May & Dunne.

**Personnel:**

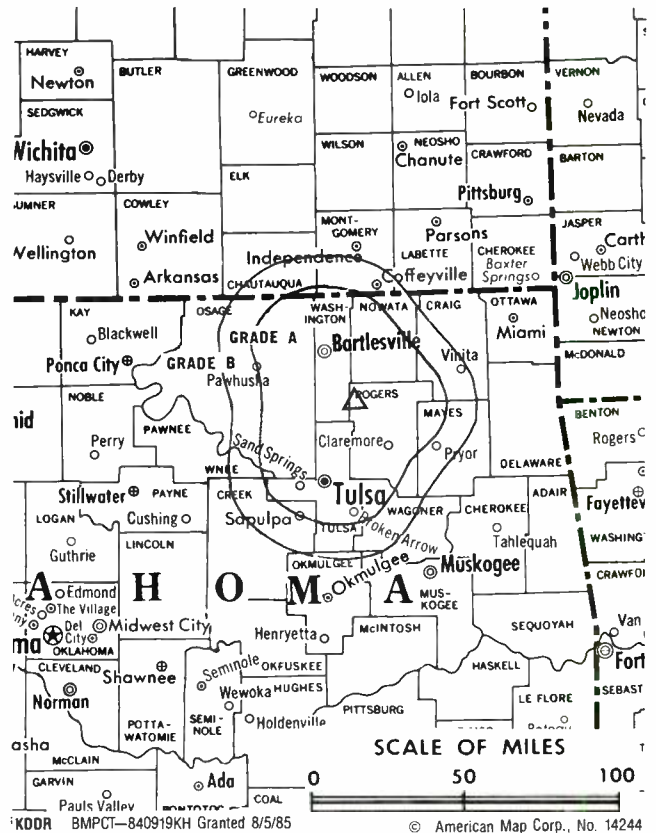
LEONARD WALLACE, general manager & chief engineer.

**Highest One Hour Rate:** \$400.

**Highest 30 Sec. Rate:** \$60.

**Arbitron Data:** Not available.

**City of License:** Bartlesville. **ADI:** Tulsa. **Rank:** 52.



# Oklahoma—Lawton

## KSWO-TV

Ch. 7

(Also serves Wichita Falls, TX)

**Network Service:** ABC.

**Licensee:** KSWO-TV Co. Inc., Box 708, Lawton, OK 73502.

**Studio:** Administration Bldg., 3-mi. E of Lawton

**Mailing Address:** Box 708, Lawton, OK 73502.

**Telephone:** 405-355-7000. **TWX:** 910-836-3600.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1050-ft. above av. terrain, 1059-ft. above ground, 2199-ft. above sea level.

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

**Transmitter:** Grandfield, OK, near Wichita Falls, TX.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 7 in operation; 4.5-meter & 7.5-meter C-band.

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

**News Services:** CNN, UPI.

**Ownership:** R. H. Drewry, 69%; T. R. Warkentin Estate, 15.5%; Edith Scott, 15.5%. See R. H. Drewry Group in Group Ownership of Television Stations.

**Began Operation:** March 8, 1953.

**Represented (sales):** Petry Television Inc.

### Personnel:

R. H. DREWRY, president.  
LARRY PATTON, general manager.  
JIMMY LOCKERD, chief engineer.  
MIKE TAYLOR, program director.

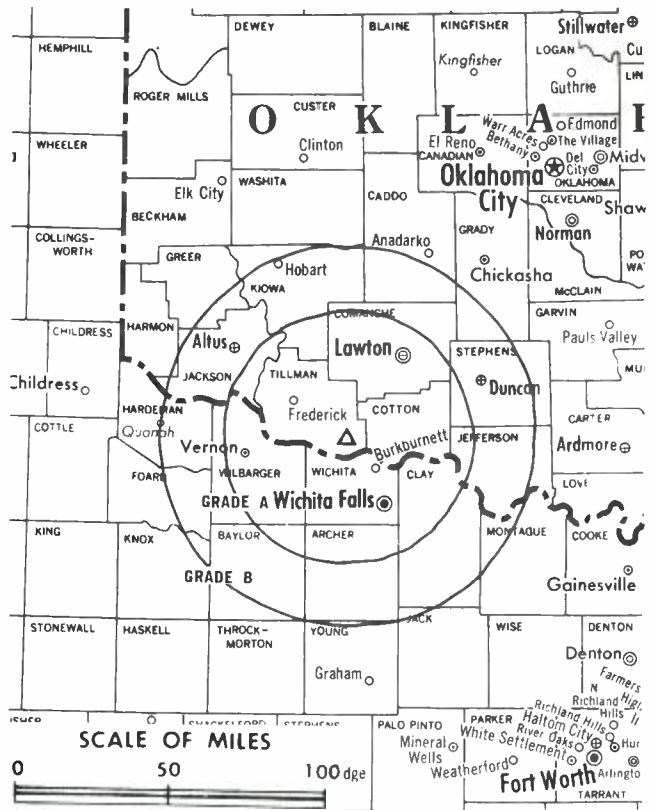
**Highest 30 Sec. Rate:** \$300.

**NETWORK BASE HOURLY RATE:** \$425.

**City of License:** Lawton. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 126.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Comanche        | 38,200           | 37,900        | 99  |
|                        | Cotton          | 3,200            | 3,200         | 100 |
|                        | Greer           | 3,100            | 3,000         | 97  |
|                        | Harmon          | 1,800            | 1,800         | 100 |
|                        | Jackson         | 11,100           | 11,000        | 99  |
|                        | Jefferson       | 3,500            | 3,500         | 100 |
|                        | Kiowa           | 5,400            | 5,300         | 98  |
|                        | Stephens        | 17,800           | 17,600        | 99  |
|                        | Tillman         | 4,500            | 4,400         | 98  |
|                        | <b>TEXAS</b>    |                  |               |     |
|                        | Archer          | 3,100            | 3,100         | 100 |
|                        | Baylor          | 1,900            | 1,900         | 100 |
|                        | Clay            | 4,100            | 4,100         | 100 |



KSWO-TV BMPCT-5424 Granted 1/18/60

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| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Foard                 | 900              | 900            | 100            |
|   | Hardeman              | 2,400            | 2,400          | 100            |
|   | Knox                  | 1,900            | 1,900          | 100            |
|   | Throckmorton          | 900              | 900            | 100            |
|   | Wichita               | 45,100           | 44,800         | 99             |
|   | Wilbarger             | 6,200            | 6,200          | 100            |
|   | Young                 | 8,600            | 8,500          | 99             |
| <b>Between 25-49%</b>                   | <b>OKLAHOMA</b>       |                  |                |                |
|   | Washita               | 5,900            | 5,800          | 98             |
|   | <b>TEXAS</b>          |                  |                |                |
| Montague                                | 7,300                 | 7,200            | 99             |                |
| <b>Between 5-24%</b>                    | <b>OKLAHOMA</b>       |                  |                |                |
|   | Beckham               | 9,700            | 9,500          | 98             |
|   | Caddo                 | 12,700           | 12,500         | 98             |
|   | Grady                 | 17,000           | 16,800         | 99             |
|   | Murray                | 5,200            | 5,200          | 100            |
|   | <b>TEXAS</b>          |                  |                |                |
|   | Cottle                | 1,200            | 1,200          | 100            |
|   | Haskell               | 2,900            | 2,900          | 100            |
|   | Jack                  | 3,100            | 3,100          | 100            |
|   | King                  | 200              | 200            | 100            |
|   | <b>Station Totals</b> |                  | <b>228,900</b> | <b>226,800</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>148,700</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>88,800</b>  |

# Oklahoma—Oklahoma City

## KAUT

Ch. 43

**Network Service:** Fox.

**Licensee:** Rollins Telecasting Inc., Box 14843, Oklahoma City, OK 73113.

**Studio:** 11901 N. Eastern Ave., Oklahoma City, OK 73113.

**Mailing Address:** Box 14843, Oklahoma City, OK 73113.

**Telephone:** 405-478-4300.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 1950-kw max. & 1070-kw horizontal visual, 195-kw max. & 107-kw horizontal aural. Antenna: 1560-ft. above av. terrain, 1596-ft. above ground, 2704-ft. above sea level.

Latitude 35° 35' 22"  
Longitude 97° 29' 03"

**Transmitter:** 11901 N. Eastern Ave., Oklahoma City.

**Satellite Earth Stations:** Transmit/receive; Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 7-meter C-band; RCA, 3.6-meter Ku-band; Zenith, 3-meter C-band; M/A-Corn, Scientific-Atlanta, Zenith receivers.

**News Services:** CNN, NOAA.

**Ownership:** Heritage Media Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 24, 1980. Sale to Rollins Telecasting by Ina S. Autry Estate, Gene Autry & Stanley B. Schneider, co-executors was approved by FCC April 10, 1985. Sale to present owner approved Sept. 18, 1986 (Television Digest, Vol. 27:23).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Pepper & Corazzini.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

DON RICHARDS, general manager.  
RUSTY HOYLE, general sales manager.  
MOIRA MATTHIS, public affairs director.  
ELDON BROWN, chief engineer.  
DON WILLIS, production manager.  
BILL FINCH, promotion manager.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate:** \$1500.

**City of License:** Oklahoma City. **ADI:** Oklahoma City. **Rank:** 37.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Blaine          | 5,500            | 5,400         | 98  |
|                        | Canadian        | 26,100           | 25,900        | 99  |
|                        | Kingfisher      | 5,900            | 5,900         | 100 |
|                        | Logan           | 11,400           | 11,300        | 99  |
|                        | Oklahoma        | 253,300          | 251,300       | 99  |
| <b>Between 25-49%</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Alfalfa         | 2,700            | 2,700         | 100 |
|                        | Caddo           | 12,700           | 12,500        | 98  |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | Cleveland       | 59,900           | 59,200         | 99        |
|   | Custer          | 12,800           | 12,600         | 98        |
|   | Dewey           | 2,300            | 2,300          | 100       |
|   | Garfield        | 25,900           | 25,700         | 99        |
|   | Grady           | 17,000           | 16,800         | 99        |
|   | Grant           | 2,700            | 2,700          | 100       |
|   | Lincoln         | 12,300           | 12,200         | 99        |
|   | McClain         | 9,100            | 9,000          | 99        |
|   | Major           | 3,500            | 3,400          | 97        |
|   | Noble           | 4,900            | 4,900          | 100       |
|   | Payne           | 24,900           | 24,600         | 99        |
|   | Pottawatomie    | 24,300           | 24,000         | 99        |
|   | Seminole        | 11,100           | 11,000         | 99        |
| <b>Between 5-24%</b>                    | <b>OKLAHOMA</b> |                  |                |           |
|   | Creek           | 26,500           | 26,100         | 98        |
|   | Garvin          | 11,900           | 11,800         | 99        |
|   | Hughes          | 5,900            | 5,800          | 98        |
|   | Kay             | 20,900           | 20,700         | 99        |
|   | Murray          | 5,200            | 5,200          | 100       |
|   | Okfuskee        | 4,600            | 4,500          | 98        |
|   | Pawnee          | 7,000            | 6,900          | 99        |
|   | Pontotoc        | 13,600           | 13,500         | 99        |
|   | Stephens        | 17,800           | 17,600         | 99        |
| Washita                                 | 5,900           | 5,800            | 98             |           |
| Woods                                   | 4,200           | 4,100            | 98             |           |
| <b>Station Totals</b>                   |                 | <b>651,800</b>   | <b>645,400</b> | <b>99</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>270,800</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>100,100</b> |           |

# Oklahoma—Oklahoma City

**KGMC**

**Ch. 34**

**Network Service:** None, independent.

**Licensee:** Oklahoma City Bcstg. Co., 1501 N.E. 85th St., Oklahoma City, OK 73131.

**Studio:** 1501 N.E. 85th St., Oklahoma City, OK 73131.

**Mailing Address:** Box 14587, Oklahoma City, OK 73113.

**Telephone:** 405-478-3434.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 1167-kw max. & 785-kw horizontal visual, 116.7-kw max. & 78.5-kw horizontal aural. Antenna: 1209-ft. above av. terrain, 1257-ft. above ground, 2397-ft. above sea level.

Latitude 35° 33' 36"  
Longitude 97° 29' 07"

**Transmitter:** N.E. 85th St. at Ridgeway.

**Satellite Earth Stations:** Prodelin, 4.5-meter C-band; 3-meter Ku-band; Scientific-Atlanta receivers.

**Ownership:** Beverly Hills Liquidating Partnership, 85%; Ted F. Baze, 15%. BHLPL ownership: Burton Slatkin, pres.-treas., 11.62%; Edward Slatkin, secy., 6.35%; Seema S. Boesky, 39%; Muriel Slatkin, 18.65%; Greydale Corp., 12.5%; Thomas Slatkin, 6.35%; Donald Korotkin, 1.56%.

**Began Operation:** November 1, 1979. Purchase of remaining 80% by Oklahoma City Bcstg. Inc. from General Media Corp. approved by FCC Feb. 16, 1983. Transfer of control to Beverly Hills Hotel Corp., et al., approved Oct. 21, 1983.

**Represented (sales):** Settel Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Charles Gallagher, P.E.

**Personnel:**

TED BAZE, president & general manager.  
RONALD HROVAT, general sales manager.  
GREG MILLER, vice president & director of engineering.  
MIKE R. GWARTNEY, program director.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Oklahoma City. **ADI:** Oklahoma City. **Rank:** 37.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Canadian        | 26,100           | 25,900        | 99  |
|                        | Cleveland       | 59,900           | 59,200        | 99  |
|                        | Grady           | 17,000           | 16,800        | 99  |
|                        | Grant           | 2,700            | 2,700         | 100 |
|                        | Kingfisher      | 5,900            | 5,900         | 100 |
|                        | Lincoln         | 12,300           | 12,200        | 99  |
|                        | Logan           | 11,400           | 11,300        | 99  |
|                        | Oklahoma        | 253,300          | 251,300       | 99  |
|                        | Roger Mills     | 2,200            | 2,100         | 95  |
| <b>Between 25-49%</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Blaine          | 5,500            | 5,400         | 98  |
|                        | Caddo           | 12,700           | 12,500        | 98  |



KGMC BPCT-4997 Granted 3/2/79 © American Map Corp., 14244

| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |
|---|-----------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | Custer          | 12,800           | 12,600         | 98             |
|   | Dewey           | 2,300            | 2,300          | 100            |
|   | Garfield        | 25,900           | 25,700         | 99             |
|   | Garvin          | 11,900           | 11,800         | 99             |
|   | Kay             | 20,900           | 20,700         | 99             |
|   | Mc Clain        | 9,100            | 9,000          | 99             |
|   | Major           | 3,500            | 3,400          | 97             |
|   | Noble           | 4,900            | 4,900          | 100            |
|   | Payne           | 24,900           | 24,600         | 99             |
|   | Pottawatomie    | 24,300           | 24,000         | 99             |
|   | Seminole        | 11,100           | 11,000         | 99             |
|   | Washita         | 5,900            | 5,800          | 98             |
| <b>Between 5-24%</b>                    | <b>OKLAHOMA</b> |                  |                |                |
|   | Alfalfa         | 2,700            | 2,700          | 100            |
|   | Beckham         | 9,700            | 9,500          | 98             |
|   | Greer           | 3,100            | 3,000          | 97             |
|   | Hughes          | 5,900            | 5,800          | 98             |
|   | Kiowa           | 5,400            | 5,300          | 98             |
|   | Murray          | 5,200            | 5,200          | 100            |
|   | Okfuskee        | 4,600            | 4,500          | 98             |
|   | Pawnee          | 7,000            | 6,900          | 99             |
|   | Pontotoc        | 13,600           | 13,500         | 99             |
| Woods                                   | 4,200           | 4,100            | 98             |                |
| <b>Station Totals</b>                   |                 | <b>627,900</b>   | <b>621,600</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>292,800</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>114,500</b> |

# Oklahoma—Oklahoma City

## KOCO-TV

Ch. 5

**Network Service:** ABC.

**Licensee:** Combined Communications Corp. of Oklahoma Inc., 1300 E. Britton Rd., Box 14555, Oklahoma City, OK 73113.

**Studio:** 1300 E. Britton Rd., Oklahoma City, OK 73113.

**Mailing Address:** Box 14555, Oklahoma City, OK 73113.

**Telephone:** 405-478-3000. **TWX:** 405-842-3252.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 14.5-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 1563-ft. above ground, 2726-ft. above sea level.

Latitude 35° 33' 45"  
Longitude 97° 29' 24"

**Transmitter:** 0.33-mi. E of N. Kelly Ave. on Britton Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Andrew, 7.3-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, 4.5-meter C-band; Andrew, Avantek, Scientific-Atlanta receivers.

**News Services:** AP, UPI, Gannett News Service, ESD, National Weather Service.

**Ownership:** Gannett Co. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 19, 1954. Sale to L. E. Caster (75%) and Ashley L. Robinson (25%) by Streets Electronics Inc. approved by FCC Dec. 11, 1957 (*Television Digest*, Vol. 13:41, 45, 50). Transfer to Caster Estate, et al., approved March 5, 1958 (Vol. 14:7, 8, 10). Sale to Capital City Investment Co. (Cimarron Television Corp.) approved 1961 (Vol. 17:23; 1:4). Transfer to Combined Communications approved July 17, 1970 (Vol. 10:30). Merger of Combined with Gannett Co. approved June 7, 1979 (Vol. 18:20, 38; 19:24).

**Represented (sales):** Blair Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

AL PARSONS, president & general manager.  
DAVID LOVELAND, vice president & general sales manager.  
DICK KELLY, national sales manager.  
TED NEWCOMB, vice president & chief engineer.  
MIKE PALMER, vice president & program director.  
SHEILA PHIPPS, promotion manager.  
PERRY BOXX, news director.  
GENE CHEATHAM, local sales manager.  
JERRY HART, production manager.

**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$1600.

**City of License:** Oklahoma City. **ADI:** Oklahoma City. **Rank:** 37.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Alfalfa         | 2,700            | 2,700         | 100 |
|                        | Blaine          | 5,500            | 5,400         | 98  |
|                        | Caddo           | 12,700           | 12,500        | 98  |
|                        | Canadian        | 26,100           | 25,900        | 99  |
|                        | Cleveland       | 59,900           | 59,200        | 99  |
|                        | Custer          | 12,800           | 12,600        | 98  |
|                        | Dewey           | 2,300            | 2,300         | 100 |
|                        | Ellis           | 2,300            | 2,200         | 96  |
|                        | Garfield        | 25,900           | 25,700        | 99  |
|                        | Garvin          | 11,900           | 11,800        | 99  |
|                        | Grady           | 17,000           | 16,800        | 99  |
|                        | Grant           | 2,700            | 2,700         | 100 |
|                        | Harper          | 1,900            | 1,900         | 100 |
| Hughes                 | 5,900           | 5,800            | 98            |     |
| Kay                    | 20,900          | 20,700           | 99            |     |
| Kingfisher             | 5,900           | 5,900            | 100           |     |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Lincoln               | 12,300           | 12,200         | 99        |
|   | Logan                 | 11,400           | 11,300         | 99        |
|   | Mc Clain              | 9,100            | 9,000          | 99        |
|   | Major                 | 3,500            | 3,400          | 97        |
|   | Murray                | 5,200            | 5,200          | 100       |
|   | Noble                 | 4,900            | 4,900          | 100       |
|   | Oklahoma              | 253,300          | 251,300        | 99        |
|   | Payne                 | 24,900           | 24,600         | 99        |
|   | Pontotoc              | 13,600           | 13,500         | 99        |
|   | Pottawatomie          | 24,300           | 24,000         | 99        |
|   | Seminole              | 11,100           | 11,000         | 99        |
|   | Woods                 | 4,200            | 4,100          | 98        |
|   | Woodward              | 8,500            | 8,300          | 98        |
|   | <b>Between 25-49%</b> | <b>KANSAS</b>    |                |           |
| Cowley                                  |                       | 14,600           | 14,400         | 99        |
| <b>OKLAHOMA</b>                         |                       |                  |                |           |
| Beckham                                 |                       | 9,700            | 9,500          | 98        |
| Kiowa                                   |                       | 5,400            | 5,300          | 98        |
| Okfuskee                                |                       | 4,600            | 4,500          | 98        |
| Pittsburg                               |                       | 16,600           | 16,300         | 98        |
| Stephens                                | 17,800                | 17,600           | 99             |           |
| Washita                                 | 5,900                 | 5,800            | 98             |           |
| <b>Between 5-24%</b>                    | <b>OKLAHOMA</b>       |                  |                |           |
|   | Atoka                 | 4,900            | 4,800          | 98        |
|   | Carter                | 18,300           | 18,100         | 99        |
|   | Coal                  | 2,300            | 2,300          | 100       |
|   | Comanche              | 38,200           | 37,900         | 99        |
|   | Creek                 | 26,500           | 26,100         | 98        |
|   | Jefferson             | 3,500            | 3,500          | 100       |
|   | Love                  | 3,400            | 3,300          | 97        |
|   | Okmulgee              | 15,400           | 15,200         | 99        |
|   | Pawnee                | 7,000            | 6,900          | 99        |
| Roger Mills                             | 2,200                 | 2,100            | 95             |           |
| <b>Station Totals</b>                   |                       | <b>799,000</b>   | <b>790,500</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>563,200</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>329,800</b> |           |



# Oklahoma—Oklahoma City

## KOKH-TV

Ch. 25

**Network Service:** None, independent.

**Licensee:** KOLN Inc., 1228 E. Wilshire Blvd., Oklahoma City, OK 73111.

**Studio:** 1228 E. Wilshire Blvd., Oklahoma City, OK 73111.

**Telephone:** 405-843-2525.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 1410-kw visual, 141-kw aural. Antenna: 1540-ft. above av. terrain, 1619-ft. above ground, 2749-ft. above sea level.

Latitude 35° 32' 58"  
Longitude 97° 29' 18"

**Transmitter:** 1228 E. Wilshire Blvd.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Pinzone, 5-meter C-band; RCA, 3.7-meter Ku-band; Pinzone, Scientific-Atlanta receivers.

**Ownership:** Busse Bcstg. Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 2, 1959, as a non-commercial, educational station. Sale to John Blair & Co. approved by FCC June 6, 1979 (Television Digest, Vol. 19:25). Resumed operation as commercial station Oct. 1, 1979. FCC approved sale by Blair to Gillett Bcstg. Dec. 30, 1986. Assignment to present owner granted July 31, 1987.

**Represented (sales):** Katz Television.

**Represented (legal):** Pepper & Corazzini.

**Personnel:**

- JAMES HARMEYER, president & general manager.
- CRAIG BACHMAN, general sales manager.
- GARY W. ROBBINS, controller.
- PATRICIA WALLACE, director, program services.
- D. K. HART, chief engineer.

**Rates:** Not available.

**City of License:** Oklahoma City. **ADI:** Oklahoma City. **Rank:** 37.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Beckham         | 9,700            | 9,500         | 98  |
|                        | Blaine          | 5,500            | 5,400         | 98  |
|                        | Cleveland       | 59,900           | 59,200        | 99  |
|                        | Grady           | 17,000           | 16,800        | 99  |
|                        | Grant           | 2,700            | 2,700         | 100 |
|                        | Harmon          | 1,800            | 1,800         | 100 |
|                        | Kingfisher      | 5,900            | 5,900         | 100 |
|                        | Lincoln         | 12,300           | 12,200        | 99  |
|                        | Logan           | 11,400           | 11,300        | 99  |
|                        | Mc Clain        | 9,100            | 9,000         | 99  |
|                        | Noble           | 4,900            | 4,900         | 100 |
|                        | Oklahoma        | 253,300          | 251,300       | 99  |
|                        | Roger Mills     | 2,200            | 2,100         | 95  |
| <b>Between 25-49%</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Alfalfa         | 2,700            | 2,700         | 100 |
|                        | Caddo           | 12,700           | 12,500        | 98  |
|                        | Canadian        | 26,100           | 25,900        | 99  |
|                        | Custer          | 12,800           | 12,600        | 98  |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | Dewey           | 2,300            | 2,300          | 100       |
|   | Garfield        | 25,900           | 25,700         | 99        |
|   | Garvin          | 11,900           | 11,800         | 99        |
|   | Hughes          | 5,900            | 5,800          | 98        |
|   | Kay             | 20,900           | 20,700         | 99        |
|   | Kiowa           | 5,400            | 5,300          | 98        |
|   | Major           | 3,500            | 3,400          | 97        |
|   | Murray          | 5,200            | 5,200          | 100       |
|   | Okfuskee        | 4,600            | 4,500          | 98        |
|   | Payne           | 24,900           | 24,600         | 99        |
|   | Pontotoc        | 13,600           | 13,500         | 99        |
|   | Pottawatomie    | 24,300           | 24,000         | 99        |
|   | Seminole        | 11,100           | 11,000         | 99        |
|   | Stephens        | 17,800           | 17,600         | 99        |
| Washita                                 | 5,900           | 5,800            | 98             |           |
| Woods                                   | 4,200           | 4,100            | 98             |           |
| <b>Between 5-24%</b>                    | <b>OKLAHOMA</b> |                  |                |           |
|   | Carter          | 18,300           | 18,100         | 99        |
|   | Comanche        | 38,200           | 37,900         | 99        |
|   | Creek           | 26,500           | 26,100         | 98        |
|   | Greer           | 3,100            | 3,000          | 97        |
|   | Pawnee          | 7,000            | 6,900          | 99        |
|   | Tillman         | 4,500            | 4,400          | 98        |
| <b>TEXAS</b>                            |                 |                  |                |           |
| Lipscomb                                | 1,400           | 1,400            | 100            |           |
| <b>Station Totals</b>                   |                 | <b>736,400</b>   | <b>728,900</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>330,300</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>122,900</b> |           |

# Oklahoma—Oklahoma City

## KTBO-TV

Ch. 14

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Broadcasting of Oklahoma City, 3705 N.W. 63rd, Oklahoma City, OK 73116.

**Studio:** 3705 N.W. 63rd, Oklahoma City, OK 73116.

**Telephone:** 405-848-1414.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 575-kw max. visual, 372-kw horizontal aural. Antenna: 1130-ft. above av. terrain, 1185-ft. above ground, 2355-ft. above sea level.

Latitude 35° 34' 30"  
Longitude 97° 29' 04"

Holds CP for change to 1216-kw max. visual, 243-kw max. aural, 1137-ft. above av. terrain.

**Transmitter:** 1300 N.E. 108th St., Oklahoma City.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter.

**News Service:** UPI.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** March 6, 1981.

**Represented (legal):** May & Dunne.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

AL BROWN, general manager.  
JOHN GORDON, chief engineer.



KTBO-TV BPCT-860721KF Granted 8/7/86

© American Map Corp., No. 14244-

**Highest 30 Sec. Rate:** \$50.

**Arbitron Data:** Not available.

**City of License:** Oklahoma City. **ADI:** Oklahoma City. **Rank:** 37.

# Oklahoma—Oklahoma City

**KTVY**

**Ch. 4**

**Network Service:** NBC.

**Licensee:** Knight-Ridder Bcstg. Inc., Box 14068, Oklahoma City, OK 73113.

**Studio:** 500 E. Britton Rd., Oklahoma City, OK 73114.

**Mailing Address:** Box 14068, Oklahoma City, OK 73113.

**Telephone:** 405-478-1212. **TWX:** 910-830-6866.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 19.5-kw aural. Antenna: 1540-ft. above av. terrain, 1602-ft. above ground, 2749-ft. above sea level.

Latitude 35° 34' 07"  
Longitude 97° 29' 20"

**Transmitter:** 1401 E. Britton Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 3 in operation; Harris, 6.2-meter; RCA Americom Ku-band; Harris receivers.

**News Services:** AP, NBC, UPI.

**Ownership:** Knight-Ridder Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 6, 1949. Sale to present owner approved by FCC Jan. 13, 1986. Previous sale to Evening News Assn. by Gaylord Bcstg. Co. approved by FCC Oct. 29, 1975 (**Television Digest**, Vol. 15:29).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

ROBERT F. FINK, president & general manager.

PAUL WISE, general sales manager.

LESLIE ANDERSON, national sales manager.

RON TURNER, news director.

RICK GROSSMAN, marketing manager.

FRED HEINEMAN, chief engineer.

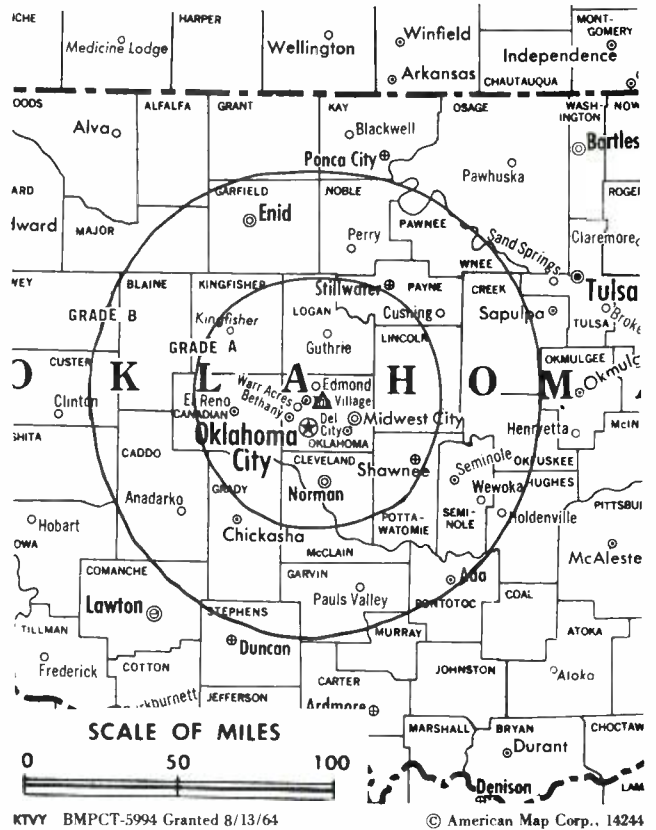
**Highest 30 Sec. Rate:** \$3000.

**NETWORK BASE HOURLY RATE:** \$2075.

**City of License:** Oklahoma City. **ADI:** Oklahoma City. **Rank:** 37.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Alfalfa         | 2,700            | 2,700         | 100 |
|                        | Beckham         | 9,700            | 9,500         | 98  |
|                        | Blaine          | 5,500            | 5,400         | 98  |
|                        | Caddo           | 12,700           | 12,500        | 98  |
|                        | Canadian        | 26,100           | 25,900        | 99  |
|                        | Carter          | 18,300           | 18,100        | 99  |
|                        | Cleveland       | 59,900           | 59,200        | 99  |
|                        | Custer          | 12,800           | 12,600        | 98  |
|                        | Dewey           | 2,300            | 2,300         | 100 |
|                        | Ellis           | 2,300            | 2,200         | 96  |
|                        | Garfield        | 25,900           | 25,700        | 99  |
|                        | Garvin          | 11,900           | 11,800        | 99  |
|                        | Grady           | 17,000           | 16,800        | 99  |
|                        | Grant           | 2,700            | 2,700         | 100 |
|                        | Greer           | 3,100            | 3,000         | 97  |
|                        | Harmon          | 1,800            | 1,800         | 100 |
|                        | Harper          | 1,900            | 1,900         | 100 |
|                        | Hughes          | 5,900            | 5,800         | 98  |
| Jackson                | 11,100          | 11,000           | 99            |     |
| Kay                    | 20,900          | 20,700           | 99            |     |
| Kingfisher             | 5,900           | 5,900            | 100           |     |
| Kiowa                  | 5,400           | 5,300            | 98            |     |
| Lincoln                | 12,300          | 12,200           | 99            |     |
| Logan                  | 11,400          | 11,300           | 99            |     |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |
|---|-----------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Mc Clain        | 9,100            | 9,000          | 99             |
|   | Major           | 3,500            | 3,400          | 97             |
|   | Murray          | 5,200            | 5,200          | 100            |
|   | Noble           | 4,900            | 4,900          | 100            |
|   | Oklahoma        | 253,300          | 251,300        | 99             |
|   | Payne           | 24,900           | 24,600         | 99             |
|   | Pontotoc        | 13,600           | 13,500         | 99             |
|   | Pottawatomie    | 24,300           | 24,000         | 99             |
|   | Roger Mills     | 2,200            | 2,100          | 95             |
|   | Seminole        | 11,100           | 11,000         | 99             |
|   | Washita         | 5,900            | 5,800          | 98             |
| Woods                                   | 4,200           | 4,100            | 98             |                |
| Woodward                                | 8,500           | 8,300            | 98             |                |
| <b>Between 25-49%</b>                   | <b>OKLAHOMA</b> |                  |                |                |
|   | Comanche        | 38,200           | 37,900         | 99             |
|   | Okfuskee        | 4,600            | 4,500          | 98             |
|   | Stephens        | 17,800           | 17,600         | 99             |
| <b>Between 5-24%</b>                    | <b>OKLAHOMA</b> |                  |                |                |
|   | Atoka           | 4,900            | 4,800          | 98             |
|   | Coal            | 2,300            | 2,300          | 100            |
|   | Creek           | 26,500           | 26,100         | 98             |
|   | Jefferson       | 3,500            | 3,500          | 100            |
|   | Johnston        | 4,000            | 3,900          | 98             |
|   | Latimer         | 3,800            | 3,700          | 97             |
|   | Love            | 3,400            | 3,300          | 97             |
|   | Marshall        | 5,100            | 5,000          | 98             |
|   | Okmulgee        | 15,400           | 15,200         | 99             |
|   | Osage           | 16,600           | 16,500         | 99             |
|   | Pawnee          | 7,000            | 6,900          | 99             |
|   | Pittsburg       | 16,600           | 16,300         | 98             |
|   | Tillman         | 4,500            | 4,400          | 98             |
|   | Washington      | 21,100           | 21,000         | 100            |
| <b>Station Totals</b>                   |                 | <b>855,500</b>   | <b>846,400</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>619,900</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>378,400</b> |

# Oklahoma—Oklahoma City

**KWTV**

Ch. 9

**Network Service:** CBS.

**Licensee:** Griffin Television Inc., Box 14159, Oklahoma City, OK 73113.

**Studio:** 7401 N. Kelley Blvd., Oklahoma City, OK 73113.

**Telephone:** 405-843-6641. **TWX:** 910-830-6852.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1525-ft. above av. terrain, 1537-ft. above ground, 2690-ft. above sea level.

Latitude 35° 32' 58"  
Longitude 97° 29' 50"

**Transmitter:** 7401 N. Kelley Blvd.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta & Harris, 7-meter, 4.6-meter, 3.5-meter & 3-meter; Harris & M/A-Com receivers.

**News Services:** AP, UPI, CBS, Conus.

**Ownership:** Griffin Television Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 20, 1953.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

DUANE HARM, president & chief executive officer, Griffin Companies.  
JERRY DALRYMPLE, vice president, operations.  
A. R. SANDUBRAE, station manager.  
FRANCIS H. CONWAY, general sales manager.  
ROB KRIER, national sales manager.  
JOHN McNALLY, director of engineering.  
NICKI FLYNN, news director.  
RICHARD DUTTON, operations manager.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1870.

**City of License:** Oklahoma City. **ADI:** Oklahoma City. **Rank:** 37.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>OKLAHOMA</b> | 2,700            | 2,700         | 100 |
|                        | Alfalfa         | 9,700            | 9,500         | 98  |
|                        | Beckham         | 5,500            | 5,400         | 98  |
|                        | Blaine          | 12,700           | 12,500        | 98  |
|                        | Caddo           | 26,100           | 25,900        | 99  |
|                        | Canadian        | 18,300           | 18,100        | 99  |
|                        | Carter          | 59,900           | 59,200        | 99  |
|                        | Cleveland       | 12,800           | 12,600        | 98  |
|                        | Custer          | 2,300            | 2,300         | 100 |
|                        | Dewey           | 2,300            | 2,200         | 96  |
|                        | Garfield        | 25,900           | 25,700        | 99  |
|                        | Garvin          | 11,900           | 11,800        | 99  |
|                        | Grady           | 17,000           | 16,800        | 99  |
|                        | Grant           | 2,700            | 2,700         | 100 |
|                        | Greer           | 3,100            | 3,000         | 97  |
|                        | Harmon          | 1,800            | 1,800         | 100 |
|                        | Harper          | 1,900            | 1,900         | 100 |
|                        | Hughes          | 5,900            | 5,800         | 98  |
|                        | Jackson         | 11,100           | 11,000        | 99  |
|                        | Kay             | 20,900           | 20,700        | 99  |
|                        | Kingfisher      | 5,900            | 5,900         | 100 |



KWTV BPCT-860520KI Granted 7/29/86

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| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Kiowa           | 5,400            | 5,300          | 98        |
|   | Lincoln         | 12,300           | 12,200         | 99        |
|   | Logan           | 11,400           | 11,300         | 99        |
|   | Mc Clain        | 9,100            | 9,000          | 99        |
|   | Major           | 3,500            | 3,400          | 97        |
|   | Murray          | 5,200            | 5,200          | 100       |
|   | Noble           | 4,900            | 4,900          | 100       |
|   | Okfuskee        | 4,600            | 4,500          | 98        |
|   | Oklahoma        | 253,300          | 251,300        | 99        |
|   | Payne           | 24,900           | 24,600         | 99        |
|   | Pontotoc        | 13,600           | 13,500         | 99        |
|   | Pottawatomie    | 24,300           | 24,000         | 99        |
|   | Roger Mills     | 2,200            | 2,100          | 95        |
|   | Seminole        | 11,100           | 11,000         | 99        |
| Stephens                                | 17,800          | 17,600           | 99             |           |
| Washita                                 | 5,900           | 5,800            | 98             |           |
| Woods                                   | 4,200           | 4,100            | 98             |           |
| Woodward                                | 8,500           | 8,300            | 98             |           |
| <b>Between 25-49%</b>                   | <b>OKLAHOMA</b> | 38,200           | 37,900         | 99        |
|   | Comanche        | 5,100            | 5,000          | 98        |
|   | Tillman         | 4,500            | 4,400          | 98        |
| <b>Between 5-24%</b>                    | <b>KANSAS</b>   | 1,000            | 1,000          | 100       |
|   | <b>OKLAHOMA</b> | 26,500           | 26,100         | 98        |
|   | Creek           | 3,500            | 3,500          | 100       |
|   | Johnston        | 4,000            | 3,900          | 98        |
|   | Love            | 3,400            | 3,300          | 97        |
|   | Muskogee        | 27,500           | 27,100         | 99        |
|   | Okmulgee        | 15,400           | 15,200         | 99        |
|   | Osage           | 16,600           | 16,500         | 99        |
|   | Pawnee          | 7,000            | 6,900          | 99        |
|   | Pittsburg       | 16,600           | 16,300         | 98        |
| <b>Station Totals</b>                   |                 | <b>851,900</b>   | <b>842,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>626,900</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>397,400</b> |           |

# Oklahoma—Sayre

## KVIJ-TV

Ch. 8

(Satellite of KVII-TV, Amarillo, TX)

**Network Service:** ABC.

**Licensee:** Marsh Media Inc., One Broadcast Center, Amarillo, TX 79101-4328.

**Telephones:** 405-928-3233; 806-373-1787.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 131.5-kw visual, 26.3-kw aural. Antenna: 580-ft. above av. terrain, 629-ft. above ground, 2749-ft. above sea level.

Latitude 35° 25' 25"  
Longitude 99° 50' 30"

**Transmitter:** NW corner of junction of Hwys. 6 & 152.

**Multichannel TV Sound:** Stereo only.

**Ownership:** Marsh Media Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 7, 1961. Left air Aug. 11, 1965. Sale to Bass Bcstg. by Lonnie J. and Alice H. Preston approved Nov. 17, 1965 by FCC (*Television Digest*, Vol. 5:33). Resumed operation May 17, 1966. Sale to present owner by Bass Bcstg. approved by FCC Dec. 19, 1975.

**Represented (sales):** Katz Television.

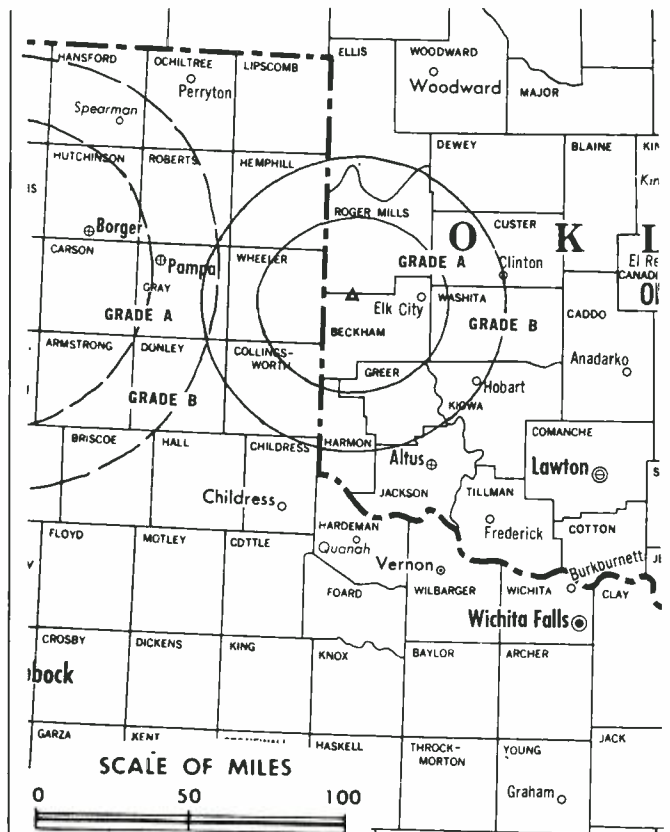
**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

GLEN NEAL, resident engineering supervisor.

**Rates:** See KVII-TV, Amarillo, TX.



KVIJ-TV BPCT-861007KI Granted 12/11/86

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**NETWORK BASE HOURLY RATE:** Bonus to KVII-TV, Amarillo, TX.

**Arbitron Data:** Figures included with KVII-TV, Amarillo, TX.

**City of License:** Sayre. **ADI:** Amarillo. **Rank:** 117.

# Oklahoma—Tulsa

## KGCT-TV

Ch. 41

**Network Service:** None, independent.

**Licensee:** Tulsa TV 41, 5807 S. Garnett Rd., Suite E, Tulsa, OK 74146.

**Studio:** 5807 S. Garnett Rd., Suite E, Tulsa, OK 74146.

**Telephone:** 918-252-9589.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 1350-kw & 295-kw horizontal visual, 58.9-kw max. aural. Antenna: 1510-ft. above av. terrain, 1368-ft. above ground, 2168-ft. above sea level.

Latitude 36° 02' 28"  
Longitude 95° 39' 24"

**Transmitter:** 2.67-mi. NE of State Rte. 51, on 101st St., near Oneta.

**Satellite Earth Stations:** 5 in operation; Microdyne, 5-meter; Harris, 5-meter; Astron, 3-meter; Automation Techniques, Gardiner receivers.

**News Services:** INN, CBS.

**Ownership:** Joint venture of Green Country Associates Ltd. & Satellite Television Systems, Ltd. Partnership. GC ownership: Ray L. Beindorf, 85%; Armstrong Investment Co., 7.5%; Western Area Bureau, 7.5%. STS ownership: Satellite Syndicated Systems Inc., gen. partner, 100%. SSS ownership: Edward L. Taylor, 48.59%; Norman Tregenza, 6.43%; SSS Employee Stock Ownership Plan, 5.3%; Fred Blencowe, 4.1%; George Paidas, 2.05%; others, none with as much as 2%.

**Began Operation:** March 18, 1981.

**Represented (legal):** Ward & Mendelsohn, P.C.

**Personnel:**

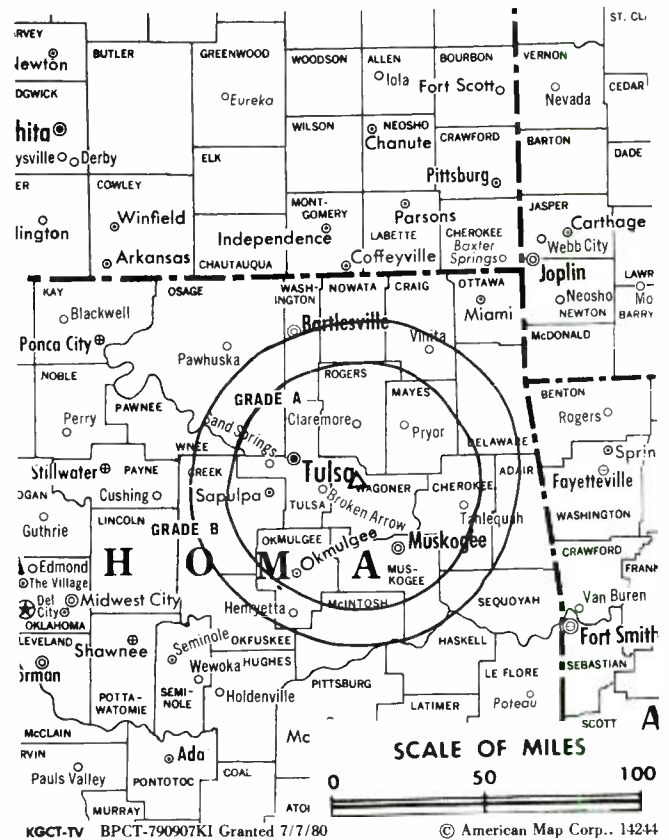
WILLIAM (DAN) HARLEY, general manager.  
MARTY MARTIN, chief engineer & station manager.  
KAY BACCUS, traffic.  
PEGGY MARSH, administrative assistant to general manager.

**Highest 30 Sec. Rate:** \$41.

**City of License:** Tulsa. **ADI:** Tulsa. **Rank:** 52.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | Households % |
|------------------------|-------------------|------------------|---------------|--------------|
| Between 25-49%         | OKLAHOMA Rogers   | 20,400           | 20,100        | 99           |
|                        | OKLAHOMA Cherokee | 12,400           | 12,200        | 98           |
| Between 5-24%          | Craig             | 5,600            | 5,500         | 98           |
|                        | Creek             | 26,500           | 26,100        | 98           |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | Households %  |
|---|--------------|------------------|----------------|---------------|
| Between 5-24%                           | Mc Intosh    | 7,100            | 7,000          | 99            |
|   | Mayes        | 13,800           | 13,600         | 99            |
|   | Muskogee     | 27,500           | 27,100         | 99            |
|   | Nowata       | 4,600            | 4,600          | 100           |
|   | Okfuskee     | 4,600            | 4,500          | 98            |
|   | Okmulgee     | 15,400           | 15,200         | 99            |
|   | Osage        | 16,600           | 16,500         | 99            |
|   | Pawnee       | 7,000            | 6,900          | 99            |
|   | Tulsa        | 207,900          | 206,400        | 99            |
|   | Washington   | 21,100           | 21,000         | 100           |
| <b>Station Totals</b>                   |              | <b>409,600</b>   | <b>405,600</b> | <b>99</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>55,100</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>15,600</b> |

# Oklahoma—Tulsa

**KJRH**

Ch. 2

**Network Service:** NBC.

**Licensee:** Scripps-Howard Broadcasting Co., 3701 S. Peoria Ave., Tulsa, OK 74105.

**Studio:** 3701 S. Peoria Ave., Tulsa, OK 74105.

**Mailing Address:** Box 2, Tulsa, OK 74101.

**Telephone:** 918-743-2222. TWX: 910-845-2134.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: Circularly polarized, 1828-ft. above av. terrain, 1775-ft. above ground, 2465-ft. above sea level.

Latitude 36° 01' 15"  
Longitude 95° 40' 32"

**Transmitter:** N of Muskogee Toll Rd. & S. 101st St., approx. 1.8-mi. E of Oneta.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microwave General, 5-meter C-band; 3-meter Ku-band; Scientific-Atlanta receivers.

**News Services:** AP, UPI, CNN, CNN Headline News, Oklahoma Newswire, Southwest Newswire, NBC, NIWS.

**Ownership:** Scripps-Howard Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 5, 1954. Sale to present owner by Central Plains Enterprises Inc. approved by FCC Nov. 25, 1970 (Television Digest, Vol. 10:24, 48).

**Represented (sales):** Blair Television.

**Represented (legal):** Baker & Hostetler.

**Personnel:**

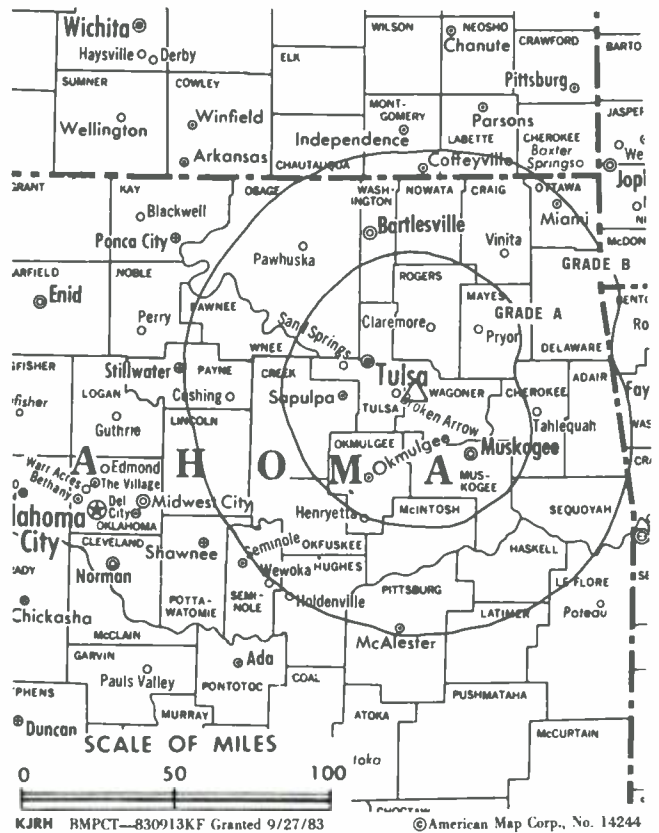
- DONALD L. PERRIS, president.
- F. BEN HEVEL, vice president & general manager.
- WILLIAM DONAHUE, assistant general manager.
- MICHAEL VRABAC, general sales manager.
- DICK NELSON, production manager.
- JOHN HILL, promotion manager.
- CRAIG ALLISON, local sales manager.
- TOM ALLEN, news director.
- VIC TURNER, director of engineering.

**Rates:** Not available.

**City of License:** Tulsa. **ADI:** Tulsa. **Rank:** 52.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KANSAS</b>   |                  |               |     |
|                        | Chautauqua      | 2,300            | 2,300         | 100 |
|                        | Montgomery      | 16,700           | 16,400        | 98  |
|                        | <b>OKLAHOMA</b> |                  |               |     |
|                        | Adair           | 6,900            | 6,700         | 97  |
|                        | Cherokee        | 12,400           | 12,200        | 98  |
|                        | Craig           | 5,600            | 5,500         | 98  |
|                        | Creek           | 26,500           | 26,100        | 98  |
|                        | Delaware        | 10,900           | 10,600        | 97  |
|                        | Haskell         | 4,800            | 4,700         | 98  |
|                        | Latimer         | 3,800            | 3,700         | 97  |
|                        | Mc Intosh       | 7,100            | 7,000         | 99  |
|                        | Mayes           | 13,800           | 13,600        | 99  |
|                        | Muskogee        | 27,500           | 27,100        | 99  |
| Nowata                 | 4,600           | 4,600            | 100           |     |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Okmulgee        | 15,400           | 15,200         | 99        |
|   | Osage           | 16,600           | 16,500         | 99        |
|   | Pawnee          | 7,000            | 6,900          | 99        |
|   | Pittsburg       | 16,600           | 16,300         | 98        |
|   | Rogers          | 20,400           | 20,100         | 99        |
|   | Tulsa           | 207,900          | 206,400        | 99        |
|   | Wagoner         | 19,100           | 18,900         | 99        |
|   | Washington      | 21,100           | 21,000         | 100       |
| <b>Between 25-49%</b>                   | <b>KANSAS</b>   |                  |                |           |
|   | Neosho          | 7,200            | 7,100          | 99        |
|   | <b>OKLAHOMA</b> |                  |                |           |
|   | Kay             | 20,900           | 20,700         | 99        |
|   | Okfuskee        | 4,600            | 4,500          | 98        |
|   | Ottawa          | 13,300           | 13,200         | 99        |
|   | Sequoyah        | 12,400           | 12,100         | 98        |
| <b>Between 5-24%</b>                    | <b>ARKANSAS</b> |                  |                |           |
|   | Benton          | 34,500           | 33,800         | 98        |
|   | Polk            | 6,600            | 6,400          | 97        |
|   | Scott           | 3,900            | 3,800          | 97        |
|   | Washington      | 40,100           | 39,200         | 98        |
|   | <b>KANSAS</b>   |                  |                |           |
|   | Labette         | 9,900            | 9,700          | 98        |
|   | <b>OKLAHOMA</b> |                  |                |           |
|   | Hughes          | 5,900            | 5,800          | 98        |
|   | Le Flore        | 17,000           | 16,700         | 98        |
|   | Lincoln         | 12,300           | 12,200         | 99        |
|   | Payne           | 24,900           | 24,600         | 99        |
|   | Pushmataha      | 5,300            | 5,100          | 96        |
|   | Seminole        | 11,100           | 11,000         | 99        |
| <b>Station Totals</b>                   |                 | <b>696,900</b>   | <b>687,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>452,500</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>276,400</b> |           |

# Oklahoma—Tulsa

## KOKI-TV

Ch. 23

**Network Service:** None, independent.

**Licensee:** Tulsa 23, Limited Partnership, 7422 E. 46th Pl., Tulsa, OK 74153.

**Studio:** 7422 E. 46th Pl., Tulsa, OK 74153.

**Mailing Address:** Box 33223, Tulsa, OK 74153.

**Telephone:** 918-663-6880.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 3310-kw max. & 1480-kw horizontal visual, 331-kw aural & 148-kw horizontal aural. Antenna: 1310-ft. above av. terrain, 1274-ft. above ground, 1994-ft. above sea level.

Latitude 36° 01' 35.8"  
Longitude 95° 40' 43.7"

**Transmitter:** SW 1/4 of NE 1/4, Sec. 23, Twp. 18N, Range 15 East, near Coweta.

**Satellite Earth Stations:** Odom, 3-meter C-band; Scientific-Atlanta, 5-meter C-band; RCA, 3-meter Ku-band; Automation Techniques, Microdyne, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** James U. Lavenstein, gen. partner, 10%; Benjamin F. Boddie, gen. partner, 3.5%; John H. Williams, Joanne S. Williams, Robert E. Thomas, Paribus Co. & Avitrol Corp., Ltd. partners, 10% each; Walter H. Helmerich III & C. W. Flint Jr., Ltd. partners, 7.5% each; 6 other Ltd. partners, none with more than 5.5%.

**Began Operation:** October 26, 1980.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Wilner & Scheiner.

**Represented (engineering):** Silliman & Silliman.

**Personnel:**

- JAMES LAVENSTEIN, general manager.
- MIKE BRAKER, general & local sales manager.
- TIM COUCH, national sales manager.
- DAVID FLING, program operations manager.
- EUGENE WILKIN, program & film buyer.
- ROBERT G. HARDIE, chief engineer.
- WES BUTLER, production manager.
- LIBBY PARRISH, traffic manager.
- DICK ENDERWOOD, promotion manager.
- DENNIS MOORE, business manager.

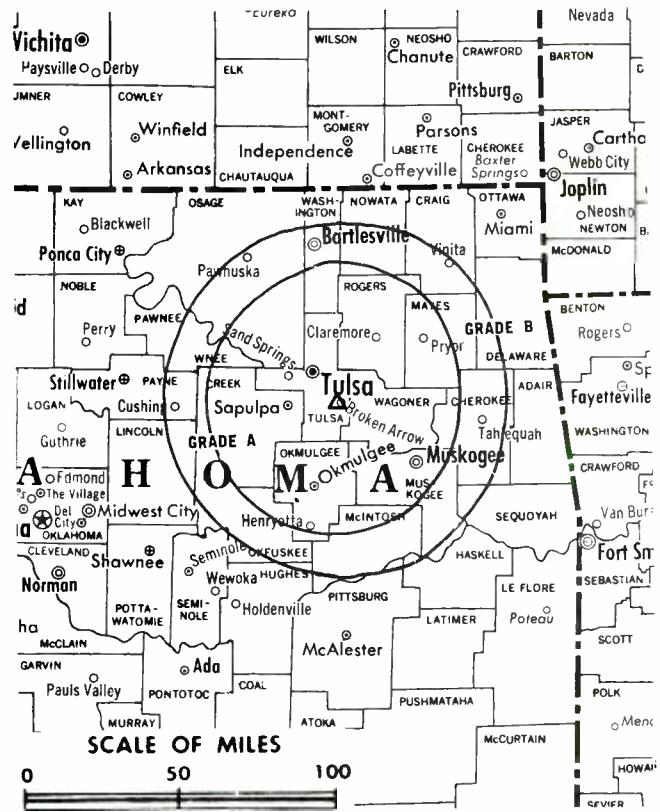
**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate (June 15, 1987):** \$180.

**City of License:** Tulsa. **ADI:** Tulsa. **Rank:** 52.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Creek           | 26,500           | 26,100        | 98  |
|                        | Mayes           | 13,800           | 13,600        | 99  |
|                        | Okmulgee        | 15,400           | 15,200        | 99  |
|                        | Rogers          | 20,400           | 20,100        | 99  |
|                        | Wagoner         | 19,100           | 18,900        | 99  |
| <b>Between 25-49%</b>  | <b>KANSAS</b>   |                  |               |     |
|                        | Chautauqua      | 2,300            | 2,300         | 100 |



KOKI-TV BMPCT-800421KE Granted 7/28/80

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| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |
|---|-----------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | Elk             | 1,600            | 1,600          | 100            |
|   | Labette         | 9,900            | 9,700          | 98             |
|   | Montgomery      | 16,700           | 16,400         | 98             |
|   | <b>OKLAHOMA</b> |                  |                |                |
|   | Cherokee        | 12,400           | 12,200         | 98             |
|   | Craig           | 5,600            | 5,500          | 98             |
|   | Delaware        | 10,900           | 10,600         | 97             |
|   | Haskell         | 4,800            | 4,700          | 98             |
|   | Latimer         | 3,800            | 3,700          | 97             |
|   | Mc Intosh       | 7,100            | 7,000          | 99             |
|   | Muskogee        | 27,500           | 27,100         | 99             |
|   | Nowata          | 4,600            | 4,600          | 100            |
|   | Osage           | 16,600           | 16,500         | 99             |
|   | Ottawa          | 13,300           | 13,200         | 99             |
|   | Pawnee          | 7,000            | 6,900          | 99             |
|   | Pittsburg       | 16,600           | 16,300         | 98             |
|   | Sequoyah        | 12,400           | 12,100         | 98             |
|   | Tulsa           | 207,900          | 206,400        | 99             |
|   | Washington      | 21,100           | 21,000         | 100            |
| <b>Between 5-24%</b>                    | <b>ARKANSAS</b> |                  |                |                |
|   | Sebastian       | 39,000           | 38,600         | 99             |
|   | <b>OKLAHOMA</b> |                  |                |                |
|   | Adair           | 6,900            | 6,700          | 97             |
|   | Hughes          | 5,900            | 5,800          | 98             |
|   | Kay             | 20,900           | 20,700         | 99             |
|   | Le Flore        | 17,000           | 16,700         | 98             |
| Lincoln                                 | 12,300          | 12,200           | 99             |                |
| Okfuskee                                | 4,600           | 4,500            | 98             |                |
| Payne                                   | 24,900          | 24,600           | 99             |                |
| <b>Station Totals</b>                   |                 | <b>628,800</b>   | <b>621,500</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>241,600</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>101,000</b> |



# Oklahoma—Tulsa

**KOTV**

Ch. 6

**Network Service:** CBS.

**Licensee:** KOTV Inc., Box 6, Tulsa, OK 74101.

**Studio:** 302 S. Frankfort St., Box 6, Tulsa, OK 74101.

**Telephone:** 918-582-6666. **TWX:** 918-923-3356.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1885-ft. above av. terrain, 1812-ft. above ground, 2522-ft. above sea level.

Latitude 36° 01' 15"  
Longitude 95° 40' 32"

**Transmitter:** Approx. 1.8-mi. E of Oneta, N of intersection of Muskogee Toll Rd. & S. 101st St.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Services:** AP, CBS, UPI, Group W Newsfeed.

**Ownership:** A. H. Belo Corp. See Group Ownership of Television Stations.

**Began Operation:** October 22, 1949. Sale to General Television Co. (Jack D. Wrather and mother, 50%; Maria Helen Alvarez, 50%) approved by FCC July 13, 1952 (*Television Digest*, Vol. 8:19, 31). Sale to Corinthian Bcstg. approved May 13, 1954 (Vol. 10:20). Merger of Corinthian Bcstg. with Dun & Bradstreet approved by FCC April 14, 1971 (Vol. 11:16, 21). Sale to present owner by Corinthian approved Nov. 22, 1983 (Vol. 23:20).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- WARD HUEY, president, Belo Broadcasting.
- PHILLIP KELLER, vice president & general manager.
- JIM MORONEY III, general sales manager.
- MARY ANN SKINNER, regional sales manager.
- NICK NICHOLSON, local sales manager.
- JAN WILSON, program director.
- PAULA WALKER, news director.
- DON STAFFORD, chief engineer.
- IRV JOHNSON, production manager.
- RICK HERRMANN, creative services director.

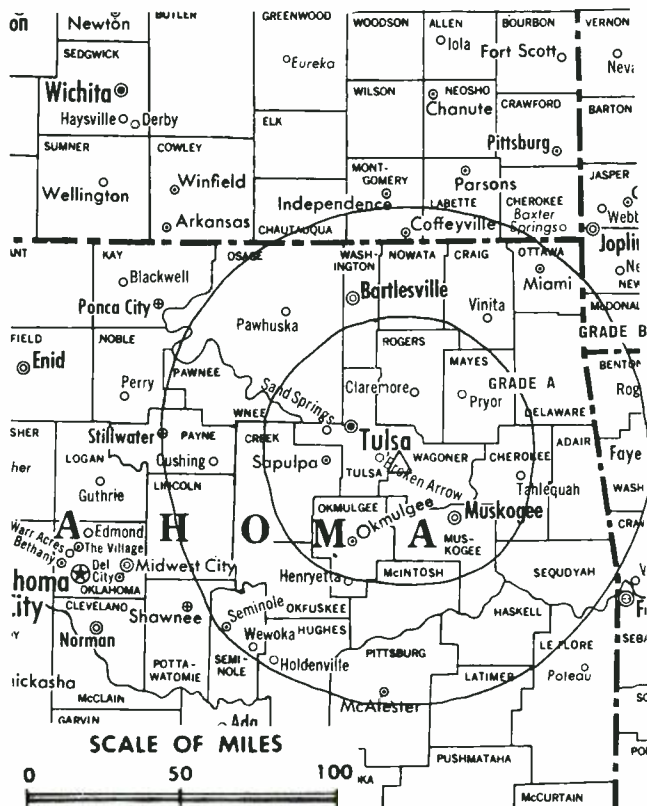
**Highest 30 Sec. Rate:** \$2200.

**NETWORK BASE HOURLY RATE:** \$1300.

**City of License:** Tulsa. **ADI:** Tulsa. **Rank:** 52.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KANSAS</b>   |                  |               |     |
|                        | Chautauqua      | 2,300            | 2,300         | 100 |
|                        | Montgomery      | 16,700           | 16,400        | 98  |
|                        | <b>OKLAHOMA</b> |                  |               |     |
|                        | Adair           | 6,900            | 6,700         | 97  |
|                        | Cherokee        | 12,400           | 12,200        | 98  |
|                        | Craig           | 5,600            | 5,500         | 98  |
|                        | Creek           | 26,500           | 26,100        | 98  |
|                        | Delaware        | 10,900           | 10,600        | 97  |
|                        | Haskell         | 4,800            | 4,700         | 98  |
|                        | Kay             | 20,900           | 20,700        | 99  |
|                        | Latimer         | 3,800            | 3,700         | 97  |
|                        | Mc Intosh       | 7,100            | 7,000         | 99  |
|                        | Mayes           | 13,800           | 13,600        | 99  |



KOTV BMPCT—830906KE Granted 9/27/83 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |
|---|-----------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Muskogee        | 27,500           | 27,100         | 99             |
|   | Nowata          | 4,600            | 4,600          | 100            |
|   | Okmulgee        | 15,400           | 15,200         | 99             |
|   | Osage           | 16,600           | 16,500         | 99             |
|   | Pawnee          | 7,000            | 6,900          | 99             |
|   | Pittsburg       | 16,600           | 16,300         | 98             |
|   | Rogers          | 20,400           | 20,100         | 99             |
|   | Sequoyah        | 12,400           | 12,100         | 98             |
|   | Tulsa           | 207,900          | 206,400        | 99             |
|   | Washington      | 21,100           | 21,000         | 100            |
| <b>Between 25-49%</b>                   | <b>OKLAHOMA</b> |                  |                |                |
|   | Okfuskee        | 4,600            | 4,500          | 98             |
|   | Ottawa          | 13,300           | 13,200         | 99             |
| Payne                                   | 24,900          | 24,600           | 99             |                |
| <b>Between 5-24%</b>                    | <b>ARKANSAS</b> |                  |                |                |
|   | Benton          | 34,500           | 33,800         | 98             |
| Washington                              | 40,100          | 39,200           | 98             |                |
| <b>KANSAS</b>                           | Labette         | 9,900            | 9,700          | 98             |
|   | Wilson          | 4,800            | 4,700          | 98             |
| <b>MISSOURI</b>                         | Mc Donald       | 6,000            | 5,900          | 98             |
| <b>OKLAHOMA</b>                         | Hughes          | 5,900            | 5,800          | 98             |
|   | Le Flore        | 17,000           | 16,700         | 98             |
|   | Lincoln         | 12,300           | 12,200         | 99             |
|   | Seminole        | 11,100           | 11,000         | 99             |
| <b>Station Totals</b>                   |                 | <b>684,700</b>   | <b>675,900</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>469,700</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>288,200</b> |

# Oklahoma—Tulsa

## KTUL-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** KTUL Television Inc., Box 8, Tulsa, OK 74101.

**Studio:** Lookout Mountain, Tulsa.

**Mailing Address:** Box 8, Tulsa, OK 74101.

**Telephone:** 918-446-3351. **TWX:** 910-845-2181.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1880-ft. above av. terrain, 1909-ft. above ground, 2549-ft. above sea level.

Latitude 35° 58' 08"  
Longitude 95° 36' 55"

**Transmitter:** 13455 S. 321st St. E, 2.3-mi. NE of Coweta, OK.

**Satellite Earth Stations:** Andrew, 7.3-meter; Avantek receivers.

**News Services:** UPI, NIWS, Conus, Washington News Bureau.

**Ownership:** Allbritton Communications Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 18, 1954. Sale to present owner by Leake TV Inc. approved by FCC Feb. 14, 1983 (*Television Digest*, Vol. 22:45).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

JOHN GARWOOD, president & general manager.  
JENNIFER PENDERGRAFT, director of business affairs.  
RANDY PRATT, general sales manager.  
CHARLIE RAY, promotion manager.  
ROMAN HLOHOWSKYJ, chief engineer.  
JEFF BARTLETT, news director.  
RICH IRWIN, production manager.  
TERRY WILSON, programming director.  
CHRISTI SHEA, research & community affairs director.

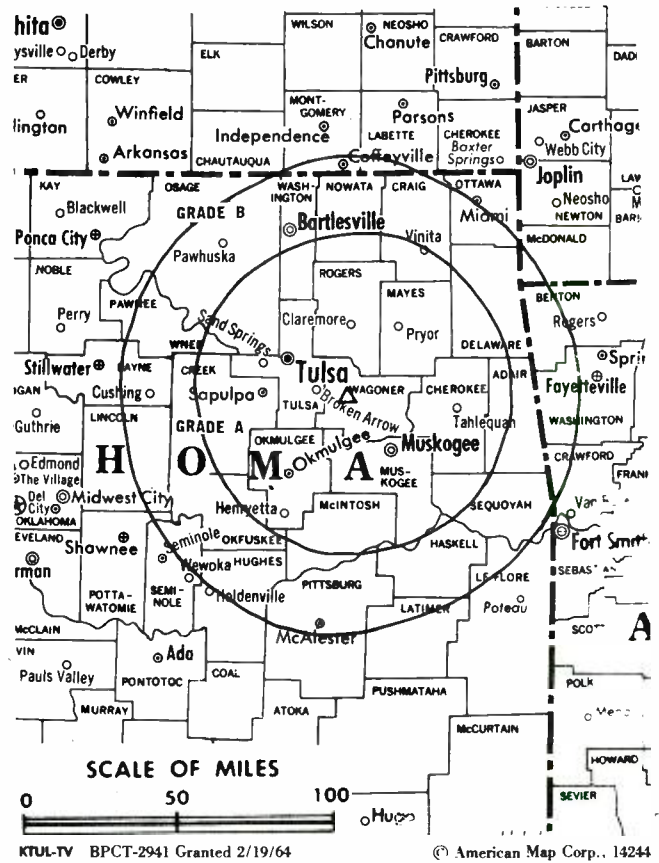
**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$1300.

**City of License:** Tulsa. **ADI:** Tulsa. **Rank:** 52.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over             | <b>ARKANSAS</b> |                  |               |     |
|                        | Washington      | 40,100           | 39,200        | 98  |
|                        | <b>KANSAS</b>   |                  |               |     |
|                        | Chautauqua      | 2,300            | 2,300         | 100 |
|                        | Montgomery      | 16,700           | 16,400        | 98  |
|                        | <b>OKLAHOMA</b> |                  |               |     |
|                        | Adair           | 6,900            | 6,700         | 97  |
|                        | Cherokee        | 12,400           | 12,200        | 98  |
|                        | Craig           | 5,600            | 5,500         | 98  |
|                        | Creek           | 26,500           | 26,100        | 98  |
|                        | Delaware        | 10,900           | 10,600        | 97  |
|                        | Haskell         | 4,800            | 4,700         | 98  |
|                        | Latimer         | 3,800            | 3,700         | 97  |
|                        | Le Flore        | 17,000           | 16,700        | 98  |
|                        | Mc Intosh       | 7,100            | 7,000         | 99  |
|                        | Mayes           | 13,800           | 13,600        | 99  |
|                        | Muskogee        | 27,500           | 27,100        | 99  |
|                        | Nowata          | 4,600            | 4,600         | 100 |
|                        | Okmulgee        | 15,400           | 15,200        | 99  |
| Osage                  | 16,600          | 16,500           | 99            |     |
| Pawnee                 | 7,000           | 6,900            | 99            |     |
| Pittsburg              | 16,600          | 16,300           | 98            |     |
| Rogers                 | 20,400          | 20,100           | 99            |     |
| Sequoyah               | 12,400          | 12,100           | 98            |     |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |
|---|-----------------|------------------|----------------|----------------|
| 50% & Over                              | Tulsa           | 207,900          | 206,400        | 99             |
|   | Wagoner         | 19,100           | 18,900         | 99             |
|   | Washington      | 21,100           | 21,000         | 100            |
| Between 25-49%                          | <b>ARKANSAS</b> |                  |                |                |
|   | Benton          | 34,500           | 33,800         | 98             |
|   | Sebastian       | 39,000           | 38,600         | 99             |
|   | <b>KANSAS</b>   |                  |                |                |
|   | Elk             | 1,600            | 1,600          | 100            |
|   | Wilson          | 4,800            | 4,700          | 98             |
|   | <b>OKLAHOMA</b> |                  |                |                |
|   | Hughes          | 5,900            | 5,800          | 98             |
|   | Mc Curtain      | 13,200           | 12,900         | 98             |
|   | Okfuskee        | 4,600            | 4,500          | 98             |
| Ottawa                                  | 13,300          | 13,200           | 99             |                |
| Payne                                   | 24,900          | 24,600           | 99             |                |
| Between 5-24%                           | <b>ARKANSAS</b> |                  |                |                |
|   | Crawford        | 14,600           | 14,300         | 98             |
|   | Franklin        | 5,900            | 5,800          | 98             |
|   | Polk            | 6,600            | 6,400          | 97             |
|   | Scott           | 3,900            | 3,800          | 97             |
|   | <b>KANSAS</b>   |                  |                |                |
|   | Cherokee        | 9,000            | 8,900          | 99             |
|   | Labette         | 9,900            | 9,700          | 98             |
|   | <b>MISSOURI</b> |                  |                |                |
|   | Mc Donald       | 6,000            | 5,900          | 98             |
|   | Newton          | 16,200           | 16,000         | 99             |
|   | <b>OKLAHOMA</b> |                  |                |                |
|   | Atoka           | 4,900            | 4,800          | 98             |
|   | Coal            | 2,300            | 2,300          | 100            |
| Kay                                     | 20,900          | 20,700           | 99             |                |
| Lincoln                                 | 12,300          | 12,200           | 99             |                |
| Pushmataha                              | 5,300           | 5,100            | 96             |                |
| Seminole                                | 11,100          | 11,000           | 99             |                |
| <b>Station Totals</b>                   |                 | <b>807,200</b>   | <b>796,400</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>536,400</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>332,200</b> |

# Oklahoma—Tulsa

**KWHB**

**Ch. 47**

**Network Service:** None, independent.

**Licensee:** Le Sea Inc., Box 12, South Bend, IN 46624.

**Studio:** 11414 East 58th Street, Tulsa, OK 74146.

**Mailing Address:** Box 470047, Tulsa, OK 74147.

**Telephone:** 918-250-9402.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 1660-kw visual, 166-kw aural. Antenna: 1510-ft. above av. terrain, 1425-ft. above ground, 1839-ft. above sea level.

Latitude 36° 01' 15"  
Longitude 95° 40' 32"

**Transmitter:** Oneta, OK.

**Satellite Earth Stations:** Paracclipse, 4.8-meter; M/A-Com receivers.

**Ownership:** Le Sea Broadcasting Co., 100%. See Lester Sumrall Evangelistic Assn. in Group Ownership of Television Stations.

**Began Operation:** July 20, 1985. Sale to present owner by Kern family approved by FCC May 14, 1986.

**Represented (legal):** Pepper & Corazzini.

**Represented (engineering):** E. Harold Munn Jr. & Associates Inc.

**Personnel:**

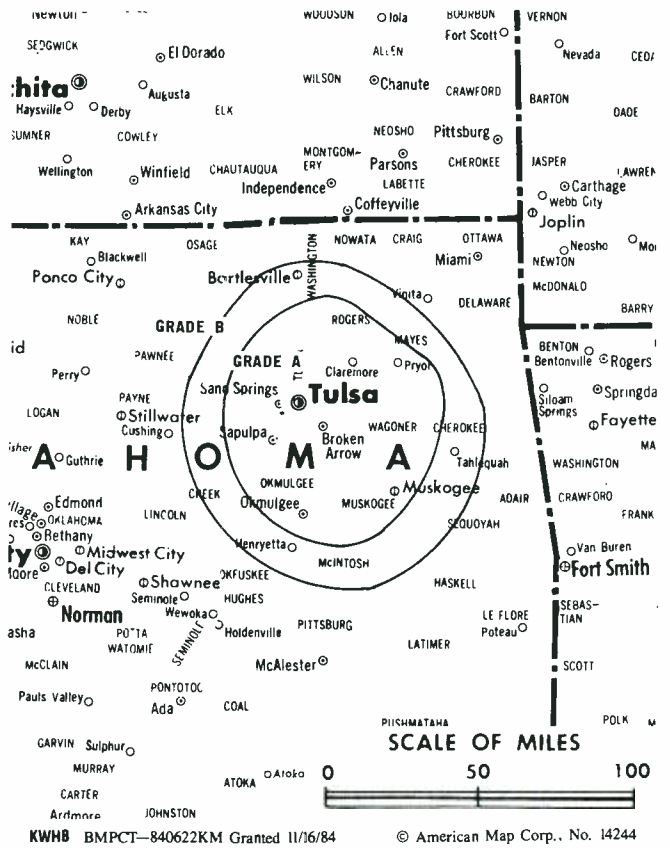
JEFF NENE, operations manager.  
JAMES O. BOWLES, chief engineer.

**Highest One Hour Rate:** \$600.

**Highest 30 Sec. Rate:** \$50.

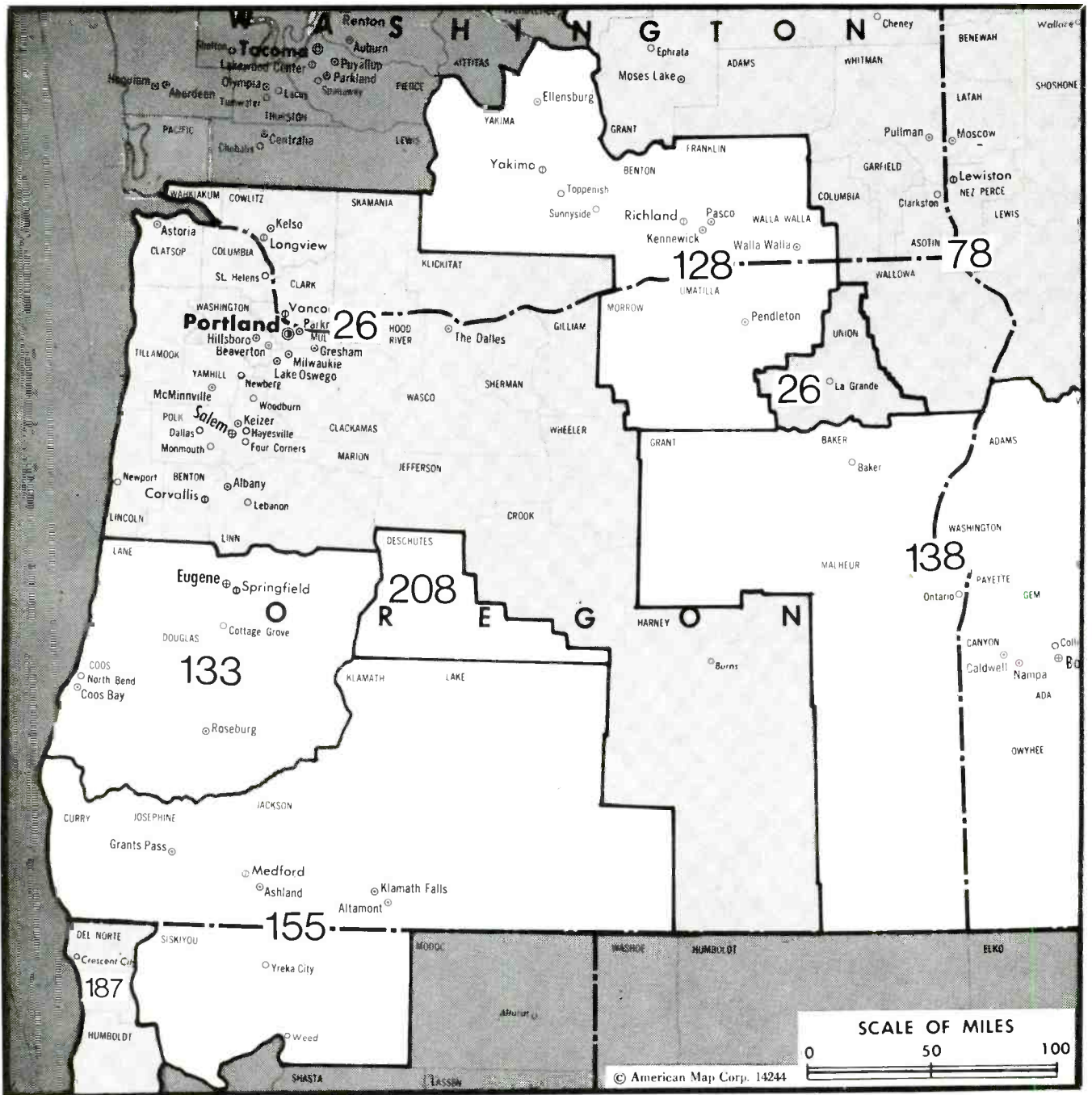
**City of License:** Tulsa. **ADI:** Tulsa. **Rank:** 52.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County    | Total Households | TV Households | %             |
|---|-----------------|------------------|---------------|---------------|
| <b>Between 5-24%</b>                    | <b>OKLAHOMA</b> |                  |               |               |
|   | Mc Intosh       | 7,100            | 7,000         | 99            |
|   | Mayes           | 13,800           | 13,600        | 99            |
|   | Nowata          | 4,600            | 4,600         | 100           |
|   | Okfuskee        | 4,600            | 4,500         | 98            |
|   | Rogers          | 20,400           | 20,100        | 99            |
| Wagoner                                 | 19,100          | 18,900           | 99            |               |
| <b>Station Totals</b>                   |                 | <b>69,600</b>    | <b>68,700</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |               | <b>16,700</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |               | <b>6,700</b>  |

# Oregon



| Market       | Arbitron ADI<br>TV Households | Rank |
|--------------|-------------------------------|------|
| Portland, OR | 785,700                       | 26   |
| Spokane, WA  | 313,900                       | 78   |
| Yakima, WA   | 161,500                       | 128  |
| Eugene, OR   | 155,300                       | 133  |
| Boise, ID    | 153,200                       | 138  |
| Medford, OR  | 123,200                       | 155  |
| Eureka, CA   | 51,100                        | 187  |
| Bend, OR     | 24,800                        | 208  |

| Market Area  | Commercial TV Stations  |
|--------------|---|
| Portland, OR | KATU (2), KGW-TV (8), KHSP (22), KOIN-TV (6), KPDX (49), KPTV (12), KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KSKN (22), KXLY-TV (4), KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEV (42), KCBY-TV (11), KEZI (9), KMTR-TV (16), KPIC (4), KVAL-TV (13), KBCI-TV (2), KIVI (6), KTRV (12), KTVB (7), KDRV (12), KOBI (5), KOTI (2), KTVL (10), KIEM-TV (3), KREQ (23), KVIQ-TV (6), KTVZ (21) |

| State Cross Reference List   |                   |
|--|-------------------|
| Communities That Receive Programs of Stations That are Located Elsewhere |                   |
| KHSP, Portland   | See Salem, OR     |
| KPDX, Portland   | See Vancouver, WA |

| Oregon Station Status as of October 1, 1987 |     |     |       |
|---|-----|-----|-------|
|   | VHF | UHF | TOTAL |
| Commercial Television Stations              | 12  | 3   | 15    |
| Educational Television Stations             | 5   | 0   | 5     |
|   | 17  | 3   | 20    |

# Oregon—Bend

**KTVZ**

**Ch. 21**

**Network Service:** CBS, NBC.

**Licensee:** Resort Bcstg. Co., 3rd & Montgomery Sts., North Wales, PA 19454.

**Studio:** 62990 O.B. Riley Rd.

**Mailing Address:** Box 149, Bend, OR 97709.

**Telephone:** 503-389-6511.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 77.9-kw max. & 31.6-kw horizontal visual, 3.98-kw aural. Antenna: 640-ft. above av. terrain, 169-ft. above ground, 4384-ft. above sea level.

Latitude 44° 04' 40"  
Longitude 121° 19' 49"

**Transmitter:** Atop Awbrey Butte, 1-mi. NW of Bend.

**Satellite Earth Stations:** 3 in operation; Scientific-Atlanta, 5-meter; Harris, Scientific-Atlanta receivers.

**News Services:** AP, NBC.

**Ownership:** Stainless Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 6, 1977. Sale to present owners by Sierra Cascade Communications Inc. approved by FCC Oct. 30, 1986.

**Represented (sales):** Katz Television.

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

**Represented (engineering):** Hammett & Edison Inc.

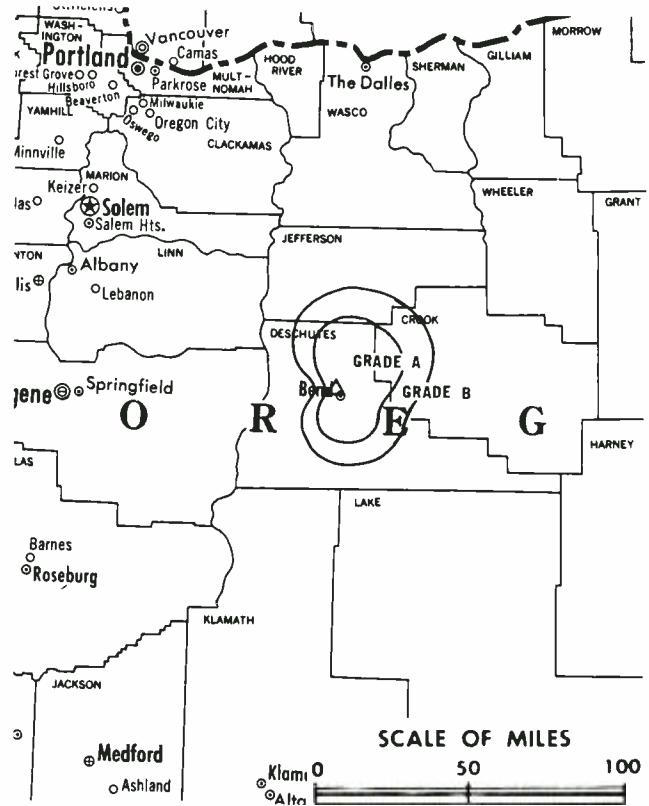
**Personnel:**

JOHN LARKIN, general manager.  
DUNCAN LAING, sales manager.  
TERESA BOLLARD, operations manager.  
ERNIE PENDERGRAFT, chief engineer.

**Highest 30 Sec. Rate:** \$150.

**City of License:** Bend. **ADI:** Bend. **Rank:** 208.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KTVZ BPCT-4971 Granted 4/22/77 © American Map Corp. 14244

| Net Weekly Circulation                  | State County               | Total Households | TV Households | %             |
|---|----------------------------|------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | <b>OREGON</b><br>Deschutes | 25,900           | 24,500        | 94            |
|   | Jefferson                  | 4,600            | 4,400         | 96            |
| <b>Between 25-49%</b>                   | <b>OREGON</b><br>Crook     | 5,100            | 4,800         | 94            |
| <b>Between 5-24%</b>                    | <b>OREGON</b><br>Wasco     | 8,400            | 7,900         | 94            |
| <b>Station Totals</b>                   |                            | <b>44,000</b>    | <b>41,600</b> | <b>94</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                            |                  |               | <b>25,100</b> |
| <b>Average Daily Circulation (1987)</b> |                            |                  |               | <b>15,900</b> |

# Oregon—Coos Bay-North Bend

## KCBY-TV

Ch. 11

(Satellite of KVAL-TV, Eugene, OR)

**Network Service:** CBS.

**Licensee:** Eugene Television Inc., Box 1156, Coos Bay, OR 97420.

**Studio:** Coal Bank, Slough Rd., Coos Bay

**Mailing Address:** Box 1156, Coos Bay, OR 97420.

**Telephone:** 503-269-1111.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 11.5-kw visual, 1.15-kw aural. Antenna: 680-ft. above av. terrain, 200-ft. above ground, 1115-ft. above sea level.

Latitude 43° 23' 26.0"  
Longitude 124° 07' 46.3"

**Transmitter:** 5-mi. ENE of city center.

**Satellite Earth Stations:** 3 in operation.

**News Service:** AP.

**Ownership:** Eugene Television Inc. See Group Ownership of Television Stations.

**Began Operation:** October 1, 1960.

**Represented (sales):** Katz Television; Art Moore Inc.

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

**Represented (engineering):** McClanathan & Associates.

**Personnel:**

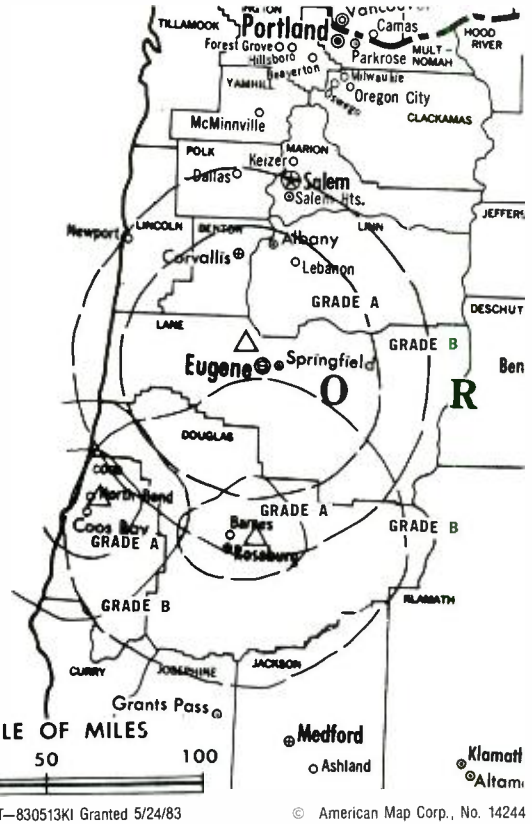
JAMES W. PUTNEY, vice president & general manager.  
BRUCE BENNETT, station manager.  
TIM HERSHISER, chief engineer.

**Highest 30 Sec. Rate:** \$85.

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

**City of License:** Coos Bay. **ADI:** Eugene. **Rank:** 133.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KCBY-TV BMPCT—830513KI Granted 5/24/83

| Net Weekly Circulation                  | State County  | Total Households | TV Households | %         |
|---|---------------|------------------|---------------|-----------|
| <b>50% &amp; Over</b>                   | <b>OREGON</b> |                  |               |           |
|   | Coos          | 23,200           | 21,500        | 92        |
| <b>Between 25-49%</b>                   | <b>OREGON</b> |                  |               |           |
|   | Curry         | 7,000            | 6,500         | 93        |
| <b>Between 5-24%</b>                    | <b>OREGON</b> |                  |               |           |
|   | Douglas       | 35,100           | 33,400        | 95        |
| <b>Station Totals</b>                   |               | <b>65,300</b>    | <b>61,400</b> | <b>94</b> |
| <b>Net Weekly Circulation (1987)</b>    |               |                  | <b>24,300</b> |           |
| <b>Average Daily Circulation (1987)</b> |               |                  | <b>15,500</b> |           |

# Oregon—Eugene

**KEZI**

**Ch. 9**

**Network Service:** ABC.

**Licensee:** KEZI Inc., Box 7009, Eugene, OR 97401.

**Studio:** 2225 Coburg Rd.

**Mailing Address:** Box 7009, Eugene, OR 97401.

**Telephone:** 503-485-5611. **TWX:** 910-459-2028.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1769-ft. above av. terrain, 496-ft. above ground, 2604-ft. above sea level.

Latitude 44° 06' 57"  
Longitude 122° 59' 57"

**Transmitter:** Coburg Ridge, approx. 7-mi. NE of Eugene.

**Satellite Earth Stations:** 5 in operation; Avantek, Drake, Harris, M/A-Corn receivers.

**News Services:** ABC, AP, CNN, UPI.

**Ownership:** Carolyn S. Chambers, pres.-treas., 100%; Phil Cass Jr., secy. Chambers is a multiple cable system operator.

**Began Operation:** December 19, 1960. Sale to present owner approved by FCC Aug. 10, 1983.

**Represented (sales):** Blair Television; Tacher Co. (Seattle & Portland).

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros & Braun.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

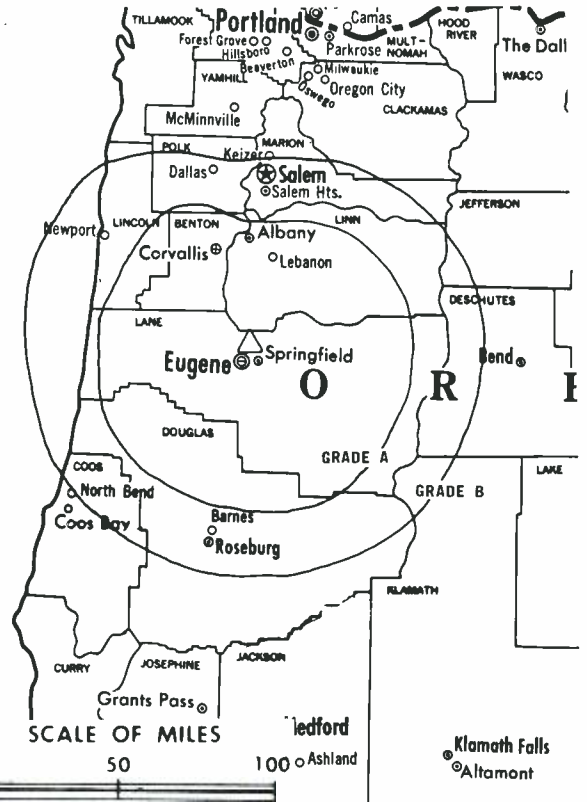
CAROLYN S. CHAMBERS, president.  
BRUCE R. LILJEGREN, general manager.  
DAVE LARSON, director of operations.  
BRUCE A. BARRETT, general sales manager.  
BETH COOKSON, national & regional sales.  
JOE SMELSER, production manager.  
REBECCA FORCE, news director.  
DENNIS HUNT, chief engineer.

**Highest 30 Sec. Rate:** \$650.

**City of License:** Eugene. **ADI:** Eugene. **Rank:** 133.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County  | Total Households | TV Households | %  |
|------------------------|---------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OREGON</b> |                  |               |    |
|                        | Benton        | 22,400           | 22,400        | 93 |
|                        | Coos          | 23,200           | 21,500        | 92 |
|                        | Douglas       | 35,100           | 33,400        | 95 |



KEZI BPCI-820721KJ Granted 9/29/82

© American Map Corp., No. 14244

| Net Weekly Circulation                  | State County  | Total Households | TV Households  | %         |
|---|---------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Lane          | 104,100          | 100,300        | 96        |
|   | Linn          | 33,600           | 32,300         | 96        |
| <b>Between 25-49%</b>                   | <b>OREGON</b> |                  |                |           |
|   | Crook         | 5,100            | 4,800          | 94        |
|   | Deschutes     | 25,900           | 24,500         | 94        |
|   | Lincoln       | 15,700           | 14,500         | 92        |
|   | Polk          | 17,100           | 16,500         | 96        |
| <b>Between 5-24%</b>                    | <b>OREGON</b> |                  |                |           |
|   | Jefferson     | 4,600            | 4,400          | 96        |
|   | Marion        | 77,500           | 74,300         | 96        |
|   | Yamhill       | 21,100           | 20,100         | 95        |
| <b>Station Totals</b>                   |               | <b>387,000</b>   | <b>369,000</b> | <b>95</b> |
| <b>Net Weekly Circulation (1987)</b>    |               |                  | <b>190,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |               |                  | <b>100,100</b> |           |

# Oregon—Eugene-Springfield

## KMTR-TV

Ch. 16

**Network Service:** NBC.

**Licensee:** KMTR Inc., Box 7308, Eugene, OR 97401.

**Studio:** 3825 International Court, Springfield, OR 97477.

**Mailing Address:** Box 7308, Eugene, OR 97401.

**Telephone:** 503-746-1600.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 1910-kw max. & 871-kw horizontal visual, 381.6-kw max. & 174-kw horizontal aural. Antenna: 1685-ft. above av. terrain, 496-ft. above ground, 2606-ft. above sea level.

Latitude 44° 06' 58"  
Longitude 122° 59' 55"

**Transmitter:** Coburg Ridge, near Eugene.

**Satellite Earth Stations:** Harris, 6.1-meter Ku-band; Harris, 6.1-meter C-band; Harris, 3-meter Ku-band.

**News Services:** AP, Group W Newsfeed, NBC.

**Ownership:** Hugh E. Davis, chmn., 34.59%; Robert W. Davis, pres., 12.6%; Richard G. Picatti, 4.94%; Sperry A. McNaughton, 3.95%; Campbell T. Wilson, 3.59%; C. Keith Riffe, 2.47%; 4 others with less than 1% each. H. E. & R. W. Davis have interest in KNDO(TV), Yakima & KNDU(TV), Richland, WA.

**Began Operation:** October 4, 1982. Transfer of control to present owners approved by FCC Jan. 16, 1984.

**Represented (sales):** Seltel Inc.; Northwest Television Sales (Seattle, Portland).

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

**Represented (engineering):** Hatfield & Dawson.

### Personnel:

ROBERT W. DAVIS, president & general manager.  
CAM WILSON, vice president & general sales manager.  
JULIE STRANDLIEN, program director.  
JERRY MADSEN, chief engineer.  
PAUL C. RIESS, news director.  
TIM K. LAY, production manager.  
GRETCHEN HOWELL, controller.

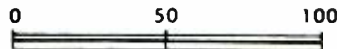
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate (July 1, 1987):** \$855.

**NETWORK BASE HOURLY RATE:** \$375.



SCALE OF MILES



KMTR-TV BPCT-790507KJ Granted 10/19/81

© American Map Corp., 14244

**City of License:** Eugene. **ADI:** Eugene. **Rank:** 133.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County            | Total Households | TV Households  | %              |
|---|-------------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>OREGON</b><br>Lane   | 104,100          | 100,300        | 96             |
| <b>Between 25-49%</b>                   | <b>OREGON</b><br>Benton | 24,000           | 22,400         | 93             |
|   | Linn                    | 33,600           | 32,300         | 96             |
| <b>Between 5-24%</b>                    | <b>OREGON</b><br>Coos   | 23,200           | 21,500         | 92             |
|   | Douglas                 | 35,100           | 33,400         | 95             |
| <b>Station Totals</b>                   |                         | <b>220,000</b>   | <b>209,900</b> | <b>95</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                         |                  |                | <b>110,000</b> |
| <b>Average Daily Circulation (1987)</b> |                         |                  |                | <b>59,400</b>  |



# Oregon—Eugene

## KVAL-TV

Ch. 13

(Also operates satellites KPIC, Roseburg, OR and KCBY-TV, Coos Bay, OR)

**Network Service:** CBS.

**Licensee:** Eugene Television Inc., Blanton Heights Rd., Eugene, OR 97405.

**Studio:** Blanton Heights, Eugene, OR.

**Mailing Address:** Box 1313, Eugene, OR 97440.

**Telephone:** 503-342-4961. **TWX:** 910-459-2033.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1476-ft. above av. terrain, 848-ft. above ground, 2142-ft. above sea level.

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

**Transmitter:** Blanton Heights.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; Harris, 4.6-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Eugene Television Inc. See Group Ownership of Television Stations.

**Began Operation:** April 15, 1954.

**Represented (sales):** Katz Television; Art Moore Inc. (Pacific Northwest).

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

**Represented (engineering):** McClanathan & Associates.

**Personnel:**

JAMES W. PUTNEY, vice president & general manager.  
DAVID WEINKAUF, general sales manager.  
JOHN DOYLE, news director.  
JAMES BOWEN, director of engineering.

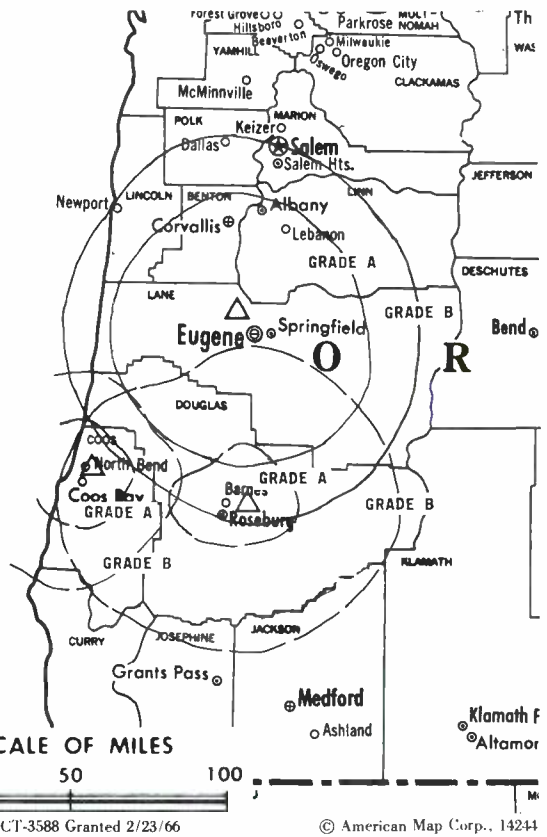
**Highest 30 Sec. Rate:** \$750.

**NETWORK BASE HOURLY RATE:** \$1430.

**City of License:** Eugene. **ADI:** Eugene. **Rank:** 133.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County  | Total Households | TV Households | %  |
|------------------------|---------------|------------------|---------------|----|
| 50% & Over             | OREGON Benton | 24,000           | 22,400        | 93 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| 50% & Over                              | Lane                  | 104,100          | 100,300        | 96             |
| Between 25-49%                          | OREGON Lincoln        | 15,700           | 14,500         | 92             |
|   | Linn                  | 33,600           | 32,300         | 96             |
|   | Wheeler               | 700              | 700            | 100            |
|   | OREGON Deschutes      | 25,900           | 24,500         | 94             |
| Between 5-24%                           | Douglas               | 35,100           | 33,400         | 95             |
|   | Jefferson             | 4,600            | 4,400          | 96             |
|   | Marion                | 77,500           | 74,300         | 96             |
|   | Polk                  | 17,100           | 16,500         | 96             |
|   | <b>Station Totals</b> |                  | <b>338,300</b> | <b>323,300</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>144,900</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>82,600</b>  |

# Oregon—Klamath Falls

**KOTI**

**Ch. 2**

**Network Service:** NBC.

**Licensee:** California Oregon Broadcasting Inc., Box 5M, Medford, OR 97501.

**Studio:** 222 7th St., Box 2K, Klamath Falls, OR 97601.

**Telephone:** 503-882-2222.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 35.5-kw visual, 3.55-kw aural. Antenna: 1050-ft. above av. terrain, 180-ft. above ground, 6500-ft. above sea level.

Latitude 42° 05' 48"  
Longitude 121° 37' 57"

**Transmitter:** 4-mi. ESE of city.

**Satellite Earth Stations:** 3 in operation; Scientific-Atlanta, 4.5-meter.

**News Service:** UPI.

**Ownership:** California-Oregon Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 13, 1956.

**Represented (sales):** Blair Television; Creative Broadcast Representatives Inc. (Canada).

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

**Personnel:**

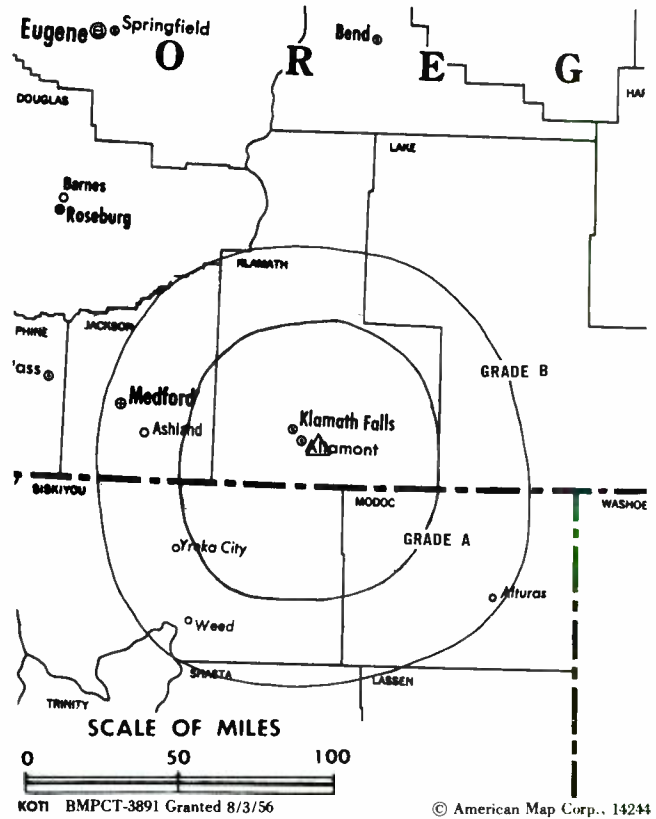
PATRICIA C. SMULLIN, president.  
WILLIAM B. SMULLIN, secretary/founder.  
EDWARD ZANDER, general manager.

**Rates:** See KOB1, Medford, OR.

**NETWORK BASE HOURLY RATE:** \$50.

**City of License:** Klamath Falls. **ADI:** Medford. **Rank:** 155.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County      | Total Households | TV Households | %             |
|---|-------------------|------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | <b>CALIFORNIA</b> |                  |               |               |
|   | Modoc             | 3,700            | 3,400         | 92            |
|   | <b>OREGON</b>     |                  |               |               |
|   | Klamath           | 22,000           | 21,200        | 96            |
|   | Lake              | 3,000            | 2,800         | 93            |
| <b>Between 5-24%</b>                    | <b>CALIFORNIA</b> |                  |               |               |
|   | Siskiyou          | 17,200           | 16,100        | 93            |
| <b>Station Totals</b>                   |                   | <b>45,900</b>    | <b>43,500</b> | <b>94</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |               | <b>28,400</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |               | <b>18,900</b> |

# Oregon—Medford

**KDRV**

Ch. 12

**Network Service:** ABC.

**Licensee:** Sunshine Television Inc., Box 728, Medford, OR 97501.

**Studio:** 1090 Knudson Dr., Medford, OR 97504.

**Telephone:** 503-773-1212.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 191-kw max. visual, 38.1-kw max. aural. Antenna: 2701-ft. above av. terrain, 171-ft. above ground, 5434-ft. above sea level.

Latitude 42° 41' 30"  
Longitude 123° 13' 44"

**Transmitter:** King Mountain, 31.4-mi. from Medford.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; United Satellite Systems, 4.5-meter C-band; Andrew, Avantek, Scientific-Atlanta receivers.

**News Services:** ABC, Group W Newsfeed.

**Ownership:** Love Bcstg. Co. James S. Love III, chmn., 28.3%; John F. Nash, pres., 5.15%; Aubrey L. Collum, v.p.-treas., 5.15%; Jo Love Little, v.p.-secy., 28.3%; Mary E. McMillan, v.p., 28.27%; Dr. L. J. Smith, 1%; 5 others, with 0.5% each. For Love's principals' other interests, see WLOX-TV, Biloxi, MS..

**Began Operation:** February 26, 1984. Sale to present owners by Dunbar Carpenter, et al., approved by FCC July 16, 1987.

**Represented (sales):** Seltel Inc.; Northwest TV Sales.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** McClanathan & Associates.

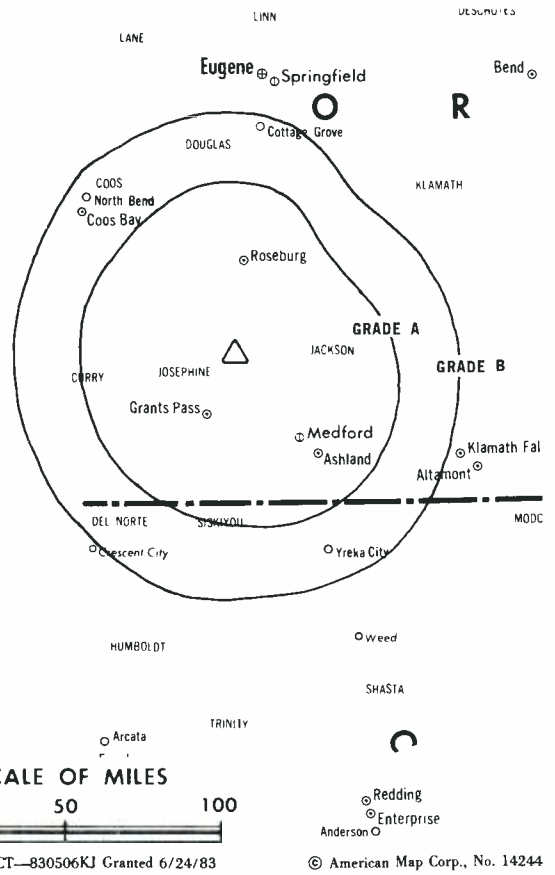
**Personnel:**

KEITH LOLLIS, general manager.  
ROGER BIRD, general sales manager.  
COLLEEN CLARK, promotion manager.  
RICK CARRARA, chief operator.

**Rates:** Not available.

**City of License:** Medford. **ADI:** Medford. **Rank:** 155.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KDRV BMPCT-830506KJ Granted 6/24/83

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| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %             |
|---|-------------------|------------------|----------------|---------------|
| <b>50% &amp; Over</b>                   | <b>OREGON</b>     |                  |                |               |
|   | Curry             | 7,000            | 6,500          | 93            |
|   | Jackson           | 52,600           | 50,800         | 97            |
|   | Josephine         | 25,700           | 24,200         | 94            |
| <b>Between 25-49%</b>                   | <b>OREGON</b>     |                  |                |               |
|   | Douglas           | 35,100           | 33,400         | 95            |
|   | Klamath           | 22,000           | 21,200         | 96            |
| <b>Between 5-24%</b>                    | <b>CALIFORNIA</b> |                  |                |               |
|   | Del Norte         | 7,600            | 7,100          | 93            |
|   | Siskiyou          | 17,200           | 16,100         | 93            |
|   | <b>OREGON</b>     |                  |                |               |
|   | Coos              | 23,200           | 21,500         | 92            |
| <b>Station Totals</b>                   |                   | <b>190,400</b>   | <b>180,800</b> | <b>94</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                | <b>92,900</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                | <b>51,600</b> |

# Oregon—Medford

**KOBI**

Ch. 5

**Network Service:** NBC.

**Licensee:** California-Oregon Broadcasting Inc., Box 5M, Medford, OR 97501.

**Studio:** 125 S. Fir St., Medford, OR 97501.

**Telephone:** 503-779-5555. **TWX:** 510-757-0607.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 60.3-kw visual, 8.13-kw aural. Antenna: 2700-ft. above av. terrain, 128-ft. above ground, 5420-ft. above sea level.

Latitude 42° 41' 31"  
Longitude 123° 13' 42"

**Transmitter:** King Mountain, approx. 28-mi. NW of Medford.

**Satellite Earth Stations:** Andrew, 6.3-meter; Harris, 3-meter; Paradigm, 4.5-meter; Andrew, Harris, Scientific-Atlanta receivers.

**AM Affiliate:** KAGI (Grants Pass), 5-kw day (1-kw night), 930 kHz.

**News Service:** UPI.

**Ownership:** California-Oregon Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 1, 1953.

**Represented (sales):** Blair Television.

**Represented (legal):** Pierson, Ball & Dowd.

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

**Personnel:**

PATRICIA C. SMULLIN, president.  
WILLIAM B. SMULLIN, secretary/founder.  
ED ZANDER, manager.  
BILL KIRK, chief engineer.

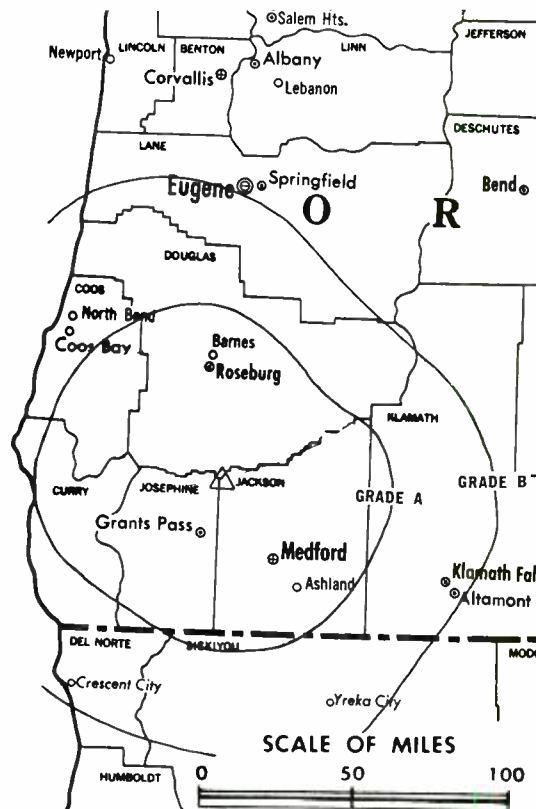
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$671.

**City of License:** Medford. **ADI:** Medford. **Rank:** 155.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | CALIFORNIA   |                  |               |    |
|                        | Del Norte    | 7,600            | 7,100         | 93 |



KOBI BPCT—830601KG Granted 6/24/83

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| Net Weekly Circulation                  | State County  | Total Households | TV Households  | %              |
|---|---------------|------------------|----------------|----------------|
| 50% & Over                              | Siskiyou      | 17,200           | 16,100         | 93             |
|   | <b>OREGON</b> |                  |                |                |
|   | Coos          | 23,200           | 21,500         | 92             |
|   | Curry         | 7,000            | 6,500          | 93             |
|   | Douglas       | 35,100           | 33,400         | 95             |
|   | Jackson       | 52,600           | 50,800         | 97             |
| Josephine                               | 25,700        | 24,200           | 94             |                |
| Between 5-24%                           | <b>OREGON</b> |                  |                |                |
|   | Klamath       | 22,000           | 21,200         | 96             |
|   | Lake          | 3,000            | 2,800          | 93             |
| <b>Station Totals</b>                   |               | <b>193,400</b>   | <b>183,600</b> | <b>94</b>      |
| <b>Net Weekly Circulation (1987)</b>    |               |                  |                | <b>135,600</b> |
| <b>Average Daily Circulation (1987)</b> |               |                  |                | <b>82,800</b>  |

# Oregon—Medford

**KTVL**

**Ch. 10**

**Network Service:** CBS.

**Licensee:** Freedom Communications Inc., Box 10, Medford, OR 97501.

**Studio:** Rossanley Dr., Medford

**Mailing Address:** Box 10, Medford, OR 97501.

**Telephone:** 503-773-7373. **TWX:** 510-757-0606.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 132-kw visual, 19.1-kw aural. Antenna: 3309-ft. above av. terrain, 154-ft. above ground, 7626-ft. above sea level.

Latitude 42° 04' 55"  
Longitude 122° 43' 07"

**Transmitter:** Mt. Ashland, 8-mi. S of Ashland, OR.

**Satellite Earth Stations:** Scientific-Atlanta, 3.65-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Freedom Newspapers Inc., 100%. See Group & Newspaper Ownership of Television Stations.

**Began Operation:** October 3, 1961. Sale to present owner by Sierra/Cascade Communications Inc. approved by FCC July 7, 1981.

**Represented (sales):** Katz Television.

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

**Represented (engineering):** Carl T. Jones Corp.

**Personnel:**

WILLIAM T. SIMMONS JR., vice president & general manager.  
CLIFF WILLIAMS, general sales manager.  
JOHN SOUZA, operations manager.  
JESS ORTEGA, chief engineer.

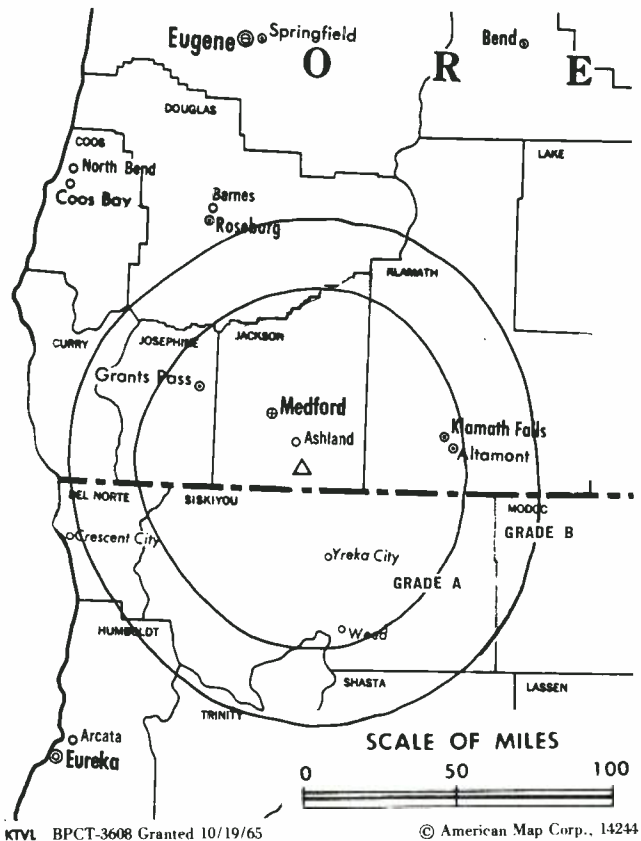
**Highest One Hour Rate:** \$6000.

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$1200.

**City of License:** Medford. **ADI:** Medford. **Rank:** 155.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State<br>County   | Total<br>Households | TV Households<br>Households | %              |
|---|-------------------|---------------------|-----------------------------|----------------|
| <b>50% &amp; Over</b>                   | <b>CALIFORNIA</b> |                     |                             |                |
|   | Modoc             | 3,700               | 3,400                       | 92             |
|   | Siskiyou          | 17,200              | 16,100                      | 93             |
|   | <b>OREGON</b>     |                     |                             |                |
|   | Jackson           | 52,600              | 50,800                      | 97             |
| Josephine                               | 25,700            | 24,200              | 94                          |                |
| Klamath                                 | 22,000            | 21,200              | 96                          |                |
| Lake                                    | 3,000             | 2,800               | 93                          |                |
| <b>Between 25-49%</b>                   | <b>OREGON</b>     |                     |                             |                |
|   | Curry             | 7,000               | 6,500                       | 93             |
| <b>Between 5-24%</b>                    | <b>CALIFORNIA</b> |                     |                             |                |
| Del Norte                               | 7,600             | 7,100               | 93                          |                |
| <b>Station Totals</b>                   |                   | <b>138,800</b>      | <b>132,100</b>              | <b>95</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                   |                     |                             | <b>104,700</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                     |                             | <b>64,300</b>  |

# Oregon—Portland

## KATU

Ch. 2

**Network Service:** ABC.

**Licensee:** Fisher Broadcasting Inc., Portland, OR.

**Studio:** 2153 N.E. Sandy Blvd., Portland, OR 97232.

**Mailing Address:** Box 2, Portland, OR 97207.

**Telephone:** 503-231-4222. **TWX:** 910-464-4700.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1560-ft. above av. terrain, 918-ft. above ground, 1873-ft. above sea level.

Latitude 45° 31' 15.0"  
Longitude 122° 44' 37.5"

**Transmitter:** 225 NW Skyline Blvd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter; Andrew, 9.1-meter; Andrew, 7-meter; Andrew, 5.6-meter Ku-band; Andrew, 4.6-meter; Vertex, 4.6-meter; Avantek, M/A-Com, Scientific-Atlanta receivers.

**News Services:** ABC, AP, UPI.

**Ownership:** Fisher Broadcasting Inc. See Group Ownership of Television Stations.

**Began Operation:** March 15, 1962.

**Represented (sales):**

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

W. W. WARREN, chairman of the board.  
THOMAS R. DARGAN, exec. vice president/broadcasting-Portland.  
SHERWOOD (SKIP) HINMAN, vice president & general manager.  
ROBERT D. KALSTAD, vice president & station manager.  
TOM OBERG, general sales manager.  
JIM ROGERS, sales manager.  
STAN HUBERT, local sales manager.  
LEE PETRIK, program director.  
ROBERT MOORE, chief engineer.  
JOELLA WERLIN, public affairs director.  
ALAN GOLDBERG, news director.

**Highest One Hour Rate:** \$12,000.

**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$1500.

**City of License:** Portland. **ADI:** Portland, OR. **Rank:** 26.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County  | Total Households | TV Households | %  |
|------------------------|---------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OREGON</b> |                  |               |    |
|                        | Benton        | 24,000           | 22,400        | 93 |
|                        | Clackamas     | 90,600           | 87,600        | 97 |
|                        | Clatsop       | 12,300           | 11,600        | 94 |
|                        | Columbia      | 13,300           | 12,800        | 96 |
|                        | Crook         | 5,100            | 4,800         | 94 |
|                        | Deschutes     | 25,900           | 24,500        | 94 |
|                        | Gilliam       | 800              | 700           | 88 |
|                        | Harney        | 2,900            | 2,700         | 93 |
|                        | Hood River    | 6,200            | 5,800         | 93 |
|                        | Jefferson     | 4,600            | 4,400         | 96 |
|                        | Lincoln       | 15,700           | 14,500        | 92 |
|                        | Linn          | 33,600           | 32,300        | 96 |



KATU BPCT-3063 Granted 6/26/63

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| Net Weekly Circulation                  | State County      | Total Households | TV Households    | %         |
|---|-------------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Marion            | 77,500           | 74,300           | 96        |
|   | Multnomah         | 234,700          | 226,000          | 96        |
|   | Polk              | 17,100           | 16,500           | 96        |
|   | Sherman           | 800              | 800              | 100       |
|   | Tillamook         | 8,500            | 7,900            | 93        |
|   | Wasco             | 8,400            | 7,900            | 94        |
|   | Washington        | 105,100          | 102,700          | 98        |
|   | Wheeler           | 700              | 700              | 100       |
|   | Yamhill           | 21,100           | 20,100           | 95        |
|   | <b>WASHINGTON</b> |                  |                  |           |
|   | Clark             | 79,500           | 77,400           | 97        |
|   | Cowlitz           | 31,200           | 30,200           | 97        |
|   | Klickitat         | 6,300            | 5,900            | 94        |
|   | Skamania          | 3,100            | 2,900            | 93        |
| Wahkiakum                               | 1,400             | 1,300            | 93               |           |
| <b>Between 25-49%</b>                   | <b>OREGON</b>     |                  |                  |           |
|   | Baker             | 6,300            | 5,900            | 94        |
|   | Grant             | 3,200            | 2,800            | 87        |
|   | Lake              | 3,000            | 2,800            | 93        |
|   | Morrow            | 3,000            | 2,800            | 93        |
|   | Umatilla          | 22,000           | 20,600           | 94        |
|   | Union             | 8,800            | 8,200            | 93        |
|   | <b>WASHINGTON</b> |                  |                  |           |
|   | Lewis             | 22,200           | 21,100           | 95        |
|   | Pacific           | 7,500            | 7,000            | 93        |
| <b>Between 5-24%</b>                    | <b>OREGON</b>     |                  |                  |           |
|   | Jackson           | 52,600           | 50,800           | 97        |
|   | Josephine         | 25,700           | 24,200           | 94        |
|   | Klamath           | 22,000           | 21,200           | 96        |
|   | Lane              | 104,100          | 100,300          | 96        |
|   | Malheur           | 9,800            | 9,400            | 96        |
| <b>Station Totals</b>                   |                   | <b>1,120,600</b> | <b>1,075,800</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>718,400</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>395,600</b>   |           |

# Oregon—Portland

## KGW-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** King Broadcasting Co., 1501 S.W. Jefferson St., Portland, OR 97201.

**Studio:** 1501 S.W. Jefferson St., Portland, OR 97201.

**Telephone:** 503-226-5000. **TWX:** 503-224-1901.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 60.3-kw aural. Antenna: 1770-ft. above av. terrain, 926-ft. above ground, 2049-ft. above sea level.

Latitude 45° 31' 21"  
Longitude 122° 44' 46"

**Transmitter:** 299 N.W. Skyline Dr.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; RCA Americom, 4.5-meter Ku-band; Harris, Scientific-Atlanta receivers.

**AM Affiliate:** KGW, 5-kw, 620 kHz.

**FM Affiliate:** KINK, 100-kw, 101.9 MHz (No. 270), 1610-ft.

**News Services:** AP, King Bcstg. Washington Bureau, NBC, UPI.

**Ownership:** King Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** December 15, 1956.

**Represented (sales):** Blair Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

### Personnel:

IRWIN STARR, vice president & general manager.  
STEVE NEWMAN, general sales manager.  
HOWARD NOLTE, national sales manager.  
ROBERT RECTOR, local sales manager.  
CRAIG SMITH, program director.  
LYNN KURTH, chief engineer.  
BARBARA SOBOCINSKI, promotion & marketing manager.  
REAGAN RAMSEY, news director.  
BOYD LEVET, public affairs director.  
MARY WARNER, traffic manager.  
MAUREEN DAVIS, business manager.

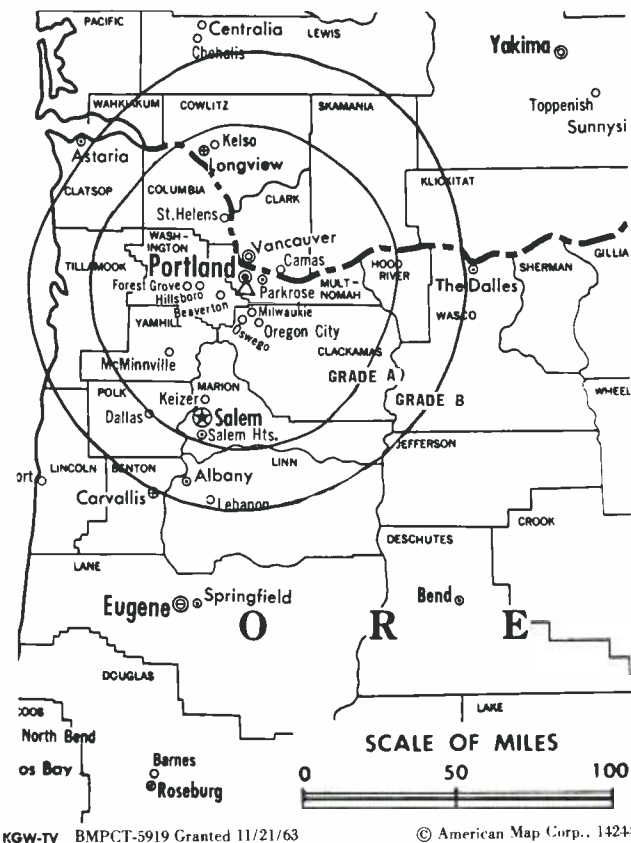
**Highest 30 Sec. Rate:** \$6000.

**NETWORK BASE HOURLY RATE:** \$1400.

**City of License:** Portland. **ADI:** Portland, OR. **Rank:** 26.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County  | Total Households | TV Households | %  |
|------------------------|---------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OREGON</b> |                  |               |    |
|                        | Benton        | 24,000           | 22,400        | 93 |
|                        | Clackamas     | 90,600           | 87,600        | 97 |
|                        | Clatsop       | 12,300           | 11,600        | 94 |
|                        | Columbia      | 13,300           | 12,800        | 96 |
|                        | Crook         | 5,100            | 4,800         | 94 |
|                        | Deschutes     | 25,900           | 24,500        | 94 |
|                        | Grant         | 3,200            | 2,800         | 87 |
|                        | Harney        | 2,900            | 2,700         | 93 |
|                        | Hood River    | 6,200            | 5,800         | 93 |
|                        | Jefferson     | 4,600            | 4,400         | 96 |
|                        | Lincoln       | 15,700           | 14,500        | 92 |
|                        | Linn          | 33,600           | 32,300        | 96 |



KGW-TV BNPCT-5919 Granted 11/21/63

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| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %              |
|---|-------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Marion            | 77,500           | 74,300         | 96             |
|   | Multnomah         | 234,700          | 226,000        | 96             |
|   | Polk              | 17,100           | 16,500         | 96             |
|   | Sherman           | 800              | 800            | 100            |
|   | Tillamook         | 8,500            | 7,900          | 93             |
|   | Wasco             | 8,400            | 7,900          | 94             |
|   | Washington        | 105,100          | 102,700        | 98             |
|   | Yamhill           | 21,100           | 20,100         | 95             |
|   | <b>WASHINGTON</b> |                  |                |                |
|   | Clark             | 79,500           | 77,400         | 97             |
|   | Cowlitz           | 31,200           | 30,200         | 97             |
|   | Klickitat         | 6,300            | 5,900          | 94             |
|   | Skamania          | 3,100            | 2,900          | 93             |
|   | Wahkiakum         | 1,400            | 1,300          | 93             |
| <b>Between 25-49%</b>                   | <b>OREGON</b>     |                  |                |                |
|   | Baker             | 6,300            | 5,900          | 94             |
|   | Coos              | 23,200           | 21,500         | 92             |
|   | Gilliam           | 800              | 700            | 88             |
|   | Lake              | 3,000            | 2,800          | 93             |
|   | Morrow            | 3,000            | 2,800          | 93             |
|   | Umatilla          | 22,000           | 20,600         | 94             |
|   | Union             | 8,800            | 8,200          | 93             |
|   | Wheeler           | 700              | 700            | 100            |
|   | <b>WASHINGTON</b> |                  |                |                |
| Lewis                                   | 22,200            | 21,100           | 95             |                |
| Pacific                                 | 7,500             | 7,000            | 93             |                |
| <b>Between 5-24%</b>                    | <b>OREGON</b>     |                  |                |                |
|   | Malheur           | 9,800            | 9,400          | 96             |
| <b>Station Totals</b>                   |                   | <b>939,400</b>   | <b>900,800</b> | <b>95</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                | <b>744,400</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                | <b>433,400</b> |

# Oregon—Portland

## KOIN-TV

Ch. 6

**Network Service:** CBS.

**Licensee:** KOIN-TV Inc., 222 S.W. Columbia St., Portland, OR 97201.

**Studio:** 222 S.W. Columbia St., Portland, OR 97201.

**Telephone:** 503-243-6666. **TWX:** 910-464-1520.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1750-ft. above av. terrain, 984-ft. above ground, 2049-ft. above sea level.

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

**Transmitter:** 5516 S.W. Barnes Rd.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Harris, 9-meter; Microdyne, 7-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; RCA, 4.6-meter Ku-band; Harris, Microdyne, RCA, Scientific-Atlanta receivers.

**News Services:** AP, CBS, CNN, NIWS, UPI.

**Ownership:** Lee Enterprises Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 15, 1953. Sale to present owner by Newhouse Bcstg. Corp. and M. M. Tonkon & Harvey Benson, trustees, approved by FCC Aug. 26, 1977 (Television Digest, Vol. 17:21).

**Represented (sales):** Harrington, Righter & Parsons Inc.; Art Moore Inc. (Pacific Northwest).

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** David Steel & Associates.

### Personnel:

RICHARD M. (MICK) SCHAFBUCH, vice president & general manager.  
DUSTINE DAVIDSON, station manager.  
BRIAN HOLMES, general sales manager.  
STEVE CURRIE, manager, broadcast operations.  
FRANK TAYLOR, production manager.  
KAREN LEE RICE, manager, creative services.  
LEE WOOD, director of engineering.  
LINDA SOUTH, traffic manager.  
ANN HUNTER MEYER, business manager.  
CRAIG KUHLMAN, news director.  
MIKE SAVAGE, manager, human resources.

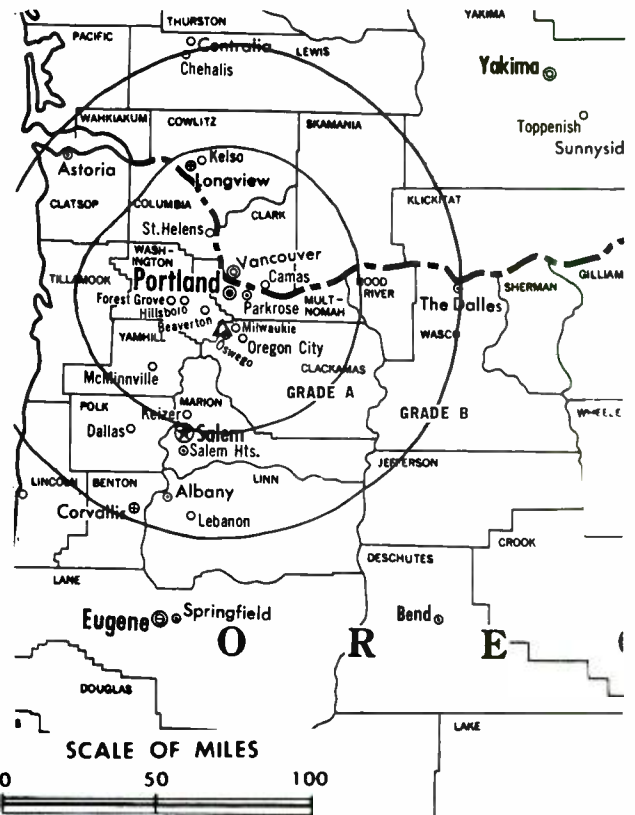
**Highest One Hour Rate:** \$12,000.

**Highest 30 Sec. Rate:** \$4500.

**City of License:** Portland. **ADI:** Portland, OR. **Rank:** 26.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County  | Total Households | TV Households | %  |
|------------------------|---------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OREGON</b> |                  |               |    |
|                        | Benton        | 24,000           | 22,400        | 93 |
|                        | Clackamas     | 90,600           | 87,600        | 97 |
|                        | Clatsop       | 12,300           | 11,600        | 94 |
|                        | Columbia      | 13,300           | 12,800        | 96 |
|                        | Crook         | 5,100            | 4,800         | 94 |
|                        | Deschutes     | 25,900           | 24,500        | 94 |
|                        | Gilliam       | 800              | 700           | 88 |
|                        | Harney        | 2,900            | 2,700         | 93 |
|                        | Hood River    | 6,200            | 5,800         | 93 |
|                        | Jefferson     | 4,600            | 4,400         | 96 |
|                        | Lincoln       | 15,700           | 14,500        | 92 |
|                        | Linn          | 33,600           | 32,300        | 96 |



KOIN-TV BMPCT-5941 Granted 3/19/64

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| Net Weekly Circulation                  | State County         | Total Households | TV Households    | %         |
|---|----------------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Marion               | 77,500           | 74,300           | 96        |
|   | Multnomah            | 234,700          | 226,000          | 96        |
|   | Polk                 | 17,100           | 16,500           | 96        |
|   | Sherman              | 800              | 800              | 100       |
|   | Tillamook            | 8,500            | 7,900            | 93        |
|   | Wasco                | 8,400            | 7,900            | 94        |
|   | Washington           | 105,100          | 102,700          | 98        |
|   | Wheeler              | 700              | 700              | 100       |
|   | Yamhill              | 21,100           | 20,100           | 95        |
|   | <b>WASHINGTON</b>    |                  |                  |           |
|   | Clark                | 79,500           | 77,400           | 97        |
|   | Cowlitz              | 31,200           | 30,200           | 97        |
|   | Klickitat            | 6,300            | 5,900            | 94        |
|   | Skamania             | 3,100            | 2,900            | 93        |
| Wahkiakum                               | 1,400                | 1,300            | 93               |           |
| <b>Between 25-49%</b>                   | <b>OREGON</b>        |                  |                  |           |
|   | Baker                | 6,300            | 5,900            | 94        |
|   | Lake                 | 3,000            | 2,800            | 93        |
|   | Morrow               | 3,000            | 2,800            | 93        |
|   | Umatilla             | 22,000           | 20,600           | 94        |
|   | Union                | 8,800            | 8,200            | 93        |
| <b>WASHINGTON</b>                       | Lewis                | 22,200           | 21,100           | 95        |
|   | Pacific              | 7,500            | 7,000            | 93        |
|   | <b>Between 5-24%</b> | <b>OREGON</b>    |                  |           |
| Lane                                    |                      | 104,100          | 100,300          | 96        |
| Malheur                                 |                      | 9,800            | 9,400            | 96        |
| Wallowa                                 |                      | 3,000            | 2,800            | 93        |
| <b>WASHINGTON</b>                       |                      |                  |                  |           |
| Grays Harbor                            | 25,900               | 24,300           | 94               |           |
| <b>Station Totals</b>                   |                      | <b>1,046,000</b> | <b>1,003,900</b> | <b>95</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>753,100</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>466,200</b>   |           |



# Oregon—Portland

**KPTV**

Ch. 12

**Network Service:** Fox.

**Licensee:** Oregon Television Inc., Box 3401, Portland, OR 97208.

**Studio:** 735 S.W. 20th Place, Portland, OR 97205.

**Mailing Address:** Box 3401, Portland, OR 97208.

**Telephone:** 503-222-9921. **TWX:** 910-464-6136.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 61.7-kw aural. Antenna: 1780-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level.

Latitude 45° 31' 19"  
Longitude 122° 44' 53"

**Transmitter:** 212 N.W. Miller Rd.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter C-band; Vertex, 7.2-meter C-band; Vertex, 4.6 meters Ku-band; Scientific-Atlanta receivers.

**News Service:** CNN.

**Ownership:** Chris-Craft Industries Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 9, 1955. George Haggarty's purchase of KFOR (Ch. 12) from Henry A. White-Stephen E. Thompson-Julius L. Meier Jr. group approved April 17, 1957 by FCC; at same time Haggarty purchased KPTV (Ch. 27) from Storer and took Ch. 27 off air (*Television Digest*, Vol. 13:10, 11, 16, 18). Transfer from George Haggarty to NAFI Corp. approved July 22, 1959 (NAFI Corp. name changed to Chris-Craft Industries Inc.). Transfer of stock of Chris-Craft Industries Inc. by shareholders to Baldwin-Montrose Chemical Co. Inc. bringing holdings to 35% approved Nov. 8, 1967 (Vol. 7:46). Later Baldwin-Montrose merged into Chris-Craft.

**Represented (sales):** Katz Television.

**Represented (legal):** Hogan & Hartson.

**Personnel:**

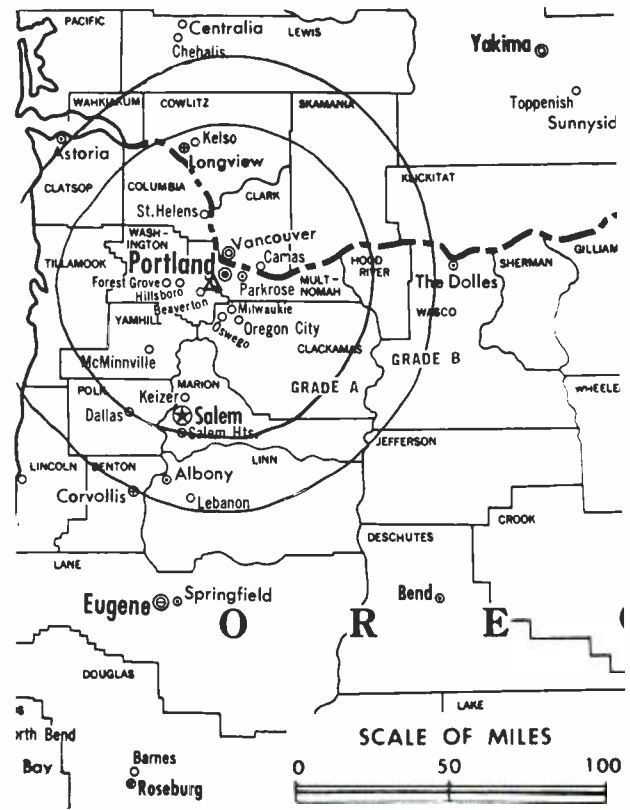
- L. MARTIN BRANTLEY, president & general manager.
- CONNIE MARTIN, general sales manager.
- COLLIN CHISHOLM, local sales manager.
- GREG SHELBY, national sales manager.
- GORDON WHITE, program manager & film buyer.
- BILL SWING, news director.
- BARBARA DEATON, promotion manager.
- ROBERT NELSON, chief engineer.
- HUMBERTO CARLOS, business manager.

**Highest 30 Sec. Rate:** \$2500.

**City of License:** Portland. **ADI:** Portland, OR. **Rank:** 26.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County  | Total Households | TV Households | %  |
|------------------------|---------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OREGON</b> |                  |               |    |
|                        | Benton        | 24,000           | 22,400        | 93 |
|                        | Clackamas     | 90,600           | 87,600        | 97 |
|                        | Clatsop       | 12,300           | 11,600        | 94 |
|                        | Columbia      | 13,300           | 12,800        | 96 |
|                        | Coos          | 23,200           | 21,500        | 92 |
|                        | Crook         | 5,100            | 4,800         | 94 |
|                        | Deschutes     | 25,900           | 24,500        | 94 |
|                        | Harney        | 2,900            | 2,700         | 93 |
|                        | Hood River    | 6,200            | 5,800         | 93 |
|                        | Lincoln       | 15,700           | 14,500        | 92 |
|                        | Linn          | 33,600           | 32,300        | 96 |
|                        | Marion        | 77,500           | 74,300        | 96 |
|                        | Morrow        | 3,000            | 2,800         | 93 |
| Multnomah              | 234,700       | 226,000          | 96            |    |



KPTV BMPCT-5915 Granted 12/3/63 © American Map Corp., 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households    | %         |
|---|-----------------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Polk                  | 17,100           | 16,500           | 96        |
|   | Sherman               | 800              | 800              | 100       |
|   | Tillamook             | 8,500            | 7,900            | 93        |
|   | Umatilla              | 22,000           | 20,600           | 94        |
|   | Union                 | 8,800            | 8,200            | 93        |
|   | Wasco                 | 8,400            | 7,900            | 94        |
|   | Washington            | 105,100          | 102,700          | 98        |
|   | Yamhill               | 21,100           | 20,100           | 95        |
|   | <b>WASHINGTON</b>     |                  |                  |           |
|   | Clark                 | 79,500           | 77,400           | 97        |
|   | Cowlitz               | 31,200           | 30,200           | 97        |
|   | Klickitat             | 6,300            | 5,900            | 94        |
|   | Skamania              | 3,100            | 2,900            | 93        |
|   | <b>BETWEEN 25-49%</b> | <b>OREGON</b>    |                  |           |
| Baker                                   |                       | 6,300            | 5,900            | 94        |
| Gilliam                                 |                       | 800              | 700              | 88        |
| Jackson                                 |                       | 52,600           | 50,800           | 97        |
| Jefferson                               |                       | 4,600            | 4,400            | 96        |
| Lake                                    |                       | 3,000            | 2,800            | 93        |
| Lane                                    |                       | 104,100          | 100,300          | 96        |
| Wheeler                                 |                       | 700              | 700              | 100       |
| <b>WASHINGTON</b>                       |                       |                  |                  |           |
| Grays Harbor                            |                       | 25,900           | 24,300           | 94        |
| Lewis                                   | 22,200                | 21,100           | 95               |           |
| Pacific                                 | 7,500                 | 7,000            | 93               |           |
| <b>BETWEEN 5-24%</b>                    | <b>OREGON</b>         |                  |                  |           |
|   | Douglas               | 35,100           | 33,400           | 95        |
|   | Josephine             | 25,700           | 24,200           | 94        |
|   | Klamath               | 22,000           | 21,200           | 96        |
|   | Malheur               | 9,800            | 9,400            | 96        |
|   | Wallowa               | 3,000            | 2,800            | 93        |
|   | <b>WASHINGTON</b>     |                  |                  |           |
|   | Wahkiakum             | 1,400            | 1,300            | 93        |
| <b>Station Totals</b>                   |                       | <b>1,204,600</b> | <b>1,155,000</b> | <b>95</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>716,200</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>330,300</b>   |           |

# Oregon—Roseburg

**KPIC**

Ch. 4

Satellite of KVAL-TV, Eugene, OR

**Network Service:** CBS.

**Licensee:** South West Oregon Television Bcstg. Corp., 1850 NE Stephens St., Roseburg, OR 97470.

**Telephone:** 503-672-4481.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 5.37-kw visual, 0.55-kw aural. Antenna: 1000-ft. above av. terrain, 173-ft. above ground, 1873-ft. above sea level.

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

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

**Satellite Earth Stations:** 3 in operation.

**News Service:** AP.

**Ownership:** Eugene Television Inc., 50%; California-Oregon Broadcasting Inc., 50%. See each under Group Ownership of Television Stations.

**Began Operation:** April 1, 1956.

**Represented (sales):** Katz Television; Art Moore Inc.

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

**Represented (engineering):** McClanathan & Associates.

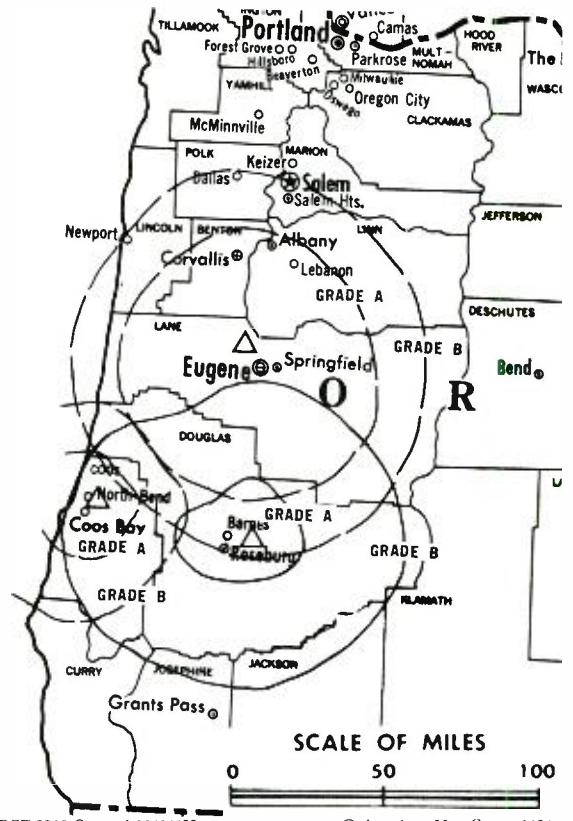
**Personnel:**

JAMES W. PUTNEY, vice president & general manager.  
DON CLITHERO, station manager.  
MICHAEL HILL, chief engineer.

**Highest 30 Sec. Rate:** \$85.

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

**City of License:** Roseburg. **ADI:** Eugene. **Rank:** 133.



KPIC BMPCT-3395 Granted 10/26/55

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Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County             | Total Households | TV Households | %         |
|---|--------------------------|------------------|---------------|-----------|
| <b>50% &amp; Over</b>                   | <b>OREGON</b><br>Douglas | 35,100           | 33,400        | 95        |
| <b>Station Totals</b>                   |                          | <b>35,100</b>    | <b>33,400</b> | <b>95</b> |
| <b>Net Weekly Circulation (1987)</b>    |                          |                  | <b>29,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |                          |                  | <b>20,300</b> |           |

# Oregon—Salem

**KHSP**

(formerly KWVT)

**Ch. 22**

**Network Service:** HSN.

**Licensee:** Silver King Broadcasting of Oregon Inc., 1529 U.S. 19 S, Clearwater, FL 33546.

**Studio:** 4923 Indian School Rd. NE, Salem, OR 93705.

**Telephone:** 503-390-2202.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 1700-kw max. & 759-kw horizontal visual, 170-kw aural. Antenna: 1190-ft. above av. terrain, 949-ft. above ground, 2049-ft. above sea level.

Latitude 45° 00' 00"  
Longitude 122° 41' 37"

**Transmitter:** 3.1-mi. SW of Scotts Mills, OR.

**Satellite Earth Station:** RCA, 6-meter; RCA receivers.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

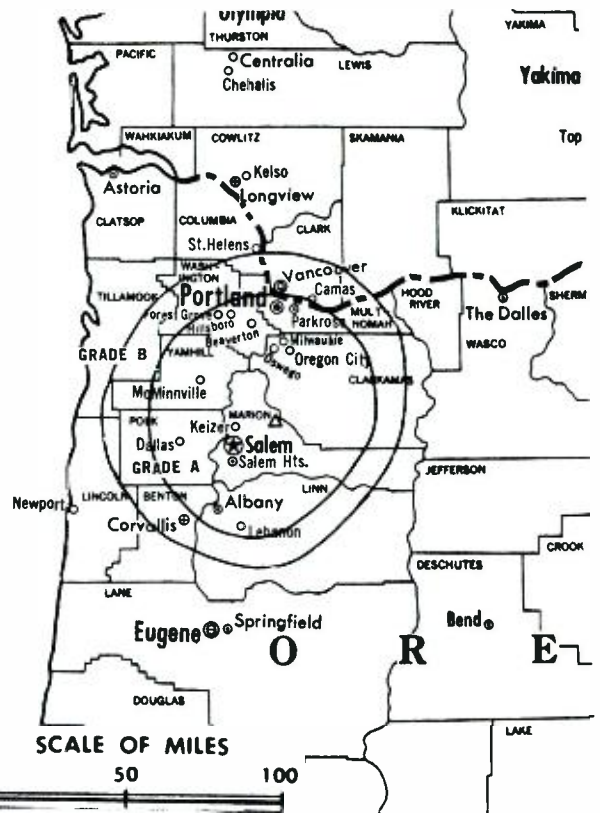
**Began Operation:** November 21, 1981. Transfer of control to Robert Finkelstein, et al., from Arnold Brustin & Christopher Desmond, et al., approved by FCC May 8, 1985. Sale to Home Shopping Network by Robert Finkelstein approved July 17, 1987.

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

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

CHRIS DESMOND, general manager.  
JUDY KONEIG, program director.



KHSP BPCT-800715KE Granted 1/23/81

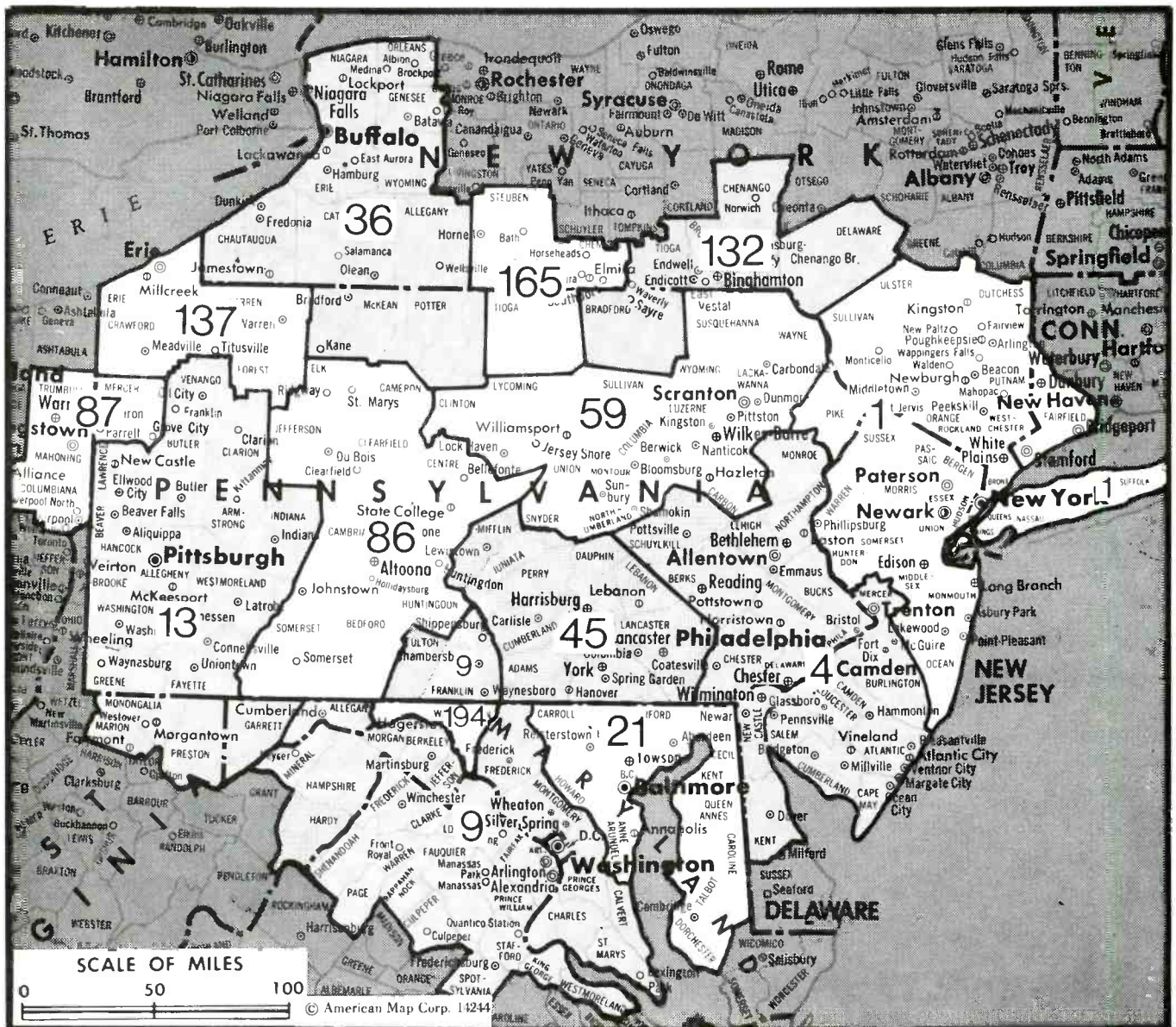
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BOB RIDGEWAY, chief engineer.

**Highest 30 Sec. Rate:** \$150.

**City of License:** Salem. **ADI:** Portland, OR. **Rank:** 26.

# Pennsylvania



| Market                                | Arbitron ADI<br>TV Households | Rank | Market Area Commercial TV Stations  |
|---------------------------------------|-------------------------------|------|---|
| New York, NY                          | 6,814,200                     | 1    | WABC-TV (7), WCBS-TV (2), WHSE(68), WHSI (67), WLIG (55), WNBC-TV (4), WJNU-TV (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR (9), WXTV (41) |
| Philadelphia, PA                      | 2,641,400                     | 4    | KYW-TV (3), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV(6), WTAF-TV (29), WTGI-TV (61), WTVE (51)      |
| Washington, DC                        | 1,563,600                     | 9    | WDCA-TV (20), WFTY (50), WJLA-TV(7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9)  |
| Pittsburgh, PA                        | 1,209,000                     | 13   | KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)   |
| Baltimore, MD                         | 893,100                       | 21   | WRAL-TV (11), WBFF (45), WHSV (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)  |
| Buffalo, NY                           | 614,400                       | 36   | WGRZ-TV (2), WIVB-TV (4), WKBW-TV(7), WUTV (29)   |
| Harrisburg-York-Lancaster-Lebanon, PA | 527,900                       | 45   | WGAL-TV(8), WGCN-TV (49), WHP-TV (21), WHTM-TV (27), WLYH-TV (15), WPMT (43)  |
| Wilkes Barre-Scranton, PA             | 421,600                       | 59   | WBRE-TV (28), WNEP-TV(16), WOLF-TV (38), WWLF-TV (56), WYOU (22)  |
| Johnstown-Altoona, PA                 | 280,000                       | 86   | WFAT-TV (19), WJAC-TV (6), WKBS-TV (47), WTAJ-TV (10), WWCP-TV (8), WWPC-TV (23)  |
| Youngstown, OH                        | 275,200                       | 87   | WFMJ-TV (21), WKBN-TV (27), WYTV(33)  |
| Binghamton, NY                        | 156,200                       | 132  | WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)  |
| Erie, PA                              | 153,600                       | 137  | WETG (66), WICU-TV (12), WJET-TV (24), WSEE (35)  |
| Elmira, NY                            | 85,000                        | 165  | WENY-TV (36), WETM-TV (18)  |
| Hagerstown, MD                        | 40,300                        | 194  | WHAG-TV (25), WJAL (68)   |

**State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

|   |                      |
|---|----------------------|
| WJAC-TV, Altoona .....                      | See Johnstown, PA    |
| WPCB-TV, Greensburg .....                   | See Pittsburgh, PA   |
| WGAL-TV, Harrisburg .....                   | See Lancaster, PA    |
| WTAJ-TV, Johnstown .....                    | See Altoona, PA      |
| WGCB-TV, Lancaster .....                    | See Red Lion, PA     |
| WGAL-TV, Lebanon .....                      | See Lancaster, PA    |
| WTVE, Philadelphia .....                    | See Reading, PA      |
| WBRE-TV, Scranton .....                     | See Wilkes-Barre, PA |
| WNEP-TV, WOLF-TV & WYOU, Wilkes-Barre ..... | See Scranton, PA     |
| WGCB-TV, York .....                         | See Red Lion, PA     |

**Pennsylvania Station Status as of October 1, 1987**

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 11  | 24  | 35    |
| Educational Television Stations | 2   | 5   | 7     |
|                                 | 13  | 29  | 42    |

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# Pennsylvania—Allentown

## WFMZ-TV

Ch. 69

**Network Service:** None, independent.

**Licensee:** Maranatha Broadcasting Co. Inc., E. Rock Rd., Allentown, PA 18103.

**Studio:** E. Rock Rd., Allentown, PA 18103.

**Telephone:** 215-797-4530.

**Technical Facilities:** Channel No. 69 (800-806 MHz). Authorized power: 219-kw max. visual, 21.9-kw max. aural. Antenna: 900-ft. above av. terrain, 495-ft. above ground, 1425-ft. above sea level.

Latitude 40° 33' 54"  
Longitude 75° 26' 26"

**Transmitter:** E. Rock Rd., Allentown.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** M/A-Com, 5-meter Ku-band; Microwave Assoc., 5-meter; M/A-Com, Microwave Assoc. receivers.

**FM Affiliate:** WFMZ, 17-kw, 100.7 MHz (No. 264). 868-ft.

**News Service:** UPI.

**Ownership:** Richard C. Dean, pres., 55%; Richard Reichard, 25%; Paul R. Brittin, 7%; Richard Dean Sr., 7%; David G. Hinson, 5%.

**Began Operation:** November 25, 1976.

**Represented (legal):** Arter & Hadden.

**Represented (engineering):** James R. Audet.

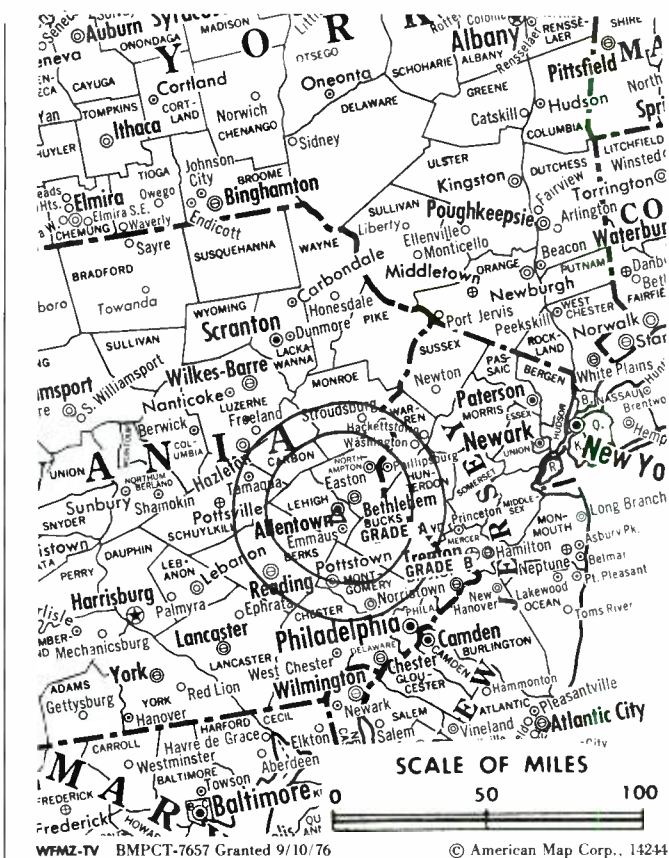
**Personnel:**

- RICHARD C. DEAN, president & general manager.
- DAVID G. HINSON, assistant general manager & program manager.
- DEAN DALLMANN, general sales manager.
- BRAD RINEHART, news director.
- RICH LERNER, sports director.
- KATHY CRAINE, office manager.
- BARRY FISHER, director of engineering.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Allentown. **ADI:** Philadelphia. **Rank:** 4.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %              |
|---|---------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Lehigh              | 109,600          | 108,000        | 99             |
| <b>Between 25-49%</b>                   | <b>NEW JERSEY</b>   |                  |                |                |
|   | Warren              | 32,800           | 32,200         | 98             |
|   | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Carbon              | 21,400           | 21,000         | 98             |
|   | Northampton         | 87,700           | 86,200         | 98             |
| <b>Between 5-24%</b>                    | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Berks               | 125,200          | 123,100        | 98             |
|   | Monroe              | 30,900           | 30,300         | 98             |
| <b>Station Totals</b>                   |                     | <b>407,600</b>   | <b>400,800</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                | <b>158,000</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                | <b>60,800</b>  |

# Pennsylvania—Altoona

## WKBS-TV

Ch. 47

(Satellite of WPCB-TV, Greensburg, PA)

**Network Service:** None, independent.

**Licensee:** Cornerstone Television Inc., Channel 40, Wall, PA 15148-1499.

**Studio:** See WPCB-TV, Altoona.

**Mailing Address:** 1813 Valley View Blvd., Altoona, PA 16602.

**Telephone:** 814-942-3400.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 1524.6-kw max. visual, 152.5-kw max. aural. Antenna: 1015-ft. above av. terrain, 172-ft. above ground, 2717-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 40° | 34' | 12" |
| Longitude | 78° | 26' | 26" |

**Transmitter:** Lookout Rd., Logan Twp.

**Ownership:** Non-stock, non-profit corp. R. Russell Bixler, pres.; David F. Kelton, exec. v.p.; Oleen Eagle, v.p.-secy.-treas.; Ernie Frederick, dir. CTI is licensee of WPCB-TV, Greensburg-Pittsburgh, PA.

**Began Operation:** October 1, 1985.

**Represented (legal):** Gammon & Grange.

**Personnel:**  
DOROTHY HARRIS, manager.

**Rates:** Not available.

**Arbitron Data:** Included with WPCB-TV, Greensburg, PA.

**City of License:** Altoona. **ADI:** Johnstown-Altoona. **Rank:** 86.



# Pennsylvania—Altoona

## WWPC-TV

Ch. 23

(Satellite of WWCP-TV, Johnstown, PA)

**Network Service:** Fox.

**Licensee:** Evergreen Broadcasting Corp., 1450 Scalp Ave., Johnstown, PA 15904.

**Studio:** See WWCP-TV, Johnstown, PA.

**Mailing Address:** 1450 Scalp Ave., Johnstown, PA 15904.

**Telephone:** 814-266-8088.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 182-kw max. visual, 9.1-kw max. aural. Antenna: 1062-ft. above av. terrain, 257-ft. above ground, 2787-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 40° | 34' | 06" |
| Longitude | 78° | 26' | 38" |

**Transmitter:** Wopsey Lookout, Wopsonnock Mountain.

**Satellite Earth Station:** Prodelin, 3.6-meter; M/A-Com, KLM, Drake receivers.

**Ownership:** Smith Bcstg. Group. See Group Ownership of Television Stations.

**Began Operation:** November 28, 1974. Sale to present owners by John R. Powley approved by FCC Oct. 25, 1985.

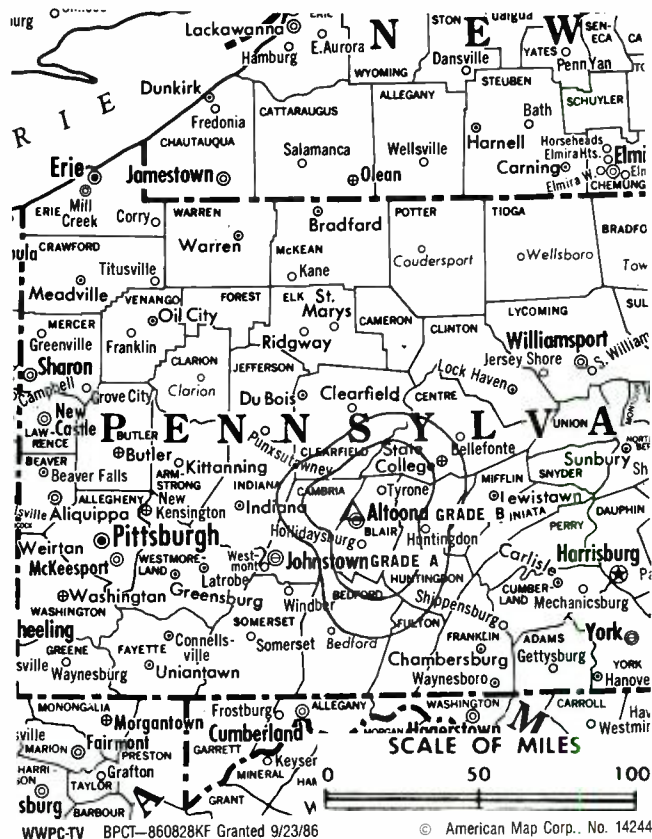
**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

See WWCP-TV, Johnstown, PA.



**Rates:** Not available.

**Arbitron Data:** Included with WWCP-TV, Johnstown, PA.

**City of License:** Altoona. **ADI:** Johnstown-Altoona. **Rank:** 86.



# Pennsylvania—Altoona

## WTAJ-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Gateway Communications Inc., Executive Bldg., Suite 612, Cherry Hill, NJ 08034.

**Studio:** 5000 Sixth Ave., Altoona, PA 16602.

**Telephone:** 814-944-2031. **TWX:** 501-691-4841.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 214-kw visual, 21.9-kw aural. Antenna: 1110-ft. above av. terrain, 277-ft. above ground, 2830-ft. above sea level.

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

**Transmitter:** 3-mi. NW of Altoona.

**Satellite Earth Stations:** 5 in operation; Scientific-Atlanta, M/A-Corn, Channel Master receivers.

**News Services:** UPI, CNN.

**Ownership:** Gateway Communications Inc. See Group Ownership of TV Stations.

**Began Operation:** March 1, 1953. Sale to present owner by Triangle Publications approved by FCC Sept. 20, 1972 (*Television Digest*, Vol. 11:50; 12:39). Previous sale by William F. Gable Co. dept. store approved Jan. 11, 1956 (Vol. 11:33, 39, 47; 12:2).

**Represented (sales):** Blair Television.

**Represented (legal):** Wilner & Scheiner.

### Personnel:

DONALD F. SNYDER, vice president & general manager.  
ROBERT EGGER, national sales manager.  
MIKE FOROSISKY, local sales manager.  
DOUG PARKER, program manager.  
DAN DILLIER, production manager.  
RICHARD KLINE, chief engineer.  
THOMAS F. MURPHY, business manager.  
DAVID HOPKINS, news director.  
DAVID METZ, promotion manager.

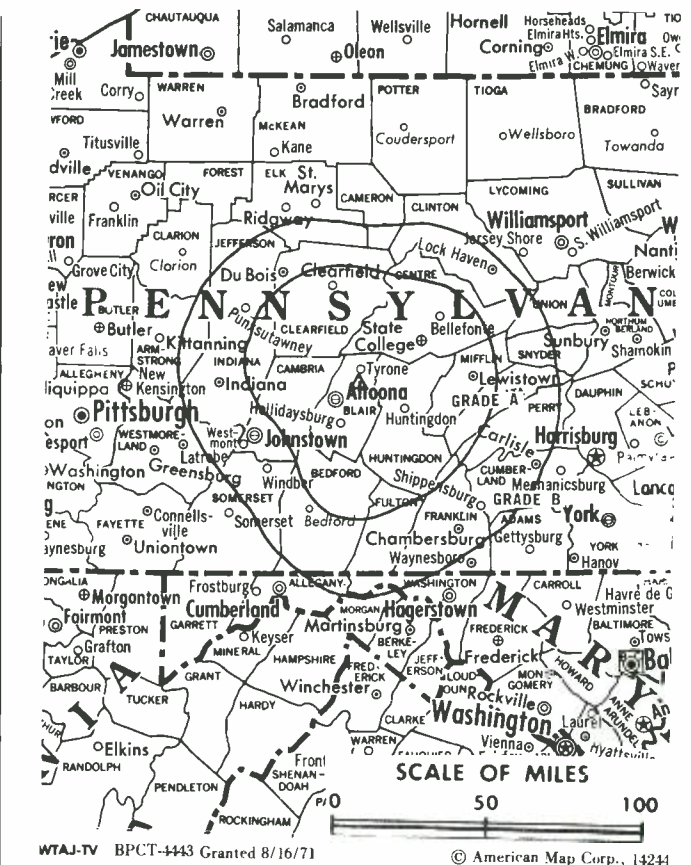
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1175.

**City of License:** Altoona. **ADI:** Johnstown-Altoona. **Rank:** 86.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>PENNSYLVANIA</b> |                  |               |     |
|                        | Bedford             | 17,600           | 17,100        | 97  |
|                        | Blair               | 51,200           | 50,300        | 98  |
|                        | Cambria             | 65,200           | 64,300        | 99  |
|                        | Cameron             | 2,600            | 2,600         | 100 |
|                        | Centre              | 39,400           | 38,300        | 97  |
|                        | Clearfield          | 30,700           | 30,100        | 98  |
|                        | Clinton             | 14,300           | 14,000        | 98  |
|                        | Elk                 | 13,800           | 13,500        | 98  |
|                        | Fulton              | 5,300            | 5,000         | 95  |
|                        | Huntingdon          | 15,300           | 14,900        | 97  |



WTAJ-TV BPCT-4443 Granted 8/16/71

© American Map Corp., 14244

| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %         |
|---|----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Jefferson            | 19,200           | 18,800         | 98        |
|   | Mifflin              | 17,800           | 17,200         | 97        |
|   | <b>WEST VIRGINIA</b> |                  |                |           |
|   | Morgan               | 4,400            | 4,300          | 98        |
| <b>Between 25-49%</b>                   | <b>PENNSYLVANIA</b>  |                  |                |           |
|   | Forest               | 1,900            | 1,900          | 100       |
|   | Indiana              | 32,900           | 32,200         | 98        |
|   | Juniata              | 7,600            | 7,300          | 96        |
|   | Potter               | 6,900            | 6,700          | 97        |
|   | Somerset             | 30,900           | 30,200         | 98        |
| <b>Between 5-24%</b>                    | <b>MARYLAND</b>      |                  |                |           |
|   | Garrett              | 10,000           | 9,800          | 98        |
|   | <b>PENNSYLVANIA</b>  |                  |                |           |
|   | Armstrong            | 32,400           | 31,800         | 98        |
|   | Clarion              | 15,300           | 15,000         | 98        |
|   | Franklin             | 44,200           | 42,800         | 97        |
|   | Lycoming             | 44,300           | 42,900         | 97        |
|   | Mc Kean              | 18,700           | 18,200         | 97        |
|   | Snyder               | 12,500           | 12,000         | 96        |
|   | Westmoreland         | 147,800          | 145,900        | 99        |
|   | <b>VIRGINIA</b>      |                  |                |           |
|   | Warren               | 8,800            | 8,700          | 99        |
| <b>WEST VIRGINIA</b>                    |                      |                  |                |           |
| Hampshire                               | 5,900                | 5,800            | 98             |           |
| <b>Station Totals</b>                   |                      | <b>716,900</b>   | <b>701,600</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>317,800</b> |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>195,500</b> |           |

# Pennsylvania—Erie

**WETG**

Ch. 66

**Network Service:** None, independent.

**Licensee:** Gannon University Bcstg. Inc., University Square, Erie, PA 16541.

**Studio:** Gannon University Resource Center, 6th & Sassafras Sts., Erie, PA 16541.

**Telephone:** 814-871-7446.

**Technical Facilities:** Channel No. 66 (782-788 MHz). Authorized power: 25-kw max. visual, 2.5-kw max. aural. Antenna: 500-ft. above av. terrain, 350-ft. above ground, 1667-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 42° | 01' | 50" |
| Longitude | 80° | 02' | 53" |

**Transmitter:** 1390 Townhall Rd. W., Summit Twp.

**Satellite Earth Station:** Comtech, 5-meter; Microdyne receivers.

**Ownership:** Gannon University Bcstg. Inc. M. Daniel Henry, pres.; John H. Duda, secy.-treas.; Henry A. Kriegel; Howard C. Smith; Michael J. Veshecco; Joseph P. Scottino Gannon U. is licensee of WERG(FM), Erie, PA

**Began Operation:** September 2, 1986.

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

**Personnel:**

- TOM McSWEENEY, general manager.
- DENNIS SPAGNOLO, engineering director.
- JOHN CHIPREAN, sales director.
- ANNE-MARIE BRAULT, program director.
- MICHAEL SPARKS, production manager.
- MARY ANN MULLER, logs & traffic.



**Rates:** Not available.

**Arbitron Data:** Not available.

**City of License:** Erie. **ADI:** Erie. **Rank:** 137.

# Pennsylvania—Erie

## WICU-TV

Ch. 12

**Network Service:** NBC.

**Licensee:** Great Lakes Communications Inc., 3514 State St., Erie, PA 16508.

**Studio:** 3514 State St., Erie, PA 16508.

**Telephone:** 814-454-5201. **TWX:** 510-696-6878.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 789-ft. above ground, 2167-ft. above sea level.

Latitude 42° 03' 52"  
Longitude 80° 00' 19"

**Transmitter:** Donation Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6-meter C-band; Harris, 6-meter Ku-band; General Instrument, Harris receivers.

**News Services:** AP, NBC.

**Ownership:** Great Lakes Communications Inc. is a subsidiary of Lamb Enterprises Inc.

**Began Operation:** March 15, 1949.

**Represented (sales):** Katz Television; Radio-Television Representatives Ltd. (Canada).

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros & Braun.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

CLARENCE PAOLELLA, general manager & general sales manager.  
MICHAEL CSOP, chief engineer.  
JOHN IVAN TOMCHO, production & program director.  
JOHN SPECIALE, news director.

**Highest One Hour Rate:** \$2300.

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$1400.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 381,000.

**City of License:** Erie. **ADI:** Erie. **Rank:** 137.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County             | Total Households | TV Households | %  |
|------------------------|--------------------------|------------------|---------------|----|
| 50% & Over             | PENNSYLVANIA<br>Crawford | 33,000           | 32,200        | 98 |



| Net Weekly Circulation                  | State County            | Total Households | TV Households  | %         |
|---|-------------------------|------------------|----------------|-----------|
| 50% & Over                              | Erie                    | 104,000          | 102,600        | 99        |
|   | Venango                 | 24,100           | 23,400         | 97        |
|   | Warren                  | 17,500           | 16,900         | 97        |
| Between 25-49%                          | NEW YORK<br>Chautauqua  | 55,300           | 54,300         | 98        |
|   | OHIO<br>Ashtabula       | 37,400           | 36,800         | 98        |
|   | PENNSYLVANIA<br>Forest  | 1,900            | 1,900          | 100       |
| Between 5-24%                           | Mc Kean                 | 18,700           | 18,200         | 97        |
|   | NEW YORK<br>Cattaraugus | 31,400           | 30,700         | 98        |
|   | PENNSYLVANIA<br>Elk     | 13,800           | 13,500         | 98        |
| <b>Station Totals</b>                   |                         | <b>337,100</b>   | <b>330,500</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                         |                  | <b>213,300</b> |           |
| <b>Average Daily Circulation (1987)</b> |                         |                  | <b>137,400</b> |           |

# Pennsylvania—Erie

## WJET-TV

Ch. 24

**Network Service:** ABC.

**Licensee:** Jet Broadcasting Co. Inc., 1635 Ash St., Erie, PA 16503.

**Studio:** 8455 Peach St., Erie, PA 16509.

**Telephone:** 814-864-4902.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 1120-kw max. visual, 112-kw max. aural. Antenna: 955-ft. above av. terrain, 780-ft. above ground, 2090-ft. above sea level.

Latitude 42° 02' 24"  
Longitude 80° 04' 08"

**Transmitter:** 8455 Peach St.

**Satellite Earth Stations:** 3 in operation; Andrew receivers.

**FM Affiliate:** WJET, 3-kw, 102.3 MHz.

**News Service:** AP.

**Ownership:** Myron Jones, pres., 53.5%; William Fleckenstein, v.p., secy.-treas., 36.5%; John Kanzius, exec. v.p. & gen. mgr., 10%. Myron Jones also controls WHOT(AM), Campbell, OH & WHOT-FM, Youngstown, OH.

**Began Operation:** April 3, 1966.

**Represented (sales):** Blair Television; Canadian Communications Co. (Canada).

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** duTreil & Rackley Consulting Engineers.

**Personnel:**

MYRON JONES, president.  
JOHN KANZIUS, executive vice president & general manager.  
KEN FANAZINI, operations manager.  
ERIC JOHNSON, news director.  
MICHAEL GEORGE, sales manager.  
JOAN VICARY, national sales.  
MARK HIMMLER, chief engineer.

**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$850.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 226,000.

**City of License:** Erie. **ADI:** Erie. **Rank:** 137.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %              |
|---|---------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Crawford            | 33,000           | 32,200         | 98             |
|   | Erie                | 104,000          | 102,600        | 99             |
|   | Venango             | 24,100           | 23,400         | 97             |
| <b>Between 25-49%</b>                   | <b>NEW YORK</b>     |                  |                |                |
|   | Chautauqua          | 55,300           | 54,300         | 98             |
| <b>Between 5-24%</b>                    | <b>OHIO</b>         |                  |                |                |
|   | Ashtabula           | 37,400           | 36,800         | 98             |
|   | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Warren              | 17,500           | 16,900         | 97             |
| <b>Between 5-24%</b>                    | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Elk                 | 13,800           | 13,500         | 98             |
|   | Forest              | 1,900            | 1,900          | 100            |
|   | Mc Kean             | 18,700           | 18,200         | 97             |
| <b>Station Totals</b>                   |                     | <b>305,700</b>   | <b>299,800</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                | <b>168,200</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                | <b>95,900</b>  |

# Pennsylvania—Erie

**WSEE**

**Ch. 35**

**Network Service:** CBS.

**Licensee:** Erie Bcstg. Partners Inc., 1220 Peach St., Erie, PA 16501.

**Studio:** 1220 Peach St., Erie, PA 16501.

**Telephone:** 814-455-7575. **TWX:** 814-453-6875.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 1186-kw max. visual, 118.6-kw max. aural. Antenna: 938-ft. above av. terrain, 750-ft. above ground, 2090-ft. above sea level.

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

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

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.6-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, Group W Newsfeed.

**Ownership:** Erie Bcstg. Corp., gen. partner, 5%; Garrett Scollard, Ltd. partner, 62%; Jack Oken, Ltd. partner, 8%; Neil Kennedy, Ltd. partner, 4%; 11 additional Ltd. partners, none with more than 2%. Erie Bcstg. Corp. ownership: Jerry Montgomery, pres., 40%; Daniel O'Kane, v.p.-secy.-treas., 60%. Garrett Scollard: has interest in KLRT(TV) Little Rock, AR. **Note:** Sale to Price Communications pending (*Television Digest*, Vol. 27:33).

**Began Operation:** April 25, 1954. Sale to present owner by MMT Sales Inc. approved by FCC Dec. 13, 1985. Sale to MMT by Gillett Bcstg. approved April 16, 1982. Sale to Gillett by Great Lakes Television Co. approved July 19, 1978.

**Represented (sales):** MMT Sales Inc.; Metrospot Television Ltd. (Canada).

**Represented (legal):** Crowell & Moring.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

JERRY MONTGOMERY, president & general manager.  
F. BRADY LOUIS, general sales manager.  
WILLIAM PODBIELSKI, chief engineer.  
RITA MASI, office manager.  
DON ROWE, production manager.

**Highest One Hour Rate:** \$3000.

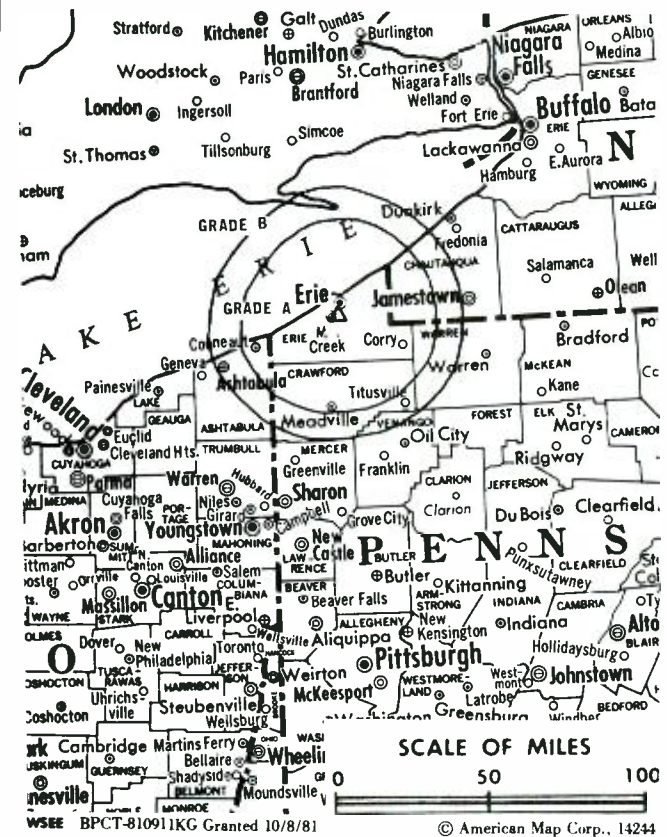
**Highest 30 Sec. Rate:** \$350.

**NETWORK BASE HOURLY RATE:** \$325.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 299,000.

**City of License:** Erie. **ADI:** Erie. **Rank:** 137.



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %              |
|---|---------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Crawford            | 33,000           | 32,200         | 98             |
|   | Erie                | 104,000          | 102,600        | 99             |
| <b>Between 25-49%</b>                   | <b>NEW YORK</b>     |                  |                |                |
|   | Chautauqua          | 55,300           | 54,300         | 98             |
|   | <b>OHIO</b>         |                  |                |                |
|   | Ashtabula           | 37,400           | 36,800         | 98             |
| <b>Between 5-24%</b>                    | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Venango             | 24,100           | 23,400         | 97             |
|   | Warren              | 17,500           | 16,900         | 97             |
| <b>Station Totals</b>                   | <b>NEW YORK</b>     |                  |                |                |
|   | Cattaraugus         | 31,400           | 30,700         | 98             |
| <b>Net Weekly Circulation (1987)</b>    | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Mc Kean             | 18,700           | 18,200         | 97             |
| <b>Average Daily Circulation (1987)</b> |                     | <b>321,400</b>   | <b>315,100</b> | <b>98</b>      |
|   |                     |                  |                | <b>168,300</b> |
|   |                     |                  |                | <b>86,600</b>  |

# Pennsylvania—Harrisburg-York

## WHP-TV

Ch. 21

**Network Service:** CBS.

**Licensee:** WHP Inc., Box 1507, Harrisburg, PA 17105.

**Studio:** 3300 N. Sixth St., Harrisburg, PA 17110.

**Telephone:** 717-238-2100. **TWX:** 510-650-4925.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 1200-kw max. visual, 120-kw max. aural. Antenna: 1220-ft. above av. terrain, 500-ft. above ground, 1810-ft. above sea level.

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

**Transmitter:** Blue Mountain.

**Satellite Earth Stations:** 3 in operation; Microdyne, 7-meter; Microdyne, Scientific-Atlanta receivers.

**AM Affiliate:** WHP, 5-kw, 580 kHz (CBS).

**FM Affiliate:** WHP-FM, 14-kw, 97.3 MHz (No. 247), 840-ft.

**News Services:** AP, UPI.

**Ownership:** Commonwealth Communications Services Inc.

**Began Operation:** April 15, 1953.

**Represented (sales):** Katz Television.

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

**Represented (engineering):** Cohen & Dippell.

### Personnel:

THOMAS M. GIROCCO, president & chief executive officer.

DONALD YEISER, vice president & general manager.

THOMAS G. MILLER, national sales manager.

MAURICE GANNAWAY, director of engineering.

**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$550.

**City of License:** Harrisburg. **ADI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 45.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %  |
|------------------------|---------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>PENNSYLVANIA</b> |                  |               |    |
|                        | Cumberland          | 71,200           | 69,900        | 98 |
|                        | Dauphin             | 95,200           | 93,300        | 98 |
|                        | Juniata             | 7,600            | 7,300         | 96 |
|                        | Lebanon             | 41,400           | 40,500        | 98 |



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %              |
|---|---------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Perry               | 14,500           | 14,100         | 97             |
|   | Snyder              | 12,500           | 12,000         | 96             |
|   | York                | 125,600          | 123,300        | 98             |
| <b>BETWEEN 25-49%</b>                   | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Adams               | 24,700           | 24,100         | 98             |
|   | Franklin            | 44,200           | 42,800         | 97             |
|   | Lancaster           | 140,000          | 135,200        | 97             |
|   | Mifflin             | 17,800           | 17,200         | 97             |
|   | Montour             | 6,000            | 5,800          | 97             |
|   | Northumberland      | 39,900           | 38,800         | 97             |
| Union                                   | 11,000              | 10,500           | 95             |                |
| <b>BETWEEN 5-24%</b>                    | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Clinton             | 14,300           | 14,000         | 98             |
|   | Lycoming            | 44,300           | 42,900         | 97             |
|   | Schuylkill          | 63,100           | 61,700         | 98             |
|   | Sullivan            | 2,200            | 2,100          | 95             |
| <b>Station Totals</b>                   |                     | <b>775,500</b>   | <b>755,500</b> | <b>97</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                | <b>379,600</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                | <b>194,300</b> |

# Pennsylvania—Harrisburg-York-Lebanon

**WHTM-TV**

Ch. 27

**Network Service:** ABC.

**Licensee:** WHTM-TV Inc., 3235 Hoffman St., Harrisburg, PA 17105.

**Studio:** 3235 Hoffman St., Harrisburg, PA 17105.

**Telephone:** 717-236-2727. **TWX:** 510-650-0803.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 2382-kw max. visual, 238.2-kw max. aural. Antenna: 1120-ft. above av. terrain, 609-ft. above ground, 1690-ft. above sea level.

Latitude 40° 18' 57.4"  
Longitude 76° 57' 02.2"

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

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Avantek receivers.

**News Services:** AP, UPI.

**Ownership:** Smith Acquisition Corp. Robert N. Smith, pres.-treas.; William S. Reyner Jr., v.p.-secy., 7.2%; John Purcell, 5%; Smith Broadcasting Group, 12.8%; remainder held by venture capital investor group. See Smith Bcstg. Group under Group Ownership of Television Stations.

**Began Operation:** June 19, 1953 on Ch. 71; May 15, 1957 FCC authorized WTPA to purchase transmitter & tower of off-air WCMB-TV and to switch to Ch. 27, Ch. 71 being assigned to WCMB-TV (**Television Digest**, Vol. 13:15, 20). Sale to Times Mirror Co. by Newhouse Bcstg. approved by FCC March 27, 1980 (Vol. 18:50, 19:19). Sale to present owners approved April 17, 1986.

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Hogan & Hartson.

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

**Personnel:**

ROBERT N. SMITH, president.  
JOHN PURCELL, vice president & general manager.  
FRANK RATERMANN, general sales manager.  
PAUL O'DELL, program & operations manager.  
JANICE DEXTER, promotion director.  
JOHN McCALL, news director.  
DONALD LANDIS, chief engineer.  
JOSEPH FRY, controller.

**Rates:** Not available.

**City of License:** Harrisburg. **ADI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 45.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %  |
|------------------------|---------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>PENNSYLVANIA</b> |                  |               |    |
|                        | Cumberland          | 71,200           | 69,900        | 98 |
|                        | Dauphin             | 95,200           | 93,300        | 98 |
|                        | Juniata             | 7,600            | 7,300         | 96 |



WHTM-TV BPCT-3028 Granted 5/11/62

© American Map Corp. 14244

| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %         |
|---|---------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Lancaster           | 140,000          | 135,200        | 97        |
|   | Lebanon             | 41,400           | 40,500         | 98        |
|   | Mifflin             | 17,800           | 17,200         | 97        |
|   | Perry               | 14,500           | 14,100         | 97        |
|   | York                | 125,600          | 123,300        | 98        |
| <b>Between 25-49%</b>                   | <b>PENNSYLVANIA</b> |                  |                |           |
|   | Adams               | 24,700           | 24,100         | 98        |
|   | Franklin            | 44,200           | 42,800         | 97        |
|   | Huntingdon          | 15,300           | 14,900         | 97        |
|   | Montour             | 6,000            | 5,800          | 97        |
|   | Northumberland      | 39,900           | 38,800         | 97        |
| <b>Between 5-24%</b>                    | Snyder              | 12,500           | 12,000         | 96        |
|   | Union               | 11,000           | 10,500         | 95        |
|   | <b>PENNSYLVANIA</b> |                  |                |           |
|   | Berks               | 125,200          | 123,100        | 98        |
|   | Centre              | 39,400           | 38,300         | 97        |
| Lycoming                                | 44,300              | 42,900           | 97             |           |
| Schuylkill                              | 63,100              | 61,700           | 98             |           |
| Sullivan                                | 2,200               | 2,100            | 95             |           |
| <b>Station Totals</b>                   |                     | <b>941,100</b>   | <b>917,800</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>429,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>230,700</b> |           |

# Pennsylvania—Hazleton

## WWLF-TV

Ch. 56

(Satellite of WOLF-TV, Scranton, PA)

**Network Service:** None, independent.

**Licensee:** Scranton TV Partners Ltd., 916 Oak Street, Scranton, PA 18508.

**Studio:** See WOLF-TV, Scranton, PA 18508.

**Telephone:** 717-347-9653.

**Technical Facilities:** Channel No. 56 (722-728 MHz). Authorized power: 9.77-kw visual, 0.977-kw aural. Antenna: 630-ft. above av. terrain, 408-ft. above ground, 2128-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 40° | 56' | 24" |
| Longitude | 75° | 58' | 04" |

Holds CP for change to 1000-kw max. visual, 266-ft. above av. terrain, 174-ft. above ground, 1994-ft. above sea level, lat. 41° 02' 13", long. 76° 05' 07", transmitter to Nescopeck Mountain, near State Rte. 93, Hollenback/Sugarloaf. BMPCT-860508K3.

**Transmitter:** Berner Ave. & E St., Hazleton.

**Multichannel TV Sound:** Stereo only.

**Ownership:** WOLF-TV Assoc. Ltd. Partnership, 40%; ltd. partners, 60%. See Fox Group under Group Ownership of Television Stations.

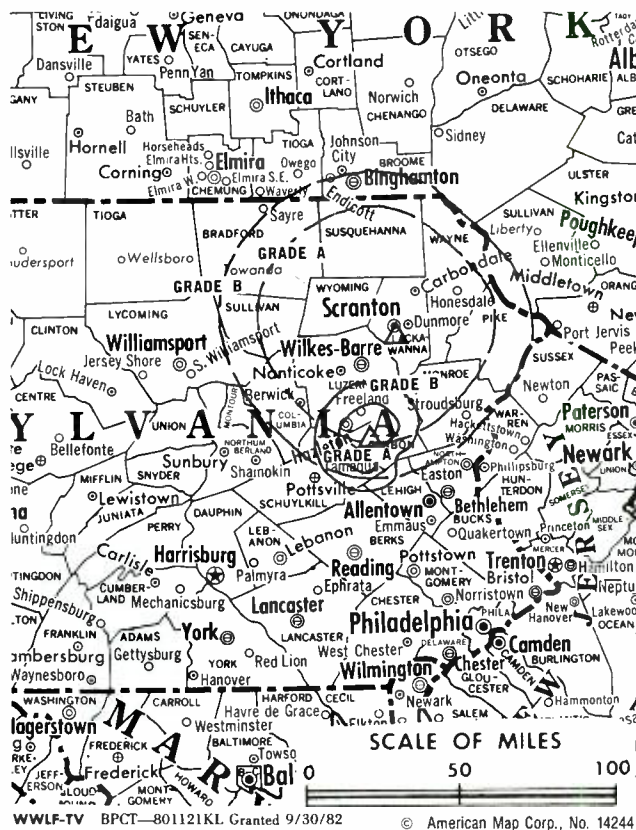
**Began Operation:** June 3, 1985.

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Latham & Watkins.

**Personnel:**

See WOLF-TV, Scranton, PA.



**Rates:** Sold in combination with WOLF-TV, Scranton-Wilkes Barre.

**Arbitron Data:** Included with WOLF-TV, Scranton, PA.

**City of License:** Hazleton. **ADI:** Wilkes Barre-Scranton. **Rank:** 59.



# Pennsylvania—Johnstown

## WJAC-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** WJAC Inc., Hickory Lane, Johnstown, PA 15907.

**Studio:** Hickory Lane, Johnstown, PA 15907.

**Mailing Address:** Box 38, Johnstown, PA 15907.

**Telephone:** 814-255-7600. **TWX:** 310-284-059.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 70.8-kw visual, 10.5-kw aural. Antenna: 1120-ft. above av. terrain, 175-ft. above ground, 2878-ft. above sea level.

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

**Transmitter:** Laurel Hill Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Microdyne; Harris, 7-meter; Channel Master, 3.5-meter; Microdyne, Drake, Harris receivers.

**News Services:** NBC, AP, NIWS.

**Ownership:** A. W. Walters Estate, Richard H. Mayer, trustee, has controlling interest. WJAC Inc. officers: James M. Edwards Sr., pres. & gen. mgr.; Richard D. Schrott, v.p.; Michael Brosig, secy.-treas.

**Began Operation:** September 15, 1949.

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

JAMES M. EDWARDS SR., president & general manager.  
RICHARD D. SCHROTT, vice president & general sales manager.  
ARTHUR VROOMAN, chief engineer.  
RON MILLER, news director.  
DINO TESSARI, production manager.  
KEN DeGENNARO, promotion director.  
PHILIP MARCINEK, program director.  
ROBERT HITE, personnel manager.

**Highest One Hour Rate:** \$2100.

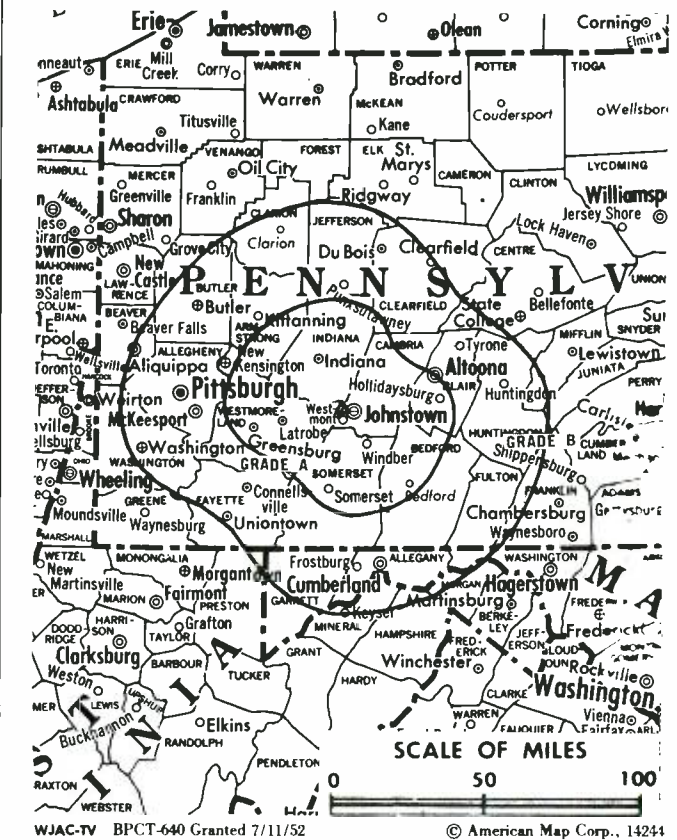
**Highest 30 Sec. Rate:** \$850.

**NETWORK BASE HOURLY RATE:** \$1300.

**City of License:** Johnstown. **ADI:** Johnstown-Altoona. **Rank:** 86.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over             | <b>MARYLAND</b>     |                  |               |     |
|                        | Garrett             | 10,000           | 9,800         | 98  |
|                        | <b>PENNSYLVANIA</b> |                  |               |     |
|                        | Armstrong           | 32,400           | 31,800        | 98  |
|                        | Bedford             | 17,600           | 17,100        | 97  |
|                        | Blair               | 51,200           | 50,300        | 98  |
|                        | Cambria             | 65,200           | 64,300        | 99  |
|                        | Cameron             | 2,600            | 2,600         | 100 |
|                        | Centre              | 39,400           | 38,300        | 97  |
|                        | Clarion             | 15,300           | 15,000        | 98  |
|                        | Clearfield          | 30,700           | 30,100        | 98  |
|                        | Elk                 | 13,800           | 13,500        | 98  |
|                        | Forest              | 1,900            | 1,900         | 100 |



| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %         |
|---|----------------------|------------------|----------------|-----------|
| 50% & Over                              | Huntingdon           | 15,300           | 14,900         | 97        |
|   | Indiana              | 32,900           | 32,200         | 98        |
|   | Jefferson            | 19,200           | 18,800         | 98        |
|   | Somerset             | 30,900           | 30,200         | 98        |
| Between 25-49%                          | <b>MARYLAND</b>      |                  |                |           |
|   | Allegany             | 29,300           | 29,000         | 99        |
|   | <b>PENNSYLVANIA</b>  |                  |                |           |
|   | Fulton               | 5,300            | 5,000          | 95        |
|   | Mifflin              | 17,800           | 17,200         | 97        |
|   | Potter               | 6,900            | 6,700          | 97        |
|   | Westmoreland         | 147,800          | 145,900        | 99        |
| <b>WEST VIRGINIA</b>                    |                      |                  |                |           |
| Grant                                   | 3,800                | 3,700            | 97             |           |
| Hampshire                               | 5,900                | 5,800            | 98             |           |
| Hardy                                   | 3,800                | 3,700            | 97             |           |
| Between 5-24%                           | <b>PENNSYLVANIA</b>  |                  |                |           |
|   | Butler               | 55,600           | 54,900         | 99        |
|   | Clinton              | 14,300           | 14,000         | 98        |
|   | Fayette              | 61,100           | 59,700         | 98        |
|   | Greene               | 15,600           | 15,200         | 97        |
|   | Mc Kean              | 18,700           | 18,200         | 97        |
|   | Venango              | 24,100           | 23,400         | 97        |
|   | Warren               | 17,500           | 16,900         | 97        |
|   | <b>WEST VIRGINIA</b> |                  |                |           |
|   | Mineral              | 10,300           | 10,200         | 99        |
| Morgan                                  | 4,400                | 4,300            | 98             |           |
| Tucker                                  | 3,400                | 3,300            | 97             |           |
| <b>Station Totals</b>                   |                      | <b>824,000</b>   | <b>807,900</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>477,900</b> |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>277,500</b> |           |

# Pennsylvania—Johnstown

## WFAT-TV

Ch. 19

**Network Service:** None, independent.

**Licensee:** WFAT Inc., Box 19, Johnstown, PA 15907.

**Studio:** 108 Allenbill Dr., Johnstown, PA 15904.

**Telephone:** 814-266-1919.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 1661.5-kw max. visual, 166.15-kw max. aural. Antenna: 1194-ft. above av. terrain, 256-ft. above ground, 3165-ft. above sea level.

Latitude 40° 10' 50"  
Longitude 79° 09' 08"

Requests CP for change to 421-ft. above av. terrain, 81-ft. above ground, 1005-ft. above sea level, lat. 40° 17' 29", long. 78° 33' 57", transmitter to Blue Knob Road, 2.4-mi. NE of Pavia. BPCT-860929KH.

**Transmitter:** Pea Vine Hill, 0.35-mi. S of Hwy. 30, 6-mi. SE of Ligonier.

**Satellite Earth Station:** Comtech, 5-meter; Microwave Assoc., Harris receivers.

**News Service:** INN.

**Ownership:** Leon A. Crosby, 100%.

**Began Operation:** October 15, 1953. Sale to present owner by John E. Gelormino approved by FCC Oct. 14, 1982. Sale to Gelormino by Benjamin C. Werk, et al., approved July 20, 1972 (*Television Digest*, Vol. 12:30). Previous sale by Rivoli Realty Co. approved by FCC March 17, 1971.

**Represented (sales):** Unirep Bcstg. Co.; Commercial Media Sales (Pittsburgh).

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Represented (engineering):** E. Harold Munn & Associates.

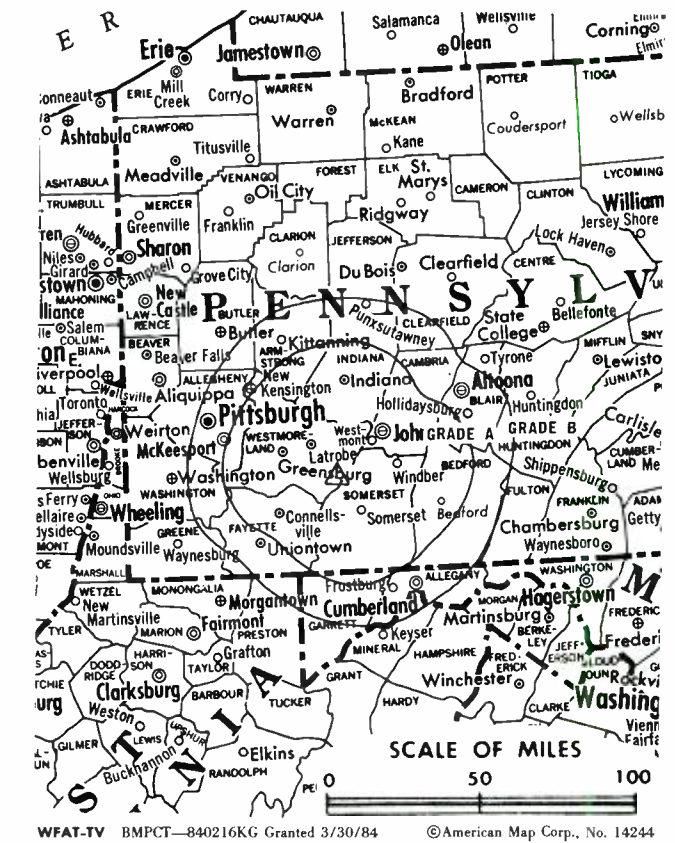
**Personnel:**

TIMOTHY LEE CROSBY, general manager.  
GEORGE S. PLENDERLEITH, station manager.  
BILL CARAMANA, chief engineer.

**Highest 30 Sec. Rate:** \$120.

**City of License:** Johnstown. **ADI:** Johnstown-Altoona. **Rank:** 86.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %             |
|---|---------------------|------------------|----------------|---------------|
| Between 25-49%                          | <b>PENNSYLVANIA</b> |                  |                |               |
|   | Blair               | 51,200           | 50,300         | 98            |
|   | Cambria             | 65,200           | 64,300         | 99            |
|   | Somerset            | 30,900           | 30,200         | 98            |
| Between 5-24%                           | <b>MARYLAND</b>     |                  |                |               |
|   | Garrett             | 10,000           | 9,800          | 98            |
|   | <b>PENNSYLVANIA</b> |                  |                |               |
|   | Bedford             | 17,600           | 17,100         | 97            |
|   | Clarion             | 15,300           | 15,000         | 98            |
|   | Clearfield          | 30,700           | 30,100         | 98            |
| Indiana                                 | 32,900              | 32,200           | 98             |               |
| Jefferson                               | 19,200              | 18,800           | 98             |               |
| Westmoreland                            | 147,800             | 145,900          | 99             |               |
| <b>Station Totals</b>                   |                     | <b>420,800</b>   | <b>413,700</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                | <b>72,500</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                | <b>23,000</b> |

# Pennsylvania—Johnstown

## WWCP-TV

Ch. 8

(Operates satellite WWPC-TV, Altoona, PA)

**Network Service:** Fox.

**Licensee:** Evergreen Bcstg. Corp., 1450 Scalp Ave., Johnstown, PA 15904.

**Studio:** 1450 Scalp Ave., Johnstown, PA 15904.

**Telephone:** 814-266-8088.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 166-kw visual, 16.6-kw aural. Antenna: 1208-ft. above av. terrain, 270-ft. above ground, 3175-ft. above sea level.

Latitude 40° 10' 53"  
Longitude 79° 09' 06"

**Transmitter:** Approx. 6-mi. SE of Ligonier, near Hwy. 30.

**News Service:** INN.

**Ownership:** Evergreen Holding Co. For other interests, see Smith Bcstg. Group under Group Ownership of TV Stations.

**Began Operation:** October 13, 1986.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

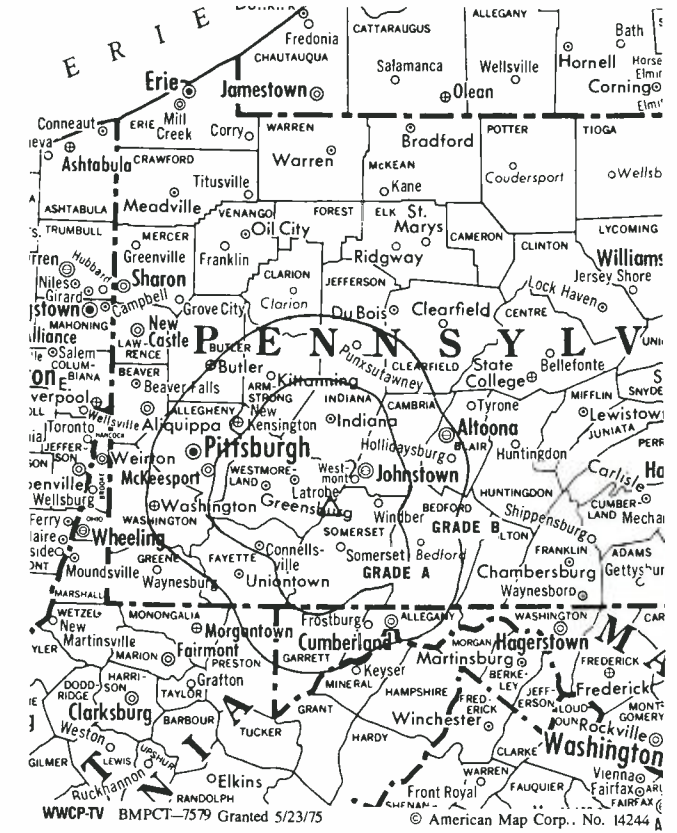
MARTIN H. OSTROW, general manager & general sales manager.  
CHARLES GOODE, chief engineer.  
CHRISTOPHER J. TAYLOR, director of operations.  
RON KABO, local sales manager.

**Arbitron Data:** Includes coverage of WWCP-TV, Altoona, PA.

**City of License:** Johnstown. **ADI:** Johnstown-Altoona. **Rank:** 86.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| Between 5-24%          | MARYLAND     |                  |               |    |
|                        | Garrett      | 10,000           | 9,800         | 98 |
|                        | PENNSYLVANIA |                  |               |    |
|                        | Bedford      | 17,600           | 17,100        | 97 |
|                        | Blair        | 51,200           | 50,300        | 98 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| Between 5-24%                           | Cambria      | 65,200           | 64,300         | 99        |
|   | Centre       | 39,400           | 38,300         | 97        |
|   | Clarion      | 15,300           | 15,000         | 98        |
|   | Clearfield   | 30,700           | 30,100         | 98        |
|   | Elk          | 13,800           | 13,500         | 98        |
|   | Huntingdon   | 15,300           | 14,900         | 97        |
|   | Indiana      | 32,900           | 32,200         | 98        |
|   | Jefferson    | 19,200           | 18,800         | 98        |
|   | Somerset     | 30,900           | 30,200         | 98        |
|   | Westmoreland | 147,800          | 145,900        | 99        |
| <b>Station Totals</b>                   |              | <b>489,300</b>   | <b>480,400</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>73,100</b>  |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>30,500</b>  |           |

# Pennsylvania—Lancaster

## WGAL-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** WGAL-TV Inc., Box 7127, Lancaster, PA 17604.

**Studio:** Lincoln Hwy. West, Lancaster, PA 17604.

**Mailing Address:** Box 7127, Lancaster, PA 17604.

**Telephone:** 717-393-5851. **TWX:** 510-657-4437.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 112-kw visual, 22.4-kw aural. Antenna: 1360-ft. above av. terrain, 823-ft. above ground, 1849-ft. above sea level.

Latitude 40° 02' 04"  
Longitude 76° 37' 08"

**Transmitter:** 2.25-mi. NE of Hallam, PA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 3 in operation; Harris, 8.8-meter; Harris receivers.

**News Services:** AP, UPI.

**Ownership:** Pulitzer Publishing Co. See Group Ownership of Television Stations.

**Began Operation:** March 18, 1949. Sale to present owner by Steinman Stations approved by FCC Oct. 5, 1978 (**Television Digest**, Vol. 17:50).

**Represented (sales):** Blair Television.

**Represented (legal):** Verner, Lipfert, Bernhard, McPherson & Hand.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

DAVID DODDS, vice president & general manager.  
NELSON SEARS, program manager.  
RIGBY WILSON, general sales manager.  
JOHN FEESER, national sales manager.  
ED WICKENHEISER, news director.  
J. JUDE SCHLAGER, marketing & promotions director.  
CHARLES T. KROLL, local sales manager.  
FRED WOSKOFF, creative services manager.  
PAT SAAM, commercial operations manager.  
ROBERT GOOD, chief engineer.

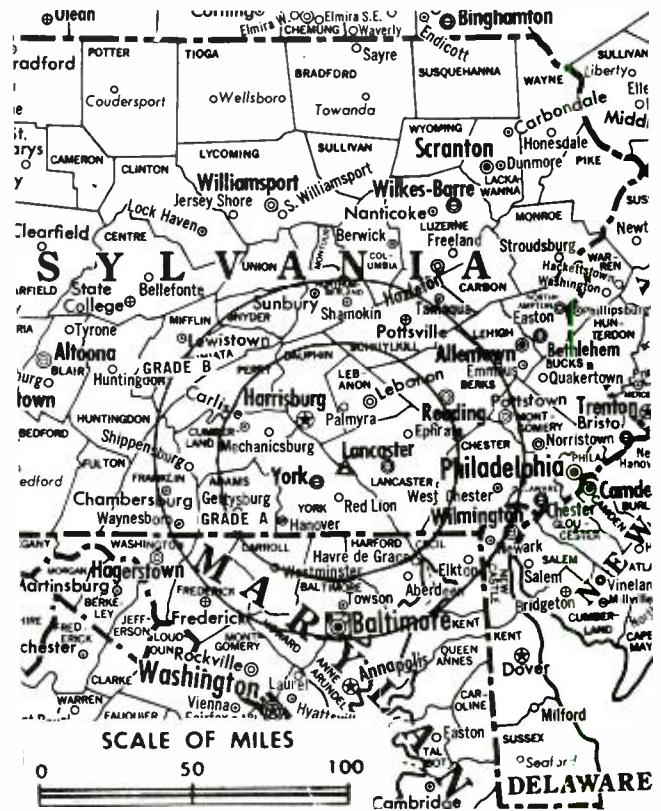
**Highest 30 Sec. Rate:** \$2500.

**NETWORK BASE HOURLY RATE:** \$3350.

**City of License:** Lancaster. **ADI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 45.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %  |
|------------------------|---------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>PENNSYLVANIA</b> |                  |               |    |
|                        | Adams               | 24,700           | 24,100        | 98 |
|                        | Berks               | 125,200          | 123,100       | 98 |
|                        | Cumberland          | 71,200           | 69,900        | 98 |
|                        | Dauphin             | 95,200           | 93,300        | 98 |
|                        | Franklin            | 44,200           | 42,800        | 97 |
|                        | Juniata             | 7,600            | 7,300         | 96 |
|                        | Lancaster           | 140,000          | 135,200       | 97 |
|                        | Lebanon             | 41,400           | 40,500        | 98 |
|                        | Mifflin             | 17,800           | 17,200        | 97 |



WGAL-TV BPCT-910 Granted 2/3/54

© American Map Corp., 14244

| Net Weekly Circulation                  | State County         | Total Households | TV Households    | %         |
|---|----------------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Perry                | 14,500           | 14,100           | 97        |
|   | Snyder               | 12,500           | 12,000           | 96        |
|   | York                 | 125,600          | 123,300          | 98        |
| <b>Between 25-49%</b>                   | <b>PENNSYLVANIA</b>  |                  |                  |           |
|   | Huntingdon           | 15,300           | 14,900           | 97        |
|   | Northumberland       | 39,900           | 38,800           | 97        |
|   | Schuylkill           | 63,100           | 61,700           | 98        |
|   | Union                | 11,000           | 10,500           | 95        |
| <b>Between 5-24%</b>                    | <b>MARYLAND</b>      |                  |                  |           |
|   | Carroll              | 37,700           | 37,500           | 99        |
|   | Cecil                | 22,700           | 22,600           | 100       |
|   | Frederick            | 44,800           | 44,500           | 99        |
|   | Harford              | 53,700           | 53,400           | 99        |
|   | Queen Annes          | 10,400           | 10,300           | 99        |
|   | Washington           | 41,400           | 41,100           | 99        |
| <b>Station Totals</b>                   | <b>PENNSYLVANIA</b>  |                  |                  |           |
|   | Chester              | 121,500          | 119,800          | 99        |
|   | Clinton              | 14,300           | 14,000           | 98        |
|   | Fulton               | 5,300            | 5,000            | 95        |
|   | Montour              | 6,000            | 5,800            | 97        |
|   | Sullivan             | 2,200            | 2,100            | 95        |
|   | <b>WEST VIRGINIA</b> |                  |                  |           |
| Berkeley                                | 19,300               | 19,100           | 99               |           |
| <b>Station Totals</b>                   |                      | <b>1,228,500</b> | <b>1,203,900</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>695,600</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>422,900</b>   |           |

# Pennsylvania—Lancaster-Lebanon

## WLYH-TV

Ch. 15

**Network Service:** CBS.

**Licensee:** Gateway Communications Inc., Executive Bldg., Suite 612, Cherry Hill, NJ 08034.

**Studios:** Park City Center, Lancaster, PA; Box 1283, Lebanon, PA 17042.

**Telephone:** 717-273-4551. **TWX:** 510-650-4953.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 1050-kw max. & 676-kw horizontal visual, 68-kw aural. Antenna: 1364-ft. above av. terrain, 1062-ft. above ground, 1940-ft. above sea level.

Latitude 40° 15' 45"  
Longitude 76° 27' 53"

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

**Satellite Earth Station:** Satellite Video Systems, 4-meter; Scientific-Atlanta receivers.

**News Services:** CBS, CNN, UPI.

**Ownership:** Gateway Communications Inc. See Group Ownership of TV Stations.

**Began Operation:** October 9, 1953, but left air Oct. 16, 1954. Sold to Triangle Publications by radio WLBR-Lebanon News interests and station resumed operation May 2, 1957 (*Television Digest*, Vol. 11:27, 13:18). Sale by Triangle to present owner approved by FCC Sept. 20, 1972 (Vol. 11:50; 12:39).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Wilner & Scheiner.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

ROBERT EOLIN, vice president & general manager.  
BOB PATTERSON, program director.  
JUDI FISHER, national sales manager.  
KATHY MORGAN, business manager.  
CLIFF ESHBACH, news director.  
JAN HRABOVSKY, promotion manager.

**Highest One Hour Rate:** \$1750.

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$400.

**City of License:** Lancaster. **ADI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 45.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County           | Total Households | TV Households | %  |
|------------------------|------------------------|------------------|---------------|----|
| 50% & Over             | PENNSYLVANIA Lancaster | 140,000          | 135,200       | 97 |



WLYH-TV BMPCT-790214KI Granted 6/29/79 © American Map Corp., 14244

| Net Weekly Circulation                  | State County   | Total Households | TV Households  | %              |
|---|----------------|------------------|----------------|----------------|
| 50% & Over                              | Lebanon        | 41,400           | 40,500         | 98             |
| <b>PENNSYLVANIA</b>                     |                |                  |                |                |
| Between 25-49%                          | Berks          | 125,200          | 123,100        | 98             |
|   | Cumberland     | 71,200           | 69,900         | 98             |
|   | Dauphin        | 95,200           | 93,300         | 98             |
|   | Juniata        | 7,600            | 7,300          | 96             |
|   | Perry          | 14,500           | 14,100         | 97             |
|   | Schuylkill     | 63,100           | 61,700         | 98             |
|   | Snyder         | 12,500           | 12,000         | 96             |
| York                                    | 125,600        | 123,300          | 98             |                |
| <b>PENNSYLVANIA</b>                     |                |                  |                |                |
| Between 5-24%                           | Adams          | 24,700           | 24,100         | 98             |
|   | Mifflin        | 17,800           | 17,200         | 97             |
|   | Northumberland | 39,900           | 38,800         | 97             |
| <b>Station Totals</b>                   |                | <b>778,700</b>   | <b>760,500</b> | <b>97</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                |                  |                | <b>299,800</b> |
| <b>Average Daily Circulation (1987)</b> |                |                  |                | <b>114,200</b> |

# Pennsylvania—Philadelphia

## KYW-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** Group W Television Inc., Independence Mall East, Philadelphia, PA 19106.

**Studio:** Independence Mall East, Philadelphia, PA 19106.

**Telephone:** 215-238-4700.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 9.55-kw aural. Antenna: 1000-ft. above av. terrain, 1116-ft. above ground, 1369-ft. above sea level.

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

**Transmitter:** Roxborough, PA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Vertex, 4.5-meter Ku-band; Scientific-Atlanta, 3-meter Ku-band; Scientific-Atlanta receivers.

**AM Affiliate:** KYW, 50-kw, 1060 kHz.

**News Services:** AP, Group W Newsfeed, UPI.

**Ownership:** Group W—Westinghouse Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** September 1941. Sold to Westinghouse Bcstg. by Philco Corp. in 1953 (*Television Digest*, Vol. 9:8, 22); then transferred to NBC in deal approved Dec. 21, 1955 (Vol. 11:2, 12:3). Transfer from NBC back to Westinghouse under order by FCC approved Feb. 17, 1965 (Vol. 5:7, 8, 25).

**Represented (sales):** Group W Television Sales.

### Personnel:

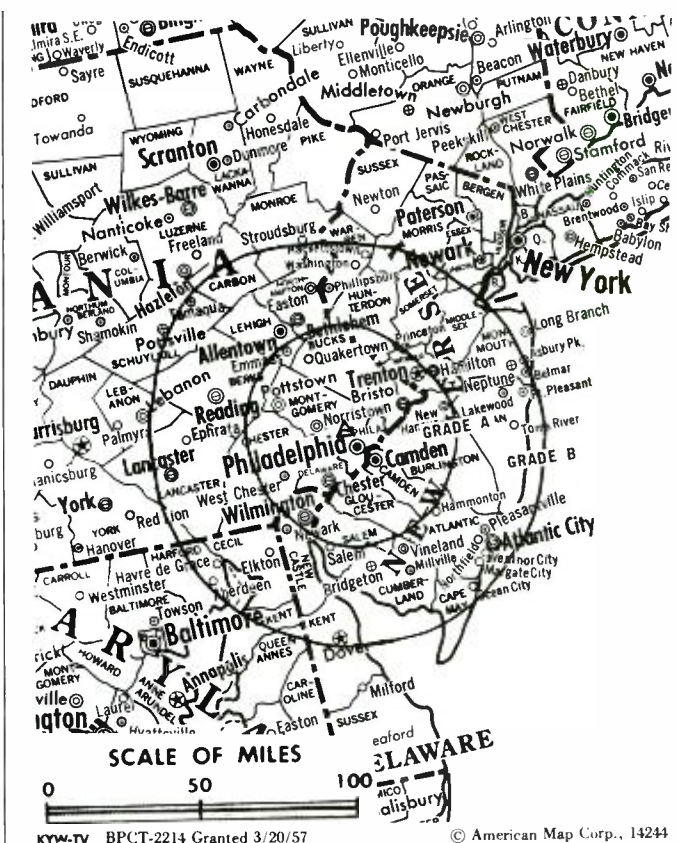
JIM THOMPSON, vice president & general manager.  
MARCELLUS ALEXANDER, station manager.  
ALLEN MURPHY, general sales manager.  
GLENN ROSMOS, director of broadcast operations & engineering.  
BOB JONES, program director.  
JIM ZURATT, controller.  
RANDY COVINGTON, news director.  
ALLAN LAFFERTY, communications manager.  
CHARLES THOMSON, editorial director.  
LISA NEE, executive producer.  
BRIAN O'NEILL, creative services director.  
IONA HARPER, human resources manager.  
JOANNE CALABRIA, director of public relations.

**Rates:** Not available.

**City of License:** Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %   |
|------------------------|-------------------|------------------|---------------|-----|
| 50% & Over             | <b>DELAWARE</b>   |                  |               |     |
|                        | Kent              | 36,500           | 36,200        | 99  |
|                        | New Castle        | 145,400          | 144,800       | 100 |
|                        | <b>NEW JERSEY</b> |                  |               |     |
|                        | Atlantic          | 80,600           | 79,000        | 98  |
|                        | Burlington        | 132,400          | 131,100       | 99  |
|                        | Camden            | 177,200          | 175,500       | 99  |
|                        | Cape May          | 40,100           | 39,400        | 98  |
|                        | Cumberland        | 48,000           | 47,300        | 99  |
|                        | Gloucester        | 75,000           | 74,300        | 99  |
|                        | Hunterdon         | 34,400           | 33,900        | 99  |
|                        | Mercer            | 112,100          | 110,400       | 98  |
|                        | Salem             | 24,700           | 24,300        | 98  |
| Warren                 | 32,800            | 32,200           | 98            |     |



| Net Weekly Circulation                  | State County        | Total Households | TV Households    | %                |
|---|---------------------|------------------|------------------|------------------|
| 50% & Over                              | <b>PENNSYLVANIA</b> |                  |                  |                  |
|   | Berks               | 125,200          | 123,100          | 98               |
|   | Bucks               | 180,800          | 179,100          | 99               |
|   | Carbon              | 21,400           | 21,000           | 98               |
|   | Chester             | 121,500          | 119,800          | 99               |
|   | Delaware            | 201,200          | 199,500          | 99               |
|   | Lehigh              | 109,600          | 108,000          | 99               |
|   | Monroe              | 30,900           | 30,300           | 98               |
|   | Montgomery          | 245,000          | 242,400          | 99               |
|   | Northampton         | 87,700           | 86,200           | 98               |
| Philadelphia                            | 624,200             | 612,900          | 98               |                  |
| Between 25-49%                          | <b>MARYLAND</b>     |                  |                  |                  |
|   | Cecil               | 22,700           | 22,600           | 100              |
|   | <b>NEW JERSEY</b>   |                  |                  |                  |
| Ocean                                   | 163,600             | 162,000          | 99               |                  |
| Between 5-24%                           | <b>PENNSYLVANIA</b> |                  |                  |                  |
|   | Lancaster           | 140,000          | 135,200          | 97               |
|   | Lebanon             | 41,400           | 40,500           | 98               |
|   | Schuylkill          | 63,100           | 61,700           | 98               |
|   | <b>DELAWARE</b>     |                  |                  |                  |
|   | Sussex              | 40,200           | 39,700           | 99               |
|   | <b>MARYLAND</b>     |                  |                  |                  |
|   | Caroline            | 9,000            | 8,900            | 99               |
|   | Kent                | 6,500            | 6,400            | 98               |
|   | <b>NEW JERSEY</b>   |                  |                  |                  |
| Middlesex                               | 217,400             | 215,500          | 99               |                  |
| Monmouth                                | 195,300             | 193,100          | 99               |                  |
| Somerset                                | 75,800              | 75,000           | 99               |                  |
| <b>PENNSYLVANIA</b>                     |                     |                  |                  |                  |
| Luzerne                                 | 131,300             | 129,400          | 99               |                  |
| Pike                                    | 8,900               | 8,600            | 97               |                  |
| <b>Station Totals</b>                   |                     | <b>3,801,900</b> | <b>3,749,300</b> | <b>98</b>        |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                  | <b>2,610,200</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                  | <b>1,571,800</b> |

# Pennsylvania—Philadelphia

## WGBS-TV

Ch. 57

**Network Service:** None, independent.

**Licensee:** Grant Bcstg. of Philadelphia Inc., Box 15193, Philadelphia, PA 19130.

**Studio:** 300 Domino Lane, Philadelphia, PA 19128.

**Telephone:** 215-483-4550.

**Technical Facilities:** Channel No. 57 (728-734 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1159-ft. above av. terrain, 1134-ft. above ground, 1376-ft. above sea level.

Latitude 40° 02' 21"  
Longitude 75° 14' 13"

**Transmitter:** Umbria & Paoli Ave., Roxborough.

**Satellite Earth Stations:** Microdyne, 7-meter; Prodelin, 4.5-meter.

**Ownership:** Grant Broadcasting System Inc., Debtor-in-Possession. See Group Ownership of Television Stations.

**Began Operation:** June 15, 1981. FCC approved sale to present owners by Leon S. Gross, et al., April 24, 1985.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Schwartz, Woods & Miller.

**Personnel:**

MILTON GRANT, president.  
CAROL HEALEY, station manager.  
JOHN A. GARDNER, general sales manager.  
HARRY JENNY, chief engineer.

**Rates:** Not available.

**City of License:** Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %  |
|------------------------|---------------------|------------------|---------------|----|
| Between 25-49%         | <b>NEW JERSEY</b>   |                  |               |    |
|                        | Burlington          | 132,400          | 131,100       | 99 |
|                        | Camden              | 177,200          | 175,500       | 99 |
|                        | Gloucester          | 75,000           | 74,300        | 99 |
|                        | Salem               | 24,700           | 24,300        | 98 |
|                        | <b>PENNSYLVANIA</b> |                  |               |    |
|                        | Bucks               | 180,800          | 179,100       | 99 |
|                        | Chester             | 121,500          | 119,800       | 99 |
|                        | Delaware            | 201,200          | 199,500       | 99 |
|                        | Montgomery          | 245,000          | 242,400       | 99 |
| Philadelphia           | 624,200             | 612,900          | 98            |    |



| Net Weekly Circulation                  | State County        | Total Households | TV Households    | %         |
|---|---------------------|------------------|------------------|-----------|
| Between 5-24%                           | <b>DELAWARE</b>     |                  |                  |           |
|   | Kent                | 36,500           | 36,200           | 99        |
|   | New Castle          | 145,400          | 144,800          | 100       |
|   | <b>MARYLAND</b>     |                  |                  |           |
|   | Cecil               | 22,700           | 22,600           | 100       |
|   | <b>NEW JERSEY</b>   |                  |                  |           |
|   | Atlantic            | 80,600           | 79,000           | 98        |
|   | Cape May            | 40,100           | 39,400           | 98        |
|   | Cumberland          | 48,000           | 47,300           | 99        |
|   | Hunterdon           | 34,400           | 33,900           | 99        |
|   | Mercer              | 112,100          | 110,400          | 98        |
|   | Ocean               | 163,600          | 162,000          | 99        |
|   | <b>PENNSYLVANIA</b> |                  |                  |           |
|   | Berks               | 125,200          | 123,100          | 98        |
|   | Lancaster           | 140,000          | 135,200          | 97        |
| Lebanon                                 | 41,400              | 40,500           | 98               |           |
| <b>Station Totals</b>                   |                     | <b>2,772,000</b> | <b>2,733,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>849,800</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>306,300</b>   |           |

# Pennsylvania—Philadelphia

## WCAU-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** CBS Inc., City Ave. & Monument Rd., Philadelphia, PA 19131.

**Studio:** City Ave. & Monument Rd., Philadelphia, PA 19131.

**Telephone:** 215-668-5510.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 191-kw visual, 19.1-kw aural. Antenna: 1160-ft. above av. terrain, 1139-ft. above ground, 1421-ft. above sea level.

Latitude 40° 02' 31"  
Longitude 75° 14' 11"

**Transmitter:** Domino Lane & Fowler St., Roxborough, PA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Microdyne, 7-meter; Microdyne receivers.

**AM Affiliate:** WCAU, 50-kw, 1210 kHz.

**FM Affiliate:** WCAU-FM, 8.9-kw, 98.1 MHz (No. 251), 1000-ft.

**News Services:** AP, UPI.

**Ownership:** CBS Inc. See Group Ownership of Television Stations.

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

**Represented (sales):** CBS Television National Sales.

### Personnel:

STEPHEN J. COHEN, vice president & general manager.  
JAMES DIAZ, director of sales.  
ALAN EISENSTEIN, general sales manager.  
GORDON HUGHES, vice president & station manager.  
AUGUSTINE MARTINEZ, director of planning & administration.  
JEFFREY SOMINKI, director of communications.  
JOHN H. BYRNE JR., director, operations & engineering.  
RICK HEBRON, manager, local-retail sales.  
JOSEPH R. CALIM, manager, national sales.  
JAY NEWMAN, news director.  
JOANNE WILDER, director, community affairs.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$4000.

**City of License:** Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over             | <b>DELAWARE</b>     |                  |               |     |
|                        | Kent                | 36,500           | 36,200        | 99  |
|                        | New Castle          | 145,400          | 144,800       | 100 |
|                        | <b>NEW JERSEY</b>   |                  |               |     |
|                        | Atlantic            | 80,600           | 79,000        | 98  |
|                        | Burlington          | 132,400          | 131,100       | 99  |
|                        | Camden              | 177,200          | 175,500       | 99  |
|                        | Cape May            | 40,100           | 39,400        | 98  |
|                        | Cumberland          | 48,000           | 47,300        | 99  |
|                        | Gloucester          | 75,000           | 74,300        | 99  |
|                        | Hunterdon           | 34,400           | 33,900        | 99  |
|                        | Mercer              | 112,100          | 110,400       | 98  |
|                        | Salem               | 24,700           | 24,300        | 98  |
|                        | Warren              | 32,800           | 32,200        | 98  |
|                        | <b>PENNSYLVANIA</b> |                  |               |     |
|                        | Berks               | 125,200          | 123,100       | 98  |



| Net Weekly Circulation                  | State County        | Total Households | TV Households    | %         |
|---|---------------------|------------------|------------------|-----------|
| 50% & Over                              | Bucks               | 180,800          | 179,100          | 99        |
|   | Carbon              | 21,400           | 21,000           | 98        |
|   | Chester             | 121,500          | 119,800          | 99        |
|   | Delaware            | 201,200          | 199,500          | 99        |
|   | Lehigh              | 109,600          | 108,000          | 99        |
|   | Monroe              | 30,900           | 30,300           | 98        |
|   | Montgomery          | 245,000          | 242,400          | 99        |
|   | Northampton         | 87,700           | 86,200           | 98        |
|   | Philadelphia        | 624,200          | 612,900          | 98        |
|   | Between 25-49%      | <b>MARYLAND</b>  |                  |           |
| Cecil                                   |                     | 22,700           | 22,600           | 100       |
| <b>NEW JERSEY</b>                       |                     |                  |                  |           |
| Ocean                                   |                     | 163,600          | 162,000          | 99        |
| <b>PENNSYLVANIA</b>                     |                     |                  |                  |           |
| Lancaster                               | 140,000             | 135,200          | 97               |           |
| Schuylkill                              | 63,100              | 61,700           | 98               |           |
| Between 5-24%                           | <b>DELAWARE</b>     |                  |                  |           |
|   | Sussex              | 40,200           | 39,700           | 99        |
|   | <b>MARYLAND</b>     |                  |                  |           |
|   | Caroline            | 9,000            | 8,900            | 99        |
|   | Kent                | 6,500            | 6,400            | 98        |
|   | <b>NEW JERSEY</b>   |                  |                  |           |
|   | Monmouth            | 195,300          | 193,100          | 99        |
|   | Somerset            | 75,800           | 75,000           | 99        |
|   | Sussex              | 44,400           | 43,700           | 98        |
|   | <b>PENNSYLVANIA</b> |                  |                  |           |
|   | Columbia            | 23,400           | 22,900           | 98        |
|   | Dauphin             | 95,200           | 93,300           | 98        |
| Lebanon                                 | 41,400              | 40,500           | 98               |           |
| Northumberland                          | 39,900              | 38,800           | 97               |           |
| <b>Station Totals</b>                   |                     | <b>3,647,200</b> | <b>3,594,500</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>2,466,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>1,345,700</b> |           |



# Pennsylvania—Philadelphia

## WPHL-TV

Ch. 17

**Network Service:** None, independent.

**Licensee:** WPHL-TV Inc., 5001 Wynnfield Ave., Philadelphia, PA 19131.

**Studio:** 5001 Wynnfield Ave., Philadelphia, PA 19131.

**Telephone:** 215-878-1700. **TWX:** 710-670-0476.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 2340-kw max. & 1290-kw horizontal visual, 350-kw max. aural. Antenna: 1050-ft. above av. terrain, 1092-ft. above ground, 1313-ft. above sea level.

Latitude 40° 02' 30"  
Longitude 75° 14' 24"

**Transmitter:** E. Domino Lane.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Andrew, 4.5-meter C-band; AFC, 3.7-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**Ownership:** Providence Journal Broadcasting Corp., 100%. See Group Ownership of Television Stations. Sale to group of investors headed by Dudley Taft pend (Television Digest, Vol. 27:30).

**Began Operation:** July 17, 1960, but left air Aug. 1, 1962. Resumed operation Sept. 17, 1965. Assignment of license to U.S. Communications (AVC Corp.) approved by FCC Dec. 6, 1967. Sale to present owner by AVC Corp. approved by FCC Nov. 16, 1978 (Television Digest, Vol. 18:20).

**Represented (sales):** TeleRep Inc.

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

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

EUGENE McCURDY, president & general manager.  
GORDON FRENCH, director of sales.  
TIM CABREY, general sales manager.  
ZVI SHOUBIN, station manager & program director.  
JAMES MACCARONI, promotion manager.  
JOEL LEVITT, production manager.  
WALT BUNDY, chief engineer.

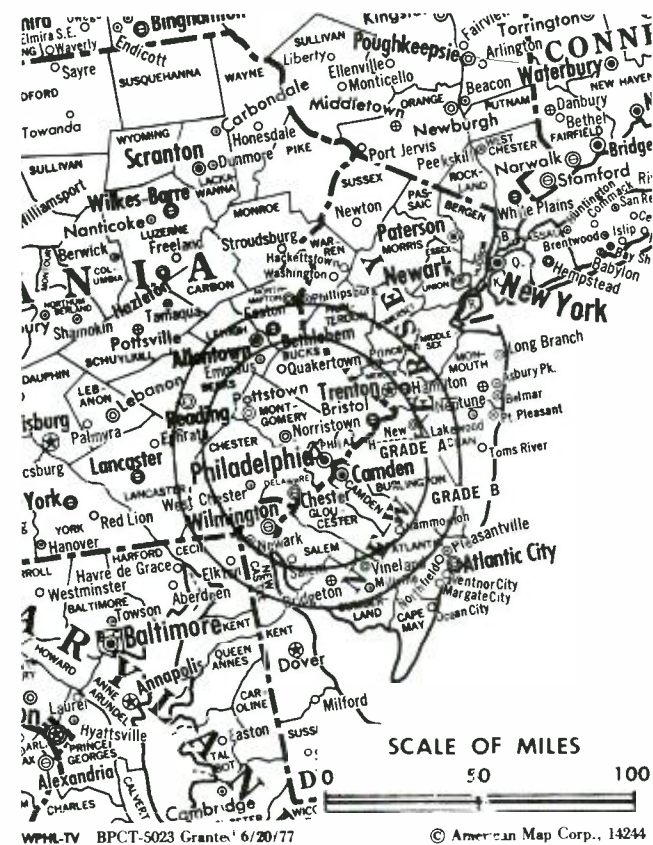
**Highest One Hour Rate:** \$18,000.

**Highest 30 Sec. Rate:** \$3000.

**City of License:** Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NEW JERSEY</b>   |                  |               |     |
|                        | Camden              | 177,200          | 175,500       | 99  |
|                        | Gloucester          | 75,000           | 74,300        | 99  |
|                        | Salem               | 24,700           | 24,300        | 98  |
|                        | <b>PENNSYLVANIA</b> |                  |               |     |
|                        | Philadelphia        | 624,200          | 612,900       | 98  |
| <b>Between 25-49%</b>  | <b>DELAWARE</b>     |                  |               |     |
|                        | Kent                | 36,500           | 36,200        | 99  |
|                        | New Castle          | 145,400          | 144,800       | 100 |
|                        | <b>NEW JERSEY</b>   |                  |               |     |
|                        | Atlantic            | 80,600           | 79,000        | 98  |
|                        | Burlington          | 132,400          | 131,100       | 99  |
|                        | Cape May            | 40,100           | 39,400        | 98  |
|                        | Cumberland          | 48,000           | 47,300        | 99  |
|                        | Hunterdon           | 34,400           | 33,900        | 99  |
|                        | Mercer              | 112,100          | 110,400       | 98  |
| Warren                 | 32,800              | 32,200           | 98            |     |
|                        | <b>PENNSYLVANIA</b> |                  |               |     |
| Berks                  | 125,200             | 123,100          | 98            |     |



| Net Weekly Circulation                  | State County        | Total Households | TV Households    | %         |
|---|---------------------|------------------|------------------|-----------|
| <b>Between 25-49%</b>                   | <b>Bucks</b>        | 180,800          | 179,100          | 99        |
|   | Carbon              | 21,400           | 21,000           | 98        |
|   | Chester             | 121,500          | 119,800          | 99        |
|   | Dauphin             | 95,200           | 93,300           | 98        |
|   | Delaware            | 201,200          | 199,500          | 99        |
|   | Lancaster           | 140,000          | 135,200          | 97        |
|   | Lebanon             | 41,400           | 40,500           | 98        |
|   | Lehigh              | 109,600          | 108,000          | 99        |
|   | Monroe              | 30,900           | 30,300           | 98        |
|   | Montgomery          | 245,000          | 242,400          | 99        |
|   | Northampton         | 87,700           | 86,200           | 98        |
|   | Northumberland      | 39,900           | 38,800           | 97        |
|   | Schuylkill          | 63,100           | 61,700           | 98        |
| <b>Between 5-24%</b>                    | <b>DELAWARE</b>     |                  |                  |           |
|   | Sussex              | 40,200           | 39,700           | 99        |
|   | <b>MARYLAND</b>     |                  |                  |           |
|   | Caroline            | 9,000            | 8,900            | 99        |
|   | Cecil               | 22,700           | 22,600           | 100       |
|   | <b>NEW JERSEY</b>   |                  |                  |           |
|   | Middlesex           | 217,400          | 215,500          | 99        |
|   | Morris              | 146,700          | 145,500          | 99        |
|   | Ocean               | 163,600          | 162,000          | 99        |
|   | Somerset            | 75,800           | 75,000           | 99        |
|   | <b>PENNSYLVANIA</b> |                  |                  |           |
|   | Columbia            | 23,400           | 22,900           | 98        |
|   | Cumberland          | 71,200           | 69,900           | 98        |
| Lycoming                                | 44,300              | 42,900           | 97               |           |
| Montour                                 | 6,000               | 5,800            | 97               |           |
| Perry                                   | 14,500              | 14,100           | 97               |           |
| Snyder                                  | 12,500              | 12,000           | 96               |           |
| Union                                   | 11,000              | 10,500           | 95               |           |
| York                                    | 125,600             | 123,300          | 98               |           |
| <b>Station Totals</b>                   |                     | <b>4,050,200</b> | <b>3,990,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>1,429,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>477,000</b>   |           |

# Pennsylvania—Philadelphia

## WPVI-TV

Ch. 6

**Network Service:** ABC.

**Licensee:** Capital Cities/ABC Inc., 4100 City Line Ave., Philadelphia, PA 19131.

**Studio:** 4100 City Line Ave., Philadelphia, PA 19131.

**Telephone:** 215-878-9700. **TWX:** 710-670-9799.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 74-kw visual, 14.8-kw aural. Antenna: 1094-ft. above av. terrain, 1111-ft. above ground, 1369-ft. above sea level.

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

**Transmitter:** Roxborough, PA.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Andrew, 5.6-meter Ku-band; Andrew, Scientific-Atlanta receivers.

**News Services:** AP, UPI, ABC, CNN.

**Ownership:** Capital Cities/ABC Inc. See Group Ownership of Television Stations.

**Began Operation:** September 13, 1947. Sale to present owner by Triangle Publications approved by FCC Feb. 24, 1971 (*Television Digest*, Vol. 10:8, 9; 11:9).

**Represented (sales):** Capital Cities/ABC National TV Sales.

**Represented (legal):** Wilmer, Cutler & Pickering.

### Personnel:

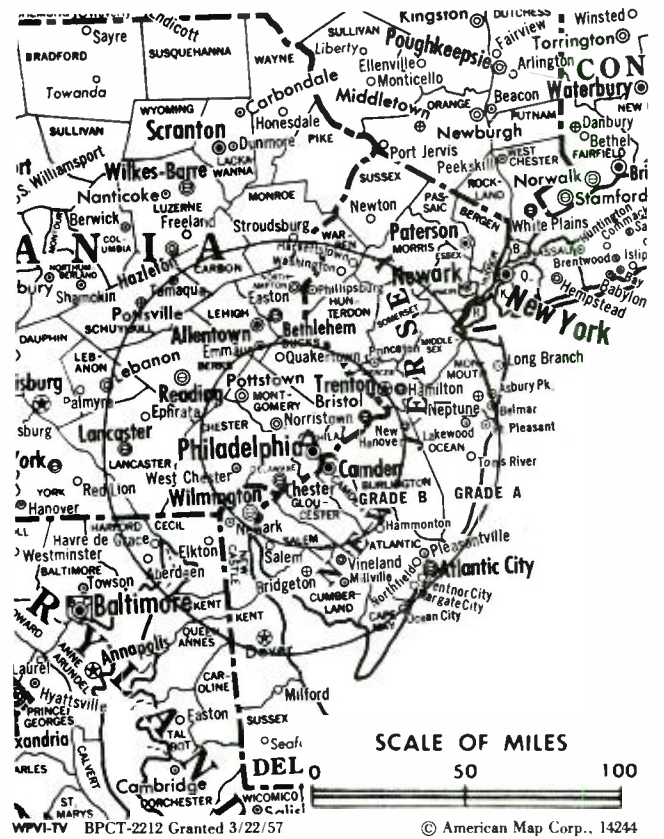
RICHARD F. SPINNER, president & general manager.  
NED WARWICK, news director.  
TODD WHEELER, director of sales.  
VICTOR A. BRANCH, local sales manager.  
MICHAEL CASCIO, director of public affairs.  
CHARLES D. DUNN, national sales manager.  
IRWIN L. ROSS, chief engineer.  
ROBERT APFEL, business manager.  
ART MOORE, director of station promotion & advertising.  
CHARLES R. BRADLEY, director of programming & operations.

**Rates:** Not available.

**City of License:** Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>DELAWARE</b>     |                  |               |     |
|                        | Kent                | 36,500           | 36,200        | 99  |
|                        | New Castle          | 145,400          | 144,800       | 100 |
|                        | <b>NEW JERSEY</b>   |                  |               |     |
|                        | Atlantic            | 80,600           | 79,000        | 98  |
|                        | Burlington          | 132,400          | 131,100       | 99  |
|                        | Camden              | 177,200          | 175,500       | 99  |
|                        | Cape May            | 40,100           | 39,400        | 98  |
|                        | Cumberland          | 48,000           | 47,300        | 99  |
|                        | Gloucester          | 75,000           | 74,300        | 99  |
|                        | Hunterdon           | 34,400           | 33,900        | 99  |
|                        | Mercer              | 112,100          | 110,400       | 98  |
|                        | Salem               | 24,700           | 24,300        | 98  |
|                        | Warren              | 32,800           | 32,200        | 98  |
|                        | <b>PENNSYLVANIA</b> |                  |               |     |
|                        | Berks               | 125,200          | 123,100       | 98  |
|                        | Bucks               | 180,800          | 179,100       | 99  |
| Carbon                 | 21,400              | 21,000           | 98            |     |
| Chester                | 121,500             | 119,800          | 99            |     |



| Net Weekly Circulation                  | State County         | Total Households | TV Households    | %         |    |
|---|----------------------|------------------|------------------|-----------|----|
| <b>50% &amp; Over</b>                   | Delaware             | 201,200          | 199,500          | 99        |    |
|   | Lehigh               | 109,600          | 108,000          | 99        |    |
|   | Monroe               | 30,900           | 30,300           | 98        |    |
|   | Montgomery           | 245,000          | 242,400          | 99        |    |
|   | Northampton          | 87,700           | 86,200           | 98        |    |
|   | Philadelphia         | 624,200          | 612,900          | 98        |    |
| Schuylkill                              | 63,100               | 61,700           | 98               |           |    |
| <b>Between 25-49%</b>                   | <b>MARYLAND</b>      |                  |                  |           |    |
|   | Cecil                | 22,700           | 22,600           | 100       |    |
|   | <b>NEW JERSEY</b>    |                  |                  |           |    |
| Ocean                                   | 163,600              | 162,000          | 99               |           |    |
| <b>PENNSYLVANIA</b>                     | Lancaster            | 140,000          | 135,200          | 97        |    |
|   | Lebanon              | 41,400           | 40,500           | 98        |    |
|   | <b>Between 5-24%</b> | <b>DELAWARE</b>  |                  |           |    |
|   |                      | Sussex           | 40,200           | 39,700    | 99 |
| <b>MARYLAND</b>                         |                      |                  |                  |           |    |
| Kent                                    | 6,500                | 6,400            | 98               |           |    |
| <b>NEW JERSEY</b>                       |                      |                  |                  |           |    |
| Middlesex                               | 217,400              | 215,500          | 99               |           |    |
| Monmouth                                | 195,300              | 193,100          | 99               |           |    |
| Somerset                                | 75,800               | 75,000           | 99               |           |    |
| Sussex                                  | 44,400               | 43,700           | 98               |           |    |
| <b>PENNSYLVANIA</b>                     |                      |                  |                  |           |    |
| Dauphin                                 | 95,200               | 93,300           | 98               |           |    |
| Northumberland                          | 39,900               | 38,800           | 97               |           |    |
| Pike                                    | 8,900                | 8,600            | 97               |           |    |
| <b>Station Totals</b>                   |                      | <b>3,841,100</b> | <b>3,786,800</b> | <b>98</b> |    |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>2,679,100</b> |           |    |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>1,769,700</b> |           |    |

# Pennsylvania—Philadelphia

## WTAF-TV

Ch. 29

**Network Service:** None, independent.

**Licensee:** TVX of Philadelphia Inc., 330 Market St., Philadelphia, PA 19106.

**Studio:** 330 Market St., Philadelphia, PA 19106.

**Telephone:** 215-925-2929.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 5000-kw max. & 3470-kw horizontal visual, 500-kw max. & 347-kw horizontal aural. Antenna: 1140-ft. above av. terrain, 1190-ft. above ground, 1415-ft. above sea level.

Latitude 40° 02' 26"  
Longitude 75° 14' 20"

**Transmitter:** E. Domino Lane.

**Satellite Earth Stations:** Harris, 8.8-meter; RCA, 3.4-meter Ku-band; Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** TVX Broadcast Group. See Group Ownership of Television Stations.

**Began Operation:** May 16, 1965. Sale to Taft Bcstg. approved by FCC May 7, 1969 (Television Digest, Vol. 9.21). Sale by Taft to present owners approved by FCC Feb. 20, 1987 (Vol. 27:9, 14, 15).

**Represented (sales):** Settel Inc.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

JAMES D. BOAZ, general manager.  
JAN DICKLER, general sales manager.  
LarHE VESTAL, program manager.  
KAREN CORBIN, promotion manager.  
BRUCE WIETLISBACH, business manager.

**Rates:** Not available.

**City of License:** Philadelphia. **ADI:** Philadelphia. **Rank:** 4.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %       |     |
|------------------------|---------------------|------------------|---------------|---------|-----|
| <b>50% &amp; Over</b>  | <b>DELAWARE</b>     |                  |               |         |     |
|                        |                     | Kent             | 36,500        | 36,200  | 99  |
|                        |                     | New Castle       | 145,400       | 144,800 | 100 |
|                        | <b>NEW JERSEY</b>   |                  |               |         |     |
|                        |                     | Atlantic         | 80,600        | 79,000  | 98  |
|                        |                     | Burlington       | 132,400       | 131,100 | 99  |
|                        |                     | Camden           | 177,200       | 175,500 | 99  |
|                        |                     | Cape May         | 40,100        | 39,400  | 98  |
|                        |                     | Cumberland       | 48,000        | 47,300  | 99  |
|                        |                     | Gloucester       | 75,000        | 74,300  | 99  |
|                        |                     | Salem            | 24,700        | 24,300  | 98  |
|                        | <b>PENNSYLVANIA</b> |                  |               |         |     |
|                        |                     | Berks            | 125,200       | 123,100 | 98  |
|                        |                     | Bucks            | 180,800       | 179,100 | 99  |
|                        |                     | Carbon           | 21,400        | 21,000  | 98  |
|                        | Chester             | 121,500          | 119,800       | 99      |     |
|                        | Delaware            | 201,200          | 199,500       | 99      |     |
|                        | Montgomery          | 245,000          | 242,400       | 99      |     |
|                        | Northampton         | 87,700           | 86,200        | 98      |     |
|                        | Philadelphia        | 624,200          | 612,900       | 98      |     |
| <b>Between 25-49%</b>  | <b>MARYLAND</b>     |                  |               |         |     |
|                        |                     | Cecil            | 22,700        | 22,600  | 100 |
|                        |                     | Kent             | 6,500         | 6,400   | 98  |
|                        | <b>NEW JERSEY</b>   |                  |               |         |     |
|                        |                     | Hunterdon        | 34,400        | 33,900  | 99  |
|                        |                     | Mercer           | 112,100       | 110,400 | 98  |
|                        |                     | Ocean            | 163,600       | 162,000 | 99  |
|                        |                     | Warren           | 32,800        | 32,200  | 98  |
|                        | <b>PENNSYLVANIA</b> |                  |               |         |     |
|                        |                     | Dauphin          | 95,200        | 93,300  | 98  |



| Net Weekly Circulation                  | State County        | Total Households | TV Households    | %                |    |
|---|---------------------|------------------|------------------|------------------|----|
| <b>Between 25-49%</b>                   | <b>DELAWARE</b>     |                  |                  |                  |    |
|   |                     | Lackawanna       | 84,900           | 83,800           | 99 |
|   |                     | Lancaster        | 140,000          | 135,200          | 97 |
|   |                     | Lebanon          | 41,400           | 40,500           | 98 |
|   |                     | Lehigh           | 109,600          | 108,000          | 99 |
|   |                     | Luzerne          | 131,300          | 129,400          | 99 |
|   |                     | Montour          | 6,000            | 5,800            | 97 |
|   | Northumberland      | 39,900           | 38,800           | 97               |    |
|   | Schuylkill          | 63,100           | 61,700           | 98               |    |
| <b>Between 5-24%</b>                    | <b>DELAWARE</b>     |                  |                  |                  |    |
|   |                     | Sussex           | 40,200           | 39,700           | 99 |
|   | <b>MARYLAND</b>     |                  |                  |                  |    |
|   |                     | Caroline         | 9,000            | 8,900            | 99 |
|   |                     | Harford          | 53,700           | 53,400           | 99 |
|   | <b>NEW JERSEY</b>   |                  |                  |                  |    |
|   |                     | Essex            | 300,900          | 296,500          | 99 |
|   |                     | Hudson           | 211,700          | 208,800          | 99 |
|   |                     | Middlesex        | 217,400          | 215,500          | 99 |
|   |                     | Monmouth         | 195,300          | 193,100          | 99 |
|   |                     | Morris           | 146,700          | 145,500          | 99 |
|   |                     | Somerset         | 75,800           | 75,000           | 99 |
|   |                     | Sussex           | 44,400           | 43,700           | 98 |
|   |                     | Union            | 183,700          | 182,100          | 99 |
|   | <b>PENNSYLVANIA</b> |                  |                  |                  |    |
|   | Clinton             | 14,300           | 14,000           | 98               |    |
|   | Columbia            | 23,400           | 22,900           | 98               |    |
|   | Cumberland          | 71,200           | 69,900           | 98               |    |
|   | Lycoming            | 44,300           | 42,900           | 97               |    |
|   | Monroe              | 30,900           | 30,300           | 98               |    |
|   | Perry               | 14,500           | 14,100           | 97               |    |
|   | Snyder              | 12,500           | 12,000           | 96               |    |
|   | Union               | 11,000           | 10,500           | 95               |    |
|   | Wyoming             | 10,100           | 9,900            | 98               |    |
|   | York                | 125,600          | 123,300          | 98               |    |
| <b>Station Totals</b>                   |                     | <b>5,287,000</b> | <b>5,211,900</b> | <b>98</b>        |    |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                  | <b>2,072,900</b> |    |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                  | <b>812,500</b>   |    |

# Pennsylvania—Pittsburgh

**KDKA-TV**

Ch. 2

**Network Service:** CBS.

**Licensee:** Group W Television Inc., One Gateway Center, Pittsburgh, PA 15222.

**Studio:** One Gateway Center, Pittsburgh, PA 15222.

**Telephone:** 412-392-2200. **TWX:** 710-664-4380.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 990-ft. above av. terrain, 683-ft. above ground, 2049-ft. above sea level.

Latitude 40° 29' 38.22"  
Longitude 80° 01' 09.40"

**Transmitter:** 4101 Grizella St.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive 3 Scientific-Atlanta, 10-meter C-band; Vertex, 4.6-meter Ku-band; Scientific-Atlanta receivers.

**AM Affiliate:** KDKA, 50-kw, 1020 kHz.

**News Services:** AP, Group W Newsfeed.

**Ownership:** Group W—Westinghouse Broadcasting. See Group Ownership of Television Stations.

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

**Represented (sales):** Group W Television Sales.

**Represented (legal):** Wilkes, Artis, Hedrick & Lane.

**Personnel:**

JOSEPH BERWANGER, vice president & general manager.  
HAL WHACK, general sales manager.  
SHERRI SIEVING, local sales manager.  
JAYNE ADAIR, program manager.  
ARTHUR GREENWALD, creative director.  
BRUCE KAPLAN, marketing manager.  
CAROLYN S. McCLAIR, public relations director.  
SUE McINERNEY, news director.  
HOWARD MURPHY, controller.  
JOHN J. CVETIC, engineering manager.  
ROY HOOVER, chief engineer.  
JACK LANDAU, human resources manager.  
JERRY KALKE, director, broadcast operations & engineering.

**Highest 30 Sec. Rate:** \$15,000.

**NETWORK BASE HOURLY RATE:** \$2800.

**City of License:** Pittsburgh. **ADI:** Pittsburgh. **Rank:** 13.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %  |
|------------------------|---------------------|------------------|---------------|----|
| 50% & Over             | <b>MARYLAND</b>     |                  |               |    |
|                        | Garrett             | 10,000           | 9,800         | 98 |
|                        | <b>OHIO</b>         |                  |               |    |
|                        | Jefferson           | 32,500           | 32,100        | 99 |
|                        | <b>PENNSYLVANIA</b> |                  |               |    |
|                        | Allegheny           | 552,300          | 544,800       | 99 |
|                        | Armstrong           | 32,400           | 31,800        | 98 |
|                        | Beaver              | 73,600           | 72,700        | 99 |
|                        | Butler              | 55,600           | 54,900        | 99 |
|                        | Cambria             | 65,200           | 64,300        | 99 |
|                        | Clarion             | 15,300           | 15,000        | 98 |
| Elk                    | 13,800              | 13,500           | 98            |    |
| Fayette                | 61,100              | 59,700           | 98            |    |
| Forest                 | 1,900               | 1,900            | 100           |    |
| Greene                 | 15,600              | 15,200           | 97            |    |



| Net Weekly Circulation                  | State County         | Total Households | TV Households    | %         |
|---|----------------------|------------------|------------------|-----------|
| 50% & Over                              | Indiana              | 32,900           | 32,200           | 98        |
|   | Jefferson            | 19,200           | 18,800           | 98        |
|   | Lawrence             | 39,000           | 38,300           | 98        |
|   | Somerset             | 30,900           | 30,200           | 98        |
|   | Venango              | 24,100           | 23,400           | 97        |
|   | Washington           | 82,100           | 80,800           | 98        |
|   | Westmoreland         | 147,800          | 145,900          | 99        |
|   | <b>WEST VIRGINIA</b> |                  |                  |           |
|   | Brooke               | 10,600           | 10,600           | 100       |
|   | Hancock              | 14,700           | 14,700           | 100       |
|   | Marion               | 25,300           | 25,100           | 99        |
| Marshall                                | 15,100               | 15,000           | 99               |           |
| Monongalia                              | 29,000               | 28,600           | 99               |           |
| Ohio                                    | 23,000               | 22,900           | 100              |           |
| Preston                                 | 11,300               | 11,100           | 98               |           |
| Between 25-49%                          | <b>OHIO</b>          |                  |                  |           |
|   | Belmont              | 31,800           | 31,300           | 98        |
|   | Columbiana           | 41,400           | 40,800           | 99        |
| Harrison                                | 6,300                | 6,200            | 98               |           |
| <b>PENNSYLVANIA</b>                     |                      |                  |                  |           |
| Blair                                   | 51,200               | 50,300           | 98               |           |
| Clearfield                              | 30,700               | 30,100           | 98               |           |
| Mercer                                  | 47,100               | 46,300           | 98               |           |
| <b>WEST VIRGINIA</b>                    |                      |                  |                  |           |
| Harrison                                | 29,700               | 29,500           | 99               |           |
| Randolph                                | 10,700               | 10,500           | 98               |           |
| Taylor                                  | 6,300                | 6,200            | 98               |           |
| Tucker                                  | 3,400                | 3,300            | 97               |           |
| Tyler                                   | 4,100                | 4,000            | 98               |           |
| Wetzel                                  | 8,100                | 8,000            | 99               |           |
| (Continued on page A-915)               |                      |                  |                  |           |
| <b>Station Totals</b>                   |                      | <b>1,821,200</b> | <b>1,793,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>1,351,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>884,200</b>   |           |

# Pennsylvania—Greensburg-Pittsburgh

## WPCB-TV

Ch. 40

**Network Service:** None, independent.

**Licensee:** Cornerstone Television Inc., Rte. 48, Signal Hill Dr., Wall, PA 15148.

**Studio:** Rte. 48, Signal Hill Dr., Wall, PA 15148.

**Telephone:** 412-824-3930.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 1170-kw max. & 490-kw horizontal visual, 49-kw horizontal aural. Antenna: 980-ft. above av. terrain, 839-ft. above ground, 2049-ft. above sea level.

|           |     |     |       |
|-----------|-----|-----|-------|
| Latitude  | 40° | 23' | 30.0" |
| Longitude | 79° | 46' | 51.1" |

**Transmitter:** Signal Hill Dr., Wall, PA.

**Satellite Earth Station:** Scientific-Atlanta, 5-meter; Scientific-Atlanta, DX Antenna receivers.

**Ownership:** Non-stock, non-profit corp. Rev. R. Russell Bixler, pres.; James Laine, Charles Turnbull, Oleen Eagle & Ernest Frederick, dirs. Cornerstone also owns WKBS-TV, Altoona, PA.

**Began Operation:** April 15, 1979.

**Represented (legal):** Gammon & Grange.

**Represented (engineering):** Dean Sargent.

### Personnel:

OLEEN EAGLE, vice president & general manager.  
DAVID SKEBA, program manager.  
CHARLES TURNBILL, director of operations.  
BLAKE RICHERT, chief engineer.

**Highest One Hour Rate:** \$600.



**Highest 30 Sec. Rate:** \$80.

**Arbitron Data:** Includes coverage of WKBS-TV, Altoona, PA.

**City of License:** Greensburg. **ADI:** Pittsburgh. **Rank:** 13.

# Pennsylvania—Pittsburgh

## WPGH-TV

Ch. 53

Network Service: CBN, Fox.

Licensee: LTB (WPGH-TV) Corp., 3970 Overland Ave., Culver City, CA 90232.

Studio: 750 Ivory Ave., Pittsburgh, PA 15214.

Telephone: 412-931-5300.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 2340-kw max. & 1280-kw horizontal visual, 234-kw max. & 128-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 736-ft. above ground, 2049-ft. above sea level.

Latitude 40° 29' 43"  
Longitude 80° 00' 18"

Transmitter: 750 Ivory Ave.

Satellite Earth Stations: 2 AFC, 4.7-meter C-band; AFC, 3.7-meter Ku-band; Microdyne receivers.

News Service: UPI.

Ownership: Lorimar-Telepictures Corp., 100%. See Group Ownership of Television Stations.

Began Operation: July 14, 1953 as WKJF-TV, left air July 2, 1954. Resumed operation under new ownership Feb. 1, 1969; left air Aug. 16, 1971. Transfer to Henry Posner Jr. from Receiver in Bankruptcy approved Dec. 12, 1973. Returned to air Jan. 14, 1974. Sale to Meredith Corp. by Henry Posner Jr. approved by FCC Sept. 8, 1978 (Television Digest, Vol. 18:17, 38). FCC approved sale by Meredith to present owner Nov. 12, 1986 (Vol. 26:29, 46, 52; 27:2).

Represented (sales): MMT Sales Inc.

Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

### Personnel:

MICHAEL A. LIFF, vice president & general manager.  
KATHY SAUNDERS, general sales manager.  
M. WILLIAM BUTLER, director of programming & promotion.  
MARK ALBRIGHT, director of engineering.

Highest 30 Sec. Rate: \$1500.

City of License: Pittsburgh. ADI: Pittsburgh. Rank: 13.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %   |
|------------------------|----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>PENNSYLVANIA</b>  |                  |               |     |
|                        | Allegheny            | 552,300          | 544,800       | 99  |
|                        | Beaver               | 73,600           | 72,700        | 99  |
|                        | Venango              | 24,100           | 23,400        | 97  |
|                        | Washington           | 82,100           | 80,800        | 98  |
|                        | Westmoreland         | 147,800          | 145,900       | 99  |
|                        | <b>WEST VIRGINIA</b> |                  |               |     |
|                        | Brooke               | 10,600           | 10,600        | 100 |
|                        | Hancock              | 14,700           | 14,700        | 100 |
|                        | Marion               | 25,300           | 25,100        | 99  |
| Marshall               | 15,100               | 15,000           | 99            |     |
| Monongalia             | 29,000               | 28,600           | 99            |     |
| <b>Between 25-49%</b>  | <b>MARYLAND</b>      |                  |               |     |
|                        | Garrett              | 10,000           | 9,800         | 98  |
|                        | <b>OHIO</b>          |                  |               |     |
|                        | Belmont              | 31,800           | 31,300        | 98  |
|                        | Columbiana           | 41,400           | 40,800        | 99  |
|                        | Jefferson            | 32,500           | 32,100        | 99  |
|                        | Monroe               | 6,200            | 6,000         | 97  |



WPGH-TV BPCT-4733 Granted 7/1/74

© American Map Corp., 14244

| Net Weekly Circulation                  | State County         | Total Households | TV Households    | %         |
|---|----------------------|------------------|------------------|-----------|
| <b>Between 25-49%</b>                   | <b>PENNSYLVANIA</b>  |                  |                  |           |
|   | Armstrong            | 32,400           | 31,800           | 98        |
|   | Butler               | 55,600           | 54,900           | 99        |
|   | Cambria              | 65,200           | 64,300           | 99        |
|   | Elk                  | 13,800           | 13,500           | 98        |
|   | Fayette              | 61,100           | 59,700           | 98        |
|   | Greene               | 15,600           | 15,200           | 97        |
|   | Indiana              | 32,900           | 32,200           | 98        |
|   | Jefferson            | 19,200           | 18,800           | 98        |
|   | Lawrence             | 39,000           | 38,300           | 98        |
|   | Somerset             | 30,900           | 30,200           | 98        |
|   | <b>WEST VIRGINIA</b> |                  |                  |           |
|   | Barbour              | 6,200            | 6,100            | 98        |
| Harrison                                | 29,700               | 29,500           | 99               |           |
| Ohio                                    | 23,000               | 22,900           | 100              |           |
| Taylor                                  | 6,300                | 6,200            | 98               |           |
| Tyler                                   | 4,100                | 4,000            | 98               |           |
| Wetzel                                  | 8,100                | 8,000            | 99               |           |
| <b>Between 5-24%</b>                    | <b>OHIO</b>          |                  |                  |           |
|   | Carroll              | 9,700            | 9,600            | 99        |
|   | Harrison             | 6,300            | 6,200            | 98        |
|   | Mahoning             | 102,400          | 101,300          | 99        |
|   | Noble                | 4,200            | 4,000            | 95        |
|   | <b>PENNSYLVANIA</b>  |                  |                  |           |
|   | Blair                | 51,200           | 50,300           | 98        |
|   | Clarion              | 15,300           | 15,000           | 98        |
|   | Clearfield           | 30,700           | 30,100           | 98        |
|   | Forest               | 1,900            | 1,900            | 100       |
| Mercer                                  | 47,100               | 46,300           | 98               |           |
| <b>WEST VIRGINIA</b>                    |                      |                  |                  |           |
| Preston                                 | 11,300               | 11,100           | 98               |           |
| Randolph                                | 10,700               | 10,500           | 98               |           |
| <b>Station Totals</b>                   |                      | <b>1,830,400</b> | <b>1,803,500</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>776,400</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>343,900</b>   |           |

# Pennsylvania—Pittsburgh

## WPTT-TV

Ch. 22

**Network Service:** None, independent.

**Licensee:** Commercial Radio Institute Inc. (CRI), 3500 Parkdale Ave., Baltimore, MD 21211.

**Studio:** 500 Seco Rd., Box 2809, Pittsburgh, PA 15230.

**Telephones:** 412-856-9010; 412-856-4170. **TWX:** 510-600-8950.

**Fax:** 412-856-4170.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. & 1950-kw horizontal visual, 500-kw max. & 195-kw horizontal aural. Antenna: 920-ft. above av. terrain, 829-ft. above ground, 2049-ft. above sea level.

Latitude 40° 26' 22.5"  
Longitude 79° 43' 10.5"

**Transmitter:** Hawkeye Dr. Extended.

**Satellite Earth Stations:** AFC, 5-meter C-band; AFC, 3.7-meter C-band; AFC, 3.66-meter Ku-band; M/A-Com, Microdyne receivers.

**Ownership:** Commercial Radio Institute Inc. See Group Ownership of Television Stations.

**Began Operation:** September 29, 1978.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Carl T. Jones & Associates.

### Personnel:

JULIAN S. SMITH, chairman of the board.  
ROBERT SIMMONS, president.  
CHUCK HOBBS, general manager.  
KEN ZUCKERMAN, general sales manager.  
KEITH KING, local sales manager.  
EDDIE EDWARDS, operations manager.  
RAYMOND LAU, production manager.  
PAM RHODES, promotion manager.  
MIKE SIMON, chief engineer.

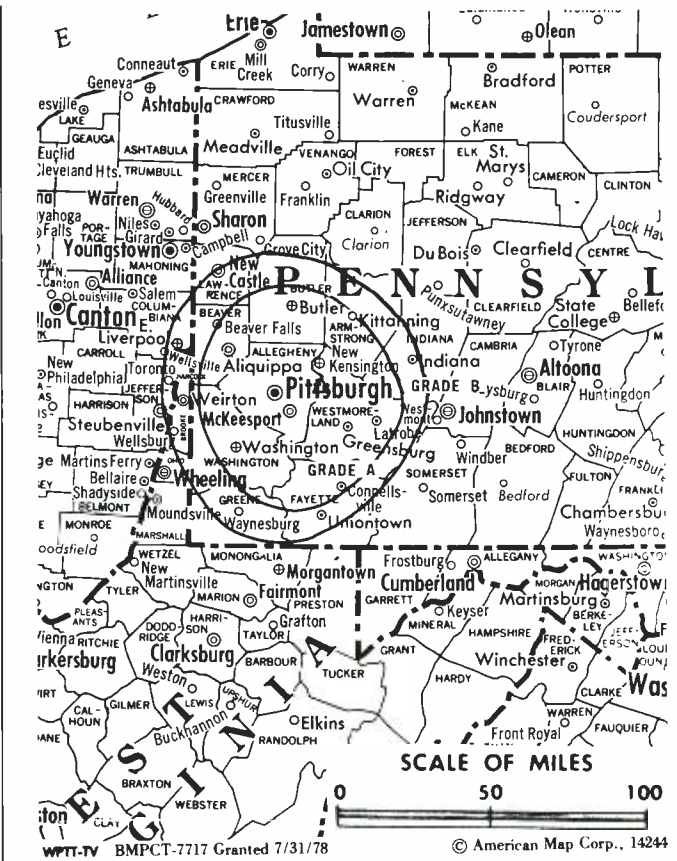
**Highest One Hour Rate:** \$6000.

**Highest 30 Sec. Rate:** \$1200.

**City of License:** Pittsburgh. **ADI:** Pittsburgh. **Rank:** 13.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| Between 25-49%         | OHIO         |                  |               |    |
|                        | Jefferson    | 32,500           | 32,100        | 99 |
|                        | PENNSYLVANIA |                  |               |    |
|                        | Allegheny    | 552,300          | 544,800       | 99 |
|                        | Armstrong    | 32,400           | 31,800        | 98 |
|                        | Beaver       | 73,600           | 72,700        | 99 |
|                        | Butler       | 55,600           | 54,900        | 99 |
|                        | Clarion      | 15,300           | 15,000        | 98 |
|                        | Fayette      | 61,100           | 59,700        | 98 |
|                        | Greene       | 15,600           | 15,200        | 97 |



| Net Weekly Circulation                  | State County         | Total Households | TV Households    | %         |
|---|----------------------|------------------|------------------|-----------|
| Between 25-49%                          | Indiana              | 32,900           | 32,200           | 98        |
|   | Venango              | 24,100           | 23,400           | 97        |
|   | Washington           | 82,100           | 80,800           | 98        |
|   | Westmoreland         | 147,800          | 145,900          | 99        |
|   | <b>WEST VIRGINIA</b> |                  |                  |           |
|   | Brooke               | 10,600           | 10,600           | 100       |
|   | Hancock              | 14,700           | 14,700           | 100       |
|   | Ohio                 | 23,000           | 22,900           | 100       |
|   | Taylor               | 6,300            | 6,200            | 98        |
| Between 5-24%                           | <b>OHIO</b>          |                  |                  |           |
|   | Belmont              | 31,800           | 31,300           | 98        |
|   | Columbiana           | 41,400           | 40,800           | 99        |
|   | <b>PENNSYLVANIA</b>  |                  |                  |           |
|   | Elk                  | 13,800           | 13,500           | 98        |
| Jefferson                               | 19,200               | 18,800           | 98               |           |
| Lawrence                                | 39,000               | 38,300           | 98               |           |
| Somerset                                | 30,900               | 30,200           | 98               |           |
| <b>WEST VIRGINIA</b>                    |                      |                  |                  |           |
|   | Barbour              | 6,200            | 6,100            | 98        |
|   | Marion               | 25,300           | 25,100           | 99        |
|   | Marshall             | 15,100           | 15,000           | 99        |
|   | Monongalia           | 29,000           | 28,600           | 99        |
|   | Preston              | 11,300           | 11,100           | 98        |
| <b>Station Totals</b>                   |                      | <b>1,442,900</b> | <b>1,421,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>472,500</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>168,400</b>   |           |

# Pennsylvania—Pittsburgh

**WPXI**

Ch. 11

**Network Service:** NBC.

**Licensee:** WPXI Inc., 11 Television Hill, Box 1100, Pittsburgh, PA 15230.

**Studio:** 11 Television Hill, Box 1100, Pittsburgh, PA 15230.

**Telephone:** 412-237-1100. **TWX:** 710-664-4340.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 848-ft. above ground, 2048-ft. above sea level.

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

**Transmitter:** 11 Television Hill.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Harris, 6-meter; Harris, 3-meter; Scientific-Atlanta, Harris receivers.

**News Services:** AP, CNN Headline News, Mediawire, National Weather Wire, NBC, Nexus, UPI.

**Ownership:** Cox Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** September 1, 1957. Sale to present owner by co-owners Pittsburgh Post-Gazette & Sun Telegraph and H. Kenneth Brennen & family approved Nov. 20, 1964 by FCC (Television Digest, Vol. 4:36, 47).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Reed, Smith, Shaw & McClay.

**Personnel:**

JOHN HOWELL, vice president & general manager.  
BRUNO GRAZIANO, general sales manager.  
MARK BARASH, program director.  
BUD MOORE, controller.  
STEVE RILEY, promotion director.  
MICHAEL SECHRIST, news director.

**Highest 30 Sec. Rate:** \$3000.

**NETWORK BASE HOURLY RATE:** \$2280.

**City of License:** Pittsburgh. **ADI:** Pittsburgh. **Rank:** 13.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %  |
|------------------------|---------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OHIO</b>         |                  |               |    |
|                        | Jefferson           | 32,500           | 32,100        | 99 |
|                        | <b>PENNSYLVANIA</b> |                  |               |    |
|                        | Allegheny           | 552,300          | 544,800       | 99 |
|                        | Armstrong           | 32,400           | 31,800        | 98 |
|                        | Beaver              | 73,600           | 72,700        | 99 |
|                        | Butler              | 55,600           | 54,900        | 99 |
|                        | Fayette             | 61,100           | 59,700        | 98 |
|                        | Greene              | 15,600           | 15,200        | 97 |
|                        | Indiana             | 32,900           | 32,200        | 98 |
|                        | Lawrence            | 39,000           | 38,300        | 98 |
|                        | Venango             | 24,100           | 23,400        | 97 |
|                        | Washington          | 82,100           | 80,800        | 98 |
| Westmoreland           | 147,800             | 145,900          | 99            |    |
| <b>WEST VIRGINIA</b>   |                     |                  |               |    |
| Brooke                 | 10,600              | 10,600           | 100           |    |
| Hancock                | 14,700              | 14,700           | 100           |    |
| Monongalia             | 29,000              | 28,600           | 99            |    |
| <b>Between 25-49%</b>  | <b>OHIO</b>         |                  |               |    |
|                        | Belmont             | 31,800           | 31,300        | 98 |
|                        | Columbiana          | 41,400           | 40,800        | 99 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households    | %                |
|---|-----------------------|------------------|------------------|------------------|
| <b>Between 25-49%</b>                   | Harrison              | 6,300            | 6,200            | 98               |
|   | <b>PENNSYLVANIA</b>   |                  |                  |                  |
|   | Cambria               | 65,200           | 64,300           | 99               |
|   | Clarion               | 15,300           | 15,000           | 98               |
|   | Clearfield            | 30,700           | 30,100           | 98               |
|   | Jefferson             | 19,200           | 18,800           | 98               |
|   | Mercer                | 47,100           | 46,300           | 98               |
|   | Somerset              | 30,900           | 30,200           | 98               |
|   | <b>WEST VIRGINIA</b>  |                  |                  |                  |
|   | Harrison              | 29,700           | 29,500           | 99               |
|   | Marion                | 25,300           | 25,100           | 99               |
|   | Marshall              | 15,100           | 15,000           | 99               |
|   | Ohio                  | 23,000           | 22,900           | 100              |
| Preston                                 | 11,300                | 11,100           | 98               |                  |
| Taylor                                  | 6,300                 | 6,200            | 98               |                  |
| Tyler                                   | 4,100                 | 4,000            | 98               |                  |
| Wetzel                                  | 8,100                 | 8,000            | 99               |                  |
| <b>Between 5-24%</b>                    | <b>MARYLAND</b>       |                  |                  |                  |
|   | Garrett               | 10,000           | 9,800            | 98               |
|   | <b>OHIO</b>           |                  |                  |                  |
|   | Carroll               | 9,700            | 9,600            | 99               |
|   | Monroe                | 6,200            | 6,000            | 97               |
|   | <b>PENNSYLVANIA</b>   |                  |                  |                  |
|   | Blair                 | 51,200           | 50,300           | 98               |
|   | Elk                   | 13,800           | 13,500           | 98               |
|   | Forest                | 1,900            | 1,900            | 100              |
|   | <b>WEST VIRGINIA</b>  |                  |                  |                  |
|   | Barbour               | 6,200            | 6,100            | 98               |
|   | Tucker                | 3,400            | 3,300            | 97               |
|   | <b>Station Totals</b> |                  | <b>1,716,500</b> | <b>1,691,000</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>1,169,400</b> |                  |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>680,300</b>   |                  |



# Pennsylvania—Pittsburgh

## WTAE-TV

Ch. 4

**Network Service:** ABC.

**Licensee:** The Hearst Corp., WTAE Division, 400 Ardmore Blvd., Pittsburgh, PA 15221.

**Studio:** 400 Ardmore Blvd., Pittsburgh, PA 15221.

**Telephone:** 412-242-4300. **TWX:** 710-664-4266.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 965-ft. above av. terrain, 1062-ft. above ground, 2049-ft. above sea level.

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

**Transmitter:** Elizabeth Township, PA.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Satcom Technologies, 5-meter Ku-band; AFC, 3-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

**AM Affiliate:** WTAE, 5-kw, 1250 kHz.

**FM Affiliate:** WHTX, 50-kw, 96.1 MHz (No. 241), 500-ft.

**News Services:** AP, UPI.

**Ownership:** The Hearst Corp., 100%. See Group Ownership of Television Stations.

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

**Represented (sales):** Katz Television.

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

**Personnel:**

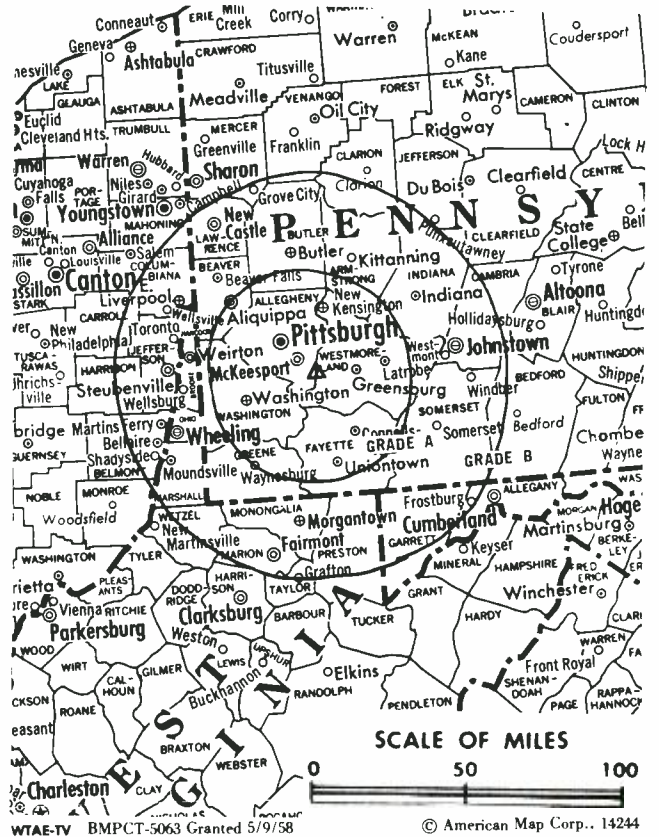
FRED R. BARBER JR., vice president & general manager.  
PAUL KILCULLEN, general sales manager.  
STEVE CARLSTON, local sales manager.  
BILL DADDIO, national sales manager.  
GLORIA SPENCE, resident controller.  
DAVID CRANTZ, director of public relations & special projects.  
MARTY FAUBELL, director of engineering.  
JOSEPH HESTON, program director.  
JOSEPH ROVITTO, news director.  
JIM HEFNER, manager of broadcast operations.  
MARTY R. HEFNER, sales development manager.

**Highest 30 Sec. Rate:** (December 31, 1987) \$10,000.

**City of License:** Pittsburgh. **ADI:** Pittsburgh. **Rank:** 13.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %  |
|------------------------|---------------------|------------------|---------------|----|
| 50% & Over             | <b>MARYLAND</b>     |                  |               |    |
|                        | Garrett             | 10,000           | 9,800         | 98 |
|                        | <b>OHIO</b>         |                  |               |    |
|                        | Belmont             | 31,800           | 31,300        | 98 |
|                        | Jefferson           | 32,500           | 32,100        | 99 |
|                        | <b>PENNSYLVANIA</b> |                  |               |    |
|                        | Allegheny           | 552,300          | 544,800       | 99 |
|                        | Armstrong           | 32,400           | 31,800        | 98 |
|                        | Beaver              | 73,600           | 72,700        | 99 |
|                        | Blair               | 51,200           | 50,300        | 98 |
| Butler                 | 55,600              | 54,900           | 99            |    |
| Cambria                | 65,200              | 64,300           | 99            |    |



| Net Weekly Circulation | State County         | Total Households | TV Households | %   |
|------------------------|----------------------|------------------|---------------|-----|
| 50% & Over             | Clarion              | 15,300           | 15,000        | 98  |
|                        | Clearfield           | 30,700           | 30,100        | 98  |
|                        | Elk                  | 13,800           | 13,500        | 98  |
|                        | Fayette              | 61,100           | 59,700        | 98  |
|                        | Forest               | 1,900            | 1,900         | 100 |
|                        | Greene               | 15,600           | 15,200        | 97  |
|                        | Indiana              | 32,900           | 32,200        | 98  |
|                        | Jefferson            | 19,200           | 18,800        | 98  |
|                        | Lawrence             | 39,000           | 38,300        | 98  |
|                        | Somerset             | 30,900           | 30,200        | 98  |
|                        | Venango              | 24,100           | 23,400        | 97  |
|                        | Washington           | 82,100           | 80,800        | 98  |
|                        | Westmoreland         | 147,800          | 145,900       | 99  |
|                        | <b>WEST VIRGINIA</b> |                  |               |     |
|                        | Barbour              | 6,200            | 6,100         | 98  |
|                        | Brooke               | 10,600           | 10,600        | 100 |
|                        | Hancock              | 14,700           | 14,700        | 100 |
|                        | Harrison             | 29,700           | 29,500        | 99  |
|                        | Marion               | 25,300           | 25,100        | 99  |
|                        | Marshall             | 15,100           | 15,000        | 99  |
| Monongalia             | 29,000               | 28,600           | 99            |     |
| Ohio                   | 23,000               | 22,900           | 100           |     |
| Preston                | 11,300               | 11,100           | 98            |     |
| Randolph               | 10,700               | 10,500           | 98            |     |
| Taylor                 | 6,300                | 6,200            | 98            |     |
| Tucker                 | 3,400                | 3,300            | 97            |     |
| Tyler                  | 4,100                | 4,000            | 98            |     |
| Upshur                 | 9,000                | 8,900            | 99            |     |
| Wetzel                 | 8,100                | 8,000            | 99            |     |

(Continued on page A-915)

|   |                  |                  |           |
|---|------------------|------------------|-----------|
| <b>Station Totals</b>                   | <b>1,832,500</b> | <b>1,804,400</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                  | <b>1,429,300</b> |           |
| <b>Average Daily Circulation (1987)</b> |                  | <b>877,800</b>   |           |

# Pennsylvania—Reading

**WTVE**

**Ch. 51**

**Network Service:** None, independent.

**Licensee:** Reading Broadcasting Inc., 1729 N. 11th St., Reading, PA 19604.

**Studio:** 1729 N. 11th St., Reading, PA 19604.

**Telephone:** 215-921-9181.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 1450-kw max. & 1100-kw horizontal visual, 145-kw max. & 110-kw horizontal aural. Antenna: 750-ft. above av. terrain, 148-ft. above ground, 1248-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 40° | 21' | 15" |
| Longitude | 75° | 53' | 56" |

**Transmitter:** Mt. Penn, 1.9-mi. NE of center of Reading.

**Satellite Earth Stations:** Microdyne, 7-meter; Andrew, 5-meter; Channel Master, 3-meter; Microdyne, Channel Master receivers.

**Ownership:** Henry N. Aurandt, pres. & Helen K. Aurandt, 36% jointly; Robert A. Denby, v.p., 10%; Irvin Cohen, 8%; Jack A. Linton, secy. & Nancy A. Linton, 2% jointly; 14 others, none with as much as 5%.

**Began Operation:** May 4, 1980.

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

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

JEFFREY D. MILLER, general manager.  
ROBERT PRITCHARD, chief engineer.  
DANIEL BENEDETTI, production manager.



**Highest 30 Sec. Rate:** \$60.

**Arbitron Data:** Not available.

**City of License:** Reading. **ADI:** Philadelphia. **Rank:** 4.

# Pennsylvania—Red Lion-Lancaster

## WGCB-TV

Ch. 49

**Network Service:** None, independent.

**Licensee:** Red Lion Television Inc., Box 88, Windsor Rd., Red Lion, PA 17356.

**Studio:** Windsor Rd., Red Lion, PA 17356.

**Telephone:** 717-246-1681.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 550-kw visual, 110-kw aural. Antenna: 580-ft. above av. terrain, 374-ft. above ground, 1234-ft. above sea level.

Latitude 39° 54' 18"  
Longitude 76° 35' 00"

**Transmitter:** State Rte. 66141, 1.75-mi. E of Red Lion.

**Satellite Earth Stations:** Gardiner, 5.6-meter C-band; 3.3-meter Ku- & C-Band; 4.3-meter C-band; Microdyne receivers.

**News Service:** INN.

**Ownership:** John H. Norris, 77.5%; Dorothy C. Norris, 22.5%. Red Lion Television Inc. is licensee of WGCB-AM-FM, Red Lion, PA & owns World International Bcstrs. Inc., licensee of WINB (short wave), Red Lion, PA.

**Began Operation:** April 28, 1979.

**Represented (sales):** Unirep Bcstg. Co.

**Represented (legal):** Benedict P. Cottone.

**Personnel:**

JOHN H. NORRIS, president & general manager.

**Highest One Hour Rate:** \$550.

**Highest 30 Sec. Rate:** \$77.

**City of License:** Red Lion. **ADI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 45.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %             |
|---|---------------------|------------------|----------------|---------------|
| Between 5-24%                           | <b>PENNSYLVANIA</b> |                  |                |               |
|   | Cumberland          | 71,200           | 69,900         | 98            |
|   | Dauphin             | 95,200           | 93,300         | 98            |
|   | Lancaster           | 140,000          | 135,200        | 97            |
|   | Lebanon             | 41,400           | 40,500         | 98            |
|   | York                | 125,600          | 123,300        | 98            |
| <b>Station Totals</b>                   |                     | <b>473,400</b>   | <b>462,200</b> | <b>97</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                | <b>47,200</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                | <b>16,500</b> |

# Pennsylvania—Scranton & Wilkes-Barre

## WYOU

Ch. 22

**Network Service:** CBS.

**Licensee:** Diversified Communications, 5 Milk St., Portland, ME 04112.

**Studio:** 415 Lackawanna Ave., Scranton, PA 18503.

**Telephone:** 717-961-2222.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 2945-kw max. visual, 295-kw max. aural. Antenna: Electrically tilted 0.6°, 1686-ft. above av. terrain, 842-ft. above ground, 2949-ft. above sea level.

Latitude 41° 10' 58"  
Longitude 75° 52' 26"

**Transmitter:** Penobsco Mountain, Hanover Twp.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit mobile Varian, 2.7-meter Ku-band; 3.3-meter Ku-band; 3.3-meter C-band; DX Engineering, Scientific-Atlanta receivers.

**News Services:** AP, CBS.

**Ownership:** Diversified Communications, 100%. See Group Ownership of Television Stations.

**Began Operation:** June 7, 1953. In 1959 Scranton Broadcasters reacquired control by purchasing stock held by WCAU Inc. (Philadelphia Evening Bulletin), which had held 75% control of station since 1956 (*Television Digest*, Vol. 12:31, 42; 15:16, 22). Sale to Southeastern Capital Corp. approved by FCC May 9, 1984. Sale to present owner approved July 18, 1986 (Vol. 26:23).

**Represented (sales):** Blair Television.

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

**Represented (engineering):** Cohen & Dippell, P.C.

### Personnel:

GARRY H. RICHIE, vice president & general manager.  
DAVID BUNNELL, general sales manager.  
MARILYN JAFFE, local/regional sales manager.  
HARRY McCLINTOCK, operations manager.  
JAMES CHURCH, news director.  
JOSEPH BALKAN, chief engineer.

**Highest One Hour Rate:** \$11,000.

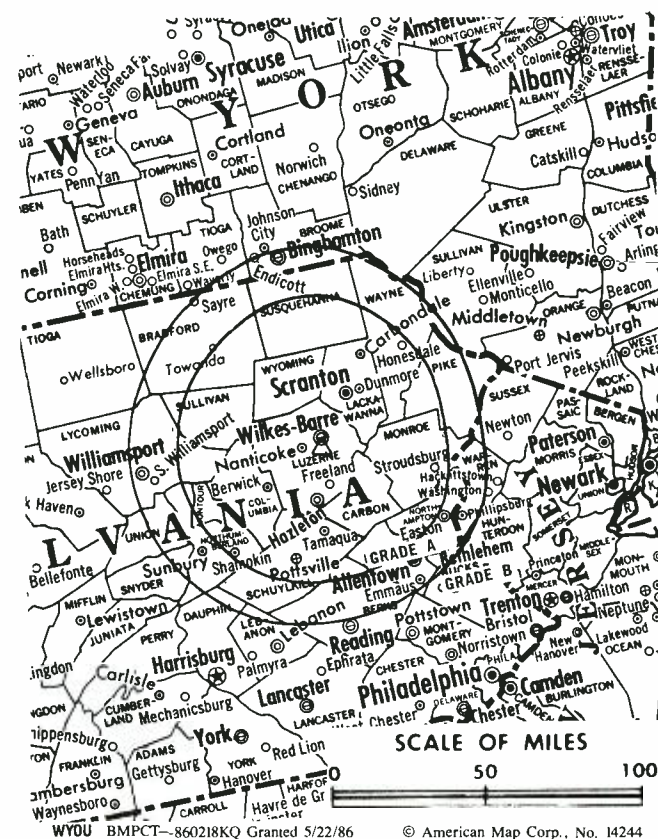
**Highest 30 Sec. Rate:** \$3000.

**NETWORK BASE HOURLY RATE:** \$800.

**City of License:** Scranton. **ADI:** Wilkes Barre-Scranton. **Rank:** 59.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %  |
|------------------------|---------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>PENNSYLVANIA</b> |                  |               |    |
|                        | Bradford            | 23,700           | 23,200        | 98 |
|                        | Carbon              | 21,400           | 21,000        | 98 |
|                        | Columbia            | 23,400           | 22,900        | 98 |
|                        | Lackawanna          | 84,900           | 83,800        | 99 |



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %         |
|---|---------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>PENNSYLVANIA</b> |                  |                |           |
|   | Luzerne             | 131,300          | 129,400        | 99        |
|   | Lycoming            | 44,300           | 42,900         | 97        |
|   | Montour             | 6,000            | 5,800          | 97        |
|   | Northumberland      | 39,900           | 38,800         | 97        |
|   | Pike                | 8,900            | 8,600          | 97        |
|   | Sullivan            | 2,200            | 2,100          | 95        |
|   | Susquehanna         | 14,600           | 14,300         | 98        |
|   | Union               | 11,000           | 10,500         | 95        |
|   | Wayne               | 14,800           | 14,300         | 97        |
| Wyoming                                 | 10,100              | 9,900            | 98             |           |
| <b>Between 25-49%</b>                   | <b>PENNSYLVANIA</b> |                  |                |           |
|   | Monroe              | 30,900           | 30,300         | 98        |
|   | Schuylkill          | 63,100           | 61,700         | 98        |
|   | Snyder              | 12,500           | 12,000         | 96        |
| <b>Between 5-24%</b>                    | <b>NEW YORK</b>     |                  |                |           |
|   | Delaware            | 17,300           | 16,700         | 97        |
|   | Sullivan            | 26,500           | 25,700         | 97        |
|   | Tioga               | 18,800           | 18,500         | 98        |
| <b>Between 5-24%</b>                    | <b>PENNSYLVANIA</b> |                  |                |           |
|   | Clinton             | 14,300           | 14,000         | 98        |
|   | Tioga               | 14,700           | 14,200         | 97        |
| <b>Station Totals</b>                   |                     | <b>634,600</b>   | <b>620,600</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>389,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>230,200</b> |           |

# Pennsylvania—Scranton & Wilkes-Barre

## WNEP-TV

Ch. 16

**Network Service:** ABC.

**Licensee:** The New York Times Co., 229 W. 43rd St., New York, NY 10036.

**Studio:** Wilkes-Barre-Scranton Airport, Avoca, PA 18641.

**Telephones:** 717-346-7474, Scranton; 717-826-1616, Wilkes-Barre.

**TWX:** 510-671-4532.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 525-kw horizontal visual, 115-kw max. & 52.5-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 829-ft. above ground, 2949-ft. above sea level.

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

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

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Transmit/receive; Scientific-Atlanta, 11-meter; Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

**News Services:** AP, ABC.

**Ownership:** The New York Times Co. See Group Ownership of Television Stations.

**Began Operation:** February 9, 1954. Sale to present owner by NEP Communications approved by FCC Oct. 29, 1985 (*Television Digest*, Vol. 25:32). Sale to NEP by Taft Bcstg. approved by FCC Oct. 30, 1973. Sale to Taft by Transcontinent Television Corp.'s subsidiary Northeastern Pennsylvania Broadcasting Inc. approved Feb. 19, 1964 (Vol. 3:15, 16, 31; 4:8). Merger & transfer of WARM-TV, Scranton (Ch. 16) and WILK-TV, Wilkes-Barre, PA (Ch. 34) into Northeastern Pennsylvania Bcstg. Co. approved Feb. 12, 1958 by FCC (Vol. 13:46; 14:7).

**Represented (sales):** Katz Television.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

ELDEN A. HALE JR., president & general manager.  
RONALD KUPERS, vice president & controller.  
WARREN REED, vice president & general sales manager.  
BERNIE HYZINSKI, chief engineer.  
R. PAUL STUEBER, news director.

**Highest One Hour Rate:** \$10,400.

**Highest 30 Sec. Rate** (June 1, 1987): \$4000.

**NETWORK BASE HOURLY RATE:** \$3000.

**City of License:** Scranton. **ADI:** Wilkes Barre-Scranton. **Rank:** 59.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %  |
|------------------------|---------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>PENNSYLVANIA</b> |                  |               |    |
|                        | Carbon              | 21,400           | 21,000        | 98 |
|                        | Centre              | 39,400           | 38,300        | 97 |
|                        | Clinton             | 14,300           | 14,000        | 98 |
|                        | Columbia            | 23,400           | 22,900        | 98 |
|                        | Lackawanna          | 84,900           | 83,800        | 99 |
| Luzerne                | 131,300             | 129,400          | 99            |    |



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %         |
|---|---------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Lycoming            | 44,300           | 42,900         | 97        |
|   | Monroe              | 30,900           | 30,300         | 98        |
|   | Montour             | 6,000            | 5,800          | 97        |
|   | Northumberland      | 39,900           | 38,800         | 97        |
|   | Pike                | 8,900            | 8,600          | 97        |
|   | Schuylkill          | 63,100           | 61,700         | 98        |
|   | Snyder              | 12,500           | 12,000         | 96        |
|   | Susquehanna         | 14,600           | 14,300         | 98        |
|   | Union               | 11,000           | 10,500         | 95        |
|   | Wayne               | 14,800           | 14,300         | 97        |
| Wyoming                                 | 10,100              | 9,900            | 98             |           |
| <b>Between 25-49%</b>                   | <b>PENNSYLVANIA</b> |                  |                |           |
|   | Bradford            | 23,700           | 23,200         | 98        |
|   | Juniata             | 7,600            | 7,300          | 96        |
| Sullivan                                | 2,200               | 2,100            | 95             |           |
| <b>Between 5-24%</b>                    | <b>NEW JERSEY</b>   |                  |                |           |
|   | Warren              | 32,800           | 32,200         | 98        |
|   | <b>NEW YORK</b>     |                  |                |           |
| Delaware                                | 17,300              | 16,700           | 97             |           |
| Tioga                                   | 18,800              | 18,500           | 98             |           |
| <b>PENNSYLVANIA</b>                     | Lehigh              | 109,600          | 108,000        | 99        |
|   | Mifflin             | 17,800           | 17,200         | 97        |
|   | Northampton         | 87,700           | 86,200         | 98        |
|   | Tioga               | 14,700           | 14,200         | 97        |
| <b>Station Totals</b>                   |                     | <b>903,000</b>   | <b>884,100</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>531,900</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>353,400</b> |           |

# Pennsylvania—Scranton

## WOLF-TV

Ch. 38

(Operates satellite WWLF-TV, Hazleton, PA)

**Network Service:** Fox.

**Licensee:** Scranton TV Partners Ltd., 916 Oak St., Scranton, PA 18508.

**Studio:** 916 Oak St., Scranton, PA 18508.

**Telephone:** 717-347-9653.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 3720-kw max. visual, 372-kw max. aural. Antenna: 1261-ft. above av. terrain, 352-ft. above ground, 2412-ft. above sea level.

Latitude 41° 26' 09"  
Longitude 75° 43' 45"

Holds CP for change to 1280-kw max. visual, 128-kw max. aural, 1164-ft. above av. terrain, 2227-ft. above ground, 325-ft. above sea level. BPCT-860624KF.

**Transmitter:** W. Mountain Rd., Ransom Twp.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Microdyne, 7-meter; Microdyne receivers.

**Ownership:** WOLF-TV Assoc. Ltd. Partnership, 40%; ltd. partners, 60%. See Fox Group under Group Ownership of TV Stations.

**Began Operation:** June 6, 1985.

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Latham & Watkins.

**Personnel:**

GUYON W. TURNER, chief executive officer & general manager.  
RONALD EVANS, general sales manager.  
PETER KILCULLEN, director of programming & promotion.  
DAVID SWARTZ, chief engineer.  
MIKE YANUZZI, local sales manager.

**Highest One Hour Rate:** \$4000.

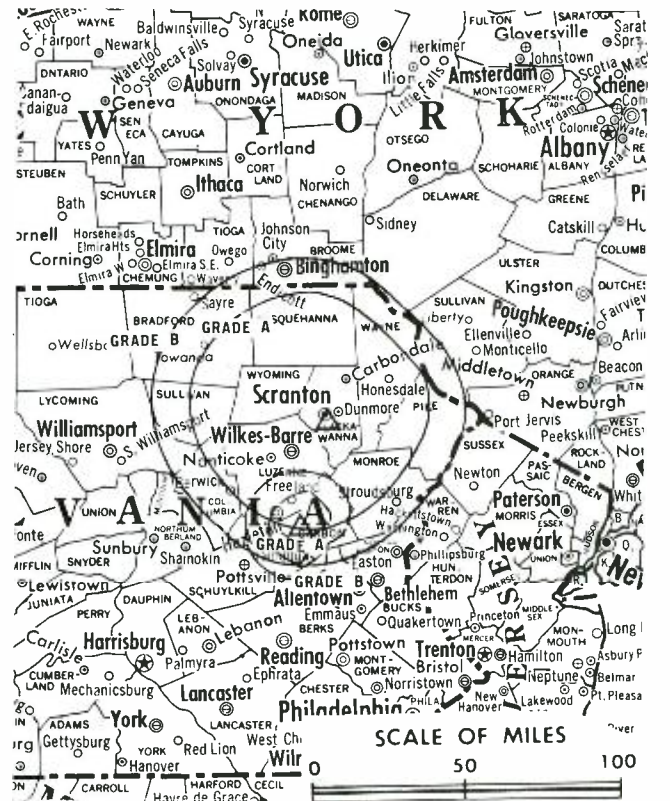
**Highest 30 Sec. Rate:** \$1000.

**Rates:** Include WWLF-TV, Hazleton, PA.

**Arbitron Data:** Includes coverage of WWLF-TV, Hazleton, PA.

**City of License:** Scranton. **ADI:** Wilkes Barre-Scranton. **Rank:** 59.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



WOLF-TV BPCT-860624KF Granted 7/31/86

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| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %              |
|---|---------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Lackawanna          | 84,900           | 83,800         | 99             |
| <b>Between 25-49%</b>                   | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Columbia            | 23,400           | 22,900         | 98             |
|   | Luzerne             | 131,300          | 129,400        | 99             |
|   | Susquehanna         | 14,600           | 14,300         | 98             |
|   | Wayne               | 14,800           | 14,300         | 97             |
| <b>Between 5-24%</b>                    | <b>PENNSYLVANIA</b> |                  |                |                |
|   | Bradford            | 23,700           | 23,200         | 98             |
|   | Carbon              | 21,400           | 21,000         | 98             |
|   | Lycoming            | 44,300           | 42,900         | 97             |
|   | Montour             | 6,000            | 5,800          | 97             |
|   | Northumberland      | 39,900           | 38,800         | 97             |
|   | Pike                | 8,900            | 8,600          | 97             |
| Schuylkill                              | 63,100              | 61,700           | 98             |                |
| Union                                   | 11,000              | 10,500           | 95             |                |
| <b>Station Totals</b>                   |                     | <b>497,400</b>   | <b>487,100</b> | <b>97</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                | <b>151,900</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                | <b>58,300</b>  |

# Pennsylvania—Wilkes-Barre & Scranton

## WBRE-TV

Ch. 28

**Network Service:** NBC.

**Licensee:** WBRE Associates, 7 W. 51st St., New York, NY 10019-6910.

**Studio:** 62 S. Franklin St., Wilkes-Barre, PA 18773.

**Telephone:** 717-823-2828. **TWX:** 510-658-3198.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 4120-kw max. & 2290-kw horizontal visual, 470-kw max. & 230.1-kw horizontal aural. Antenna: 1645-ft. above av. terrain, 849-ft. above ground, 2949-ft. above sea level.

Latitude 41° 11' 01"  
Longitude 75° 52' 02"

**Transmitter:** Penobscot Mountain, Hanover Twp.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; 2 Harris; Scientific-Atlanta, Harris receivers.

**News Services:** AP, CNN, NBC.

**Ownership:** Northeastern Television Investors, 100%. NTI ownership: PBTB Inc., gen. partner; IRI Television Corp., gen. partner. IRIT ownership: Integrated Resources Inc., 100%. IRI ownership: Selig A. Zises, chmn.; Arthur H. Goldberg, pres. PBTB ownership: Ralph E. Becker, pres., 40%; I. Martin Pompadur, v.p., 60%. For other interests, see Television Station Partners in Group Ownership of TV Stations.

**Began Operation:** January 1, 1953. Sale to present owners by David M. Baltimore & family approved by FCC May 24, 1984 (Television Digest, Vol. 24:9).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wiley, Rein & Fielding.

### Personnel:

TERRY S. BALTIMORE, vice president & general manager.  
TOM ROSING, general sales manager.  
TOM WILSON, program manager.  
LARRY STIREWALT, news director.  
KAREN ROGOWICZ, promotion director.  
BEN JUSTUS, chief engineer.  
CHARLES SAKOSKI JR., CATV engineer.

**Highest One Hour Rate:** \$6500.

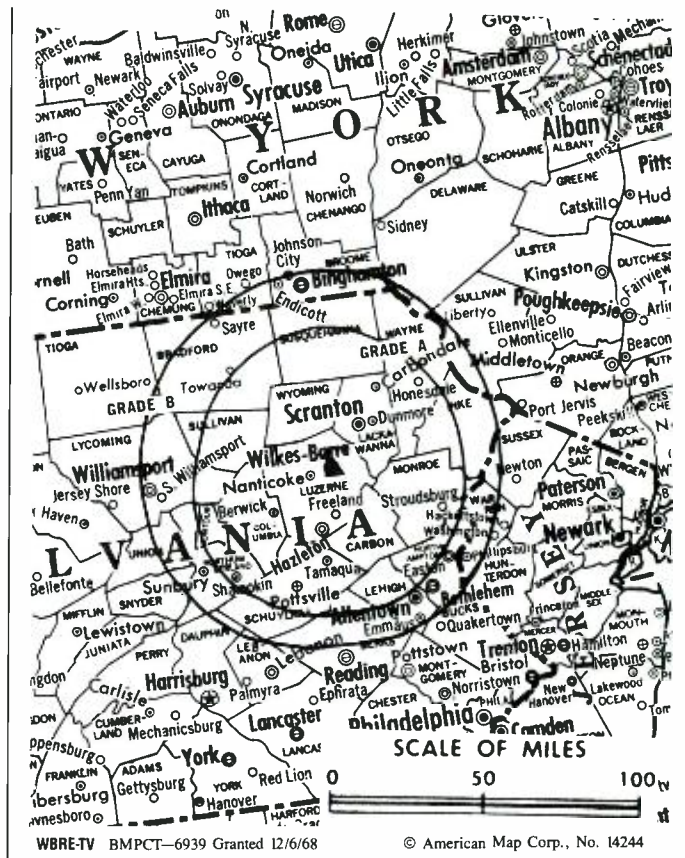
**Highest 30 Sec. Rate:** \$3500.

**NETWORK BASE HOURLY RATE:** \$1750.

**City of License:** Wilkes-Barre. **ADI:** Wilkes Barre-Scranton. **Rank:** 59.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes. TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %  |
|------------------------|---------------------|------------------|---------------|----|
| 50% & Over             | <b>PENNSYLVANIA</b> |                  |               |    |
|                        | Carbon              | 21,400           | 21,000        | 98 |
|                        | Clinton             | 14,300           | 14,000        | 98 |
|                        | Columbia            | 23,400           | 22,900        | 98 |
|                        | Lackawanna          | 84,900           | 83,800        | 99 |
|                        | Luzerne             | 131,300          | 129,400       | 99 |
|                        | Lycoming            | 44,300           | 42,900        | 97 |



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %         |
|---|---------------------|------------------|----------------|-----------|
| 50% & Over                              | Monroe              | 30,900           | 30,300         | 98        |
|   | Montour             | 6,000            | 5,800          | 97        |
|   | Northumberland      | 39,900           | 38,800         | 97        |
|   | Snyder              | 12,500           | 12,000         | 96        |
|   | Sullivan            | 2,200            | 2,100          | 95        |
|   | Susquehanna         | 14,600           | 14,300         | 98        |
|   | Union               | 11,000           | 10,500         | 95        |
| Wayne                                   | 14,800              | 14,300           | 97             |           |
| Wyoming                                 | 10,100              | 9,900            | 98             |           |
| Between 25-49%                          | <b>PENNSYLVANIA</b> |                  |                |           |
|   | Bradford            | 23,700           | 23,200         | 98        |
|   | Centre              | 39,400           | 38,300         | 97        |
|   | Pike                | 8,900            | 8,600          | 97        |
| Schuylkill                              | 63,100              | 61,700           | 98             |           |
| Between 5-24%                           | <b>NEW JERSEY</b>   |                  |                |           |
|   | Sussex              | 44,400           | 43,700         | 98        |
|   | <b>NEW YORK</b>     |                  |                |           |
| Delaware                                | 17,300              | 16,700           | 97             |           |
| Sullivan                                | 26,500              | 25,700           | 97             |           |
| 50% & Over                              | <b>PENNSYLVANIA</b> |                  |                |           |
|   | Juniata             | 7,600            | 7,300          | 96        |
|   | Lehigh              | 109,600          | 108,000        | 99        |
|   | Mifflin             | 17,800           | 17,200         | 97        |
|   | Northampton         | 87,700           | 86,200         | 98        |
| Tioga                                   | 14,700              | 14,200           | 97             |           |
| <b>Station Totals</b>                   |                     | <b>922,300</b>   | <b>902,800</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>478,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>292,100</b> |           |

# Pennsylvania—York

**WPMT**

**Ch. 43**

**Network Service:** Fox.

**Licensee:** Westport-York Ltd. Partnership, 2005 S. Queen St., York, PA 17403-4806.

**Studio:** 2005 S. Queen St., York, PA 17403-4806.

**Telephone:** 717-843-0043.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 2159-kw max. & 1795-kw horizontal visual, 215.9-kw max. & 179.5-kw horizontal aural. Antenna: 1360-ft. above av. terrain, 916-ft. above ground, 1816-ft. above sea level.

Latitude 40° 01' 38"  
Longitude 76° 36' 00"

**Transmitter:** Hellam Twp., 0.5-mi. NE of Chimney Rock.

**Satellite Earth Stations:** M/A-Com, 5-meter; Comtech, 5-meter; Comtech, M/A-Com, General Instrument receivers.

**Ownership:** Westport-York Associates, 1%; Michael J. Rosenthal, ltd. partner, 99%.

**Began Operation:** December 22, 1952. Sale to Westport-York Assoc. Inc. approved by FCC Sept. 12, 1986. Previous sale to Kapuna Inc. by Susquehanna Bcstg. (Louis J. Appell) approved by FCC Dec. 30, 1982.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

**Represented (engineering):** John Fergie & Associates.

**Personnel:**

- JONATHAN HAYES, president.
- MICHAEL LAPE, vice president & general manager.
- MICHAEL CONWAY, general sales manager.
- CYNTHIA HUNT, program administrator.
- JACK M. SCHUSTER, director of engineering.
- CAROLYN McBURNEY, promotion director.
- WALT DeHAVEN, local sales manager.

**Highest 30 Sec. Rate:** \$400.

**City of License:** York. **ADI:** Harrisburg-York-Lancaster-Lebanon. **Rank:** 45.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County                   | Total Households | TV Households | %  |
|------------------------|--------------------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>PENNSYLVANIA</b><br>Juniata | 7,600            | 7,300         | 96 |
| <b>Between 25-49%</b>  | <b>PENNSYLVANIA</b><br>Adams   | 24,700           | 24,100        | 98 |
|                        | Cumberland                     | 71,200           | 69,900        | 98 |



WPMT BPCT-820715KJ Granted 10/18/82

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| Net Weekly Circulation                  | State County               | Total Households | TV Households  | %         |
|---|----------------------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | Dauphin                    | 95,200           | 93,300         | 98        |
|   | Lancaster                  | 140,000          | 135,200        | 97        |
|   | Lebanon                    | 41,400           | 40,500         | 98        |
|   | Perry                      | 14,500           | 14,100         | 97        |
|   | York                       | 125,600          | 123,300        | 98        |
| <b>Between 5-24%</b>                    | <b>MARYLAND</b><br>Carroll | 37,700           | 37,500         | 99        |
|   | Cecil                      | 22,700           | 22,600         | 100       |
|   | Harford                    | 53,700           | 53,400         | 99        |
| <b>PENNSYLVANIA</b>                     | Berks                      | 125,200          | 123,100        | 98        |
|   | Franklin                   | 44,200           | 42,800         | 97        |
|   | Mifflin                    | 17,800           | 17,200         | 97        |
|   | Schuylkill                 | 63,100           | 61,700         | 98        |
|   | Snyder                     | 12,500           | 12,000         | 96        |
| <b>Station Totals</b>                   |                            | <b>897,100</b>   | <b>878,000</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                            |                  | <b>287,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |                            |                  | <b>103,000</b> |           |



## Pennsylvania

### KDKA-TV , Pittsburgh (Arbitron Data Continued)

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| Between 5-24%          | <b>MARYLAND</b>      |                  |               |    |
|                        | Allegany             | 29,300           | 29,000        | 99 |
|                        | <b>OHIO</b>          |                  |               |    |
|                        | Carroll              | 9,700            | 9,600         | 99 |
|                        | Monroe               | 6,200            | 6,000         | 97 |
|                        | <b>PENNSYLVANIA</b>  |                  |               |    |
|                        | Bedford              | 17,600           | 17,100        | 97 |
|                        | Crawford             | 33,000           | 32,200        | 98 |
|                        | <b>WEST VIRGINIA</b> |                  |               |    |
|                        | Barbour              | 6,200            | 6,100         | 98 |
|                        | Grant                | 3,800            | 3,700         | 97 |
| Mineral                | 10,300               | 10,200           | 99            |    |

## PUBLIC BROADCASTING REPORT

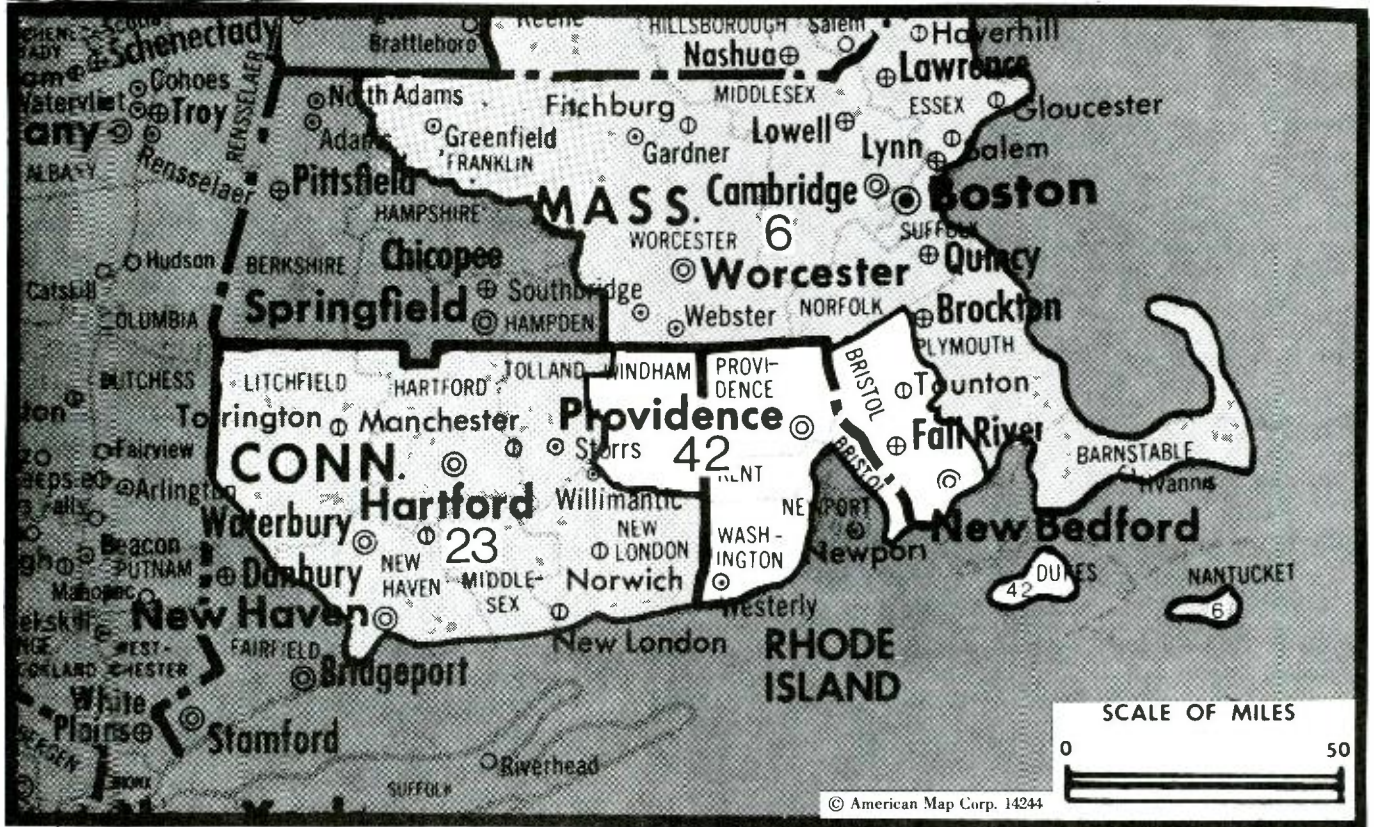
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### WTAE-TV , Pittsburgh (Arbitron Data Continued)

| Net Weekly Circulation | State County         | Total Households | TV Households | %   |
|------------------------|----------------------|------------------|---------------|-----|
| Between 25-49%         | <b>OHIO</b>          |                  |               |     |
|                        | Columbiana           | 41,400           | 40,800        | 98  |
|                        | Harrison             | 6,300            | 6,200         | 98  |
|                        | Monroe               | 6,200            | 6,000         | 97  |
|                        | <b>PENNSYLVANIA</b>  |                  |               |     |
|                        | Bedford              | 17,600           | 17,100        | 97  |
| Between 5-24%          | <b>WEST VIRGINIA</b> |                  |               |     |
|                        | Lewis                | 7,100            | 7,000         | 99  |
| Between 5-24%          | <b>OHIO</b>          |                  |               |     |
|                        | Carroll              | 9,700            | 9,600         | 99  |
|                        | <b>PENNSYLVANIA</b>  |                  |               |     |
|                        | Centre               | 39,400           | 38,300        | 97  |
|                        | Huntingdon           | 15,300           | 14,900        | 97  |
|                        | Mercer               | 47,100           | 46,300        | 98  |
|                        | <b>WEST VIRGINIA</b> |                  |               |     |
|                        | Doddridge            | 2,800            | 2,800         | 100 |
|                        | Grant                | 3,800            | 3,700         | 97  |
|                        | Mineral              | 10,300           | 10,200        | 99  |

# Rhode Island



| Market                         | Arbitron ADI<br>TV Households | Rank | Market Area Commercial TV Stations  |
|--------------------------------|-------------------------------|------|---|
| Boston, MA                     | 2,037,700                     | 6    | WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHLL (27), WSHH (66), WLVI-TV (56), WMUR-TV (9), WNDS (50), WNEV-TV (7), WNHT (21), WOTV (68), WRYT (46), WSBK-TV (38) |
| Hartford-New Haven, CT         | 821,500                       | 23   | WFSB (3), WHCT-TV (18), WTIC-TV (61), WTNH-TV (8), WTWS (26), WTXX (20), WVIT (30)  |
| Providence, RI-New Bedford, MA | 569,600                       | 42   | WCVX (58), WJAR (10), WLNE (6), WNAC-TV (64), WPRI-TV (12)  |

Note: WLNE Listed under Providence is licensed to New Bedford, MA

| State Cross Reference List   |                        |
|--|------------------------|
| Communities That Receive Programs of Stations That are Located Elsewhere |                        |
| WCVX, Providence   | See Vineyard Haven, MA |

| Rhode Island Station Status as of October 1, 1987 |     |     |       |
|---|-----|-----|-------|
|   | VHF | UHF | TOTAL |
| Commercial Television Stations                    | 3   | 1   | 4     |
| Educational Television Stations                   | 0   | 1   | 1     |
|   | 3   | 2   | 5     |

# Rhode Island—Providence

**WJAR**

Ch. 10

**Network Service:** NBC.

**Licensee:** Outlet Communications Inc., 111 Dorrance St., Providence, RI 02903.

**Studio:** 111 Dorrance St., Providence, RI 02903.

**Telephone:** 401-751-5700. **TWX:** 710-381-1765.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 49-kw aural. Antenna: 1000-ft. above av. terrain, 940-ft. above ground, 1136-ft. above sea level.

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

**Transmitter:** Rehoboth, MA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 6-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Harris, 3-meter Ku-band; Harris, Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** Outlet Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** July 10, 1949. Sale to present owner approved by FCC Nov. 23, 1983 (*Television Digest*, Vol. 23:19, 22; 24:6).

**Represented (sales):** Katz Television.

**Represented (legal):** Sundlun, Scher & Singer.

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

**Personnel:**

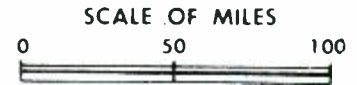
BRUCE G. SUNDLUN, chairman & chief executive officer.  
DAVID E. HENDERSON, president & chief operating officer.  
JOHN SAWHILL, vice president & general manager.  
LINDA SULLIVAN, general sales manager.  
CHARLES NEWTON, local sales manager.  
DAVID BAER, news director.  
LESTER B. KEATS, production manager.  
PETER LASSOTOVITCH, business manager.  
FREDERICK WEISS, chief engineer.

**Rates:** Not available.

**City of License:** Providence. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 42.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| 50% & Over             | <b>CONNECTICUT</b>   |                  |               |    |
|                        | New London           | 89,500           | 87,600        | 98 |
|                        | Windham              | 34,800           | 34,100        | 98 |
|                        | <b>MASSACHUSETTS</b> |                  |               |    |
|                        | Bristol              | 180,400          | 178,300       | 99 |
|                        | Dukes                | 4,800            | 4,600         | 96 |
|                        | Nantucket            | 2,600            | 2,500         | 96 |



WJAR BPCT-3270 Granted 1/19/65

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| Net Weekly Circulation                  | State County         | Total Households | TV Households    | %         |
|---|----------------------|------------------|------------------|-----------|
| 50% & Over                              | <b>RHODE ISLAND</b>  |                  |                  |           |
|   | Bristol              | 15,500           | 15,400           | 99        |
|   | Kent                 | 57,800           | 57,300           | 99        |
|   | Newport              | 29,800           | 29,400           | 99        |
|   | Providence           | 214,500          | 211,800          | 99        |
|   | Washington           | 35,200           | 34,600           | 98        |
| Between 25-49%                          | <b>MASSACHUSETTS</b> |                  |                  |           |
|   | Barnstable           | 73,400           | 72,100           | 98        |
|   | Norfolk              | 221,600          | 219,500          | 99        |
|   | Plymouth             | 151,100          | 149,200          | 99        |
|   | Worcester            | 242,300          | 239,000          | 99        |
| Between 5-24%                           | <b>CONNECTICUT</b>   |                  |                  |           |
|   | Tolland              | 40,100           | 39,300           | 98        |
|   | <b>MASSACHUSETTS</b> |                  |                  |           |
|   | Essex                | 245,300          | 242,500          | 99        |
|   | Middlesex            | 498,400          | 492,600          | 99        |
|   | Suffolk              | 257,100          | 251,100          | 98        |
|   | <b>NEW HAMPSHIRE</b> |                  |                  |           |
|   | Hillsborough         | 110,300          | 108,900          | 99        |
| <b>Station Totals</b>                   |                      | <b>2,504,500</b> | <b>2,469,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>868,200</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>483,500</b>   |           |

# Rhode Island—Providence-New Bedford, Massachusetts

**WLNE**

Ch. 6

**Network Service:** CBS.

**Licensee:** Freedom WLNE-TV Inc., 430 County St., New Bedford, MA 02741.

**Studio:** 10 Orms St., Providence, RI 02904.

**Telephones:** 617-992-6666, Studio; 401-751-6666, Sales & News Office.

**TWX:** 710-344-6898.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 930-ft. above av. terrain, 1001-ft. above ground, 1049-ft. above sea level.

Latitude 41° 35' 48"  
Longitude 71° 11' 24"

**Transmitter:** 1.8-mi. N of Tiverton, RI on Lafayette Rd.

**Satellite Earth Stations:** Vertex, 8.8-meter C-band; Vertex, 4.6-meter Ku-band; Harris receivers.

**News Services:** AP, CBS, UPI.

**Ownership:** Freedom Newspapers Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 1, 1963. Sale to present owner by Pulitzer Publishing Co. approved by FCC Dec. 14, 1982 (*Television Digest*, Vol. 22:35). Sale to Pulitzer by Steinman Stations approved Oct. 5, 1978 (Vol. 17:50). Sale to Steinman by WTEV Television Inc. was approved April 6, 1966 (Vol. 5:45; 6:7).

**Represented (sales):** Blair Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Represented (engineering):** A. D. Ring & Associates.

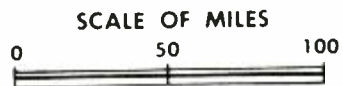
**Personnel:**

GARY R. CHAPMAN, senior vice president, Freedom Newspapers Inc., broadcast division.  
JOHN D. QUINLAN, vice president & general manager.  
PAUL KARPOWICZ, general sales manager.  
TRUMAN B. TAYLOR, program manager & director of public affairs.  
SIMONNE COUTINHO, controller.  
C. ROBERT OGREN JR., director of engineering.  
PHILIP B. TAYLOR, chief engineer.  
ERNIE PICHE, assistant chief engineer.  
GEORGE WOLF, news director.  
ROBERT RIESKE, special projects manager.  
SUE GIBBS, promotion director.  
JULIANA OKINE, film department manager.

**City of License:** New Bedford, MA. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 42.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County                     | Total Households | TV Households | %  |
|------------------------|----------------------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>CONNECTICUT</b><br>New London | 89,500           | 87,600        | 98 |



WLNE BPCT-3450 Granted 12/7/66 © American Map Corp., 14244

| Net Weekly Circulation                  | State County         | Total Households | TV Households    | %         |
|---|----------------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | <b>MASSACHUSETTS</b> |                  |                  |           |
|   | Barnstable           | 73,400           | 72,100           | 98        |
|   | Bristol              | 180,400          | 178,300          | 99        |
|   | Dukes                | 4,800            | 4,600            | 96        |
|   | Nantucket            | 2,600            | 2,500            | 96        |
|   | <b>RHODE ISLAND</b>  |                  |                  |           |
|   | Bristol              | 15,500           | 15,400           | 99        |
|   | Kent                 | 57,800           | 57,300           | 99        |
|   | Newport              | 29,800           | 29,400           | 99        |
|   | Providence           | 214,500          | 211,800          | 99        |
|   | Washington           | 35,200           | 34,600           | 98        |
| <b>Between 25-49%</b>                   | <b>CONNECTICUT</b>   |                  |                  |           |
|   | Windham              | 34,800           | 34,100           | 98        |
|   | <b>MASSACHUSETTS</b> |                  |                  |           |
|   | Plymouth             | 151,100          | 149,200          | 99        |
|   | <b>CONNECTICUT</b>   |                  |                  |           |
| <b>Between 5-24%</b>                    | Tolland              | 40,100           | 39,300           | 98        |
|   | <b>MASSACHUSETTS</b> |                  |                  |           |
|   | Norfolk              | 221,600          | 219,500          | 99        |
|   | Worcester            | 242,300          | 239,000          | 99        |
| <b>Station Totals</b>                   |                      | <b>1,393,400</b> | <b>1,374,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>675,400</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>308,800</b>   |           |

# Rhode Island—Providence

## WPRI-TV

Ch. 12

**Network Service:** ABC.

**Licensee:** Knight-Ridder Broadcasting Inc., 25 Catamore Blvd., East Providence, RI 02914.

**Studio:** 25 Catamore Blvd., East Providence, RI 02914.

**Telephone:** 401-438-7200.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 969-ft. above ground, 1099-ft. above sea level.

Latitude 41° 52' 37"  
Longitude 71° 16' 56"

**Transmitter:** Homestead Ave., Rehoboth, MA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter; RCA Americom Ku-band; Harris, Microdyne receivers.

**News Services:** AP, UPI.

**Ownership:** Knight-Ridder Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 27, 1955. Sale to present owner by Poole Bcstg. approved by FCC Dec. 21, 1977 (**Television Digest**, Vol. 16:26). Sale to Poole by Capital Cities Bcstg. approved June 15, 1967. Sale to Capital Cities by William S. Cherry and associates approved March 11, 1959 (Vol. 14:51; 15:11).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Personnel:**

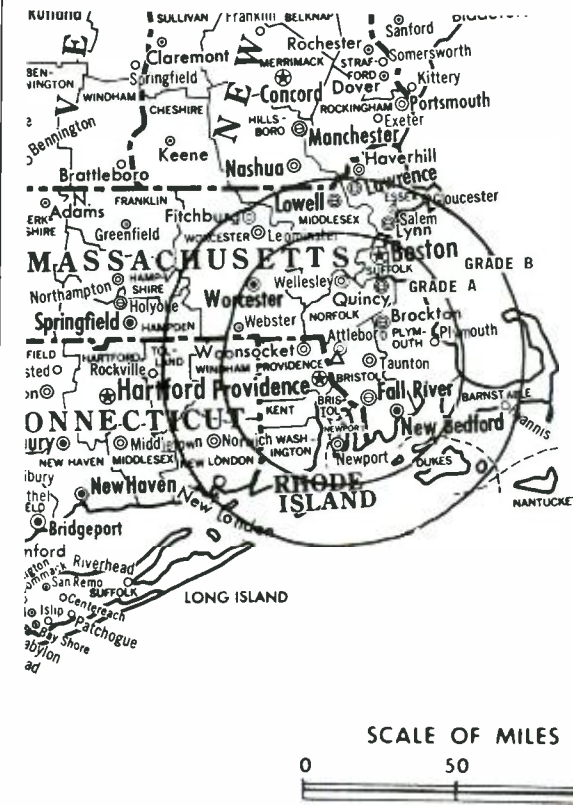
ROBERT E. RICE, president & general manager.  
ARCHIE GOODBEE, general sales manager.  
SANDI MORVILLO, national sales manager.  
HERBERT MOLONEY, local sales manager.  
DAVID SALINGER, director of marketing.  
STEVEN M. DAVIS, director of engineering.  
DAVID GWIZDOWSKI, director of news.  
BRUCE CORRIS, assistant news director.

**Rates:** On request.

**City of License:** Providence. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 42.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>MASSACHUSETTS</b> |                  |               |    |
|                        | Barnstable           | 73,400           | 72,100        | 98 |
|                        | Bristol              | 180,400          | 178,300       | 99 |
|                        | Dukes                | 4,800            | 4,600         | 96 |
|                        | <b>RHODE ISLAND</b>  |                  |               |    |
|                        | Bristol              | 15,500           | 15,400        | 99 |



WPRI-TV BPCT-3943 Granted 7/6/67

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| Net Weekly Circulation                  | State County         | Total Households | TV Households    | %              |
|---|----------------------|------------------|------------------|----------------|
| <b>50% &amp; Over</b>                   | Kent                 | 57,800           | 57,300           | 99             |
|   | Newport              | 29,800           | 29,400           | 99             |
|   | Providence           | 214,500          | 211,800          | 99             |
|   | Washington           | 35,200           | 34,600           | 98             |
| <b>Between 25-49%</b>                   | <b>CONNECTICUT</b>   |                  |                  |                |
|   | New London           | 89,500           | 87,600           | 98             |
|   | Windham              | 34,800           | 34,100           | 98             |
| <b>Between 5-24%</b>                    | <b>MASSACHUSETTS</b> |                  |                  |                |
|   | Nantucket            | 2,600            | 2,500            | 96             |
|   | Norfolk              | 221,600          | 219,500          | 99             |
|   | Plymouth             | 151,100          | 149,200          | 99             |
|   | Worcester            | 242,300          | 239,000          | 99             |
| <b>Between 5-24%</b>                    | <b>CONNECTICUT</b>   |                  |                  |                |
|   | Tolland              | 40,100           | 39,300           | 98             |
|   | <b>MASSACHUSETTS</b> |                  |                  |                |
|   | Essex                | 245,300          | 242,500          | 99             |
|   | Middlesex            | 498,400          | 492,600          | 99             |
|   | Suffolk              | 257,100          | 251,100          | 98             |
| <b>Station Totals</b>                   |                      | <b>2,394,200</b> | <b>2,360,900</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  |                  | <b>836,400</b> |
| <b>Average Daily Circulation (1987)</b> |                      |                  |                  | <b>434,700</b> |

# Rhode Island—Providence

## WNAC-TV

Ch. 64

**Network Service:** Fox.

**Licensee:** Sudbrink Bcstg. of New England, 500 South Ocean Blvd., Palm Beach, FL 33480.

**Studio:** 33 Pine St., Rehoboth, MA 02769-1406.

**Telephone:** 617-252-9711.

**Technical Facilities:** Channel No. 64 (770-776 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1027-ft. above av. terrain, 947-ft. above ground, 1120-ft. above sea level.

Latitude 41° 52' 14"  
Longitude 71° 17' 45"

**Transmitter:** 33 Pine St., Rehoboth, MA.

**Satellite Earth Stations:** Antenna Technology, 7-meter; Antenna Technology, 3.9-meter; M/A-Com, Microdyne receivers.

**Ownership:** Sudbrink Broadcasting. See Group Ownership of Television Stations.

**Began Operation:** December 1, 1981. Sale to Providence Television Ltd. Partnership by C. W. Murchison Jr. approved by FCC Dec. 9, 1983. Sale to present owners approved by FCC July 14, 1986.

**Represented (sales):** Seltel Inc.

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

### Personnel:

RIC GORMAN, vice president & general manager.  
BRUCE SOHIGIAN, sales manager.  
IRMA RICO, national sales manager.  
KEITH FOLZ, operations director.  
BRYAN BATES, engineer.

**Rates:** Not available.

**City of License:** Providence. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 42.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| Between 25-49%         | <b>MASSACHUSETTS</b> |                  |               |    |
|                        | Bristol              | 180,400          | 178,300       | 99 |
|                        | Dukes                | 4,800            | 4,600         | 96 |



WNAC-TV BPCT-860805KH Granted 10/27/86

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| Net Weekly Circulation                  | State County         | Total Households | TV Households    | %              |
|---|----------------------|------------------|------------------|----------------|
| Between 25-49%                          | <b>RHODE ISLAND</b>  |                  |                  |                |
|   | Bristol              | 15,500           | 15,400           | 99             |
|   | Kent                 | 57,800           | 57,300           | 99             |
|   | Newport              | 29,800           | 29,400           | 99             |
|   | Providence           | 214,500          | 211,800          | 99             |
| Washington                              | 35,200               | 34,600           | 98               |                |
| Between 5-24%                           | <b>CONNECTICUT</b>   |                  |                  |                |
|   | Windham              | 34,800           | 34,100           | 98             |
|   | <b>MASSACHUSETTS</b> |                  |                  |                |
|   | Norfolk              | 221,600          | 219,500          | 99             |
| Plymouth                                | 151,100              | 149,200          | 99               |                |
| Worcester                               | 242,300              | 239,000          | 99               |                |
| <b>Station Totals</b>                   |                      | <b>1,187,800</b> | <b>1,173,200</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  |                  | <b>239,400</b> |
| <b>Average Daily Circulation (1987)</b> |                      |                  |                  | <b>80,200</b>  |



| Market                                   | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations  |
|--|----------------------------|------|---|
| Charlotte, NC                            | 663,800                    | 32   | WBTV (3), WCCB (18), WHKY-TV (14), WJZY (46), WPCQ-TV (36), WSOC-TV (9)             |
| Greenville-Spartanburg, SC-Asheville, NC | 609,100                    | 38   | WAXA(40), WGGG-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV(4) |
| Columbia, SC                             | 273,000                    | 88   | WCCT-TV (57), WIS-TV (10), WLTX(19), WOLO-TV (25)                                   |
| Augusta, GA                              | 215,700                    | 99   | WAGT (26), WJBF (6), WRDW-TV (12)   |
| Charleston, SC                           | 208,000                    | 109  | WCBD-TV (2), WCIV (4), WCSC-TV(5), WTAT-TV (24)                                     |
| Savannah, GA                             | 205,900                    | 110  | WJCL (22), WSAV-TV (3), WTGS (28), WTOG-TV (11)                                     |
| Florence, SC                             | 145,100                    | 144  | WBTW (13), WGSE (43), WPDE-TV (15)  |
| Wilmington, NC                           | 133,200                    | 152  | WECT (6), WJKA (26), WWAY (3)   |

### State Cross Reference List

Communities That Receive Programs of Stations That are Located Elsewhere

|                                     |                      |
|-------------------------------------|----------------------|
| WGSE, Florence                      | See Myrtle Beach, SC |
| WAXA, Greenville-Spartanburg        | See Anderson, SC     |
| WNEG-TV, Greenville-Spartanburg     | See Toccoa, GA       |
| WLOS, Spartanburg, SC-Asheville, NC | See Greenville, SC   |
| WSPA-TV, Spartanburg                | See Greenville, SC   |

### South Carolina Station Status as of October 1, 1987

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 8   | 10  | 18    |
| Educational Television Stations | 1   | 10  | 11    |
|                                 | 9   | 20  | 29    |

# South Carolina—Anderson

**WAXA**

**Ch. 40**

**Network Service:** Fox.

**Licensee:** Mark III Broadcasting Co. Inc., 300 Northcreek, Suite 700, Atlanta, GA 30327.

**Studio:** 520 U.S. Hwy. 29 North Bypass, Anderson, SC 29621.

**Mailing Address:** Box 40, Anderson, SC 29622.

**Telephone:** 803-226-9292.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 2570-kw max. visual, 257-kw max. aural. Antenna: 1020-ft. above av. terrain, 1051-ft. above ground, 1849-ft. above sea level.

Latitude 34° 38' 51"  
Longitude 82° 16' 13"

**Transmitter:** Woodside Rd., 0.9-mi. W of Fairview, Fork Shoals.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Paracclipse, 10-meter C-band; Harris, 6.1-meter C-band; M/A-Com, 3.6-meter Ku-band; Harris, M/A-Com receivers.

**Ownership:** Mark III Broadcasting Co. Inc. Anthony C. Kupris, pres.-treas.; Mary R. Kupris, secy.

**Began Operation:** December 1, 1953. Sale to present owner by Frank Outlaw approved by FCC Dec. 28, 1982. Sale to Outlaw by Wilton E. Hall approved May 31, 1978 (*Television Digest*, Vol. 18:23). Left air 1983; resumed operation Oct. 1, 1984.

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

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- ANTHONY C. KUPRIS, president.
- LES WATERS, chief engineer.
- JOHN WESLEY DRAWBY, local sales manager.
- JOAN MARTIN, program manager.
- DEBRA NURMI, promotion manager.
- PAT ROBINSON, office manager.

**Rates:** On request.

**City of License:** Anderson. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 38.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>Between 25-49%</b>  | <b>SOUTH CAROLINA</b> |                  |               |    |
|                        | Abbeville             | 8,600            | 8,500         | 98 |
|                        | Anderson              | 54,600           | 54,000        | 99 |
|                        | Greenville            | 117,200          | 116,200       | 99 |
|                        | Greenwood             | 22,700           | 22,500        | 99 |



WAXA BMPCT-821103KH Granted 6/29/83

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| Net Weekly Circulation                  | State County   | Total Households | TV Households  | %              |
|---|----------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | Laurens        | 18,400           | 18,200         | 99             |
| <b>Between 5-24%</b>                    | <b>GEORGIA</b> |                  |                |                |
|   | Elbert         | 7,000            | 6,900          | 99             |
|   | Franklin       | 6,000            | 5,900          | 98             |
|   | Hart           | 6,800            | 6,700          | 99             |
|   | Stephens       | 8,100            | 8,000          | 99             |
| <b>NORTH CAROLINA</b>                   | Cleveland      | 31,100           | 30,800         | 99             |
|   | Polk           | 5,700            | 5,600          | 98             |
|   | Rutherford     | 21,200           | 21,000         | 99             |
|   | Transylvania   | 9,500            | 9,400          | 99             |
| <b>SOUTH CAROLINA</b>                   | Cherokee       | 14,900           | 14,700         | 99             |
|   | Newberry       | 12,100           | 11,900         | 98             |
|   | Oconee         | 20,300           | 20,100         | 99             |
|   | Pickens        | 30,600           | 30,200         | 99             |
|   | Saluda         | 6,000            | 5,900          | 98             |
|   | Spartanburg    | 79,900           | 79,100         | 99             |
|   | Union          | 11,200           | 11,100         | 99             |
| <b>Station Totals</b>                   |                | <b>491,900</b>   | <b>486,700</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                |                  |                | <b>104,900</b> |
| <b>Average Daily Circulation (1987)</b> |                |                  |                | <b>35,500</b>  |



# South Carolina—Charleston

## WCBD-TV

Ch. 2

**Network Service:** ABC.

**Licensee:** Charleston Television Inc., Box 879, Charleston, SC 29402.

**Studio:** 210 W. Coleman Blvd., Mount Pleasant, SC 29464.

**Mailing Address:** Box 879, Charleston, SC 29402.

**Telephone:** 803-884-2222. **TWX:** 810-881-1891.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1950-ft. above av. terrain, 1940-ft. above ground, 1957-ft. above sea level.

Latitude 32° 56' 24"  
Longitude 79° 41' 45"

**Transmitter:** Awendaw Section, Sewee Rd., 4-mi. NE of Ten Mile, Charleston County.

**Satellite Earth Stations:** 2 in operation; Harris, 6.1-meter; Andrew, AvanteK, Harris, Microdyne receivers.

**News Services:** AP, UPI.

**Ownership:** Media General Broadcasting Group. See Group Ownership of Television Stations.

**Began Operation:** September 25, 1954. Sale to present owner by State Record Co. approved by FCC Dec. 28, 1982 (**Television Digest**, Vol. 22:27). Sale to State Record by Reeves Telecom Corp. approved May 26, 1971 (Vol. 10:42). Transfer of control from J. Drayton Hastie family to Reeves approved July 14, 1960 (Vol. 16:29).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Cohn & Marks.

**Personnel:**

JOSEPH W. (BILL) EVANS III, vice president & general manager.  
ROBERT H. BACON, general & national sales manager.  
STEPHEN GLEASON, programming director.  
MICHAEL SULLIVAN, news director.  
JERRY WALTHALL, chief engineer.  
PAULINE DAWLEY, traffic & operations manager.

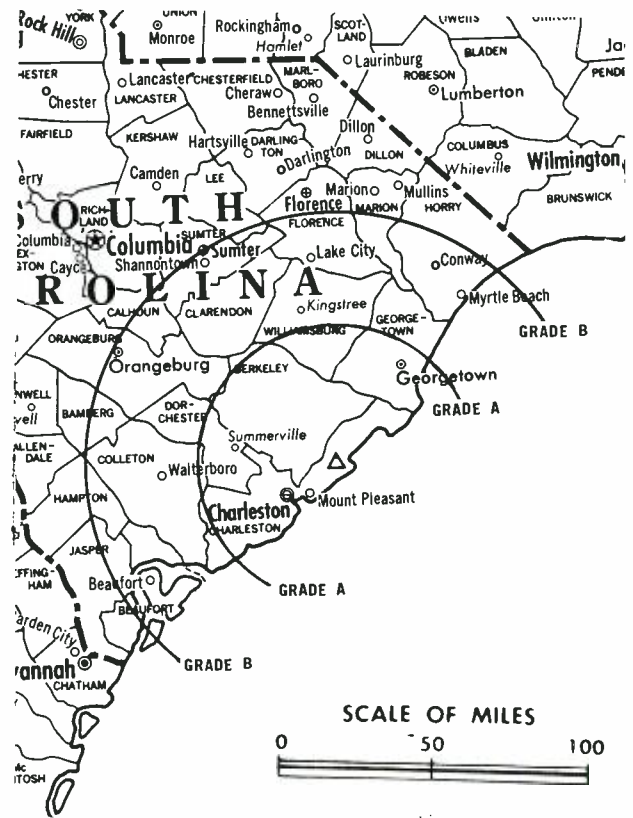
**Highest 30 Sec. Rate:** \$950.

**NETWORK BASE HOURLY RATE:** \$525.

**City of License:** Charleston. **ADI:** Charleston, SC. **Rank:** 109.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County               | Total Households | TV Households | %  |
|------------------------|----------------------------|------------------|---------------|----|
| 50% & Over             | SOUTH CAROLINA<br>Beaufort | 26,700           | 26,300        | 98 |



WCBD-TV BMPCT-850723KF Granted 12/6/85

© American Map Corp., No. 14244

| Net Weekly Circulation                  | State County                       | Total Households | TV Households  | %         |
|---|------------------------------------|------------------|----------------|-----------|
| 50% & Over                              | Berkeley                           | 41,400           | 40,600         | 98        |
|   | Charleston                         | 100,300          | 99,200         | 99        |
|   | Colleton                           | 12,000           | 11,700         | 98        |
|   | Dorchester                         | 26,300           | 25,900         | 98        |
|   | Georgetown                         | 16,500           | 16,100         | 98        |
|   | Williamsburg                       | 12,800           | 12,400         | 97        |
| Between 25-49%                          | <b>SOUTH CAROLINA</b><br>Clarendon | 9,600            | 9,300          | 97        |
|   | Hampton                            | 6,900            | 6,700          | 97        |
|   | Orangeburg                         | 30,100           | 29,400         | 98        |
| Between 5-24%                           | <b>SOUTH CAROLINA</b><br>Bamberg   | 6,100            | 6,000          | 98        |
|   | Calhoun                            | 4,400            | 4,300          | 98        |
|   | Jasper                             | 5,500            | 5,400          | 98        |
| <b>Station Totals</b>                   |                                    | <b>298,600</b>   | <b>293,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                                    |                  | <b>222,300</b> |           |
| <b>Average Daily Circulation (1987)</b> |                                    |                  | <b>135,900</b> |           |

# South Carolina—Charleston

**WCIV**

Ch. 4

**Network Service:** NBC.

**Licensee:** First Charleston Corp., Box 10866, Charleston, SC 29411.

**Studio:** Mount Pleasant, SC 29464.

**Mailing Address:** Box 10866, Charleston, SC 29411.

**Telephone:** 803-884-8513.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1960-ft. above av. terrain, 1956-ft. above ground, 1972-ft. above sea level.

Latitude 32° 55' 28.0"  
Longitude 79° 41' 05.8"

**Transmitter:** 3.4-mi. NE of Ten Mile; E of Hwy. 17-701, SE of intersection with Seewee Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 10-meter Ku-band; Microdyne, 7-meter C-band; Comtech, 5-meter C-band; Harris, 3.5-meter Ku-band; RCA, 3.5-meter Ku-band; M/A-Com, Microdyne, Microwave Assoc. receivers.

**News Services:** AP, CNN Headline News, NBC, UPI.

**Ownership:** Allbritton Communications Co. See Group Ownership of Television Stations.

**Began Operation:** October 23, 1962. Sale by Washington Star Communications to present owner was finalized in 1976. Sale by First Charleston Corp. approved Oct. 5, 1966 by FCC (**Television Digest**, Vol. 6:28, 41).

**Represented (sales):** Katz Television.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jansky & Bailey.

**Personnel:**

STEPHEN G. BROCK, president & general manager.  
CELIA SHAW, vice president & station manager.  
KEN ADKINS, general sales manager.  
CARL SHAW, chief engineer.

**Highest One Hour Rate:** \$3000.

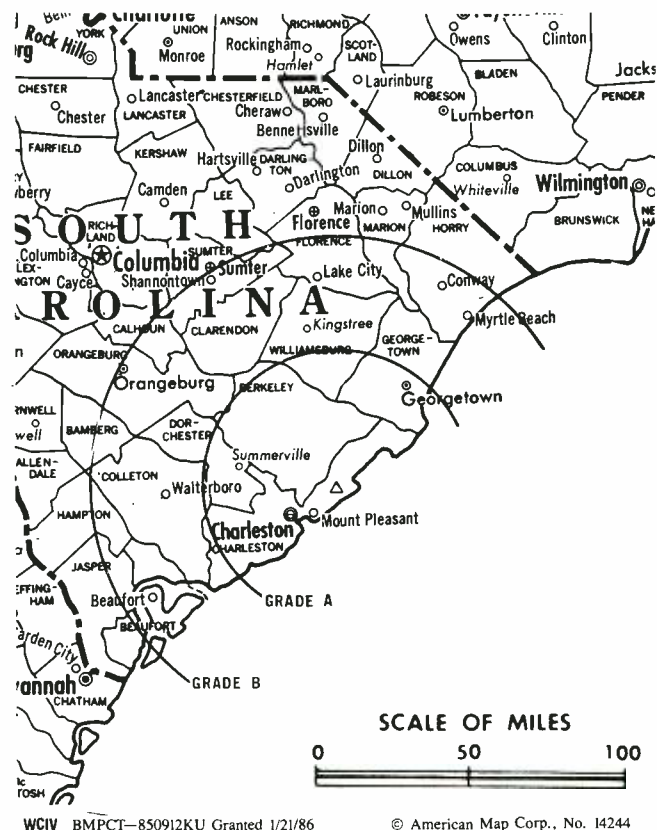
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$550.

**City of License:** Charleston. **ADI:** Charleston, SC. **Rank:** 109.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County                      | Total Households | TV Households | %  |
|------------------------|-----------------------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>SOUTH CAROLINA</b><br>Berkeley | 41,400           | 40,600        | 98 |



| Net Weekly Circulation                  | State County                      | Total Households | TV Households  | %         |
|---|-----------------------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Charleston                        | 100,300          | 99,200         | 99        |
|   | Colleton                          | 12,000           | 11,700         | 98        |
|   | Dorchester                        | 26,300           | 25,900         | 98        |
|   | Georgetown                        | 16,500           | 16,100         | 98        |
|   | Williamsburg                      | 12,800           | 12,400         | 97        |
| <b>Between 25-49%</b>                   | <b>SOUTH CAROLINA</b><br>Beaufort | 26,700           | 26,300         | 98        |
|   | Clarendon                         | 9,600            | 9,300          | 97        |
|   | Hampton                           | 6,900            | 6,700          | 97        |
|   | Orangeburg                        | 30,100           | 29,400         | 98        |
| <b>Between 5-24%</b>                    | <b>SOUTH CAROLINA</b><br>Bamberg  | 6,100            | 6,000          | 98        |
|   | Calhoun                           | 4,400            | 4,300          | 98        |
|   | Horry                             | 48,100           | 47,300         | 98        |
| <b>Station Totals</b>                   |                                   | <b>341,200</b>   | <b>335,200</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                                   |                  | <b>230,500</b> |           |
| <b>Average Daily Circulation (1987)</b> |                                   |                  | <b>144,000</b> |           |

# South Carolina—Charleston

## WCSC-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** WCSC Inc., 485 East Bay, Charleston, SC 29403.

**Studio:** 485 East Bay, Charleston, SC 29403.

**Mailing Address:** Box 186, Charleston, SC 29402.

**Telephone:** 803-723-8371. **TWX:** 803-881-1867.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1960-ft. above av. terrain, 1956-ft. above ground, 1972-ft. above sea level.

Latitude 32° 55' 28"  
Longitude 79° 41' 58"

**Transmitter:** 3.4-mi. NE of Ten Mile, E of Hwy. 17-701, SE of intersection with Sewee Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Satcom Technologies, 5.5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, CBS, Conus, Group W Newsfeed, UPI.

**Ownership:** John M. Rivers Sr., chmn., 32.9%; John M. Rivers Jr., pres., 29.49%; Martha Rivers, 1st v.p. & secy., 2.3%; others, none with as much as 3%. **Note:** Sale to Crump Communications Inc. pending (*Television Digest*, Vol. 27:29).

**Began Operation:** June 19, 1953.

**Represented (sales):** Petry Television Inc.

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

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

### Personnel:

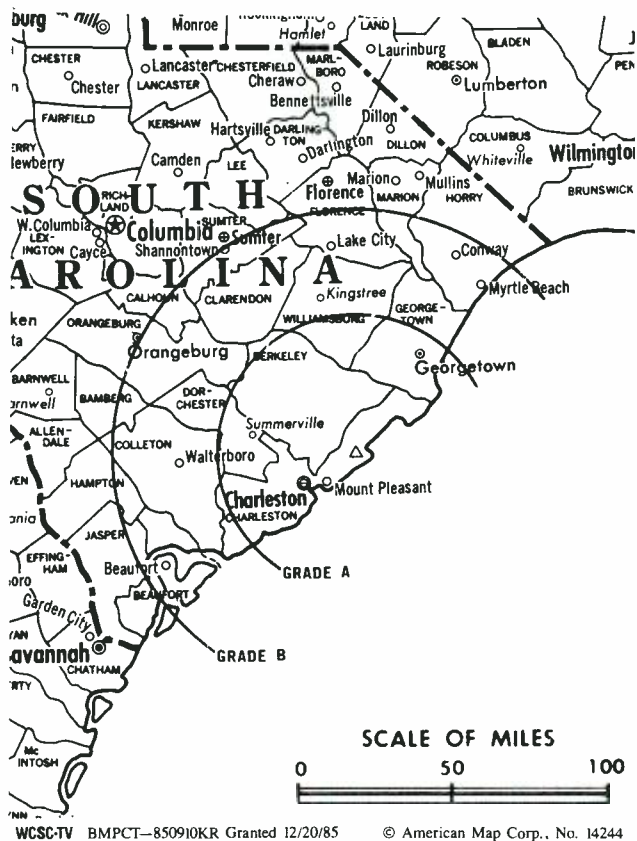
JOHN M. RIVERS JR., president.  
EUGENE CRIM, vice president & general manager.  
JACK R. BECKNELL JR., vice president & director of engineering.  
LOVELL WAUGH, local sales manager.  
EDDIE BOLLING, regional sales manager.  
EVE OLASOV, program director.  
ANDY HUNT, promotion manager.  
SALLIE MOULTRIE, traffic director.  
DON FELDMAN, news director.  
CHARLIE THOMPSON, operations manager.

**Rates:** On request.

**City of License:** Charleston. **ADI:** Charleston, SC. **Rank:** 109.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| 50% & Over             | <b>SOUTH CAROLINA</b> |                  |               |    |
|                        | Beaufort              | 26,700           | 26,300        | 98 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| 50% & Over                              | Berkeley              | 41,400           | 40,600         | 98        |
|   | Charleston            | 100,300          | 99,200         | 99        |
|   | Clarendon             | 9,600            | 9,300          | 97        |
|   | Colleton              | 12,000           | 11,700         | 98        |
|   | Dorchester            | 26,300           | 25,900         | 98        |
|   | Georgetown            | 16,500           | 16,100         | 98        |
|   | Williamsburg          | 12,800           | 12,400         | 97        |
| Between 25-49%                          | <b>SOUTH CAROLINA</b> |                  |                |           |
|   | Hampton               | 6,900            | 6,700          | 97        |
|   | Orangeburg            | 30,100           | 29,400         | 98        |
| Between 5-24%                           | <b>SOUTH CAROLINA</b> |                  |                |           |
|   | Bamberg               | 6,100            | 6,000          | 98        |
|   | Calhoun               | 4,400            | 4,300          | 98        |
|   | Florence              | 41,400           | 40,900         | 99        |
|   | Horry                 | 48,100           | 47,300         | 98        |
|   | Jasper                | 5,500            | 5,400          | 98        |
|   | Lee                   | 6,000            | 5,800          | 97        |
| <b>Station Totals</b>                   |                       | <b>394,100</b>   | <b>387,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>251,200</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>162,700</b> |           |

# South Carolina—Charleston

## WTAT-TV

Ch. 24

**Network Service:** Fox.

**Licensee:** Charleston Television Ltd., 427 Culver Blvd., Playa del Rey, CA 90293.

**Studio:** 4301 Arco Lane, Charleston, SC 29418.

**Telephone:** 803-744-2424.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1630-ft. above av. terrain, 1667-ft. above ground, 1682-ft. above sea level.

Latitude 32° 55' 43"  
Longitude 79° 42' 39"

**Transmitter:** Approx. 0.3-mi. NE of intersection of Sewee Rd. & Ocean Hwy., 1-mi. E of Woodville.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** AFC, 7-meter; Microdyne receivers.

**Ownership:** Terry A. Trousdale, gen. partner, 40%; Charleston TV 24 Ltd., Ltd. partner, 60%. CTVL ownership: Bert Ellis, gen. partner; Broadcast Equities Corp., Ltd. partner, 100%. BEC ownership: Bert Ellis, gen. partner; 86 ltd. partners. Trousdale has interest in permittee of Ch. 15, Las Vegas, NV.

**Began Operation:** September 7, 1985.

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Shack, Buenzle & Hill.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

DAVID S. LOW, vice president & general manager.  
LARRY PINK, chief engineer.  
BILL LITTLETON, program coordinator.

**Rates:** Not available.

**City of License:** Charleston. **ADI:** Charleston, SC. **Rank:** 109.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County                      | Total Households | TV Households | %  |
|------------------------|-----------------------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>SOUTH CAROLINA</b><br>Berkeley | 41,400           | 40,600        | 98 |



| Net Weekly Circulation                  | State County                      | Total Households | TV Households  | %              |
|---|-----------------------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Charleston                        | 100,300          | 99,200         | 99             |
|   | Dorchester                        | 26,300           | 25,900         | 98             |
| <b>Between 25-49%</b>                   | <b>SOUTH CAROLINA</b><br>Colleton | 12,000           | 11,700         | 98             |
|   | Georgetown                        | 16,500           | 16,100         | 98             |
|   | Williamsburg                      | 12,800           | 12,400         | 97             |
| <b>Between 5-24%</b>                    | <b>SOUTH CAROLINA</b><br>Bamberg  | 6,100            | 6,000          | 98             |
|   | Clarendon                         | 9,600            | 9,300          | 97             |
|   | Orangeburg                        | 30,100           | 29,400         | 98             |
| <b>Station Totals</b>                   |                                   | <b>255,100</b>   | <b>250,600</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                                   |                  |                | <b>128,300</b> |
| <b>Average Daily Circulation (1987)</b> |                                   |                  |                | <b>59,500</b>  |

# South Carolina—Columbia

## WCCT-TV

Ch. 57

**Network Service:** None, independent.

**Licensee:** Carolina Christian Broadcasting Inc., 3409 Rutherford Rd., Taylors, SC 29687.

**Studio:** 1221 Sunset Blvd., West Columbia, SC 29169.

**Mailing Address:** Box 5757, West Columbia, SC 29171.

**Telephone:** 803-796-7757.

**Technical Facilities:** Channel No. 57 (728-734 MHz). Authorized power: 637-kw max. visual, 63.7-kw max. aural. Antenna: 582-ft. above av. terrain, 645-ft. above ground, 935-ft. above sea level.

Latitude 34° 06' 45"  
Longitude 80° 56' 11"

**Transmitter:** 4.9-mi. NE of Columbia reference point.

**Satellite Earth Station:** Microdyne, 4-meter; M/A-Com, Microdyne receivers.

**News Service:** INN.

**Ownership:** Carolina Christian Broadcasting Inc. See Group Ownership of Television Stations.

**Began Operation:** October 2, 1981.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

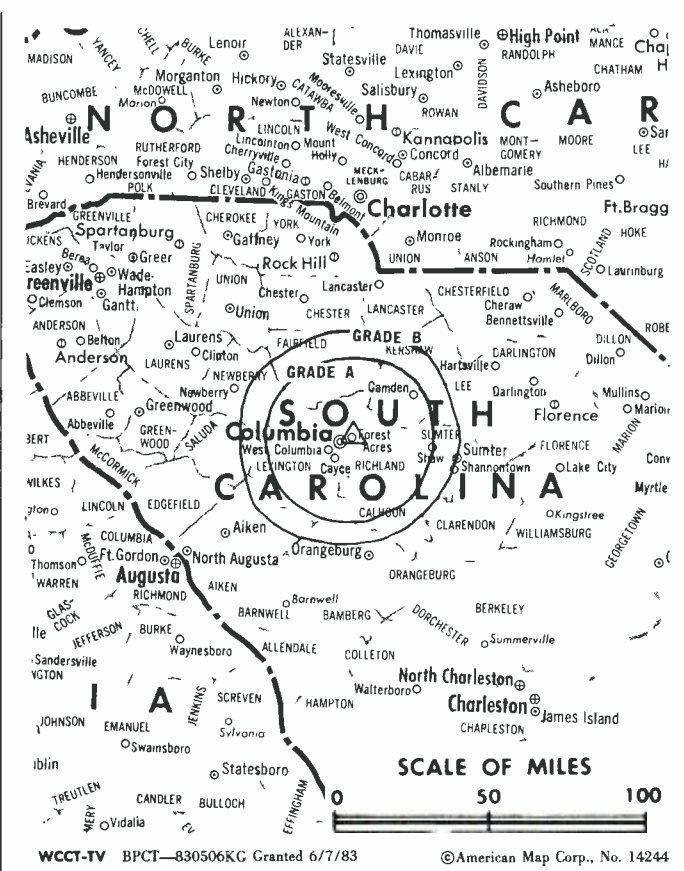
JAMES H. THOMPSON, president.  
PAUL GORMAN, general manager.  
JOYCE DICKERSON, office manager.  
GINGER BRUCE, public relations.  
LISA CRUZ, traffic manager.

**Highest One Hour Rate:** \$400.

**Highest 30 Sec. Rate:** \$50.

**City of License:** Columbia. **ADI:** Columbia, SC. **Rank:** 88.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



WCCT-TV BPCT—830506KKG Granted 6/7/83 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %             |
|---|--------------|------------------|----------------|---------------|
| <b>SOUTH CAROLINA</b>                   |              |                  |                |               |
| Between 5-24%                           | Fairfield    | 6,700            | 6,500          | 97            |
|   | Kershaw      | 15,500           | 15,200         | 98            |
|   | Lexington    | 60,200           | 59,400         | 99            |
|   | Richland     | 98,700           | 97,500         | 99            |
| <b>Station Totals</b>                   |              | <b>181,100</b>   | <b>178,600</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>20,500</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>7,300</b>  |

# South Carolina—Columbia

## WIS-TV

Ch. 10

**Network Service:** NBC.

**Licensee:** Cosmos Broadcasting Corp., Box 789, Greenville, SC 29602.

**Studio:** 1111 Bull St., Columbia, SC 29201.

**Telephone:** 803-799-1010. **TWX:** 810-666-2636.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1546-ft. above av. terrain, 1526-ft. above ground, 1877-ft. above sea level.

Latitude 37° 07' 27"  
Longitude 80° 45' 25"

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

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Comsat, 8-meter Ku-band; Scientific-Atlanta, 7-meter C-band; AFC, 3.6-meter Ku-band; Comsat, 3-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, UPI, NBC.

**Ownership:** Cosmos Bcstg. Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 7, 1953.

**Represented (sales):** Harrington, Righter & Parsons Inc.

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

**Personnel:**

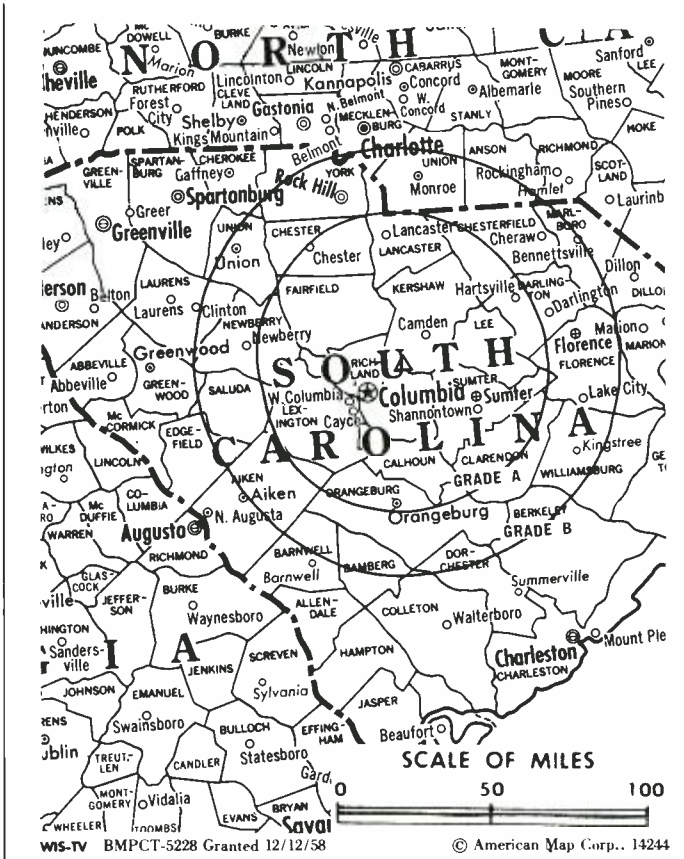
- DIXON C. LOVVORN, senior vice president & general manager.
- C. JOSEPH TONSING, general sales manager.
- JOHN AUGUSTINE, chief engineer.
- SCOTT PARKS, news director.
- DIANE K. BAGWELL, program/promotion manager.
- RICHARD M. STORA, production manager.
- KAY PONDER, promotion director.

**Rates:** On request.

**City of License:** Columbia. **ADI:** Columbia, SC. **Rank:** 88.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>SOUTH CAROLINA</b>  |              |                  |               |    |
| <b>50% &amp; Over</b>  | Bamberg      | 6,100            | 6,000         | 98 |
|                        | Barnwell     | 7,300            | 7,200         | 99 |
|                        | Calhoun      | 4,400            | 4,300         | 98 |
|                        | Chester      | 10,800           | 10,700        | 99 |
|                        | Chesterfield | 14,400           | 14,100        | 98 |
|                        | Clarendon    | 9,600            | 9,300         | 97 |
|                        | Darlington   | 22,800           | 22,500        | 99 |
|                        | Fairfield    | 6,700            | 6,500         | 97 |
|                        | Florence     | 41,400           | 40,900        | 99 |
|                        | Kershaw      | 15,500           | 15,200        | 98 |
| Lancaster              | 20,200       | 20,000           | 99            |    |
| Lee                    | 6,000        | 5,800            | 97            |    |
| Lexington              | 60,200       | 59,400           | 99            |    |



WIS-TV BMPCT-5228 Granted 12/12/58 © American Map Corp., 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |  |
|---|-----------------------|------------------|----------------|-----------|--|
| <b>50% &amp; Over</b>                   | Marlboro              | 10,700           | 10,500         | 98        |  |
|   | Newberry              | 12,100           | 11,900         | 98        |  |
|   | Orangeburg            | 30,100           | 29,400         | 98        |  |
|   | Richland              | 98,700           | 97,500         | 99        |  |
|   | Saluda                | 6,000            | 5,900          | 98        |  |
|   | Sumter                | 31,400           | 30,900         | 98        |  |
| <b>Between 25-49%</b>                   | <b>SOUTH CAROLINA</b> |                  |                |           |  |
|   | Aiken                 | 43,200           | 42,800         | 99        |  |
|   | Georgetown            | 16,500           | 16,100         | 98        |  |
|   | Williamsburg          | 12,800           | 12,400         | 97        |  |
| York                                    | 41,800                | 41,300           | 99             |           |  |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                |           |  |
|   | Anson                 | 8,900            | 8,700          | 98        |  |
|   | <b>SOUTH CAROLINA</b> |                  |                |           |  |
|   | Allendale             | 3,800            | 3,700          | 97        |  |
|   | Dillon                | 10,300           | 10,100         | 98        |  |
|   | Edgefield             | 6,100            | 6,000          | 98        |  |
|   | Greenwood             | 22,700           | 22,500         | 99        |  |
|   | Hampton               | 6,900            | 6,700          | 97        |  |
|   | Horry                 | 48,100           | 47,300         | 98        |  |
|   | Marion                | 12,000           | 11,700         | 98        |  |
| Union                                   | 11,200                | 11,100           | 99             |           |  |
| <b>Station Totals</b>                   |                       | <b>658,700</b>   | <b>648,400</b> | <b>98</b> |  |
| <b>Net Weekly Circulation (1987)</b>    |                       | <b>405,500</b>   |                |           |  |
| <b>Average Daily Circulation (1987)</b> |                       | <b>270,000</b>   |                |           |  |

# South Carolina—Columbia

**WLTX**

Ch. 19

**Network Service:** CBS.

**Licensee:** Lewis Bcstg. Corp., Drawer M, Columbia, SC 29250.

**Studio:** 6027 Devine St., Columbia.

**Mailing Address:** Drawer M, Columbia, SC 29250.

**Telephone:** 803-776-3600. **TWX:** 810-666-2629.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1749-ft. above av. terrain, 1664-ft. above ground, 2014-ft. above sea level.

Latitude 34° 05' 49"  
Longitude 80° 45' 51"

**Transmitter:** Screaming Eagle Rd., 11-mi. NE of Columbia.

**Satellite Earth Stations:** 4 in operation; Channel Master, Scientific-Atlanta receivers.

**News Services:** AP, CBS.

**Ownership:** Lewis Broadcasting Corp. See Group Ownership of Television Stations.

**Began Operation:** September 1, 1953 on Ch. 67. Shifted to Ch. 19 on June 30, 1961. Sale to present owner by Palmetto Radio Corp. approved by FCC Feb. 22, 1978 (Television Digest, Vol. 18:9).

**Represented (sales):** Pety Television Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** Communications Engineering Services.

**Personnel:**

J. C. LEWIS JR., president.  
RICHARD T. LAUGHRIDGE, vice president & general manager.  
GENE UPRIGHT, program manager & film buyer.  
WILLIAM F. AULL, director of technical operations.

**Rates:** On request.

**City of License:** Columbia. **ADI:** Columbia, SC. **Rank:** 88.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>SOUTH CAROLINA</b> |                  |               |    |
|                        | Calhoun               | 4,400            | 4,300         | 98 |
|                        | Fairfield             | 6,700            | 6,500         | 97 |
|                        | Kershaw               | 15,500           | 15,200        | 98 |
|                        | Lee                   | 6,000            | 5,800         | 97 |
|                        | Lexington             | 60,200           | 59,400        | 99 |
|                        | Orangeburg            | 30,100           | 29,400        | 98 |
|                        | Richland              | 98,700           | 97,500        | 99 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Sumter                | 31,400           | 30,900         | 98             |
| <b>Between 25-49%</b>                   | <b>SOUTH CAROLINA</b> |                  |                |                |
|   | Bamberg               | 6,100            | 6,000          | 98             |
|   | Clarendon             | 9,600            | 9,300          | 97             |
|   | Darlington            | 22,800           | 22,500         | 99             |
|   | Newberry              | 12,100           | 11,900         | 98             |
| Saluda                                  | 6,000                 | 5,900            | 98             |                |
| <b>Between 5-24%</b>                    | <b>SOUTH CAROLINA</b> |                  |                |                |
|   | Aiken                 | 43,200           | 42,800         | 99             |
|   | Barnwell              | 7,300            | 7,200          | 99             |
|   | Chester               | 10,800           | 10,700         | 99             |
|   | Chesterfield          | 14,400           | 14,100         | 98             |
|   | Florence              | 41,400           | 40,900         | 99             |
|   | Lancaster             | 20,200           | 20,000         | 99             |
| Williamsburg                            | 12,800                | 12,400           | 97             |                |
| <b>Station Totals</b>                   |                       | <b>470,400</b>   | <b>463,200</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>250,500</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>135,000</b> |

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# South Carolina—Columbia

## WOLO-TV

Ch. 25

**Network Service:** ABC.

**Licensee:** Columbia TV Broadcasters Inc., Box 4217, Columbia, SC 29240.

**Studio:** 5807 Shakespeare Rd., Columbia, SC 29204.

**Mailing Address:** Box 4217, Columbia, SC 29240.

**Telephone:** 803-754-7525. **TWX:** 810-666-2100.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 3589-kw max. & 2344-kw horizontal visual, 388-kw max. & 254-kw horizontal aural. Antenna: 688-ft. above av. terrain, 747-ft. above ground, 1149-ft. above sea level.

Latitude 34° 03' 23"  
Longitude 80° 58' 49"

**Transmitter:** 5807 Shakespeare Rd.

**Satellite Earth Station:** Harris, 6-meter; Scientific-Atlanta receivers.

**News Services:** AP, Group W Newsfeed, Sports News Satellite.

**Ownership:** Bahakel Communications Ltd., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 1, 1961. Sale to present owner by First Carolina Corp. approved May 5, 1964 by FCC (Television Digest, Vol. 4:14).

**Represented (sales):** Katz Television.

**Represented (legal):** Jeffrey Malickson.

**Personnel:**

DAVID AIKEN JR., general manager & program director.  
JOE MAHAN, general sales manager.  
JIM FOREST, operations/news director.  
BOB MOORE, managing editor, news.  
ANNE COBB, public affairs director.  
DON JONES, chief engineer.  
WILLIE FULLER JR., production manager.  
MARTY WHITE, business manager.

**Highest One Hour Rate:** \$4500.

**Highest 30 Sec. Rate:** \$900.

**NETWORK BASE HOURLY RATE:** \$375.

**City of License:** Columbia. **ADI:** Columbia, SC. **Rank:** 88.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>SOUTH CAROLINA</b> |                  |               |    |
|                        | Calhoun               | 4,400            | 4,300         | 98 |
|                        | Fairfield             | 6,700            | 6,500         | 97 |
|                        | Kershaw               | 15,500           | 15,200        | 98 |
|                        | Lee                   | 6,000            | 5,800         | 97 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Lexington             | 60,200           | 59,400         | 99        |
|   | Richland              | 98,700           | 97,500         | 99        |
|   | Sumter                | 31,400           | 30,900         | 98        |
| <b>Between 25-49%</b>                   | <b>SOUTH CAROLINA</b> |                  |                |           |
|   | Newberry              | 12,100           | 11,900         | 98        |
|   | Orangeburg            | 30,100           | 29,400         | 98        |
|   | Saluda                | 6,000            | 5,900          | 98        |
| <b>Between 5-24%</b>                    | <b>SOUTH CAROLINA</b> |                  |                |           |
|   | Aiken                 | 43,200           | 42,800         | 99        |
|   | Bamberg               | 6,100            | 6,000          | 98        |
|   | Chester               | 10,800           | 10,700         | 99        |
|   | Clarendon             | 9,600            | 9,300          | 97        |
|   | Darlington            | 22,800           | 22,500         | 99        |
|   | Florence              | 41,400           | 40,900         | 99        |
|   | Lancaster             | 20,200           | 20,000         | 99        |
| Williamsburg                            | 12,800                | 12,400           | 97             |           |
| <b>Station Totals</b>                   |                       | <b>438,000</b>   | <b>431,400</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>220,000</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>118,100</b> |           |



# South Carolina—Florence

**WBTW**

**Ch. 13**

**Network Service:** CBS.

**Licensee:** Spartan Radiocasting Co., 3430 TV Rd., Florence, SC 29501.

**Studio:** 3430 TV Rd., Florence, SC 29501.

**Telephone:** 803-662-1565. **TWX:** 803-622-2212.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1950-ft. above av. terrain, 2000-ft. above ground, 2115-ft. above sea level.

Latitude 34° 22' 02"  
Longitude 79° 19' 22"

**Transmitter:** 3.1-mi. N of Floyd Dale, SC.

**Satellite Earth Stations:** 5 in operation; Harris, M/A-Com, Scientific-Atlanta, Vertex receivers.

**News Services:** AP, UPI.

**Ownership:** Spartan Radiocasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 18, 1954. Sale to present owner by Daily Telegraph Printing Co. approved by FCC June 12, 1984 (**Television Digest**, Vol. 24:15). Sale by Jefferson Standard Life Insurance Co. approved Feb. 28, 1968 (Vol. 7:43; 8:10).

**Represented (sales):** Katz Television.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

BRUCE R. MILLER, general manager.  
TOM WALL, general sales manager.  
JIM GRIFFIN, news director.  
KEITH FOSTER, operations manager.  
BERNARD E. MOORE, chief engineer.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$967.

**City of License:** Florence. **ADI:** Florence. **Rank:** 144.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Bladen                | 11,100           | 10,800        | 97 |
|                        | Columbus              | 18,600           | 18,200        | 98 |
|                        | Hoke                  | 6,800            | 6,700         | 99 |
|                        | Richmond              | 17,400           | 17,200        | 99 |
|                        | Robeson               | 34,700           | 34,100        | 98 |
|                        | Scotland              | 11,700           | 11,500        | 98 |
|                        | <b>SOUTH CAROLINA</b> |                  |               |    |
|                        | Chesterfield          | 14,400           | 14,100        | 98 |
|                        | Clarendon             | 9,600            | 9,300         | 97 |
|                        | Darlington            | 22,800           | 22,500        | 99 |
|                        | Dillon                | 10,300           | 10,100        | 98 |
|                        | Florence              | 41,400           | 40,900        | 99 |



| Net Weekly Circulation                  | State County          | Total Households      | TV Households  | %              |
|---|-----------------------|-----------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Horry                 | 48,100                | 47,300         | 98             |
|   | Lee                   | 6,000                 | 5,800          | 97             |
|   | Marion                | 12,000                | 11,700         | 98             |
|   | Marlboro              | 10,700                | 10,500         | 98             |
|   | Sumter                | 31,400                | 30,900         | 98             |
|   | Williamsburg          | 12,800                | 12,400         | 97             |
|   | <b>Between 25-49%</b> | <b>NORTH CAROLINA</b> |                |                |
| Anson                                   |                       | 8,900                 | 8,700          | 98             |
| Brunswick                               |                       | 16,600                | 16,300         | 98             |
| <b>SOUTH CAROLINA</b>                   |                       |                       |                |                |
| Georgetown                              | 16,500                | 16,100                | 98             |                |
| Kershaw                                 | 15,500                | 15,200                | 98             |                |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                       |                |                |
|   | Cumberland            | 84,900                | 83,900         | 99             |
|   | Montgomery            | 8,500                 | 8,400          | 99             |
|   | Moore                 | 22,600                | 22,200         | 98             |
|   | Sampson               | 18,400                | 18,100         | 98             |
|   | <b>SOUTH CAROLINA</b> |                       |                |                |
|   | Chester               | 10,800                | 10,700         | 99             |
|   | Fairfield             | 6,700                 | 6,500          | 97             |
|   | Lancaster             | 20,200                | 20,000         | 99             |
|   | <b>Station Totals</b> |                       | <b>549,400</b> | <b>540,100</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                       |                | <b>297,900</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                       |                | <b>180,800</b> |

# South Carolina—Florence

**WPDE-TV**

**Ch. 15**

**Network Service:** ABC.

**Licensee:** Diversified Communications, 5 Milk St., Portland, ME 04112.

**Studio:** 3215 South Cashua Dr., Florence, SC 29501.

**Telephone:** 803-665-1515.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 1290-kw max. & 562-kw horizontal visual, 129-kw max. & 56.2-kw horizontal aural. Antenna: 1950-ft. above av. terrain, 1997-ft. above ground, 2100-ft. above sea level.

Latitude 34° 21' 53"  
Longitude 79° 19' 49"

**Transmitter:** 2.7-mi. S of State Rte. 9 & 1.2-mi. E of Little Pee Dee River.

**Satellite Earth Stations:** 2 in operation; ADM, 4-meter; Avcom receivers.

**News Services:** ABC, AP.

**Ownership:** Diversified Communications. See Group Ownership of Television Stations.

**Began Operation:** November 22, 1980. Sale to present owner by Eastern Carolinas Bcstg. approved by FCC June 27, 1985 (*Television Digest*, Vol. 25:24).

**Represented (sales):** Blair Television.

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

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

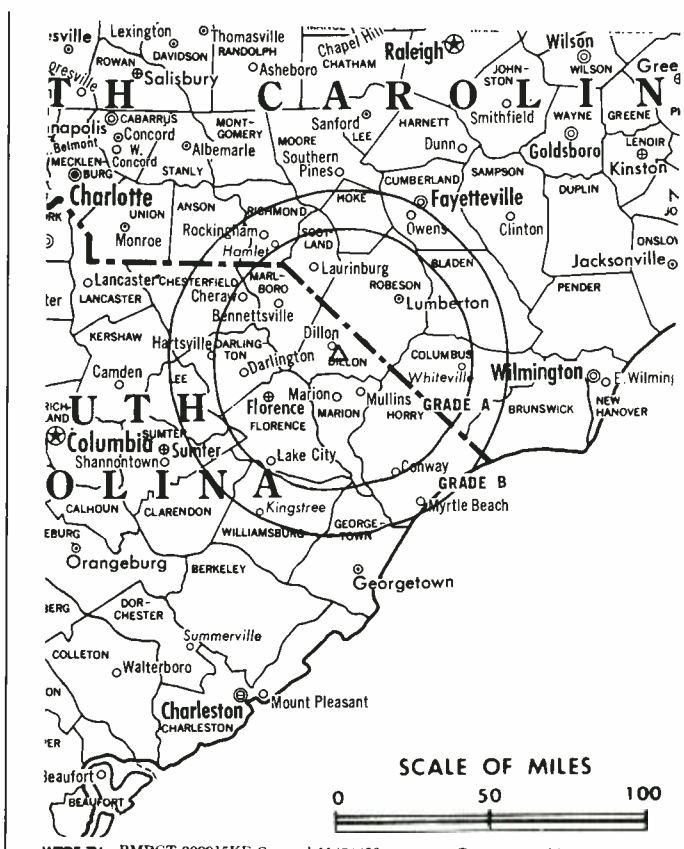
- WILLIAM CHRISTIAN, vice president & general manager.
- MIKE REED, general sales manager.
- MARSHALL LUCIUS, controller.
- LINDA McCASKILL, program manager.
- TIM KENNY, promotion manager.
- BOB HOWICK, news director.
- JIM GAMBLE, chief engineer.
- CARL JACKSON, operations manager.

**Highest 30 Sec. Rate:** \$550.

**City of License:** Florence. **ADI:** Florence. **Rank:** 144.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Scotland              | 11,700           | 11,500        | 98 |
|                        | <b>SOUTH CAROLINA</b> |                  |               |    |
|                        | Darlington            | 22,800           | 22,500        | 99 |
|                        | Dillon                | 10,300           | 10,100        | 98 |
|                        | Florence              | 41,400           | 40,900        | 99 |
|                        | Horry                 | 48,100           | 47,300        | 98 |
|                        | Lee                   | 6,000            | 5,800         | 97 |
|                        | Marion                | 12,000           | 11,700        | 98 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Marlboro              | 10,700           | 10,500         | 98             |
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Bladen                | 11,100           | 10,800         | 97             |
|   | Columbus              | 18,600           | 18,200         | 98             |
|   | Hoke                  | 6,800            | 6,700          | 99             |
|   | Robeson               | 34,700           | 34,100         | 98             |
| <b>SOUTH CAROLINA</b>                   | Chesterfield          | 14,400           | 14,100         | 98             |
|   | Sumter                | 31,400           | 30,900         | 98             |
|   | Williamsburg          | 12,800           | 12,400         | 97             |
|   | <b>NORTH CAROLINA</b> |                  |                |                |
| <b>Between 5-24%</b>                    | Anson                 | 8,900            | 8,700          | 98             |
|   | Moore                 | 22,600           | 22,200         | 98             |
|   | Richmond              | 17,400           | 17,200         | 99             |
| <b>SOUTH CAROLINA</b>                   | Clarendon             | 9,600            | 9,300          | 97             |
|   | Georgetown            | 16,500           | 16,100         | 98             |
| <b>Station Totals</b>                   |                       | <b>367,800</b>   | <b>361,000</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>171,000</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>85,000</b>  |

# South Carolina—Greenville-Spartanburg & Asheville, North Carolina

**WYFF-TV**

Ch. 4

**Network Service:** NBC.

**Licensee:** Pulitzer Bcstg. Co., 1010 Market St., Suite 1500, St. Louis, MO 63101.

**Studio:** Broadcast Place, 505 Rutherford St., Greenville, SC 29602.

**Mailing Address:** Box TV 4, Greenville, SC 29602.

**Telephone:** 803-242-4404. **TWX:** 803-282-1008.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.7-kw aural. Antenna: 2000-ft. above av. terrain, 892-ft. above ground, 3978-ft. above sea level.

Latitude 35° 06' 40"  
Longitude 82° 36' 17"

**Transmitter:** Caesar's Head.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** BMS, 6.1-meter C-band; Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; DX Antenna, Harris, M/A-Com, Standard Communications receivers.

**Ownership:** Pulitzer Publishing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 31, 1953. Exchange (with WXII, Winston-Salem, NC) for KSDK, St. Louis, MO approved by FCC Feb. 17, 1983 (**Television Digest**, Vol. 21:12; 22:1; 23:8). Transfer to Multimedia Inc. from Southeastern Bcstg. Corp. approved Sept. 22, 1967 by FCC.

**Represented (sales):** Pety Television Inc.

**Represented (legal):** Verner, Lipfert, Bernhard, McPherson & Hand.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- DOUGLAS A. SMITH, vice president & general manager.
- WILLIAM WHELESS, station manager.
- JOHN SCOTT, general sales manager.
- JOHN MOORE, national sales manager.
- REBECCA WALKER, local sales manager.
- BOB KING, chief engineer.
- H. A. SCOTT JR., promotion manager.
- JAN HASWELL, news/promotion.
- BEN LEONARD, farm director.
- KEVIN RAGAN, news director.
- FRITZIE MUMFORD, program director.

**Highest One Hour Rate:** \$6000.

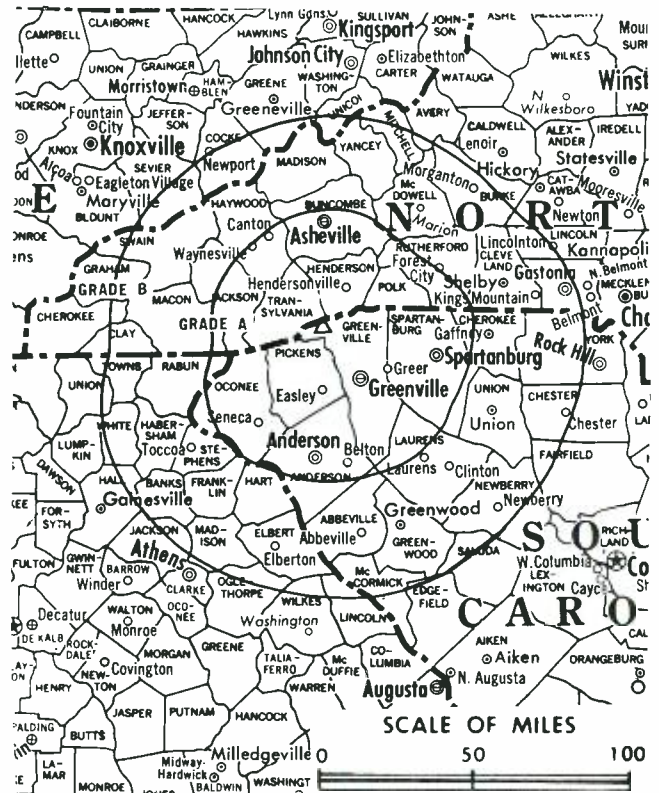
**Highest 30 Sec. Rate** (September 28, 1987): \$4000.

**NETWORK BASE HOURLY RATE:** \$2650.

**City of License:** Greenville. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 38.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %  |
|------------------------|----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>GEORGIA</b> |                  |               |    |
|                        | Banks          | 3,600            | 3,500         | 97 |
|                        | Elbert         | 7,000            | 6,900         | 99 |
|                        | Franklin       | 6,000            | 5,900         | 98 |
|                        | Habersham      | 9,500            | 9,400         | 99 |
|                        | Hart           | 6,800            | 6,700         | 99 |



WYFF-TV BPCT-2395 Granted 11/18/57

© American Map Corp. 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households    | %              |
|---|--------------|------------------|------------------|----------------|
| <b>50% &amp; Over</b>                   | Madison      | 7,200            | 7,100            | 99             |
|   | Oglethorpe   | 3,400            | 3,300            | 97             |
|   | Stephens     | 8,100            | 8,000            | 99             |
| <b>NORTH CAROLINA</b>                   |              |                  |                  |                |
|   | Buncombe     | 66,300           | 65,500           | 99             |
|   | Burke        | 28,200           | 27,900           | 99             |
|   | Cleveland    | 31,100           | 30,800           | 99             |
|   | Graham       | 2,500            | 2,400            | 96             |
|   | Haywood      | 18,700           | 18,400           | 98             |
|   | Henderson    | 27,800           | 27,400           | 99             |
|   | Jackson      | 9,400            | 9,200            | 98             |
|   | Mc Dowell    | 13,200           | 13,000           | 98             |
|   | Macon        | 9,500            | 9,200            | 97             |
|   | Madison      | 6,300            | 6,100            | 97             |
|   | Polk         | 5,700            | 5,600            | 98             |
|   | Rutherford   | 21,200           | 21,000           | 99             |
|   | Swain        | 4,000            | 3,900            | 98             |
|   | Transylvania | 9,500            | 9,400            | 99             |
| <b>SOUTH CAROLINA</b>                   |              |                  |                  |                |
|   | Abbeville    | 8,600            | 8,500            | 98             |
|   | Anderson     | 54,600           | 54,000           | 99             |
|   | Cherokee     | 14,900           | 14,700           | 99             |
|   | Greenville   | 117,200          | 116,200          | 99             |
|   | Greenwood    | 22,700           | 22,500           | 99             |
|   | Laurens      | 18,400           | 18,200           | 99             |
|   | Mc Cormick   | 2,500            | 2,400            | 98             |
|   | Newberry     | 12,100           | 11,900           | 98             |
|   | Oconee       | 20,300           | 20,100           | 99             |
|   | Pickens      | 30,600           | 30,200           | 99             |
|   | Spartanburg  | 79,900           | 79,100           | 99             |
|   | Union        | 11,200           | 11,100           | 99             |
| (Continued on page A-940)               |              |                  |                  |                |
| <b>Station Totals</b>                   |              | <b>1,028,700</b> | <b>1,016,300</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                  | <b>655,100</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                  | <b>427,800</b> |

# South Carolina—Greenville

## WGGS-TV

Ch. 16

**Network Service:** None, independent.

**Licensee:** Carolina Christian Broadcasting Inc., Box 1616, Greenville, SC 29602.

**Studio:** 3409 Rutherford Rd., Taylors, SC.

**Mailing Address:** Box 1616, Greenville, SC 29602.

**Telephone:** 803-244-1616.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 717.9-kw horizontal visual, 115-kw max. & 71.79-kw horizontal aural. Antenna: 1149-ft. above av. terrain, 195-ft. above ground, 2185-ft. above sea level.

Latitude 34° 56' 26"  
Longitude 82° 24' 41"

**Transmitter:** Ridge Rd. off Altamont Rd. on Paris Mtn. near Greenville.

**Satellite Earth Stations:** Transmit/receive Comtech, 5-meter C-band; Scientific-Atlanta, 5-meter C-band; AFC, 3.8-meter Ku-band; Scientific-Atlanta receivers.

**News Service:** INN.

**Ownership:** Carolina Christian Broadcasting Inc. See Group Ownership of Television Stations.

**Began Operation:** October 29, 1972.

**Represented (sales):** Spot Time Ltd.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

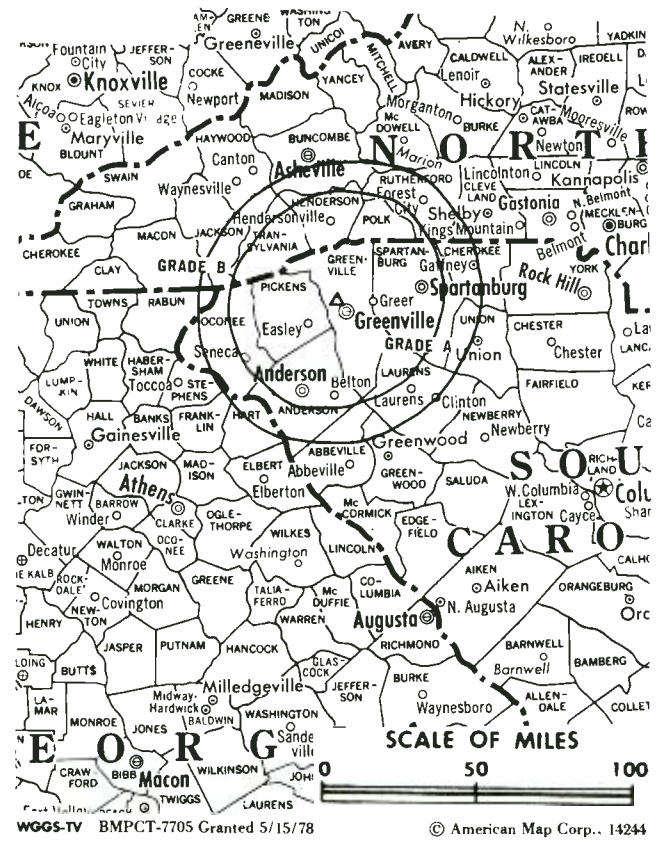
- JAMES H. THOMPSON, president.
- NORVIN C. DUNCAN, assistant to the president.
- MIKE WARD, manager.
- TOM ABRAMS, production manager.
- TED McCALL, chief engineer.
- GENE GIBSON, director of engineering.

**Highest 30 Sec. Rate:** \$75.

**City of License:** Greenville. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 38.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| Between 5-24%          | GEORGIA      |                  |               |    |
|                        | Franklin     | 6,000            | 5,900         | 98 |
|                        | Hart         | 6,800            | 6,700         | 99 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %             |
|---|--------------|------------------|----------------|---------------|
| Between 5-24%                           | Madison      | 7,200            | 7,100          | 99            |
|   | Wilkes       | 4,000            | 3,900          | 97            |
| <b>NORTH CAROLINA</b>                   |              |                  |                |               |
|   | Rutherford   | 21,200           | 21,000         | 99            |
| <b>SOUTH CAROLINA</b>                   |              |                  |                |               |
|   | Abbeville    | 8,600            | 8,500          | 98            |
|   | Anderson     | 54,600           | 54,000         | 99            |
|   | Cherokee     | 14,900           | 14,700         | 99            |
|   | Greenville   | 117,200          | 116,200        | 99            |
|   | Greenwood    | 22,700           | 22,500         | 99            |
|   | Laurens      | 18,400           | 18,200         | 99            |
|   | Oconee       | 20,300           | 20,100         | 99            |
|   | Pickens      | 30,600           | 30,200         | 99            |
|   | Spartanburg  | 79,900           | 79,100         | 99            |
|   | Union        | 11,200           | 11,100         | 99            |
| <b>Station Totals</b>                   |              | <b>423,600</b>   | <b>419,200</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>55,400</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>19,900</b> |

# South Carolina—Greenville-Spartanburg & Asheville, North Carolina

**WHNS**

Ch. 21

**Network Service:** None, independent.

**Licensee:** Pappas Telecasting of the Carolinas Inc., 521 College St., Asheville, NC 28801.

**Studio:** 521 College St., Asheville, NC 28801.

**Auxiliary Studio:** 21 Interstate Court, Greenville, SC 29615.

**Telephones:** 704-258-2100, Asheville; 803-288-2100, Greenville.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 3390-kw visual, 339-kw aural. Antenna: Circularly polarized, 2510-ft. above av. terrain, 1620-ft. above ground, 5049-ft. above sea level.

Latitude 35° 10' 56"  
Longitude 82° 40' 56"

**Transmitter:** Slick Rock Mtn., Transylvania County.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter Ku-band; AFC.

**News Service:** INN.

**Ownership:** Pappas Telecasting Inc. See Group Ownership of Television Stations.

**Began Operation:** July 5, 1953. Sale to present owner by Thoms Bcstg. approved by FCC July 27, 1979 (*Television Digest*, Vol. 19:25). Resumed operation April 1, 1984.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Kadison, Praelzer, Woodard, Quinn & Rossi.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

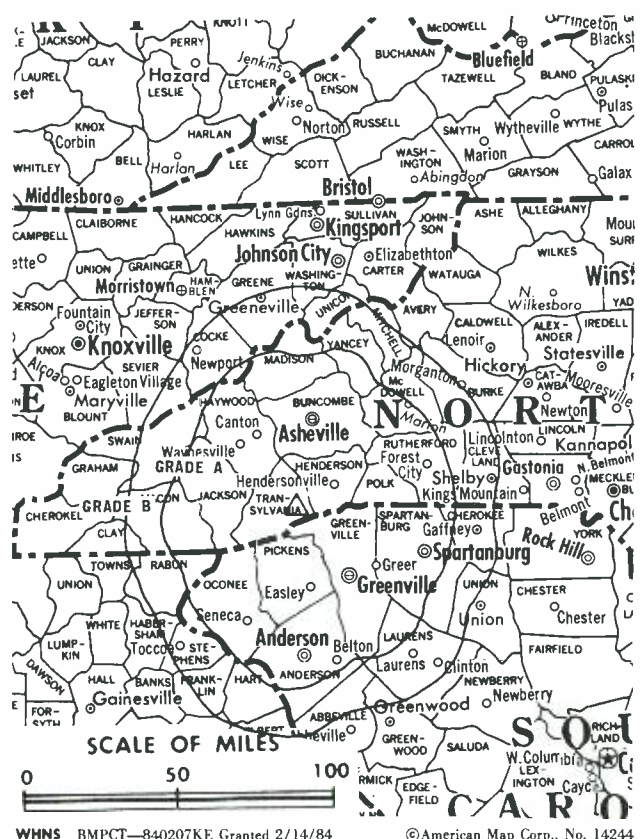
- HARRY J. PAPPAS, president.
- JOSEPH A. SHAFFER, vice president & general manager.
- LeBON G. ABERCROMBIE, vice president, planning & development.
- DENNIS J. DAVIS, vice president & chief financial officer.
- DALE P. KELLY, director of engineering.
- TOM POST, general sales manager.
- HENRY BOYCE, program manager.
- NANCY CASON, traffic systems coordinator/manager.
- STEPHEN C. CROOK, chief engineer.

**Rates:** Not available.

**City of License:** Asheville, NC. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 38.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>GEORGIA</b>        |                  |               |    |
|                        | Elbert                | 7,000            | 6,900         | 99 |
|                        | Hart                  | 6,800            | 6,700         | 99 |
|                        | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Henderson             | 27,800           | 27,400        | 99 |
|                        | Transylvania          | 9,500            | 9,400         | 99 |
|                        | <b>SOUTH CAROLINA</b> |                  |               |    |
|                        | Abbeville             | 8,600            | 8,500         | 98 |
|                        | Anderson              | 54,600           | 54,000        | 99 |
|                        | Cherokee              | 14,900           | 14,700        | 99 |
|                        | Greenville            | 117,200          | 116,200       | 99 |
|                        | Oconee                | 20,300           | 20,100        | 99 |
|                        | Pickens               | 30,600           | 30,200        | 99 |
|                        | Spartanburg           | 79,900           | 79,100        | 99 |
|                        | Union                 | 11,200           | 11,100        | 99 |
| <b>Between 25-49%</b>  | <b>GEORGIA</b>        |                  |               |    |
|                        | Banks                 | 3,600            | 3,500         | 97 |
|                        | Franklin              | 6,000            | 5,900         | 98 |



WHNS BNPCT-840207KE Granted 2/14/84 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | Madison               | 7,200            | 7,100          | 99        |
|   | Oglethorpe            | 3,400            | 3,300          | 97        |
|   | <b>NORTH CAROLINA</b> |                  |                |           |
|   | Buncombe              | 66,300           | 65,500         | 99        |
|   | Cleveland             | 31,100           | 30,800         | 99        |
|   | Haywood               | 18,700           | 18,400         | 98        |
|   | Polk                  | 5,700            | 5,600          | 98        |
|   | Rutherford            | 21,200           | 21,000         | 99        |
|   | <b>SOUTH CAROLINA</b> |                  |                |           |
|   | Greenwood             | 22,700           | 22,500         | 99        |
| Laurens                                 | 18,400                | 18,200           | 99             |           |
| Mc Cormick                              | 2,500                 | 2,400            | 98             |           |
| Newberry                                | 12,100                | 11,900           | 98             |           |
| York                                    | 41,800                | 41,300           | 99             |           |
| <b>Between 5-24%</b>                    | <b>GEORGIA</b>        |                  |                |           |
|   | Habersham             | 9,500            | 9,400          | 99        |
|   | Jackson               | 9,700            | 9,600          | 99        |
|   | Lincoln               | 2,200            | 2,200          | 100       |
|   | Lumpkin               | 4,000            | 4,000          | 100       |
|   | Oconee                | 5,400            | 5,400          | 100       |
|   | Rabun                 | 4,200            | 4,100          | 98        |
|   | Stephens              | 8,100            | 8,000          | 99        |
|   | <b>NORTH CAROLINA</b> |                  |                |           |
|   | Gaston                | 60,800           | 60,300         | 99        |
|   | Lincoln               | 17,300           | 17,200         | 99        |
|   | Mc Dowell             | 13,200           | 13,000         | 98        |
|   | Madison               | 6,300            | 6,100          | 97        |
| Mitchell                                | 5,300                 | 5,200            | 98             |           |
| <b>SOUTH CAROLINA</b>                   |                       |                  |                |           |
| Chester                                 | 10,800                | 10,700           | 99             |           |
| Edgefield                               | 6,100                 | 6,000            | 98             |           |
| Fairfield                               | 6,700                 | 6,500            | 97             |           |
| Saluda                                  | 6,000                 | 5,900            | 98             |           |
| <b>Station Totals</b>                   |                       | <b>824,700</b>   | <b>815,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>332,800</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>156,000</b> |           |

# South Carolina—Greenville-Spartanburg & Asheville, North Carolina

**WLOS**

Ch. 13

**Network Service:** ABC.

**Licensee:** WLOS Inc., Box 2150, Asheville, NC 28802.

**Studios:** 288 Macon Ave., Asheville, NC 28804; 105 N. Spring St., Greenville, SC 29601.

**Mailing Address:** Box 2150, Asheville, NC 28802.

**Telephones:** 704-255-0013, Asheville; 803-271-1313, Greenville.

**TWX:** 510-933-0166, Asheville.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 19.6-kw aural. Antenna: 2804-ft. above av. terrain, 339-ft. above ground, 6056-ft. above sea level.

Latitude 35° 23' 32.21"  
Longitude 82° 45' 25.06"

**Transmitter:** Mt. Pisgah.

**Satellite Earth Stations:** 5 in operation; Harris, 3.1-meter; Avantek, Harris, M/A-Com receivers.

**News Services:** AP, UPI.

**Ownership:** Anchor Media Ltd., 100%. Anchor Media Ltd. ownership: Anchor Media Corp., gen. partner, 100%. AMC ownership: Alan Henry, pres., 59%; David Paul McNamee, v.p., 16%; Patrick M. Murphy, v.p.-treas., 8%; David H. Lloyd, secy.; Lynn Carter, asst. secy., 0.6%. AMC is licensee of KLDD(AM) & KZEW(FM), Dallas, TX; KORK(AM) & KYRK-FM, Las Vegas, NV. Henry, Murphy & Lloyd have interest in Sandia Peak Bcstrs. Inc., licensee of KZSS(AM) & KZRR(FM), Albuquerque, NM.

**Began Operation:** September 18, 1954. Sale to present owners by Wometco Broadcasting Co. approved by FCC April 10, 1987.

**Represented (sales):** MMT Sales Inc.

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

**Personnel:**

- ALAN HENRY, president.
- MIKE GEHRING, general manager.
- BRUCE BUZOGANY, programming & promotion.
- KENNETH GLOVER, general sales manager.
- JIM CARRIER, chief engineer.
- DAN NEUMANN, business manager.
- NELSON FLANAGAN, production manager.

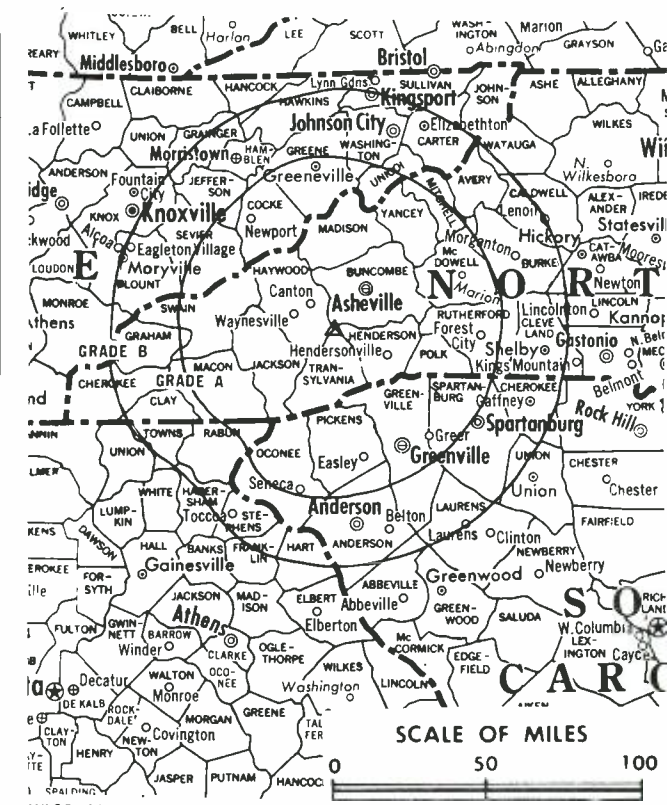
**Highest 30 Sec. Rate:** \$1300.

**NETWORK BASE HOURLY RATE:** \$1300.

**City of License:** Asheville, NC. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 38.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>GEORGIA</b>        |                  |               |    |
|                        | Elbert                | 7,000            | 6,900         | 99 |
|                        | Franklin              | 6,000            | 5,900         | 98 |
|                        | Hart                  | 6,800            | 6,700         | 99 |
|                        | Stephens              | 8,100            | 8,000         | 99 |
|                        | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Buncombe              | 66,300           | 65,500        | 99 |
|                        | Cherokee              | 7,700            | 7,500         | 97 |
|                        | Cleveland             | 31,100           | 30,800        | 99 |
|                        | Haywood               | 18,700           | 18,400        | 98 |
| Henderson              | 27,800                | 27,400           | 99            |    |



WLOS BMPCT—7702 Granted 11/9/77 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households    | %         |  |
|---|-----------------------|------------------|------------------|-----------|--|
| <b>50% &amp; Over</b>                   | Jackson               | 9,400            | 9,200            | 98        |  |
|   | Mc Dowell             | 13,200           | 13,000           | 98        |  |
|   | Macon                 | 9,500            | 9,200            | 97        |  |
|   | Madison               | 6,300            | 6,100            | 97        |  |
|   | Polk                  | 5,700            | 5,600            | 98        |  |
|   | Rutherford            | 21,200           | 21,000           | 99        |  |
|   | Swain                 | 4,000            | 3,900            | 98        |  |
|   | Transylvania          | 9,500            | 9,400            | 99        |  |
|   | Yancey                | 5,700            | 5,500            | 96        |  |
|   | <b>SOUTH CAROLINA</b> |                  |                  |           |  |
|   | Abbeville             | 8,600            | 8,500            | 98        |  |
|   | Anderson              | 54,600           | 54,000           | 99        |  |
|   | Cherokee              | 14,900           | 14,700           | 99        |  |
|   | Greenville            | 117,200          | 116,200          | 99        |  |
| Greenwood                               | 22,700                | 22,500           | 99               |           |  |
| Laurens                                 | 18,400                | 18,200           | 99               |           |  |
| Oconee                                  | 20,300                | 20,100           | 99               |           |  |
| Pickens                                 | 30,600                | 30,200           | 99               |           |  |
| Spartanburg                             | 79,900                | 79,100           | 99               |           |  |
| Union                                   | 11,200                | 11,100           | 99               |           |  |
| <b>Between 25-49%</b>                   | <b>GEORGIA</b>        |                  |                  |           |  |
|   | Banks                 | 3,600            | 3,500            | 97        |  |
|   | Madison               | 7,200            | 7,100            | 99        |  |
|   | Oglethorpe            | 3,400            | 3,300            | 97        |  |
| <b>KENTUCKY</b>                         | Harlan                | 14,400           | 14,200           | 99        |  |
| <b>NORTH CAROLINA</b>                   |                       |                  |                  |           |  |
| Burke                                   | 28,200                | 27,900           | 99               |           |  |
| Catawba                                 | 42,100                | 41,800           | 99               |           |  |
| Clay                                    | 2,800                 | 2,700            | 96               |           |  |
| Graham                                  | 2,500                 | 2,400            | 96               |           |  |
| Mitchell                                | 5,300                 | 5,200            | 98               |           |  |
| (Continued on page A-940)               |                       |                  |                  |           |  |
| <b>Station Totals</b>                   |                       | <b>1,243,100</b> | <b>1,227,900</b> | <b>98</b> |  |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>636,800</b>   |           |  |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>352,300</b>   |           |  |

# South Carolina—Greenville-Spartanburg & Asheville, North Carolina

## WSPA-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** Spartan Radiocasting Co., Box 1717, Spartanburg, SC 29304.

**Studio:** Box 1717, Spartanburg.

**Telephones:** 803-576-7777, Spartanburg; 803-233-7777, Greenville; 803-242-0077, Greenville office; 704-684-2377, Asheville.

**TWX:** 810-282-2591.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 44.5-kw aural. Antenna: 2000-ft. above av. terrain, 254-ft. above ground, 3465-ft. above sea level.

Latitude 35° 10' 12"  
Longitude 82° 17' 27"

**Transmitter:** Hogback Mtn., 25-mi. NW of Spartanburg.

**Satellite Earth Stations:** Microdyne, 7-meter; Scientific-Atlanta, 7-meter; ADM, 6.1-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 3.7-meter Ku-band; ADM, AFC, Microdyne, Scientific-Atlanta receivers.

**AM Affiliate:** WSPA, 5-kw, 950-kHz (CBS).

**FM Affiliate:** WSPA-FM, 100-kw, 98.9 MHz (No. 255), 1910-ft.

**News Services:** AP, CBS, UPI.

**Ownership:** Spartan Radiocasting Inc. See Group Ownership of Television Stations.

**Began Operation:** April 29, 1956.

**Represented (sales):** Blair Television.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- WALTER J. BROWN, president.
- BOYD BUNTING, secretary-treasurer.
- JOSEPH R. VARHOLY, general manager.
- JIMMY SANDERS, program manager.
- RICK McCUE, director of sales.
- JERRY SMITH, local sales manager.
- FRED TUCK, chief engineer.
- THOMAS AHNER, chief transmitter engineer.
- HARVEY COX, news director.
- BILL SHATTEN, advertising & promotion manager.
- ROLAN LITTLEFIELD, creative services director.
- PATTY METZ, personnel director.
- NANCY WELCH, women's director.
- BETTY SMITH, traffic manager.

**Highest One Hour Rate:** \$6000.

**Highest 30 Sec. Rate:** \$3200.

**NETWORK BASE HOURLY RATE:** \$2271.

**City of License:** Spartanburg. **ADI:** Greenville-Spartanburg, SC-Asheville, NC. **Rank:** 38.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County             | Total Households | TV Households | %  |
|------------------------|--------------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>GEORGIA</b><br>Elbert | 7,000            | 6,900         | 99 |



| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | Franklin     | 6,000            | 5,900         | 98 |
|                        | Hart         | 6,800            | 6,700         | 99 |
|                        | Stephens     | 8,100            | 8,000         | 99 |
| <b>NORTH CAROLINA</b>  |              |                  |               |    |
|                        | Buncombe     | 66,300           | 65,500        | 99 |
|                        | Cleveland    | 31,100           | 30,800        | 99 |
|                        | Haywood      | 18,700           | 18,400        | 98 |
|                        | Henderson    | 27,800           | 27,400        | 99 |
|                        | Jackson      | 9,400            | 9,200         | 98 |
|                        | Mc Dowell    | 13,200           | 13,000        | 98 |
|                        | Macon        | 9,500            | 9,200         | 97 |
|                        | Madison      | 6,300            | 6,100         | 97 |
|                        | Mitchell     | 5,300            | 5,200         | 98 |
|                        | Polk         | 5,700            | 5,600         | 98 |
|                        | Rutherford   | 21,200           | 21,000        | 99 |
|                        | Swain        | 4,000            | 3,900         | 98 |
|                        | Transylvania | 9,500            | 9,400         | 99 |
| <b>SOUTH CAROLINA</b>  |              |                  |               |    |
|                        | Abbeville    | 8,600            | 8,500         | 98 |
|                        | Anderson     | 54,600           | 54,000        | 99 |
|                        | Cherokee     | 14,900           | 14,700        | 99 |
|                        | Greenville   | 117,200          | 116,200       | 99 |
|                        | Greenwood    | 22,700           | 22,500        | 99 |
|                        | Laurens      | 18,400           | 18,200        | 99 |
|                        | Newberry     | 12,100           | 11,900        | 98 |
|                        | Oconee       | 20,300           | 20,100        | 99 |
|                        | Pickens      | 30,600           | 30,200        | 99 |
|                        | Spartanburg  | 79,900           | 79,100        | 99 |
|                        | Union        | 11,200           | 11,100        | 99 |

(Continued on page A-940)

|   |                |                |                |
|---|----------------|----------------|----------------|
| <b>Station Totals</b>                   | <b>963,700</b> | <b>952,300</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                |                | <b>626,400</b> |
| <b>Average Daily Circulation (1987)</b> |                |                | <b>370,800</b> |

# South Carolina—Hardeeville

**WTGS**

**Ch. 28**

**Network Service:** Fox.

**Licensee:** Hilton Head Television Inc., 900 N.W. Eighth Ave., Gainesville, FL 32601.

**Studio:** 28 Broadcast Way, Ridgeland, SC 29936.

**Telephone:** 803-726-5244.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 4920-kw max. visual, 492-kw max. aural. Antenna: 795-ft. above av. terrain, 785-ft. above ground, 803-ft. above sea level.

Latitude 32° 19' 50"  
Longitude 80° 56' 19"

**Transmitter:** 1.5-mi. S of intersection of Hwys. 278 & 170, 0.53-mi. W of Hwy. 278, near Jasper.

**Satellite Earth Stations:** AFC, 3.66-meter Ku-band; United Satellite Systems, 5-meter C-band; Paracclipse, 3.66-meter C-band; DX Antenna, M/A-Com, Scientific-Atlanta receivers.

**Ownership:** American Communications & Television Inc., 80%; John C. Bailie, 20%. See ACTI in Group Ownership of Television Stations.

**Began Operation:** September 1, 1985.

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

**Represented (engineering):** Kessler & Gehman Associates Inc.

**Personnel:**

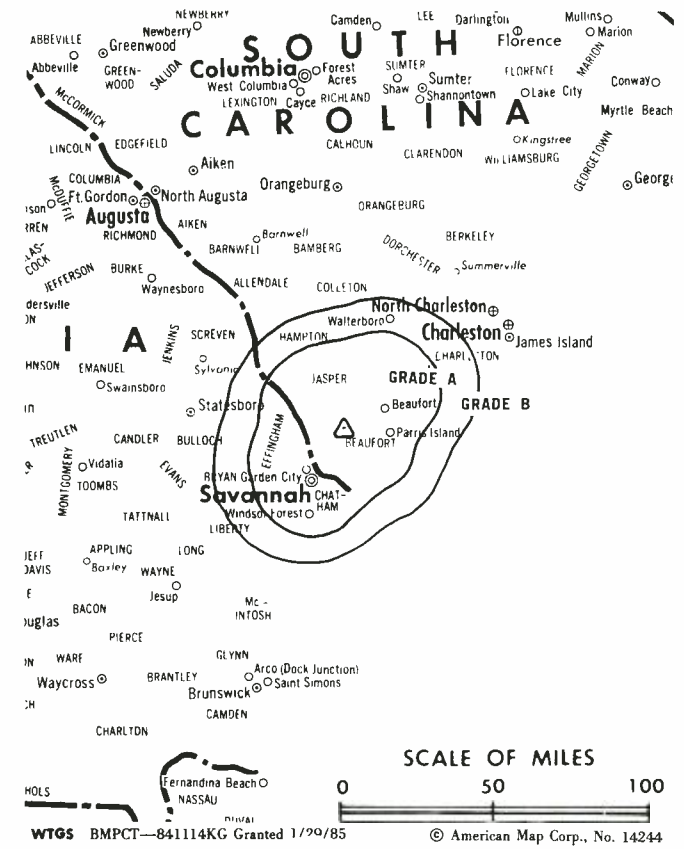
- JOHN BAILIE, president & general manager.
- BOB KEELE, program director.
- DAN KENDALL, promotions manager.
- RON SCIABARASI, local sales manager.
- ED YOUMANS, chief engineer.
- AL ANDRES, traffic manager.

**Highest 30 Sec. Rate:** \$180.

**City of License:** Hardeeville. **ADI:** Savannah, GA. **Rank:** 110.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>SOUTH CAROLINA</b> |                  |               |    |
|                        | Beaufort              | 26,700           | 26,300        | 98 |
| <b>Between 25-49%</b>  | <b>GEORGIA</b>        |                  |               |    |
|                        | Bryan                 | 4,200            | 4,100         | 98 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %             |
|---|-----------------------|------------------|----------------|---------------|
| <b>Between 25-49%</b>                   | Chatham               | 76,700           | 76,000         | 99            |
|   | Effingham             | 7,500            | 7,400          | 99            |
|   | <b>SOUTH CAROLINA</b> |                  |                |               |
| <b>Between 5-24%</b>                    | Jasper                | 5,500            | 5,400          | 98            |
|   | <b>GEORGIA</b>        |                  |                |               |
|   | Bulloch               | 12,000           | 11,800         | 98            |
|   | Evans                 | 3,100            | 3,100          | 100           |
|   | Liberty               | 12,400           | 12,200         | 98            |
|   | Mc Intosh             | 3,000            | 2,900          | 97            |
|   | Screven               | 5,400            | 5,300          | 98            |
|   | <b>SOUTH CAROLINA</b> |                  |                |               |
|   | Colleton              | 12,000           | 11,700         | 98            |
|   | Hampton               | 6,900            | 6,700          | 97            |
| <b>Station Totals</b>                   |                       | <b>175,400</b>   | <b>172,900</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>66,100</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>25,700</b> |



# South Carolina—Myrtle Beach

**WGSE**

**Ch. 43**

**Network Service:** None, independent.

**Licensee:** Carolina Christian Bcstg. Inc., Box 1243, Myrtle Beach, SC 29578.

**Studio:** 803-A Seaboard Industrial Park, Myrtle Beach, SC 29578.

**Telephone:** 803-626-4300.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 156.4-kw visual, 15.64-kw aural. Antenna: 600-ft. above av. terrain, 609-ft. above ground, 649-ft. above sea level.

Latitude 33° 50' 10"  
Longitude 89° 51' 08"

**Transmitter:** 0.6-mi. S of State Rte. 90, 1.8-mi. E of Nixonville.

**Multichannel TV Sound:** Separate audio program.

**Satellite Earth Stations:** RCA, 5-meter Ku-band; Trans-World, 5-meter C-band; M/A-Com receivers.

**News Service:** INN.

**Ownership:** Carolina Christian Broadcasting Inc. See Group Ownership of Television Stations.

**Began Operation:** July 5, 1984.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

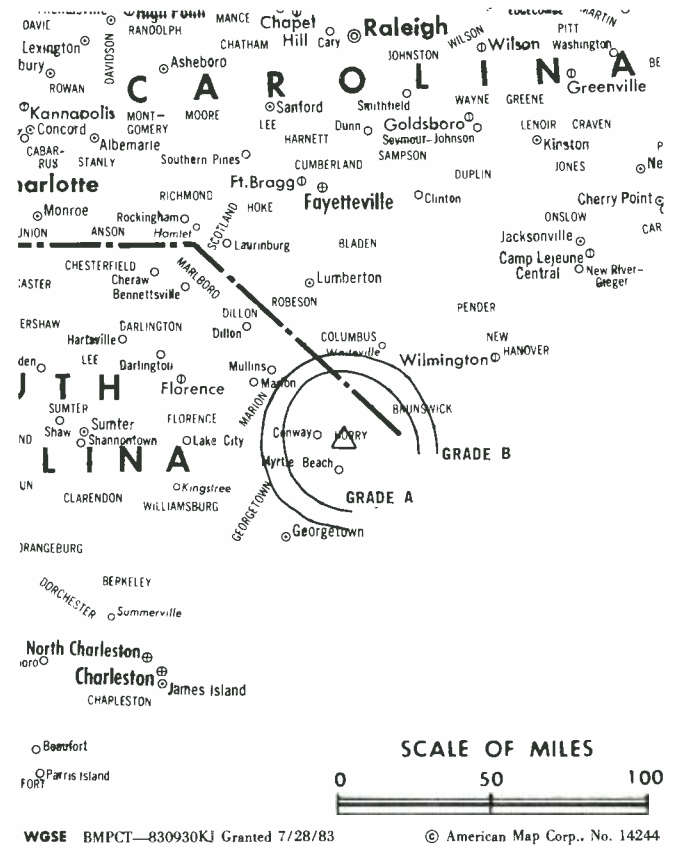
**Personnel:**  
JAMES RIZZUTI, resident manager.  
GENE GIBSON, chief engineer.  
PAUL GORMAN, sales.

**Highest One Hour Rate:** \$250.

**Highest 30 Sec. Rate (June 1, 1987):** \$30.

**City of License:** Myrtle Beach. **ADI:** Florence. **Rank:** 144.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



WGSE BMPCT—830930KJ Granted 7/28/83

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| Net Weekly Circulation                  | State County | Total Households | TV Households | %            |
|---|--------------|------------------|---------------|--------------|
| <b>SOUTH CAROLINA</b>                   |              |                  |               |              |
| Between 5-24%                           | Horry        | 48,100           | 47,300        | 98           |
| <b>Station Totals</b>                   |              | <b>48,100</b>    | <b>47,300</b> | <b>98</b>    |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |               | <b>5,400</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |               | <b>1,600</b> |

## South Carolina

### WLOS , Greenville-Spartanburg (Arbitron Data Continued)

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| Between 25-49%         | <b>SOUTH CAROLINA</b> |                  |               |     |
|                        | Chester               | 10,800           | 10,700        | 99  |
|                        | Newberry              | 12,100           | 11,900        | 98  |
|                        | <b>TENNESSEE</b>      |                  |               |     |
|                        | Greene                | 20,800           | 20,600        | 99  |
|                        | <b>GEORGIA</b>        |                  |               |     |
| Between 5-24%          | Habersham             | 9,500            | 9,400         | 99  |
|                        | Jackson               | 9,700            | 9,600         | 99  |
|                        | Lincoln               | 2,200            | 2,200         | 100 |
|                        | Rabun                 | 4,200            | 4,100         | 98  |
|                        | Walton                | 11,600           | 11,400        | 99  |
|                        | Wilkes                | 4,000            | 3,900         | 97  |
|                        | <b>KENTUCKY</b>       |                  |               |     |
| Bell                   | 12,000                | 11,800           | 98            |     |
| Knott                  | 6,100                 | 5,900            | 97            |     |
| Perry                  | 11,800                | 11,500           | 97            |     |
| Whitley                | 13,400                | 13,200           | 99            |     |
| <b>NORTH CAROLINA</b>  |                       |                  |               |     |
| Alexander              | 9,800                 | 9,700            | 99            |     |
| Avery                  | 5,300                 | 5,200            | 98            |     |
| Caldwell               | 26,000                | 25,700           | 99            |     |
| Gaston                 | 60,800                | 60,300           | 99            |     |
| Lincoln                | 17,300                | 17,200           | 99            |     |
| <b>SOUTH CAROLINA</b>  |                       |                  |               |     |
| Mc Cormick             | 2,500                 | 2,400            | 98            |     |
| Saluda                 | 6,000                 | 5,900            | 98            |     |
| York                   | 41,800                | 41,300           | 99            |     |
| <b>TENNESSEE</b>       |                       |                  |               |     |
| Claiborne              | 9,400                 | 9,200            | 98            |     |
| Cocke                  | 11,100                | 10,900           | 98            |     |
| Grainger               | 6,200                 | 6,100            | 98            |     |
| Hamblen                | 21,500                | 21,300           | 99            |     |
| Hancock                | 2,300                 | 2,300            | 100           |     |
| Hawkins                | 17,000                | 16,800           | 99            |     |
| Jefferson              | 12,500                | 12,400           | 99            |     |
| Johnson                | 5,400                 | 5,300            | 98            |     |
| Sevier                 | 18,300                | 18,100           | 99            |     |
| Sullivan               | 56,900                | 56,600           | 99            |     |
| Unicoi                 | 6,300                 | 6,200            | 98            |     |
| <b>VIRGINIA</b>        |                       |                  |               |     |
| Lee                    | 9,500                 | 9,300            | 98            |     |
| Wise                   | 17,100                | 16,800           | 98            |     |

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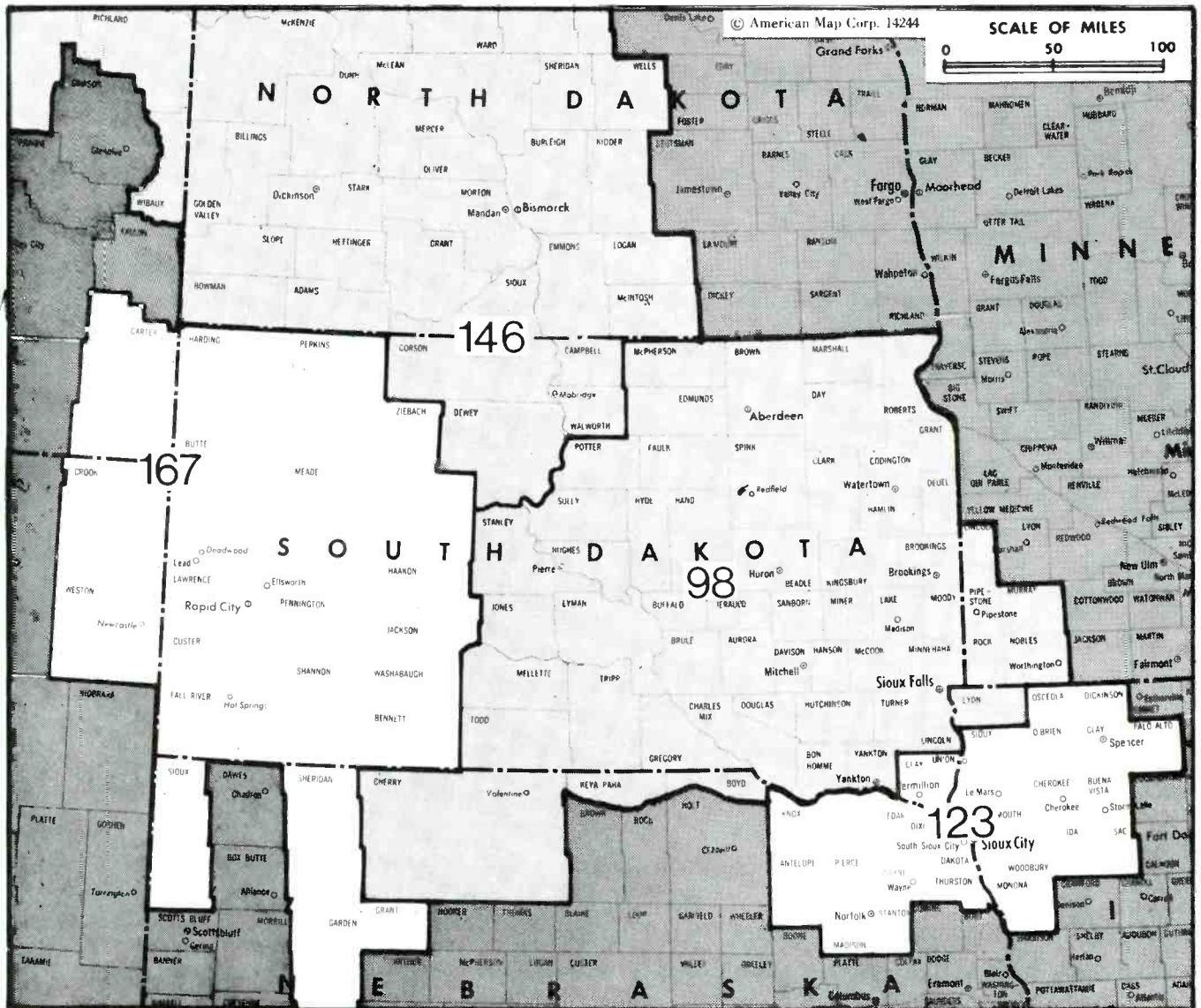
... a position in the industry maintained by those who read **Television Digest** regularly.

### WYFF-TV, Greenville-Spartanburg (Arbitron Data Continued)

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| Between 25-49%         | <b>GEORGIA</b>        |                  |               |     |
|                        | Jackson               | 9,700            | 9,600         | 99  |
|                        | Lincoln               | 2,200            | 2,200         | 100 |
|                        | Rabun                 | 4,200            | 4,100         | 98  |
|                        | White                 | 4,200            | 4,100         | 98  |
|                        | Wilkes                | 4,000            | 3,900         | 97  |
|                        | <b>NORTH CAROLINA</b> |                  |               |     |
|                        | Cherokee              | 7,700            | 7,500         | 97  |
|                        | Mitchell              | 5,300            | 5,200         | 98  |
|                        | Yancey                | 5,700            | 5,500         | 96  |
|                        | <b>GEORGIA</b>        |                  |               |     |
| Between 5-24%          | Clarke                | 29,300           | 28,900        | 99  |
|                        | Greene                | 4,000            | 3,900         | 97  |
|                        | Hall                  | 30,400           | 30,100        | 99  |
|                        | Lumpkin               | 4,000            | 4,000         | 100 |
|                        | Taliaferro            | 800              | 800           | 100 |
|                        | Walton                | 11,600           | 11,400        | 99  |
|                        | <b>NORTH CAROLINA</b> |                  |               |     |
| Alexander              | 9,800                 | 9,700            | 99            |     |
| Avery                  | 5,300                 | 5,200            | 98            |     |
| Caldwell               | 26,000                | 25,700           | 99            |     |
| Catawba                | 42,100                | 41,800           | 99            |     |
| Clay                   | 2,800                 | 2,700            | 96            |     |
| <b>SOUTH CAROLINA</b>  |                       |                  |               |     |
| Chester                | 10,800                | 10,700           | 99            |     |
| Edgefield              | 6,100                 | 6,000            | 98            |     |
| Saluda                 | 6,000                 | 5,900            | 98            |     |
| York                   | 41,800                | 41,300           | 99            |     |
| <b>TENNESSEE</b>       |                       |                  |               |     |
| Sullivan               | 56,900                | 56,600           | 99            |     |

### WSPA-TV , Greenville-Spartanburg (Arbitron Data Continued)

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| Between 25-49%         | <b>GEORGIA</b>        |                  |               |     |
|                        | Banks                 | 3,600            | 3,500         | 97  |
|                        | Habersham             | 9,500            | 9,400         | 99  |
|                        | Madison               | 7,200            | 7,100         | 99  |
|                        | Oglethorpe            | 3,400            | 3,300         | 97  |
|                        | Rabun                 | 4,200            | 4,100         | 98  |
|                        | <b>NORTH CAROLINA</b> |                  |               |     |
|                        | Burke                 | 28,200           | 27,900        | 99  |
|                        | Caldwell              | 26,000           | 25,700        | 99  |
|                        | Catawba               | 42,100           | 41,800        | 99  |
|                        | Yancey                | 5,700            | 5,500         | 96  |
| <b>SOUTH CAROLINA</b>  |                       |                  |               |     |
| Chester                | 10,800                | 10,700           | 99            |     |
| Mc Cormick             | 2,500                 | 2,400            | 98            |     |
| York                   | 41,800                | 41,300           | 99            |     |
| Between 5-24%          | <b>GEORGIA</b>        |                  |               |     |
|                        | Lincoln               | 2,200            | 2,200         | 100 |
|                        | Wilkes                | 4,000            | 3,900         | 97  |
|                        | <b>NORTH CAROLINA</b> |                  |               |     |
|                        | Alexander             | 9,800            | 9,700         | 99  |
|                        | Avery                 | 5,300            | 5,200         | 98  |
|                        | Gaston                | 60,800           | 60,300        | 99  |
|                        | Lincoln               | 17,300           | 17,200        | 99  |
|                        | <b>SOUTH CAROLINA</b> |                  |               |     |
|                        | Fairfield             | 6,700            | 6,500         | 97  |
| Lancaster              | 20,200                | 20,000           | 99            |     |
| Saluda                 | 6,000                 | 5,900            | 98            |     |



| Market                       | Arbitron ADI TV Households | Rank |
|------------------------------|----------------------------|------|
| Sioux Falls-Mitchell, SD     | 218,100                    | 98   |
| Sioux City, IA               | 167,700                    | 123  |
| Minot-Bismarck-Dickinson, ND | 144,100                    | 146  |
| Rapid City, SD               | 82,100                     | 167  |

| Market Area Commercial TV Stations   |
|--|
| KABY-TV (9), KDLO-TV(3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW(17)                            |
| KCAU-TV (9), KMEG (14), KTIV (4)   |
| KBMY (17), KFYZ-TV(5), KMCY (14), KMOT (10), KOCD-TV (7), KUMV-TV (8), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMO-TV (11) |
| KEVN-TV (7), KHSD-TV (11), KIVV-TV(5), KOTA-TV (3), KSGW-TV (12)   |

| State Cross Reference List   |                     |
|--|---------------------|
| Communities That Receive Programs of Stations That are Located Elsewhere |                     |
| KIVV-TV, Deadwood  | See Lead, SD        |
| KDLT, Mitchell   | See Sioux Falls, SD |
| KDLO-TV, Watertown   | See Florence, SD    |

| South Dakota Station Status as of October 1, 1987 |     |     |       |
|---|-----|-----|-------|
|   | VHF | UHF | TOTAL |
| Commercial Television Stations                    | 11  | 1   | 12    |
| Educational Television Stations                   | 7   | 1   | 8     |
|   | 18  | 2   | 20    |

# South Dakota—Aberdeen

## KABY-TV

Ch. 9

(Satellite of KSFY-TV, Sioux Falls, SD)

**Network Service:** ABC.

**Licensee:** SDTV Inc., 300 N. Dakota Ave., Sioux Falls, SD 57102.

**Studio:** See KSFY-TV, Sioux Falls, SD.

**Mailing Address:** Box 1520, Aberdeen, SD 57401.

**Telephone:** 605-225-9200.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 295-kw visual, 47.5-kw aural. Antenna: 1390-ft. above av. terrain, 1288-ft. above ground, 3048-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 45° | 06' | 32" |
| Longitude | 97° | 53' | 30" |

**Transmitter:** 3-mi. S and 3-mi. E of Crandall, SD.

**News Service:** AP.

**Ownership:** News Press & Gazette Co. See Group Ownership of Television Stations.

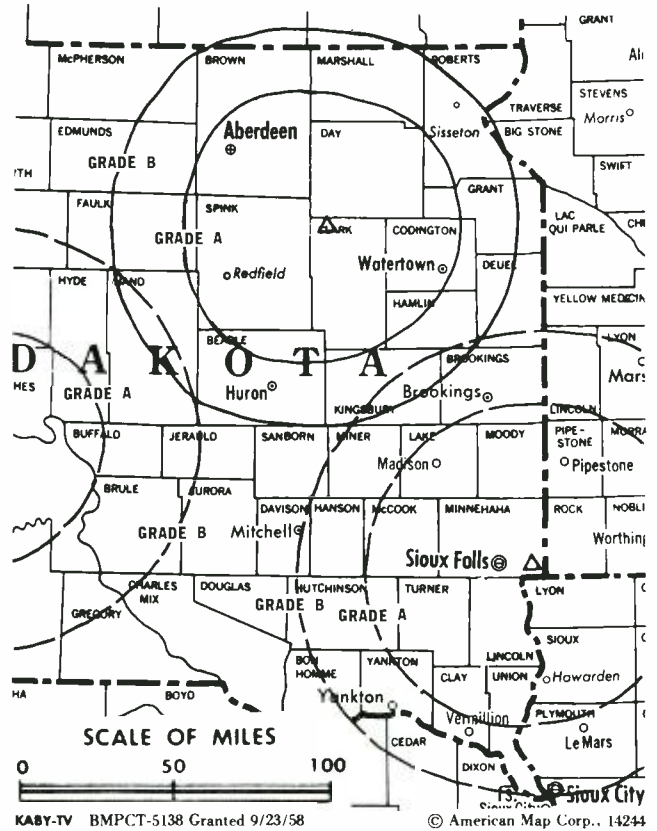
**Began Operation:** November 27, 1958. Sale to present owner by Forum Publishing approved by FCC Nov. 15, 1985. Previous sale by Gordon H. Ritz, Wheelock Whitney, et al. approved Nov. 14, 1973. Sale by John Boler and others approved by FCC Dec. 23, 1969.

**Represented (sales):** Katz Television.

**Personnel:**

See KSFY-TV, Sioux Falls.

**Rates:** Sold in combination with KSFY-TV, Sioux Falls, SD.



**Arbitron Data:** Included with KSFY-TV, Sioux Falls, SD.

**City of License:** Aberdeen. **ADI:** Sioux Falls-Mitchell. **Rank:** 98.

# South Dakota—Florence-Watertown

## KDLO-TV

Ch. 3

(Satellite of KELO-TV, Sioux Falls, SD)

**Network Service:** CBS.

**Licensee:** Midcontinent Broadcasting Co., Phillips Ave. & 13th St., Sioux Falls, SD 57102.

**Studio:** Garden City, SD 57236.

**Telephone:** 605-336-1100, Sioux Falls.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1684-ft. above av. terrain, 1705-ft. above ground, 3552-ft. above sea level.

|           |     |     |       |
|-----------|-----|-----|-------|
| Latitude  | 44° | 57' | 56.5" |
| Longitude | 97° | 35' | 22.0" |

**Transmitter:** 0.5-mi. N of Garden City, SD.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 3 in operation; Scientific-Atlanta receivers.

**News Services:** AP, Group W Newsfeed, CBS.

**Ownership:** Midcontinent Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 24, 1955.

**Represented (sales):** Seltel Inc.; Wayne-Evans & Associates (Minneapolis); Creative Broadcast Representatives Inc. (Canada).

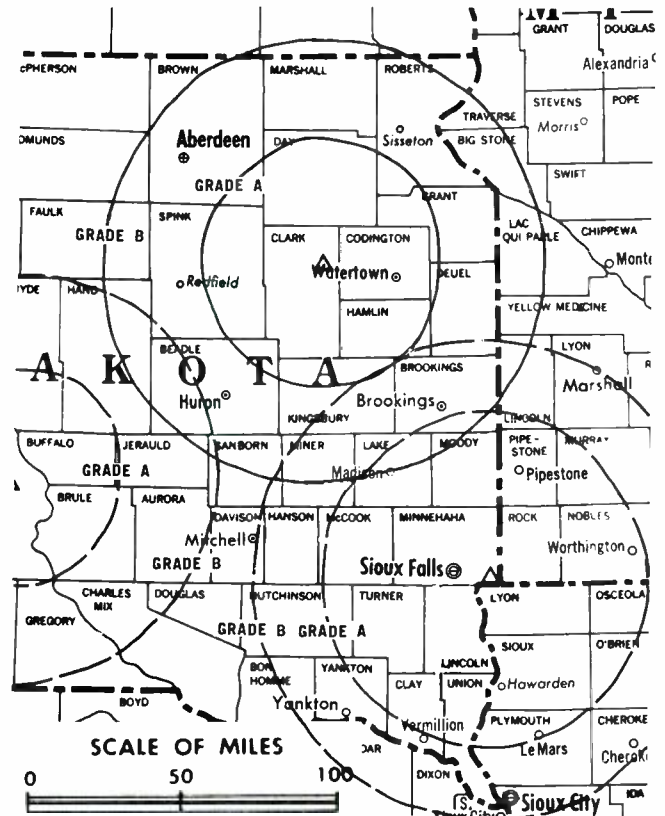
**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

JOE FLOYD, chairman.

EVANS NORD, president & general manager.



KDLO-TV BPCT-5216 Granted 9/28/78

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ROY THORSON, chief engineer & resident manager.

LEE HEISEL, vice president, engineering.

**Rates:** Sold in combination with KELO-TV, Sioux Falls & KPLO-TV, Reliance, with rates applying to simultaneous telecasts on all stations.

**NETWORK BASE HOURLY RATE:** Bonus to KELO-TV, Sioux Falls.

**Arbitron Data:** Included with parent KELO-TV, Sioux Falls, SD.

**City of License:** Florence. **ADI:** Sioux Falls-Mitchell. **Rank:** 98.

## South Dakota—Lead

### KHSD-TV

Ch. 11

(Satellite of KOTA-TV, Rapid City, SD)

**Network Service:** ABC.

**Licensee:** Duhamel Bcstg. Enterprises, Box 1760, Rapid City, SD 57709.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1890-ft. above av. terrain, 605-ft. above ground, 7579-ft. above sea level.

Latitude 44° 19' 36"  
Longitude 103° 50' 12"

**Transmitter:** Terry Peak.

**Satellite Earth Stations:** In operation.

**News Services:** UPI, ABC.

**Ownership:** Duhamel Broadcasting Enterprises, 100%. See Group Ownership of Television Stations.

**Began Operation:** November 2, 1966.

**Represented (sales):** Katz Television; The Soderlund Co. (Omaha-Lincoln); John McGuire Co. (Denver).

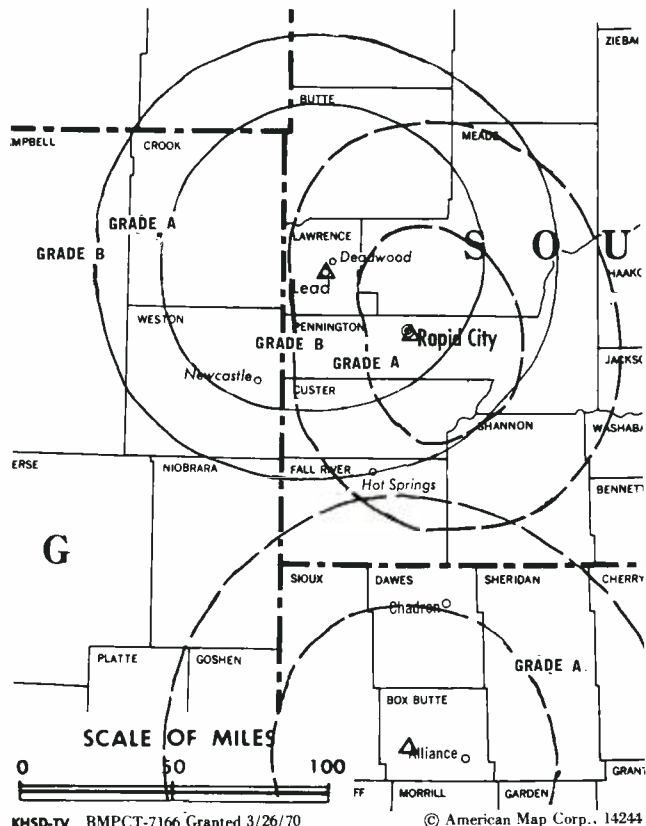
**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

WILLIAM F. DUHAMEL, general manager.  
WES HAUGEN, general sales manager.  
FRANK ETHERINGTON, director of engineering.

**Rates:** Sold in combination with KOTA-TV, Rapid City.

**NETWORK BASE HOURLY RATE:** Bonus to KOTA-TV, Rapid City.



**Arbitron Data:** Included with parent KOTA-TV, Rapid City, SD.

**City of License:** Lead. **ADI:** Rapid City. **Rank:** 167.

# South Dakota—Lead-Deadwood

## KIVV-TV

Ch. 5

(Satellite of KEVN-TV, Rapid City, SD)

**Network Service:** NBC.

**Licensee:** Heritage Bcstg. Group Inc., Box 677, Rapid City, SD 57709.

**Studio:** See KEVN-TV, Rapid City.

**Telephone:** 605-394-7777.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1851-ft. above av. terrain, 638-ft. above ground, 7531-ft. above sea level.

Latitude 44° 19' 30"  
Longitude 103° 50' 14"

**Transmitter:** Terry Peak, 3.6-mi. SW of Lead.

**News Services:** UPI, NBC.

**Ownership:** Heritage Media Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 11, 1976.

**Represented (sales):** Blair Television.

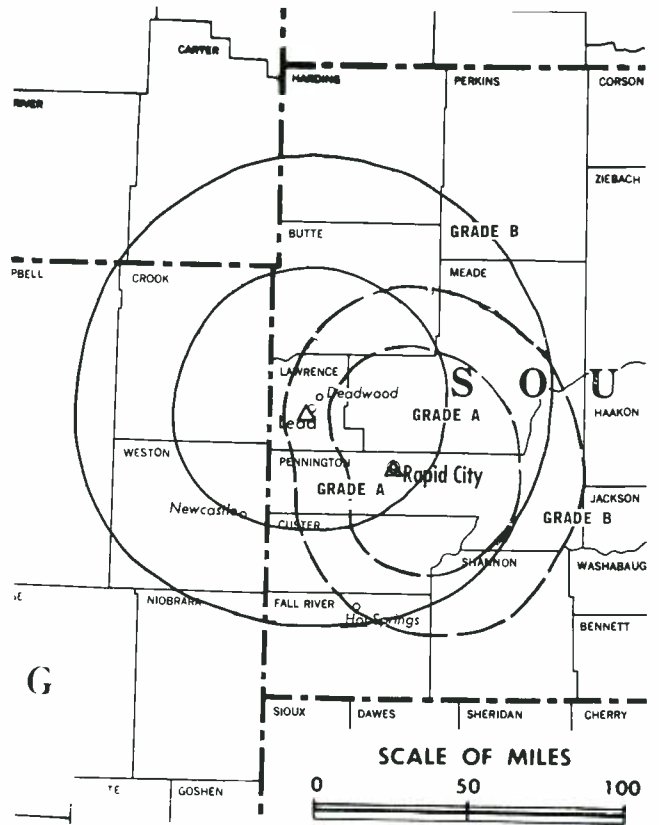
**Represented (legal):** Sidley & Austin.

**Represented (engineering):** Cohen & Dippell.

**Personnel:** See KEVN-TV, Rapid City.

**Rates:** Sold in combination with KEVN-TV, Rapid City.

**Arbitron Data:** Included with KEVN-TV, Rapid City, SD.



KIVV-TV BMPCT-7623 Granted 3/28/77

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**City of License:** Lead. **ADI:** Rapid City. **Rank:** 167.

# South Dakota—Pierre

## KPRY-TV

Ch. 4

(Satellite of KSFY-TV, Sioux Falls, SD)

**Network Service:** ABC.

**Licensee:** SDTV Inc., 300 N. Dakota Ave., Sioux Falls, SD 57102.

**Studio:** See KSFY-TV, Sioux Falls.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1280-ft. above av. terrain, 1086-ft. above ground, 3126-ft. above sea level.

Latitude 44° 03' 07"  
Longitude 100° 05' 03"

**Transmitter:** 10-mi. N of Presho, SD.

**News Service:** AP.

**Ownership:** News Press & Gazette Co. See Group Ownership of Television Stations.

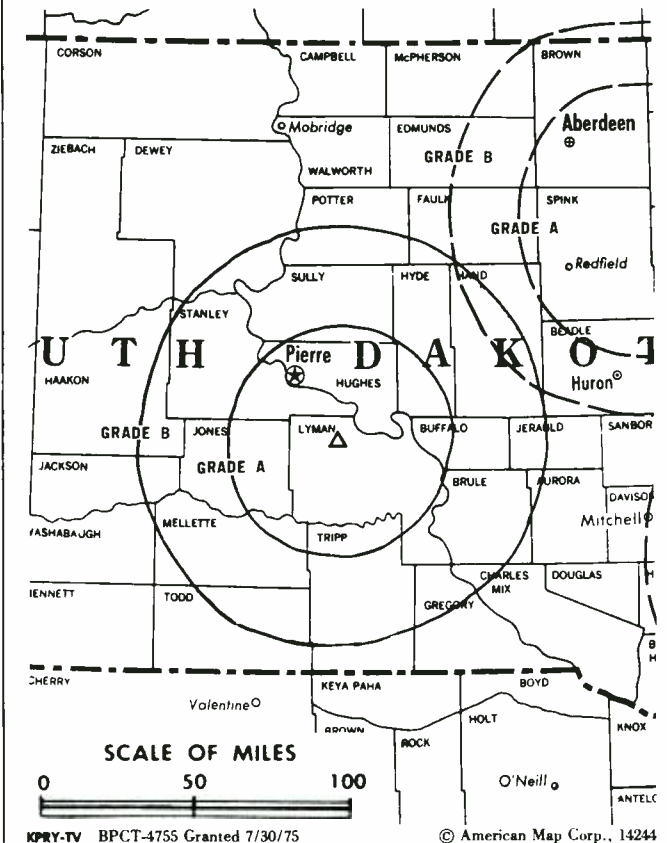
**Began Operation:** January 30, 1976. Sale to present owner approved by FCC Nov. 15, 1985.

**Represented (sales):** Katz Television.

**Rates:** Sold in combination with KSFY-TV, Sioux Falls, SD.

**Arbitron Data:** Included with KSFY-TV, Sioux Falls, SD.

**City of License:** Pierre. **ADI:** Sioux Falls-Mitchell. **Rank:** 98.





# South Dakota—Rapid City

## KEVN-TV

Ch. 7

(Operates satellite KIVV-TV, Lead-Deadwood, SD)

**Network Service:** NBC.

**Licensee:** Heritage Broadcasting Group Inc., Box 677, Rapid City, SD 57709.

**Studio:** Skyline Dr., 1.6-mi. from center of Rapid City.

**Mailing Address:** Box 677, Rapid City, SD 57709.

**Telephone:** 605-394-7777.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 262-kw visual, 26-kw aural. Antenna: 670-ft. above av. terrain, 626-ft. above ground, 4342-ft. above sea level.

Latitude 44° 04' 06"  
Longitude 103° 15' 03"

**Transmitter:** Skyline Dr., 1.6-mi. from center of Rapid City.

**Satellite Earth Stations:** 3 in operation; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Services:** UPI, NBC.

**Ownership:** Heritage Media Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 11, 1976. Sale to present owner by Sherwood L. Corner & Gilbert D. Moyle approved by FCC Aug. 14, 1985.

**Represented (sales):** Blair Television.

**Represented (legal):** Sidley & Austin.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

RAY MOSER, general manager.  
HARVEY SACHAU, chief engineer.  
GERRY FENSKE, local sales manager.  
LES HOFLAND, production manager.  
BOB SLOCUM, controller.  
DAN SCHILLINGER, news director.

**Highest 30 Sec. Rate:** \$500.

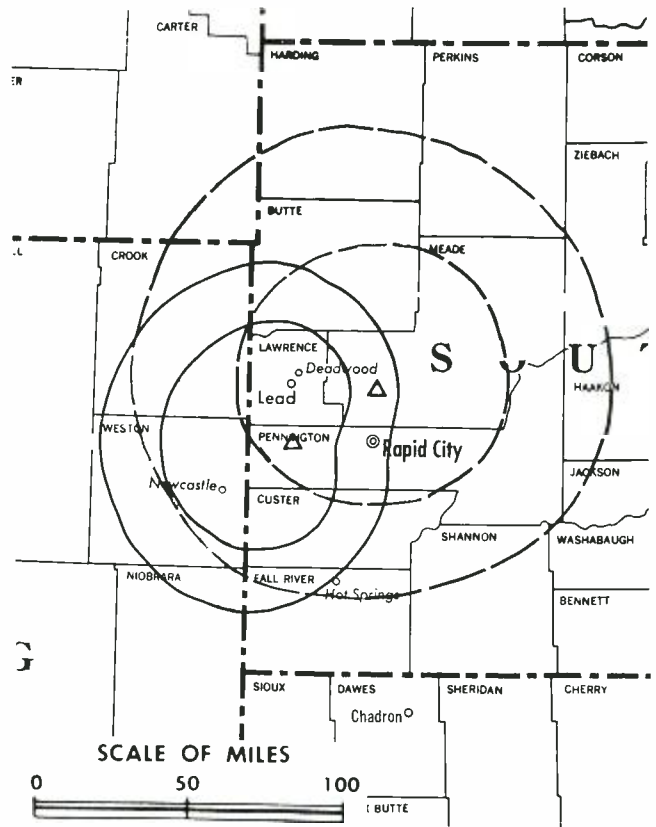
**NETWORK BASE HOURLY RATE:** \$475.

**Arbitron Data:** Figures include coverage of KIVV-TV, Lead-Deadwood, SD.

**City of License:** Rapid City. **ADI:** Rapid City. **Rank:** 167.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| 50% & Over             | <b>MONTANA</b>      |                  |               |     |
|                        | Carter              | 600              | 600           | 100 |
|                        | Fallon              | 1,400            | 1,300         | 93  |
|                        | <b>SOUTH DAKOTA</b> |                  |               |     |
|                        | Bennett             | 1,000            | 1,000         | 100 |
|                        | Butte               | 3,300            | 3,200         | 97  |
|                        | Custer              | 2,700            | 2,600         | 96  |
|                        | Fall River          | 3,500            | 3,400         | 97  |
|                        | Haakon              | 1,000            | 1,000         | 100 |



KEVN-TV BPCT-4627 Granted 6/20/75 © American Map Corp., 14244

| Net Weekly Circulation                  | State County        | Total Households | TV Households | %             |
|---|---------------------|------------------|---------------|---------------|
| 50% & Over                              | Harding             | 600              | 600           | 100           |
|   | Jackson             | 1,200            | 1,200         | 100           |
|   | Lawrence            | 7,700            | 7,600         | 99            |
|   | Meade               | 7,600            | 7,500         | 99            |
|   | Pennington          | 29,000           | 28,700        | 99            |
|   | Shannon             | 2,500            | 2,300         | 92            |
|   | Ziebach             | 600              | 600           | 100           |
|   | <b>WYOMING</b>      |                  |               |               |
|   | Campbell            | 12,400           | 11,800        | 95            |
|   | Crook               | 2,200            | 2,100         | 95            |
| Weston                                  | 3,000               | 2,800            | 95            |               |
| Between 25-49%                          | <b>MONTANA</b>      |                  |               |               |
|   | Powder River        | 900              | 800           | 89            |
|   | <b>NORTH DAKOTA</b> |                  |               |               |
| Adams                                   | 1,300               | 1,300            | 100           |               |
| Bowman                                  | 1,600               | 1,600            | 100           |               |
| SOUTH DAKOTA                            | Perkins             | 1,800            | 1,700         | 94            |
|   | <b>NEBRASKA</b>     |                  |               |               |
| Between 5-24%                           | Daws                | 3,600            | 3,500         | 97            |
|   | Sheridan            | 3,000            | 2,900         | 97            |
|   | Sioux               | 700              | 700           | 100           |
| <b>Station Totals</b>                   |                     | <b>93,200</b>    | <b>90,800</b> | <b>97</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |               | <b>69,400</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |               | <b>45,400</b> |

# South Dakota—Rapid City

## KOTA-TV

Ch. 3

(Also operates affiliated KDUH-TV, Scottsbluff, NE; KHSD-TV, Lead, SD & KSGW-TV, Sheridan, WY)

**Network Service:** ABC.

**Licensee:** Duhamel Broadcasting Enterprises, Box 1760, Rapid City, SD 57709.

**Studio:** Duhamel Bldg., 518-1/2 St. Joe St., Rapid City, SD 57701.

**Mailing Address:** Box 1760, Rapid City, SD 57709.

**Telephone:** 605-342-2000.

**TWX:** 510-366-8012. **Fax:** 605-342-7305.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 659-ft. above av. terrain, 604-ft. above ground, 4364-ft. above sea level.

Latitude 44° 04' 05"  
Longitude 103° 15' 03"

**Transmitter:** Skyline Dr.

**Satellite Earth Stations:** Simulsat, 7-meter; Harris, 5.8-meter; Scientific-Atlanta, Simulsat receivers.

**AM Affiliate:** KOTA, 5-kw, 1380 kHz (CBS).

**News Services:** ABC, UPI.

**Ownership:** Duhamel Broadcasting Enterprises, 100%. See Group Ownership of Television Stations.

**Began Operation:** May 29, 1955.

**Represented (sales):** Katz Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

### Personnel:

HELEN S. DUHAMEL, chairman of the board.  
WILLIAM F. DUHAMEL, president & general manager.  
PETER A. DUHAMEL, M.D., vice president.  
WES HAUGEN, general sales manager.  
MARCI CHRISTENSEN, news director.  
FRANK ETHERINGTON, director of engineering.  
RAY LINIES, sports director.  
MONTE LOOS, program & operations manager.  
MARY ANN HARRIS, women's programming director.

**Highest 30 Sec. Rate:** \$650.

**Rates:** Include affiliated KDUH-TV, Scottsbluff, NE; KHSD-TV, Lead, SD & KSGW-TV, Sheridan, WY.

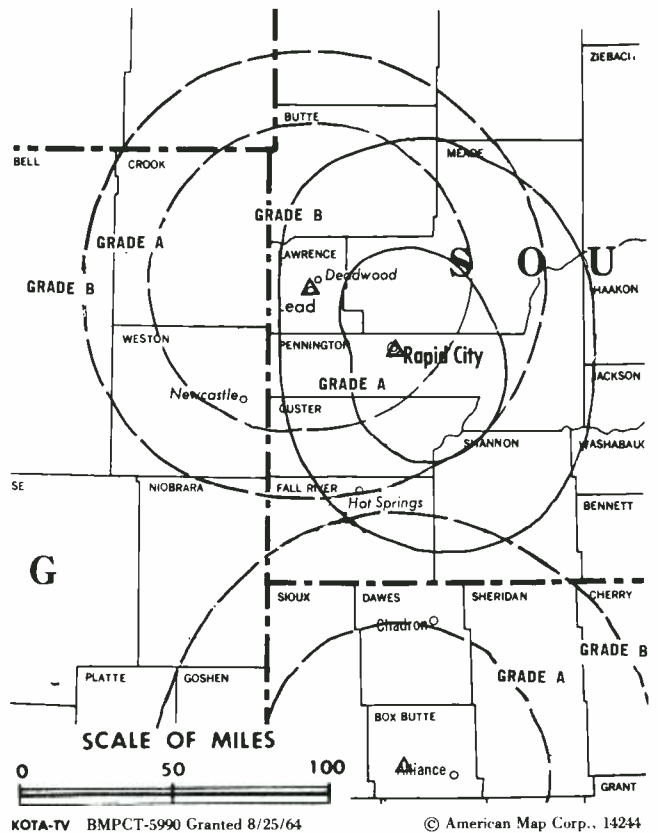
**NETWORK BASE HOURLY RATE:** \$550.

**Arbitron Data:** Figures include satellites KHSD-TV, Lead, SD & KSGW-TV, Sheridan, WY.

**City of License:** Rapid City. **ADI:** Rapid City. **Rank:** 167.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>MONTANA</b>      |                  |               |     |
|                        | Carter              | 600              | 600           | 100 |
|                        | Powder River        | 900              | 800           | 89  |
|                        | <b>NORTH DAKOTA</b> |                  |               |     |
|                        | Adams               | 1,300            | 1,300         | 100 |
|                        | <b>SOUTH DAKOTA</b> |                  |               |     |
|                        | Bennett             | 1,000            | 1,000         | 100 |
|                        | Butte               | 3,300            | 3,200         | 97  |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %             |
|---|-----------------|------------------|----------------|---------------|
| <b>50% &amp; Over</b>                   | Custer          | 2,700            | 2,600          | 96            |
|   | Fall River      | 3,500            | 3,400          | 97            |
|   | Haakon          | 1,000            | 1,000          | 100           |
|   | Harding         | 600              | 600            | 100           |
|   | Jackson         | 1,200            | 1,200          | 100           |
|   | Lawrence        | 7,700            | 7,600          | 99            |
|   | Meade           | 7,600            | 7,500          | 99            |
|   | Pennington      | 29,000           | 28,700         | 99            |
|   | Perkins         | 1,800            | 1,700          | 94            |
|   | Shannon         | 2,500            | 2,300          | 92            |
|   | Ziebach         | 600              | 600            | 100           |
|   | <b>WYOMING</b>  |                  |                |               |
|   | Campbell        | 12,400           | 11,800         | 95            |
|   | Crook           | 2,200            | 2,100          | 95            |
| <b>MONTANA</b>                          |                 |                  |                |               |
| Fallon                                  | 1,400           | 1,300            | 93             |               |
| <b>NORTH DAKOTA</b>                     |                 |                  |                |               |
| Bowman                                  | 1,600           | 1,600            | 100            |               |
| <b>Between 5-24%</b>                    | <b>MONTANA</b>  |                  |                |               |
|   | Big Horn        | 3,500            | 3,300          | 94            |
|   | <b>NEBRASKA</b> |                  |                |               |
|   | Dawes           | 3,600            | 3,500          | 97            |
|   | Sheridan        | 3,000            | 2,900          | 97            |
|   | <b>WYOMING</b>  |                  |                |               |
|   | Big Horn        | 4,500            | 4,300          | 96            |
| Johnson                                 | 2,600           | 2,500            | 96             |               |
| Niobrara                                | 1,200           | 1,200            | 100            |               |
| <b>Station Totals</b>                   |                 | <b>115,200</b>   | <b>111,700</b> | <b>96</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>77,700</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>51,000</b> |

# South Dakota—Reliance

## KPLO-TV

Ch. 6

(Satellite of KELO-TV, Sioux Falls, SD)

**Network Service:** CBS.

**Licensee:** Midcontinent Broadcasting Co., Phillips Ave. & 13th St., Sioux Falls, SD 57102.

**Studio:** Medicine Butte, 6-mi. NE of Reliance.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1112-ft. above av. terrain, 711-ft. above ground, 2877-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 43° | 57' | 55" |
| Longitude | 99° | 36' | 11" |

**Transmitter:** Medicine Butte, 6-mi. N of Reliance.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** In operation; Scientific-Atlanta receivers.

**News Services:** AP, Group W Newsfeed, Capitol News.

**Ownership:** Midcontinent Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 15, 1957.

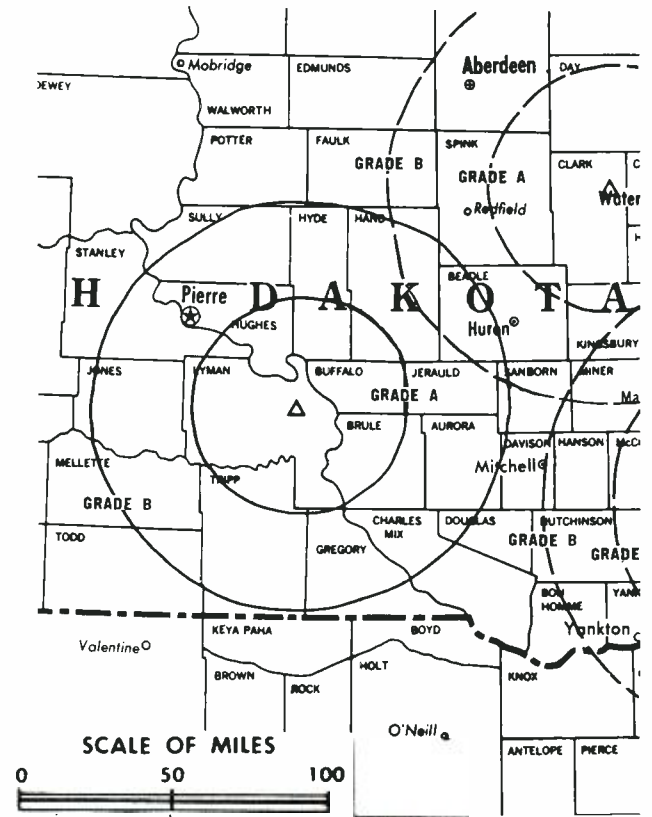
**Represented (sales):** Seltel Inc.; Wayne-Evans & Associates (Minneapolis); Creative Broadcast Representatives Inc. (Canada).

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

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

JOE FLOYD, chairman.  
EVANS A. NORD, president & general manager.  
DARREL HOUSE, chief engineer.  
LEE HEISEL, vice president, engineering.



KPLO-TV BPCT-2489 Granted 5/15/58

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**Rates:** Sold in combination with KELO-TV, Sioux Falls and other satellite KDLO-TV, Florence, SD.

**NETWORK BASE HOURLY RATE:** Bonus to KELO-TV, Sioux Falls, SD.

**Arbitron Data:** Included with KELO-TV, Sioux Falls, SD.

**City of License:** Reliance. **ADI:** Sioux Falls-Mitchell. **Rank:** 98.

# South Dakota—Sioux Falls

## KELO-TV

Ch. 11

(Operates satellites KDLO-TV, Florence & KPLO-TV, Reliance, SD)

Network Service: CBS.

Licensee: Midcontinent Broadcasting Co., 13th St. & Phillips Ave., Sioux Falls, SD 57102.

Studio: 13th St. & Phillips Ave., Sioux Falls.

Telephone: 605-336-1100. TWX: 910-660-0552.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 28.8-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"  
Longitude 96° 32' 04"

Transmitter: 1.1-mi. E of Rowena, SD.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 4 in operation; Scientific-Atlanta, 7-meter; M/A-Com, Scientific-Atlanta receivers.

AM Affiliate: KELO, 5-kw, 1320 kHz.

FM Affiliate: KELO-FM, 100-kw, 92.5 MHz (No. 223), 1900-ft.

News Services: AP, Group W Newsfeed, CBS, Capitol News.

Ownership: Midcontinent Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: May 12, 1953.

Represented (sales): Seltel Inc.; Wayne-Evans & Associates (Minneapolis); Creative Broadcast Representatives Inc. (Canada).

Represented (legal): Dow, Lohnes & Albertson.

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

### Personnel:

JOE FLOYD, chairman & chief executive officer.  
EVANS A. NORD, president & general manager.  
JOE H. FLOYD, exec. vice president in charge of operations.  
DALE LARSON, programming.  
LEE HEISEL, vice president, engineering.  
SCOTT BURRI, production manager.  
CYNTHIA NORD, promotion manager.  
JIM WOSTER, farm director.

Highest 30 Sec. Rate: \$850 (in combination with satellites).

NETWORK BASE HOURLY RATE: \$2500.

Arbitron Data: Figures include KDLO-TV, Florence & KPLO-TV, Reliance, SD.

City of License: Sioux Falls. ADI: Sioux Falls-Mitchell. Rank: 98.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>IOWA</b>      |                  |               |     |
|                        | Cherokee         | 6,200            | 6,100         | 98  |
|                        | Clay             | 8,200            | 8,100         | 99  |
|                        | Dickinson        | 6,900            | 6,800         | 99  |
|                        | Lyon             | 4,700            | 4,600         | 98  |
|                        | O'Brien          | 6,400            | 6,300         | 98  |
|                        | Osceola          | 3,200            | 3,200         | 100 |
|                        | Sioux            | 10,900           | 10,700        | 98  |
|                        | <b>MINNESOTA</b> |                  |               |     |
|                        | Big Stone        | 2,900            | 2,900         | 100 |
| Lincoln                | 3,000            | 2,900            | 97            |     |
| Lyon                   | 9,000            | 8,800            | 98            |     |
| Murray                 | 4,000            | 3,900            | 99            |     |



KELO-TV BPCT-3821 Granted 10/21/66

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| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Nobles       | 7,900            | 7,800          | 99        |
|   | Pipestone    | 4,200            | 4,100          | 98        |
|   | Rock         | 3,800            | 3,800          | 100       |
| <b>NEBRASKA</b>                         |              |                  |                |           |
|   | Brown        | 1,700            | 1,600          | 94        |
|   | Cedar        | 4,000            | 4,000          | 100       |
|   | Cherry       | 2,600            | 2,600          | 100       |
|   | Keya Paha    | 500              | 500            | 100       |
|   | Knox         | 4,100            | 4,000          | 98        |
| <b>SOUTH DAKOTA</b>                     |              |                  |                |           |
|   | Aurora       | 1,100            | 1,100          | 100       |
|   | Beadle       | 7,300            | 7,200          | 99        |
|   | Bon Homme    | 3,200            | 3,100          | 97        |
|   | Brookings    | 8,900            | 8,800          | 99        |
|   | Brown        | 14,500           | 14,400         | 99        |
|   | Brule        | 2,000            | 2,000          | 100       |
|   | Buffalo      | 400              | 400            | 100       |
|   | Campbell     | 800              | 800            | 100       |
|   | Charles Mix  | 3,400            | 3,300          | 97        |
|   | Clark        | 1,900            | 1,900          | 100       |
|   | Clay         | 5,000            | 4,900          | 98        |
|   | Codington    | 8,500            | 8,400          | 99        |
|   | Davison      | 7,400            | 7,200          | 97        |
|   | Day          | 3,000            | 3,000          | 100       |
|   | Deuel        | 1,900            | 1,900          | 100       |
|   | Douglas      | 1,400            | 1,400          | 100       |
|   | Edmunds      | 1,800            | 1,800          | 100       |
|   | Faulk        | 1,200            | 1,200          | 100       |
|   | Grant        | 3,400            | 3,300          | 97        |
|   | Gregory      | 2,100            | 2,100          | 100       |
|   | Haakon       | 1,000            | 1,000          | 100       |
|   | Hamlin       | 1,900            | 1,900          | 100       |
|   | Hand         | 1,800            | 1,800          | 100       |
| (Continued on page A-954)               |              |                  |                |           |
| <b>Station Totals</b>                   |              | <b>427,500</b>   | <b>421,600</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>302,800</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>200,500</b> |           |

# South Dakota—Sioux Falls

## KSFY-TV

Ch. 13

(Operates satellites KABY-TV, Aberdeen & KPRY-TV, Pierre, SD)

**Network Service:** ABC.

**Licensee:** SDTV Inc., 300 N. Dakota Ave., Sioux Falls, SD 57102.

**Studio:** Suite 13, 300 N. Dakota Ave., Sioux Falls, SD 57102.

**Telephone:** 605-336-1300. **TWX:** 910-660-0569.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"  
Longitude 96° 32' 05"

**Transmitter:** Rowena, 9-mi. E of Sioux Falls.

**Satellite Earth Stations:** Andrew, 7.3-meter; Andrew, 4.5-meter; Avantek receivers.

**News Service:** AP.

**Ownership:** News Press & Gazette Co. See Group Ownership of Television Stations.

**Began Operation:** July 31, 1960. Sale to present owner by Forum Publishing Co. approved by FCC Nov. 15, 1985. Sale to Forum by Gordon H. Ritz, Wheelock Whitney, et al., approved Nov. 14, 1973. Sale of control to Ritz and Whitney by former owners approved Aug. 23, 1965 (Television Digest, Vol. 5:35).

**Represented (sales):** Katz Television.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Personnel:**

HARVEY LIBOW, general manager.  
GAR KELLOGG, production director.  
CRAIG SPELLERBERG, promotion manager.  
MARGE HOKENSTAD, program director.  
BRYAN BJERKE, news director.

**Highest 30 Sec. Rate:** \$500. Sold in combination with KABY-TV, Aberdeen & KPRY-TV, Pierre, SD.

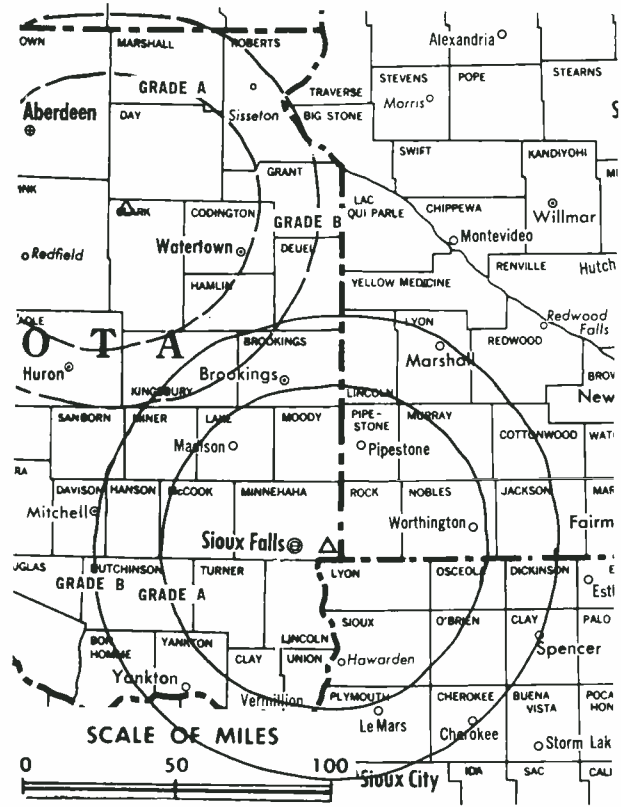
**NETWORK BASE HOURLY RATE:** \$1000.

**Arbitron Data:** Figures include KABY-TV, Aberdeen & KPRY-TV, Pierre, SD.

**City of License:** Sioux Falls. **ADI:** Sioux Falls-Mitchell. **Rank:** 98.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>IOWA</b>      |                  |               |     |
|                        | Clay             | 8,200            | 8,100         | 99  |
|                        | Dickinson        | 6,900            | 6,800         | 99  |
|                        | Lyon             | 4,700            | 4,600         | 98  |
|                        | O'Brien          | 6,400            | 6,300         | 98  |
|                        | Osceola          | 3,200            | 3,200         | 100 |
|                        | Sioux            | 10,900           | 10,700        | 98  |
|                        | <b>MINNESOTA</b> |                  |               |     |
|                        | Jackson          | 4,900            | 4,800         | 98  |
|                        | Lincoln          | 3,000            | 2,900         | 97  |
| Lyon                   | 9,000            | 8,800            | 98            |     |
| Murray                 | 4,000            | 3,900            | 99            |     |
| Nobles                 | 7,900            | 7,800            | 99            |     |
| Pipestone              | 4,200            | 4,100            | 98            |     |
| Rock                   | 3,800            | 3,800            | 100           |     |
| <b>NORTH DAKOTA</b>    |                  |                  |               |     |
| Dickey                 | 2,500            | 2,400            | 96            |     |
| <b>NEBRASKA</b>        |                  |                  |               |     |
| Boyd                   | 1,300            | 1,300            | 100           |     |
| Keya Paha              | 500              | 500              | 100           |     |



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %         |
|---|---------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>SOUTH DAKOTA</b> |                  |                |           |
|   | Aurora              | 1,100            | 1,100          | 100       |
|   | Beadle              | 7,300            | 7,200          | 99        |
|   | Bon Homme           | 3,200            | 3,100          | 97        |
|   | Brookings           | 8,900            | 8,800          | 99        |
|   | Brown               | 14,500           | 14,400         | 99        |
|   | Brule               | 2,000            | 2,000          | 100       |
|   | Buffalo             | 400              | 400            | 100       |
|   | Charles Mix         | 3,400            | 3,300          | 97        |
|   | Clark               | 1,900            | 1,900          | 100       |
|   | Clay                | 5,000            | 4,900          | 98        |
|   | Codington           | 8,500            | 8,400          | 99        |
|   | Davison             | 7,400            | 7,200          | 97        |
|   | Day                 | 3,000            | 3,000          | 100       |
|   | Deuel               | 1,900            | 1,900          | 100       |
|   | Douglas             | 1,400            | 1,400          | 100       |
|   | Edmunds             | 1,800            | 1,800          | 100       |
|   | Faulk               | 1,200            | 1,200          | 100       |
|   | Grant               | 3,400            | 3,300          | 97        |
|   | Gregory             | 2,100            | 2,100          | 100       |
| Hamlin                                  | 1,900               | 1,900            | 100            |           |
| Hand                                    | 1,800               | 1,800            | 100            |           |
| Hanson                                  | 1,100               | 1,100            | 100            |           |
| Hughes                                  | 6,100               | 6,000            | 98             |           |
| Hutchinson                              | 3,400               | 3,300            | 97             |           |
| Hyde                                    | 800                 | 800              | 100            |           |
| Jerauld                                 | 1,100               | 1,100            | 100            |           |
| Jones                                   | 600                 | 600              | 100            |           |
| Kingsbury                               | 2,600               | 2,600            | 100            |           |
| Lake                                    | 4,200               | 4,200            | 100            |           |
| Lincoln                                 | 5,200               | 5,100            | 98             |           |
| Lyman                                   | 1,300               | 1,300            | 100            |           |
| (Continued on page A-954)               |                     |                  |                |           |
| <b>Station Totals</b>                   |                     | <b>366,800</b>   | <b>361,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>249,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>151,200</b> |           |

# South Dakota—Sioux Falls

**KTTW**

Ch. 17

**Network Service:** None, independent.

**Licensee:** Family Bcstg. Co. Inc., 1404 5th Ave., Altoona, IA 50009.

**Telephone:** 515-967-6228.

**Studio:** R. R. 3, Box 67, Sioux Falls, SD 57106.

**Telephone:** 605-336-2321.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 20.56-kw max. visual, 2.056-kw max. aural. Antenna: 209-ft. above av. terrain, 155-ft. above ground, 1654-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 43° | 29' | 20" |
| Longitude | 96° | 45' | 40" |

**Transmitter:** 1-mi. S of Sioux Falls.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** In operation.

**Ownership:** Jerry D. Montgomery, pres., 49%; Betty Harris, v.p., 1%; Donna Montgomery, secy., 49%; Karla Schmidt, 1%.

**Began Operation:** May 25, 1987.

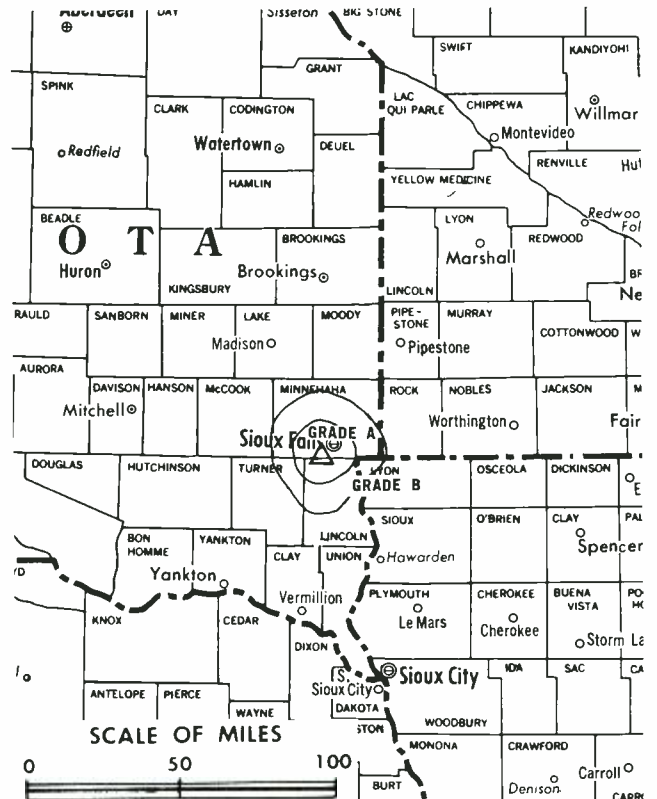
**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** Gary M. McGlothlen.

**Personnel:**

JERRY MONTGOMERY, general manager.  
 CHARLES BENARD, engineering director.  
 CHARLES POPPEN, program director.

**Rates:** Not available.



:KTTW BMPCT-861009KH Granted 12/16/86 © American Map Corp., No. 14244

**Arbitron Data:** Not available.

**City of License:** Sioux Falls. **ADI:** Sioux Falls-Mitchell. **Rank:** 98.

# South Dakota—Mitchell-Sioux Falls

**KDLT**

**Ch. 5**

**Network Service:** NBC.

**Licensee:** Heritage Broadcasting Group Inc.

**Studio:** 3600 Westport Ave., Sioux Falls, SD 57116-0196.

**Telephone:** 605-361-5555. **TWX:** 910-668-0598.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1510-ft. above av. terrain, 1565-ft. above ground, 3049-ft. above sea level.

Latitude 43° 37' 56"  
Longitude 97° 22' 21"

**Transmitter:** 6.5-mi. S of Salem, SD.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 3.5-meter Ku-band; Harris, 6-meter Ku-band; Comtech, 5-meter C-band; M/A-Com, 3-meter C-band; Harris, M/A-Com receivers.

**News Services:** AP, NBC, NIWS.

**Ownership:** Heritage Media Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 12, 1960. Sale to present owner approved by FCC Aug. 14, 1985. Sale to Sherwood L. Corner & Gilbert D. Moyle by Gillett Bcstg. approved by FCC May 12, 1982. Sale to Gillett by Buford TV approved Jan. 17, 1978 (*Television Digest*, Vol. 17:44). Sale to Buford by R. V. Eppel, et al., approved Oct. 4, 1972.

**Represented (sales):** Blair Television.

**Represented (legal):** Sidley & Austin.

**Represented (engineering):** D. Sargeant Broadcast Services.

**Personnel:**

JACK A. DONAHUE, general manager.

KEN ULRICH, sales manager.

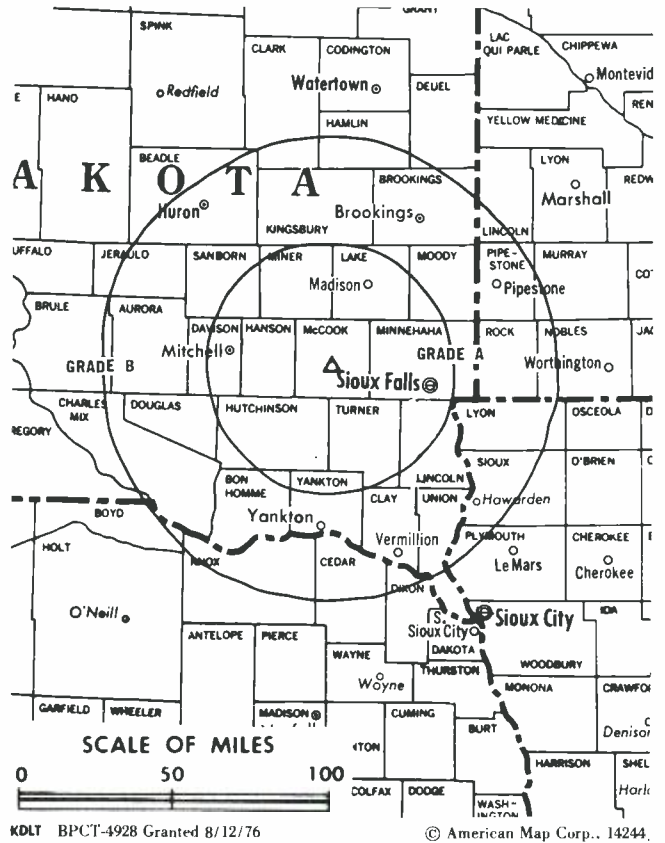
DON STURZENBECHER, chief engineer.

**Rates:** Not available.

**City of License:** Mitchell. **ADI:** Sioux Falls-Mitchell. **Rank:** 98.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>MINNESOTA</b>    |                  |               |     |
|                        | Lincoln             | 3,000            | 2,900         | 97  |
|                        | Pipestone           | 4,200            | 4,100         | 98  |
|                        | Rock                | 3,800            | 3,800         | 100 |
|                        | <b>NEBRASKA</b>     |                  |               |     |
|                        | Boyd                | 1,300            | 1,300         | 100 |
|                        | <b>SOUTH DAKOTA</b> |                  |               |     |
|                        | Aurora              | 1,100            | 1,100         | 100 |
|                        | Beadle              | 7,300            | 7,200         | 99  |
|                        | Bon Homme           | 3,200            | 3,100         | 97  |
|                        | Brookings           | 8,900            | 8,800         | 99  |
|                        | Brown               | 14,500           | 14,400        | 99  |
|                        | Charles Mix         | 3,400            | 3,300         | 97  |
|                        | Clark               | 1,900            | 1,900         | 100 |
|                        | Codington           | 8,500            | 8,400         | 99  |
|                        | Davison             | 7,400            | 7,200         | 97  |
|                        | Deuel               | 1,900            | 1,900         | 100 |
|                        | Douglas             | 1,400            | 1,400         | 100 |
|                        | Edmunds             | 1,800            | 1,800         | 100 |
| Faulk                  | 1,200               | 1,200            | 100           |     |
| Gregory                | 2,100               | 2,100            | 100           |     |
| Hamlin                 | 1,900               | 1,900            | 100           |     |
| Hanson                 | 1,100               | 1,100            | 100           |     |
| Hughes                 | 6,100               | 6,000            | 98            |     |
| Hutchinson             | 3,400               | 3,300            | 97            |     |
| Jerauld                | 1,100               | 1,100            | 100           |     |
| Kingsbury              | 2,600               | 2,600            | 100           |     |



| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %         |
|---|---------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Lake                | 4,200            | 4,200          | 100       |
|   | Lincoln             | 5,200            | 5,100          | 98        |
|   | Mc Cook             | 2,300            | 2,300          | 100       |
|   | Miner               | 1,400            | 1,400          | 100       |
|   | Minnehaha           | 47,800           | 47,500         | 99        |
|   | Moody               | 2,400            | 2,400          | 100       |
|   | Potter              | 1,300            | 1,300          | 100       |
|   | Sanborn             | 1,200            | 1,200          | 100       |
|   | Stanley             | 900              | 900            | 100       |
|   | Turner              | 3,500            | 3,500          | 100       |
|   | Yankton             | 7,100            | 7,000          | 99        |
| <b>Between 25-49%</b>                   | <b>MINNESOTA</b>    |                  |                |           |
|   | Murray              | 4,000            | 3,900          | 99        |
|   | <b>NEBRASKA</b>     |                  |                |           |
|   | Knox                | 4,100            | 4,000          | 98        |
|   | <b>SOUTH DAKOTA</b> |                  |                |           |
|   | Brule               | 2,000            | 2,000          | 100       |
|   | Campbell            | 800              | 800            | 100       |
|   | Clay                | 5,000            | 4,900          | 98        |
|   | Hand                | 1,800            | 1,800          | 100       |
|   | Hyde                | 800              | 800            | 100       |
| Mc Pherson                              | 1,500               | 1,500            | 100            |           |
| Spink                                   | 3,300               | 3,300            | 100            |           |
| Sully                                   | 700                 | 700              | 100            |           |
| Tripp                                   | 2,800               | 2,800            | 100            |           |
| <b>Between 5-24%</b>                    | <b>IOWA</b>         |                  |                |           |
|   | Lyon                | 4,700            | 4,600          | 98        |
| <b>MINNESOTA</b>                        |                     |                  |                |           |
| Nobles                                  | 7,900               | 7,800            | 99             |           |
| (Continued on page A-955)               |                     |                  |                |           |
| <b>Station Totals</b>                   |                     | <b>238,400</b>   | <b>235,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  | <b>151,900</b> |           |
| <b>Average Daily Circulation (1987)</b> |                     |                  | <b>82,700</b>  |           |

## South Dakota

### KSFY-TV , Sioux Falls (Arbitron Data Continued)

| Net Weekly Circulation | State County          | Total Households | TV Households | %     |    |
|------------------------|-----------------------|------------------|---------------|-------|----|
| <b>50% &amp; Over</b>  | Mc Cook               | 2,300            | 2,300         | 100   |    |
|                        | Mc Pherson            | 1,500            | 1,500         | 100   |    |
|                        | Marshall              | 2,000            | 1,900         | 95    |    |
|                        | Mellette              | 700              | 700           | 100   |    |
|                        | Miner                 | 1,400            | 1,400         | 100   |    |
|                        | Minnehaha             | 47,800           | 47,500        | 99    |    |
|                        | Moody                 | 2,400            | 2,400         | 100   |    |
|                        | Potter                | 1,300            | 1,300         | 100   |    |
|                        | Roberts               | 3,900            | 3,800         | 97    |    |
|                        | Sanborn               | 1,200            | 1,200         | 100   |    |
|                        | Spink                 | 3,300            | 3,300         | 100   |    |
|                        | Stanley               | 900              | 900           | 100   |    |
|                        | Sully                 | 700              | 700           | 100   |    |
|                        | Todd                  | 2,000            | 1,900         | 95    |    |
|                        | Tripp                 | 2,800            | 2,800         | 100   |    |
|                        | Turner                | 3,500            | 3,500         | 100   |    |
|                        | Walworth              | 2,600            | 2,500         | 96    |    |
|                        | Yankton               | 7,100            | 7,000         | 99    |    |
|                        | <b>Between 25-49%</b> | <b>IOWA</b>      |               |       |    |
|                        |                       | Plymouth         | 9,200         | 9,100 | 99 |
| <b>MINNESOTA</b>       |                       |                  |               |       |    |
| Big Stone              |                       | 2,900            | 2,900         | 100   |    |
| Cottonwood             |                       | 5,200            | 5,000         | 96    |    |
| Traverse               |                       | 1,800            | 1,800         | 100   |    |
| <b>NEBRASKA</b>        |                       |                  |               |       |    |
| Antelope               |                       | 3,200            | 3,100         | 97    |    |
| Cedar                  |                       | 4,000            | 4,000         | 100   |    |
| Knox                   |                       | 4,100            | 4,000         | 98    |    |
| Rock                   |                       | 900              | 900           | 100   |    |
| <b>SOUTH DAKOTA</b>    |                       |                  |               |       |    |
| Campbell               |                       | 800              | 800           | 100   |    |
| Dewey                  |                       | 1,600            | 1,500         | 94    |    |
| Haakon                 |                       | 1,000            | 1,000         | 100   |    |
| Jackson                | 1,200                 | 1,200            | 100           |       |    |
| Union                  | 4,300                 | 4,300            | 100           |       |    |
| Ziebach                | 600                   | 600              | 100           |       |    |
| <b>Between 5-24%</b>   | <b>IOWA</b>           |                  |               |       |    |
|                        | Buena Vista           | 8,200            | 8,100         | 99    |    |
|                        | Cherokee              | 6,200            | 6,100         | 98    |    |
|                        | Emmet                 | 5,100            | 5,000         | 98    |    |
|                        | Palo Alto             | 4,800            | 4,700         | 98    |    |
|                        | <b>MINNESOTA</b>      |                  |               |       |    |
|                        | Watonwan              | 4,700            | 4,600         | 98    |    |
|                        | Yellow Medicine       | 4,700            | 4,500         | 96    |    |
|                        | <b>NORTH DAKOTA</b>   |                  |               |       |    |
|                        | Mc Intosh             | 1,900            | 1,800         | 97    |    |
|                        | Sargent               | 2,000            | 2,000         | 100   |    |
|                        | <b>NEBRASKA</b>       |                  |               |       |    |
|                        | Brown                 | 1,700            | 1,600         | 94    |    |
|                        | Cherry                | 2,600            | 2,600         | 100   |    |
|                        | Dixon                 | 2,600            | 2,600         | 100   |    |
|                        | Pierce                | 3,200            | 3,200         | 100   |    |
|                        | <b>SOUTH DAKOTA</b>   |                  |               |       |    |
|                        | Bennett               | 1,000            | 1,000         | 100   |    |

### KELO-TV , Sioux Falls (Arbitron Data Continued)

| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>SOUTH DAKOTA</b> |                  |               |     |
|                        | Hanson              | 1,100            | 1,100         | 100 |
|                        | Hughes              | 6,100            | 6,000         | 98  |
|                        | Hutchinson          | 3,400            | 3,300         | 97  |
|                        | Hyde                | 800              | 800           | 100 |
|                        | Jackson             | 1,200            | 1,200         | 100 |
|                        | Jerauld             | 1,100            | 1,100         | 100 |
|                        | Jones               | 600              | 600           | 100 |
|                        | Kingsbury           | 2,600            | 2,600         | 100 |
|                        | Lake                | 4,200            | 4,200         | 100 |
|                        | Lincoln             | 5,200            | 5,100         | 98  |
|                        | Lyman               | 1,300            | 1,300         | 100 |
|                        | Mc Cook             | 2,300            | 2,300         | 100 |
|                        | Mc Pherson          | 1,500            | 1,500         | 100 |
|                        | Marshall            | 2,000            | 1,900         | 95  |
|                        | Meade               | 7,600            | 7,500         | 99  |
|                        | Mellette            | 700              | 700           | 100 |
|                        | Miner               | 1,400            | 1,400         | 100 |
|                        | Minnehaha           | 47,800           | 47,500        | 99  |
|                        | Moody               | 2,400            | 2,400         | 100 |
|                        | Pennington          | 29,000           | 28,700        | 99  |
|                        | Potter              | 1,300            | 1,300         | 100 |
|                        | Roberts             | 3,900            | 3,800         | 97  |
|                        | Sanborn             | 1,200            | 1,200         | 100 |
|                        | Spink               | 3,300            | 3,300         | 100 |
|                        | Stanley             | 900              | 900           | 100 |
|                        | Sully               | 700              | 700           | 100 |
|                        | Todd                | 2,000            | 1,900         | 95  |
|                        | Tripp               | 2,800            | 2,800         | 100 |
|                        | Turner              | 3,500            | 3,500         | 100 |
| Union                  | 4,300               | 4,300            | 100           |     |
| Walworth               | 2,600               | 2,500            | 96            |     |
| Yankton                | 7,100               | 7,000            | 99            |     |
| <b>Between 25-49%</b>  | <b>IOWA</b>         |                  |               |     |
|                        | Plymouth            | 9,200            | 9,100         | 99  |
|                        | <b>MINNESOTA</b>    |                  |               |     |
|                        | Jackson             | 4,900            | 4,800         | 98  |
|                        | <b>NORTH DAKOTA</b> |                  |               |     |
|                        | Dickey              | 2,500            | 2,400         | 96  |
|                        | <b>NEBRASKA</b>     |                  |               |     |
|                        | Boyd                | 1,300            | 1,300         | 100 |
|                        | Pierce              | 3,200            | 3,200         | 100 |
|                        | <b>SOUTH DAKOTA</b> |                  |               |     |
|                        | Bennett             | 1,000            | 1,000         | 100 |
|                        | Butte               | 3,300            | 3,200         | 97  |
|                        | Dewey               | 1,600            | 1,500         | 94  |
|                        | Fall River          | 3,500            | 3,400         | 97  |
|                        | Lawrence            | 7,700            | 7,600         | 99  |
| Ziebach                | 600                 | 600              | 100           |     |
| <b>Between 5-24%</b>   | <b>IOWA</b>         |                  |               |     |
|                        | Buena Vista         | 8,200            | 8,100         | 99  |
|                        | Ida                 | 3,500            | 3,500         | 100 |
|                        | Palo Alto           | 4,800            | 4,700         | 98  |
|                        | <b>MINNESOTA</b>    |                  |               |     |
|                        | Cottonwood          | 5,200            | 5,000         | 96  |
|                        | Lac Qui Parle       | 3,800            | 3,700         | 97  |
|                        | Redwood             | 6,700            | 6,500         | 97  |
|                        | Traverse            | 1,800            | 1,800         | 100 |
|                        | Yellow Medicine     | 4,700            | 4,500         | 96  |
|                        | <b>NORTH DAKOTA</b> |                  |               |     |
|                        | Sargent             | 2,000            | 2,000         | 100 |
|                        | <b>NEBRASKA</b>     |                  |               |     |
|                        | Antelope            | 3,200            | 3,100         | 97  |
|                        | Dakota              | 6,600            | 6,600         | 100 |
|                        | <b>SOUTH DAKOTA</b> |                  |               |     |
|                        | Corson              | 1,500            | 1,400         | 93  |
|                        | Custer              | 2,700            | 2,600         | 96  |

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**South Dakota**

**KDLT , Mitchell-Sioux Falls  
(Arbitron Data Continued)**

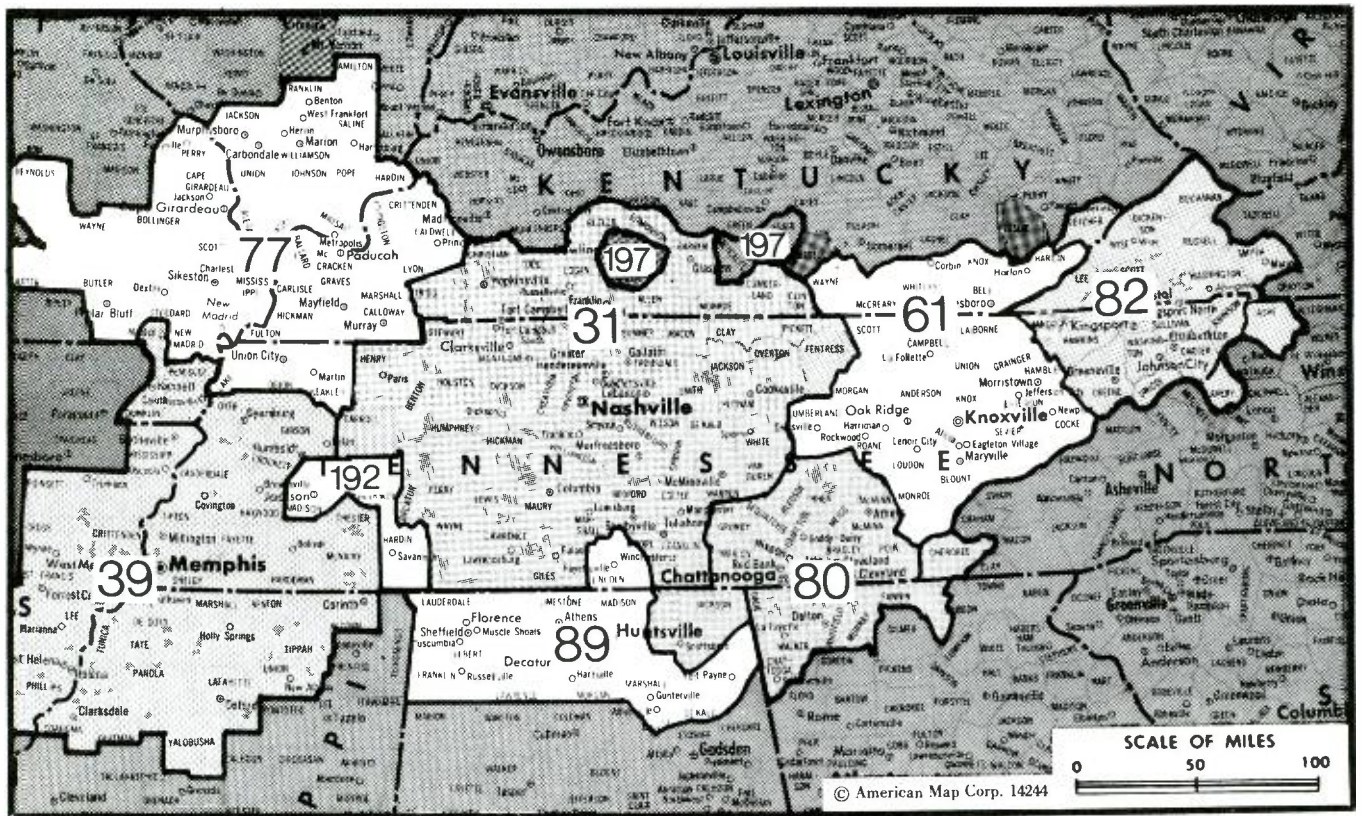
| Net Weekly Circulation | State County        | Total Households | TV Households | %   |
|------------------------|---------------------|------------------|---------------|-----|
| Between 5-24%          | <b>NORTH DAKOTA</b> |                  |               |     |
|                        | Dickey              | 2,500            | 2,400         | 96  |
|                        | <b>NEBRASKA</b>     |                  |               |     |
|                        | Antelope            | 3,200            | 3,100         | 97  |
|                        | Cedar               | 4,000            | 4,000         | 100 |
|                        | Pierce              | 3,200            | 3,200         | 100 |
|                        | <b>SOUTH DAKOTA</b> |                  |               |     |
|                        | Buffalo             | 400              | 400           | 100 |
|                        | Day                 | 3,000            | 3,000         | 100 |
|                        | Grant               | 3,400            | 3,300         | 97  |
|                        | Marshall            | 2,000            | 1,900         | 95  |
|                        | Union               | 4,300            | 4,300         | 100 |
|                        | Walworth            | 2,600            | 2,500         | 96  |

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# Tennessee



| Market  | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations  |
|---|----------------------------|------|---|
| Nashville, TN.....  | 685,200                    | 31   | WCAY-TV (30), WHTN (39), WKRN-TV(2), WSMV (4), WTVF (5), WZTV (17) WHBO-TV (13), WMC-TV (5), WMKW-TV(30), WPTY-TV (24), WREG-TV (3) |
| Memphis, TN.....  | 587,600                    | 39   | WATE-TV (6), WBIR-TV (10), WINT-TV(20), WKCH-TV (43), WTVK (26)   |
| Knoxville, TN.....  | 413,900                    | 61   | KBSI (23), KFVS-TV (12), KPOB-TV (15), WCEE (13), WPSD-TV (6), WSLI-TV (3), WTCT (27)   |
| Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL..... | 316,700                    | 77   | WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVG (9)   |
| Chattanooga, TN.....                                      | 301,700                    | 80   | WCYB-TV(5), WETO (39), WJHL-TV (11), WKPT-TV (19)   |
| Bristol, VA-Kingsport-Johnson City, TN.....               | 287,600                    | 82   | WAAY-TV (31), WAFF (48), WHNT-TV (19), WOVL-TV (15), WTRT (26), WZDX (54)   |
| Huntsville-Decatur-Florence, AL.....                      | 265,700                    | 89   | WBBJ-TV (7), WJWT (16)  |
| Jackson, TN.....  | 45,800                     | 192  | WBKO (13)   |
| Bowling Green, KY.....                                    | 38,100                     | 197  |   |

| State Cross Reference List   |                      |
|--|----------------------|
| Communities That Receive Programs of Stations That are Located Elsewhere |                      |
| WCYB-TV, Bristol & Johnson City.....                                     | See Bristol, VA      |
| WJHL-TV, Bristol & Kingsport.....  | See Johnson City, TN |
| WKPT-TV, Bristol.....  | See Kingsport, TN    |
| WKPT-TV, Johnson City.....   | See Kingsport, TN    |
| WHTN, Nashville.....   | See Murfreesboro, TN |

| Tennessee Station Status as of October 1, 1987 |     |     |       |
|--|-----|-----|-------|
|  | VHF | UHF | TOTAL |
| Commercial Television Stations                 | 13  | 13  | 26    |
| Educational Television Stations                | 4   | 2   | 6     |
|  | 17  | 15  | 32    |

# Tennessee—Chattanooga

## WDEF-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** Roy H. Park Broadcasting of Tennessee Inc., 3300 Broad St., Chattanooga, TN 37408.

**Studio:** Broadcast Center, 3300 Broad St., Chattanooga, TN 37408.

**Telephone:** 615-267-3392. **TWX:** 810-573-5207.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 1260-ft. above av. terrain, 641-ft. above ground, 2549-ft. above sea level.

Latitude 35° 08' 06"  
Longitude 85° 19' 25"

**Transmitter:** Atop Signal Mtn.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; United Products, 3.5-meter, 3-meter & 2.8-meter; RCA, 3.6-meter Ku-band; Drake, M/A-Com, Microdyne, Regency, Scientific-Atlanta receivers.

**AM Affiliate:** WDEF, 5-kw, 1370 kHz (CBS).

**FM Affiliate:** WDEF-FM, 100-kw, 92.3 MHz (No. 222), 900-ft.

**News Services:** AP, CBS, NIWS.

**Ownership:** Park Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** April 25, 1954. Sale to present owner by Carter M. Parham Group approved by FCC Feb. 28, 1964 (*Television Digest*, Vol. 4:7).

**Represented (sales):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

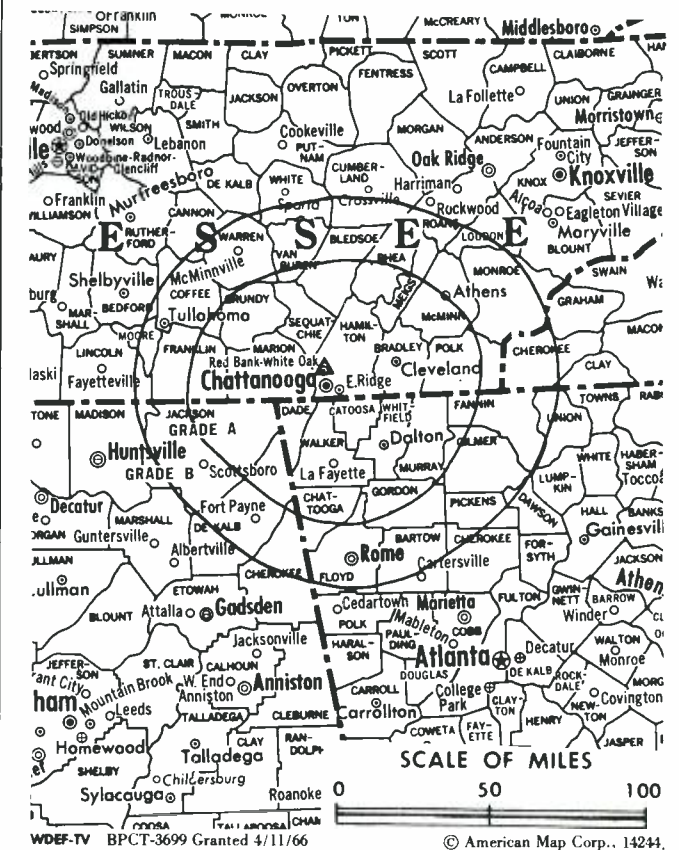
MARK KEOWN, vice president & general manager.  
MICHAEL HOOD, general sales manager.  
DORIS ELLIS, program director.  
RAY WHITE, news director.  
WILLIAM CHRISTMAN, chief engineer.  
CHARLES WILKIE, business manager.

**Rates:** Not available.

**City of License:** Chattanooga. **ADI:** Chattanooga. **Rank:** 80.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>ALABAMA</b>   |                  |               |     |
|                        | Jackson          | 20,000           | 19,800        | 99  |
|                        | <b>GEORGIA</b>   |                  |               |     |
|                        | Catoosa          | 14,200           | 14,100        | 99  |
|                        | Dade             | 4,200            | 4,200         | 100 |
|                        | Gordon           | 11,700           | 11,600        | 99  |
|                        | Murray           | 8,000            | 7,900         | 99  |
|                        | Walker           | 20,100           | 19,900        | 99  |
|                        | Whitfield        | 24,700           | 24,500        | 99  |
|                        | <b>TENNESSEE</b> |                  |               |     |
|                        | Bledsoe          | 3,300            | 3,200         | 97  |
|                        | Bradley          | 26,100           | 25,900        | 99  |
|                        | Grundy           | 4,900            | 4,800         | 98  |
|                        | Hamilton         | 110,100          | 109,500       | 99  |
|                        | Mcminn           | 15,900           | 15,800        | 99  |
| Marion                 | 9,200            | 9,100            | 99            |     |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Meigs                 | 2,800            | 2,800          | 100       |
|   | Polk                  | 4,900            | 4,800          | 98        |
|   | Rhea                  | 9,300            | 9,200          | 99        |
|   | Sequatchie            | 3,300            | 3,300          | 100       |
| <b>Between 25-49%</b>                   | <b>ALABAMA</b>        |                  |                |           |
|   | De Kalb               | 22,100           | 21,900         | 99        |
|   | <b>GEORGIA</b>        |                  |                |           |
|   | Chattooga             | 7,800            | 7,700          | 99        |
|   | Fannin                | 6,000            | 5,900          | 98        |
|   | Floyd                 | 29,800           | 29,500         | 99        |
|   | Gilmer                | 4,400            | 4,300          | 98        |
|   | <b>NORTH CAROLINA</b> |                  |                |           |
|   | Cherokee              | 7,700            | 7,500          | 97        |
|   | Clay                  | 2,800            | 2,700          | 96        |
| <b>TENNESSEE</b>                        |                       |                  |                |           |
| Van Buren                               | 1,500                 | 1,500            | 100            |           |
| <b>Between 5-24%</b>                    | <b>GEORGIA</b>        |                  |                |           |
|   | Bartow                | 15,900           | 15,700         | 99        |
|   | Cherokee              | 22,600           | 22,400         | 99        |
|   | Pickens               | 4,900            | 4,800          | 98        |
|   | Polk                  | 11,900           | 11,800         | 99        |
|   | Union                 | 4,100            | 4,000          | 98        |
|   | <b>TENNESSEE</b>      |                  |                |           |
|   | Cumberland            | 12,100           | 11,900         | 98        |
|   | Franklin              | 11,800           | 11,700         | 99        |
|   | Monroe                | 10,700           | 10,600         | 99        |
| Morgan                                  | 5,800                 | 5,700            | 98             |           |
| Roane                                   | 18,600                | 18,400           | 99             |           |
| <b>Station Totals</b>                   |                       | <b>493,200</b>   | <b>488,400</b> | <b>99</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>305,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>171,700</b> |           |

# Tennessee—Chattanooga

## WRCB-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** Sarkes Tarzian Inc., 205 N. College Ave., Bloomington, IN 47402.

**Studio:** Executive Park, 900 Whitehall Rd., Chattanooga, TN 37405.

**Telephone:** 615-267-5412. **TWX:** 810-573-5240.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1050-ft. above av. terrain, 251-ft. above ground, 2313-ft. above sea level.

Latitude 35° 09' 40"  
Longitude 85° 18' 52"

**Transmitter:** Fairmont Rd., near Hwy. 8, near Chattanooga.

**Satellite Earth Stations:** 3-meter C-band; 3.7-meter Ku-band; Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Sarkes Tarzian Inc. See Group Ownership of Television Stations.

**Began Operation:** May 6, 1956. Sale of 70% to WSTV Inc. by Ramon G. & Helen Patterson approved Nov. 25, 1959 by FCC (*Television Digest*, Vol. 15:43, 48). Follansbee Steel (interlocking ownership with WSTV Inc.) acquired 30% from H-R Television Inc. early in 1959 for undisclosed amount. For transfer of WSTV Inc. properties to United Printers & Publishers Inc. (name changed to Rust Craft Greeting Cards Inc.) and later sale to Ziff-Davis, see WTOV-TV, Steubenville, OH. Sale to present owner by Ziff-Davis Bcstg. Co. approved by FCC Sept. 29, 1982.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

TOM TOLAR, president & general manager.  
DOUG SHORT, general sales manager.  
EDWIN ASLINGER, chief engineer.  
LAWSON FOX, operations manager.  
PATTI SMITH, promotion director.  
LEE MEREDITH, news director.

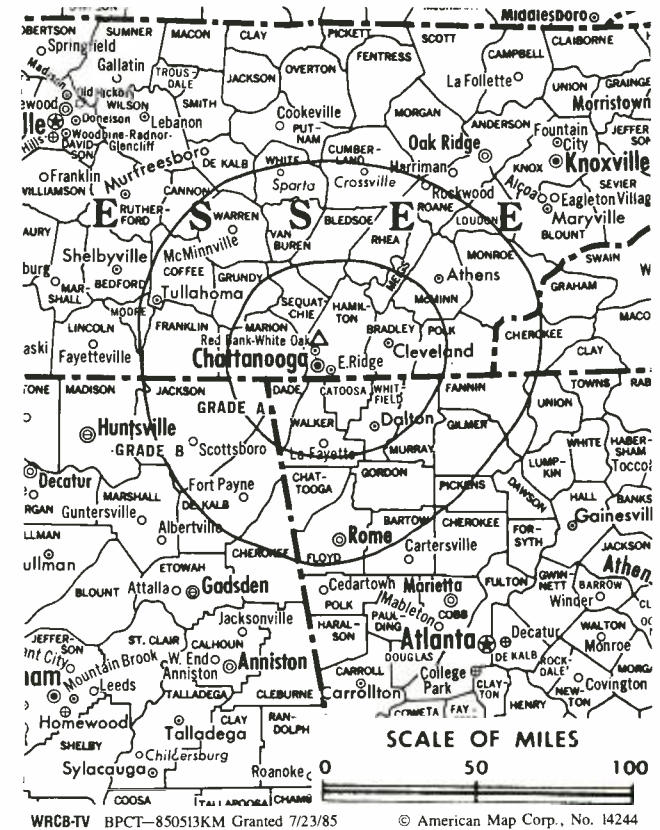
**Highest 30 Sec. Rate:** \$1400.

**NETWORK BASE HOURLY RATE:** \$1100.

**City of License:** Chattanooga. **ADI:** Chattanooga. **Rank:** 80.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>ALABAMA</b>        |                  |               |     |
|                        | De Kalb               | 22,100           | 21,900        | 99  |
|                        | Jackson               | 20,000           | 19,800        | 99  |
|                        | <b>GEORGIA</b>        |                  |               |     |
|                        | Catoosa               | 14,200           | 14,100        | 99  |
|                        | Chattooga             | 7,800            | 7,700         | 99  |
|                        | Dade                  | 4,200            | 4,200         | 100 |
|                        | Fannin                | 6,000            | 5,900         | 98  |
|                        | Floyd                 | 29,800           | 29,500        | 99  |
|                        | Gordon                | 11,700           | 11,600        | 99  |
|                        | Murray                | 8,000            | 7,900         | 99  |
|                        | Walker                | 20,100           | 19,900        | 99  |
|                        | Whitfield             | 24,700           | 24,500        | 99  |
|                        | <b>NORTH CAROLINA</b> |                  |               |     |
|                        | Cherokee              | 7,700            | 7,500         | 97  |
|                        | Clay                  | 2,800            | 2,700         | 96  |
|                        | <b>TENNESSEE</b>      |                  |               |     |
|                        | Bledsoe               | 3,300            | 3,200         | 97  |
|                        | Bradley               | 26,100           | 25,900        | 99  |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |    |
|---|-----------------------|------------------|----------------|-----------|----|
| <b>50% &amp; Over</b>                   | Grundy                | 4,900            | 4,800          | 98        |    |
|   | Hamilton              | 110,100          | 109,500        | 99        |    |
|   | Mcminn                | 15,900           | 15,800         | 99        |    |
|   | Marion                | 9,200            | 9,100          | 99        |    |
|   | Meigs                 | 2,800            | 2,800          | 100       |    |
|   | Polk                  | 4,900            | 4,800          | 98        |    |
|   | Rhea                  | 9,300            | 9,200          | 99        |    |
|   | Sequatchie            | 3,300            | 3,300          | 100       |    |
|   | <b>Between 25-49%</b> | <b>GEORGIA</b>   |                |           |    |
|   |                       | Gilmer           | 4,400          | 4,300     | 98 |
| Towns                                   |                       | 2,500            | 2,500          | 100       |    |
| Union                                   |                       | 4,100            | 4,000          | 98        |    |
| <b>TENNESSEE</b>                        |                       |                  |                |           |    |
| Cumberland                              |                       | 12,100           | 11,900         | 98        |    |
| Monroe                                  | 10,700                | 10,600           | 99             |           |    |
| Van Buren                               | 1,500                 | 1,500            | 100            |           |    |
| <b>Between 5-24%</b>                    | <b>ALABAMA</b>        |                  |                |           |    |
|   | Etowah                | 39,600           | 39,300         | 99        |    |
|   | <b>GEORGIA</b>        |                  |                |           |    |
|   | Bartow                | 15,900           | 15,700         | 99        |    |
|   | Lumpkin               | 4,000            | 4,000          | 100       |    |
|   | Pickens               | 4,900            | 4,800          | 98        |    |
|   | Polk                  | 11,900           | 11,800         | 99        |    |
|   | <b>NORTH CAROLINA</b> |                  |                |           |    |
|   | Graham                | 2,500            | 2,400          | 96        |    |
|   | <b>TENNESSEE</b>      |                  |                |           |    |
|   | De Kalb               | 5,600            | 5,500          | 98        |    |
|   | Franklin              | 11,800           | 11,700         | 99        |    |
|   | Moore                 | 1,700            | 1,700          | 100       |    |
|   | Morgan                | 5,800            | 5,700          | 98        |    |
|   | Roane                 | 18,600           | 18,400         | 99        |    |
|   | Scott                 | 7,200            | 7,100          | 99        |    |
| <b>Station Totals</b>                   |                       | <b>533,700</b>   | <b>528,500</b> | <b>99</b> |    |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>340,300</b> |           |    |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>220,500</b> |           |    |

# Tennessee—Chattanooga

## WDSI-TV

Ch. 61

**Network Service:** Fox.

**Licensee:** Donatelli & Klein Inc., 2401 E. Main St., Chattanooga, TN 37404.

**Studio:** 2401 E. Main St., Chattanooga.

**Telephone:** 615-697-0661.

**Technical Facilities:** Channel No. 61 (752-758 MHz). Authorized power: 584-kw max. & 457-kw horizontal visual, 117-kw max. & 91.2-kw horizontal aural. Antenna: 980-ft. above av. terrain, 343-ft. above ground, 2313-ft. above sea level.

Latitude 35° 12' 34"  
Longitude 85° 16' 39"

Holds CP for change to 2218-kw max. visual, 221.8-kw max. aural, 974-ft. above av. terrain, 340-ft. above ground, 2310-ft. above sea level.

**Transmitter:** Needleseye, Chattanooga.

**Satellite Earth Stations:** 3 in operation; Ku-band & C-band; Harris receivers.

**Ownership:** Louis Donatelli, gen. partner, 73%; Michael Starr, gen. partner, 25%; Wilford Goodwyn, Ltd. partner, 1%; Howard Tucker, Ltd. partner, 1%.

**Began Operation:** January 24, 1972. Sale to present owners by Roy L. Hess, et al., approved by FCC Jan. 30, 1985. Previous sale by Col. Jay Sadow approved Jan. 18, 1983 (Television Digest, Vol. 22:39).

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Hardy & Popham.

**Represented (engineering):** John Fergie & Associates.

### Personnel:

ALAN B. BARROWS, general manager.  
RAY HANSEN, general sales manager.  
RICK JORDAN, chief engineer.  
DON MILLER, operations manager.  
KIM HIXSON, promotion manager.  
CAROLYN IVESTOR, bookkeeper.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate:** \$200.

**City of License:** Chattanooga. **ADI:** Chattanooga. **Rank:** 80.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>TENNESSEE</b> |                  |               |     |
|                        | Hamilton         | 110,100          | 109,500       | 99  |
| <b>Between 25-49%</b>  | <b>GEORGIA</b>   |                  |               |     |
|                        | Catoosa          | 14,200           | 14,100        | 99  |
|                        | Dade             | 4,200            | 4,200         | 100 |
|                        | Walker           | 20,100           | 19,900        | 99  |



WDSI-TV BPCT-830722KG Granted 7/29/83 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %              |
|---|------------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | Whitfield        | 24,700           | 24,500         | 99             |
|   | <b>TENNESSEE</b> |                  |                |                |
|   | Bradley          | 26,100           | 25,900         | 99             |
|   | Rhea             | 9,300            | 9,200          | 99             |
|   | Sequatchie       | 3,300            | 3,300          | 100            |
| <b>Between 5-24%</b>                    | <b>ALABAMA</b>   |                  |                |                |
|   | Jackson          | 20,000           | 19,800         | 99             |
|   | <b>GEORGIA</b>   |                  |                |                |
|   | Chattooga        | 7,800            | 7,700          | 99             |
|   | Murray           | 8,000            | 7,900          | 99             |
|   | <b>TENNESSEE</b> |                  |                |                |
|   | Grundy           | 4,900            | 4,800          | 98             |
|   | McMinn           | 15,900           | 15,800         | 99             |
|   | Marion           | 9,200            | 9,100          | 99             |
|   | Meigs            | 2,800            | 2,800          | 100            |
| Polk                                    | 4,900            | 4,800            | 98             |                |
| <b>Station Totals</b>                   |                  | <b>285,500</b>   | <b>283,300</b> | <b>99</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  |                | <b>115,000</b> |
| <b>Average Daily Circulation (1987)</b> |                  |                  |                | <b>45,100</b>  |

# Tennessee—Chattanooga

## WTVC

Ch. 9

**Network Service:** ABC.

**Licensee:** Freedom-TV Sub Inc., Box 1150, Chattanooga, TN 37401.

**Studio:** 410 W. 6th St., Chattanooga, TN 37402.

**Mailing Address:** Box 1150, Chattanooga, TN 37401.

**Telephone:** 615-756-5500.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1040-ft. above av. terrain, 278-ft. above ground, 2353-ft. above sea level.

Latitude 35° 09' 41"  
Longitude 85° 19' 03"

Requests CP for change to 1732-ft. above av. terrain, 928-ft. above ground, 2989-ft. above sea level, lat. 35° 09' 37.8", long. 85° 19' 7.7", transmitter to Taft Hwy., 1.3-mi. NNW of intersection with Fairmont Rd., Signal Mountain. BPCT-851023KI.

**Transmitter:** Taft Hwy. & Anderson Pike, Signal Mountain, TN.

**Satellite Earth Stations:** Microdyne, 7-meter; Microdyne receivers.

**News Services:** AP, ABC.

**Ownership:** Freedom Newspapers Inc. See Group Ownership of Television Stations.

**Began Operation:** June 15, 1953 as WROM-TV, Rome, GA but quit air Dec. 5, 1957. Moved to Chattanooga and resumed operation Feb. 11, 1958 after transfer to Martin Theatres of Georgia Inc. by Dean Covington and associates was approved Oct. 30, 1957 (*Television Digest*, Vol. 13:40, 44). Sale of Martin Theatres to Fuqua Industries approved Feb. 7, 1969. Sale to Belo Bcstg. approved June 13, 1980. Sale to present owner approved Dec. 13, 1983 (Vol. 23:42).

**Represented (sales):** Petry Television Inc.

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

**Represented (engineering):** Carl T. Jones Associates.

**Personnel:**

F. LEWIS ROBERTSON, general manager.  
ED GROVES, general sales manager.  
BILL WALLACE, news director.

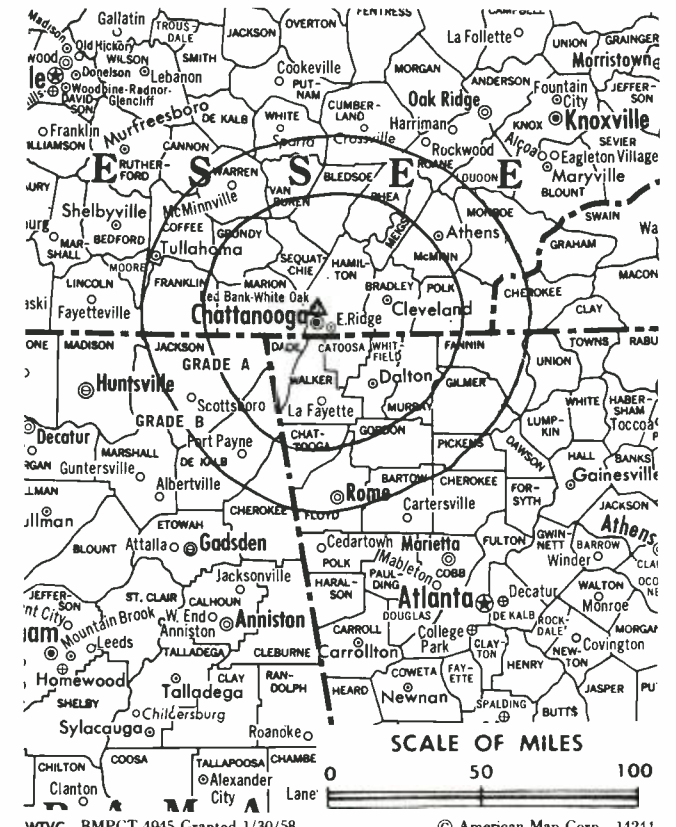
**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$725.

**City of License:** Chattanooga. **ADI:** Chattanooga. **Rank:** 80.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>ALABAMA</b>   |                  |               |     |
|                        | Jackson          | 20,000           | 19,800        | 99  |
|                        | <b>GEORGIA</b>   |                  |               |     |
|                        | Catoosa          | 14,200           | 14,100        | 99  |
|                        | Dade             | 4,200            | 4,200         | 100 |
|                        | Fannin           | 6,000            | 5,900         | 98  |
|                        | Gordon           | 11,700           | 11,600        | 99  |
|                        | Murray           | 8,000            | 7,900         | 99  |
|                        | Walker           | 20,100           | 19,900        | 99  |
|                        | Whitfield        | 24,700           | 24,500        | 99  |
|                        | <b>TENNESSEE</b> |                  |               |     |
|                        | Bledsoe          | 3,300            | 3,200         | 97  |
|                        | Bradley          | 26,100           | 25,900        | 99  |
|                        | Grundy           | 4,900            | 4,800         | 98  |
|                        | Hamilton         | 110,100          | 109,500       | 99  |



WTVC BMPCT-4945 Granted 1/30/58 © American Map Corp., 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Mcminn                | 15,900           | 15,800         | 99        |
|   | Marion                | 9,200            | 9,100          | 99        |
|   | Meigs                 | 2,800            | 2,800          | 100       |
|   | Polk                  | 4,900            | 4,800          | 98        |
|   | Rhea                  | 9,300            | 9,200          | 99        |
|   | Sequatchie            | 3,300            | 3,300          | 100       |
| <b>Between 25-49%</b>                   | <b>ALABAMA</b>        |                  |                |           |
|   | De Kalb               | 22,100           | 21,900         | 99        |
|   | <b>GEORGIA</b>        |                  |                |           |
|   | Chattooga             | 7,800            | 7,700          | 99        |
|   | Floyd                 | 29,800           | 29,500         | 99        |
|   | <b>NORTH CAROLINA</b> |                  |                |           |
| Cherokee                                | 7,700                 | 7,500            | 97             |           |
| Clay                                    | 2,800                 | 2,700            | 96             |           |
| <b>TENNESSEE</b>                        |                       |                  |                |           |
| Monroe                                  | 10,700                | 10,600           | 99             |           |
| <b>Between 5-24%</b>                    | <b>ALABAMA</b>        |                  |                |           |
|   | Cleburne              | 5,000            | 4,900          | 98        |
|   | <b>GEORGIA</b>        |                  |                |           |
|   | Bartow                | 15,900           | 15,700         | 99        |
|   | Gilmer                | 4,400            | 4,300          | 98        |
|   | Pickens               | 4,900            | 4,800          | 98        |
|   | Polk                  | 11,900           | 11,800         | 99        |
|   | Union                 | 4,100            | 4,000          | 98        |
|   | <b>TENNESSEE</b>      |                  |                |           |
|   | Cumberland            | 12,100           | 11,900         | 98        |
|   | Franklin              | 11,800           | 11,700         | 99        |
| Moore                                   | 1,700                 | 1,700            | 100            |           |
| Roane                                   | 18,600                | 18,400           | 99             |           |
| Van Buren                               | 1,500                 | 1,500            | 100            |           |
| <b>Station Totals</b>                   |                       | <b>471,500</b>   | <b>466,900</b> | <b>99</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>300,200</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>187,400</b> |           |

# Tennessee—Cleveland

## WFLI-TV

Ch. 53

**Network Service:** None, independent.

**Grantee:** WFLI-TV Inc., Box 5285, Cleveland, TN 37320.

**Studio:** 4654 Cohutta-Varnell Rd., Cohutta, GA 30710.

**Telephone:** 404-694-3337.

**Technical Facilities:** Channel No. 53 (704-710 MHz). Authorized power: 1306-kw max. visual, 131-kw max. aural. Antenna: 1169-ft. above av. terrain, 1039-ft. above ground, 2023-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 34° | 55' | 57" |
| Longitude | 84° | 58' | 32" |

**Transmitter:** Cohutta Ridge, 2.1-mi. N of Varnell.

**Satellite Earth Stations:** DX Antenna, 5-meter C-band; 2 Uniden, 3-meter C-band; DX Antenna, Uniden receivers.

**Ownership:** William E. Bennis Jr., pres., 35%; Ying Hua Bennis, v.p., 21.7%; William E. Bennis III, v.p.; Michael J. Bennis, secy., 17.7%; Robert A. Bennis, treas., 20.7%; Patricia Bennis Komorowski, 4.9%. WFLI Inc. is licensee of WFLI(AM), Lookout Mountain, TN. W. E. Bennis Jr., M. J. & R. A. Bennis have interest in Bennis Communications Inc., licensee of WHYW-FM, Braddock, PA. R. A. & M. J. Bennis have interest in Love Bcstg., licensee of WMYK(FM), Elizabeth City, NC. R. A. & M. J. Bennis & Komorowski have interest in James River Bcstg., licensee of WZAM(AM), Norfolk, VA.

**Began Operation:** May 25, 1987.

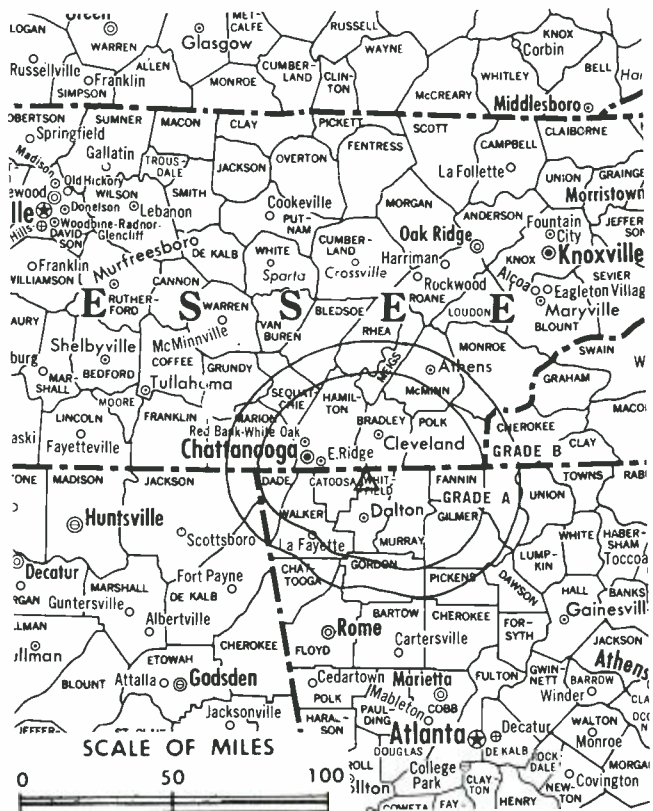
**Represented (sales):** Mutual Telesales Inc.

**Represented (legal):** Mullin, Rhyne, Emmons & Topel, P.C.

**Represented (engineering):** Peter V. Gureckis & Associates.

### Personnel:

YING BENNIS, general manager.  
JEFF GREGORY, engineering director.  
GARY DYKES, operations manager.  
LEON BEAVERS, general sales manager.



WFLI-TV BMPCT-851112KM Granted 10/15/86

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THIA HATCHER, program & promotion director.  
SUSAN BOATWRIGHT, production manager.  
DONNA MOORE, business manager.

**Highest One Hour Rate:** \$400.

**Highest 30 Sec. Rate:** \$100.

**Arbitron Data:** Not available

**City of License:** Cleveland. **ADI:** Chattanooga. **Rank:** 80.

# Tennessee—Crossville

## WINT-TV

Ch. 20

**Network Service:** None, independent.

**Licensee:** WINT-TV Inc., Box 608, Crossville, TN 38555.

**Studio:** Box 608, Crossville, TN 38555.

**Telephone:** 615-484-1220.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 14.8-kw max. visual, 1.48-kw aural. Antenna: 159-ft. above av. terrain, 157-ft. above ground, 1949-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 35° | 56' | 12" |
| Longitude | 85° | 00' | 46" |

**Transmitter:** Wells Rd., Crossville.

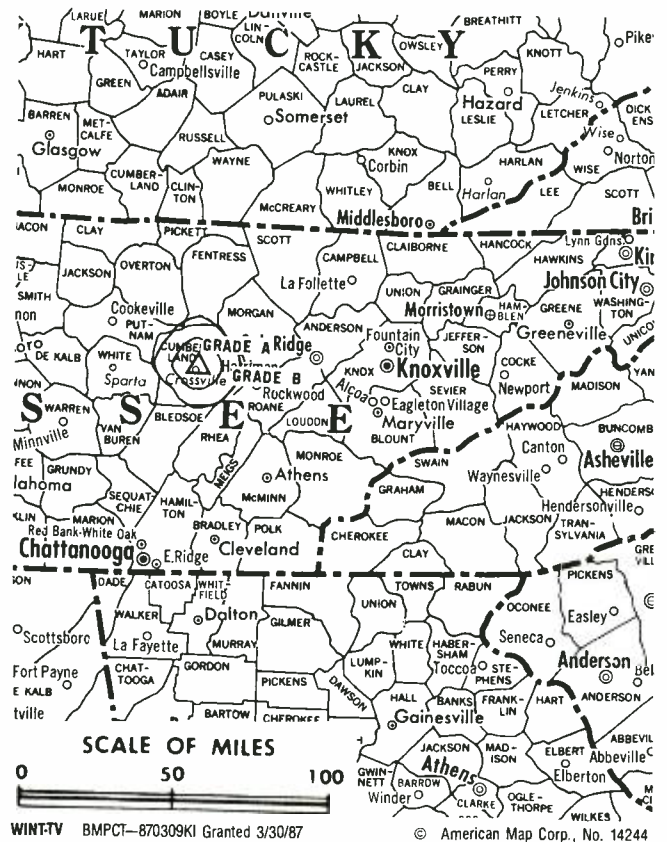
**Ownership:** Helen L. Cunningham, pres., 51%; John A. Cunningham, v.p., 25%; Helen R. Cunningham, secy.-treas., 24%.

**Began Operation:** October 3, 1976 on Ch. 55; left air 1983. Sale to Larry D. Hudson, James C. Thompson & Cunningham by Calvin C. Smith & John A. Cunningham approved by FCC June 3, 1983. Previous sale by Edward M. Johnson approved Feb. 27, 1979.

**Personnel:**  
HELEN L. CUNNINGHAM, president.

**Arbitron Data:** Not available.

**City of License:** Crossville. **ADI:** Knoxville. **Rank:** 61.





# Tennessee—Greenville

**WETO**

**Ch. 39**

**Network Service:** Fox.

**Licensee:** East Tennessee's Own Inc., Box 1074, Greenville, TN 37744.

**Studio:** Industrial Rd., Greenville.

**Telephone:** 615-639-0181.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 3000-kw max. visual, 300-kw max. aural. Antenna: 2628-ft. above av. terrain, 141-ft. above ground, 4981-ft. above sea level.

Latitude 36° 01' 24"  
Longitude 82° 42' 56"

**Transmitter:** Camp Creek Bald, Bald Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 3 in operation; Harris, M/A-Com, Satellite Technology receivers.

**Ownership:** Jay D. Austin, pres., 26.57%; Robert Lochte, secy.-treas. & Kate Lochte, 12.08% jointly; Henry & Roberta Lochte, 14.49% jointly; Tom N. Austin, 14.49%; Tom N. Austin Jr., 9.66%; Jurgen Rademacher, 9.66%; John H. Kilday III, 4.83%; Ben D. Russell, 4.83%; James F. Easterly Jr., 2.42%; Jerald K. Jaynes, 0.97%.

**Began Operation:** November 8, 1985.

**Represented (sales):** Busby, Finch, Latham & Widman.

**Personnel:**

JAY AUSTIN, president & general sales manager.  
ROBERT H. LOCHTE, general manager.  
LARRY BENTLEY, chief engineer.  
BOBBY RADER, promotion director.

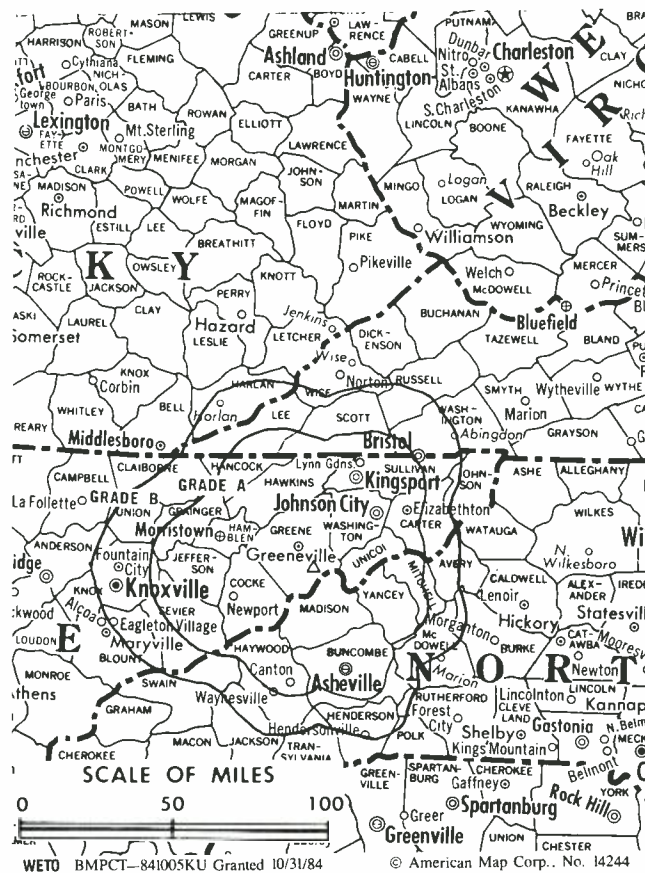
**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate:** \$250.

**City of License:** Greenville. **ADI:** Bristol, VA-Kingsport-Johnson City, TN. **Rank:** 82.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TENNESSEE</b> |                  |               |    |
|                        | Greene           | 20,800           | 20,600        | 99 |
| <b>Between 25-49%</b>  | <b>TENNESSEE</b> |                  |               |    |
|                        | Cocke            | 11,100           | 10,900        | 98 |
|                        | Hamblen          | 21,500           | 21,300        | 99 |
|                        | Hawkins          | 17,000           | 16,800        | 99 |
|                        | Jefferson        | 12,500           | 12,400        | 99 |
|                        | Sullivan         | 56,900           | 56,600        | 99 |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %             |
|---|-----------------|------------------|----------------|---------------|
| <b>Between 25-49%</b>                   | Unicoi          | 6,300            | 6,200          | 98            |
|   | Washington      | 34,200           | 34,000         | 99            |
| <b>Between 5-24%</b>                    | <b>KENTUCKY</b> |                  |                |               |
|   | Harlan          | 14,400           | 14,200         | 99            |
|   | Leslie          | 5,100            | 4,900          | 96            |
| <b>TENNESSEE</b>                        |                 | 31,300           | 31,100         | 99            |
|   | Blount          | 19,600           | 19,400         | 99            |
|   | Grainger        | 6,200            | 6,100          | 98            |
|   | Knox            | 129,900          | 129,000        | 99            |
|   | <b>VIRGINIA</b> |                  |                |               |
| Lee                                     | 9,500           | 9,300            | 98             |               |
| Scott                                   | 8,500           | 8,300            | 98             |               |
| Washington                              | 23,800          | 23,500           | 99             |               |
| Wise                                    | 17,100          | 16,800           | 98             |               |
| <b>Station Totals</b>                   |                 | <b>445,700</b>   | <b>441,400</b> | <b>99</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>96,000</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>40,600</b> |

# Tennessee—Jackson

## WBBJ-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** Jackson Telecasters Inc., 346 Muse St., Box 2387, Jackson, TN 38301.

**Studio:** Television Hill.

**Mailing Address:** Box 2387, Jackson, TN 38301.

**Telephone:** 901-424-4515.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1060-ft. above av. terrain, 1065-ft. above ground, 1545-ft. above sea level.

Latitude 35° 38' 15"  
Longitude 88° 41' 32"

**Transmitter:** 6-mi. E of Jackson.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; AFC, 3.7-meter Ku-band; Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Bahakel Communications Ltd. See Group Ownership of Television Stations.

**Began Operation:** March 6, 1955. Sale to present owner by Dixie Bcstg. (estate of Aaron B. Robinson, majority owner) approved Aug. 17, 1966 by FCC (Television Digest, Vol. 6:17, 34).

**Represented (sales):** Katz Television.

### Personnel:

HAL EDWARDS, general manager.  
BOYCE HOLT, sales manager.  
GAIL MIDDLETON, program director.  
ED WARD, director of engineering.  
CATHY GOODRICH, traffic director.

**Highest One Hour Rate:** \$3000.

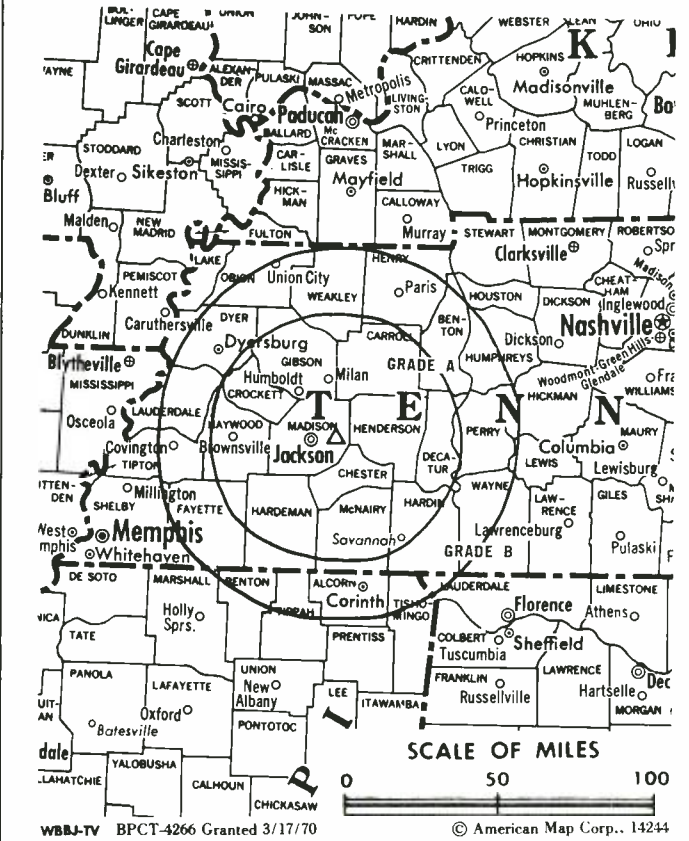
**Highest 30 Sec. Rate:** \$550.

**NETWORK BASE HOURLY RATE:** \$450.

**City of License:** Jackson. **ADI:** Jackson. **Rank:** 192.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County       | Total Households | TV Households | %   |
|------------------------|--------------------|------------------|---------------|-----|
| 50% & Over             | <b>KENTUCKY</b>    |                  |               |     |
|                        | Fulton             | 3,200            | 3,200         | 100 |
|                        | <b>MISSISSIPPI</b> |                  |               |     |
|                        | Alcorn             | 13,200           | 13,000        | 98  |
|                        | <b>TENNESSEE</b>   |                  |               |     |
|                        | Carroll            | 10,700           | 10,600        | 99  |
|                        | Chester            | 4,700            | 4,600         | 98  |
|                        | Crockett           | 5,200            | 5,100         | 98  |
|                        | Decatur            | 4,400            | 4,300         | 98  |
|                        | Dyer               | 13,200           | 13,100        | 99  |
|                        | Gibson             | 18,800           | 18,600        | 99  |
|                        | Hardeman           | 8,100            | 8,000         | 99  |
|                        | Hardin             | 8,600            | 8,400         | 98  |
|                        | Haywood            | 6,700            | 6,600         | 98  |
| Henderson              | 8,600              | 8,500            | 99            |     |
| Henry                  | 11,600             | 11,400           | 98            |     |



WBBJ-TV BPCT-4266 Granted 3/17/70

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| Net Weekly Circulation                  | State County       | Total Households | TV Households  | %              |
|---|--------------------|------------------|----------------|----------------|
| 50% & Over                              | Mc Nairy           | 9,200            | 9,100          | 99             |
|   | Madison            | 28,800           | 28,500         | 99             |
|   | Obion              | 12,900           | 12,800         | 99             |
|   | Wayne              | 5,200            | 5,100          | 98             |
|   | Weakley            | 12,300           | 12,200         | 99             |
| Between 25-49%                          | <b>KENTUCKY</b>    |                  |                |                |
|   | Calloway           | 12,100           | 12,000         | 99             |
|   | <b>MISSOURI</b>    |                  |                |                |
|   | Pemiscot           | 8,400            | 8,200          | 98             |
|   | <b>MISSISSIPPI</b> |                  |                |                |
|   | Tishomingo         | 7,300            | 7,200          | 99             |
|   | <b>TENNESSEE</b>   |                  |                |                |
| Benton                                  | 6,100              | 6,000            | 98             |                |
| Humphreys                               | 6,200              | 6,200            | 100            |                |
| Lake                                    | 2,600              | 2,600            | 100            |                |
| Perry                                   | 2,500              | 2,500            | 100            |                |
| Between 5-24%                           | <b>KENTUCKY</b>    |                  |                |                |
|   | Graves             | 13,200           | 13,100         | 99             |
|   | Hickman            | 2,100            | 2,100          | 100            |
|   | <b>MISSISSIPPI</b> |                  |                |                |
|   | Benton             | 2,700            | 2,700          | 100            |
|   | Prentiss           | 9,200            | 9,100          | 99             |
|   | <b>TENNESSEE</b>   |                  |                |                |
|   | Fayette            | 7,900            | 7,700          | 97             |
|   | Lauderdale         | 9,000            | 8,900          | 99             |
|   | Tipton             | 11,800           | 11,700         | 99             |
| <b>Station Totals</b>                   |                    | <b>286,500</b>   | <b>283,100</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                    |                  |                | <b>164,100</b> |
| <b>Average Daily Circulation (1987)</b> |                    |                  |                | <b>94,300</b>  |

# Tennessee—Jackson

**WJWT**

**Ch. 16**

**Network Service:** None, independent.

**Licensee:** Golden Circle Bcstg. Inc., 6815 Shallowford Rd., Chattanooga, TN 37421.

**Studio:** 364 N. Royal St., Jackson, TN 38301.

**Telephone:** 615-894-6060.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 588-kw max. visual, 58.8-kw max. aural. Antenna: 572-ft. above av. terrain, 486-ft. above ground, 1006-ft. above sea level.

Latitude 35° 31' 33"  
Longitude 88° 47' 10"

**Transmitter:** Norton Hill, Jackson.

**Ownership:** Aztec Communications Inc., 100%. Aztec Communications Inc. ownership: Kim Carlson, 16.71%; Lloyd American Corp., 56.06%; Prince & Co., 5%; Ulysses Herrington, 6.04%; remainder publicly held.

**Began Operation:** April 18, 1985.

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

**Represented (legal):** John Midlen.

**Represented (engineering):** B. Scott Baxter & Associates.

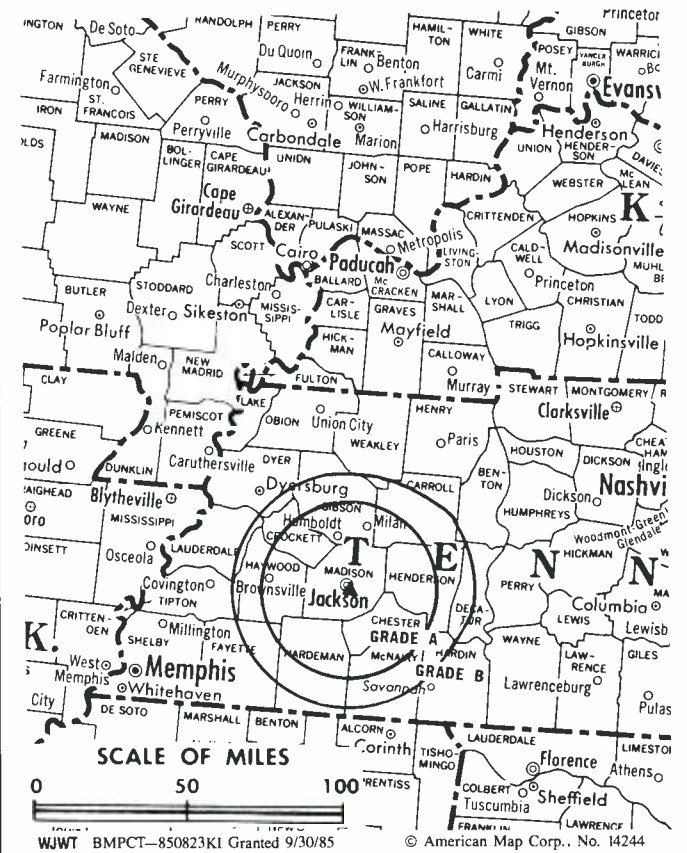
**Personnel:**  
BUD BORCHERT, general manager.  
BILL KING, sales manager.

**Highest 30 Sec. Rate:** \$100.

**City of License:** Jackson. **ADI:** Jackson. **Rank:** 192.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| 50% & Over             | <b>TENNESSEE</b> |                  |               |    |
|                        | Chester          | 4,700            | 4,600         | 98 |
| Between 25-49%         | <b>TENNESSEE</b> |                  |               |    |
|                        | Henderson        | 8,600            | 8,500         | 99 |
|                        | Mc Nairy         | 9,200            | 9,100         | 99 |
|                        | Madison          | 28,800           | 28,500        | 99 |



| Net Weekly Circulation                  | State County       | Total Households | TV Households  | %         |
|---|--------------------|------------------|----------------|-----------|
| Between 5-24%                           | <b>MISSISSIPPI</b> |                  |                |           |
|   | Tippah             | 7,100            | 7,000          | 99        |
|   | <b>TENNESSEE</b>   |                  |                |           |
|   | Carroll            | 10,700           | 10,600         | 99        |
|   | Crockett           | 5,200            | 5,100          | 98        |
|   | Gibson             | 18,800           | 18,600         | 99        |
|   | Hardeman           | 8,100            | 8,000          | 99        |
| Hardin                                  | 8,600              | 8,400            | 98             |           |
| Weakley                                 | 12,300             | 12,200           | 99             |           |
| <b>Station Totals</b>                   |                    | <b>122,100</b>   | <b>120,600</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                    |                  | <b>27,900</b>  |           |
| <b>Average Daily Circulation (1987)</b> |                    |                  | <b>10,500</b>  |           |

# Tennessee—Johnson City-Bristol-Kingsport

**WJHL-TV**

Ch. 11

**Network Service:** CBS.

**Licensee:** Roy H. Park Bcstg. of Tri-Cities, 338 E. Main St., Johnson City, TN 37601.

**Studio:** 338 E. Main St., Johnson City, TN 37601.

**Mailing Address:** Box 1130, Johnson City, TN 37605-1130.

**Telephone:** 615-926-2151. **TWX:** 810-575-8551.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 245-kw max. visual, 30-kw max. aural. Antenna: 2320-ft. above av. terrain, 228-ft. above ground, 4398-ft. above sea level.

Latitude 36° 25' 55"  
Longitude 82° 08' 15"

**Transmitter:** Holston Mountain.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.664-meter Ku-band; Aristocom, 3.053-meter C-band; Prodelin, 3.053-meter C-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CBS.

**Ownership:** Park Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** October 26, 1953. Sale to present owner by W. H. Lancaster Sr. & Jr. was approved June 8, 1964 by FCC (*Television Digest*, Vol. 4:11, 24).

**Represented (sales):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

W. H. LANCASTER JR., executive vice president & general manager.  
JACK D. DEMPSEY, general sales manager.  
ALFRED GREGORY, program director & film buyer.  
CARL DICKENSON, chief engineer.

**Highest 30 Sec. Rate** (September 15, 1987): \$1000.

**NETWORK BASE HOURLY RATE:** \$936.

**City of License:** Johnson City. **ADI:** Bristol, VA-Kingsport-Johnson City, TN. **Rank:** 82.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |     |
|                        | Avery                 | 5,300            | 5,200         | 98  |
|                        | <b>TENNESSEE</b>      |                  |               |     |
|                        | Carter                | 19,600           | 19,400        | 99  |
|                        | Greene                | 20,800           | 20,600        | 99  |
|                        | Hancock               | 2,300            | 2,300         | 100 |
|                        | Hawkins               | 17,000           | 16,800        | 99  |
|                        | Johnson               | 5,400            | 5,300         | 98  |
|                        | Sullivan              | 56,900           | 56,600        | 99  |
|                        | Unicoi                | 6,300            | 6,200         | 98  |
|                        | Washington            | 34,200           | 34,000        | 99  |
|                        | <b>VIRGINIA</b>       |                  |               |     |
|                        | Buchanan              | 12,200           | 11,900        | 98  |
|                        | Dickenson             | 7,000            | 6,900         | 99  |
|                        | Lee                   | 9,500            | 9,300         | 98  |
|                        | Russell               | 11,900           | 11,700        | 98  |
|                        | Scott                 | 8,500            | 8,300         | 98  |
|                        | Smyth                 | 11,700           | 11,600        | 99  |
|                        | Washington            | 23,800           | 23,500        | 99  |



WJHL-TV BPCT-4385 Granted 1/5/71 © American Map Corp., 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Wise                  | 17,100           | 16,800         | 98        |
|   | <b>KENTUCKY</b>       |                  |                |           |
|   | Harlan                | 14,400           | 14,200         | 99        |
| <b>Between 25-49%</b>                   | Letcher               | 11,000           | 10,800         | 98        |
|   | <b>NORTH CAROLINA</b> |                  |                |           |
|   | Ashe                  | 9,000            | 8,800          | 98        |
| <b>Between 5-24%</b>                    | Watauga               | 12,400           | 12,200         | 98        |
|   | <b>VIRGINIA</b>       |                  |                |           |
|   | Tazewell              | 17,800           | 17,600         | 99        |
| <b>Between 5-24%</b>                    | <b>KENTUCKY</b>       |                  |                |           |
|   | Floyd                 | 18,200           | 17,900         | 99        |
|   | Jackson               | 4,300            | 4,200          | 98        |
|   | Knott                 | 6,100            | 5,900          | 97        |
|   | Leslie                | 5,100            | 4,900          | 96        |
|   | Pike                  | 29,900           | 29,500         | 99        |
|   | <b>NORTH CAROLINA</b> |                  |                |           |
|   | Alleghany             | 3,900            | 3,800          | 97        |
|   | Madison               | 6,300            | 6,100          | 97        |
|   | Mitchell              | 5,300            | 5,200          | 98        |
|   | Swain                 | 4,000            | 3,900          | 98        |
|   | Yancey                | 5,700            | 5,500          | 96        |
|   | <b>TENNESSEE</b>      |                  |                |           |
|   | Claiborne             | 9,400            | 9,200          | 98        |
|   | Cocke                 | 11,100           | 10,900         | 98        |
| Grainger                                | 6,200                 | 6,100            | 98             |           |
| Hamblen                                 | 21,500                | 21,300           | 99             |           |
| <b>VIRGINIA</b>                         |                       |                  |                |           |
| Wythe                                   | 9,400                 | 9,200            | 98             |           |
| <b>WEST VIRGINIA</b>                    |                       |                  |                |           |
| Mc Dowell                               | 16,200                | 15,900           | 98             |           |
| Mingo                                   | 12,800                | 12,600           | 98             |           |
| Wyoming                                 | 12,200                | 12,000           | 98             |           |
| <b>Station Totals</b>                   |                       | <b>521,700</b>   | <b>514,100</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>264,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>159,300</b> |           |

# Tennessee—Kingsport-Johnson City-Bristol

## WKPT-TV

Ch. 19

Network Service: ABC.

Licensee: Holston Valley Bcstg. Corp., Box WKPT, Kingsport, TN 37662.

Studio: 222 Commerce St., Kingsport, TN 37660.

Telephone: 615-246-9578. TWX: 810-574-5180.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1255-kw max. & 447-kw horizontal visual, 251-kw max. & 89.1-kw horizontal aural. Antenna: 2320-ft. above av. terrain, 225-ft. above ground, 4398-ft. above sea level.

Latitude 36° 25' 54"  
Longitude 82° 08' 15"

Transmitter: Holston Mountain, Cherokee National Forest.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: AFC, 5-meter; AFC, 3-meter; AFC, 3-meter Ku-band; Avcom, M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: ABC, AP, ESPN, Potomac News Service.

Ownership: The Home News Co. See Group Ownership of Television Stations.

Began Operation: August 20, 1969.

Represented (sales): Settel Inc.

Represented (legal): Cordon & Kelly.

Represented (engineering): Jules Cohen & Associates.

### Personnel:

GEORGE E. DEVAULT JR., president & general manager.  
RAY WALKER, vice president, station & general sales manager.  
JACK JETER, sales manager.  
HAROLD T. DOUGHERTY, vice president, engineering.  
FRED FALIN, program director.  
BETTE BYRD, controller.  
STEVE LYONS, production director.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$325.

City of License: Kingsport. ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 82.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TENNESSEE</b>      |                  |               |    |
|                        | Carter                | 19,600           | 19,400        | 99 |
|                        | Sullivan              | 56,900           | 56,600        | 99 |
|                        | Unicoi                | 6,300            | 6,200         | 98 |
|                        | Washington            | 34,200           | 34,000        | 99 |
|                        | <b>VIRGINIA</b>       |                  |               |    |
|                        | Buchanan              | 12,200           | 11,900        | 98 |
|                        | Washington            | 23,800           | 23,500        | 99 |
|                        | Wise                  | 17,100           | 16,800        | 98 |
|                        | <b>Between 25-49%</b> | <b>KENTUCKY</b>  |               |    |
| Harlan                 |                       | 14,400           | 14,200        | 99 |
| Leslie                 |                       | 5,100            | 4,900         | 96 |
| Letcher                |                       | 11,000           | 10,800        | 98 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Watauga               | 12,400           | 12,200         | 98             |
|   | <b>TENNESSEE</b>      |                  |                |                |
|   | Greene                | 20,800           | 20,600         | 99             |
|   | Hawkins               | 17,000           | 16,800         | 99             |
|   | <b>VIRGINIA</b>       |                  |                |                |
|   | Dickenson             | 7,000            | 6,900          | 99             |
|   | Lee                   | 9,500            | 9,300          | 98             |
|   | Russell               | 11,900           | 11,700         | 98             |
|   | Scott                 | 8,500            | 8,300          | 98             |
|   | Smyth                 | 11,700           | 11,600         | 99             |
| Wythe                                   | 9,400                 | 9,200            | 98             |                |
| <b>Between 5-24%</b>                    | <b>KENTUCKY</b>       |                  |                |                |
|   | Bell                  | 12,000           | 11,800         | 98             |
|   | Knott                 | 6,100            | 5,900          | 97             |
|   | Perry                 | 11,800           | 11,500         | 97             |
|   | Pike                  | 29,900           | 29,500         | 99             |
|   | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Avery                 | 5,300            | 5,200          | 98             |
|   | <b>TENNESSEE</b>      |                  |                |                |
|   | Claiborne             | 9,400            | 9,200          | 98             |
|   | Cocke                 | 11,100           | 10,900         | 98             |
|   | Hamblen               | 21,500           | 21,300         | 99             |
| Hancock                                 | 2,300                 | 2,300            | 100            |                |
| Jefferson                               | 12,500                | 12,400           | 99             |                |
| Johnson                                 | 5,400                 | 5,300            | 98             |                |
| <b>VIRGINIA</b>                         |                       |                  |                |                |
| Tazewell                                | 17,800                | 17,600           | 99             |                |
| <b>Station Totals</b>                   |                       | <b>453,900</b>   | <b>447,800</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>187,200</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>83,100</b>  |

# Tennessee—Knoxville

## WATE-TV

Ch. 6

**Network Service:** ABC.

**Licensee:** Nationwide Communications Inc., 1306 Broadway NE, Knoxville, TN 37917.

**Studio:** 1306 Broadway NE, Knoxville, TN 37917.

**Telephone:** 615-637-9666. **TWX:** 810-583-0114.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1490-ft. above av. terrain, 1153-ft. above ground, 2549-ft. above sea level.

Latitude 36° 00' 13"  
Longitude 83° 56' 35"

**Transmitter:** Sharp's Ridge Memorial Park Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Comtech, 5-meter; Andrew, 7.2-meter; Andrew, 4.5-meter; AFC, 3.7-meter Ku-band; Avantek, M/A-Com, Pinzone, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Nationwide Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** October 1, 1953. Sale to present owner by Paul Montcastle and associates approved on April 8, 1965 by FCC (Television Digest, Vol. 5:9, 15).

**Represented (sales):** Blair Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

JIM MIKELS, general manager.  
BOB WILLIAMS, chief engineer.  
JAMES ABBOTT, station manager.  
STEVE SLACK, general sales manager.  
TIMOTHY FRAME, assistant general sales manager.  
RAY SYLVESTER, promotion director.  
DAVID SMITH, news director.

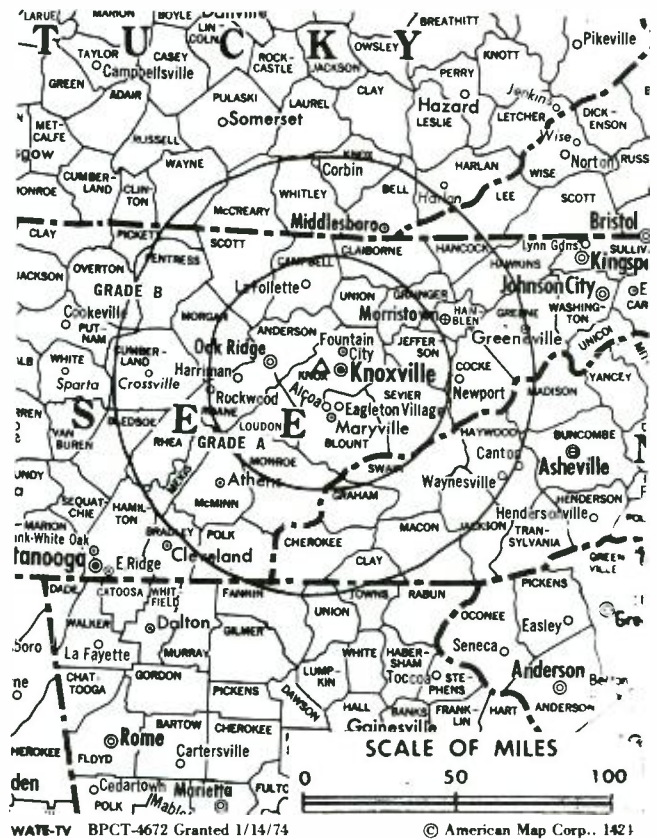
**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1600.

**City of License:** Knoxville. **ADI:** Knoxville. **Rank:** 61.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| 50% & Over             | <b>KENTUCKY</b>  |                  |               |     |
|                        | Bell             | 12,000           | 11,800        | 98  |
|                        | Harlan           | 14,400           | 14,200        | 99  |
|                        | Knox             | 10,900           | 10,700        | 98  |
|                        | Mc Creary        | 5,600            | 5,500         | 98  |
|                        | Whitley          | 13,400           | 13,200        | 99  |
|                        | <b>TENNESSEE</b> |                  |               |     |
|                        | Anderson         | 27,000           | 26,800        | 99  |
|                        | Blount           | 31,300           | 31,100        | 99  |
|                        | Campbell         | 13,500           | 13,300        | 99  |
|                        | Claiborne        | 9,400            | 9,200         | 98  |
|                        | Cocke            | 11,100           | 10,900        | 98  |
|                        | Cumberland       | 12,100           | 11,900        | 98  |
|                        | Fentress         | 5,600            | 5,500         | 98  |
|                        | Grainger         | 6,200            | 6,100         | 98  |
|                        | Hamblen          | 21,500           | 21,300        | 99  |
|                        | Hancock          | 2,300            | 2,300         | 100 |
|                        | Jefferson        | 12,500           | 12,400        | 99  |
|                        | Knox             | 129,900          | 129,000       | 99  |
|                        | Loudon           | 11,400           | 11,300        | 99  |
|                        | Monroe           | 10,700           | 10,600        | 99  |
| Morgan                 | 5,800            | 5,700            | 98            |     |
| Roane                  | 18,600           | 18,400           | 99            |     |
| Scott                  | 7,200            | 7,100            | 99            |     |
| Sevier                 | 18,300           | 18,100           | 99            |     |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| 50% & Over                              | Union                 | 4,800            | 4,700          | 98        |
|   | <b>KENTUCKY</b>       |                  |                |           |
|   | Leslie                | 5,100            | 4,900          | 96        |
|   | Wayne                 | 6,600            | 6,400          | 97        |
|   | <b>TENNESSEE</b>      |                  |                |           |
|   | Greene                | 20,800           | 20,600         | 99        |
|   | Hawkins               | 17,000           | 16,800         | 99        |
|   | Mcminn                | 15,900           | 15,800         | 99        |
|   | Rhea                  | 9,300            | 9,200          | 99        |
|   | <b>VIRGINIA</b>       |                  |                |           |
|   | Lee                   | 9,500            | 9,300          | 98        |
| Between 5-24%                           | <b>GEORGIA</b>        |                  |                |           |
|   | Fannin                | 6,000            | 5,900          | 98        |
|   | Union                 | 4,100            | 4,000          | 98        |
|   | <b>KENTUCKY</b>       |                  |                |           |
|   | Clay                  | 7,700            | 7,500          | 97        |
|   | Laurel                | 15,000           | 14,700         | 98        |
|   | Pulaski               | 18,400           | 18,000         | 98        |
|   | Russell               | 5,700            | 5,600          | 98        |
|   | <b>NORTH CAROLINA</b> |                  |                |           |
|   | Cherokee              | 7,700            | 7,500          | 97        |
|   | Graham                | 2,500            | 2,400          | 96        |
|   | Jackson               | 9,400            | 9,200          | 98        |
|   | Swain                 | 4,000            | 3,900          | 98        |
|   | <b>TENNESSEE</b>      |                  |                |           |
|   | Bledsoe               | 3,300            | 3,200          | 97        |
| Meigs                                   | 2,800                 | 2,800            | 100            |           |
| Polk                                    | 4,900                 | 4,800            | 98             |           |
| Sequatchie                              | 3,300                 | 3,300            | 100            |           |
| Sullivan                                | 56,900                | 56,600           | 99             |           |
| Unicoi                                  | 6,300                 | 6,200            | 98             |           |
| <b>VIRGINIA</b>                         |                       |                  |                |           |
| Scott                                   | 8,500                 | 8,300            | 98             |           |
| <b>Station Totals</b>                   |                       | <b>666,200</b>   | <b>658,000</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>407,200</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>242,500</b> |           |

# Tennessee—Knoxville

## WBIR-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Multimedia WBIR Inc., Box 2760, Greenville, SC 29602.

**Studio:** 1513 Hutchinson Ave., Knoxville, TN 37917.

**Telephone:** 615-637-1010. **TWX:** 810-583-0172.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 35.5-kw aural. Antenna: 1790-ft. above av. terrain, 1504-ft. above ground, 2849-ft. above sea level.

Latitude 36° 00' 19"  
Longitude 83° 56' 23"

**Transmitter:** Memorial Park Rd., Sharp's Ridge, Knoxville.

**Satellite Earth Stations:** Harris, 3-meter; Anixter-Mark, 5-meter; RCA Americom, 3.6-meter Ku-band; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CBS, CNN, NIWS.

**Ownership:** Multimedia Inc. See Group Ownership of Television Stations.

**Began Operation:** August 12, 1956. Transfer to Multimedia Inc. by Southeastern Bcstg. Co. approved Sept. 22, 1967 by FCC. Previous sale to WMRC Inc. by Taft Bcstg. Co. approved Nov. 16, 1960 (*Television Digest*, Vol. 16:39, 47). Sale of 70% by Gilmore N. Nunn, Mr. & Mrs. Robert L. Ashe & John P. Hart to Taft Bcstg., which previously had held other 30%, was approved Oct. 29, 1959 (Vol. 15:41, 44).

**Represented (sales):** Katz Television.

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

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

JAMES M. HART, vice president & general manager.  
STEVE DEAN, creative services director.  
ROBERT E. HORTON, chief engineer.  
BOB W. FRANKLIN, news director.

**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$1225.

**City of License:** Knoxville. **ADI:** Knoxville. **Rank:** 61.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>KENTUCKY</b>       |                  |               |    |
|                        | Bell                  | 12,000           | 11,800        | 98 |
|                        | Harlan                | 14,400           | 14,200        | 99 |
|                        | Knox                  | 10,900           | 10,700        | 98 |
|                        | Laurel                | 15,000           | 14,700        | 98 |
|                        | Mc Creary             | 5,600            | 5,500         | 98 |
|                        | Pulaski               | 18,400           | 18,000        | 98 |
|                        | Wayne                 | 6,600            | 6,400         | 97 |
|                        | Whitley               | 13,400           | 13,200        | 99 |
|                        | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Graham                | 2,500            | 2,400         | 96 |
|                        | <b>TENNESSEE</b>      |                  |               |    |
|                        | Anderson              | 27,000           | 26,800        | 99 |
|                        | Blount                | 31,300           | 31,100        | 99 |
|                        | Campbell              | 13,500           | 13,300        | 99 |
|                        | Claiborne             | 9,400            | 9,200         | 98 |
|                        | Cocke                 | 11,100           | 10,900        | 98 |
|                        | Cumberland            | 12,100           | 11,900        | 98 |
|                        | Fentress              | 5,600            | 5,500         | 98 |
|                        | Grainger              | 6,200            | 6,100         | 98 |
|                        | Greene                | 20,800           | 20,600        | 99 |
| Hamblen                | 21,500                | 21,300           | 99            |    |
| Hancock                | 2,300                 | 2,300            | 100           |    |
| Jefferson              | 12,500                | 12,400           | 99            |    |
| Knox                   | 129,900               | 129,000          | 99            |    |
| Loudon                 | 11,400                | 11,300           | 99            |    |
| Mcminn                 | 15,900                | 15,800           | 99            |    |



WBIR-TV BPCT-781006KH Granted 3/14/79 © American Map Corp., 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Monroe                | 10,700           | 10,600         | 99        |
|   | Morgan                | 5,800            | 5,700          | 98        |
|   | Roane                 | 18,600           | 18,400         | 99        |
|   | Scott                 | 7,200            | 7,100          | 99        |
|   | Sevier                | 18,300           | 18,100         | 99        |
|   | Union                 | 4,800            | 4,700          | 98        |
| <b>Between 25-49%</b>                   | <b>KENTUCKY</b>       |                  |                |           |
|   | Clay                  | 7,700            | 7,500          | 97        |
|   | Russell               | 5,700            | 5,600          | 98        |
|   | <b>NORTH CAROLINA</b> |                  |                |           |
| Cherokee                                | 7,700                 | 7,500            | 97             |           |
| <b>Between 5-24%</b>                    | <b>TENNESSEE</b>      |                  |                |           |
|   | Hawkins               | 17,000           | 16,800         | 99        |
|   | Rhea                  | 9,300            | 9,200          | 99        |
|   | <b>VIRGINIA</b>       |                  |                |           |
|   | Lee                   | 9,500            | 9,300          | 98        |
|   | <b>GEORGIA</b>        |                  |                |           |
|   | Fannin                | 6,000            | 5,900          | 98        |
|   | Union                 | 4,100            | 4,000          | 98        |
|   | <b>KENTUCKY</b>       |                  |                |           |
|   | Casey                 | 5,900            | 5,800          | 98        |
| Leslie                                  | 5,100                 | 4,900            | 96             |           |
| <b>NORTH CAROLINA</b>                   |                       |                  |                |           |
| Madison                                 | 6,300                 | 6,100            | 97             |           |
| Swain                                   | 4,000                 | 3,900            | 98             |           |
| <b>TENNESSEE</b>                        |                       |                  |                |           |
| Bledsoe                                 | 3,300                 | 3,200            | 97             |           |
| Meigs                                   | 2,800                 | 2,800            | 100            |           |
| Polk                                    | 4,900                 | 4,800            | 98             |           |
| Sullivan                                | 56,900                | 56,600           | 99             |           |
| Unicoi                                  | 6,300                 | 6,200            | 98             |           |
| <b>VIRGINIA</b>                         |                       |                  |                |           |
| Wise                                    | 17,100                | 16,800           | 98             |           |
| <b>Station Totals</b>                   |                       | <b>674,300</b>   | <b>665,900</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>457,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>301,300</b> |           |

# Tennessee—Knoxville

## WKCH-TV

Ch. 43

**Network Service:** None, independent.

**Licensee:** Knoxville Television Ltd., Debtor-in-Possession, 7401 Kingston Pike, Knoxville, TN 37919.

**Studio:** 109 E. Churchwell, Knoxville, TN 37917.

**Mailing Address:** Box 3809, Knoxville, TN 37927.

**Telephone:** 615-971-4343.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 2210-kw max. visual, 221-kw max. aural. Antenna: 1150-ft. above av. terrain, 1079-ft. above ground, 2179-ft. above sea level.

Latitude 35° 59' 20"  
Longitude 83° 57' 45"

**Transmitter:** Sharp's Ridge, Knoxville.

**Satellite Earth Stations:** 2 in operation; Harris, Scientific-Atlanta receivers.

**News Services:** AP, CNN.

**Ownership:** Media Central Inc. See Group Ownership of Television Stations.

**Began Operation:** December 31, 1983. Sale to present owner by H. Bernard Dixon, et al., approved by FCC Oct. 1, 1985.

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Seymour M. Chase, P.C.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

GLENN MINCER, general sales manager.  
SUSAN NEWMAN, national sales manager.  
JANET PRICE, promotion director.  
LAMAR GILBERT, chief engineer.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate:** \$300.

**City of License:** Knoxville. **ADI:** Knoxville. **Rank:** 61.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TENNESSEE</b> |                  |               |    |
|                        | Knox             | 129,900          | 129,000       | 99 |
|                        | Loudon           | 11,400           | 11,300        | 99 |
| <b>Between 25-49%</b>  | <b>TENNESSEE</b> |                  |               |    |
|                        | Anderson         | 27,000           | 26,800        | 99 |
|                        | Blount           | 31,300           | 31,100        | 99 |
|                        | Claiborne        | 9,400            | 9,200         | 98 |
|                        | Grainger         | 6,200            | 6,100         | 98 |
|                        | Hamblen          | 21,500           | 21,300        | 99 |



WKCH-TV BMPCT—830728KJ Granted 9/22/83 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |
|---|-----------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | Jefferson       | 12,500           | 12,400         | 99             |
|   | Morgan          | 5,800            | 5,700          | 98             |
|   | Roane           | 18,600           | 18,400         | 99             |
|   | Sevier          | 18,300           | 18,100         | 99             |
|   | Union           | 4,800            | 4,700          | 98             |
| <b>Between 5-24%</b>                    | <b>KENTUCKY</b> |                  |                |                |
|   | Bell            | 12,000           | 11,800         | 98             |
|   | Harlan          | 14,400           | 14,200         | 99             |
|   | Knox            | 10,900           | 10,700         | 98             |
|   | Mc Creary       | 5,600            | 5,500          | 98             |
| <b>TENNESSEE</b>                        | Campbell        | 13,500           | 13,300         | 99             |
|   | Cumberland      | 12,100           | 11,900         | 98             |
|   | Monroe          | 10,700           | 10,600         | 99             |
|   | Rhea            | 9,300            | 9,200          | 99             |
|   | Scott           | 7,200            | 7,100          | 99             |
| <b>Station Totals</b>                   |                 | <b>392,400</b>   | <b>388,400</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>152,300</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>60,400</b>  |



# Tennessee—Knoxville

**WTVK**

Ch. 26

**Network Service:** NBC.

**Licensee:** South Central Communications Corp., Box 1388, Knoxville, TN 37901.

**Studio:** Sharp's Ridge Memorial Park Rd., Knoxville, TN 37901.

**Mailing Address:** Box 1388, Knoxville, TN 37901.

**Telephone:** 615-687-2312.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 5000-kw max. & 1620-kw horizontal visual, 324-kw horizontal aural. Antenna: 1270-ft. above av. terrain, 1061-ft. above ground, 2319-ft. above sea level.

Latitude 36° 00' 36"  
Longitude 83° 55' 57"

**Note:** Review Board Decision March 13, 1986 granted CP for change to Channel No. 8 (180-186 MHz). 316-kw visual, 44.8-kw aural. Antenna: 1272-ft. above av. terrain, 1034-ft. above ground, 2292-ft. above sea level. Latitude 36° 00' 35.9". Longitude 83° 55' 56.5". Transmitter: 0.2-mi. NE of Sharp's Ridge Memorial Park Rd., Knoxville.

**Transmitter:** Sharp's Ridge Memorial Park Rd.

**Satellite Earth Stations:** 3 in operation; Standard Communications receivers.

**FM Affiliate:** WEZK, 100-kw, 97.5 MHz (No. 248), 1140-ft.

**News Services:** AP, NBC.

**Ownership:** John D. Engelbrecht, pres., 74.8%; Bettie A. Engelbrecht, secy., 24.7%; Leighman D. Groves, treas., 0.50%; South Central also operates WROZ(AM), Evansville, IN; owns WEZK(FM), Knoxville, TN; WZEZ(FM), Nashville, TN.

**Began Operation:** October 1, 1953. Sale to present owners approved by FCC July 28, 1954 (Television Digest, Vol. 10:23, 31).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

JOHN D. ENGELBRECHT, president.  
DUANE V. EASTVOLD, vice president & general manager.  
WILLIAM E. ECKSTEIN, program director.  
JERRY WHITENER, national sales manager.  
HAL WANZNER, news director.  
CARL LAWSON, chief engineer.

**Highest 30 Sec. Rate:** \$350.

**NETWORK BASE HOURLY RATE:** \$600.

**City of License:** Knoxville. **ADI:** Knoxville. **Rank:** 61.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>KENTUCKY</b>  |                  |               |    |
|                        | Bell             | 12,000           | 11,800        | 98 |
|                        | Knox             | 10,900           | 10,700        | 98 |
|                        | Whitley          | 13,400           | 13,200        | 99 |
|                        | <b>TENNESSEE</b> |                  |               |    |
|                        | Anderson         | 27,000           | 26,800        | 99 |
|                        | Blount           | 31,300           | 31,100        | 99 |
|                        | Campbell         | 13,500           | 13,300        | 99 |
|                        | Claiborne        | 9,400            | 9,200         | 98 |
|                        | Hamblen          | 21,500           | 21,300        | 99 |



| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %         |
|---|------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Jefferson        | 12,500           | 12,400         | 99        |
|   | Knox             | 129,900          | 129,000        | 99        |
|   | Loudon           | 11,400           | 11,300         | 99        |
|   | Morgan           | 5,800            | 5,700          | 98        |
|   | Roane            | 18,600           | 18,400         | 99        |
|   | Scott            | 7,200            | 7,100          | 99        |
|   | Sevier           | 18,300           | 18,100         | 99        |
| Union                                   | 4,800            | 4,700            | 98             |           |
| <b>Between 25-49%</b>                   | <b>KENTUCKY</b>  |                  |                |           |
|   | Pulaski          | 18,400           | 18,000         | 98        |
|   | <b>TENNESSEE</b> |                  |                |           |
|   | Cocke            | 11,100           | 10,900         | 98        |
| Grainger                                | 6,200            | 6,100            | 98             |           |
| Monroe                                  | 10,700           | 10,600           | 99             |           |
| <b>Between 5-24%</b>                    | <b>GEORGIA</b>   |                  |                |           |
|   | Fannin           | 6,000            | 5,900          | 98        |
|   | <b>KENTUCKY</b>  |                  |                |           |
|   | Harlan           | 14,400           | 14,200         | 99        |
|   | Laurel           | 15,000           | 14,700         | 98        |
|   | McCreary         | 5,600            | 5,500          | 98        |
|   | <b>TENNESSEE</b> |                  |                |           |
|   | Cumberland       | 12,100           | 11,900         | 98        |
|   | Hancock          | 2,300            | 2,300          | 100       |
|   | Hawkins          | 17,000           | 16,800         | 99        |
| Mcminn                                  | 15,900           | 15,800           | 99             |           |
| Polk                                    | 4,900            | 4,800            | 98             |           |
| Rhea                                    | 9,300            | 9,200            | 99             |           |
| Van Buren                               | 1,500            | 1,500            | 100            |           |
| <b>Station Totals</b>                   |                  | <b>497,900</b>   | <b>492,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  | <b>302,200</b> |           |
| <b>Average Daily Circulation (1987)</b> |                  |                  | <b>173,000</b> |           |

# Tennessee—Memphis

## WHBQ-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** RKO General Inc., Box 11407, 485 S. Highland, Memphis, TN 38111.

**Studio:** Box 11407, 485 S. Highland, Memphis, TN 38111.

**Telephone:** 901-320-1313. **TWX:** 810-591-1877.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1013-ft. above av. terrain, 1076-ft. above ground, 1336-ft. above sea level.

Latitude 35° 10' 28"  
Longitude 89° 50' 41"

**Transmitter:** Raleigh-La Grange Rd.

**Satellite Earth Stations:** Andrew, 7.3-meter; Andrew, 4.5-meter; AvanteK receivers.

**AM Affiliate:** WHBQ, 5-kw (1-kw night), 560 kHz.

**News Services:** AP, UPI.

**Ownership:** RKO General Inc. See Group Ownership of Television Stations.

**Began Operation:** September 27, 1953.

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

- ALEX BONNER, vice president & general manager.
- JACK BOLTON, general sales manager.
- DICK KVALE, national sales manager.
- BOB LEWIS, program director.
- JACQUE MINNOTTE, news director.
- JANICE KNAPP, promotion director.
- JEAN PIERCY, controller.
- PAT BOREN, sales service director.
- LARRY COUGHLAN, chief engineer.

**Highest One Hour Rate:** \$8000.

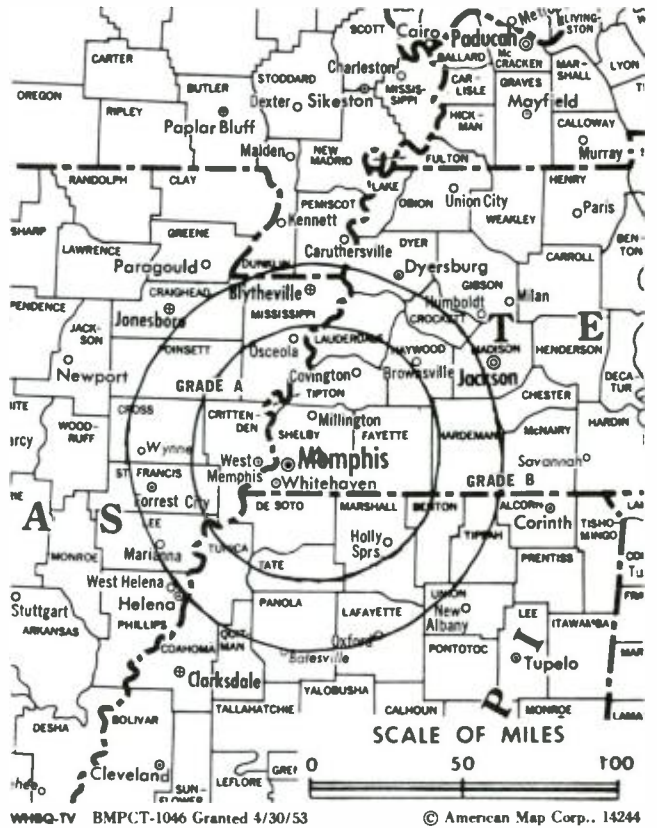
**Highest 30 Sec. Rate:** \$1600.

**NETWORK BASE HOURLY RATE:** \$1250.

**City of License:** Memphis. **ADI:** Memphis. **Rank:** 39.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County       | Total Households | TV Households | %   |
|------------------------|--------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>ARKANSAS</b>    |                  |               |     |
|                        | Crittenden         | 16,300           | 15,900        | 98  |
|                        | Cross              | 6,800            | 6,700         | 99  |
|                        | Lee                | 5,000            | 4,800         | 96  |
|                        | Mississippi        | 19,500           | 19,200        | 98  |
|                        | Phillips           | 11,000           | 10,700        | 97  |
|                        | Poinsett           | 9,100            | 9,000         | 99  |
|                        | St Francis         | 9,800            | 9,600         | 98  |
|                        | <b>MISSOURI</b>    |                  |               |     |
|                        | Pemiscot           | 8,400            | 8,200         | 98  |
|                        | <b>MISSISSIPPI</b> |                  |               |     |
|                        | Benton             | 2,700            | 2,700         | 100 |
|                        | Coahoma            | 11,900           | 11,600        | 97  |
|                        | De Soto            | 20,100           | 19,700        | 98  |
|                        | Lafayette          | 11,500           | 11,300        | 98  |
|                        | Marshall           | 10,000           | 9,800         | 98  |
|                        | Panola             | 9,700            | 9,600         | 99  |
|                        | Quitman            | 3,900            | 3,800         | 97  |
|                        | Tate               | 6,600            | 6,500         | 98  |



| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | Tippah           | 7,100            | 7,000         | 99 |
|                        | Tunica           | 2,900            | 2,800         | 96 |
|                        | Union            | 8,700            | 8,600         | 99 |
|                        | <b>TENNESSEE</b> |                  |               |    |
|                        | Crockett         | 5,200            | 5,100         | 98 |
|                        | Dyer             | 13,200           | 13,100        | 99 |
|                        | Fayette          | 7,900            | 7,700         | 97 |
|                        | Gibson           | 18,800           | 18,600        | 99 |
|                        | Hardeman         | 8,100            | 8,000         | 99 |
|                        | Haywood          | 6,700            | 6,600         | 98 |
| Lake                   | 2,600            | 2,600            | 100           |    |
| Lauderdale             | 9,000            | 8,900            | 99            |    |
| Madison                | 28,800           | 28,500           | 99            |    |
| Shelby                 | 283,000          | 281,100          | 99            |    |
| Tipton                 | 11,800           | 11,700           | 99            |    |

|                       |                    |        |        |    |
|-----------------------|--------------------|--------|--------|----|
| <b>Between 25-49%</b> | <b>ARKANSAS</b>    |        |        |    |
|                       | Craighead          | 23,800 | 23,500 | 99 |
|                       | Greene             | 12,000 | 11,800 | 98 |
|                       | <b>MISSOURI</b>    |        |        |    |
|                       | Dunklin            | 13,400 | 13,100 | 98 |
|                       | <b>MISSISSIPPI</b> |        |        |    |
|                       | Alcorn             | 13,200 | 13,000 | 98 |
|                       | Lee                | 23,200 | 22,900 | 99 |
|                       | Tallahatchie       | 5,300  | 5,200  | 98 |
|                       | Yalobusha          | 5,100  | 5,000  | 98 |
| <b>TENNESSEE</b>      |                    |        |        |    |
| Chester               | 4,700              | 4,600  | 98     |    |
| Mc Nairy              | 9,200              | 9,100  | 99     |    |
| Obion                 | 12,900             | 12,800 | 99     |    |

(Continued on page A-983)

|   |                |                |           |
|---|----------------|----------------|-----------|
| <b>Station Totals</b>                   | <b>817,600</b> | <b>807,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                | <b>533,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |                | <b>290,800</b> |           |

# Tennessee—Memphis

## WMC-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** Scripps-Howard Broadcasting Co., Box 4420, Memphis, TN 38104.

**Studio:** 1960 Union Ave., Memphis, TN 38104.

**Telephone:** 901-726-0555.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1013-ft. above av. terrain, 1088-ft. above ground, 1335-ft. above sea level.

Latitude 35° 10' 09"  
Longitude 89° 53' 12"

**Transmitter:** 5317 Crestview Dr., U.S. 70 & Macon Rd.

**Satellite Earth Stations:** 4 in operation; Scientific-Atlanta, 7-meter; RCA, 3-meter; Scientific-Atlanta, Harris receivers.

**AM Affiliate:** WMC, 5-kw, 790 kHz (ABC).

**FM Affiliate:** WMC-FM, 300-kw, 99.7 MHz (No. 259), 910-ft (ABC).

**News Services:** AP, CNN, NBC, UPI.

**Ownership:** Scripps-Howard Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** December 11, 1948.

**Represented (sales):** Blair Television.

**Represented (legal):** Baker & Hostetler.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

RON KLAYMAN, vice president & general manager.  
EDWARD F. GREANEY JR., assistant general manager, news & public affairs.  
JOE COOPER, general sales manager.  
JACK CALLICOTT, local sales manager.  
WILLIAM FEE, national sales manager.  
MICHAEL I. SCHWARTZ, engineering manager.  
PHILIP SLAVICK, operations manager.  
ROB MIZE, creative services manager.  
BUDDY SANDERS, farm director.  
JAMES FROMMEL, business manager.  
OLIVIA HOLMES, promotion director.

**Highest One Hour Rate:** \$3000.

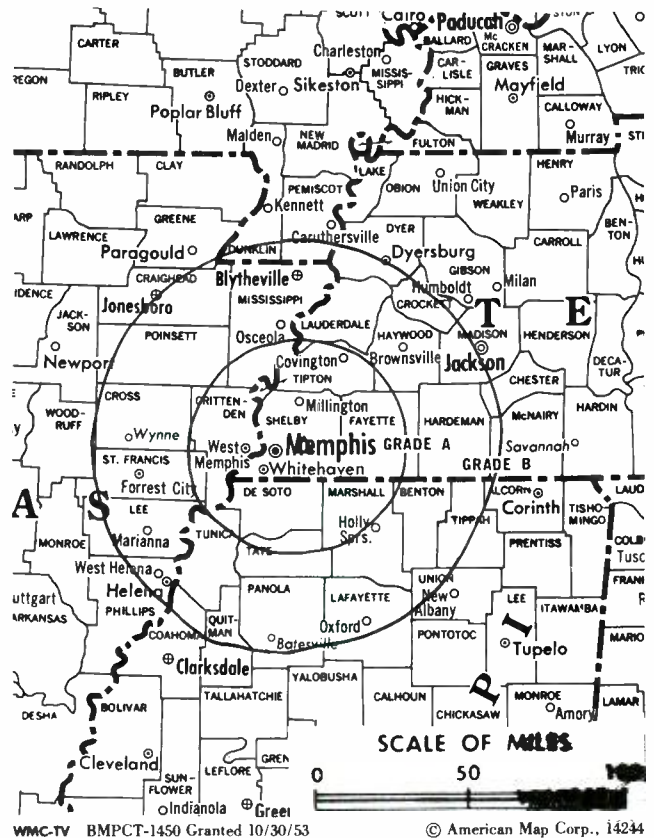
**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$2650.

**City of License:** Memphis. **ADI:** Memphis. **Rank:** 39.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>ARKANSAS</b> |                  |               |    |
|                        | Craighead       | 23,800           | 23,500        | 99 |
|                        | Crittenden      | 16,300           | 15,900        | 98 |
|                        | Cross           | 6,800            | 6,700         | 99 |
|                        | Greene          | 12,000           | 11,800        | 98 |
|                        | Lawrence        | 7,200            | 7,000         | 97 |
|                        | Lee             | 5,000            | 4,800         | 96 |
|                        | Mississippi     | 19,500           | 19,200        | 98 |
|                        | Phillips        | 11,000           | 10,700        | 97 |
|                        | Poinsett        | 9,100            | 9,000         | 99 |
|                        | Randolph        | 6,300            | 6,100         | 97 |
| St Francis             | 9,800           | 9,600            | 98            |    |



| Net Weekly Circulation                  | State County       | Total Households | TV Households  | %         |
|---|--------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>MISSOURI</b>    |                  |                |           |
|   | Pemiscot           | 8,400            | 8,200          | 98        |
|   | <b>MISSISSIPPI</b> |                  |                |           |
|   | Alcorn             | 13,200           | 13,000         | 98        |
|   | Benton             | 2,700            | 2,700          | 100       |
|   | Coahoma            | 11,900           | 11,600         | 97        |
|   | De Soto            | 20,100           | 19,700         | 98        |
|   | Grenada            | 7,600            | 7,500          | 99        |
|   | Lafayette          | 11,500           | 11,300         | 98        |
|   | Marshall           | 10,000           | 9,800          | 98        |
|   | Panola             | 9,700            | 9,600          | 99        |
|   | Quitman            | 3,900            | 3,800          | 97        |
|   | Tallahatchie       | 5,300            | 5,200          | 98        |
|   | Tate               | 6,600            | 6,500          | 98        |
|   | Tippah             | 7,100            | 7,000          | 99        |
|   | Tunica             | 2,900            | 2,800          | 96        |
|   | Union              | 8,700            | 8,600          | 99        |
| Yalobusha                               | 5,100              | 5,000            | 98             |           |
| <b>TENNESSEE</b>                        |                    |                  |                |           |
| Chester                                 | 4,700              | 4,600            | 98             |           |
| Crockett                                | 5,200              | 5,100            | 98             |           |
| Dyer                                    | 13,200             | 13,100           | 99             |           |
| Fayette                                 | 7,900              | 7,700            | 97             |           |
| Gibson                                  | 18,800             | 18,600           | 99             |           |
| Hardeman                                | 8,100              | 8,000            | 99             |           |
| Haywood                                 | 6,700              | 6,600            | 98             |           |
| Lake                                    | 2,600              | 2,600            | 100            |           |
| Lauderdale                              | 9,000              | 8,900            | 99             |           |
| Mc Nairy                                | 9,200              | 9,100            | 99             |           |
| Madison                                 | 28,800             | 28,500           | 99             |           |
| Shelby                                  | 283,000            | 281,100          | 99             |           |
| Tipton                                  | 11,800             | 11,700           | 99             |           |
| (Continued on page A-983)               |                    |                  |                |           |
| <b>Station Totals</b>                   |                    | <b>946,000</b>   | <b>932,600</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                    |                  | <b>675,900</b> |           |
| <b>Average Daily Circulation (1987)</b> |                    |                  | <b>452,200</b> |           |

# Tennessee—Memphis

## WMKW-TV

Ch. 30

**Network Service:** Fox.

**Licensee:** The Television Corp. of Memphis, 2876 Directors Cove, Memphis, TN 38103.

**Studio:** 2876 Directors Cove, Memphis, TN 38131.

**Mailing Address:** Box 30030, Memphis, TN 38130.

**Telephone:** 901-346-3030.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 2500-kw max. & 1010-kw horizontal visual, 250-kw max. & 101-kw horizontal aural. Antenna: 1002-ft. above av. terrain, 1114-ft. above ground, 1449-ft. above sea level.

Latitude 35° 09' 17"  
Longitude 89° 49' 20"

**Transmitter:** WKNO-TV tower, 2.5-mi. NE of Memphis on L & N Railroad.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Automation Techniques, 3.8-meter; M/A-Com, 4.2-meter Ku-band; Scientific-Atlanta, Automation Techniques, M/A-Com receivers.

**Ownership:** TVX Broadcast Group, 100%. See Group Ownership of Television Stations.

**Began Operation:** April 18, 1983.

**Represented (sales):** Settel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

**Represented (engineering):** Lawrence Behr Associates.

**Personnel:**

TIM McDONALD, president.  
MORRIE BEITCH, vice president & general manager.  
DeSHON DARNELL, general sales manager.

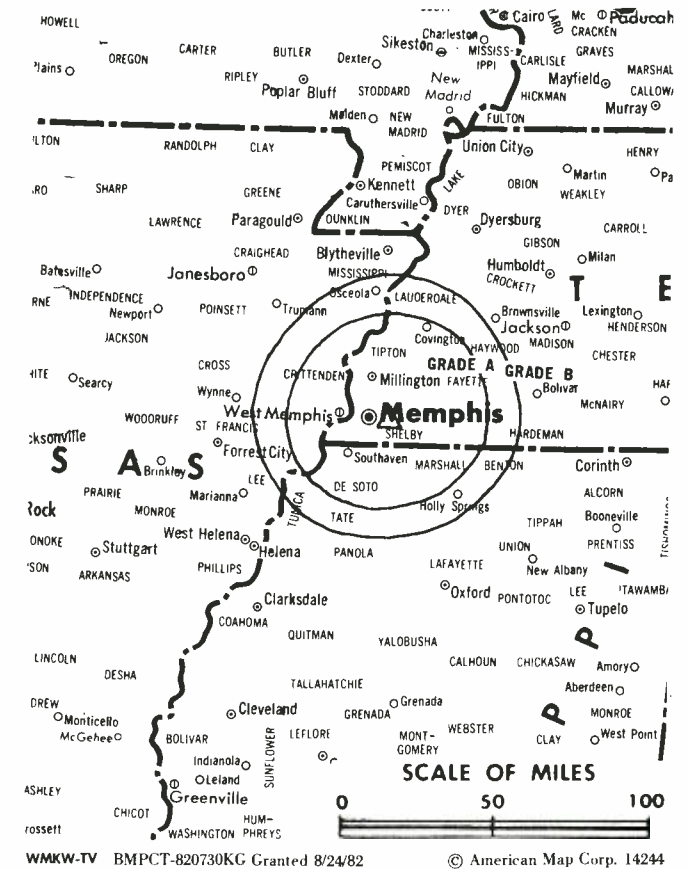
**Highest One Hour Rate:** \$3600.

**Highest 30 Sec. Rate:** \$2500.

**City of License:** Memphis. **ADI:** Memphis. **Rank:** 39.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County       | Total Households | TV Households | %  |
|------------------------|--------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>ARKANSAS</b>    |                  |               |    |
|                        | Crittenden         | 16,300           | 15,900        | 98 |
|                        | <b>MISSISSIPPI</b> |                  |               |    |
|                        | De Soto            | 20,100           | 19,700        | 98 |
|                        | Tate               | 6,600            | 6,500         | 98 |
| <b>Between 25-49%</b>  | <b>TENNESSEE</b>   |                  |               |    |
|                        | Shelby             | 283,000          | 281,100       | 99 |
|                        | <b>ARKANSAS</b>    |                  |               |    |
|                        | Mississippi        | 19,500           | 19,200        | 98 |
|                        | Poinsett           | 9,100            | 9,000         | 99 |
| <b>Between 25-49%</b>  | <b>MISSISSIPPI</b> |                  |               |    |
|                        | Marshall           | 10,000           | 9,800         | 98 |
|                        | Tunica             | 2,900            | 2,800         | 96 |



| Net Weekly Circulation                  | State County       | Total Households | TV Households  | %         |
|---|--------------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | <b>TENNESSEE</b>   |                  |                |           |
|   | Fayette            | 7,900            | 7,700          | 97        |
|   | Haywood            | 6,700            | 6,600          | 98        |
| <b>Between 5-24%</b>                    | Tipton             | 11,800           | 11,700         | 99        |
|   | <b>ARKANSAS</b>    |                  |                |           |
|   | Cross              | 6,800            | 6,700          | 99        |
|   | Lee                | 5,000            | 4,800          | 96        |
|   | Phillips           | 11,000           | 10,700         | 97        |
| <b>MISSOURI</b>                         | St Francis         | 9,800            | 9,600          | 98        |
|   | Pemiscot           | 8,400            | 8,200          | 98        |
|   | <b>MISSISSIPPI</b> |                  |                |           |
| Benton                                  | 2,700              | 2,700            | 100            |           |
| Coahoma                                 | 11,900             | 11,600           | 97             |           |
| Lafayette                               | 11,500             | 11,300           | 98             |           |
| Panola                                  | 9,700              | 9,600            | 99             |           |
| Quitman                                 | 3,900              | 3,800            | 97             |           |
| Tippah                                  | 7,100              | 7,000            | 99             |           |
| <b>TENNESSEE</b>                        | Crockett           | 5,200            | 5,100          | 98        |
|   | Hardeman           | 8,100            | 8,000          | 99        |
|   | Lauderdale         | 9,000            | 8,900          | 99        |
| <b>Station Totals</b>                   |                    | <b>504,000</b>   | <b>498,000</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                    |                  | <b>224,900</b> |           |
| <b>Average Daily Circulation (1987)</b> |                    |                  | <b>85,100</b>  |           |

# Tennessee—Memphis

## WPTY-TV

Ch. 24

**Network Service:** None, independent.

**Licensee:** Channel 24-Memphis Ltd. Partnership, One Commercial Plaza, Hartford, CT 06103.

**Studio:** 2225 Union Ave, Memphis, TN 38104.

**Telephone:** 901-278-2424. **TWX:** 810-591-1201.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 3003-kw max. visual, 600.6-kw max. aural. Antenna: 1011-ft. above av. terrain, 1043-ft. above ground, 1338-ft. above sea level.

Latitude 35° 12' 11"  
Longitude 89° 48' 16"

**Transmitter:** Kate Bond Rd. & US Hwy. 64, Memphis.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; United Satellite Systems, 5-meter; Scientific-Atlanta receivers.

**Ownership:** Chase Bcstg. of Memphis, gen. partner, 1%; Roger M. Freedman, ltd. partner, 99%. Chase Bcstg. of Memphis ownership: Chase Communications Corp. CCC ownership: Roger M. Freedman, chmn. & chief exec. officer, 10%; Perry S. Ury, pres. & chief operating officer; Edward T. Karlik, v.p., television; Arnold Chase, 30%; David T. Chase, 30%; Cheryl C. Freedman, 20%; Rhoda Chase, 10%. A. Chase & C. Freedman own D. T. Chase Enterprises Inc., which owns WTIC-TV-AM-FM, Hartford, CT; cable television systems; has interest in WSTC & WYRS(FM), Stamford, CT.

**Began Operation:** September 10, 1978. Sale to present owners by Precht Communications, et al., approved by FCC March 28, 1986. Previous sale by Martin F. Connelly, Arthur E. Muth, et al., approved July 23, 1984.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** Andrus & Associates.

### Personnel:

KENT E. LILLIE, vice president & general manager.  
STEVE BARRY, director of national sales.  
HOWARD ROBERTSON, director of regional sales.  
STEPHEN W. PICKELL, chief engineer.  
LINDA THREET, business manager.  
STEVE LITWER, director of local sales.  
RICKA RAIFORD, program director.

**Highest One Hour Rate:** \$8000.

**Highest 30 Sec. Rate:** \$2000.

**City of License:** Memphis. **ADI:** Memphis. **Rank:** 39.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County       | Total Households | TV Households | %  |
|------------------------|--------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>ARKANSAS</b>    |                  |               |    |
|                        | Crittenden         | 16,300           | 15,900        | 98 |
|                        | Mississippi        | 19,500           | 19,200        | 98 |
|                        | Phillips           | 11,000           | 10,700        | 97 |
|                        | Poinsett           | 9,100            | 9,000         | 99 |
|                        | <b>MISSISSIPPI</b> |                  |               |    |
|                        | De Soto            | 20,100           | 19,700        | 98 |
|                        | Marshall           | 10,000           | 9,800         | 98 |
|                        | Tate               | 6,600            | 6,500         | 98 |
|                        | Tunica             | 2,900            | 2,800         | 96 |
|                        | <b>TENNESSEE</b>   |                  |               |    |
|                        | Fayette            | 7,900            | 7,700         | 97 |
|                        | Hardeman           | 8,100            | 8,000         | 99 |
| Haywood                | 6,700              | 6,600            | 98            |    |
| Lake                   | 2,600              | 2,600            | 100           |    |
| Lauderdale             | 9,000              | 8,900            | 99            |    |
| Shelby                 | 283,000            | 281,100          | 99            |    |
| Tipton                 | 11,800             | 11,700           | 99            |    |
| <b>Between 25-49%</b>  | <b>ARKANSAS</b>    |                  |               |    |
|                        | Craighead          | 23,800           | 23,500        | 99 |
|                        | Greene             | 12,000           | 11,800        | 98 |



| Net Weekly Circulation                  | State County       | Total Households | TV Households  | %         |
|---|--------------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | Lawrence           | 7,200            | 7,000          | 97        |
|   | Lee                | 5,000            | 4,800          | 96        |
|   | St Francis         | 9,800            | 9,600          | 98        |
|   | <b>MISSOURI</b>    |                  |                |           |
|   | Dunklin            | 13,400           | 13,100         | 98        |
|   | Pemiscot           | 8,400            | 8,200          | 98        |
|   | <b>MISSISSIPPI</b> |                  |                |           |
|   | Alcorn             | 13,200           | 13,000         | 98        |
|   | Benton             | 2,700            | 2,700          | 100       |
|   | Coahoma            | 11,900           | 11,600         | 97        |
| Lafayette                               | 11,500             | 11,300           | 98             |           |
| Lee                                     | 23,200             | 22,900           | 99             |           |
| Panola                                  | 9,700              | 9,600            | 99             |           |
| Tippah                                  | 7,100              | 7,000            | 99             |           |
| Union                                   | 8,700              | 8,600            | 99             |           |
| <b>TENNESSEE</b>                        |                    |                  |                |           |
| Crockett                                | 5,200              | 5,100            | 98             |           |
| Dyer                                    | 13,200             | 13,100           | 99             |           |
| Gibson                                  | 18,800             | 18,600           | 99             |           |
| Madison                                 | 28,800             | 28,500           | 99             |           |
| <b>Between 5-24%</b>                    | <b>ARKANSAS</b>    |                  |                |           |
|   | Clay               | 8,000            | 7,800          | 97        |
|   | Cross              | 6,800            | 6,700          | 99        |
|   | Monroe             | 4,600            | 4,500          | 98        |
|   | <b>MISSISSIPPI</b> |                  |                |           |
|   | Prentiss           | 9,200            | 9,100          | 99        |
|   | Quitman            | 3,900            | 3,800          | 97        |
|   | Tallahatchie       | 5,300            | 5,200          | 98        |
|   | Yalobusha          | 5,100            | 5,000          | 98        |
|   | <b>TENNESSEE</b>   |                  |                |           |
| Chester                                 | 4,700              | 4,600            | 98             |           |
| Mc Nairy                                | 9,200              | 9,100            | 99             |           |
| Obion                                   | 12,900             | 12,800           | 99             |           |
| <b>Station Totals</b>                   |                    | <b>727,900</b>   | <b>718,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                    |                  | <b>353,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |                    |                  | <b>147,200</b> |           |

# Tennessee—Memphis

## WREG-TV

Ch. 3

**Network Service:** CBS.

**Licensee:** The New York Times Broadcasting Service Inc, 803 Channel 3 Dr., Memphis, TN 38103.

**Studio:** 803 Channel 3 Drive, Memphis, TN 38103.

**Telephone:** 901-577-0100. **TWX:** 810-591-1365.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1077-ft. above ground, 1349-ft. above sea level.

Latitude 35° 10' 52.19"  
Longitude 89° 49' 56.11"

**Transmitter:** 2.75-mi. SE of Bartlett.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; Scientific-Atlanta receivers.

**News Services:** AP, CBS, National Weather Service, UPI.

**Ownership:** The New York Times Co. See Group Ownership of Television Stations.

**Began Operation:** January 1, 1956. Sale to present owner by Cowles Bcstg. approved by FCC Aug. 18, 1971 (*Television Digest*, Vol. 10:44; 11:34). Sale to Cowles by Hoyt B. Wooten approved by FCC April 24, 1963 (Vol. 3:1, 17).

**Represented (sales):** Katz Television.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

OLIN MORRIS, president & general manager.  
BILL MILLER, vice president & business manager.  
HUGH PULLEY, general sales manager.  
JIM HAWKINS, national sales manager.  
RAY POHLMAN, news director.  
JOHN JACKSON, chief engineer.  
BERNARD COHN, operations manager.  
CAL CROWELL, production manager.  
RON WALTER, director of marketing, production & client services.  
CARL BAUMAN, promotion manager.

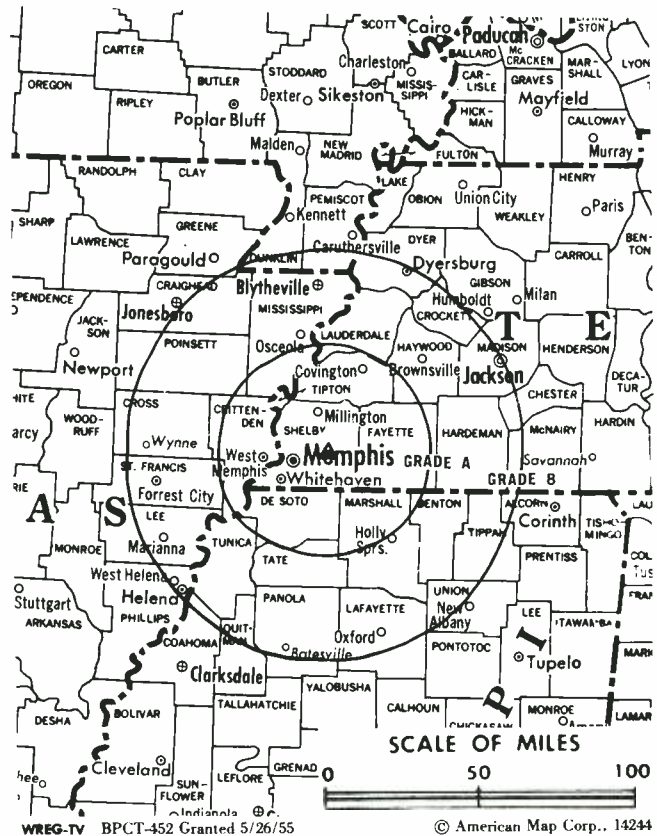
**Highest 30 Sec. Rate:** \$3500.

**NETWORK BASE HOURLY RATE:** \$2417.

**City of License:** Memphis. **ADI:** Memphis. **Rank:** 39.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County       | Total Households | TV Households | %   |
|------------------------|--------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>ARKANSAS</b>    |                  |               |     |
|                        | Craighead          | 23,800           | 23,500        | 99  |
|                        | Crittenden         | 16,300           | 15,900        | 98  |
|                        | Cross              | 6,800            | 6,700         | 99  |
|                        | Greene             | 12,000           | 11,800        | 98  |
|                        | Lee                | 5,000            | 4,800         | 96  |
|                        | Mississippi        | 19,500           | 19,200        | 98  |
|                        | Phillips           | 11,000           | 10,700        | 97  |
|                        | Poinsett           | 9,100            | 9,000         | 99  |
|                        | St Francis         | 9,800            | 9,600         | 98  |
|                        | <b>MISSISSIPPI</b> |                  |               |     |
|                        | Alcorn             | 13,200           | 13,000        | 98  |
|                        | Benton             | 2,700            | 2,700         | 100 |
| Coahoma                | 11,900             | 11,600           | 97            |     |
| De Soto                | 20,100             | 19,700           | 98            |     |



| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %         |
|---|------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Grenada          | 7,600            | 7,500          | 99        |
|   | Lafayette        | 11,500           | 11,300         | 98        |
|   | Marshall         | 10,000           | 9,800          | 98        |
|   | Panola           | 9,700            | 9,600          | 99        |
|   | Quitman          | 3,900            | 3,800          | 97        |
|   | Tate             | 6,600            | 6,500          | 98        |
|   | Tippah           | 7,100            | 7,000          | 99        |
|   | Tunica           | 2,900            | 2,800          | 96        |
|   | Union            | 8,700            | 8,600          | 99        |
|   | Yalobusha        | 5,100            | 5,000          | 98        |
|   | <b>TENNESSEE</b> |                  |                |           |
|   | Chester          | 4,700            | 4,600          | 98        |
|   | Crockett         | 5,200            | 5,100          | 98        |
| Dyer                                    | 13,200           | 13,100           | 99             |           |
| Fayette                                 | 7,900            | 7,700            | 97             |           |
| Gibson                                  | 18,800           | 18,600           | 99             |           |
| Hardeman                                | 8,100            | 8,000            | 99             |           |
| Hardin                                  | 8,600            | 8,400            | 98             |           |
| Haywood                                 | 6,700            | 6,600            | 98             |           |
| Henderson                               | 8,600            | 8,500            | 99             |           |
| Lauderdale                              | 9,000            | 8,900            | 99             |           |
| Mc Nairy                                | 9,200            | 9,100            | 99             |           |
| Madison                                 | 28,800           | 28,500           | 99             |           |
| Shelby                                  | 283,000          | 281,100          | 99             |           |
| Tipton                                  | 11,800           | 11,700           | 99             |           |
| <b>Between 25-49%</b>                   | <b>ARKANSAS</b>  |                  |                |           |
|   | Clay             | 8,000            | 7,800          | 97        |
|   | Jackson          | 7,800            | 7,600          | 97        |
|   | Lawrence         | 7,200            | 7,000          | 97        |
| Randolph                                | 6,300            | 6,100            | 97             |           |
| (Continued on page A-983)               |                  |                  |                |           |
| <b>Station Totals</b>                   |                  | <b>864,300</b>   | <b>852,500</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  | <b>631,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |                  |                  | <b>404,900</b> |           |

# Tennessee—Murfreesboro-Nashville

**WHTN**

**Ch. 39**

**Network Service:** None, independent.

**Licensee:** Tennessee Television Inc., 14 Public Square N., Murfreesboro, TN 37130.

**Studio:** 14 Public Square N., Murfreesboro, TN 37130.

**Telephone:** 615-895-3240.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 821-ft. above av. terrain, 878-ft. above ground, 1449-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 36° | 04' | 54" |
| Longitude | 86° | 25' | 57" |

**Transmitter:** Lone Oak Rd., 2.36-mi. SW of Gladeville.

**Satellite Earth Stations:** 3 in operation.

**Ownership:** Christian Television Network, 100%. See Group Ownership of Television Stations.

**Began Operation:** December 30, 1983. Sale to Murfreesboro TV Corp by Channel 39 of Murfreesboro approved by FCC Aug. 2, 1985. Sale to present owners approved Aug. 21, 1986.

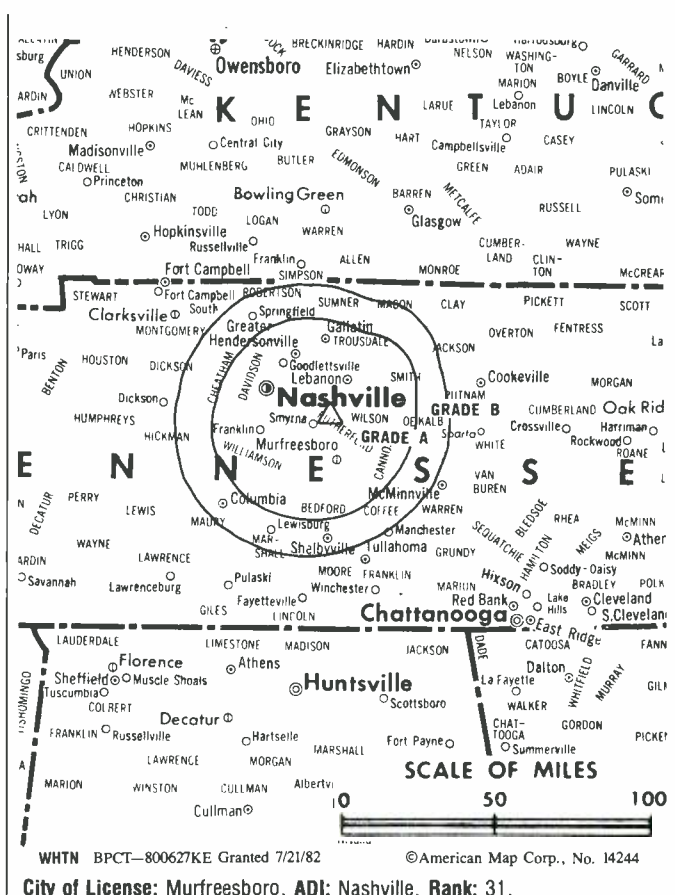
**Personnel:**

TERRY BOOKOUT, president & general manager.

**Highest One Hour Rate:** \$580.

**Highest 30 Sec. Rate:** \$70.

**Arbitron Data:** Not available.



# Tennessee—Nashville

## WCAY-TV

Ch. 30

**Network Service:** Fox.

**Licensee:** TVX of Nashville Inc.

**Studio:** 300 Peabody St., Nashville, TN 37210.

**Telephone:** 615-256-3030.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1415-ft. above av. terrain, 1249-ft. above ground, 2017-ft. above sea level.

Latitude 36° 15' 50"  
Longitude 86° 47' 38"

**Transmitter:** 1-mi. S of intersection of 124 & Old Hickory Blvd.

**Satellite Earth Stations:** 4 in operation.

**Ownership:** TVX Broadcast Group. See Group Ownership of Television Stations.

**Began Operation:** February 18, 1984.

**Represented (sales):** Seltel Inc.

**Represented (engineering):** Lawrence Behr Associates Inc.

### Personnel:

SKIP MOSS, general manager.  
DALE FOSHEE, general sales manager.  
KRISTEN BAILEY, director of operations.  
BRUCE ELDER, director of engineering.  
DEBORAH LITTLE, promotion manager.

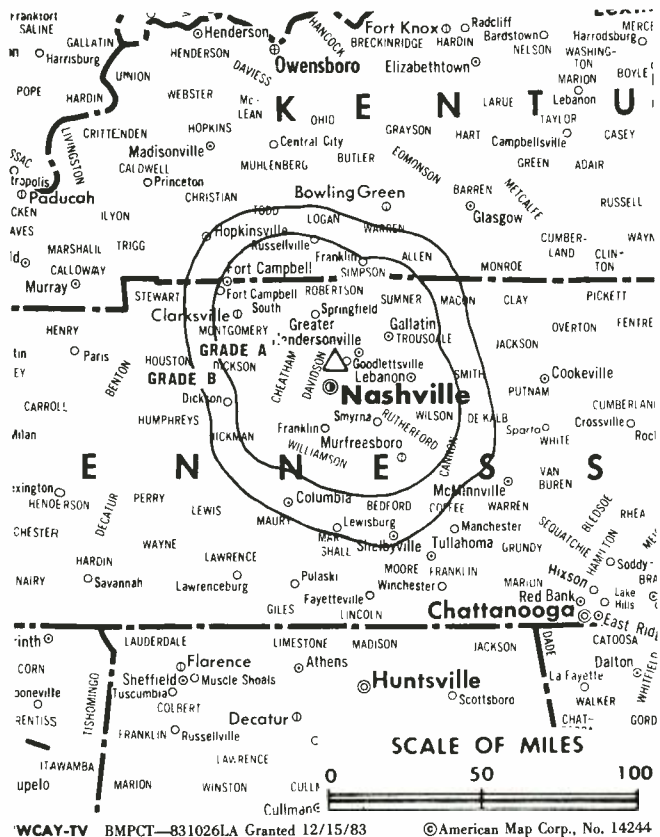
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$500.

**City of License:** Nashville. **ADI:** Nashville. **Rank:** 31.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KENTUCKY</b>  |                  |               |     |
|                        | Simpson          | 5,500            | 5,400         | 98  |
| <b>Between 25-49%</b>  | <b>TENNESSEE</b> |                  |               |     |
|                        | Robertson        | 14,000           | 13,900        | 99  |
|                        | <b>KENTUCKY</b>  |                  |               |     |
|                        | Allen            | 5,800            | 5,700         | 98  |
|                        | Barren           | 13,100           | 13,000        | 99  |
|                        | Logan            | 9,700            | 9,600         | 99  |
|                        | Monroe           | 4,800            | 4,800         | 100 |
|                        | Todd             | 4,200            | 4,200         | 100 |
|                        | <b>TENNESSEE</b> |                  |               |     |
|                        | Cannon           | 4,000            | 4,000         | 100 |
|                        | Cheatham         | 8,800            | 8,700         | 99  |
|                        | Davidson         | 189,200          | 188,300       | 100 |
|                        | Dickson          | 12,200           | 12,100        | 99  |
| Houston                | 2,300            | 2,300            | 100           |     |
| Macon                  | 6,100            | 6,000            | 98            |     |
| Maury                  | 19,700           | 19,500           | 99            |     |
| Montgomery             | 30,300           | 30,100           | 99            |     |
| Overton                | 6,500            | 6,400            | 98            |     |
| Rutherford             | 33,900           | 33,700           | 99            |     |
| Sumner                 | 33,300           | 33,000           | 99            |     |



WCAY-TV BMPCT—831026LA Granted 12/15/83 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |
|---|-----------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | White           | 7,700            | 7,600          | 99             |
|   | Williamson      | 23,700           | 23,500         | 99             |
|   | Wilson          | 22,700           | 22,500         | 99             |
| <b>Between 5-24%</b>                    | <b>KENTUCKY</b> |                  |                |                |
|   | Butler          | 4,300            | 4,200          | 98             |
|   | Caldwell        | 5,000            | 4,900          | 98             |
|   | Christian       | 21,000           | 20,800         | 99             |
|   | Edmonson        | 3,800            | 3,700          | 97             |
|   | Muhlenberg      | 11,600           | 11,500         | 99             |
|   | Trigg           | 3,600            | 3,600          | 100            |
| Warren                                  | 28,600          | 28,300           | 99             |                |
| <b>TENNESSEE</b>                        | Bedford         | 10,700           | 10,600         | 99             |
|   | Coffee          | 15,000           | 14,900         | 99             |
|   | De Kalb         | 5,600            | 5,500          | 98             |
|   | Hickman         | 5,500            | 5,400          | 98             |
|   | Lewis           | 3,600            | 3,600          | 100            |
|   | Marshall        | 7,800            | 7,700          | 99             |
|   | Moore           | 1,700            | 1,700          | 100            |
|   | Putnam          | 18,600           | 18,400         | 99             |
|   | Smith           | 5,700            | 5,600          | 98             |
|   | Stewart         | 3,700            | 3,700          | 100            |
|   | Trousdale       | 2,400            | 2,400          | 100            |
| Warren                                  | 12,900          | 12,700           | 98             |                |
| <b>Station Totals</b>                   |                 | <b>628,600</b>   | <b>623,500</b> | <b>99</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>195,500</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>76,200</b>  |



# Tennessee—Nashville

## WKRN-TV

Ch. 2

Network Service: ABC.

Licensee: Knight-Ridder Broadcasting Inc., 441 Murfreesboro Rd., Nashville, TN 37210.

Studio: 441 Murfreesboro Rd., Nashville, TN 37210.

Telephone: 615-259-2200. TWX: 810-371-1943.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1353-ft. above av. terrain, 942-ft. above ground, 2049-ft. above sea level.

Latitude 36° 02' 49"  
Longitude 86° 49' 49"

Transmitter: 1406 Old Hickory Blvd., 8-mi. S of Nashville.

Satellite Earth Stations: 3 in operation; Andrew, 9-meter; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: Knight-Ridder Broadcasting Inc. See Group Ownership of Television Stations.

Began Operation: November 28, 1953 on Ch. 8. Sale to present owner by General Electric Bcstg. Co. approved by FCC Sept. 28, 1983 (Television Digest, Vol. 22:48; 23:18). Sale to General Electric by Louis R. Draughton & Associates approved April 6, 1966 (Vol. 5:41; 6:15).

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

Represented (legal): Wilmer, Cutler & Pickering.

### Personnel:

ARTHUR ELLIOT, president & general manager.  
DEBORAH McDERMOTT, station manager.  
EDMUND MAY, general sales manager.  
ROBERT BRENNAN, business manager.  
GARY SHIPLEY, local sales manager.  
PHILIP CRIHFIELD, national sales manager.  
EVELYN KELLER, director of station affairs.  
GENE PARKER, chief engineer.  
LARRY ROE, program manager.  
JAN WADE, marketing director.

Highest One Hour Rate: \$15,000.

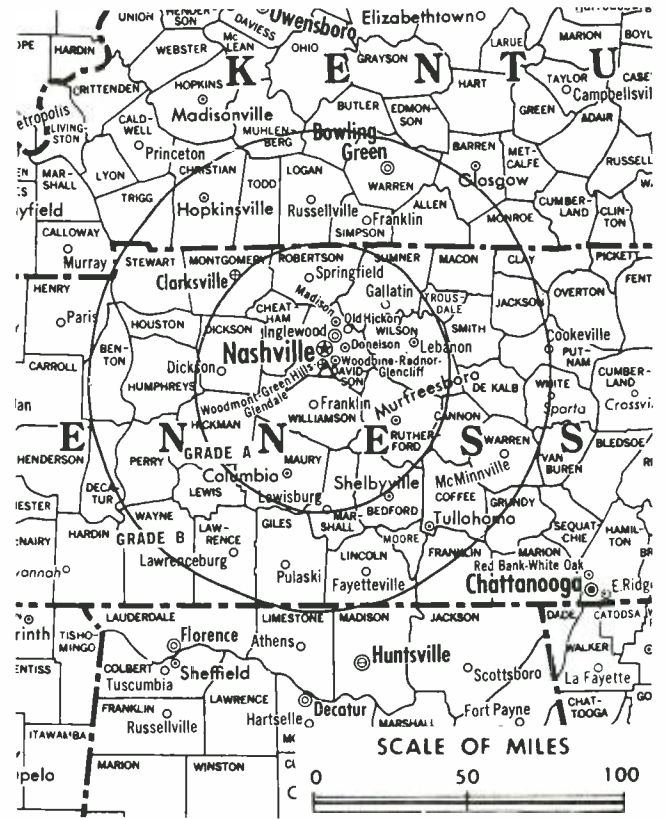
Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$1250.

City of License: Nashville. ADI: Nashville. Rank: 31.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KENTUCKY</b>  |                  |               |     |
|                        | Allen            | 5,800            | 5,700         | 98  |
|                        | Christian        | 21,000           | 20,800        | 99  |
|                        | Monroe           | 4,800            | 4,800         | 100 |
|                        | Simpson          | 5,500            | 5,400         | 98  |
|                        | Todd             | 4,200            | 4,200         | 100 |
|                        | Trigg            | 3,600            | 3,600         | 100 |
|                        | <b>TENNESSEE</b> |                  |               |     |
|                        | Bedford          | 10,700           | 10,600        | 99  |
|                        | Benton           | 6,100            | 6,000         | 98  |
| Cannon                 | 4,000            | 4,000            | 100           |     |
| Cheatham               | 8,800            | 8,700            | 99            |     |
| Clay                   | 3,100            | 3,000            | 97            |     |
| Coffee                 | 15,000           | 14,900           | 99            |     |
| Davidson               | 189,200          | 188,300          | 100           |     |
| Decatur                | 4,400            | 4,300            | 98            |     |
| De Kalb                | 5,600            | 5,500            | 98            |     |



WKRN-TV Doc—19617 Granted 8/23/73 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | Dickson      | 12,200           | 12,100        | 99  |
|                        | Franklin     | 11,800           | 11,700        | 99  |
|                        | Giles        | 9,300            | 9,200         | 99  |
|                        | Henry        | 11,600           | 11,400        | 98  |
|                        | Hickman      | 5,500            | 5,400         | 98  |
|                        | Houston      | 2,300            | 2,300         | 100 |
|                        | Humphreys    | 6,200            | 6,200         | 100 |
|                        | Jackson      | 3,300            | 3,200         | 97  |
|                        | Lawrence     | 12,900           | 12,800        | 99  |
|                        | Lewis        | 3,600            | 3,600         | 100 |
|                        | Macon        | 6,100            | 6,000         | 98  |
|                        | Marshall     | 7,800            | 7,700         | 99  |
|                        | Maury        | 19,700           | 19,500        | 99  |
|                        | Montgomery   | 30,300           | 30,100        | 99  |
|                        | Moore        | 1,700            | 1,700         | 100 |
|                        | Overton      | 6,500            | 6,400         | 98  |
|                        | Perry        | 2,500            | 2,500         | 100 |
|                        | Putnam       | 18,600           | 18,400        | 99  |
|                        | Robertson    | 14,000           | 13,900        | 99  |
|                        | Rutherford   | 33,900           | 33,700        | 99  |
|                        | Smith        | 5,700            | 5,600         | 98  |
|                        | Stewart      | 3,700            | 3,700         | 100 |
|                        | Sumner       | 33,300           | 33,000        | 99  |
| Trousdale              | 2,400        | 2,400            | 100           |     |
| Van Buren              | 1,500        | 1,500            | 100           |     |
| Warren                 | 12,900       | 12,700           | 98            |     |
| Wayne                  | 5,200        | 5,100            | 98            |     |
| White                  | 7,700        | 7,600            | 99            |     |
| Williamson             | 23,700       | 23,500           | 99            |     |
| Wilson                 | 22,700       | 22,500           | 99            |     |

(Continued on page A-983)

|   |                |                |                |
|---|----------------|----------------|----------------|
| <b>Station Totals</b>                   | <b>804,900</b> | <b>797,600</b> | <b>99</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                |                | <b>588,500</b> |
| <b>Average Daily Circulation (1987)</b> |                |                | <b>347,800</b> |

# Tennessee—Nashville

**WSMV**

Ch. 4

**Network Service:** NBC.

**Licensee:** Gillett Bcstg. of Tennessee Inc., 5700 Knob Rd., Nashville, TN 37209.

**Studio:** 5700 Knob Rd., Nashville, TN 37209.

**Telephone:** 615-749-2244. **TWX:** 810-371-1148.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1425-ft. above av. terrain, 1325-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27.2"  
Longitude 86° 51' 56.2"

**Transmitter:** 5700 Knob Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter Ku-band; Odom, 5-meter C-band; Harris, 3.5-meter Ku-band; Harris, Microdyne receivers.

**News Services:** AP, CNN, UPI.

**Ownership:** Gillett Communications Co. See Group Ownership of Television Stations.

**Began Operation:** September 30, 1950. Sale to present owner by NLT Corp. approved by FCC Sept. 14, 1981 (*Television Digest*, Vol. 21:20).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Pepper & Corazzini.

**Personnel:**

- MIKE KETTENRING, president & general manager.
- DAN AKENS, station manager.
- BOB STETTNER, general sales manager.
- JIM BANKSTON, national sales manager.
- JOHN DOLIVE, operations manager.
- ALAN GRIGGS, news director.

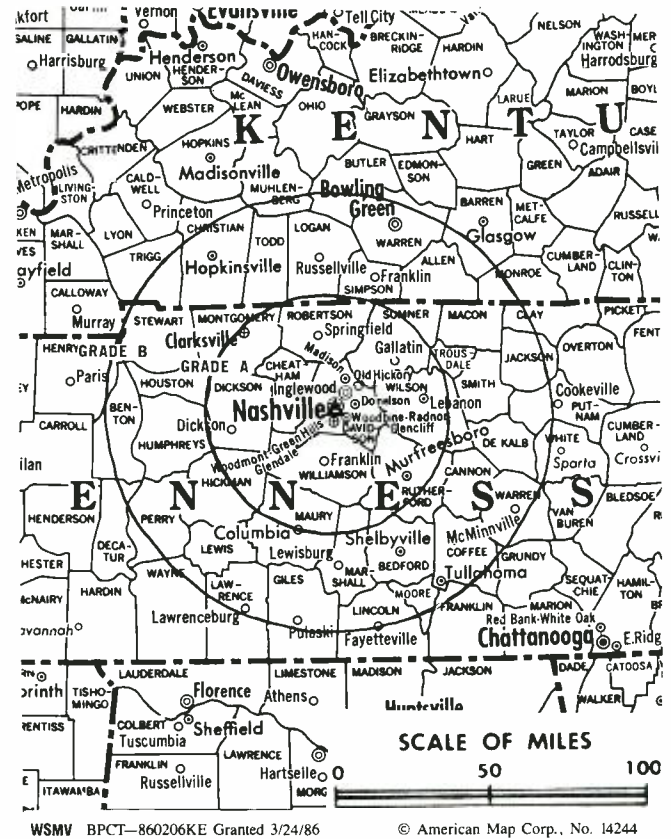
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$1800.

**City of License:** Nashville. **ADI:** Nashville. **Rank:** 31.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KENTUCKY</b>  |                  |               |     |
|                        | Allen            | 5,800            | 5,700         | 98  |
|                        | Barren           | 13,100           | 13,000        | 99  |
|                        | Butler           | 4,300            | 4,200         | 98  |
|                        | Christian        | 21,000           | 20,800        | 99  |
|                        | Clinton          | 3,500            | 3,400         | 97  |
|                        | Cumberland       | 2,800            | 2,700         | 96  |
|                        | Edmonson         | 3,800            | 3,700         | 97  |
|                        | Logan            | 9,700            | 9,600         | 99  |
|                        | Metcalfe         | 3,800            | 3,800         | 99  |
|                        | Monroe           | 4,800            | 4,800         | 100 |
|                        | Simpson          | 5,500            | 5,400         | 98  |
|                        | Todd             | 4,200            | 4,200         | 100 |
|                        | Trigg            | 3,600            | 3,600         | 100 |
|                        | Warren           | 28,600           | 28,300        | 99  |
|                        | <b>TENNESSEE</b> |                  |               |     |
|                        | Bedford          | 10,700           | 10,600        | 99  |
|                        | Benton           | 6,100            | 6,000         | 98  |
|                        | Cannon           | 4,000            | 4,000         | 100 |
|                        | Cheatham         | 8,800            | 8,700         | 99  |
| Clay                   | 3,100            | 3,000            | 97            |     |
| Coffee                 | 15,000           | 14,900           | 99            |     |
| Davidson               | 189,200          | 188,300          | 100           |     |



WSMV BPCT-860206KE Granted 3/24/86 © American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | Decatur      | 4,400            | 4,300         | 98  |
|                        | De Kalb      | 5,600            | 5,500         | 98  |
|                        | Dickson      | 12,200           | 12,100        | 99  |
|                        | Fentress     | 5,600            | 5,500         | 98  |
|                        | Franklin     | 11,800           | 11,700        | 99  |
|                        | Giles        | 9,300            | 9,200         | 99  |
|                        | Henderson    | 8,600            | 8,500         | 99  |
|                        | Henry        | 11,600           | 11,400        | 98  |
|                        | Hickman      | 5,500            | 5,400         | 98  |
|                        | Houston      | 2,300            | 2,300         | 100 |
|                        | Humphreys    | 6,200            | 6,200         | 100 |
|                        | Jackson      | 3,300            | 3,200         | 97  |
|                        | Lawrence     | 12,900           | 12,800        | 99  |
|                        | Lewis        | 3,600            | 3,600         | 100 |
|                        | Lincoln      | 10,100           | 10,000        | 99  |
|                        | Macon        | 6,100            | 6,000         | 98  |
|                        | Marshall     | 7,800            | 7,700         | 99  |
|                        | Maury        | 19,700           | 19,500        | 99  |
|                        | Montgomery   | 30,300           | 30,100        | 99  |
|                        | Moore        | 1,700            | 1,700         | 100 |
| Overton                | 6,500        | 6,400            | 98            |     |
| Perry                  | 2,500        | 2,500            | 100           |     |
| Pickett                | 1,600        | 1,600            | 100           |     |
| Putnam                 | 18,600       | 18,400           | 99            |     |
| Robertson              | 14,000       | 13,900           | 99            |     |
| Rutherford             | 33,900       | 33,700           | 99            |     |
| Smith                  | 5,700        | 5,600            | 98            |     |
| Stewart                | 3,700        | 3,700            | 100           |     |
| Sumner                 | 33,300       | 33,000           | 99            |     |
| Trousdale              | 2,400        | 2,400            | 100           |     |

(Continued on page A-984)

|   |                |                |           |
|---|----------------|----------------|-----------|
| <b>Station Totals</b>                   | <b>906,400</b> | <b>897,800</b> | <b>99</b> |
| <b>Net Weekly Circulation (1987)</b>    |                | <b>698,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |                | <b>478,500</b> |           |

# Tennessee—Nashville

**WTVF**

**Ch. 5**

**Network Service:** CBS.

**Licensee:** H & C Communications Inc., 474 James Robertson Pkwy., Nashville, TN 37219.

**Studio:** 474 James Robertson Pkwy., Nashville, TN 37219.

**Telephone:** 615-244-5000. **TWX:** 810-371-1168.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly-polarized, 1394-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level.

Latitude 36° 16' 05"  
Longitude 86° 47' 16"

**Transmitter:** Brick Church Pike & Old Hickory Blvd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Harris, 6.1-meter Ku-band; DX Engineering, Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, CNN.

**Ownership:** H & C Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** August 6, 1954. Working control of Life & Casualty Insurance Co. was acquired in 1958 by John D. & Clint W. Murchinson Jr., but FCC didn't approve this transfer of control until July 29, 1959 (*Television Digest*, Vol. 14:35, 15:30). American General Insurance Co. acquired 100% of the stock of Life & Casualty Co. on Jan. 1, 1969. Sale to present owner approved by FCC Oct. 15, 1975.

**Represented (sales):** Petry Television Inc.

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

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

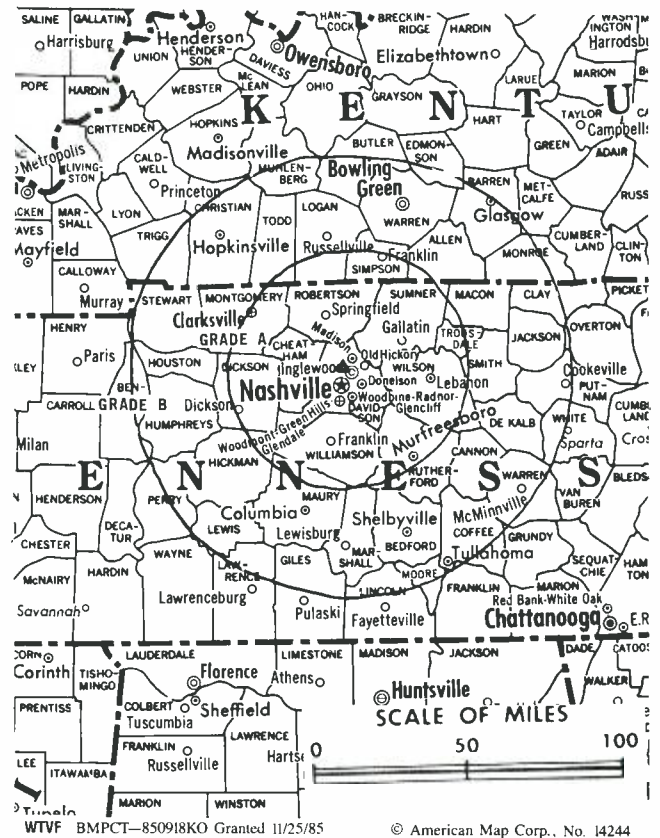
THOMAS E. ERVIN, president & general manager.  
CARRIE L. BROOKS, vice president & treasurer.  
CHRIS CLARK, vice president & director of news.  
BILL JAY BUMPUS, vice president & director of programming.  
T. W. PATTERSON, chief engineer.  
DAVID EARNHARDT, operations manager.

**Rates:** Not available.

**City of License:** Nashville. **ADI:** Nashville. **Rank:** 31.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KENTUCKY</b> |                  |               |     |
|                        | Allen           | 5,800            | 5,700         | 98  |
|                        | Barren          | 13,100           | 13,000        | 99  |
|                        | Butler          | 4,300            | 4,200         | 98  |
|                        | Caldwell        | 5,000            | 4,900         | 98  |
|                        | Christian       | 21,000           | 20,800        | 99  |
|                        | Clinton         | 3,500            | 3,400         | 97  |
|                        | Cumberland      | 2,800            | 2,700         | 96  |
|                        | Edmonson        | 3,800            | 3,700         | 97  |
|                        | Logan           | 9,700            | 9,600         | 99  |
|                        | Metcalfe        | 3,800            | 3,800         | 99  |
|                        | Monroe          | 4,800            | 4,800         | 100 |
|                        | Muhlenberg      | 11,600           | 11,500        | 99  |
|                        | Simpson         | 5,500            | 5,400         | 98  |
|                        | Todd            | 4,200            | 4,200         | 100 |
|                        | Trigg           | 3,600            | 3,600         | 100 |
|                        | Warren          | 28,600           | 28,300        | 99  |



| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %              |
|---|------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>TENNESSEE</b> |                  |                |                |
|   | Bedford          | 10,700           | 10,600         | 99             |
|   | Benton           | 6,100            | 6,000          | 98             |
|   | Cannon           | 4,000            | 4,000          | 100            |
|   | Cheatham         | 8,800            | 8,700          | 99             |
|   | Clay             | 3,100            | 3,000          | 97             |
|   | Coffee           | 15,000           | 14,900         | 99             |
|   | Davidson         | 189,200          | 188,300        | 100            |
|   | Decatur          | 4,400            | 4,300          | 98             |
|   | De Kalb          | 5,600            | 5,500          | 98             |
|   | Dickson          | 12,200           | 12,100         | 99             |
|   | Franklin         | 11,800           | 11,700         | 99             |
|   | Giles            | 9,300            | 9,200          | 99             |
|   | Henry            | 11,600           | 11,400         | 98             |
|   | Hickman          | 5,500            | 5,400          | 98             |
|   | Houston          | 2,300            | 2,300          | 100            |
|   | Humphreys        | 6,200            | 6,200          | 100            |
|   | Jackson          | 3,300            | 3,200          | 97             |
|   | Lawrence         | 12,900           | 12,800         | 99             |
|   | Lewis            | 3,600            | 3,600          | 100            |
|   | Macon            | 6,100            | 6,000          | 98             |
| Marshall                                | 7,800            | 7,700            | 99             |                |
| Maury                                   | 19,700           | 19,500           | 99             |                |
| Montgomery                              | 30,300           | 30,100           | 99             |                |
| Moore                                   | 1,700            | 1,700            | 100            |                |
| Overton                                 | 6,500            | 6,400            | 98             |                |
| Perry                                   | 2,500            | 2,500            | 100            |                |
| Pickett                                 | 1,600            | 1,600            | 100            |                |
| Putnam                                  | 18,600           | 18,400           | 99             |                |
| Robertson                               | 14,000           | 13,900           | 99             |                |
| (Continued on page A-984)               |                  |                  |                |                |
| <b>Station Totals</b>                   |                  | <b>892,400</b>   | <b>884,000</b> | <b>99</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  |                | <b>676,900</b> |
| <b>Average Daily Circulation (1987)</b> |                  |                  |                | <b>401,900</b> |

# Tennessee—Nashville

**WZTV**

Ch. 17

**Network Service:** None, independent.

**Licensee:** Multimedia Inc., Box 2760, Greenville, SC 29602.

**Studio:** 410 38th Ave. N., Nashville, TN 37209.

**Telephone:** 615-329-1717. **TWX:** 810-371-1280.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 2340-kw max. & 1580-kw horizontal visual, 234-kw max. & 158-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1369-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27"  
Longitude 86° 51' 56"

**Transmitter:** 5700 Knob Rd., Nashville.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Multimedia Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 5, 1968 as WMCV; left air March 14, 1971. Sale to Hudson Bcstg. approved by FCC Aug. 1974. Sale to Robert Zelle approved Sept. 30, 1975. Resumed operation March 6, 1976. Sale to present owner by Robert K. Zelle, et al., approved by FCC Dec. 14, 1979 (*Television Digest*, Vol. 19:5; 20:10).

**Represented (sales):** Katz Independent TV Sales.

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

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

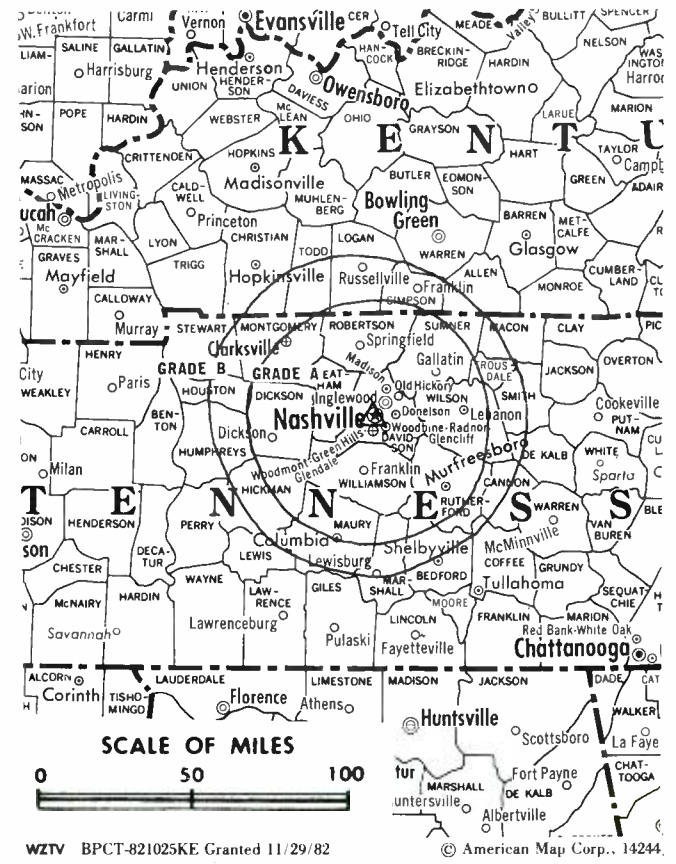
DAN F. MASLAN, vice president & general manager.  
BILL WALTERS, general sales manager.  
RAY McINTURFF, chief engineer.

**Highest 30 Sec. Rate:** \$600.

**City of License:** Nashville. **ADI:** Nashville. **Rank:** 31.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KENTUCKY</b>  |                  |               |     |
|                        | Simpson          | 5,500            | 5,400         | 98  |
|                        | <b>TENNESSEE</b> |                  |               |     |
|                        | Cheatham         | 8,800            | 8,700         | 99  |
|                        | Davidson         | 189,200          | 188,300       | 100 |
|                        | Houston          | 2,300            | 2,300         | 100 |
|                        | Humphreys        | 6,200            | 6,200         | 100 |
|                        | Macon            | 6,100            | 6,000         | 98  |
|                        | Montgomery       | 30,300           | 30,100        | 99  |
|                        | Robertson        | 14,000           | 13,900        | 99  |
|                        | Rutherford       | 33,900           | 33,700        | 99  |
|                        | Sumner           | 33,300           | 33,000        | 99  |
|                        | Williamson       | 23,700           | 23,500        | 99  |
|                        | Wilson           | 22,700           | 22,500        | 99  |
| <b>Between 25-49%</b>  | <b>KENTUCKY</b>  |                  |               |     |
|                        | Allen            | 5,800            | 5,700         | 98  |
|                        | Barren           | 13,100           | 13,000        | 99  |
|                        | Christian        | 21,000           | 20,800        | 99  |
|                        | Logan            | 9,700            | 9,600         | 99  |
|                        | Monroe           | 4,800            | 4,800         | 100 |
|                        | Muhlenberg       | 11,600           | 11,500        | 99  |
|                        | Todd             | 4,200            | 4,200         | 100 |
|                        | Trigg            | 3,600            | 3,600         | 100 |
|                        | Warren           | 28,600           | 28,300        | 99  |
|                        | <b>TENNESSEE</b> |                  |               |     |
|                        | Bedford          | 10,700           | 10,600        | 99  |
|                        | Benton           | 6,100            | 6,000         | 98  |
|                        | Cannon           | 4,000            | 4,000         | 100 |



| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %              |
|---|------------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | <b>KENTUCKY</b>  |                  |                |                |
|   | Clay             | 3,100            | 3,000          | 97             |
|   | Coffee           | 15,000           | 14,900         | 99             |
|   | De Kalb          | 5,600            | 5,500          | 98             |
|   | Dickson          | 12,200           | 12,100         | 99             |
|   | Hickman          | 5,500            | 5,400          | 98             |
|   | Lawrence         | 12,900           | 12,800         | 99             |
|   | Lewis            | 3,600            | 3,600          | 100            |
|   | Marshall         | 7,800            | 7,700          | 99             |
|   | Maury            | 19,700           | 19,500         | 99             |
|   | Overton          | 6,500            | 6,400          | 98             |
|   | Putnam           | 18,600           | 18,400         | 99             |
|   | Smith            | 5,700            | 5,600          | 98             |
|   | Stewart          | 3,700            | 3,700          | 100            |
| Trousdale                               | 2,400            | 2,400            | 100            |                |
| Van Buren                               | 1,500            | 1,500            | 100            |                |
| Warren                                  | 12,900           | 12,700           | 98             |                |
| <b>Between 5-24%</b>                    | <b>KENTUCKY</b>  |                  |                |                |
|   | Butler           | 4,300            | 4,200          | 98             |
|   | Cumberland       | 2,800            | 2,700          | 96             |
|   | Edmonson         | 3,800            | 3,700          | 97             |
|   | Metcalfe         | 3,800            | 3,800          | 99             |
|   | <b>TENNESSEE</b> |                  |                |                |
|   | Decatur          | 4,400            | 4,300          | 98             |
|   | Franklin         | 11,800           | 11,700         | 99             |
|   | Giles            | 9,300            | 9,200          | 99             |
|   | Grundy           | 4,900            | 4,800          | 98             |
| Henry                                   | 11,600           | 11,400           | 98             |                |
| Jackson                                 | 3,300            | 3,200            | 97             |                |
| Lincoln                                 | 10,100           | 10,000           | 99             |                |
| Moore                                   | 1,700            | 1,700            | 100            |                |
| Pickett                                 | 1,600            | 1,600            | 100            |                |
| Wayne                                   | 5,200            | 5,100            | 98             |                |
| White                                   | 7,700            | 7,600            | 99             |                |
| <b>Station Totals</b>                   |                  | <b>722,200</b>   | <b>715,900</b> | <b>99</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  |                | <b>329,900</b> |
| <b>Average Daily Circulation (1987)</b> |                  |                  |                | <b>148,600</b> |

**Tennessee**

**WHBQ-TV , Memphis  
(Arbitron Data Continued)**

| Net Weekly Circulation | State County       | Total Households | TV Households | %  |
|------------------------|--------------------|------------------|---------------|----|
| Between 5-24%          | <b>ARKANSAS</b>    |                  |               |    |
|                        | Clay               | 8,000            | 7,800         | 97 |
|                        | Jackson            | 7,800            | 7,600         | 97 |
|                        | Monroe             | 4,600            | 4,500         | 98 |
|                        | <b>MISSOURI</b>    |                  |               |    |
|                        | New Madrid         | 7,800            | 7,600         | 97 |
|                        | <b>MISSISSIPPI</b> |                  |               |    |
|                        | Calhoun            | 5,700            | 5,600         | 98 |
|                        | Grenada            | 7,600            | 7,500         | 99 |
|                        | Lowndes            | 20,900           | 20,700        | 99 |
|                        | Pontotoc           | 8,200            | 8,100         | 99 |
|                        | Prentiss           | 9,200            | 9,100         | 99 |
|                        | Tishomingo         | 7,300            | 7,200         | 99 |
| <b>TENNESSEE</b>       |                    |                  |               |    |
| Carroll                | 10,700             | 10,600           | 99            |    |
| Hardin                 | 8,600              | 8,400            | 98            |    |
| Weakley                | 12,300             | 12,200           | 99            |    |

**WMC-TV , Memphis  
(Arbitron Data Continued)**

| Net Weekly Circulation | State County       | Total Households | TV Households | %  |
|------------------------|--------------------|------------------|---------------|----|
| Between 25-49%         | <b>ARKANSAS</b>    |                  |               |    |
|                        | Clay               | 8,000            | 7,800         | 97 |
|                        | Jackson            | 7,800            | 7,600         | 97 |
|                        | <b>MISSOURI</b>    |                  |               |    |
|                        | Dunklin            | 13,400           | 13,100        | 98 |
|                        | <b>MISSISSIPPI</b> |                  |               |    |
|                        | Bolivar            | 14,100           | 13,700        | 97 |
|                        | Itawamba           | 7,900            | 7,800         | 99 |
|                        | Lee                | 23,200           | 22,900        | 99 |
|                        | Leflore            | 13,400           | 13,100        | 98 |
|                        | Oktibbeha          | 12,300           | 12,100        | 98 |
|                        | Pontotoc           | 8,200            | 8,100         | 99 |
|                        | Prentiss           | 9,200            | 9,100         | 99 |
|                        | Sunflower          | 10,600           | 10,300        | 97 |
|                        | Washington         | 23,600           | 23,200        | 98 |
|                        | <b>TENNESSEE</b>   |                  |               |    |
|                        | Hardin             | 8,600            | 8,400         | 98 |
| Henderson              | 8,600              | 8,500            | 99            |    |
| Obion                  | 12,900             | 12,800           | 99            |    |
| Between 5-24%          | <b>ARKANSAS</b>    |                  |               |    |
|                        | Independence       | 11,900           | 11,700        | 98 |
|                        | Sharp              | 6,600            | 6,300         | 95 |
|                        | <b>MISSOURI</b>    |                  |               |    |
|                        | New Madrid         | 7,800            | 7,600         | 97 |
|                        | Ripley             | 5,000            | 4,700         | 94 |
|                        | <b>MISSISSIPPI</b> |                  |               |    |
|                        | Calhoun            | 5,700            | 5,600         | 98 |
|                        | Chickasaw          | 6,200            | 6,100         | 98 |
|                        | Clay               | 7,400            | 7,300         | 99 |
|                        | Monroe             | 12,800           | 12,600        | 98 |
|                        | Tishomingo         | 7,300            | 7,200         | 99 |
|                        | <b>TENNESSEE</b>   |                  |               |    |
|                        | Carroll            | 10,700           | 10,600        | 99 |
|                        | Weakley            | 12,300           | 12,200        | 99 |

**WREG-TV , Memphis  
(Arbitron Data Continued)**

| Net Weekly Circulation | State County       | Total Households | TV Households | %     |    |
|------------------------|--------------------|------------------|---------------|-------|----|
| Between 25-49%         | <b>MISSOURI</b>    |                  |               |       |    |
|                        | Dunklin            | 13,400           | 13,100        | 98    |    |
|                        | Pemiscot           | 8,400            | 8,200         | 98    |    |
|                        | <b>MISSISSIPPI</b> |                  |               |       |    |
|                        | Bolivar            | 14,100           | 13,700        | 97    |    |
|                        | Lee                | 23,200           | 22,900        | 99    |    |
|                        | Pontotoc           | 8,200            | 8,100         | 99    |    |
|                        | Prentiss           | 9,200            | 9,100         | 99    |    |
|                        | Tishomingo         | 7,300            | 7,200         | 99    |    |
|                        | <b>TENNESSEE</b>   |                  |               |       |    |
|                        | Carroll            | 10,700           | 10,600        | 99    |    |
|                        | Between 5-24%      | <b>MISSOURI</b>  |               |       |    |
|                        |                    | Ripley           | 5,000         | 4,700 | 94 |
| <b>MISSISSIPPI</b>     |                    |                  |               |       |    |
| Calhoun                |                    | 5,700            | 5,600         | 98    |    |
| Chickasaw              |                    | 6,200            | 6,100         | 98    |    |
| Itawamba               |                    | 7,900            | 7,800         | 99    |    |
| Oktibbeha              |                    | 12,300           | 12,100        | 98    |    |
| Sunflower              |                    | 10,600           | 10,300        | 97    |    |
| Tallahatchie           |                    | 5,300            | 5,200         | 98    |    |
| <b>TENNESSEE</b>       |                    |                  |               |       |    |
| Decatur                |                    | 4,400            | 4,300         | 98    |    |
| Obion                  |                    | 12,900           | 12,800        | 99    |    |
| Weakley                |                    | 12,300           | 12,200        | 99    |    |

**WKRN-TV , Nashville  
(Arbitron Data Continued)**

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| Between 25-49%         | <b>KENTUCKY</b>  |                  |               |     |
|                        | Barren           | 13,100           | 13,000        | 99  |
|                        | Calloway         | 12,100           | 12,000        | 99  |
|                        | Clinton          | 3,500            | 3,400         | 97  |
|                        | Cumberland       | 2,800            | 2,700         | 96  |
|                        | Logan            | 9,700            | 9,600         | 99  |
|                        | Warren           | 28,600           | 28,300        | 99  |
|                        | <b>TENNESSEE</b> |                  |               |     |
|                        | Carroll          | 10,700           | 10,600        | 99  |
|                        | Pickett          | 1,600            | 1,600         | 100 |
| Between 5-24%          | <b>KENTUCKY</b>  |                  |               |     |
|                        | Butler           | 4,300            | 4,200         | 98  |
|                        | Caldwell         | 5,000            | 4,900         | 98  |
|                        | Edmonson         | 3,800            | 3,700         | 97  |
|                        | Graves           | 13,200           | 13,100        | 99  |
|                        | Hart             | 6,200            | 6,100         | 98  |
|                        | Metcalfe         | 3,800            | 3,800         | 99  |
|                        | Muhlenberg       | 11,600           | 11,500        | 99  |
|                        | <b>TENNESSEE</b> |                  |               |     |
|                        | Grundy           | 4,900            | 4,800         | 98  |
| Hardin                 | 8,600            | 8,400            | 98            |     |
| Henderson              | 8,600            | 8,500            | 99            |     |
| Weakley                | 12,300           | 12,200           | 99            |     |

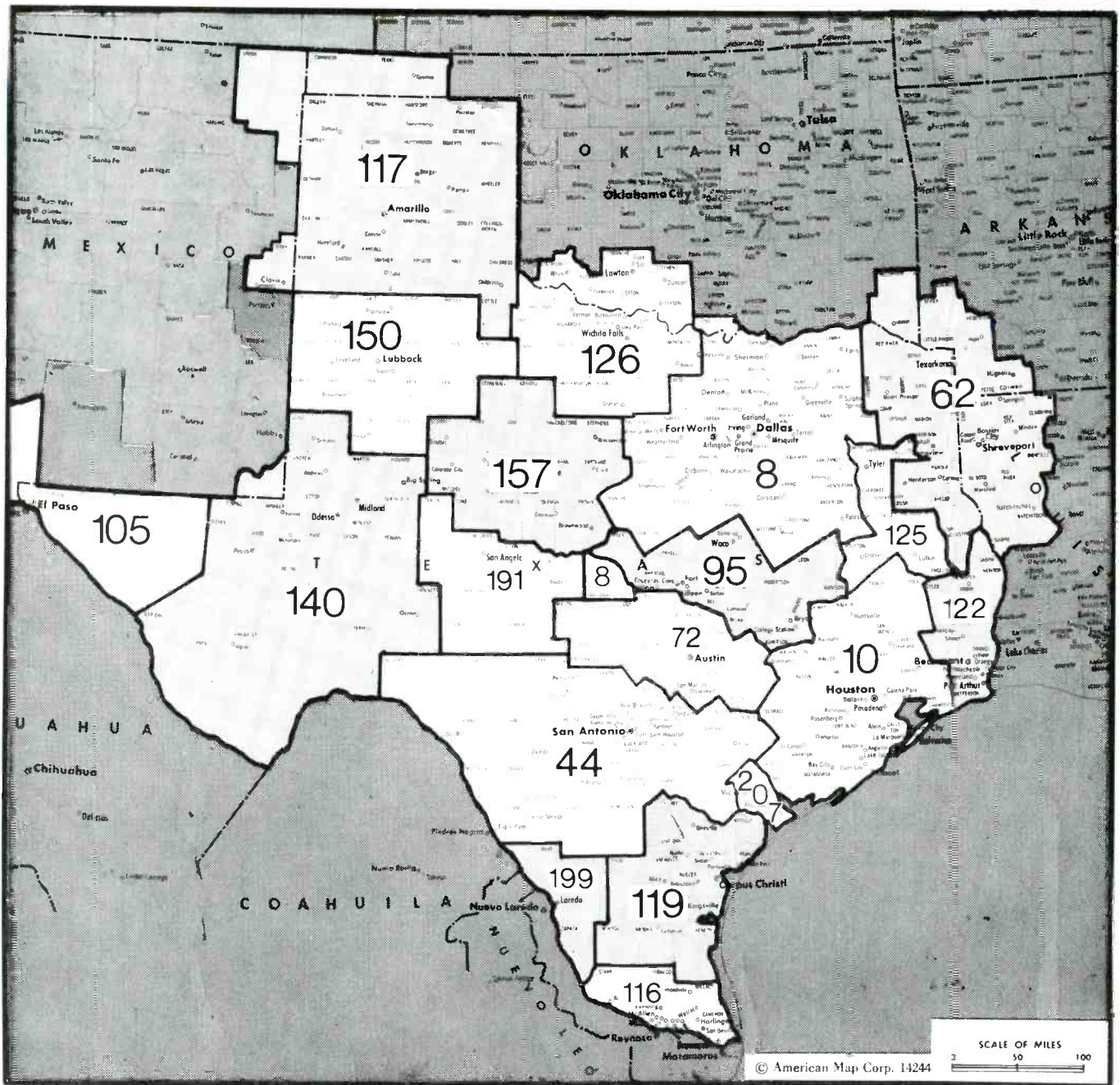
**Tennessee**

**WSMV , Nashville  
(Arbitron Data Continued)**

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>TENNESSEE</b> |                  |               |     |
|                        | Van Buren        | 1,500            | 1,500         | 100 |
|                        | Warren           | 12,900           | 12,700        | 98  |
|                        | Wayne            | 5,200            | 5,100         | 98  |
|                        | White            | 7,700            | 7,600         | 99  |
|                        | Williamson       | 23,700           | 23,500        | 99  |
|                        | Wilson           | 22,700           | 22,500        | 99  |
| <b>Between 25-49%</b>  | <b>KENTUCKY</b>  |                  |               |     |
|                        | Caldwell         | 5,000            | 4,900         | 98  |
|                        | Calloway         | 12,100           | 12,000        | 99  |
|                        | Hart             | 6,200            | 6,100         | 98  |
|                        | Muhlenberg       | 11,600           | 11,500        | 99  |
|                        | Ohio             | 8,500            | 8,400         | 99  |
|                        | <b>TENNESSEE</b> |                  |               |     |
| Carroll                | 10,700           | 10,600           | 99            |     |
| Grundy                 | 4,900            | 4,800            | 98            |     |
| Hardin                 | 8,600            | 8,400            | 98            |     |
| Madison                | 28,800           | 28,500           | 99            |     |
| <b>Between 5-24%</b>   | <b>KENTUCKY</b>  |                  |               |     |
|                        | Adair            | 5,900            | 5,800         | 98  |
|                        | Graves           | 13,200           | 13,100        | 99  |
|                        | Grayson          | 8,300            | 8,200         | 99  |
|                        | Green            | 4,100            | 4,000         | 98  |
|                        | Hopkins          | 17,800           | 17,600        | 99  |
|                        | Marshall         | 10,400           | 10,300        | 99  |
|                        | <b>TENNESSEE</b> |                  |               |     |
|                        | Cumberland       | 12,100           | 11,900        | 98  |
|                        | Weakley          | 12,300           | 12,200        | 99  |

**WTVF , Nashville  
(Arbitron Data Continued)**

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>TENNESSEE</b>      |                  |               |     |
|                        | Rutherford            | 33,900           | 33,700        | 99  |
|                        | Smith                 | 5,700            | 5,600         | 98  |
|                        | Stewart               | 3,700            | 3,700         | 100 |
|                        | Sumner                | 33,300           | 33,000        | 99  |
|                        | Trousdale             | 2,400            | 2,400         | 100 |
|                        | Van Buren             | 1,500            | 1,500         | 100 |
|                        | Warren                | 12,900           | 12,700        | 98  |
|                        | Wayne                 | 5,200            | 5,100         | 98  |
|                        | White                 | 7,700            | 7,600         | 99  |
|                        | Williamson            | 23,700           | 23,500        | 99  |
|                        | Wilson                | 22,700           | 22,500        | 99  |
|                        | <b>Between 25-49%</b> | <b>KENTUCKY</b>  |               |     |
| Calloway               |                       | 12,100           | 12,000        | 99  |
| Hart                   |                       | 6,200            | 6,100         | 98  |
| Hopkins                |                       | 17,800           | 17,600        | 99  |
| Ohio                   |                       | 8,500            | 8,400         | 99  |
| <b>TENNESSEE</b>       |                       |                  |               |     |
| Carroll                |                       | 10,700           | 10,600        | 99  |
| Fentress               | 5,600                 | 5,500            | 98            |     |
| Grundy                 | 4,900                 | 4,800            | 98            |     |
| Lincoln                | 10,100                | 10,000           | 99            |     |
| <b>Between 5-24%</b>   | <b>KENTUCKY</b>       |                  |               |     |
|                        | Adair                 | 5,900            | 5,800         | 98  |
|                        | Graves                | 13,200           | 13,100        | 99  |
|                        | Grayson               | 8,300            | 8,200         | 99  |
|                        | Green                 | 4,100            | 4,000         | 98  |
|                        | Mc Lean               | 3,600            | 3,600         | 100 |
|                        | Marshall              | 10,400           | 10,300        | 99  |
|                        | <b>TENNESSEE</b>      |                  |               |     |
|                        | Bledsoe               | 3,300            | 3,200         | 97  |
|                        | Cumberland            | 12,100           | 11,900        | 98  |
| Henderson              | 8,600                 | 8,500            | 99            |     |
| Madison                | 28,800                | 28,500           | 99            |     |



| Market                       | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations   |
|------------------------------|----------------------------|------|--|
| Dallas-Fort Worth, TX        | 1,605,200                  | 8    | KDAF (33), KDFI-TV (27), KDFW-TV (4), KDTX-TV (58), KIAB-TV (23), KTVT (11), KTXA (21), KXAS-TV (5), KXTX-TV (39), WFAA-TV (8) |
| Houston, TX                  | 1,457,400                  | 10   | KHOU-TV (11), KHSH (67), KHSH (49), KHTV (39), KPRC-TV (2), KRIV (26), KTRK-TV (13), KTXH (20), KXLN-TV (45)                   |
| San Antonio, TX              | 531,000                    | 44   | KENS-TV (5), KMOL-TV (4), KRRT(35), KSAT-TV (12), KWEX-TV (41)   |
| Shreveport, LA-Texarkana, TX | 407,700                    | 62   | KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)   |
| Austin, TX                   | 329,000                    | 72   | KBVO-TV (42), KTBC-TV (7), KVUE-TV (24), KXAN-TV (36)  |
| Waco-Temple, TX              | 229,300                    | 95   | KBTX-TV (3), KCEN-TV (6), KWTX-TV(10), KXXV (25)   |
| El Paso, TX                  | 212,000                    | 105  | KASK-TV (48), KCIK (14), KDCB-TV(4), KINTV (26), KTSM-TV (9), KVIA-TV (7), XHII-TV (44)  |
| McAllen-Brownsville, TX      | 179,200                    | 116  | KGBT-TV (4), KRGV-TV(5), KVEO (23)   |
| Amarillo, TX                 | 177,400                    | 117  | KAMR-TV (4), KCIT (14), KFDA-TV(10), KVII-TV (7), KVIJ-TV (8)  |
| Corpus Christi, TX           | 174,500                    | 119  | KIII (3), KORO (28), KRIS-TV(6), KZTV (10)   |
| Beaumont-Port Arthur, TX     | 170,500                    | 122  | KBMT (12), KFDM-TV (6), KJAC-TV (4)  |
| Tyler-Longview, TX           | 165,300                    | 125  | KETK-TV (56), KLMG-TV (5), KLTV (7), KTRE-TV (9)   |
| Wichita Falls, TX-Lawton, OK | 162,900                    | 126  | KAUZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7)   |
| Odessa-Midland, TX           | 152,600                    | 140  | KMID-TV (2), KOSA-TV (7), KPEJ (24), KTPX (9), KWAB-TV (4)   |
| Lubbock, TX                  | 137,500                    | 150  | KAMC (28), KCBT-TV (11), KJTV (34), KLBK-TV (13), KVIH-TV (17)   |
| Abilene-Sweetwater, TX       | 116,100                    | 157  | KRBC-TV (9), KTAB-TV(32), KTXS-TV (12)   |
| San Angelo, TX               | 46,300                     | 191  | KACB-TV (3), KIDY (6), KLST (8)  |
| Laredo, TX                   | 34,200                     | 199  | KGNS-TV (8), KLDO-TV (27), KVTV (13)   |
| Victoria, TX                 | 26,700                     | 207  | KAVU-TV (25), KVCT (19)  |

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### State Cross Reference List

Communities That Receive Programs of Stations That are Located Elsewhere

|  |                    |
|--|--------------------|
| KGBT-TV, Brownsville .....                 | See Harlingen, TX  |
| KRGV-TV, Brownsville .....                 | See Weslaco, TX    |
| KHSX, Dallas-Fort Worth .....              | See Irving, TX     |
| KXII, Denison .....                        | See Ardmore, OK    |
| KTVT, KTXA, KXAS-TV, Fort Worth .....      | See Dallas, TX     |
| KRGV-TV, Harlingen .....                   | See Weslaco, TX    |
| KHSH, Houston .....                        | See Alvin, TX      |
| KETK-TV, Jacksonville .....                | See Tyler, TX      |
| KLTV, Longview .....                       | See Tyler, TX      |
| KOSA-TV, Midland & Monahans .....          | See Odessa, TX     |
| KPTX, Monahans .....                       | See Odessa, TX     |
| KTRE-TV, Nacogdoches .....                 | See Lufkin, TX     |
| KMID-TV, Odessa .....                      | See Midland, TX    |
| KBMT, KJAC-TV & KFDM-TV, Port Arthur ..... | See Beaumont, TX   |
| KRRT, San Antonio .....                    | See Kerrville, TX  |
| KXII, Sherman .....                        | See Ardmore, OK    |
| KTXS-TV, Sweetwater .....                  | See Abilene, TX    |
| KWTX-TV & KCEN-TV, Temple .....            | See Waco, TX       |
| KTAL-TV, Texarkana .....                   | See Shreveport, LA |
| KLMG-TV, Tyler .....                       | See Longview, TX   |
| KGBT-TV, Weslaco .....                     | See Harlingen, TX  |
| KSWO-TV, Wichita Falls .....               | See Lawton, OK     |

### Texas Station Status as of October 1, 1987

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 47  | 34  | 81    |
| Educational Television Stations | 5   | 9   | 14    |
|                                 | 52  | 43  | 95    |



# Texas—Abilene

## KRBC-TV

Ch. 9

(Also operates satellite KACB-TV, San Angelo, TX)

**Network Service:** NBC.

**Licensee:** Abilene Radio & Television Co., 4510 S. 14th St., Abilene, TX 79605.

**Studio:** 4510 S. 14th St., Abilene, TX 79605.

**Telephone:** 915-692-4242. **TWX:** 915-492-9210.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 850-ft. above av. terrain, 543-ft. above ground, 2893-ft. above sea level.

Latitude 32° 17' 13"  
Longitude 99° 44' 20"

**Transmitter:** Cedar Gap Mtn.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Transmit/receive.

**News Service:** AP.

**Ownership:** L. Dale Ackers, pres., 33.2%; Christine Ackers Cagle, v.p., 24.16%; Jack Andrews, secy.-treas., 29.17%; Florence A. Andrews, 4.17%. Abilene Radio & Television also owns satellite KACB-TV, San Angelo, TX.

**Began Operation:** August 24, 1953. Sale by Abilene Reporter News approved Sept. 16, 1953 (*Television Digest*, Vol. 9:35, 38).

**Represented (sales):** Blair Television.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

**Represented (engineering):** Edward F. Lorentz & Associates.

### Personnel:

DALE ACKERS, president.  
KEN KNOX, station & sales manager.  
JERRY SHACKELFORD, program director.  
DENNIS CHARLES, news director.  
BOB LLOYD, chief engineer.

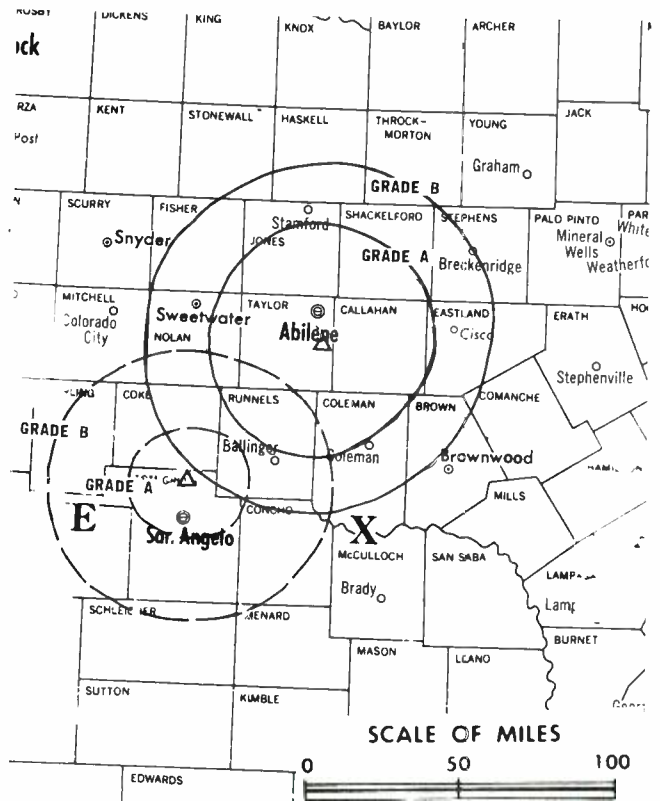
**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$625.

**City of License:** Abilene. **ADI:** Abilene-Sweetwater. **Rank:** 157.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |     |
|                        | Brown        | 14,500           | 14,200        | 98  |
|                        | Callahan     | 5,100            | 5,000         | 98  |
|                        | Coke         | 1,400            | 1,400         | 100 |
|                        | Coleman      | 4,300            | 4,200         | 98  |
|                        | Comanche     | 5,100            | 5,000         | 98  |
|                        | Concho       | 1,100            | 1,100         | 100 |
|                        | Crockett     | 1,600            | 1,600         | 100 |
|                        | Eastland     | 8,200            | 8,000         | 98  |
|                        | Fisher       | 2,100            | 2,100         | 100 |
|                        | Haskell      | 2,900            | 2,900         | 100 |
|                        | Irion        | 500              | 500           | 100 |
|                        | Jones        | 6,900            | 6,800         | 99  |



KRBC-TV BPCT-3492 Granted 4/18/66

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| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Kimble       | 1,600            | 1,500          | 94             |
|   | Mc Culloch   | 3,600            | 3,500          | 97             |
|   | Menard       | 900              | 900            | 100            |
|   | Mills        | 1,900            | 1,900          | 100            |
|   | Mitchell     | 3,300            | 3,300          | 100            |
|   | Nolan        | 6,500            | 6,400          | 98             |
|   | Runnels      | 4,700            | 4,600          | 98             |
|   | Schleicher   | 1,000            | 1,000          | 100            |
|   | Scurry       | 7,200            | 7,100          | 99             |
|   | Shackelford  | 1,700            | 1,700          | 100            |
|   | Stephens     | 4,400            | 4,300          | 98             |
|   | Sterling     | 400              | 400            | 100            |
|   | Stonewall    | 1,000            | 1,000          | 100            |
|   | Sutton       | 2,000            | 1,900          | 95             |
| Taylor                                  | 43,500       | 43,100           | 99             |                |
| Tom Green                               | 35,600       | 35,200           | 99             |                |
| <b>Between 25-49%</b>                   | <b>TEXAS</b> |                  |                |                |
|   | Glasscock    | 400              | 400            | 100            |
|   | Knox         | 1,900            | 1,900          | 100            |
|   | San Saba     | 2,500            | 2,400          | 96             |
| Throckmorton                            | 900          | 900              | 100            |                |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                |                |
| Reagan                                  | 1,500        | 1,500            | 100            |                |
| <b>Station Totals</b>                   |              | <b>180,200</b>   | <b>177,700</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>147,200</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>88,800</b>  |

# Texas—Abilene

## KTAB-TV

Ch. 32

**Network Service:** CBS.

**Licensee:** Big Country TV of Abilene Inc., Abilene, TX 79608.

**Studio:** 5401 S. 14th St., Abilene, TX 79605.

**Mailing Address:** Box 5676, Abilene, TX 79608.

**Telephone:** 915-695-2777. **TWX:** 910-897-5439.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 2040-kw max. & 1230-kw horizontal visual, 245-kw horizontal aural. Antenna: 920-ft. above av. terrain, 749-ft. above ground, 2949-ft. above sea level.

Latitude 32° 16' 35"  
Longitude 99° 35' 39"

**Transmitter:** Near Hwy. 36, 15-mi. SE of Abilene.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; Vertex, 4.7-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Shamrock Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 6, 1979. Sale to present owners by Television Investors Ltd. Partnership approved by FCC Nov. 25, 1986 (*Television Digest*, Vol. 26:42). Previous sale by Big Country TV of Abilene Inc. approved by FCC Dec. 31, 1984. Sale to Big Country by William Terry, et al., approved by FCC May 25, 1984.

**Represented (sales):** Katz Television.

**Represented (legal):** Leventhal, Senter & Lerman.

**Represented (engineering):** Connelly Consulting Corp.

**Personnel:**

WAYNE M. ROY, general manager.  
BRYAN MUNDY, operations manager.  
JERRY MARSHALL, local sales manager.  
BOB BARTLETT, news director.  
LELAND OHLHAUSEN, chief engineer.

**Highest One Hour Rate:** \$1500.

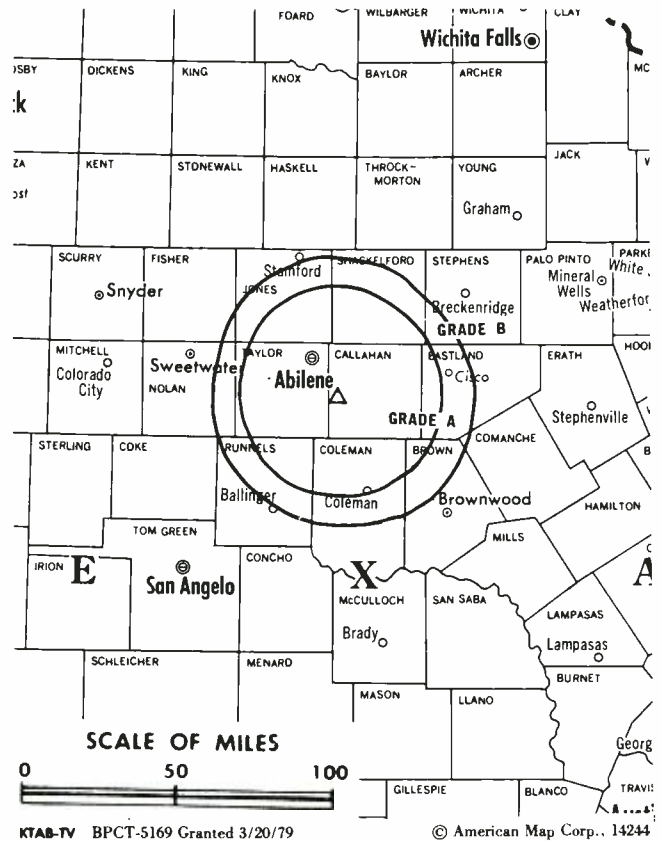
**Highest 30 Sec. Rate (May 1, 1987):** \$600.

**NETWORK BASE HOURLY RATE:** \$521.

**City of License:** Abilene. **ADI:** Abilene-Sweetwater. **Rank:** 157.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | TEXAS        |                  |               |    |
|                        | Brown        | 14,500           | 14,200        | 98 |
|                        | Callahan     | 5,100            | 5,000         | 98 |
|                        | Coleman      | 4,300            | 4,200         | 98 |
|                        | Eastland     | 8,200            | 8,000         | 98 |



KTAB-TV BPCT-5169 Granted 3/20/79

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| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Fisher       | 2,100            | 2,100          | 100            |
|   | Haskell      | 2,900            | 2,900          | 100            |
|   | Jones        | 6,900            | 6,800          | 99             |
|   | Mitchell     | 3,300            | 3,300          | 100            |
|   | Nolan        | 6,500            | 6,400          | 98             |
|   | Runnels      | 4,700            | 4,600          | 98             |
|   | Scurry       | 7,200            | 7,100          | 99             |
|   | Shackelford  | 1,700            | 1,700          | 100            |
|   | Stephens     | 4,400            | 4,300          | 98             |
|   | Stonewall    | 1,000            | 1,000          | 100            |
| Taylor                                  | 43,500       | 43,100           | 99             |                |
| <b>Between 25-49%</b>                   | TEXAS        |                  |                |                |
|   | Coke         | 1,400            | 1,400          | 100            |
|   | Comanche     | 5,100            | 5,000          | 98             |
|   | Knox         | 1,900            | 1,900          | 100            |
|   | Mills        | 1,900            | 1,900          | 100            |
| <b>Between 5-24%</b>                    | TEXAS        |                  |                |                |
|   | San Saba     | 2,500            | 2,400          | 96             |
|   | Throckmorton | 900              | 900            | 100            |
| <b>Station Totals</b>                   |              | <b>130,000</b>   | <b>128,200</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>103,100</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>72,100</b>  |

# Texas—Sweetwater-Abilene

## KTXS-TV

Ch. 12

**Network Service:** ABC.

**Licensee:** Abilene-Sweetwater Bcstg. Co.

**Studios:** U.S. Hwy. 80, 1-mi. E of Sweetwater; U.S. Hwy. 83, Abilene, TX.

**Mailing Address:** Box 2997, Abilene, TX 79604.

**Telephones:** 915-677-2281, Abilene; 915-235-1238, Sweetwater.

**TWX:** 910-897-5401.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 257-kw visual, 25.7-kw aural. Antenna: 1400-ft. above av. terrain, 1063-ft. above ground, 3543-ft. above sea level.

Latitude 32° 24' 47.7"  
Longitude 100° 06' 24.8"

**Transmitter:** 6.8-mi. SW of Merkel off U.S. 80.

**Satellite Earth Stations:** ADM, 6.2-meter; ADM, 4.5-meter; Automation Techniques receivers.

**News Service:** AP.

**Ownership:** Lamco Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 30, 1956. Operation by former owners A. R. Elam and Associates as Texas Key Bcstrs. Inc. (to whom Grayson Enterprises leased equipment) was terminated when transfer of all Texas Key stock to Grayson Enterprises was approved June 15, 1966 by FCC (Television Digest, Vol. 6:25). For sale to Prima Inc., see KLBK-TV, Lubbock, TX. Sale to S. M. Moore Jr. by Prima approved by FCC July 25, 1983. Sale to SouthWest MultiMedia Corp. approved Oct. 30, 1985. FCC approved sale to Lamco Nov. 25, 1986.

**Represented (sales):** Settel Inc.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

CLAY MILSTEAD, general manager.  
MONTE WILLIAMS, chief engineer.

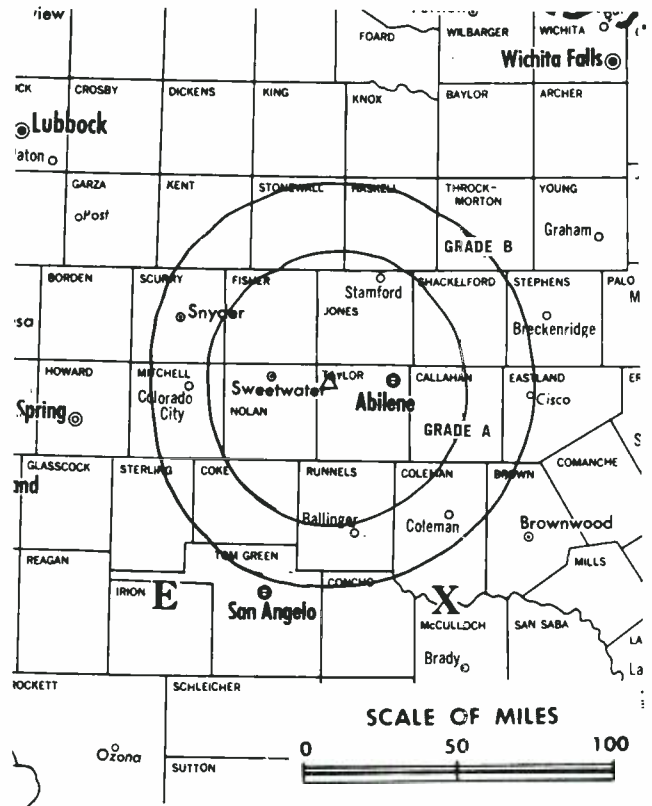
**Highest 30 Sec. Rate:** \$350.

**NETWORK BASE HOURLY RATE:** \$550.

**City of License:** Sweetwater. **ADI:** Abilene-Sweetwater. **Rank:** 157.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | TEXAS        |                  |               |     |
|                        | Callahan     | 5,100            | 5,000         | 98  |
|                        | Coke         | 1,400            | 1,400         | 100 |
|                        | Coleman      | 4,300            | 4,200         | 98  |
|                        | Fisher       | 2,100            | 2,100         | 100 |
|                        | Haskell      | 2,900            | 2,900         | 100 |
|                        | Jones        | 6,900            | 6,800         | 99  |
|                        | Kent         | 400              | 400           | 100 |
|                        | King         | 200              | 200           | 100 |
|                        | Knox         | 1,900            | 1,900         | 100 |



KTXS-TV BIMPCT-5021 Granted 4/25/58 © American Map Corp., 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Mitchell              | 3,300            | 3,300          | 100            |
|   | Nolan                 | 6,500            | 6,400          | 98             |
|   | Runnels               | 4,700            | 4,600          | 98             |
|   | Scurry                | 7,200            | 7,100          | 99             |
|   | Shackelford           | 1,700            | 1,700          | 100            |
|   | Stephens              | 4,400            | 4,300          | 98             |
|   | Sterling              | 400              | 400            | 100            |
|   | Stonewall             | 1,000            | 1,000          | 100            |
|   | Taylor                | 43,500           | 43,100         | 99             |
|   | <b>Between 25-49%</b> | TEXAS            |                |                |
| Brown                                   |                       | 14,500           | 14,200         | 98             |
| Comanche                                |                       | 5,100            | 5,000          | 98             |
| Concho                                  |                       | 1,100            | 1,100          | 100            |
| Eastland                                |                       | 8,200            | 8,000          | 98             |
| Irion                                   |                       | 500              | 500            | 100            |
| Throckmorton                            |                       | 900              | 900            | 100            |
| <b>Between 5-24%</b>                    | TEXAS                 |                  |                |                |
|   | Mc Culloch            | 3,600            | 3,500          | 97             |
|   | Menard                | 900              | 900            | 100            |
|   | San Saba              | 2,500            | 2,400          | 96             |
| <b>Station Totals</b>                   |                       | <b>170,800</b>   | <b>168,500</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>110,900</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>61,200</b>  |

# Texas—Alvin

**KHSH**

(formerly KTHT)

Ch. 67

**Network Service:** HSN.

**Licensee:** Silver King Bcstg. of Houston Inc., 2522 Highland Square Mall, Alvin, TX 77511.

**Studio:** 2522 Highland Square Mall, Alvin, TX 77511.

**Telephone:** 713-331-8867.

**Technical Facilities:** Channel No. 67 (788-794 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1783-ft. above av. terrain, 1769-ft. above ground, 1848-ft. above sea level.

Latitude 29° 34' 06"  
Longitude 95° 29' 57"

**Transmitter:** 18.5-mi. NW of Alvin.

**Ownership:** Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 27, 1986. Sale to present owners by Four Star Bcstg. Inc. approved by FCC Nov. 30, 1986 (*Television Digest*, Vol. 26:39, 45).

**Represented (sales):** Independent TV Sales.

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

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

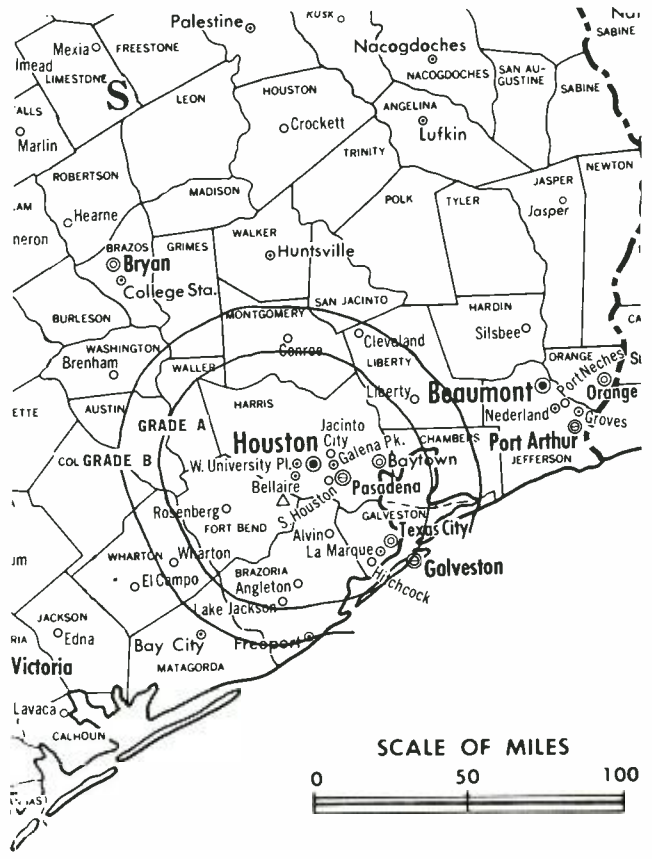
JODIE TRIBBLE, general manager.  
RAY CISNEROS, engineering director.  
JACKSON COOPER JR., program administrator.

**Rates:** Not available.

**City of License:** Alvin. **ADI:** Houston. **Rank:** 10.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| Between 25-49%         | TEXAS Waller | 7,100            | 6,900         | 97 |



KHSH BMPCT-841221LB Granted 1/17/85 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households    | %         |
|---|--------------|------------------|------------------|-----------|
| <b>TEXAS</b>                            |              |                  |                  |           |
| Between 5-24%                           | Austin       | 8,000            | 7,800            | 97        |
|   | Brazoria     | 68,200           | 67,600           | 99        |
|   | Colorado     | 7,600            | 7,400            | 97        |
|   | Fort Bend    | 63,800           | 62,900           | 99        |
|   | Galveston    | 79,400           | 78,500           | 99        |
|   | Harris       | 1,035,500        | 1,026,100        | 99        |
|   | Liberty      | 20,300           | 19,900           | 98        |
| <b>Station Totals</b>                   |              | <b>1,289,900</b> | <b>1,277,100</b> | <b>99</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>124,400</b>   |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>37,000</b>    |           |

# Texas—Amarillo

## KAMR-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** Cannan Communications Inc., Box 1224, Wichita Falls, TX 76307.

**Studio:** 2000 N. Polk St., Box 751, Amarillo, TX 79189.

**Telephones:** 806-383-3321, studio; 817-322-3252, home office.

**TWX:** 910-898-4146.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1420-ft. above av. terrain, 1440-ft. above ground, 4902-ft. above sea level.

Latitude 35° 18' 52"  
Longitude 101° 50' 47"

**Transmitter:** N of Amarillo at Broadway & Mobley Dr.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 3 in operation; Harris, 6.1-meter; Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Cannan Communications Inc., 100%. See Group Ownership of TV Stations.

**Began Operation:** March 18, 1953. Sale to present owners by Stauffer Publications approved by FCC July 1, 1974 (*Television Digest*, Vol. 13:43, 14:31). Sale to Stauffer by Globe News Publishing Co. approved Jan. 12, 1966 (Vol. 5:42; 6:3).

**Represented (sales):** Blair Television.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

DARROLD A. CANNAN, president.  
RAY POINDEXTER, vice president & general manager.  
IRL BROWN, local sales manager.  
JOHN SCHNABEL, business manager.  
KEN HIGH, chief engineer.  
JOE SHERRILL, production manager.  
LYNN WALKER, news director.

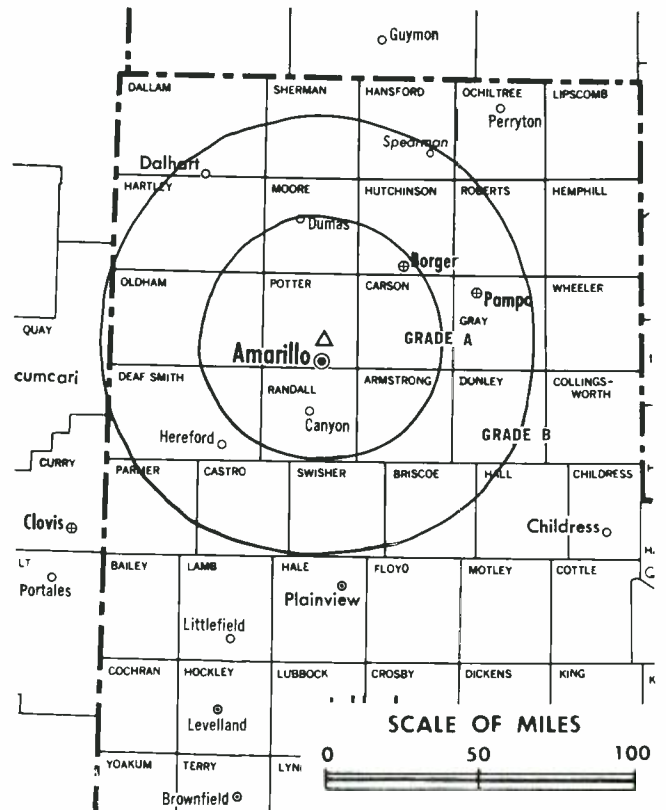
**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$988.

**City of License:** Amarillo. **ADI:** Amarillo. **Rank:** 117.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %   |
|------------------------|-------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KANSAS</b>     |                  |               |     |
|                        | Morton            | 1,200            | 1,200         | 100 |
|                        | Seward            | 6,600            | 6,500         | 98  |
|                        | <b>NEW MEXICO</b> |                  |               |     |
|                        | Curry             | 16,000           | 15,600        | 98  |
|                        | Quay              | 4,000            | 3,800         | 95  |
|                        | Union             | 1,800            | 1,700         | 94  |
|                        | <b>OKLAHOMA</b>   |                  |               |     |
|                        | Cimarron          | 1,400            | 1,400         | 100 |
|                        | Texas             | 6,800            | 6,700         | 99  |
| <b>TEXAS</b>           |                   |                  |               |     |
| Armstrong              | 800               | 800              | 100           |     |
| Briscoe                | 1,000             | 1,000            | 100           |     |
| Carson                 | 2,400             | 2,400            | 100           |     |
| Castro                 | 3,300             | 3,200            | 97            |     |
| Childress              | 2,700             | 2,700            | 100           |     |
| Collingsworth          | 1,800             | 1,700            | 94            |     |
| Cottle                 | 1,200             | 1,200            | 100           |     |
| Dallam                 | 2,600             | 2,600            | 100           |     |
| Deaf Smith             | 6,900             | 6,800            | 99            |     |
| Donley                 | 1,600             | 1,600            | 100           |     |
| Gray                   | 10,300            | 10,200           | 99            |     |
| Hall                   | 2,100             | 2,000            | 95            |     |



KAMR-TV BPCT-4146 Granted 6/4/69

© American Map Corp., 14244

| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %              |
|---|-------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Hansford          | 2,400            | 2,400          | 100            |
|   | Hardeman          | 2,400            | 2,400          | 100            |
|   | Hartley           | 1,400            | 1,400          | 100            |
|   | Hemphill          | 2,300            | 2,300          | 100            |
|   | Hutchinson        | 10,700           | 10,600         | 99             |
|   | Lipscomb          | 1,400            | 1,400          | 100            |
|   | Moore             | 6,100            | 6,100          | 100            |
|   | Ochiltree         | 3,700            | 3,700          | 100            |
|   | Oldham            | 700              | 700            | 100            |
|   | Parmer            | 3,400            | 3,400          | 100            |
|   | Potter            | 41,600           | 41,300         | 99             |
|   | Randall           | 33,700           | 33,600         | 100            |
|   | Roberts           | 400              | 400            | 100            |
|   | Sherman           | 1,100            | 1,100          | 100            |
| Swisher                                 | 3,300             | 3,300            | 100            |                |
| Wheeler                                 | 3,200             | 3,100            | 97             |                |
| <b>Between 25-49%</b>                   | <b>KANSAS</b>     |                  |                |                |
|   | Stevens           | 1,700            | 1,600          | 94             |
|   | <b>OKLAHOMA</b>   |                  |                |                |
|   | Beaver            | 3,000            | 3,000          | 100            |
|   | Harmon            | 1,800            | 1,800          | 100            |
| <b>TEXAS</b>                            |                   |                  |                |                |
| Hale                                    | 12,300            | 12,700           | 99             |                |
| <b>Between 5-24%</b>                    | <b>NEW MEXICO</b> |                  |                |                |
|   | Harding           | 400              | 400            | 100            |
|   | <b>OKLAHOMA</b>   |                  |                |                |
|   | Beckham           | 9,700            | 9,500          | 98             |
|   | Ellis             | 2,300            | 2,200          | 96             |
|   | Roger Mills       | 2,200            | 2,100          | 95             |
|   | <b>TEXAS</b>      |                  |                |                |
| Foard                                   | 900               | 900              | 100            |                |
| Motley                                  | 800               | 800              | 100            |                |
| <b>Station Totals</b>                   |                   | <b>227,900</b>   | <b>225,300</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                | <b>173,000</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                | <b>109,200</b> |

# Texas—Amarillo

## KFDA-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Panhandle Telecasting Co., Joint Venture, Box 1400, Amarillo, TX 79189-1400.

**Studio:** Broadway at Cherry Ave., Amarillo.

**Mailing Address:** Box 1400, Amarillo 79189-1400.

**Telephone:** 806-383-2226. **TWX:** 910-898-4124.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1530-ft. above av. terrain, 1493-ft. above ground, 5047-ft. above sea level.

Latitude 35° 17' 34"  
Longitude 101° 50' 42"

**Transmitter:** Broadway St. at Cherry Ave., Amarillo.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; Harris, 5-meter; Harris, Scientific-Atlanta receivers.

**News Services:** CBS, NIWS, SWINS, UPI.

**Ownership:** Lawton Cablevision Inc., 50%; KSWO-TV Co. Inc., 45%; Oklahoma Quality Bcstg. Co. Inc. & Duncan Bcstg. Co. Inc., 2.5% each. KSWO-TV Co. Inc. is licensee of KSWO-TV, Lawton, OK. Oklahoma Quality Bcstg. is licensee of KSWO(AM), Lawton, OK. Duncan is licensee of KRHD-AM-FM, Duncan, OK.

**Began Operation:** April 4, 1953. Sale of 61% by Sid W. Richardson Foundation to Bass Bcstg. and subsequent transfer of 19.6% by Gene L. Cagle was approved by FCC Feb. 2, 1966. Sale to Midessa Cablevision by Bass Bcstg. approved by FCC Aug. 20, 1976. Sale of 50% by Midessa Television Inc. to Lawton Cablevision Inc. approved Feb. 27, 1984.

**Represented (sales):** Petry Television Inc.

**Personnel:**  
DON LOCKE, general manager.

**Highest One Hour Rate:** \$1100.

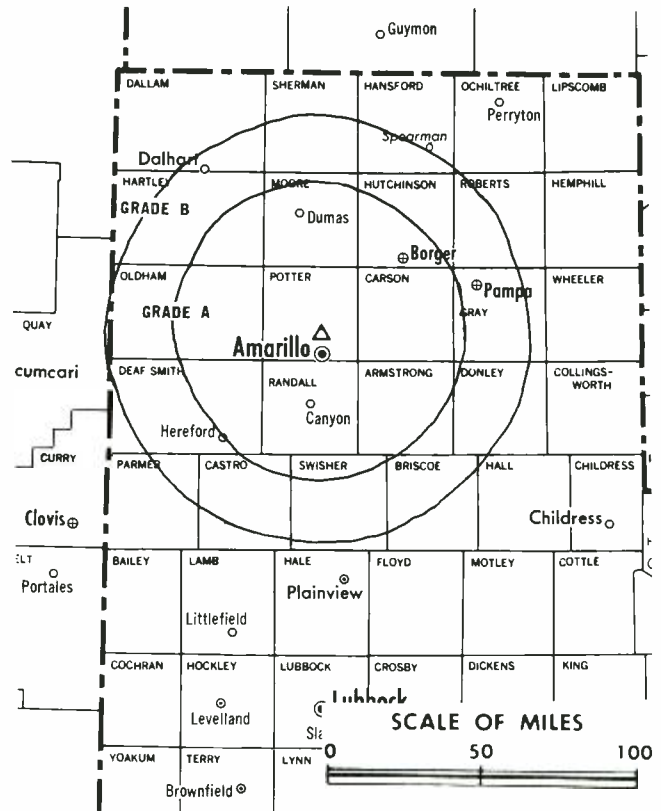
**Highest 30 Sec. Rate:** \$650.

**NETWORK BASE HOURLY RATE:** \$585.

**City of License:** Amarillo. **ADI:** Amarillo. **Rank:** 117.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %   |
|------------------------|-------------------|------------------|---------------|-----|
| 50% & Over             | <b>KANSAS</b>     |                  |               |     |
|                        | Morton            | 1,200            | 1,200         | 100 |
|                        | <b>NEW MEXICO</b> |                  |               |     |
|                        | Quay              | 4,000            | 3,800         | 95  |
|                        | Union             | 1,800            | 1,700         | 94  |
|                        | <b>OKLAHOMA</b>   |                  |               |     |
|                        | Cimarron          | 1,400            | 1,400         | 100 |
|                        | Texas             | 6,800            | 6,700         | 99  |
|                        | <b>TEXAS</b>      |                  |               |     |
|                        | Armstrong         | 800              | 800           | 100 |
|                        | Briscoe           | 1,000            | 1,000         | 100 |
|                        | Carson            | 2,400            | 2,400         | 100 |
|                        | Castro            | 3,300            | 3,200         | 97  |
|                        | Childress         | 2,700            | 2,700         | 100 |
|                        | Collingsworth     | 1,800            | 1,700         | 94  |
|                        | Cottle            | 1,200            | 1,200         | 100 |
|                        | Dallam            | 2,600            | 2,600         | 100 |
|                        | Deaf Smith        | 6,900            | 6,800         | 99  |
|                        | Donley            | 1,600            | 1,600         | 100 |
| Gray                   | 10,300            | 10,200           | 99            |     |



KFDA-TV BPCT-801024KF Granted 12/20/80

© American Map Corp., 14244

| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %         |
|---|-------------------|------------------|----------------|-----------|
| 50% & Over                              | Hall              | 2,100            | 2,000          | 95        |
|   | Hansford          | 2,400            | 2,400          | 100       |
|   | Hartley           | 1,400            | 1,400          | 100       |
|   | Hemphill          | 2,300            | 2,300          | 100       |
|   | Hutchinson        | 10,700           | 10,600         | 99        |
|   | Lipscomb          | 1,400            | 1,400          | 100       |
|   | Moore             | 6,100            | 6,100          | 100       |
|   | Ochiltree         | 3,700            | 3,700          | 100       |
|   | Oldham            | 700              | 700            | 100       |
|   | Parmer            | 3,400            | 3,400          | 100       |
|   | Potter            | 41,600           | 41,300         | 99        |
|   | Randall           | 33,700           | 33,600         | 100       |
|   | Roberts           | 400              | 400            | 100       |
| Between 25-49%                          | <b>KANSAS</b>     |                  |                |           |
|   | Seward            | 6,600            | 6,500          | 98        |
|   | Stevens           | 1,700            | 1,600          | 94        |
|   | <b>NEW MEXICO</b> |                  |                |           |
| Curry                                   | 16,000            | 15,600           | 98             |           |
| Between 5-24%                           | <b>OKLAHOMA</b>   |                  |                |           |
|   | Beaver            | 3,000            | 3,000          | 100       |
| Between 5-24%                           | <b>TEXAS</b>      |                  |                |           |
|   | Hardeman          | 2,400            | 2,400          | 100       |
| Station Totals                          | <b>NEW MEXICO</b> |                  |                |           |
|   | Harding           | 400              | 400            | 100       |
|   | <b>TEXAS</b>      |                  |                |           |
| Motley                                  | 800               | 800              | 100            |           |
| <b>Station Totals</b>                   |                   | <b>198,200</b>   | <b>196,100</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>158,000</b> |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>90,400</b>  |           |

# Texas—Amarillo

## KCIT

Ch. 14

**Network Service:** Fox.

**Licensee:** Ralph C. Wilson Industries Inc., 1585 Schallenberger Rd., San Jose, CA 95131.

**Studio:** 1015 S. Fillmore, Amarillo, TX 79105.

**Mailing Address:** Box 1414, Amarillo, TX 79105.

**Telephone:** 806-374-1414.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 332-kw max. visual, 33.2-kw max. aural. Antenna: 812-ft. above av. terrain, 783-ft. above ground, 4246-ft. above sea level.

Latitude 35° 18' 55"  
Longitude 101° 50' 03"

Requests CP for change to 1280-kw max. visual, 128-kw max. aural, 1521-ft. above av. terrain, 1463-ft. above ground, 1492-ft. above sea level, lat. 35° 20' 33", long. 101° 49' 20.50", transmitter to 1.5-mi. NNE of Hwy. 87 & Givens Ave., near Amarillo. BPCT-860908KX.

**Transmitter:** Hwy. 287, 5-mi. N of Amarillo.

**Satellite Earth Stations:** 3 in operation; Calsat, 5-meter; AFC, 3.6-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**Ownership:** Ralph C. Wilson Jr., chmn.-pres., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 29, 1982. Sale to present owner by Ray Moran approved by FCC Dec. 11, 1984.

**Represented (sales):** MMT Marketing.

**Represented (legal):** Leventhal, Senter & Lerman.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

FRED M. HUTCHING, vice president & general manager.  
SCOTT McIVER, station manager.  
BILL EMBRY, local sales manager.  
DICK STAFFORD, chief engineer.

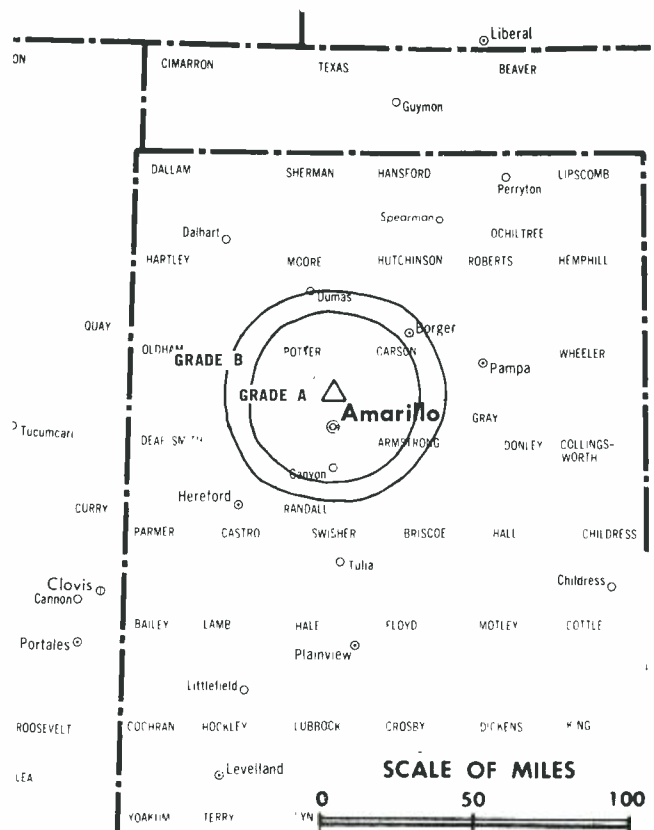
**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate** (July 11, 1987): \$75.

**City of License:** Amarillo. **ADI:** Amarillo. **Rank:** 117.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | TEXAS Potter | 41,600           | 41,300        | 99 |



KCIT BMPCT—830930KK Granted 11/22/83 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %             |
|---|-----------------|------------------|----------------|---------------|
| 50% & Over                              | Randall         | 33,700           | 33,600         | 100           |
| <b>BETWEEN 25-49%</b>                   |                 |                  |                |               |
|   | TEXAS Armstrong | 800              | 800            | 100           |
|   | Carson          | 2,400            | 2,400          | 100           |
|   | Deaf Smith      | 6,900            | 6,800          | 99            |
| <b>BETWEEN 5-24%</b>                    |                 |                  |                |               |
|   | TEXAS Dallam    | 2,600            | 2,600          | 100           |
|   | Gray            | 10,300           | 10,200         | 99            |
|   | Hansford        | 2,400            | 2,400          | 100           |
|   | Hartley         | 1,400            | 1,400          | 100           |
|   | Hutchinson      | 10,700           | 10,600         | 99            |
|   | Moore           | 6,100            | 6,100          | 100           |
|   | Oldham          | 700              | 700            | 100           |
|   | Swisher         | 3,300            | 3,300          | 100           |
| <b>Station Totals</b>                   |                 | <b>122,900</b>   | <b>122,200</b> | <b>99</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>54,200</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>24,000</b> |

# Texas—Amarillo

## KVII-TV

Ch. 7

(Operates satellites KVIJ-TV, Sayre, OK & KVIH-TV, Clovis, NM)

**Network Service:** ABC.

**Licensee:** Marsh Media Inc., One Broadcast Center, Amarillo, TX 79101-4328.

**Studio:** 1101 S. Pierce St., Amarillo, TX 79101-4328.

**Telephone:** 806-373-1787. **TWX:** 910-898-4136.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1703-ft. above av. terrain, 1626-ft. above ground, 5049-ft. above sea level.

Latitude 35° 22' 29"  
Longitude 101° 52' 58"

**Transmitter:** 10.4-mi. N of Amarillo.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 5 in operation; Scientific-Atlanta, 7-meter; Avantek, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Marsh Media Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 21, 1957. Sale to Marsh family by John B. Walton Jr. approved by FCC Jan. 31, 1968 (Television Digest, Vol. 7:43). Previous sale to Walton by Southwest States approved Nov. 12, 1963 (Vol. 3:46). Sale of control to TV Properties (Southwest States) approved July 16, 1958 (Vol. 14:24, 26, 29).

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

JAMES R. McCORMICK, president & general manager.  
JOHN W. PATRICK, general sales manager.  
WILLIAM R. CANADY, director of engineering.  
CHARLES M. DOUGLAS, operations manager.  
JOHN McKISSACK, news director.  
JACKIE SMITH, production manager.  
JOHN JANEWAY, business manager.

**Highest 30 Sec. Rate:** \$550.

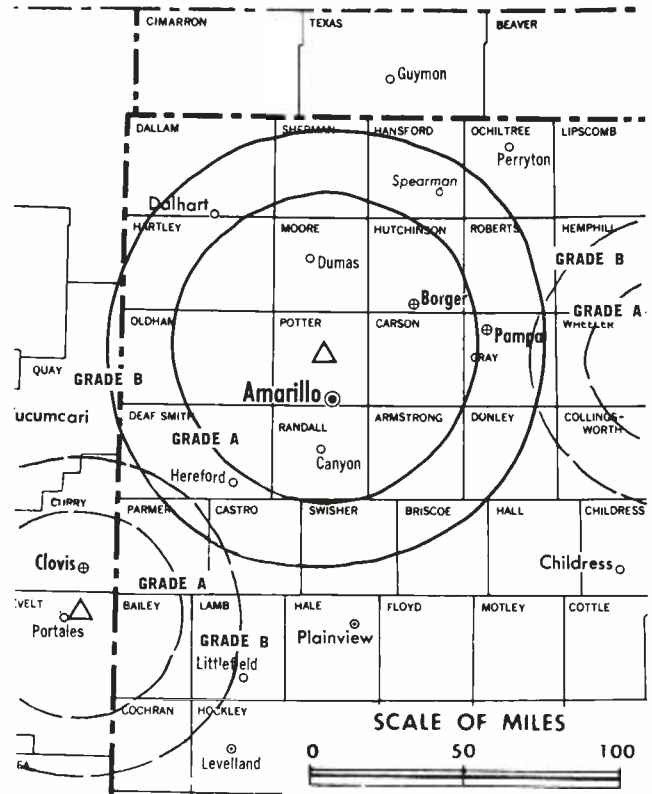
**NETWORK BASE HOURLY RATE:** \$600.

**Arbitron Data:** Figures include KVIJ-TV, Sayre, OK & KVIH-TV, Clovis, NM.

**City of License:** Amarillo. **ADI:** Amarillo. **Rank:** 117.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %   |
|------------------------|-------------------|------------------|---------------|-----|
| 50% & Over             | <b>KANSAS</b>     |                  |               |     |
|                        | Morton            | 1,200            | 1,200         | 100 |
|                        | Seward            | 6,600            | 6,500         | 98  |
|                        | <b>NEW MEXICO</b> |                  |               |     |
|                        | Curry             | 16,000           | 15,600        | 98  |
|                        | Quay              | 4,000            | 3,800         | 95  |
|                        | Union             | 1,800            | 1,700         | 94  |
|                        | <b>OKLAHOMA</b>   |                  |               |     |
|                        | Beckham           | 9,700            | 9,500         | 98  |
|                        | Cimarron          | 1,400            | 1,400         | 100 |
| Roger Mills            | 2,200             | 2,100            | 95            |     |



KVII-TV BPCT-4170 Granted 4/2/69

© American Map Corp., 14244

| Net Weekly Circulation                  | State County  | Total Households | TV Households  | %         |
|---|---------------|------------------|----------------|-----------|
| 50% & Over                              | Texas         | 6,800            | 6,700          | 99        |
|   | <b>TEXAS</b>  |                  |                |           |
|   | Armstrong     | 800              | 800            | 100       |
|   | Briscoe       | 1,000            | 1,000          | 100       |
|   | Carson        | 2,400            | 2,400          | 100       |
|   | Castro        | 3,300            | 3,200          | 97        |
|   | Childress     | 2,700            | 2,700          | 100       |
|   | Collingsworth | 1,800            | 1,700          | 94        |
|   | Dallam        | 2,600            | 2,600          | 100       |
|   | Deaf Smith    | 6,900            | 6,800          | 99        |
|   | Donley        | 1,600            | 1,600          | 100       |
|   | Gray          | 10,300           | 10,200         | 99        |
|   | Hall          | 2,100            | 2,000          | 95        |
|   | Hansford      | 2,400            | 2,400          | 100       |
|   | Hartley       | 1,400            | 1,400          | 100       |
|   | Hemphill      | 2,300            | 2,300          | 100       |
|   | Hutchinson    | 10,700           | 10,600         | 99        |
|   | Lipscomb      | 1,400            | 1,400          | 100       |
|   | Moore         | 6,100            | 6,100          | 100       |
|   | Ochiltree     | 3,700            | 3,700          | 100       |
| Oldham                                  | 700           | 700              | 100            |           |
| Parmer                                  | 3,400         | 3,400            | 100            |           |
| Potter                                  | 41,600        | 41,300           | 99             |           |
| Randall                                 | 33,700        | 33,600           | 100            |           |
| Roberts                                 | 400           | 400              | 100            |           |
| Sherman                                 | 1,100         | 1,100            | 100            |           |
| Swisher                                 | 3,300         | 3,300            | 100            |           |
| Wheeler                                 | 3,200         | 3,100            | 97             |           |
| (Continued on page A-1070)              |               |                  |                |           |
| <b>Station Totals</b>                   |               | <b>289,900</b>   | <b>286,200</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |               |                  | <b>193,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |               |                  | <b>132,000</b> |           |



# Texas—Austin

## KBVO-TV

Ch. 42

**Network Service:** Fox.

**Licensee:** Austin Television, c/o Darrold A. Cannan Jr., 503 City National Bank Bldg., Wichita Falls, TX 76301.

**Studio:** 10700 Metric Blvd., Austin, TX 78758.

**Mailing Address:** Box 2728, Austin, TX 78768-2728.

**Telephone:** 512-835-0042.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 2510-kw max. & 720-kw horizontal visual, 251-kw max. & 72-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1311-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 10"  
Longitude 97° 48' 06"

**Transmitter:** 1.4-mi. W of Austin, 0.8-mi. NW of Mt. Larson.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Vertex, 4.6-meter Ku-band; Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Cannan Communications Inc. & Channel 42 of Austin Inc., 42.7% each; Beard Management Inc., 9%; Six Percent Inc., 5.46%. See Cannan Communications in Group Ownership of TV Stations. Channel 42 of Austin Inc. ownership: Michael D. McKinnon, pres., 20%; South Texas Telecasting Co. Inc., 80%. See McKinnon Bcstg. in Group Ownership of TV Stations. Beard Management Inc. ownership: Steven F. Beard Jr., pres., 100%. Six Percent Inc. ownership: Joy Manning Scott, pres., 16.7%; Joe M. Kilgore, Ben T. Head, Henry M. Whittington, Dr. John Q. Taylor King, Mary Nell Garrison, 16.66% each.

**Began Operation:** December 4, 1983.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

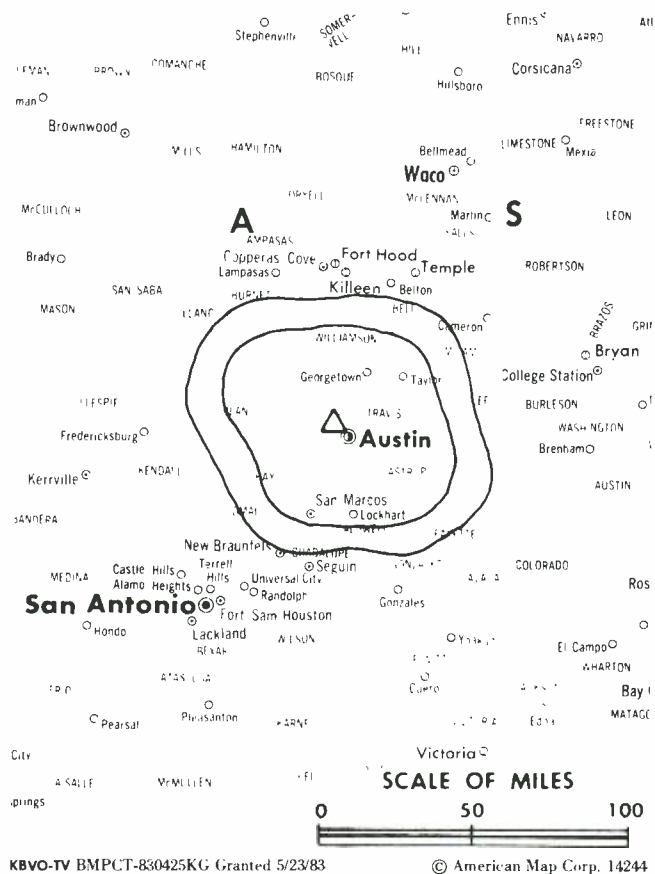
STEVE BEARD, general manager & partner.  
JOHN MARTIN, operations manager.  
BILL ENLOE, chief engineer.  
DICK WAGSCHAL, sales manager.  
RAY McEACHERN, business manager.

**Rates:** On request.

**City of License:** Austin. **ADI:** Austin. **Rank:** 72.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes. TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |    |
|                        | Bastrop      | 11,900           | 11,600        | 97 |
|                        | Burnet       | 9,800            | 9,700         | 99 |
|                        | Caldwell     | 8,600            | 8,400         | 98 |
|                        | Hays         | 16,600           | 16,300        | 98 |
|                        | Llano        | 5,400            | 5,300         | 98 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Travis       | 212,200          | 209,700        | 99             |
|   | Williamson   | 36,800           | 36,200         | 98             |
| <b>Between 25-49%</b>                   | <b>TEXAS</b> |                  |                |                |
|   | Bell         | 59,300           | 58,700         | 99             |
|   | Blanco       | 2,400            | 2,400          | 100            |
|   | Lampasas     | 5,400            | 5,300          | 98             |
|   | Lee          | 4,800            | 4,700          | 98             |
|   | Milam        | 9,000            | 8,800          | 98             |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                |                |
|   | Burleson     | 5,200            | 5,000          | 96             |
|   | Comal        | 17,100           | 16,900         | 99             |
|   | Coryell      | 16,900           | 16,700         | 99             |
|   | De Witt      | 7,200            | 7,000          | 97             |
|   | Falls        | 7,300            | 7,200          | 99             |
|   | Fayette      | 8,100            | 7,700          | 95             |
|   | Gillespie    | 6,400            | 6,200          | 97             |
|   | Gonzales     | 6,000            | 5,900          | 98             |
|   | Guadalupe    | 19,600           | 19,200         | 98             |
|   | Lavaca       | 7,700            | 7,400          | 96             |
|   | Robertson    | 6,100            | 6,000          | 98             |
| <b>Station Totals</b>                   |              | <b>492,300</b>   | <b>484,700</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>237,200</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>100,900</b> |

# Texas—Austin

## KTBC-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** KTBC-TV Inc., Subsidiary of Times Mirror Co., Times Mirror Square, Los Angeles, CA.

**Studio:** 10th & Brazos Sts., Austin, TX 78701.

**Mailing Address:** Box 2223, Austin, TX 78768.

**Telephone:** 512-476-7777. **TWX:** 910-874-1301.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1261-ft. above av. terrain, 1077-ft. above ground, 1977-ft. above sea level.

Latitude 30° 18' 36"  
Longitude 97° 47' 33"

**Transmitter:** Mt. Larson, 4-mi. NW of State Capitol bldg.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Prodelin, 3.8-meter; Scientific-Atlanta, 3.6-meter.

**News Services:** AP, CBS, NIWS.

**Ownership:** Times Mirror Co. See Group Ownership of Television Stations.

**Began Operation:** November 27, 1952. Sale to present owner by Claudia Taylor Johnson, et al., approved by FCC Sept. 6, 1973 (*Television Digest*, Vol. 12:37; 13:37).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

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

### Personnel:

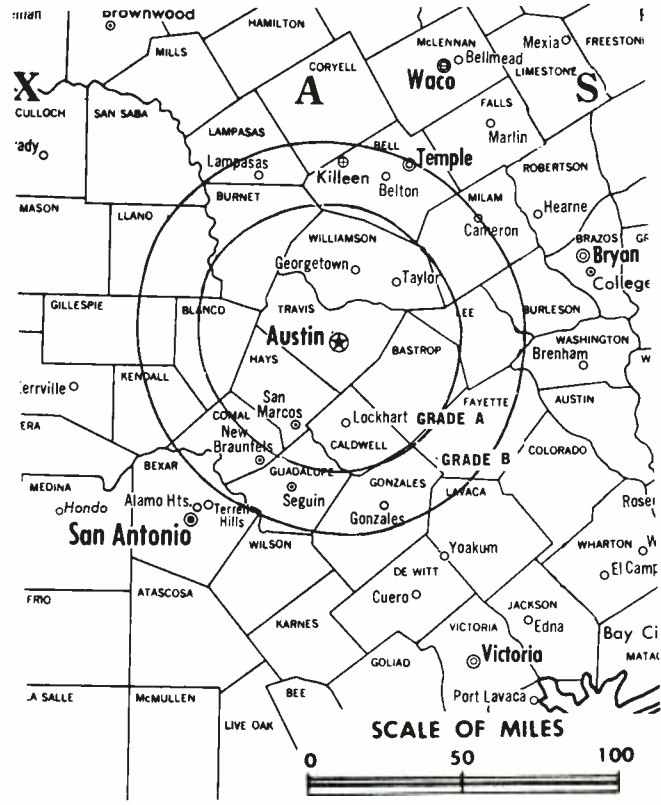
JOHN J. McCRORY, president.  
JACK HARRISON, vice president & general manager.  
CHARLIE KING, general sales manager.  
LONDA TRIAL, program director.  
STAN TEATER, promotion director.  
TIM GARDNER, news director.  
TROY BROWN, chief engineer.

**Rates:** Not available.

**City of License:** Austin. **ADI:** Austin. **Rank:** 72.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |     |
|                        | Bastrop      | 11,900           | 11,600        | 97  |
|                        | Bell         | 59,300           | 58,700        | 99  |
|                        | Blanco       | 2,400            | 2,400         | 100 |
|                        | Burnet       | 9,800            | 9,700         | 99  |
|                        | Caldwell     | 8,600            | 8,400         | 98  |
|                        | Coryell      | 16,900           | 16,700        | 99  |
|                        | Fayette      | 8,100            | 7,700         | 95  |
|                        | Gillespie    | 6,400            | 6,200         | 97  |
|                        | Hays         | 16,600           | 16,300        | 98  |
| Lampasas               | 5,400        | 5,300            | 98            |     |



KTBC-TV BPTC-861029KW Granted 11/24/86

© American Map Corp., No. 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Lee          | 4,800            | 4,700          | 98             |
|   | Llano        | 5,400            | 5,300          | 98             |
|   | Mason        | 1,600            | 1,500          | 94             |
|   | San Saba     | 2,500            | 2,400          | 96             |
|   | Travis       | 212,200          | 209,700        | 99             |
|   | Williamson   | 36,800           | 36,200         | 98             |
| <b>Between 25-49%</b>                   | <b>TEXAS</b> |                  |                |                |
|   | Burleson     | 5,200            | 5,000          | 96             |
|   | Lavaca       | 7,700            | 7,400          | 96             |
|   | Milam        | 9,000            | 8,800          | 98             |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                |                |
|   | Colorado     | 7,600            | 7,400          | 97             |
|   | Comal        | 17,100           | 16,900         | 99             |
|   | De Witt      | 7,200            | 7,000          | 97             |
|   | Gonzales     | 6,000            | 5,900          | 98             |
|   | Guadalupe    | 19,600           | 19,200         | 98             |
|   | Hamilton     | 3,900            | 3,800          | 97             |
|   | Kendall      | 5,100            | 5,000          | 98             |
|   | Mc Culloch   | 3,600            | 3,500          | 97             |
|   | Mills        | 1,900            | 1,900          | 100            |
| Robertson                               | 6,100        | 6,000            | 98             |                |
| <b>Station Totals</b>                   |              | <b>508,700</b>   | <b>500,600</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>347,800</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>204,600</b> |

# Texas—Austin

## KXAN-TV

(formerly KTVV)

Ch. 36

**Network Service:** NBC.

**Licensee:** K.C.I. (Texas), Box 490, Austin, TX 78767.

**Studio:** 908 W. Martin L. King Jr. Blvd., Austin, TX 78701.

**Mailing Address:** Box 490, Austin, TX 78767.

**Telephone:** 512-476-3636. **TWX:** 910-874-1370.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 5000-kw max. & 1380-kw horizontal visual, 500-kw max. & 138-kw horizontal aural. Antenna: Directional, 1290-ft. above av. terrain, 1199-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 33"  
Longitude 97° 47' 58"

**Transmitter:** Trail of Madrones Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 8-meter; Microdyne, 5-meter; Microdyne, 3-meter; Harris, Microdyne receivers.

**News Services:** AP, UPI.

**Ownership:** LIN Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 12, 1965 on Ch. 42. Changed to Ch. 36 Jan. 12, 1973. Sale to present owner by Kingstip Communications Inc. approved by FCC May 2, 1979 (*Television Digest*, Vol. 18:16, 17).

**Represented (sales):** Blair Television.

**Represented (legal):** Koteen & Naftalin.

### Personnel:

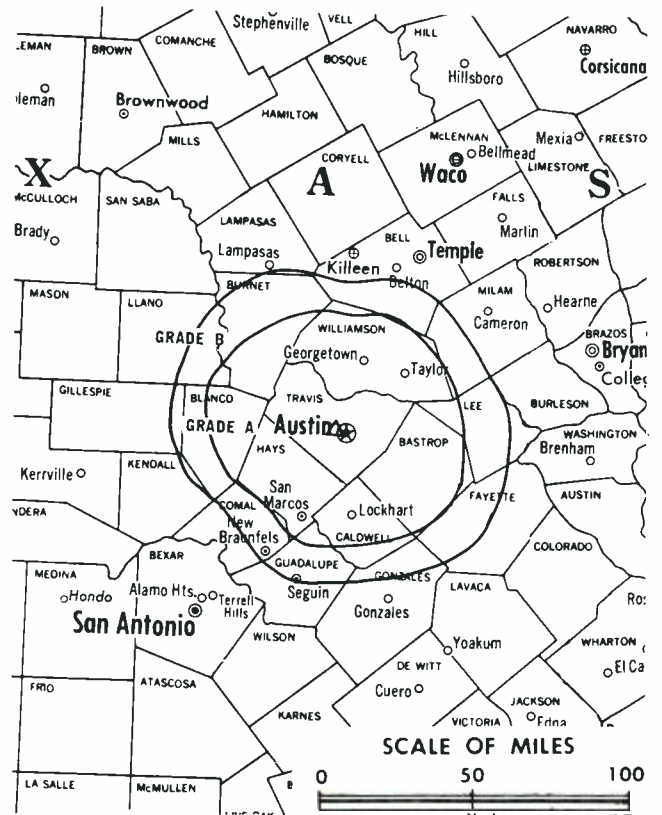
JANE WALLACE, general manager.  
LYLE BANKS, general sales manager.  
LARRY COLE, national sales manager.  
JOHN KIMBALL, local sales manager.  
GEORGE CSAHANIN, director of engineering.  
HENRY CHU, news director.

**Highest 30 Sec. Rate:** \$2500.

**City of License:** Austin. **ADI:** Austin. **Rank:** 72.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |     |
|                        | Bastrop      | 11,900           | 11,600        | 97  |
|                        | Blanco       | 2,400            | 2,400         | 100 |
|                        | Burnet       | 9,800            | 9,700         | 99  |
|                        | Caldwell     | 8,600            | 8,400         | 98  |
|                        | Hays         | 16,600           | 16,300        | 98  |
|                        | Lee          | 4,800            | 4,700         | 98  |
|                        | Llano        | 5,400            | 5,300         | 98  |
| Mason                  | 1,600        | 1,500            | 94            |     |



KXAN-TV BPTC-4496 Granted 7/25/72

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| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Travis       | 212,200          | 209,700        | 99        |
|   | Williamson   | 36,800           | 36,200         | 98        |
| <b>Between 25-49%</b>                   | <b>TEXAS</b> |                  |                |           |
|   | Bell         | 59,300           | 58,700         | 99        |
|   | Brazos       | 41,800           | 41,200         | 99        |
|   | Fayette      | 8,100            | 7,700          | 95        |
|   | Gillespie    | 6,400            | 6,200          | 97        |
|   | Lampasas     | 5,400            | 5,300          | 98        |
|   | Milam        | 9,000            | 8,800          | 98        |
| San Saba                                | 2,500        | 2,400            | 96             |           |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                |           |
|   | Burleson     | 5,200            | 5,000          | 96        |
|   | Colorado     | 7,600            | 7,400          | 97        |
|   | Coryell      | 16,900           | 16,700         | 99        |
|   | Falls        | 7,300            | 7,200          | 99        |
|   | Gonzales     | 6,000            | 5,900          | 98        |
|   | Guadalupe    | 19,600           | 19,200         | 98        |
|   | Hamilton     | 3,900            | 3,800          | 97        |
| Lavaca                                  | 7,700        | 7,400            | 96             |           |
| Robertson                               | 6,100        | 6,000            | 98             |           |
| <b>Station Totals</b>                   |              | <b>522,900</b>   | <b>514,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>311,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>162,200</b> |           |

# Texas—Austin

## KVUE-TV

Ch. 24

**Network Service:** ABC.

**Licensee:** KVUE-TV Inc., Box 9927, Austin, TX 78766.

**Studio:** 3201 Steck Ave., Austin, TX 78758.

**Telephone:** 512-459-6521.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 1950-kw max. & 711-kw horizontal visual, 327-kw max. & 145-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1184-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 21"  
Longitude 97° 48' 10"

**Transmitter:** On hill W of Trail of the Madrones Rd., near Austin.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 3 in operation; Stardish, 5-meter; Andrew, Avantek, Gardiner receivers.

**News Services:** ABC, AP, CNN, UPI.

**Ownership:** Gannett Co. Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 12, 1971. Sale to present owner by Evening News Assn. approved by FCC Jan. 13, 1986 (*Television Digest*, Vol. 26:3). Sale to Evening News by Tolbert Foster, Allen Shivers, et al., approved Sept. 8, 1978 (Vol. 18:21, 38).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Pierson, Ball & Dowd.

### Personnel:

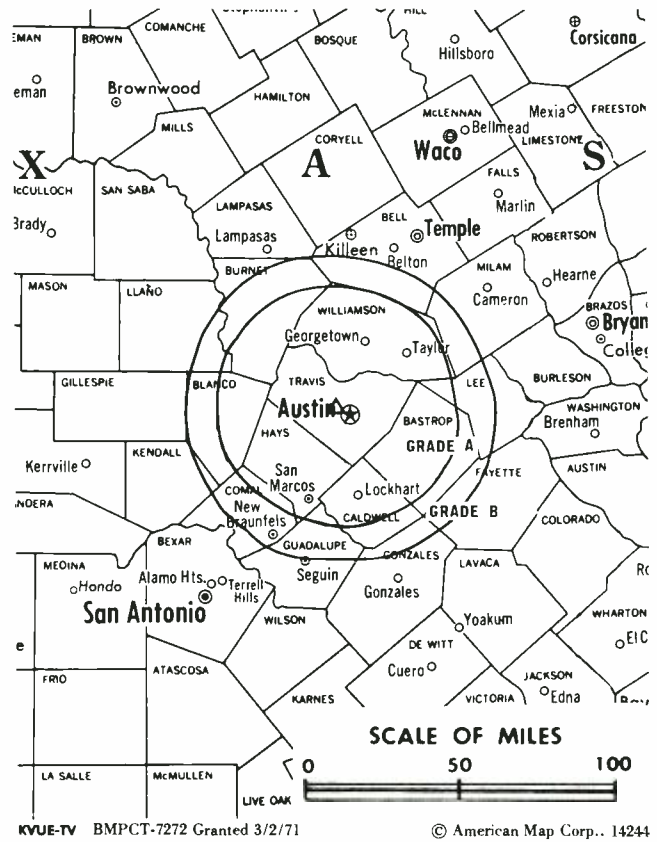
JOE T. JERKINS, president & general manager.  
ANDY LEE, station manager.  
DEBBIE BRIZENDINE, local sales manager.  
TONY NALDRETT, national sales manager.  
AL HELTON, program director.  
PAT MOLANDER, public affairs director.  
BOB BUCKALEW, news director.  
MICHAEL J. WENGLAR, chief engineer.  
RAY GRANBERRY, production manager.

**Rates:** Not available.

**City of License:** Austin. **ADI:** Austin. **Rank:** 72.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |     |
|                        | Bastrop      | 11,900           | 11,600        | 97  |
|                        | Blanco       | 2,400            | 2,400         | 100 |
|                        | Burnet       | 9,800            | 9,700         | 99  |
|                        | Caldwell     | 8,600            | 8,400         | 98  |
|                        | Hays         | 16,600           | 16,300        | 98  |
|                        | Lee          | 4,800            | 4,700         | 98  |



KVUE-TV BMPCT-7272 Granted 3/2/71

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| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Llano        | 5,400            | 5,300          | 98        |
|   | Mason        | 1,600            | 1,500          | 94        |
|   | Milam        | 9,000            | 8,800          | 98        |
|   | Travis       | 212,200          | 209,700        | 99        |
|   | Williamson   | 36,800           | 36,200         | 98        |
| <b>Between 25-49%</b>                   | <b>TEXAS</b> |                  |                |           |
|   | Burleson     | 5,200            | 5,000          | 96        |
|   | Fayette      | 8,100            | 7,700          | 95        |
|   | Gillespie    | 6,400            | 6,200          | 97        |
|   | Lampasas     | 5,400            | 5,300          | 98        |
| San Saba                                | 2,500        | 2,400            | 96             |           |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                |           |
|   | Bell         | 59,300           | 58,700         | 99        |
|   | Comal        | 17,100           | 16,900         | 99        |
|   | Coryell      | 16,900           | 16,700         | 99        |
|   | Falls        | 7,300            | 7,200          | 99        |
|   | Gonzales     | 6,000            | 5,900          | 98        |
|   | Guadalupe    | 19,600           | 19,200         | 98        |
| Robertson                               | 6,100        | 6,000            | 98             |           |
| <b>Station Totals</b>                   |              | <b>479,000</b>   | <b>471,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>303,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>179,100</b> |           |

# Texas—Beaumont-Port Arthur

## KBMT

Ch. 12

**Network Service:** ABC.

**Licensee:** Texas Telecasting Inc., Box 1550, Beaumont, TX 77704.

**Studio:** 525 Interstate Hwy. 10 South.

**Mailing Address:** Box 1550, Beaumont, TX 77704.

**Telephone:** 409-833-7512.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1000-ft. above av. terrain, 1032-ft. above ground, 1059-ft. above sea level.

Latitude 30° 11' 26"  
Longitude 93° 53' 08"

**Transmitter:** 2-mi. W of Mauriceville, TX.

**Satellite Earth Stations:** Andrew, 7.3-meter; Harris, 6.1-meter; Andrew, 4.5-meter; AFC, 3.7-meter; Avantek, Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** McKinnon Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 18, 1961. Transfer of control to Harbour TV Systems from A. O. Banning & William G. Hill Jr. approved by FCC Feb. 11, 1976. Sale to Banning & Hill by Devon Corp. approved by FCC Sept. 28, 1973. Sale to present owners by Liberty National Corp. approved by FCC Oct. 21, 1976 (Television Digest, Vol. 16:27).

**Represented (sales):** Blair Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

MICHAEL D. MCKINNON, president.  
JESS ALLRED, vice president & general manager.  
FRED PROCISE, general sales manager.  
AUSTIN HODGES, chief engineer.  
JERRY MORING, news director.

**Highest One Hour Rate:** \$3000.

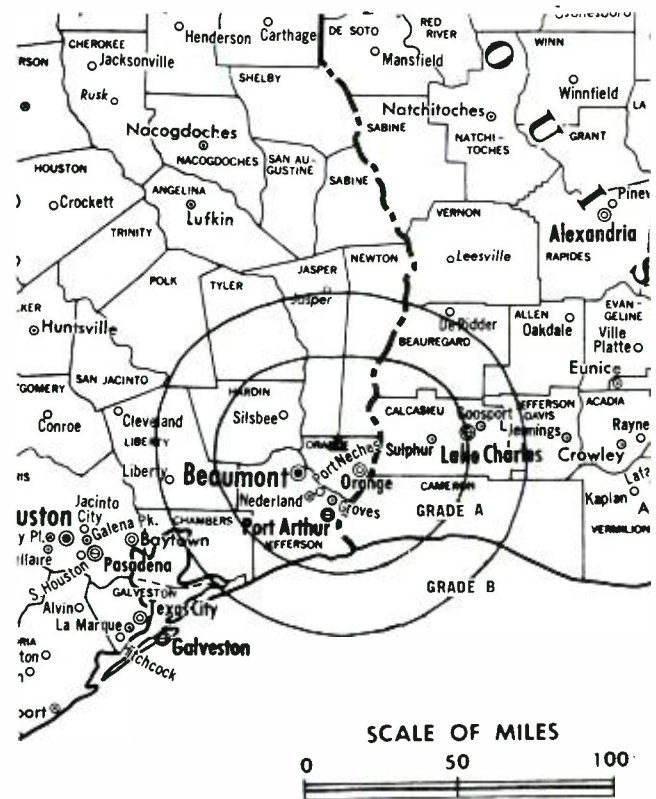
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$425.

**City of License:** Beaumont. **ADI:** Beaumont-Port Arthur. **Rank:** 122.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | LOUISIANA    |                  |               |    |
|                        | Calcasieu    | 62,600           | 62,000        | 99 |
|                        | Cameron      | 3,400            | 3,300         | 97 |



KBMT BPCT-3266 Granted 1/6/65

© American Map Corp., 14244

| Net Weekly Circulation                  | State County  | Total Households | TV Households  | %              |
|---|---------------|------------------|----------------|----------------|
| 50% & Over                              | TEXAS         |                  |                |                |
|   | Hardin        | 16,000           | 15,700         | 98             |
|   | Jasper        | 12,500           | 12,300         | 98             |
|   | Jefferson     | 94,400           | 93,700         | 99             |
|   | Newton        | 5,100            | 5,000          | 97             |
|   | Orange        | 31,400           | 31,100         | 99             |
|   | Tyler         | 8,000            | 7,800          | 97             |
| Between 25-49%                          | LOUISIANA     |                  |                |                |
|   | Beauregard    | 11,400           | 11,100         | 97             |
|   | TEXAS         |                  |                |                |
|   | Sabine        | 4,100            | 4,000          | 98             |
| Between 5-24%                           | LOUISIANA     |                  |                |                |
|   | Vernon        | 18,600           | 18,100         | 97             |
|   | TEXAS         |                  |                |                |
|   | Chambers      | 7,900            | 7,800          | 99             |
|   | Liberty       | 20,300           | 19,900         | 98             |
|   | Polk          | 12,200           | 11,900         | 98             |
|   | San Augustine | 3,300            | 3,200          | 97             |
| <b>Station Totals</b>                   |               | <b>311,200</b>   | <b>306,900</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |               |                  |                | <b>211,700</b> |
| <b>Average Daily Circulation (1987)</b> |               |                  |                | <b>111,600</b> |

# Texas—Beaumont-Port Arthur

## KFDM-TV

Ch. 6

**Network Service:** CBS.

**Licensee:** Freedom-TV Sub Inc., Box 7128, Beaumont, TX 77706.

**Studio:** 2955 Interstate 10 East, Beaumont, TX 77702.

**Mailing Address:** Box 7128, Beaumont, TX 77706.

**Telephone:** 409-892-6622. **TWX:** 62771648.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 960-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 30° 08' 24"  
Longitude 93° 58' 44"

**Transmitter:** U.S. Hwy. 90, approx. 2.3-mi. ENE of Vidor, TX.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; 2 RCA Americom, 4.6-meter Ku-band.

**News Service:** AP.

**Ownership:** Freedom Newspapers Inc. See Group Ownership of Television Stations.

**Began Operation:** April 24, 1955. Sale to present owner by Belo Bcstg. Corp. approved by FCC Dec. 13, 1983 (*Television Digest*, Vol. 23:42). Sale to Belo by Beaumont Bcstg. Corp. approved by FCC May, 1969 (Vol. 9:19).

**Represented (sales):** Petry Television Inc.

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

**Represented (engineering):** Carl T. Jones Associates.

**Personnel:**

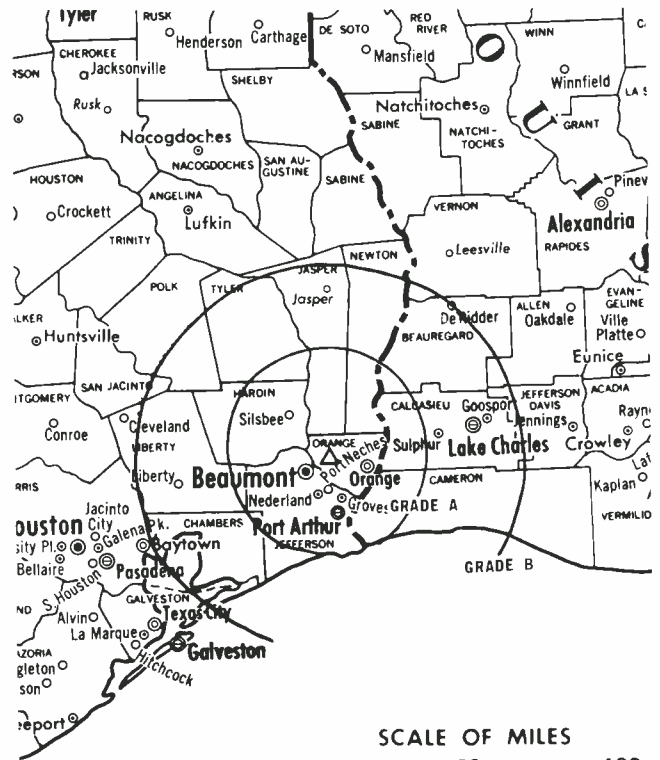
LARRY BEAULIEU, general manager.  
C. RIX GAREY, general sales manager.  
RICHARD KIHN, chief engineer.  
JEFF PRYOR, operations manager.

**Rates:** Not available.

**City of License:** Beaumont. **ADI:** Beaumont-Port Arthur. **Rank:** 122.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>LOUISIANA</b> |                  |               |    |
|                        | Calcasieu        | 62,600           | 62,000        | 99 |
|                        | <b>TEXAS</b>     |                  |               |    |
|                        | Hardin           | 16,000           | 15,700        | 98 |
|                        | Jasper           | 12,500           | 12,300        | 98 |
|                        | Jefferson        | 94,400           | 93,700        | 99 |
|                        | Newton           | 5,100            | 5,000         | 97 |
| Orange                 | 31,400           | 31,100           | 99            |    |



KFDM-TV BPCT-3107 Granted 1/30/63

© American Map Corp., 14244

| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %              |
|---|------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Tyler            | 8,000            | 7,800          | 97             |
| <b>Between 25-49%</b>                   | <b>LOUISIANA</b> |                  |                |                |
|   | Cameron          | 3,400            | 3,300          | 97             |
|   | <b>TEXAS</b>     |                  |                |                |
|   | Chambers         | 7,900            | 7,800          | 99             |
| <b>Between 5-24%</b>                    | Polk             | 12,200           | 11,900         | 98             |
|   | Sabine           | 4,100            | 4,000          | 98             |
|   | <b>LOUISIANA</b> |                  |                |                |
|   | Beauregard       | 11,400           | 11,100         | 97             |
|   | Vernon           | 18,600           | 18,100         | 97             |
| <b>Station Totals</b>                   | <b>TEXAS</b>     |                  |                |                |
|   | Angelina         | 24,800           | 24,400         | 98             |
|   | Liberty          | 20,300           | 19,900         | 98             |
|   | San Augustine    | 3,300            | 3,200          | 97             |
| <b>Net Weekly Circulation (1987)</b>    |                  | <b>336,000</b>   | <b>331,300</b> | <b>98</b>      |
| <b>Average Daily Circulation (1987)</b> |                  |                  |                | <b>211,900</b> |
|   |                  |                  |                | <b>143,100</b> |

# Texas—Port Arthur-Beaumont

## KJAC-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** Southeast Texas Television Corp., Box 3257, Port Arthur, TX 77643.

**Studio:** 17th & Woodworth Blvd., Port Arthur.

**Mailing Address:** Box 3257, Port Arthur, TX 77643.

**Telephone:** 409-985-5557. **TWX:** 910-886-5307.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1180-ft. above av. terrain, 1225-ft. above ground, 1249-ft. above sea level.

Latitude 30° 09' 31"  
Longitude 93° 59' 11"

**Transmitter:** NW of TX Rte. 235, 2.8-mi. NE of Vidor.

**Satellite Earth Station:** ADM, 3.38-meter; Drake, Harris receivers.

**News Services:** AP, NBC, Texas State Network.

**Ownership:** Price Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 22, 1957. Equally owned by Port Arthur College & Jefferson Amusement Co. Sale of its 50% by Port Arthur College to Jefferson Amusement approved by FCC Nov. 15, 1965 (*Television Digest*, Vol. 5:43, 47). Transfer of control from Jefferson Amusement to Robert H. Park, Janet Gordon Jack, et al., approved by FCC May 1, 1969. Sale to Clay Communications approved May 31, 1973. Sale to present owner approved by FCC June 23, 1987 (Vol. 27:21).

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Personnel:**

DICK APPLETON, executive vice president.  
RUSH K. EVANS, vice president & general manager.  
CHARLES RAVELL, chief engineer.  
GARY POWERS, general sales manager.

**Highest 30 Sec. Rate:** \$475.

**NETWORK BASE HOURLY RATE:** \$600.

**City of License:** Port Arthur. **ADI:** Beaumont-Port Arthur. **Rank:** 122.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | <b>TEXAS</b> |                  |               |    |
|                        | Hardin       | 16,000           | 15,700        | 98 |
|                        | Jasper       | 12,500           | 12,300        | 98 |
|                        | Jefferson    | 94,400           | 93,700        | 99 |
|                        | Newton       | 5,100            | 5,000         | 97 |
|                        | Orange       | 31,400           | 31,100        | 99 |
|                        | Polk         | 12,200           | 11,900        | 98 |



KJAC-TV BPCT-4322 Granted 5/13/70

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| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %              |
|---|------------------|------------------|----------------|----------------|
| 50% & Over                              | Sabine           | 4,100            | 4,000          | 98             |
|   | Tyler            | 8,000            | 7,800          | 97             |
| Between 25-49%                          | <b>LOUISIANA</b> |                  |                |                |
|   | Beauregard       | 11,400           | 11,100         | 97             |
|   | Cameron          | 3,400            | 3,300          | 97             |
|   | <b>TEXAS</b>     |                  |                |                |
|   | Angelina         | 24,800           | 24,400         | 98             |
|   | Chambers         | 7,900            | 7,800          | 99             |
| Between 5-24%                           | San Augustine    | 3,300            | 3,200          | 97             |
|   | San Jacinto      | 5,900            | 5,700          | 97             |
|   | <b>LOUISIANA</b> |                  |                |                |
|   | Calcasieu        | 62,600           | 62,000         | 99             |
|   | Vernon           | 18,600           | 18,100         | 97             |
| Station Totals                          | <b>TEXAS</b>     |                  |                |                |
|   | Liberty          | 20,300           | 19,900         | 98             |
|   | Trinity          | 4,600            | 4,400          | 96             |
| <b>Station Totals</b>                   |                  | <b>346,500</b>   | <b>341,400</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  |                | <b>211,800</b> |
| <b>Average Daily Circulation (1987)</b> |                  |                  |                | <b>135,000</b> |

# Texas—Big Spring

## KWAB-TV

Ch. 4

(Satellite of KTPX, Odessa, TX)

**Network Service:** NBC.

**Licensee:** MSP Television of Midland-Odessa Inc., Box 6699, Midland, TX 79711.

**Studio:** 2500 Kentucky Way, Big Spring, TX 79720.

**Telephone:** 915-263-4901.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 12.75-kw visual, 2.51-kw aural. Antenna: 380-ft. above av. terrain, 497-ft. above ground, 2957-ft. above sea level.

Latitude 32° 15' 14"  
Longitude 101° 26' 44"

**Transmitter:** 2500 Kentucky Way, Big Spring.

**Satellite Earth Stations:** 4 in operation; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** NBC, UPI.

**Ownership:** First Capital Corp. of Chicago, 90%; Madison Dearborn Partners, 10%. Francis A. Martin III, chmn.; James H. Smith, pres.; Glen E. Pickell, exec. v.p.-treas.; Richard C. Spaulding, secy.

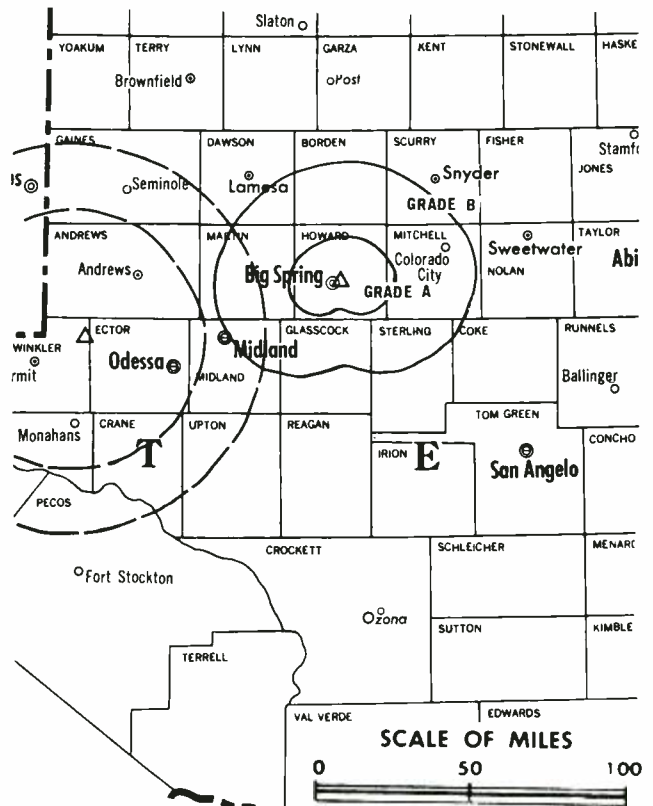
**Began Operation:** January 15, 1956.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Personnel:** See KTPX, Odessa, TX.

**Rates:** Sold in combination with KTPX, Odessa, TX.



KWAB-TV BMPCT-3267 Granted 8/8/55

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**Arbitron Data:** Included with KTPX, Odessa, TX.

**City of License:** Big Spring. **ADI:** Odessa-Midland. **Rank:** 140.



# Texas—Brownsville

**KVEO**

**Ch. 23**

**Network Service:** NBC.

**Licensee:** SouthWest MultiMedia Corp., 6100 Corporate Dr., Suite 500, Houston, TX 77036.

**Studio:** 394 North Expressway, Brownsville, TX 78521.

**Telephone:** 512-544-2323.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 2600-kw max. & 735-kw horizontal visual, 41-kw aural. Antenna: 1487-ft. above av. terrain, 1489-ft. above ground, 1549-ft. above sea level.

Latitude 26° 06' 59"  
Longitude 97° 50' 16"

**Transmitter:** 2-mi. S of La Feria, TX.

**Satellite Earth Stations:** Harris, 6.1-meter Ku-band; Vertex, 4.57-meter Ku-band; Comtech, 3.5-meter C-band; Harris, M/A-Com, Microwave Assoc. receivers.

**News Services:** AP, NBC.

**Ownership:** SouthWest MultiMedia Corp. See Group Ownership of Television Stations.

**Began Operation:** December 18, 1981. Sale to Valley Bcstg. Co. by Trustee-in-Bankruptcy approved by FCC August 31, 1984. Sale to present owner approved Nov. 29, 1985.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Wilner & Scheiner.

**Personnel:**

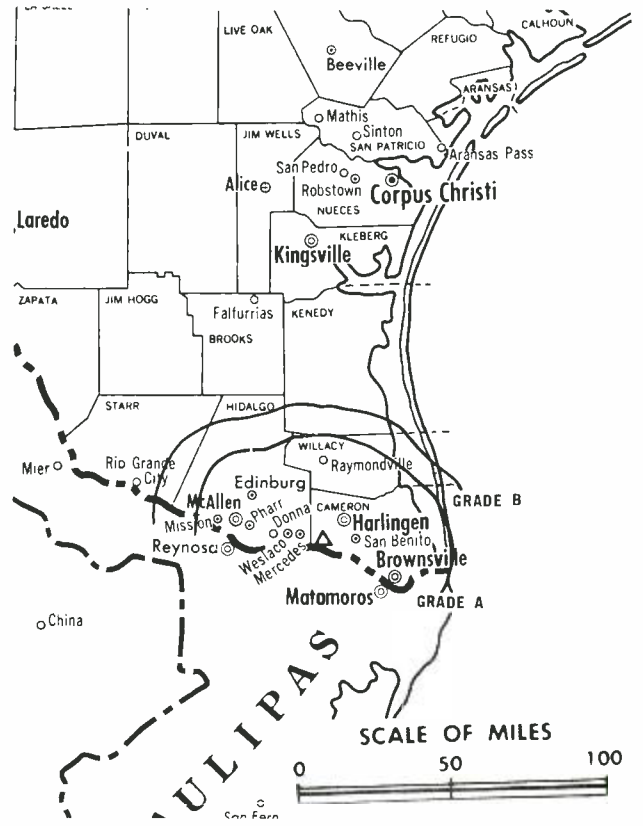
- L. WILLIAM HEYMAN JR., general manager & national sales manager.
- BRENT SKINNER, general sales manager.
- RON OLIVEIRA, station manager/operations manager.
- BECKY SHULL, administrative assistant.
- MORELSA GARZA, traffic manager.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$750.

**NETWORK BASE HOURLY RATE:** \$200.

**City of License:** Brownsville. **ADI:** McAllen-Brownsville. **Rank:** 116.



KVEO BPCT-791029KH Granted 9/16/80

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Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>TEXAS</b> |                  |                |           |
|   | Cameron      | 70,200           | 69,200         | 99        |
|   | Hidalgo      | 96,200           | 94,500         | 98        |
|   | Starr        | 9,200            | 8,900          | 97        |
|   | Willacy      | 5,000            | 4,900          | 98        |
| <b>Station Totals</b>                   |              | <b>180,600</b>   | <b>177,500</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>139,500</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>78,400</b>  |           |

# Texas—Bryan

## KBTX-TV

Ch. 3

(Affiliated with KWTX-TV, Waco, TX)

**Network Service:** CBS.

**Licensee:** Brazos Broadcasting Co., Box 3730, Bryan, TX 77805.

**Studio:** 4141 E. 29th St., Bryan, TX 77802.

**Telephone:** 409-846-7777.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 70-kw visual, 7-kw aural. Antenna: 1687-ft. above av. terrain, 1705-ft. above ground, 2036-ft. above sea level.

Latitude 30° 33' 10"  
Longitude 96° 01' 50"

**Transmitter:** 4-mi. SE of Carlos, TX.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; AFC, 4-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** KWTX Broadcasting Co., 50%; M. N. Bostick, pres. & gen. mgr., 10%; Estate of Harry L. Gillam, 5%; John M. Lawrence III, secy.-treas., 5%; Ann Mitchell, dir., 10%; Estate of Brazas A. Varisco, 10%; Mrs. W. W. Callan Sr., 10%. See KWTX Bcstg. in Group Ownership of Television Stations.

**Began Operation:** May 22, 1957.

**Represented (sales):** Settel Inc.

**Represented (legal):** Cordon & Kelly.

**Personnel:**

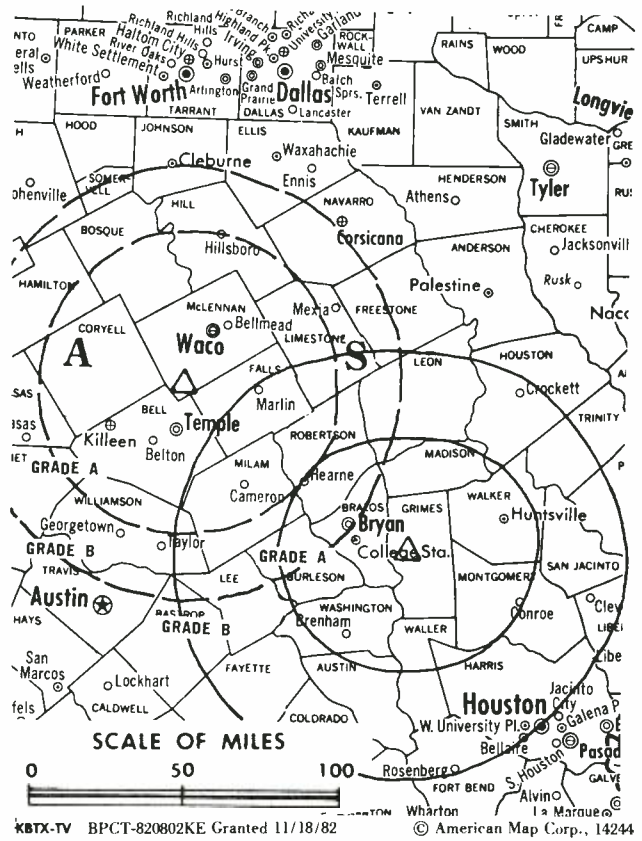
M. N. BOSTICK, president.  
WAYNE KUBE, chief engineer.  
ULMAN McMULLEN, operations manager.  
JEFF BRAUN, news director.

**Rates:** Not available.

**City of License:** Bryan. **ADI:** Waco-Temple. **Rank:** 95.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |    |
|                        | Brazos       | 41,800           | 41,200        | 99 |
|                        | Burleson     | 5,200            | 5,000         | 96 |
|                        | Leon         | 5,100            | 4,900         | 96 |
|                        | Madison      | 3,600            | 3,500         | 97 |
|                        | Robertson    | 6,100            | 6,000         | 98 |
| Walker                 | 15,400       | 14,900           | 97            |    |



| Net Weekly Circulation                  | State County   | Total Households | TV Households  | %              |    |
|---|----------------|------------------|----------------|----------------|----|
| <b>50% &amp; Over</b>                   | Washington     | 8,900            | 8,600          | 97             |    |
|   | <b>TEXAS</b>   |                  |                |                |    |
|   | Between 25-49% | Grimes           | 5,500          | 5,300          | 96 |
|   | Houston        | 8,500            | 8,200          | 96             |    |
|   | San Jacinto    | 5,900            | 5,700          | 97             |    |
|   | Trinity        | 4,600            | 4,400          | 96             |    |
| <b>Between 5-24%</b>                    | <b>TEXAS</b>   |                  |                |                |    |
|   | Austin         | 8,000            | 7,800          | 97             |    |
|   | Lee            | 4,800            | 4,700          | 98             |    |
|   | Liberty        | 20,300           | 19,900         | 98             |    |
|   | Milam          | 9,000            | 8,800          | 98             |    |
|   | Montgomery     | 60,400           | 59,300         | 98             |    |
| Polk                                    | 12,200         | 11,900           | 98             |                |    |
| <b>Station Totals</b>                   |                | <b>225,300</b>   | <b>220,100</b> | <b>97</b>      |    |
| <b>Net Weekly Circulation (1987)</b>    |                |                  |                | <b>102,000</b> |    |
| <b>Average Daily Circulation (1987)</b> |                |                  |                | <b>61,000</b>  |    |

# Texas—Corpus Christi

**KIII**

**Ch. 3**

**Network Service:** ABC.

**Licensee:** Texas Television Inc., 4750 S. Padre Island Dr., Corpus Christi, TX 78411.

**Studio:** S. Padre Island Dr. & Everhart Rd., Corpus Christi, TX 78411.

**Mailing Address:** Box 6669, Corpus Christi, TX 78411.

**Telephone:** 512-854-4733.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 860-ft. above av. terrain, 899-ft. above ground, 949-ft. above sea level.

Latitude 27° 39' 29"  
Longitude 97° 36' 04"

**Transmitter:** Near Petronilla, 15-mi. SW of Corpus Christi.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; 2 Andrew C-band; Andrew, Harris receivers.

**News Service:** NIWS.

**Ownership:** Michael D. McKinnon, 66.65%; Dan McKinnon, 30.85%. See Group Ownership of TV Stations.

**Began Operation:** May 4, 1964 on Ch. 3. Prior to transfer of control to Clinton D. McKinnon, station operated as KVDO-TV on Channel 22 from June 9, 1954 until it left the air Aug. 19, 1957 and later was granted change to Ch. 3.

**Represented (sales):** Blair Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

MICHAEL D. MCKINNON, president.  
BILLY BROTHERTON, vice president & station manager.  
FRED HOFFMAN, chief engineer.

**Highest One Hour Rate:** \$3750.

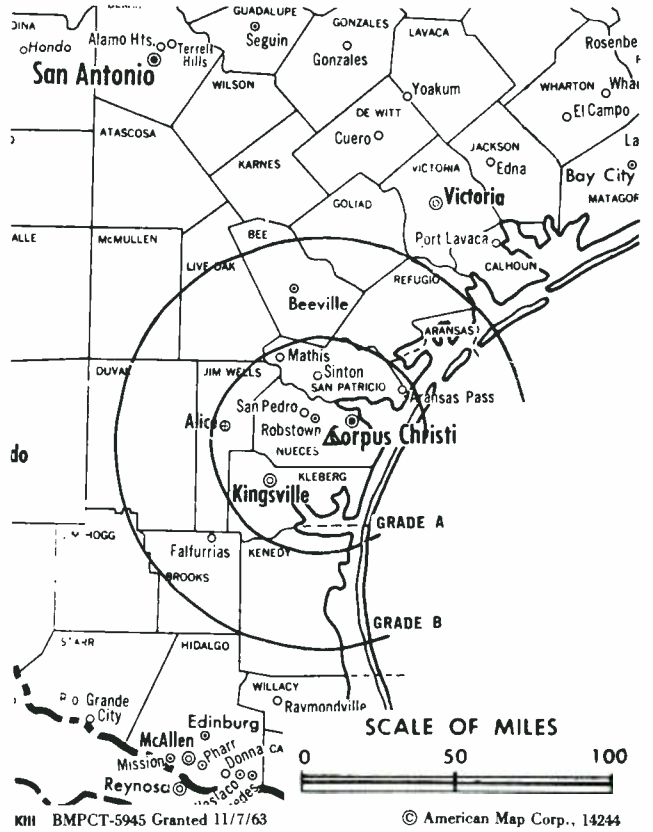
**Highest 30 Sec. Rate (July 1, 1987):** \$650.

**NETWORK BASE HOURLY RATE:** \$500.

**City of License:** Corpus Christi. **ADI:** Corpus Christi. **Rank:** 119.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County  | Total Households | TV Households | %  |
|------------------------|---------------|------------------|---------------|----|
| 50% & Over             | TEXAS Aransas | 6,900            | 6,800         | 99 |
|                        | Bee           | 9,300            | 9,100         | 98 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| 50% & Over                              | Brooks       | 2,800            | 2,700          | 96             |
|   | Duval        | 4,200            | 4,100          | 98             |
|   | Jim Hogg     | 1,800            | 1,700          | 94             |
|   | Jim Wells    | 12,500           | 12,300         | 98             |
|   | Kleberg      | 10,900           | 10,700         | 98             |
|   | Live Oak     | 3,800            | 3,700          | 97             |
|   | Nueces       | 99,400           | 98,200         | 99             |
|   | Refugio      | 3,200            | 3,200          | 100            |
|   | San Patricio | 20,300           | 19,900         | 98             |
|   | <b>TEXAS</b> |                  |                |                |
| Between 25-49%                          | Zapata       | 2,500            | 2,400          | 96             |
| <b>TEXAS</b>                            |              |                  |                |                |
| Between 5-24%                           | Matagorda    | 15,900           | 15,600         | 98             |
| <b>Station Totals</b>                   |              | <b>193,500</b>   | <b>190,400</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>164,000</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>119,100</b> |

# Texas—Corpus Christi

**KORO**

**Ch. 28**

**Network Service:** Univision.

**Licensee:** Telecorpus Inc., 102 N. Mesquite, Corpus Christi, TX 78401.

**Studio:** 102 N. Mesquite, Corpus Christi, TX 78401.

**Telephone:** 512-883-2823.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 321-kw max. & 183-kw horizontal visual, 50-kw max. & 28.5-kw horizontal aural. Antenna: 330-ft. above av. terrain, 329-ft. above ground, 367-ft. above sea level.

Latitude 27° 47' 46"  
Longitude 97° 23' 47"

Holds CP for change to 1459-kw max. visual, 146-kw max. aural, 762-ft. above av. terrain, 750-ft. above ground, 820-ft. above sea level, lat. 27° 45' 11", long. 97° 38' 14", transmitter to 2-mi. S of Hwy. 44 on Ch. 10 Rd., 2-mi. SE of Robstown. BPCT-870326KH.

**Transmitter:** The 600 Bldg., Corpus Christi.

**Satellite Earth Station:** Comtech, 10-meter.

**News Service:** AP.

**Ownership:** Jose R. De Leon Jr., pres.; Olivero Everett, v.p.; C. G. Oliveira, secy.-treas.; Tony Bonilla, Roberto Bosquez, Oscar Garcia, Ernesto Sierra & Humberto Garcia, 11.1% each.

**Began Operation:** April 13, 1977.

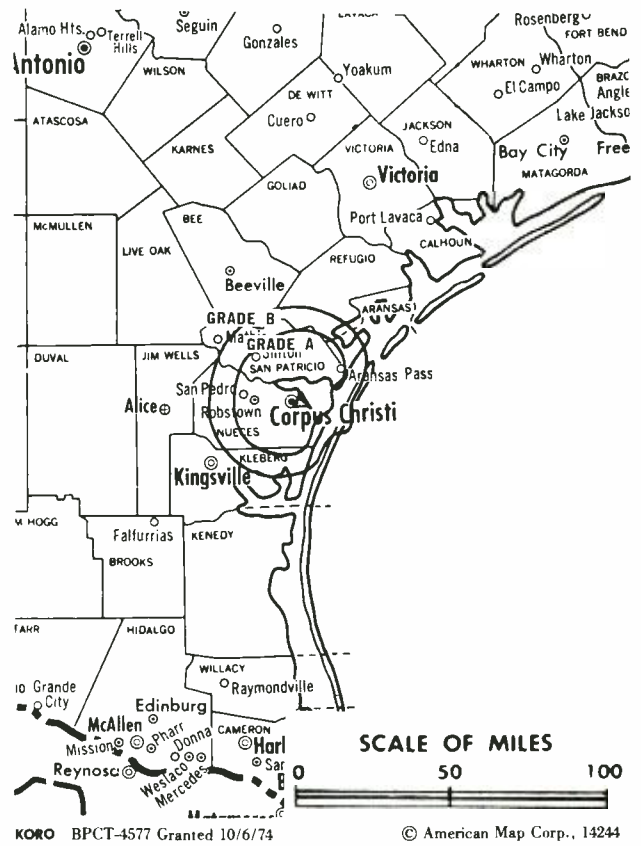
**Represented (sales):** Univision—Spanish International Network.

**Personnel:**  
SERVANDO CABALLERO, general manager.  
FELIPE FRANCO, chief engineer.

**Highest 30 Sec. Rate:** \$210.

**City of License:** Corpus Christi. **ADI:** Corpus Christi. **Rank:** 119.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                |           |
|   | Brooks       | 2,800            | 2,700          | 96        |
|   | Jim Wells    | 12,500           | 12,300         | 98        |
|   | Kleberg      | 10,900           | 10,700         | 98        |
|   | Nueces       | 99,400           | 98,200         | 99        |
|   | Refugio      | 3,200            | 3,200          | 100       |
|   | San Patricio | 20,300           | 19,900         | 98        |
| <b>Station Totals</b>                   |              | <b>149,100</b>   | <b>147,000</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>22,300</b>  |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>13,500</b>  |           |

# Texas—Corpus Christi

## KRIS-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** Gulf Coast Broadcasting Co., Box 840, Corpus Christi, TX 78403.

**Studio:** 409 S. Staples St., Corpus Christi, TX 78401.

**Telephone:** 512-883-6511. **TWX:** 910-876-1442.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 748-ft. above sea level.

Latitude 27° 46' 46"  
Longitude 97° 37' 31"

Holds CP for change to 954-ft. above av. terrain, 945-ft. above ground, 1007-ft. above sea level, lat. 27° 44' 28", long. 97° 36' 08", transmitter to Violet Rd., 2.94-mi. S of Violet community, SW of Corpus Christi city limits. BPCT-860915KF.

**Transmitter:** Near Robstown, TX, 13.5-mi. W of Corpus Christi.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Harris, 9.1-meter Ku-band; Harris, 4.1-meter Ku-band; Harris receivers.

**News Service:** AP.

**Ownership:** Frank T. Smith Jr., pres., 100%.

**Began Operation:** May 25, 1956.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

T. FRANK SMITH JR., president & general manager.  
VAN JOHNSON, senior v.p., national spot sales & station manager.  
CHARLIE BRITE, sales manager.  
FRED JORDON, news director.  
MARVIN BORN, director of engineering.

**Highest One Hour Rate:** \$3500.

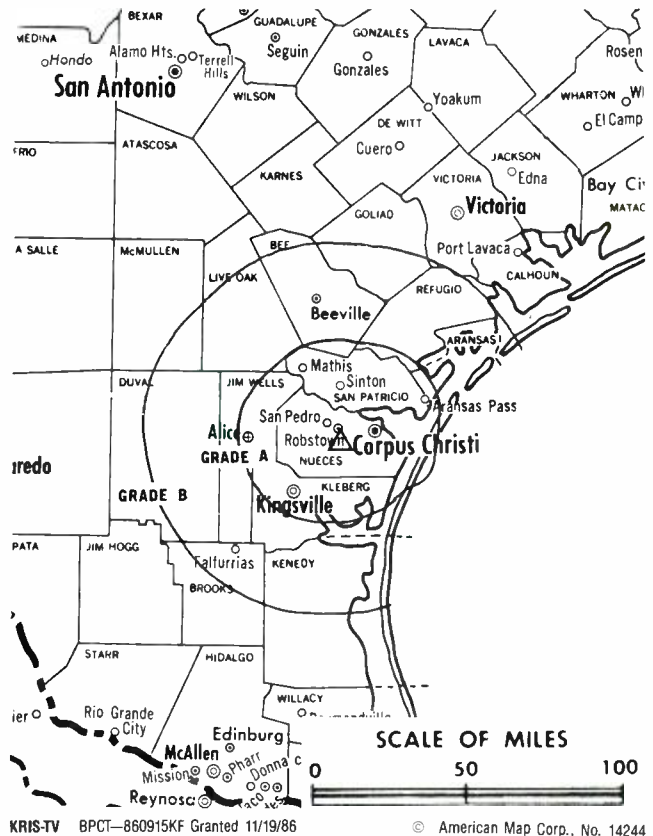
**Highest 30 Sec. Rate:** \$700.

**NETWORK BASE HOURLY RATE:** \$600.

**City of License:** Corpus Christi. **ADI:** Corpus Christi. **Rank:** 119.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County  | Total Households | TV Households | %  |
|------------------------|---------------|------------------|---------------|----|
| 50% & Over             | TEXAS Aransas | 6,900            | 6,800         | 99 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| 50% & Over                              | Bee                   | 9,300            | 9,100          | 98             |
|   | Brooks                | 2,800            | 2,700          | 96             |
|   | Duval                 | 4,200            | 4,100          | 98             |
|   | Jim Hogg              | 1,800            | 1,700          | 94             |
|   | Jim Wells             | 12,500           | 12,300         | 98             |
|   | Kleberg               | 10,900           | 10,700         | 98             |
|   | Live Oak              | 3,800            | 3,700          | 97             |
|   | Nueces                | 99,400           | 98,200         | 99             |
|   | Refugio               | 3,200            | 3,200          | 100            |
|   | San Patricio          | 20,300           | 19,900         | 98             |
| Zapata                                  | 2,500                 | 2,400            | 96             |                |
| Between 5-24%                           | TEXAS Goliad          | 2,000            | 1,900          | 95             |
|   | <b>Station Totals</b> | <b>179,600</b>   | <b>176,700</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>156,200</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>103,300</b> |

# Texas—Corpus Christi

**KZTV**

**Ch. 10**

(Operates satellite KVTV, Laredo, TX)

**Network Service:** CBS.

**Licensee:** K-SIX Television Inc., 301 Artesian St., Corpus Christi, TX 78401.

**Studio:** 301 Artesian St., Corpus Christi, TX 78401.

**Mailing Address:** Box TV-10, Corpus Christi, TX 78403.

**Telephone:** 512-883-7070.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 940-ft. above av. terrain, 982-ft. above ground, 1049-ft. above sea level.

Latitude 27° 46' 50"  
Longitude 97° 38' 03"

**Transmitter:** State Hwy. 44, 1.7-mi. E of Robstown, TX.

**Satellite Earth Stations:** 4 in operation; Pinzone, RCA, Scientific-Atlanta receivers.

**AM Affiliate:** KSIX, 1-kw, 1230 kHz (CBS).

**News Services:** AP, CBS.

**Ownership:** Corpus Christi Bcstg. Co. Inc. (KSIX), 54.266%; Vann M. Kennedy, pres., 29%; Charles R. Manning, v.p., 0.66%; Cecil E. Burney, secy., 1.2%; Lillian R. Mahoney, treas.; 32 others, none with more than 3%. Kennedy owns 51% of KSIX. K-SIX also owns KVTV, Laredo, TX.

**Began Operation:** September 30, 1956.

**Represented (sales):** Seltel Inc.

**Personnel:**

VANN M. KENNEDY, president & general manager.  
GENE LOOPER, program director.  
JIM BIXLER, commercial manager.  
DALE TAYLOR, chief engineer.

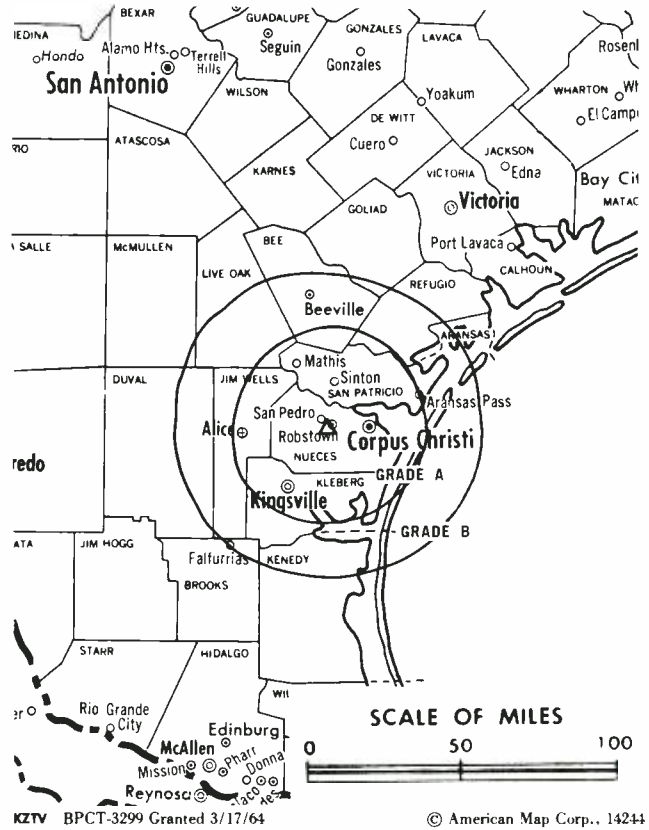
**Highest 30 Sec. Rate:** \$195.

**NETWORK BASE HOURLY RATE:** \$450.

**City of License:** Corpus Christi. **ADI:** Corpus Christi. **Rank:** 119.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | TEXAS        |                  |               |    |
|                        | Aransas      | 6,900            | 6,800         | 99 |
|                        | Bee          | 9,300            | 9,100         | 98 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| 50% & Over                              | Brooks       | 2,800            | 2,700          | 96        |
|   | Duval        | 4,200            | 4,100          | 98        |
|   | Jim Hogg     | 1,800            | 1,700          | 94        |
|   | Jim Wells    | 12,500           | 12,300         | 98        |
|   | Kleberg      | 10,900           | 10,700         | 98        |
|   | Live Oak     | 3,800            | 3,700          | 97        |
|   | Nueces       | 99,400           | 98,200         | 99        |
|   | Refugio      | 3,200            | 3,200          | 100       |
| San Patricio                            | 20,300       | 19,900           | 98             |           |
| Between 25-49%                          | TEXAS        |                  |                |           |
|   | Zapata       | 2,500            | 2,400          | 96        |
| Between 5-24%                           | TEXAS        |                  |                |           |
|   | Calhoun      | 7,400            | 7,300          | 99        |
|   | Goliad       | 2,000            | 1,900          | 95        |
| <b>Station Totals</b>                   |              | <b>187,000</b>   | <b>184,000</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>155,800</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>95,000</b>  |           |

# Texas—Dallas

**KDAF**

Ch. 33

**Network Service:** Fox.

**Licensee:** News America Television Inc., 8001 John Carpenter Freeway, Dallas, TX 75247.

**Studio:** 8001 John Carpenter Freeway, Dallas, TX 75247.

**Telephone:** 214-634-8833.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1696-ft. above av. terrain, 1501-ft. above ground, 2321-ft. above sea level.

Latitude 32° 35' 22"  
Longitude 96° 58' 10"

**Transmitter:** Belt Line Rd., 0.81-mi. W of Cedar Hill Rd., Cedar Hill.

**Satellite Earth Stations:** Harris, 6.1-meter; Harris, 4.57-meter; Harris, Scientific-Atlanta receivers.

**Ownership:** Fox Television Station Group. See Group Ownership of Television Stations.

**Began Operation:** September 29, 1980. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Sheldon K. Turner and Nolanda Turner Hill approved by FCC Nov. 8, 1983.

**Represented (sales):** Petry Television Inc.

**Personnel:**

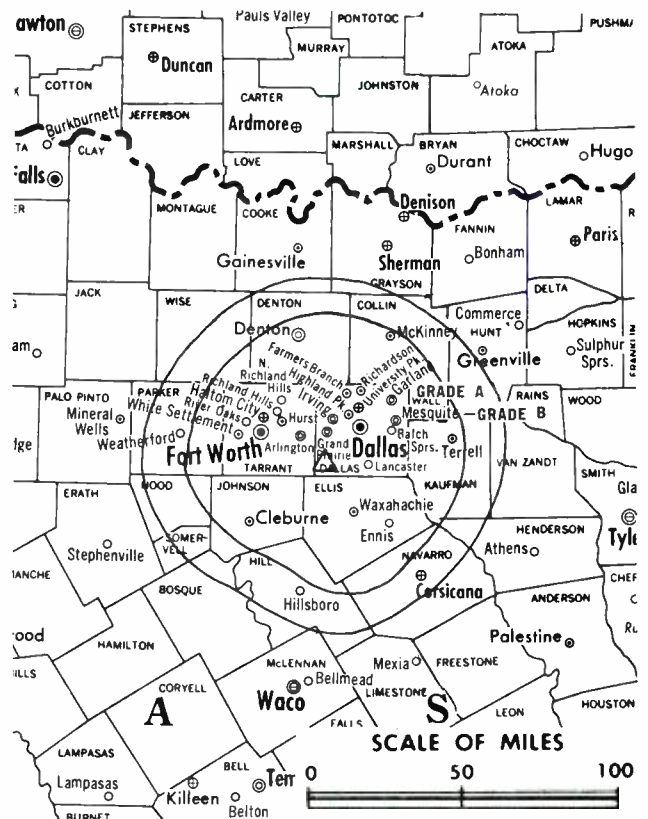
KATY ELLIOT-ATTEBERY, vice president & general sales manager.  
JON FINDLEY, program director.  
SHERI GERMAIN-STAMBAUGH, business manager.  
JOE MAGGIO, chief engineer.  
CRAIG A. MILLER, advertising & promotion manager.

**Rates:** On request.

**City of License:** Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>Between 25-49%</b>  | <b>TEXAS</b> |                  |               |    |
|                        | Collin       | 66,100           | 65,300        | 99 |
|                        | Dallas       | 684,500          | 679,300       | 99 |
|                        | Denton       | 68,700           | 68,000        | 99 |
|                        | Ellis        | 24,100           | 23,800        | 99 |
|                        | Freestone    | 6,600            | 6,400         | 97 |
|                        | Hill         | 10,800           | 10,600        | 98 |
|                        | Johnson      | 31,600           | 31,300        | 99 |
|                        | Kaufman      | 16,500           | 16,200        | 98 |
|                        | Parker       | 20,100           | 19,900        | 99 |
|                        | Rockwall     | 7,900            | 7,800         | 99 |
|                        | Tarrant      | 385,800          | 382,900       | 99 |
|                        | Van Zandt    | 15,000           | 14,700        | 98 |



KDAF BPCT-840330KE Granted 4/25/84

© American Map Corp., No. 14244

| Net Weekly Circulation                  | State County    | Total Households | TV Households    | %         |
|---|-----------------|------------------|------------------|-----------|
| <b>Between 25-49%</b>                   | Wise            | 11,900           | 11,800           | 99        |
| <b>Between 5-24%</b>                    | <b>OKLAHOMA</b> |                  |                  |           |
|   | Love            | 3,400            | 3,300            | 97        |
|   | <b>TEXAS</b>    |                  |                  |           |
|   | Bosque          | 6,300            | 6,200            | 98        |
|   | Cooke           | 11,300           | 11,200           | 99        |
|   | Erath           | 10,200           | 10,100           | 99        |
|   | Fannin          | 10,200           | 10,000           | 98        |
|   | Grayson         | 37,100           | 36,600           | 99        |
|   | Henderson       | 22,200           | 21,800           | 98        |
|   | Hood            | 10,500           | 10,400           | 99        |
| Hunt                                    | 24,500          | 24,100           | 98               |           |
| Limestone                               | 8,500           | 8,300            | 98               |           |
| Montague                                | 7,300           | 7,200            | 99               |           |
| Navarro                                 | 15,200          | 14,900           | 98               |           |
| Palo Pinto                              | 10,000          | 9,800            | 98               |           |
| Rains                                   | 2,600           | 2,600            | 100              |           |
| Somervell                               | 2,000           | 2,000            | 100              |           |
| <b>Station Totals</b>                   |                 | <b>1,530,900</b> | <b>1,516,500</b> | <b>99</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>531,300</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>182,900</b>   |           |

# Texas—Dallas-Fort Worth

## KDFI-TV

Ch. 27

**Network Service:** None, independent.

**Licensee:** Dallas Media Investors Corp.

**Studio:** 433 Regal Row, Dallas, TX 75247.

**Mailing Address:** Box 561427, Dallas, TX 75356.

**Telephone:** 214-637-2727.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 5000-kw max. & 1490-kw horizontal visual, 251-kw aural. Antenna: 1690-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 22"  
Longitude 96° 58' 10"

**Transmitter:** Belt Line Rd., 0.81-mi. W of Cedar Hill Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 in operation; United Satellite Systems, 5-meter; M/A-Com receivers.

**News Services:** Southwest Newswire, UPI.

**Ownership:** John A. McKay, pres., 23.1%; Frances A. Green, secy.-treas.; Warburg, Pincus Capital Partners Ltd., 70.2%; James R. Grant, 5.7%; Brenda K. Meyer, 1.1%.

**Began Operation:** January 26, 1981.

**Represented (sales):** Independent TV Sales.

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

**Personnel:**

JOHN A. MCKAY, president & chief executive officer.

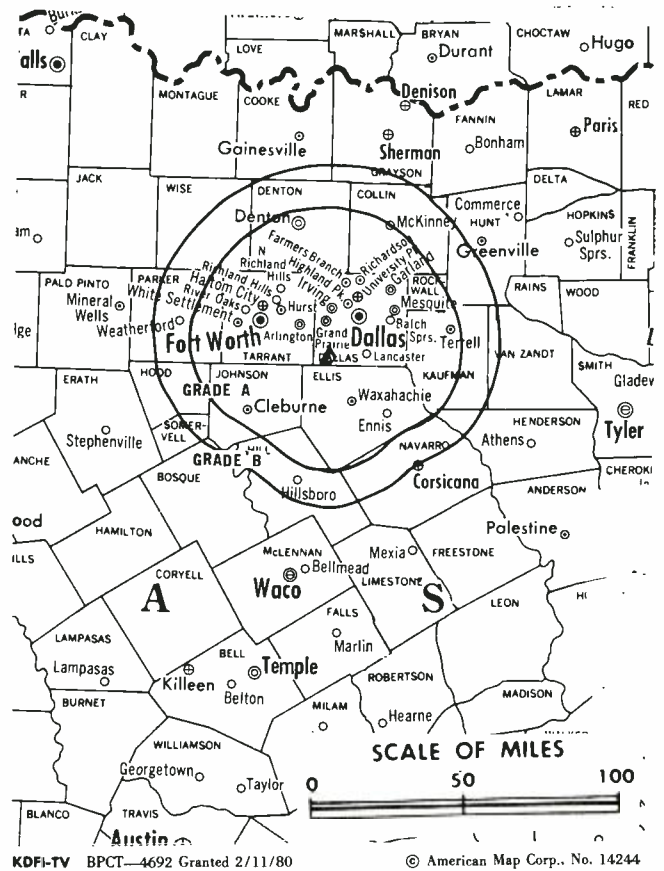
MARK LAMBERTI, director of broadcast operations.

**Rates:** On request.

**City of License:** Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>TEXAS</b>           |              |                  |               |     |
| <b>Between 25-49%</b>  | Collin       | 66,100           | 65,300        | 99  |
|                        | Dallas       | 684,500          | 679,300       | 99  |
|                        | Denton       | 68,700           | 68,000        | 99  |
|                        | Ellis        | 24,100           | 23,800        | 99  |
|                        | Johnson      | 31,600           | 31,300        | 99  |
|                        | Kaufman      | 16,500           | 16,200        | 98  |
|                        | Parker       | 20,100           | 19,900        | 99  |
|                        | Rains        | 2,600            | 2,600         | 100 |
|                        | Rockwall     | 7,900            | 7,800         | 99  |
|                        | Tarrant      | 385,800          | 382,900       | 99  |
|                        | Van Zandt    | 15,000           | 14,700        | 98  |



| Net Weekly Circulation                  | State County    | Total Households | TV Households    | %         |
|---|-----------------|------------------|------------------|-----------|
| <b>Between 25-49%</b>                   | Wise            | 11,900           | 11,800           | 99        |
| <b>Between 5-24%</b>                    | <b>OKLAHOMA</b> |                  |                  |           |
|   | Love            | 3,400            | 3,300            | 97        |
|   | <b>TEXAS</b>    |                  |                  |           |
|   | Bosque          | 6,300            | 6,200            | 98        |
|   | Cooke           | 11,300           | 11,200           | 99        |
|   | Erath           | 10,200           | 10,100           | 99        |
|   | Hamilton        | 3,900            | 3,800            | 97        |
|   | Henderson       | 22,200           | 21,800           | 98        |
|   | Hill            | 10,800           | 10,600           | 98        |
|   | Hood            | 10,500           | 10,400           | 99        |
|   | Hopkins         | 11,000           | 10,800           | 98        |
|   | Hunt            | 24,500           | 24,100           | 98        |
|   | Limestone       | 8,500            | 8,300            | 98        |
|   | Montague        | 7,300            | 7,200            | 99        |
|   | Navarro         | 15,200           | 14,900           | 98        |
|   | Palo Pinto      | 10,000           | 9,800            | 98        |
|   | Somervell       | 2,000            | 2,000            | 100       |
|   | Wood            | 11,300           | 11,100           | 98        |
| <b>Station Totals</b>                   |                 | <b>1,503,200</b> | <b>1,489,200</b> | <b>99</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>451,100</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>135,500</b>   |           |



# Texas—Dallas-Fort Worth

## KDFW-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** KDFW-TV Inc., 400 N. Griffin St., Dallas, TX 75202.

**Studio:** 400 N. Griffin St., Dallas, TX 75202.

**Telephone:** 214-720-4444. **TWX:** 910-861-4111.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"  
Longitude 96° 58' 34"

**Transmitter:** 1-mi. W of Cedar Hill, TX.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Vertex, 4.6-meter Ku-band; Gould, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CBS, DataTime, HMS, NIWS, UPI.

**Ownership:** Times Mirror Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 3, 1949. Sale to present owner by Times Herald Printing Co. along with Dallas-Times Herald, approved by FCC May 15, 1970 (Television Digest, Vol. 9:38; 10:20).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

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

**Personnel:**

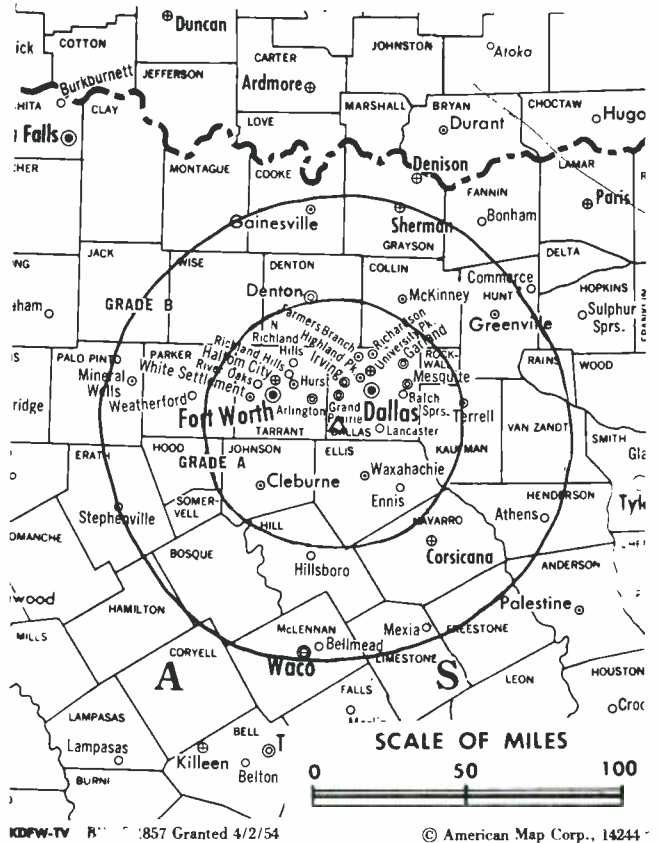
- JOHN J. McCRORY, president.
- I. W. (BILL) BAKER, vice president & general manager.
- WENDELL HARRIS, vice president & news director.
- TOM COLLIER, general sales manager.
- JOE BELL, program director.
- WARREN FARRAR, chief engineer.
- CINDY MARTIN, promotion director.

**Rates:** On request.

**City of License:** Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |     |
|                        | Anderson     | 15,100           | 14,800        | 98  |
|                        | Bosque       | 6,300            | 6,200         | 98  |
|                        | Collin       | 66,100           | 65,300        | 99  |
|                        | Comanche     | 5,100            | 5,000         | 98  |
|                        | Cooke        | 11,300           | 11,200        | 99  |
|                        | Dallas       | 684,500          | 679,300       | 99  |
|                        | Delta        | 1,900            | 1,900         | 100 |
|                        | Denton       | 68,700           | 68,000        | 99  |
|                        | Ellis        | 24,100           | 23,800        | 99  |
|                        | Erath        | 10,200           | 10,100        | 99  |
|                        | Fannin       | 10,200           | 10,000        | 98  |
|                        | Franklin     | 3,200            | 3,100         | 97  |
|                        | Freestone    | 6,600            | 6,400         | 97  |
|                        | Grayson      | 37,100           | 36,600        | 99  |
|                        | Hamilton     | 3,900            | 3,800         | 97  |
|                        | Henderson    | 22,200           | 21,800        | 98  |
|                        | Hill         | 10,800           | 10,600        | 98  |
|                        | Hood         | 10,500           | 10,400        | 99  |
|                        | Hopkins      | 11,000           | 10,800        | 98  |
|                        | Hunt         | 24,500           | 24,100        | 98  |
|                        | Johnson      | 31,600           | 31,300        | 99  |



| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | Kaufman      | 16,500           | 16,200        | 98  |
|                        | Lamar        | 17,300           | 16,700        | 97  |
|                        | Navarro      | 15,200           | 14,900        | 98  |
|                        | Palo Pinto   | 10,000           | 9,800         | 98  |
|                        | Parker       | 20,100           | 19,900        | 99  |
|                        | Rains        | 2,600            | 2,600         | 100 |
|                        | Rockwall     | 7,900            | 7,800         | 99  |
|                        | Smith        | 56,200           | 55,500        | 99  |
|                        | Somervell    | 2,000            | 2,000         | 100 |
|                        | Tarrant      | 385,800          | 382,900       | 99  |
|                        | Van Zandt    | 15,000           | 14,700        | 98  |
|                        | Wise         | 11,900           | 11,800        | 99  |
|                        | Wood         | 11,300           | 11,100        | 98  |

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>Between 25-49%</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Bryan           | 13,000           | 12,700        | 98  |
|                        | Choctaw         | 6,300            | 6,100         | 97  |
|                        | Love            | 3,400            | 3,300         | 97  |
|                        | Mc Curtain      | 13,200           | 12,900        | 98  |
|                        | Marshall        | 5,100            | 5,000         | 98  |
| <b>TEXAS</b>           | Cherokee        | 15,300           | 14,900        | 98  |
|                        | Eastland        | 8,200            | 8,000         | 98  |
|                        | Jack            | 3,100            | 3,100         | 100 |
|                        | Limestone       | 8,500            | 8,300         | 98  |
|                        | Mc Lennan       | 69,400           | 68,700        | 99  |
|                        | Mills           | 1,900            | 1,900         | 100 |
|                        | Montague        | 7,300            | 7,200         | 99  |
|                        | Red River       | 6,500            | 6,300         | 97  |
|                        | Stephens        | 4,400            | 4,300         | 98  |
|                        | Titus           | 8,900            | 8,700         | 98  |
|                        | Young           | 8,600            | 8,500         | 99  |

(Continued on page A-1070)

|   |                  |                  |           |
|---|------------------|------------------|-----------|
| <b>Station Totals</b>                   | <b>1,944,600</b> | <b>1,922,900</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                  | <b>1,525,800</b> |           |
| <b>Average Daily Circulation (1987)</b> |                  | <b>895,800</b>   |           |

# Texas—Dallas

## KDTX-TV

Ch. 58

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Bcstg. of Texas Inc., 1360 W. Belt Line Rd., Cedar Hill, TX 75104.

**Studio:** 1455 W. Belt Line Rd., Cedar Hill, TX 75104.

**Telephone:** 214-291-9900.

**Technical Facilities:** Channel No. 58 (734-740 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1437-ft. above av. terrain, 1241-ft. above ground, 2061-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 32° | 35' | 22" |
| Longitude | 96° | 58' | 10" |

**Transmitter:** Belt Line Rd., 0.8-mi. W of Cedar Hill.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Dalsat, 9.2-meter; Scientific-Atlanta, 7-meter; Wegener receivers.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

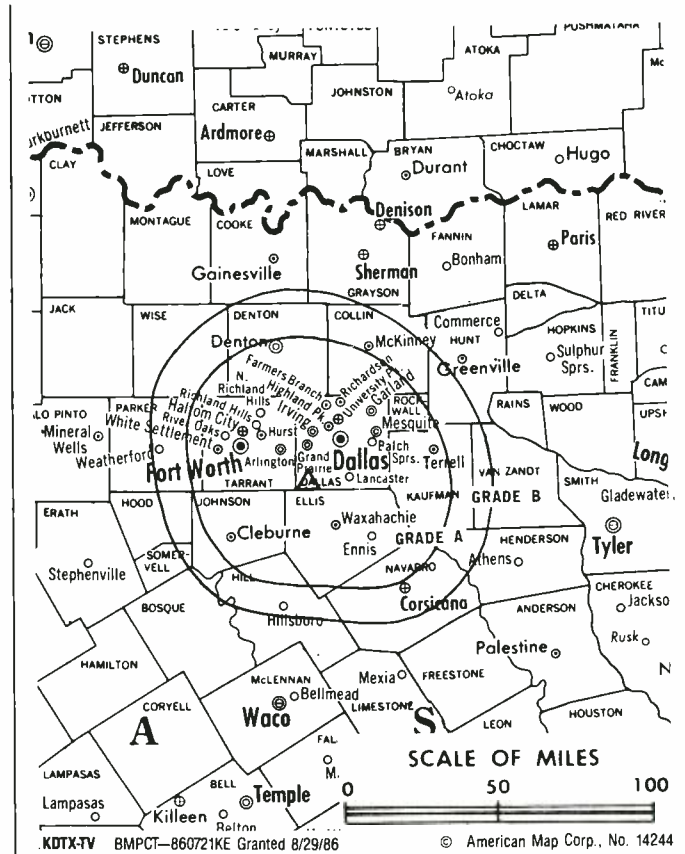
**Began Operation:** February 9, 1987.

**Represented (legal):** May & Dunne.

**Represented (engineering):** Du Treil-Rackley.

### Personnel:

PAGE GRAHAM, general manager & chief engineer.  
STEVE FJORDBAK, production manager.  
MICHELLE STEPHENSON, public affairs director.  
LYNNE JANISSE, promotion director.



**Highest One Hour Rate:** \$115.

**Highest 30 Sec. Rate:** \$90.

**Arbitron Data:** Not available.

**City of License:** Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

# Texas—Fort Worth-Dallas

**KTVT**

Ch. 11

**Network Service:** None, independent.

**Licensee:** Gaylord Broadcasting Co.

**Studio:** 5233 Bridge St., Fort Worth, TX 76103.

**Mailing Address:** Box 2495, Fort Worth, TX 76113.

**Telephones:** 817-451-1111, Fort Worth; 214-770-4411, Dallas.

**TWX:** 910-893-5051.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1669-ft. above av. terrain, 1553-ft. above ground, 2349-ft. above sea level.

Latitude 32° 34' 43"  
Longitude 96° 57' 12"

**Transmitter:** Approx. 0.7-mi. S of Cedar Hill, TX.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 4.7-meter Ku-band; Harris, 6.1-meter C-band; Harris, 3-meter C-band; Vertex receivers.

**News Service:** AP.

**Ownership:** Gaylord Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 11, 1955. Sale to present owner by NAFI Telecasting approved Aug. 1, 1962 (*Television Digest*, Vol. 2:11, 32). Sale to NAFI Telecasting by Texas State Network approved July 27, 1960 by FCC (Vol. 16:21, 31).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

CHARLES L. EDWARDS, vice president & general manager.  
STEVE MAULDIN, vice president & station manager.  
KEN FOOTE, program manager.  
RICK MILLS, general sales manager.  
OLNEY KELLY, chief engineer.

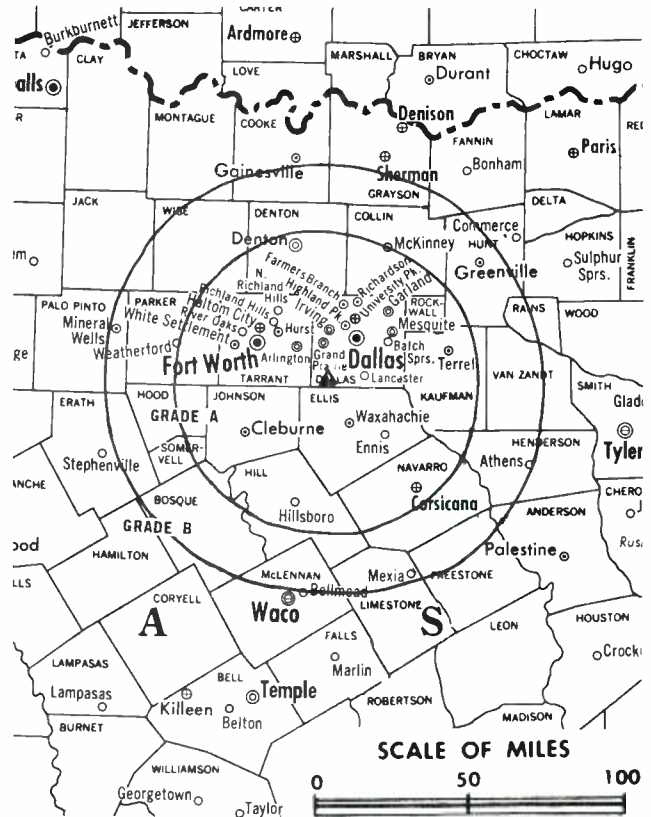
**Highest One Hour Rate:** \$20,000.

**Highest 30 Sec. Rate:** \$6000.

**City of License:** Fort Worth. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |     |
|                        | Anderson     | 15,100           | 14,800        | 98  |
|                        | Bosque       | 6,300            | 6,200         | 98  |
|                        | Collin       | 66,100           | 65,300        | 99  |
|                        | Comanche     | 5,100            | 5,000         | 98  |
|                        | Cooke        | 11,300           | 11,200        | 99  |
|                        | Dallas       | 684,500          | 679,300       | 99  |
|                        | Delta        | 1,900            | 1,900         | 100 |
|                        | Denton       | 68,700           | 68,000        | 99  |
|                        | Ellis        | 24,100           | 23,800        | 99  |
|                        | Erath        | 10,200           | 10,100        | 99  |
|                        | Fannin       | 10,200           | 10,000        | 98  |
|                        | Freestone    | 6,600            | 6,400         | 97  |
|                        | Grayson      | 37,100           | 36,600        | 99  |
|                        | Hamilton     | 3,900            | 3,800         | 97  |



KTVT BPCT-3268 Granted 3/26/64

© American Map Corp., 14244

| Net Weekly Circulation                  | State County    | Total Households | TV Households    | %         |
|---|-----------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Henderson       | 22,200           | 21,800           | 98        |
|   | Hill            | 10,800           | 10,600           | 98        |
|   | Hood            | 10,500           | 10,400           | 99        |
|   | Hopkins         | 11,000           | 10,800           | 98        |
|   | Hunt            | 24,500           | 24,100           | 98        |
|   | Jack            | 3,100            | 3,100            | 100       |
|   | Johnson         | 31,600           | 31,300           | 99        |
|   | Kaufman         | 16,500           | 16,200           | 98        |
|   | Lamar           | 17,300           | 16,700           | 97        |
|   | Limestone       | 8,500            | 8,300            | 98        |
|   | Mills           | 1,900            | 1,900            | 100       |
|   | Palo Pinto      | 10,000           | 9,800            | 98        |
|   | Parker          | 20,100           | 19,900           | 99        |
|   | Rains           | 2,600            | 2,600            | 100       |
|   | Rockwall        | 7,900            | 7,800            | 99        |
|   | Somervell       | 2,000            | 2,000            | 100       |
|   | Tarrant         | 385,800          | 382,900          | 99        |
| Van Zandt                               | 15,000          | 14,700           | 98               |           |
| Wise                                    | 11,900          | 11,800           | 99               |           |
| Wood                                    | 11,300          | 11,100           | 98               |           |
| <b>Between 25-49%</b>                   | <b>ARKANSAS</b> |                  |                  |           |
|   | Miller          | 14,200           | 14,000           | 99        |
|   | Quachita        | 12,100           | 11,800           | 98        |
|   | Sebastian       | 39,000           | 38,600           | 99        |
| Union                                   | 18,200          | 17,900           | 98               |           |
| <b>LOUISIANA</b>                        |                 |                  |                  |           |
| Bossier                                 | 31,700          | 31,300           | 99               |           |
| (Continued on page A-1070)              |                 |                  |                  |           |
| <b>Station Totals</b>                   |                 | <b>3,762,000</b> | <b>3,713,500</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>1,556,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>565,700</b>   |           |

# Texas—Fort Worth-Dallas

**KTXA**

**Ch. 21**

**Network Service:** None, independent.

**Licensee:** TVX of Fort Worth-Dallas Inc.

**Studio:** 1712 E. Randol Mill Rd., Arlington, TX 76011.

**Telephone:** 817-265-2100. **TWX:** 910-890-5151.

**Fax:** 817-265-5949.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 5000-kw max. & 1740-kw horizontal visual, 500-kw max. & 174-kw horizontal aural. Antenna: 1690-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 22"  
Longitude 96° 58' 10"

**Transmitter:** Belt Line Rd., 0.81-mi. W of Cedar Hill Rd., Cedar Hill.

**Satellite Earth Stations:** Harris, 6.1-meter; Harris, 3-meter; Vertex, 4.6-meter Ku-band; Harris, Vertex receivers.

**News Service:** AP.

**Ownership:** TVX Broadcast Group, 100%. See Group Ownership of Television Stations.

**Began Operation:** January 4, 1981. Sale to present owners by Taft approved by FCC Feb. 20, 1987 (*Television Digest*, Vol. 27:9, 14, 15). Sale to Taft Television & Radio Co. Inc. by Gulf Broadcast Group approved by FCC May 30, 1985 (Vol. 25:5, 20, 22). Sale to Gulf by Sidney L. Schlenker, J. Livingston Kosberg, et al., approved Dec. 11, 1984 (Vol. 24:23, 53).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

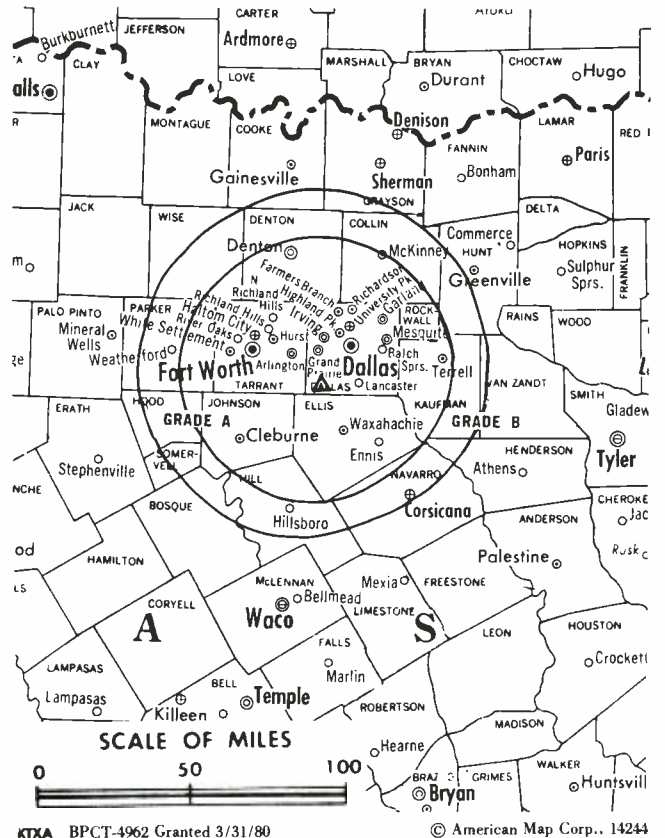
- WILLIAM P. CASTELMAN, vice president & general manager.
- DIRK M. BRINKERHOFF, general sales manager.
- KATHY DAUME, local sales manager.
- J. D. HUEY, national sales manager.
- JUDY LYONS, program manager.
- PAT STIPHOUT, promotion manager.
- BOB W. CRAWFORD, chief engineer.
- SUE STUECHELI, business manager.
- PAT O'CONNOR, traffic manager.
- RICK DAVEY, production/operations manager.

**Highest 30 Sec. Rate:** \$3000.

**City of License:** Arlington. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |    |
|                        | Collin       | 66,100           | 65,300        | 99 |
|                        | Denton       | 68,700           | 68,000        | 99 |
|                        | Ellis        | 24,100           | 23,800        | 99 |
|                        | Johnson      | 31,600           | 31,300        | 99 |
|                        | Parker       | 20,100           | 19,900        | 99 |
|                        | Rockwall     | 7,900            | 7,800         | 99 |
|                        | Tarrant      | 385,800          | 382,900       | 99 |
|                        | Wise         | 11,900           | 11,800        | 99 |



| Net Weekly Circulation                  | State County    | Total Households | TV Households    | %              |
|---|-----------------|------------------|------------------|----------------|
| <b>Between 25-49%</b>                   | <b>TEXAS</b>    |                  |                  |                |
|   | Bosque          | 6,300            | 6,200            | 98             |
|   | Cooke           | 11,300           | 11,200           | 99             |
|   | Dallas          | 684,500          | 679,300          | 99             |
|   | Erath           | 10,200           | 10,100           | 99             |
|   | Freestone       | 6,600            | 6,400            | 97             |
|   | Hood            | 10,500           | 10,400           | 99             |
|   | Hunt            | 24,500           | 24,100           | 98             |
|   | Jack            | 3,100            | 3,100            | 100            |
|   | Kaufman         | 16,500           | 16,200           | 98             |
|   | Limestone       | 8,500            | 8,300            | 98             |
|   | Rains           | 2,600            | 2,600            | 100            |
|   | Somervell       | 2,000            | 2,000            | 100            |
| Van Zandt                               | 15,000          | 14,700           | 98               |                |
| <b>Between 5-24%</b>                    | <b>OKLAHOMA</b> |                  |                  |                |
|   | Love            | 3,400            | 3,300            | 97             |
|   | <b>TEXAS</b>    |                  |                  |                |
|   | Delta           | 1,900            | 1,900            | 100            |
|   | Fannin          | 10,200           | 10,000           | 98             |
|   | Grayson         | 37,100           | 36,600           | 99             |
|   | Hamilton        | 3,900            | 3,800            | 97             |
|   | Henderson       | 22,200           | 21,800           | 98             |
|   | Hill            | 10,800           | 10,600           | 98             |
|   | Hopkins         | 11,000           | 10,800           | 98             |
| Montague                                | 7,300           | 7,200            | 99               |                |
| Navarro                                 | 15,200          | 14,900           | 98               |                |
| Palo Pinto                              | 10,000          | 9,800            | 98               |                |
| Wood                                    | 11,300          | 11,100           | 98               |                |
| <b>Station Totals</b>                   |                 | <b>1,562,100</b> | <b>1,547,200</b> | <b>99</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                  | <b>704,400</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                  | <b>271,600</b> |

# Texas—Fort Worth-Dallas

## KXAS-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** North Texas Broadcasting Corp., 3900 Barnett St., Fort Worth, TX.

**Studio:** 3900 Barnett St., Fort Worth, TX 76103.

**Mailing Address:** Box 1780, Fort Worth, TX 76101.

**Telephone:** 817-429-1550. **TWX:** 910-893-5070.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"  
Longitude 96° 58' 34"

**Transmitter:** Mansfield & Belt Line Rds., Cedar Hill, Dallas County.

**Satellite Earth Station:** Microdyne, 7-meter; Microdyne receivers.

**News Services:** AP, NBC, UPI.

**Ownership:** LIN Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 29, 1948. Sale to present owner by Carter Publications Inc. (Fort Worth Star-Telegram) approved by FCC May 13, 1974 (Television Digest, Vol. 13:2; 14:19).

**Represented (sales):** Blair Television.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

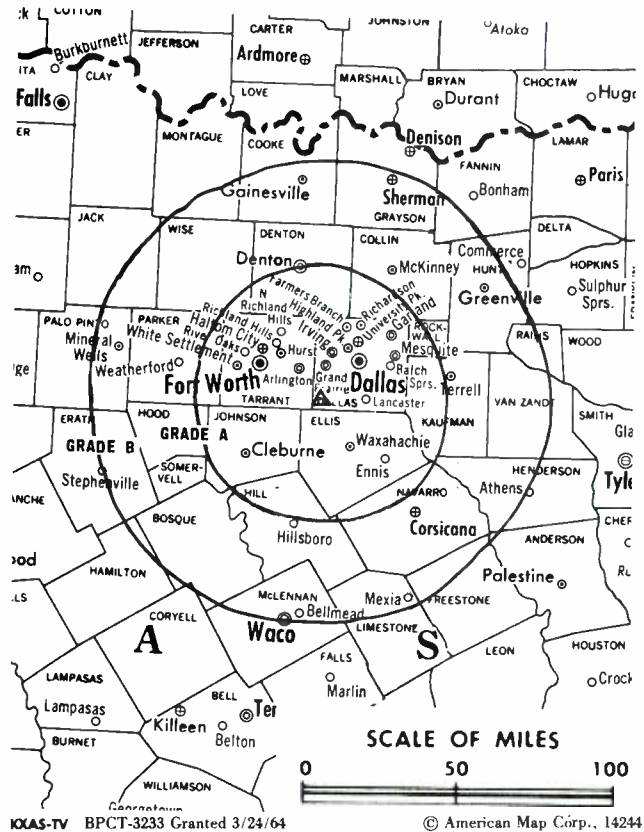
- FRANK O'NEIL, president & general manager.
- RUSS THORNTON, director, administration & programming.
- PATTY PARKER, general sales manager.
- KATHY WOOD, national sales manager.
- LINDA SPEAR, national sales manager.
- SUZETTE POULSON, business manager.
- ANNETTE FANNING, director of advertising & promotion.
- BILL SCHOCK, engineering director.
- DOUG ADAMS, news director.
- CHUCK BAKER, director of community affairs.
- BILL KELLEY, operations director.

**Rates:** Not available.

**City of License:** Fort Worth. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over             | <b>OKLAHOMA</b> |                  |               |     |
|                        | Love            | 3,400            | 3,300         | 97  |
|                        | <b>TEXAS</b>    |                  |               |     |
|                        | Anderson        | 15,100           | 14,800        | 98  |
|                        | Bosque          | 6,300            | 6,200         | 98  |
|                        | Collin          | 66,100           | 65,300        | 99  |
|                        | Comanche        | 5,100            | 5,000         | 98  |
|                        | Cooke           | 11,300           | 11,200        | 99  |
|                        | Dallas          | 684,500          | 679,300       | 99  |
|                        | Delta           | 1,900            | 1,900         | 100 |
|                        | Denton          | 68,700           | 68,000        | 99  |
|                        | Ellis           | 24,100           | 23,800        | 99  |
|                        | Erath           | 10,200           | 10,100        | 99  |
|                        | Fannin          | 10,200           | 10,000        | 98  |
|                        | Freestone       | 6,600            | 6,400         | 97  |
|                        | Grayson         | 37,100           | 36,600        | 99  |
|                        | Hamilton        | 3,900            | 3,800         | 97  |
|                        | Henderson       | 22,200           | 21,800        | 98  |
|                        | Hill            | 10,800           | 10,600        | 98  |
|                        | Hood            | 10,500           | 10,400        | 99  |
|                        | Hopkins         | 11,000           | 10,800        | 98  |
| Hunt                   | 24,500          | 24,100           | 98            |     |
| Jack                   | 3,100           | 3,100            | 100           |     |
| Johnson                | 31,600          | 31,300           | 99            |     |
| Kaufman                | 16,500          | 16,200           | 98            |     |
| Lamar                  | 17,300          | 16,700           | 97            |     |



| Net Weekly Circulation                  | State County    | Total Households | TV Households    | %         |
|---|-----------------|------------------|------------------|-----------|
| 50% & Over                              | Navarro         | 15,200           | 14,900           | 98        |
|   | Palo Pinto      | 10,000           | 9,800            | 98        |
|   | Parker          | 20,100           | 19,900           | 99        |
|   | Rains           | 2,600            | 2,600            | 100       |
|   | Rockwall        | 7,900            | 7,800            | 99        |
|   | Smith           | 56,200           | 55,500           | 99        |
|   | Somervell       | 2,000            | 2,000            | 100       |
|   | Tarrant         | 385,800          | 382,900          | 99        |
|   | Van Zandt       | 15,000           | 14,700           | 98        |
|   | Wise            | 11,900           | 11,800           | 99        |
|   | Wood            | 11,300           | 11,100           | 98        |
| Between 25-49%                          | <b>OKLAHOMA</b> |                  |                  |           |
|   | Bryan           | 13,000           | 12,700           | 98        |
|   | Choctaw         | 6,300            | 6,100            | 97        |
|   | Marshall        | 5,100            | 5,000            | 98        |
| Between 5-24%                           | <b>TEXAS</b>    |                  |                  |           |
|   | Cherokee        | 15,300           | 14,900           | 98        |
|   | Franklin        | 3,200            | 3,100            | 97        |
|   | Gregg           | 42,300           | 41,800           | 99        |
|   | Limestone       | 8,500            | 8,300            | 98        |
|   | Mc Lennan       | 69,400           | 68,700           | 99        |
|   | Montague        | 7,300            | 7,200            | 99        |
|   | Red River       | 6,500            | 6,300            | 97        |
|   | Stephens        | 4,400            | 4,300            | 98        |
|   | Titus           | 8,900            | 8,700            | 98        |
| Between 5-24%                           | <b>TEXAS</b>    |                  |                  |           |
|   | Eastland        | 8,200            | 8,000            | 98        |
|   | Houston         | 8,500            | 8,200            | 96        |
|   | Leon            | 5,100            | 4,900            | 96        |
|   | Mills           | 1,900            | 1,900            | 100       |
| Rusk                                    | 17,000          | 16,700           | 98               |           |
| Upshur                                  | 12,300          | 12,100           | 98               |           |
| <b>Station Totals</b>                   |                 | <b>1,891,800</b> | <b>1,871,100</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>1,557,900</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>963,300</b>   |           |

# Texas—Dallas-Fort Worth

## KXTX-TV

Ch. 39

**Network Service:** None, independent.

**Licensee:** CBN Continental Broadcasting Network Inc., CBN Center, Virginia Beach, VA 23463.

**Studio:** 3900 Harry Hines Blvd., Dallas, TX 75219.

**Telephone:** 214-521-3900.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 4508-kw max. & 2480-kw horizontal visual, 450.8-kw max. & 248-kw horizontal aural. Antenna: 1679-ft. above av. terrain, 1520-ft. above ground, 2334-ft. above sea level.

Latitude 32° 35' 07"  
Longitude 96° 58' 06"

**Transmitter:** 1200 W. Belt Line Rd.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta receivers.

**News Service:** UPI.

**Ownership:** CBN Continental Broadcasting Network Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 5, 1968 as KDTV. Donation to present owner by Doubleday Bcstg. Co. approved by FCC Nov. 9, 1973. Following transfer Christian Bcstg. switched to Ch. 39 from Ch. 33 which went dark. Proposed sale to Family Group Bcstg. (Ian N. Wheeler, et al.,) dismissed Nov. 24, 1986.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

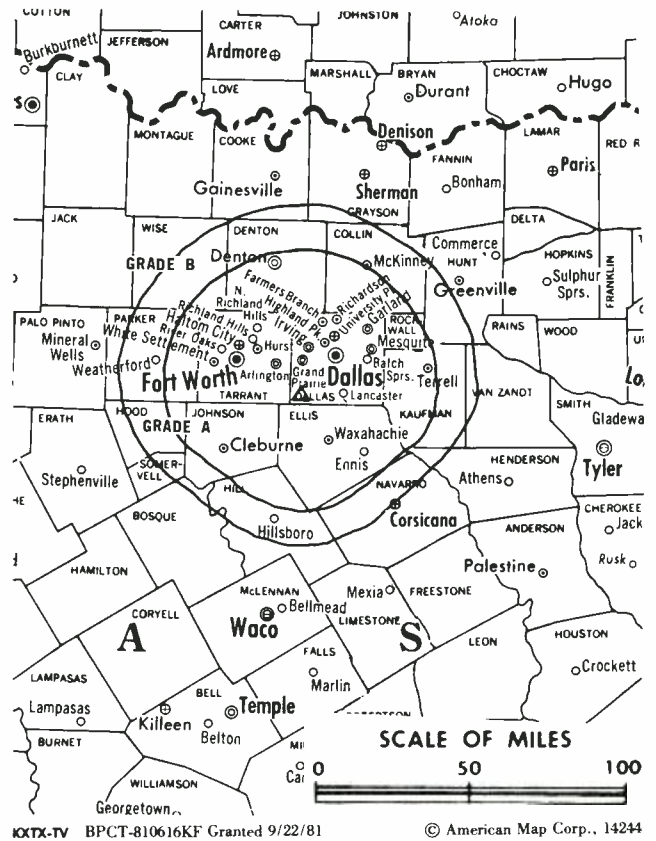
- DICK BOVE, vice president & general manager.
- PHIL MAZUR, general sales manager.
- HAROLD NASH, chief engineer.
- KEITH MITCHELL, production manager.

**Highest 30 Sec. Rate:** \$1800.

**City of License:** Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b>          |                  |               |     |
|                        | Ellis                 | 24,100           | 23,800        | 99  |
|                        | Erath                 | 10,200           | 10,100        | 99  |
|                        | Freestone             | 6,600            | 6,400         | 97  |
|                        | Hopkins               | 11,000           | 10,800        | 98  |
|                        | Hunt                  | 24,500           | 24,100        | 98  |
|                        | Rockwall              | 7,900            | 7,800         | 99  |
|                        | Somervell             | 2,000            | 2,000         | 100 |
|                        | Wise                  | 11,900           | 11,800        | 99  |
|                        | <b>Between 25-49%</b> | <b>LOUISIANA</b> |               |     |
| Caddo                  |                       | 103,100          | 101,900       | 99  |
| <b>OKLAHOMA</b>        |                       |                  |               |     |
| Bryan                  |                       | 13,000           | 12,700        | 98  |
| Carter                 |                       | 18,300           | 18,100        | 99  |
| Comanche               |                       | 38,200           | 37,900        | 99  |
| Jackson                |                       | 11,100           | 11,000        | 99  |
| Love                   |                       | 3,400            | 3,300         | 97  |
| <b>TEXAS</b>           |                       |                  |               |     |
| Anderson               |                       | 15,100           | 14,800        | 98  |
| Collin                 | 66,100                | 65,300           | 99            |     |



| Net Weekly Circulation                  | State County | Total Households | TV Households    | %              |
|---|--------------|------------------|------------------|----------------|
| <b>Between 25-49%</b>                   | Cooke        | 11,300           | 11,200           | 99             |
|   | Dallas       | 684,500          | 679,300          | 99             |
|   | Denton       | 68,700           | 68,000           | 99             |
|   | Fannin       | 10,200           | 10,000           | 98             |
|   | Grayson      | 37,100           | 36,600           | 99             |
|   | Gregg        | 42,300           | 41,800           | 99             |
|   | Henderson    | 22,200           | 21,800           | 98             |
|   | Hill         | 10,800           | 10,600           | 98             |
|   | Hood         | 10,500           | 10,400           | 99             |
|   | Jack         | 3,100            | 3,100            | 100            |
|   | Johnson      | 31,600           | 31,300           | 99             |
|   | Kaufman      | 16,500           | 16,200           | 98             |
|   | Limestone    | 8,500            | 8,300            | 98             |
|   | Mc Lennan    | 69,400           | 68,700           | 99             |
|   | Montague     | 7,300            | 7,200            | 99             |
|   | Nacogdoches  | 19,100           | 18,600           | 97             |
|   | Navarro      | 15,200           | 14,900           | 98             |
|   | Palo Pinto   | 10,000           | 9,800            | 98             |
|   | Parker       | 20,100           | 19,900           | 99             |
|   | Smith        | 56,200           | 55,500           | 99             |
| Stephens                                | 4,400        | 4,300            | 98               |                |
| Tarrant                                 | 385,800      | 382,900          | 99               |                |
| Van Zandt                               | 15,000       | 14,700           | 98               |                |
| Wichita                                 | 45,100       | 44,800           | 99               |                |
| Wood                                    | 11,300       | 11,100           | 98               |                |
| Young                                   | 8,600        | 8,500            | 99               |                |
| <b>(Continued on page A-1070)</b>       |              |                  |                  |                |
| <b>Station Totals</b>                   |              | <b>2,576,800</b> | <b>2,548,600</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                  | <b>883,800</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                  | <b>346,900</b> |

WFAA-TV

Ch. 8



WFAA-TV  
DALLAS/FORT WORTH



TELEREP

Network Service: ABC.

Licensee: WFAA Television Inc., Communications Center, Dallas, TX 75202.

Studio: Communications Center, Dallas, TX 75202.

Telephone: 214-748-9631. TWX: 214-899-8413.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1680-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"  
Longitude 96° 58' 34"

Transmitter: 1-mi. W of Cedar Hill, TX.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific Communications, 5.5-meter Ku-band; Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, Group W Newsfeed, UPI.

Ownership: A. H. Belo Corp., 100%. See Group Ownership of Television Stations.

Began Operation: September 17, 1949 as KBTW. Sold to present owner February 1950 (Television Digest, Vol. 6:4, 11).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

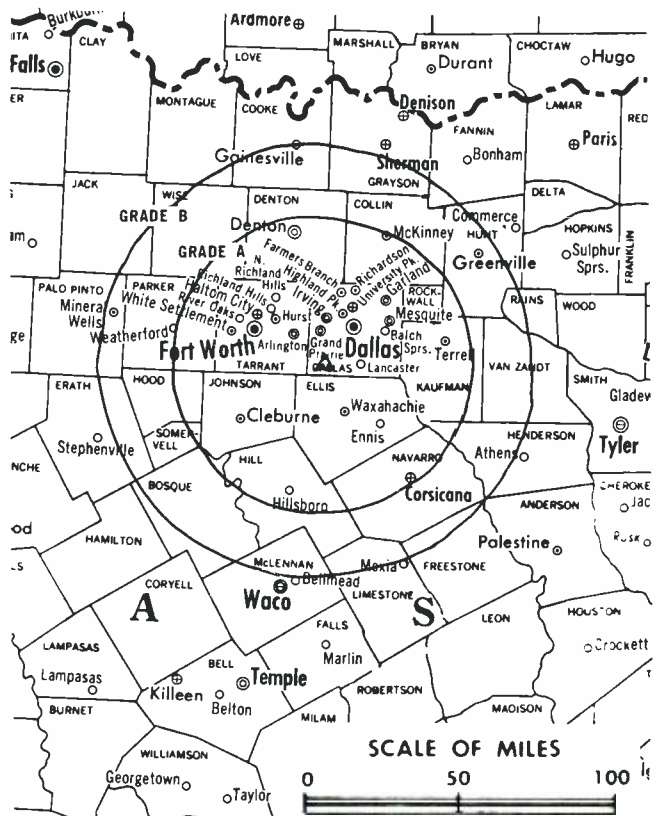
Personnel:

- DAVID T. LANE, president & general manager.
- BUFF PARHAM, general sales manager.
- BOB ROBINSON, operations manager.
- BEAVEN ELS, chief engineer.
- JOHN IRVIN, director of broadcast operations.
- MICHAEL GRANT, executive director, programming.
- RON CROWE, promotion manager.

Highest 30 Sec. Rate: \$25,000.

NETWORK BASE HOURLY RATE: \$2650.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 8.



WFAA-TV BMPCT-2019 Granted 11/18/54 © American Map Corp., 14244-

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Love            | 3,400            | 3,300         | 97  |
|                        | <b>TEXAS</b>    |                  |               |     |
|                        | Anderson        | 15,100           | 14,800        | 98  |
|                        | Bosque          | 6,300            | 6,200         | 98  |
|                        | Collin          | 66,100           | 65,300        | 99  |
|                        | Comanche        | 5,100            | 5,000         | 98  |
|                        | Cooke           | 11,300           | 11,200        | 99  |
|                        | Crockett        | 1,600            | 1,600         | 100 |
|                        | Dallas          | 684,500          | 679,300       | 99  |
|                        | Delta           | 1,900            | 1,900         | 100 |
|                        | Denton          | 68,700           | 68,000        | 99  |
|                        | Ellis           | 24,100           | 23,800        | 99  |
|                        | Erath           | 10,200           | 10,100        | 99  |
|                        | Fannin          | 10,200           | 10,000        | 98  |
|                        | Franklin        | 3,200            | 3,100         | 97  |
|                        | Freestone       | 6,600            | 6,400         | 97  |
|                        | Grayson         | 37,100           | 36,600        | 99  |
|                        | Hamilton        | 3,900            | 3,800         | 97  |
|                        | Henderson       | 22,200           | 21,800        | 98  |
|                        | Hill            | 10,800           | 10,600        | 98  |
|                        | Hood            | 10,500           | 10,400        | 99  |
|                        | Hopkins         | 11,000           | 10,800        | 98  |
|                        | Hunt            | 24,500           | 24,100        | 98  |
|                        | Jack            | 3,100            | 3,100         | 100 |
|                        | Johnson         | 31,600           | 31,300        | 99  |
|                        | Kaufman         | 16,500           | 16,200        | 98  |

(Continued on page A-1071)

|                                  |           |           |    |
|----------------------------------|-----------|-----------|----|
| Station Totals                   | 2,109,900 | 2,086,500 | 98 |
| Net Weekly Circulation (1987)    |           | 1,606,100 |    |
| Average Daily Circulation (1987) |           | 946,900   |    |

# Texas—El Paso

**KCIK**

**Ch. 14**

**Network Service:** Fox.

**Licensee:** Cristo Rey Corp., 3100 N. Stanton St., El Paso, TX 79902.

**Studio:** 3100 N. Stanton St., El Paso, TX 79902.

**Telephone:** 915-533-1414.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 402-kw max. & 214-kw horizontal visual, 21.4-kw horizontal aural. Antenna: 1980-ft. above av. terrain, 366-ft. above ground, 6114-ft. above sea level.

Latitude 31° 48' 55"  
Longitude 106° 29' 20"

**Transmitter:** Approx 3.9-mi. NNW of County Courthouse, El Paso.

**Satellite Earth Stations:** Microdyne, 4.5-meter Ku-band; Prodelin, 4.5-meter C-band; Weatherscan, 4-meter C-band; Prodelin, 3.9-meter C-band; Gardiner, M/A-Com, Microdyne receivers.

**Ownership:** Santa Fe Communications, 80%; DeRance Foundation, 20%. Santa Fe Communications ownership: Non-profit, non-stock corp. Erica John & Donald A. Gallagher, dirs. Gallagher is also dir. of DeRance Inc.

**Began Operation:** August 1, 1979. Sale to present owners by Cristo Rey Corp. approved by FCC April 20, 1983.

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

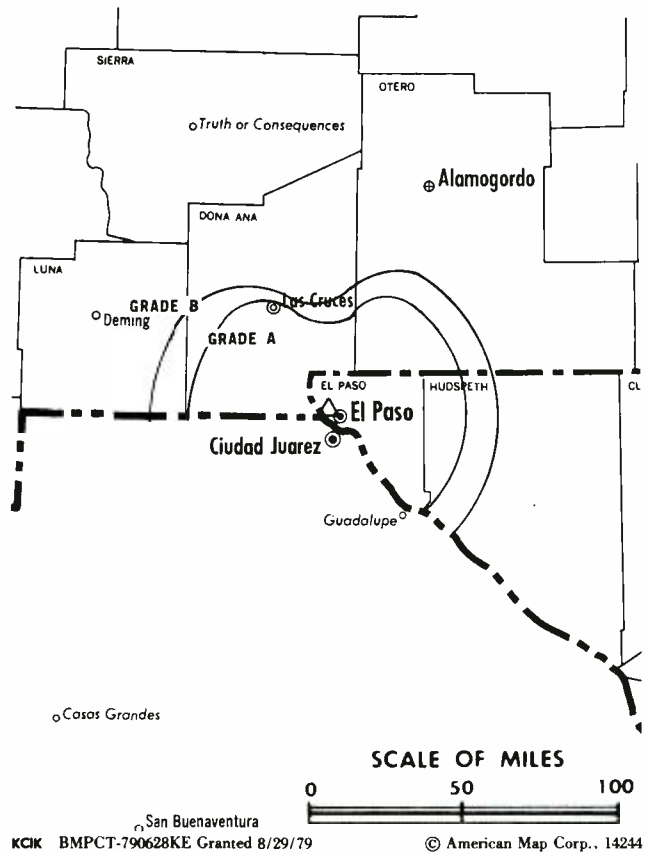
ROBERT MUNOZ, president & general manager.  
KERRY COOPER, chief engineer.  
LARRY PEPIN, business manager.

**Rates:** Not available.

**City of License:** El Paso. **ADI:** El Paso. **Rank:** 105.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |    |
|                        | El Paso      | 163,900          | 162,500       | 99 |



| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %              |
|---|-------------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | <b>NEW MEXICO</b> |                  |                |                |
|   | Dona Ana          | 39,900           | 38,600         | 97             |
|   | <b>TEXAS</b>      |                  |                |                |
|   | Hudspeth          | 800              | 800            | 100            |
| <b>Between 5-24%</b>                    | <b>NEW MEXICO</b> |                  |                |                |
|   | Luna              | 6,400            | 6,200          | 97             |
|   | Otero             | 16,600           | 16,200         | 98             |
| <b>Station Totals</b>                   |                   | <b>227,600</b>   | <b>224,300</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                | <b>111,300</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                | <b>48,100</b>  |



# Texas—El Paso

## KDBC-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** KDBC-TV Inc., Box 1799, El Paso, TX 79999.

**Studio:** 2201 Wyoming Ave., El Paso, TX 79903.

**Telephone:** 915-532-6551. **TWX:** 910-964-1323.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1563-ft. above av. terrain, 410-ft. above ground, 5610-ft. above sea level.

Latitude 31° 47' 46"  
Longitude 106° 28' 57"

**Transmitter:** Comanche Peak, El Paso.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Comtech, 5-meter C-band; Scientific-Atlanta, 5-meter; Comrex, 4.6-meter; Scientific-Atlanta, 3-meter; Harris, Microdyne, Pinzone, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** United Broadcasting Corp. See Group Ownership of Television Stations.

**Began Operation:** December 14, 1952. Sale to present owner by El Paso TV Co. approved by FCC April 21, 1986 (*Television Digest*, Vol. 26:14, 25). Sale to Evening Post Publishing Co. by Doubleday Bcstg. Co. approved Aug. 30, 1974. Previous sale of Trigg-Vaughn station group to Doubleday approved Feb. 1, 1967 (Vol. 6:44; 7:6). Sale as KR0D-TV-AM to Trigg-Vaughn interests by Dorrance Roderick and family, publisher of El Paso Times, approved Oct. 29, 1959 (Vol. 15:36, 44).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Gammon & Grange.

**Personnel:**

SAM KOBREN, general manager.  
CHARLES MALY, program manager.  
RON McDANIEL, general sales manager.  
HELEN BARRY, national sales manager.  
WALTER W. WARD, chief engineer.

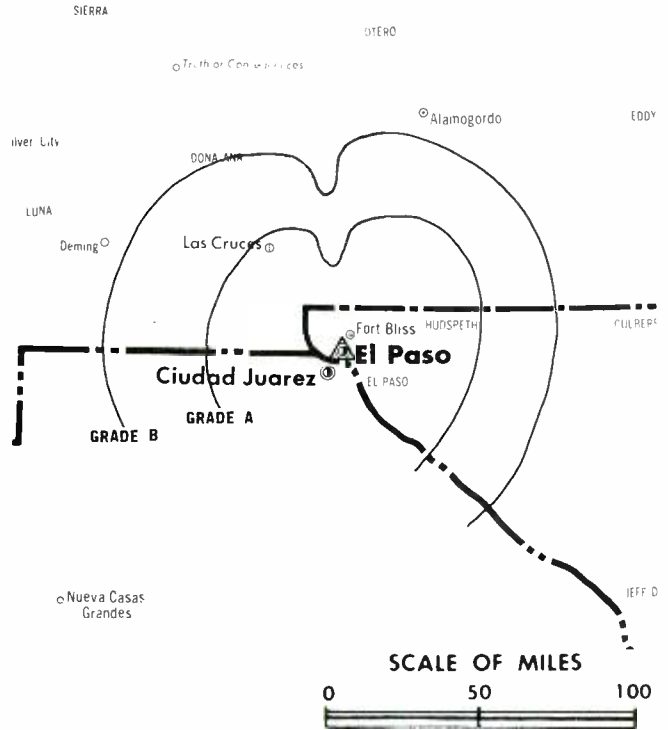
**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$493.

**City of License:** El Paso. **ADI:** El Paso. **Rank:** 105.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KDBC-TV BPCT—821013KE Granted 2/28/83

© American Map Corp., No. 14244

| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %              |
|---|-------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>NEW MEXICO</b> |                  |                |                |
|   | Dona Ana          | 39,900           | 38,600         | 97             |
|   | Luna              | 6,400            | 6,200          | 97             |
|   | Otero             | 16,600           | 16,200         | 98             |
|   | <b>TEXAS</b>      |                  |                |                |
|   | Culberson         | 1,000            | 1,000          | 100            |
|   | El Paso           | 163,900          | 162,500        | 99             |
|   | Hudspeth          | 800              | 800            | 100            |
| <b>Between 25-49%</b>                   | <b>NEW MEXICO</b> |                  |                |                |
|   | Grant             | 9,200            | 8,700          | 95             |
|   | Hidalgo           | 2,100            | 2,000          | 95             |
| <b>Station Totals</b>                   |                   | <b>239,900</b>   | <b>236,000</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                | <b>197,700</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                | <b>119,100</b> |

# Texas—El Paso

## KINT-TV

Ch. 26

**Network Service:** Univision.

**Licensee:** Paso del Norte Bcstg. Corp., 5426 N. Mesa St., El Paso, TX 79912.

**Studio:** 5426 N. Mesa St., El Paso, TX 79912.

**Telephone:** 915-581-1126.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2250-kw max. visual, 225-kw max. aural. Antenna: 1500-ft. above av. terrain, 316-ft. above ground, 5516-ft. above sea level.

Latitude 31° 47' 46"  
Longitude 106° 28' 56"

**Transmitter:** Comanche Peak, El Paso.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

**News Services:** AP, SIN.

**Ownership:** Richard A. Najera, pres., 11.1%; Mary S. Ponce, treas., 11.1%; Jose A. Silva Sr., 0.1%; Luz A. Candelaria, Angel Beltran, George Salome, Gus Rallis & Jose A. Silva Jr., 11.1% each.

**Began Operation:** May 5, 1984.

**Represented (legal):** Mullin, Rhyne, Emmons & Topel, P.C.

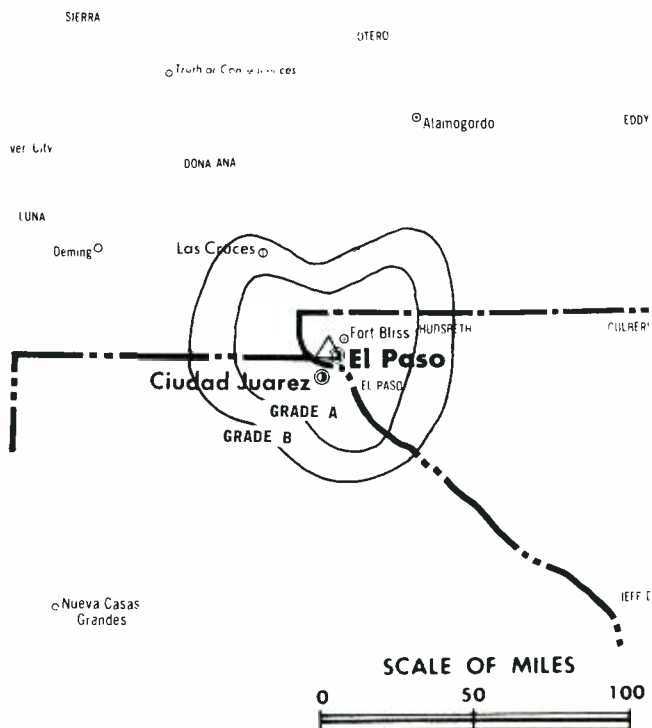
**Personnel:**

PABLO SALCIDO, exec. vice president & general manager.  
WALT DALTON, local sales manager.  
JOSE LUIS TORRES, news director.  
ALFREDO DURAND, chief engineer.  
GRACE GINER, executive assistant.

**Highest 30 Sec. Rate:** \$300.

**City of License:** El Paso. **ADI:** El Paso. **Rank:** 105.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KINT-TV BMPCT—830422KH Granted 11/1/83

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| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %             |
|---|-------------------|------------------|----------------|---------------|
| Between 5-24%                           | <b>NEW MEXICO</b> |                  |                |               |
|   | Dona Ana          | 39,900           | 38,600         | 97            |
|   | <b>TEXAS</b>      |                  |                |               |
|   | El Paso           | 163,900          | 162,500        | 99            |
|   | Hudspeth          | 800              | 800            | 100           |
| <b>Station Totals</b>                   |                   | <b>204,600</b>   | <b>201,900</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                | <b>39,200</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                | <b>23,400</b> |

# Texas—El Paso

## KTSM-TV

Ch. 9

**Network Service:** NBC.

**Licensee:** Tri-State Broadcasting Co. Inc., 801 N. Oregon St., El Paso, TX 79902.

**Studio:** 801 N. Oregon St., El Paso, TX 79902.

**Telephone:** 915-532-5423. **TWX:** 910-964-1329.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1910-ft. above av. terrain, 370-ft. above ground, 5993-ft. above sea level.

Latitude 31° 48' 18.5"  
Longitude 106° 28' 57.0"

**Transmitter:** Ranger Peak, Franklin Mtns., 1-mi. NW of El Paso.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter; Harris, 3-meter; Harris, Scientific-Atlanta receivers.

**AM Affiliate:** KTSM, 5-kw, (0.5-kw night), 1380 kHz (NBC).

**FM Affiliate:** KTSM-FM, 100-kw, 99.9 MHz (No. 260), 1820-ft.

**News Services:** AP, NBC.

**Ownership:** Karl O. Wyler, pres., 55%; Karl O. Wyler Jr., 30%; F. L. Koons, 10%; W. C. Bailey, 5%.

**Began Operation:** January 4, 1953.

**Represented (sales):** Blair Television.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

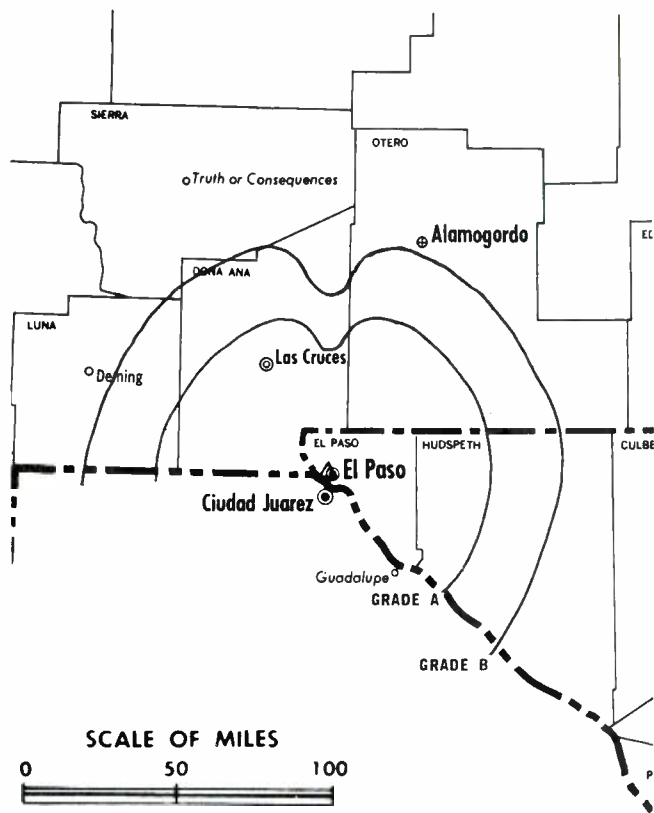
### Personnel:

KARL O. WYLER, president & general manager.  
JACK RYE, executive vice president & program director.  
W. T. MCGILL, vice president & chief engineer.  
JOHN PHELAN, vice president & sales manager.  
JUNE ADKINS, secretary-treasurer.  
JAY PILANT, production manager.  
TED BENDER, director of public affairs.  
RALPH WILSON GREEN, news director.

**Highest 30 Sec. Rate:** \$900.

**NETWORK BASE HOURLY RATE:** \$500.

**City of License:** El Paso. **ADI:** El Paso. **Rank:** 105.



KTSM-TV BPCT-4538 Granted 9/8/72

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Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %         |
|---|-------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>NEW MEXICO</b> |                  |                |           |
|   | Dona Ana          | 39,900           | 38,600         | 97        |
|   | Luna              | 6,400            | 6,200          | 97        |
|   | Otero             | 16,600           | 16,200         | 98        |
|   | <b>TEXAS</b>      |                  |                |           |
|   | Culberson         | 1,000            | 1,000          | 100       |
|   | El Paso           | 163,900          | 162,500        | 99        |
|   | Hudspeth          | 800              | 800            | 100       |
| <b>Between 25-49%</b>                   | <b>NEW MEXICO</b> |                  |                |           |
|   | Grant             | 9,200            | 8,700          | 95        |
|   | Hidalgo           | 2,100            | 2,000          | 95        |
|   | Sierra            | 4,100            | 3,800          | 93        |
| <b>Station Totals</b>                   |                   | <b>244,000</b>   | <b>239,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>202,200</b> |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>128,500</b> |           |

# Texas—El Paso

## KVIA-TV

Ch. 7

(Operates satellite KVIO-TV, Carlsbad, NM)

**Network Service:** ABC.

**Licensee:** Marsh Media of El Paso.

**Studio:** 4140 Rio Bravo St., El Paso, TX 79902.

**Telephone:** 915-532-7777.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 820-ft. above av. terrain, 296-ft. above ground, 4916-ft. above sea level.

Latitude 31° 47' 17"  
Longitude 106° 28' 46"

**Transmitter:** S slope of Comanche Peak, 0.4-mi. N of Scenic Dr., near El Paso.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Andrew, 4.5-meter; Andrew, 7.3-meter; M/A-Com, 0.7-meter; RCA, 4.5-meter Ku-band; Scientific-Atlanta, 7-meter; Andrew, M/A-Com, RCA, Scientific-Atlanta receivers.

**News Services:** AP, Conus, Sun World Satellite News.

**Ownership:** Marsh Media Inc. See Group Ownership of Television Stations.

**Began Operation:** September 1, 1956. Sale to present owners by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton by Joseph Harris & Norman Alexander approved Jan. 19, 1966 (*Television Digest*, Vol. 6:4). Sale to Harris & Alexander by McLendon Investment Corp. approved March 20, 1957 (Vol. 13:12).

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

RICHARD E. PEARSON, general manager.  
DAN KRIEGER, director of broadcasting.  
JACK WILKINSON, chief engineer.  
STEVE GIUST, general sales manager.

**Highest 30 Sec. Rate:** \$600.

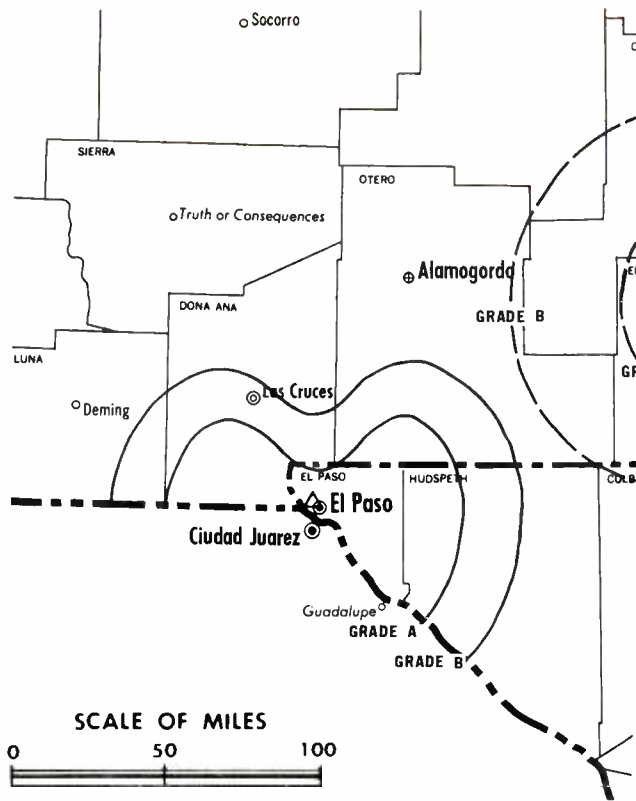
**NETWORK BASE HOURLY RATE:** \$425.

**Arbitron Data:** Figures include KVIO-TV, Carlsbad, NM.

**City of License:** El Paso. **ADI:** El Paso. **Rank:** 105.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County           | Total Households | TV Households | %  |
|------------------------|------------------------|------------------|---------------|----|
| 50% & Over             | NEW MEXICO<br>Dona Ana | 39,900           | 38,600        | 97 |



KVIA-TV BPCT-5091 Granted 12/22/77

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| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| 50% & Over                              | Eddy         | 19,000           | 18,600         | 98        |
|   | Luna         | 6,400            | 6,200          | 97        |
|   | Otero        | 16,600           | 16,200         | 98        |
| <b>TEXAS</b>                            |              |                  |                |           |
|   | Culberson    | 1,000            | 1,000          | 100       |
|   | El Paso      | 163,900          | 162,500        | 99        |
|   | Hudspeth     | 800              | 800            | 100       |
|   | Presidio     | 1,800            | 1,700          | 94        |
| <b>NEW MEXICO</b>                       |              |                  |                |           |
| Between 25-49%                          | Chaves       | 22,600           | 22,100         | 98        |
|   | Lea North    | 20,600           | 20,100         | 98        |
| <b>NEW MEXICO</b>                       |              |                  |                |           |
| Between 5-24%                           | Lea South    | 2,600            | 2,500          | 96        |
|   | Lincoln      | 5,900            | 5,700          | 96        |
| <b>Station Totals</b>                   |              | <b>301,100</b>   | <b>296,000</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>220,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>132,800</b> |           |

## Texas—El Paso (Juarez, Mexico)

### **XEJ-TV**

**Ch. 5**

**Network Service:** None, independent.

**Licensee:** Television de la Frontera, S. A., Box 9555, El Paso, TX 79985.

**Studio:** Edificio XEJ, Apartada 111, Juarez, Mexico.

**Telephones:** Juarez 2-0248; 2-5786.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 63-kw visual, 10-kw aural. Additional data unavailable.

**Transmitter:** Penon Mountain.

**Ownership:** Pedro Meneses Hoyos.

**Began Operation:** May 17, 1954.

**Represented (sales):** Univision—Spanish International Network.

**Personnel:**

PEDRO MENESES HOYOS, general manager.

STEVE GUERRERO, chief engineer.

**Highest 30 Sec. Rate:** \$100.

**ADI:** El Paso. **Rank:** 105.

### **XEPM-TV**

**Ch. 2**

**Network Service:** None, independent.

**Licensee:** XEPM-TV Television Inc., Apdo. No. 271, Juarez, Mexico.

**Business Office:** Television de la Frontera, Box 9555, El Paso, TX 79985.

**Telephone:** Juarez 2-2222.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 6.3-kw visual, 3.15-kw aural. Antenna: 1150-ft. above av. terrain. Additional data unavailable.

**Ownership:** Pedro Meneses Hoyos. Also owner of XEJ, XEPZ & XEJ-TV, Juarez-El Paso.

**Began Operation:** January 16, 1961.

**Represented (sales):** Univision—Spanish International Network.

**Personnel:**

M. D. HEREDIA, general manager.

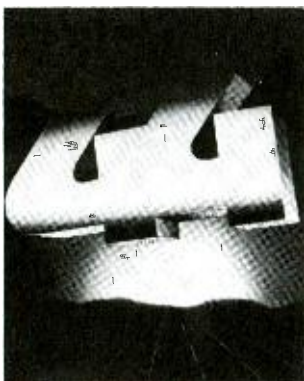
SERGIO D. MOLINAR JR., sales manager.

**ADI:** El Paso. **Rank:** 105.

## Texas—El Paso (Juarez, Mexico)

### XHIJ-TV

Ch. 44



**Network Service:** Televisa.

**Licensee:** Arnoldo Cabada de la O, Av. Vincente Guerrero Ote., Juarez, Chihuahua, Mexico.

**Studio:** Av. Vincente Guerrero, Juarez.

**Mailing Address:** B-100, 123 Pioneer Plaza, El Paso, TX 79901.

**Telephone:** 915-533-9143. **Telex:** XHIJ-ME 33869.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 240-kw visual. Antenna: 1200-ft. above av. terrain, 150-ft. above ground, 5773-ft. above sea level.

**Transmitter:** Cerro Del 44, 2-mi. SW of Juarez.

**Satellite Earth Stations:** Morelos.

**News Services:** Noti-Mex, Televisa.

**Ownership:** Televisora Nacional S. A. de C. V.

**Began Operation:** October 16, 1980.

**Represented (sales):** XHIJ Channel 44 International Division.

**Represented (legal):** Marshall E. Yeager & Associates.

**Personnel:**

ARNOLDO CABADA de la O, chief executive officer & general manager.

LUIS ARNOLDO CABADA, executive vice president.

SERGIO CABADA, vice president & director of marketing.

JESUS CABADA, vice president & comptroller.

CONSUELA de la O, program director.

JERI SEGOVIA, general manager, international division.

MARIA ELANA SOLORZANO, production manager.

GERMAN SANCHEZ TRUJILLO, director of public affairs.

ERNESTO JUAREZ, chief of advertising.

ARMANDO CHACON, news director.

GABRIEL RIOS, chief engineer.

**Highest 30 Sec. Rate:** \$375.

**NETWORK BASE HOURLY RATE:** \$300.

**ADI:** El Paso. **Rank:** 105.

# The People's Choice in *Two Countries*

In a Group W survey, 62% of respondents prefer Channel 44. No doubt because of XHIJ-TV's commitment to people . . . 1.5 million people in 3 states and 2 countries. Based in the border cities of El Paso and Juarez, Channel 44 covers a radius of 150 miles thanks to our new SILVERLINE UHF 60-S Television Transmitter.

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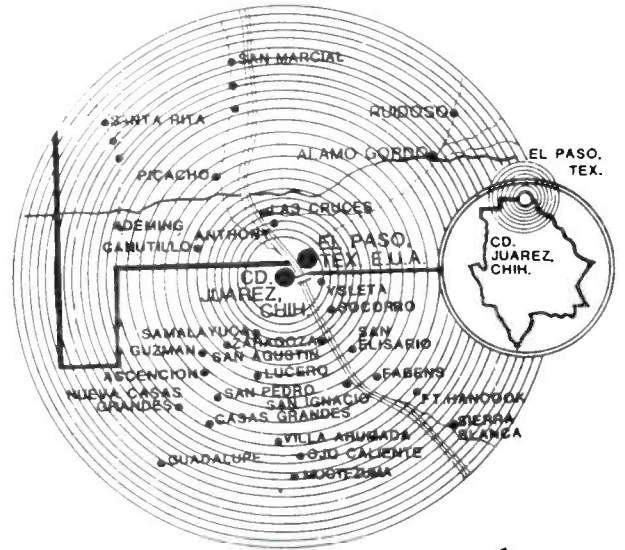
**CONTACTO**  
44

**CARNAVAL**  
*infantile*

**A primera hora**

**VARIEDADES**  
DEL 44

CON OLGA LETICIA MORENO  
**Opinion Publica**

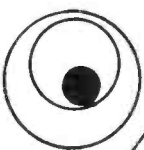
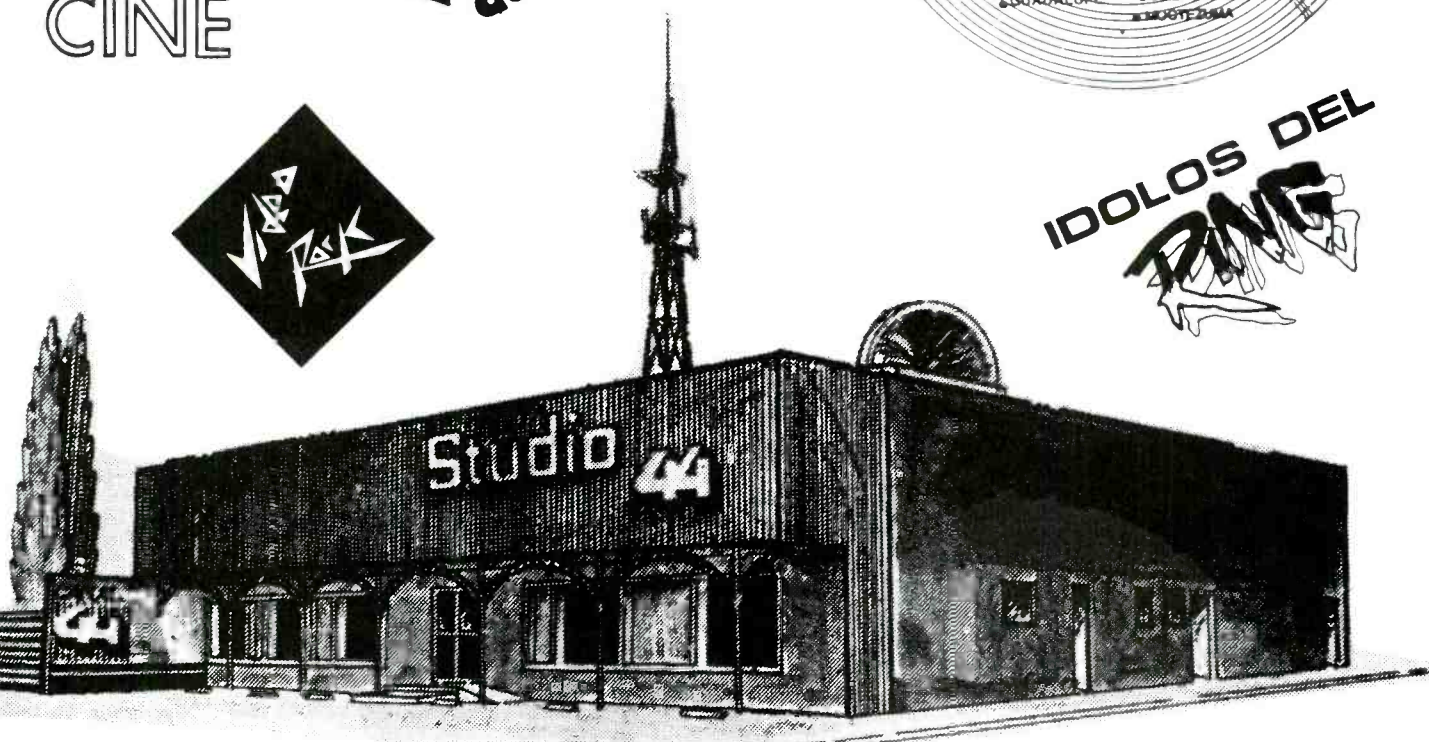


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**La familia del 44**



**IDOLOS DEL RING**



**xhij/tv channel 44**

INTERNATIONAL DIVISION, 123 PIONEER PLAZA, EL PASO, TX 79901

(915) 533-9143

# Texas—Garland

## KIAB-TV

Ch. 23

**Network Service:** None, independent.

**Grantee:** I AM Bcstg. Co., 3720 Marquis Dr., Garland, TX 75042.

**Studio:** 3710 Marquis Dr., Garland, TX 75042.

**Telephone:** 214-272-0686.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 5000-kw max. visual, 1000-kw max. aural. Antenna: 1142-ft. above av. terrain, 603-ft. above ground, 1215-ft. above sea level.

Latitude 32° 54' 04"  
Longitude 96° 41' 14"

**Transmitter:** 3710 Marquis Dr., Garland.

**Multichannel TV Sound:** Planned.

**Satellite Earth Station:** Harris, 6.1-meter C-band.

**Ownership:** Elizabeth R. Vaughn, MD, pres., 100%; Geri S. Morgan, exec. v.p.-treas.; Melinda S. Fleming, exec. secy.

**Began Operation:** September 25, 1986.

**Represented (legal):** Gammon & Grange.

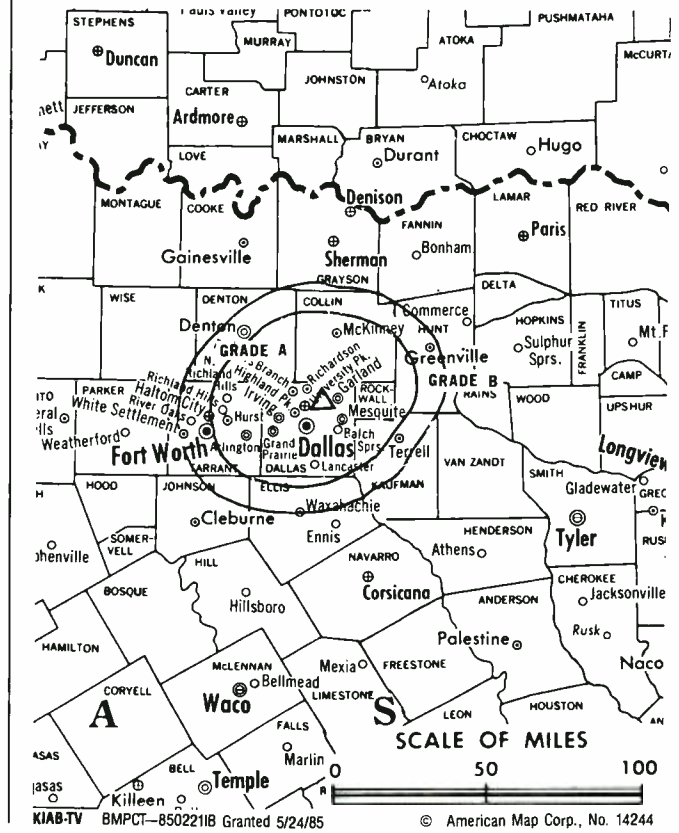
**Personnel:**

JACK BERNING, general manager.  
MIKE CARVER, chief engineer.

**Rates:** On request.

**Arbitron Data:** Not available.

**City of License:** Garland. **ADI:** Dallas-Fort Worth. **Rank:** 8.





# Texas—Harlingen

## KGBT-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** KGBT-TV Ltd. Partnership, Box 2567, Harlingen, TX 78550.

**Studio:** 1519 W. Harrison St., Harlingen, TX 78550.

**Telephone:** 512-423-3910. **TWX:** 910-870-1504.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1299-ft. above av. terrain, 1292-ft. above ground, 1347-ft. above sea level.

Latitude 26° 08' 55"  
Longitude 97° 49' 17"

**Transmitter:** 0.125-mi. S of La Feria, TX.

**Satellite Earth Station:** Harris, 3-meter; Harris, M/A-Com receivers.

**News Services:** AP, CBS.

**Ownership:** Draper Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 4, 1953. Sale to present owner by Tichenor Media System Inc. approved by FCC Feb. 7, 1986.

**Represented (sales):** Katz Television.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Represented (engineering):** D. W. Sargent Broadcast Service.

### Personnel:

DON LOCKE, vice president & general manager.  
TOM MICHALK, sales manager.  
JIM CHANCEY, program director & production manager.  
FRANK OGDEN, chief engineer.  
DAVID MERRILL, news director.

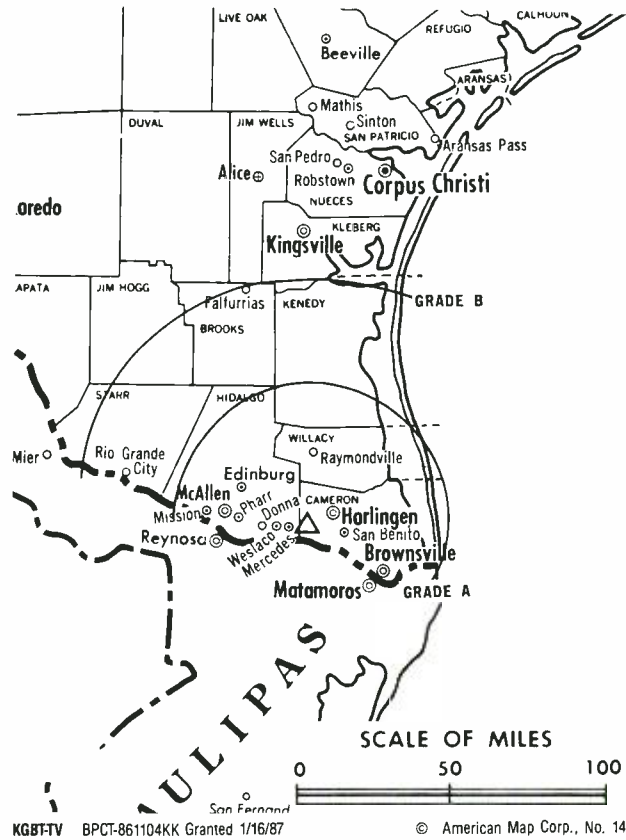
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$1000.

**City of License:** Harlingen. **ADI:** McAllen-Brownsville. **Rank:** 116.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>TEXAS</b> |                  |                |           |
|   | Cameron      | 70,200           | 69,200         | 99        |
|   | Hidalgo      | 96,200           | 94,500         | 98        |
|   | Starr        | 9,200            | 8,900          | 97        |
| <b>Between 5-24%</b>                    | Willacy      | 5,000            | 4,900          | 98        |
|   | <b>TEXAS</b> |                  |                |           |
|   | Brooks       | 2,800            | 2,700          | 96        |
|   | Jim Hogg     | 1,800            | 1,700          | 94        |
| <b>Station Totals</b>                   |              | <b>185,200</b>   | <b>181,900</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>161,800</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>113,900</b> |           |

# Texas—Houston

## KHOU-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** Gulf Television Corp., Box 11, Houston, TX 77001.

**Studio:** 1945 Allen Parkway, Houston, TX 77019.

**Mailing Address:** Box 11, Houston, TX 77001.

**Telephone:** 713-526-1111. **TWX:** 910-881-1705.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.5-kw aural. Antenna: 1441-ft. above av. terrain, 1473-ft. above ground, 1549-ft. above sea level.

Latitude 29° 33' 25"  
Longitude 95° 30' 04"

**Transmitter:** 3101 Senior Rd., 3-mi. E of De Walt, TX.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CBS, CNN, Group W Newsfeed, UPI.

**Ownership:** A. H. Belo Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 22, 1953. Transfer of control to Corinthian Bcstg. by Paul E. Taft, et al., approved July 11, 1956 by FCC (*Television Digest*, Vol. 12:19, 28). Sale to present owner by Corinthian Bcstg. approved by FCC Nov. 22, 1983.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

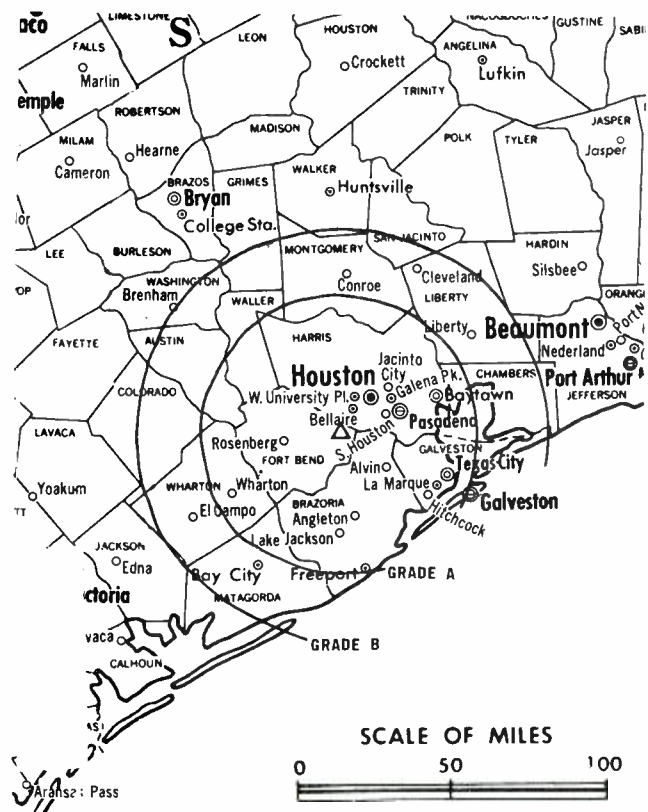
- TERRENCE FORD, president & general manager.
- CRAIG BLAND, general sales manager.
- PETER DIAZ, local sales manager.
- KENLYN ZSCHUNKE, national sales manager.
- TED GURLEY, national sales manager.
- ROBIN PRINCE, program & promotion manager.
- PAULA WALKER, news director.
- ALAN SUHONEN, production manager.
- JOHN DEMSHOCK, director of engineering.
- PAUL LATHAM, business manager.

**Rates:** Not available.

**City of License:** Houston. **ADI:** Houston. **Rank:** 10.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | TEXAS        |                  |               |    |
|                        | Austin       | 8,000            | 7,800         | 97 |
|                        | Brazoria     | 68,200           | 67,600        | 99 |
|                        | Calhoun      | 7,400            | 7,300         | 99 |
|                        | Chambers     | 7,900            | 7,800         | 99 |
|                        | Colorado     | 7,600            | 7,400         | 97 |
|                        | Fort Bend    | 63,800           | 62,900        | 99 |
|                        | Galveston    | 79,400           | 78,500        | 99 |



KHOU-TV BPCT-3212 Granted 9/9/63

© American Map Corp., 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households    | %         |
|---|--------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Grimes       | 5,500            | 5,300            | 96        |
|   | Harris       | 1,035,500        | 1,026,100        | 99        |
|   | Jackson      | 5,000            | 4,900            | 98        |
|   | Liberty      | 20,300           | 19,900           | 98        |
|   | Matagorda    | 15,900           | 15,600           | 98        |
|   | Montgomery   | 60,400           | 59,300           | 98        |
|   | Polk         | 12,200           | 11,900           | 98        |
|   | San Jacinto  | 5,900            | 5,700            | 97        |
|   | Walker       | 15,400           | 14,900           | 97        |
|   | Waller       | 7,100            | 6,900            | 97        |
|   | Washington   | 8,900            | 8,600            | 97        |
| Wharton                                 | 15,300       | 15,000           | 98               |           |
| <b>Between 25-49%</b>                   | TEXAS        |                  |                  |           |
|   | Angelina     | 24,800           | 24,400           | 98        |
|   | Brazos       | 41,800           | 41,200           | 99        |
|   | Fayette      | 8,100            | 7,700            | 95        |
|   | Houston      | 8,500            | 8,200            | 96        |
|   | Madison      | 3,600            | 3,500            | 97        |
| Trinity                                 | 4,600        | 4,400            | 96               |           |
| <b>Between 5-24%</b>                    | TEXAS        |                  |                  |           |
|   | Burleson     | 5,200            | 5,000            | 96        |
|   | Lavaca       | 7,700            | 7,400            | 96        |
|   | Leon         | 5,100            | 4,900            | 96        |
| Robertson                               | 6,100        | 6,000            | 98               |           |
| <b>Station Totals</b>                   |              | <b>1,565,200</b> | <b>1,546,100</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>1,300,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>745,700</b>   |           |

# Texas—Houston

**KHTV**

Ch. 39

**Network Service:** None, independent.

**Licensee:** Gaylord Broadcasting Co., Box 1439, Houston, TX 77251.

**Studio:** 7700 Westpark Dr., Houston, TX 77063.

**Mailing Address:** Box 1439, Houston, TX 77251.

**Telephone:** 713-781-3939. **TWX:** 910-881-3664.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. visual, 501-kw max. aural. Antenna: 1950-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 06"  
Longitude 95° 29' 57"

**Transmitter:** 4126 McHard Rd., 0.8-mi. S of Rte. 2234, 1.27-mi. E of Missouri City boundary.

**Satellite Earth Stations:** Paracclipse, 4.8-meter; Scientific-Atlanta, 7-meter; Microdyne, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Gaylord Broadcasting Co. See Group Ownership of TV Stations.

**Began Operation:** October 10, 1953 as KNUZ-TV, but quit air June 25, 1954. Sale of 80% to WKY-TV by KNUZ Television Co. approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:21, 42). Transfer of remaining 20% approved June 17, 1966 (Vol. 6:26). Resumed operations Jan. 6, 1967.

**Represented (sales):** MMT Sales.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

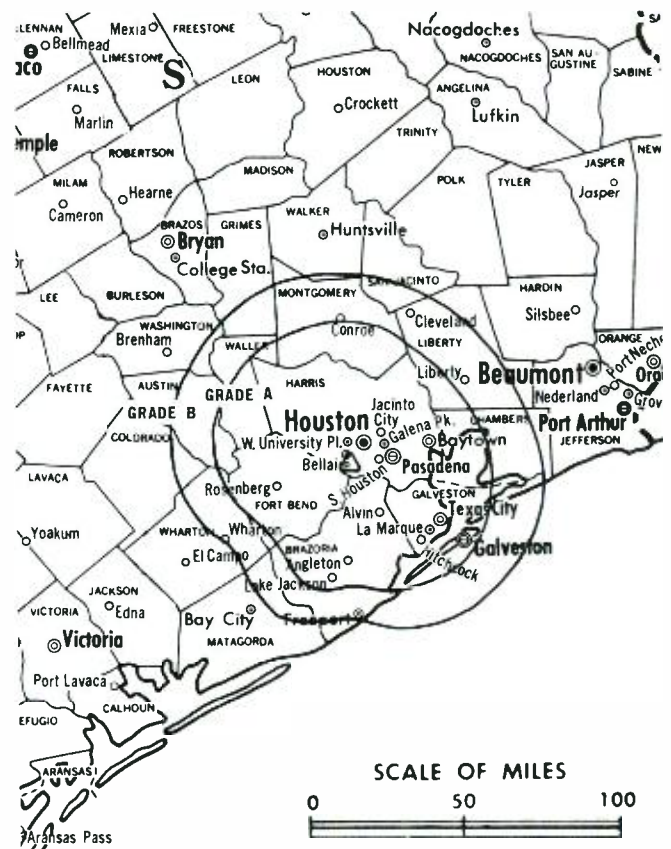
- E. D. TRIMBLE, vice president & general manager.
- HOYT ANDRES, general sales manager.
- BOB CLARK, operations & program director.
- NANCY McNEIL, local sales manager.
- MIKE MALERNEE, production manager.
- NANCY PAUL, news & public service director.
- JOHN R. SCHILBERG, director of engineering.
- JIM SKAGGS, business manager.
- TRISH NABER, promotion manager.

**Rates:** Not available.

**City of License:** Houston. **ADI:** Houston. **Rank:** 10.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |    |
|                        | Austin       | 8,000            | 7,800         | 97 |
|                        | Brazoria     | 68,200           | 67,600        | 99 |
|                        | Colorado     | 7,600            | 7,400         | 97 |
|                        | Fort Bend    | 63,800           | 62,900        | 99 |
|                        | Galveston    | 79,400           | 78,500        | 99 |
|                        | Harris       | 1,035,500        | 1,026,100     | 99 |
|                        | Jackson      | 5,000            | 4,900         | 98 |
|                        | Waller       | 7,100            | 6,900         | 97 |
|                        | Washington   | 8,900            | 8,600         | 97 |



KHTV BLCT—850416KH Granted 6/27/85

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| Net Weekly Circulation                  | State County | Total Households | TV Households    | %         |
|---|--------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Wharton      | 15,300           | 15,000           | 98        |
| <b>Between 25-49%</b>                   | <b>TEXAS</b> |                  |                  |           |
|   | Angelina     | 24,800           | 24,400           | 98        |
|   | Brazos       | 41,800           | 41,200           | 99        |
|   | Calhoun      | 7,400            | 7,300            | 99        |
|   | Chambers     | 7,900            | 7,800            | 99        |
|   | Liberty      | 20,300           | 19,900           | 98        |
|   | Madison      | 3,600            | 3,500            | 97        |
|   | Matagorda    | 15,900           | 15,600           | 98        |
|   | Montgomery   | 60,400           | 59,300           | 98        |
|   | Polk         | 12,200           | 11,900           | 98        |
| <b>Between 5-24%</b>                    | Trinity      | 4,600            | 4,400            | 96        |
|   | Victoria     | 27,000           | 26,500           | 98        |
|   | Walker       | 15,400           | 14,900           | 97        |
|   | <b>TEXAS</b> |                  |                  |           |
|   | Burleson     | 5,200            | 5,000            | 96        |
|   | Fayette      | 8,100            | 7,700            | 95        |
|   | Grimes       | 5,500            | 5,300            | 96        |
|   | Houston      | 8,500            | 8,200            | 96        |
|   | Jasper       | 12,500           | 12,300           | 98        |
|   | Lavaca       | 7,700            | 7,400            | 96        |
| Robertson                               | 6,100        | 6,000            | 98               |           |
| <b>Station Totals</b>                   |              | <b>1,593,700</b> | <b>1,574,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>796,300</b>   |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>299,800</b>   |           |

# Texas—Houston

## KPRC-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** Channel Two TV Co., Box 2222, Houston, TX 77252.

**Studio:** 8181 Southwest Freeway, Houston, TX 77074.

**Mailing Address:** Box 2222, Houston, TX 77252.

**Telephone:** 713-771-4631. **TWX:** 910-881-2587.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1930-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 06"  
Longitude 95° 29' 57"

**Transmitter:** 0.8-mi. S of Rte. 2234, 1.27-mi. E of Missouri City line.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 8-meter Ku-band; 2 Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter Ku-band; Harris, M/A-Com, Microdyne, Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** H & C Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 1, 1949 as KLEE-TV. Sold to present owner May 1950 (Television Digest, Vol. 6:13, 21).

**Represented (sales):** Petry Television Inc.

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

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

THOMAS REIFF, president & general manager.  
DICK DAGGETT, vice president, sales.  
JEFF KURTZ, national sales manager.  
RON JONES, local sales manager.  
ART BIGGS, vice president, engineering.  
RED KOCH, vice president, programming.  
PAUL PAOLICELLI, news director.  
BRUCE BRYANT, creative services director.  
MARTHA HARVEY, vice president, administration.  
PAUL MILLER, traffic manager.  
ELSIE HAYWOOD, VTR/film scheduling supervisor.

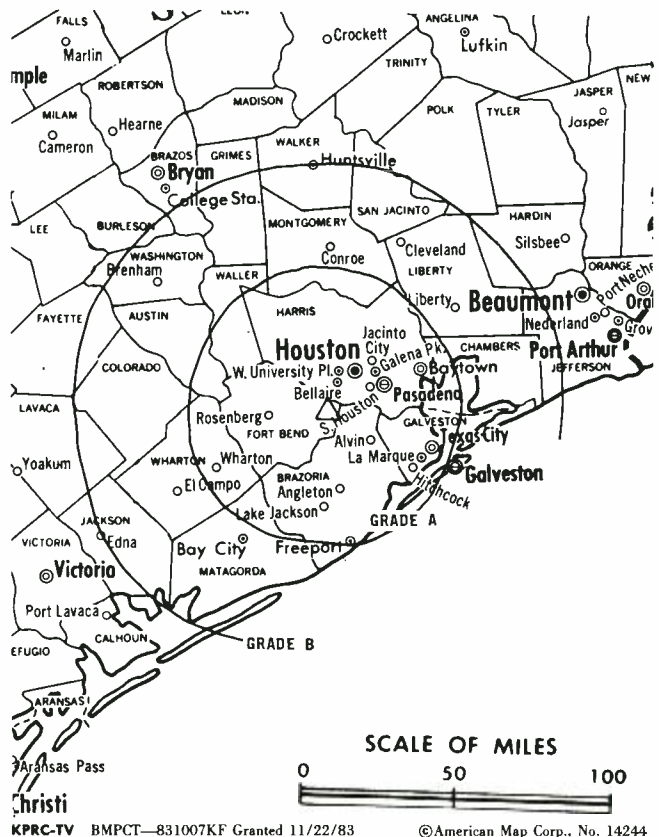
**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$3150.

**City of License:** Houston. **ADI:** Houston. **Rank:** 10.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |    |
|                        | Austin       | 8,000            | 7,800         | 97 |
|                        | Brazoria     | 68,200           | 67,600        | 99 |
|                        | Calhoun      | 7,400            | 7,300         | 99 |
|                        | Chambers     | 7,900            | 7,800         | 99 |
|                        | Colorado     | 7,600            | 7,400         | 97 |
|                        | Fort Bend    | 63,800           | 62,900        | 99 |
|                        | Galveston    | 79,400           | 78,500        | 99 |



KPRC-TV BMPCT—831007KF Granted 11/22/83

| Net Weekly Circulation                  | State County | Total Households | TV Households    | %         |
|---|--------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Grimes       | 5,500            | 5,300            | 96        |
|   | Harris       | 1,035,500        | 1,026,100        | 99        |
|   | Jackson      | 5,000            | 4,900            | 98        |
|   | Liberty      | 20,300           | 19,900           | 98        |
|   | Matagorda    | 15,900           | 15,600           | 98        |
|   | Montgomery   | 60,400           | 59,300           | 98        |
|   | Polk         | 12,200           | 11,900           | 98        |
|   | San Jacinto  | 5,900            | 5,700            | 97        |
|   | Trinity      | 4,600            | 4,400            | 96        |
|   | Walker       | 15,400           | 14,900           | 97        |
|   | Waller       | 7,100            | 6,900            | 97        |
|   | Washington   | 8,900            | 8,600            | 97        |
| Wharton                                 | 15,300       | 15,000           | 98               |           |
| <b>TEXAS</b>                            | Angelina     | 24,800           | 24,400           | 98        |
|   | Fayette      | 8,100            | 7,700            | 95        |
|   | Houston      | 8,500            | 8,200            | 96        |
|   | Madison      | 3,600            | 3,500            | 97        |
|   | Nacogdoches  | 19,100           | 18,600           | 97        |
| <b>TEXAS</b>                            | Brazos       | 41,800           | 41,200           | 99        |
|   | Burleson     | 5,200            | 5,000            | 96        |
|   | Jasper       | 12,500           | 12,300           | 98        |
|   | Lee          | 4,800            | 4,700            | 98        |
|   | Leon         | 5,100            | 4,900            | 96        |
|   | Victoria     | 27,000           | 26,500           | 98        |
| <b>Station Totals</b>                   |              | <b>1,614,800</b> | <b>1,594,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>1,308,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>810,100</b>   |           |

# Texas—Houston

**KRIV**

Ch. 26

**Network Service:** Fox.

**Licensee:** News America Television Inc.

**Studio:** 3935 Westheimer Rd., Houston, TX 77027.

**Telephone:** 713-626-2610. **TWX:** 910-881-6212.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 5000-kw max. & 1303-kw horizontal visual, 500-kw max. & 130-kw horizontal aural. Antenna: 1950-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 28"  
Longitude 95° 29' 37"

**Transmitter:** 0.4-mi. S of Rte. 2234, 0.1-mi. W of intersection with Blue Ridge Rd., 4-mi. SE of Missouri City.

**Satellite Earth Stations:** Harris, 6.1-meter; Microdyne, 5-meter; Harris, Microdyne receivers.

**News Services:** AP, CNN, Fox News, Houston Metro News, National Weather Service, UPI.

**Ownership:** Fox Television Station Group. See Group Ownership of Television Stations.

**Began Operation:** August 15, 1971. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Crest Bcstg. approved April 6, 1978 (Television Digest, Vol. 17:34).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

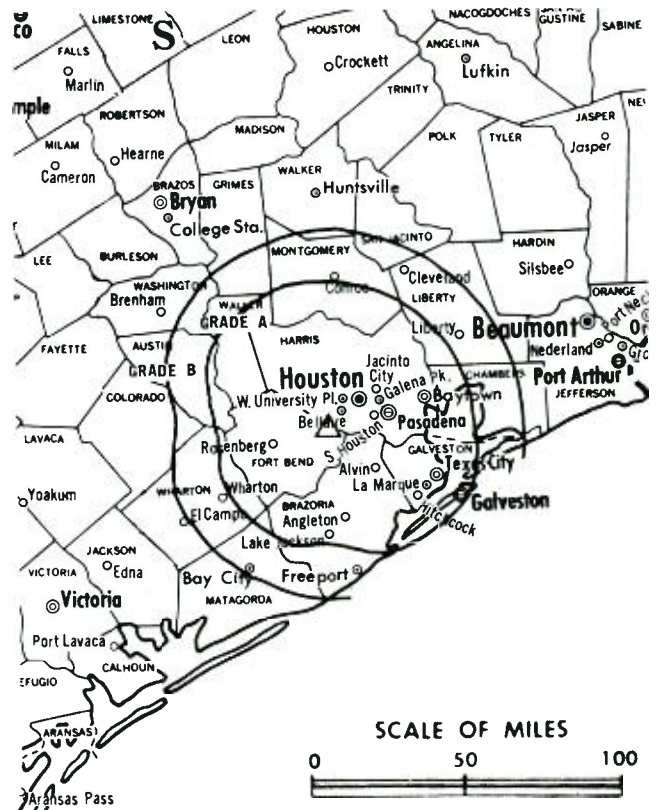
M. JERRY MARCUS, vice president & general manager.  
GAYLE BRAMMER, vice president & general sales manager.  
ROZ BROWN, vice president & program director.  
WENDELL WYBORN, vice president & chief engineer.  
KIMERLY MONTOUR, news director.

**Rates:** Not available.

**City of License:** Houston. **ADI:** Houston. **Rank:** 10.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |    |
|                        | Austin       | 8,000            | 7,800         | 97 |
|                        | Brazoria     | 68,200           | 67,600        | 99 |
|                        | Chambers     | 7,900            | 7,800         | 99 |
|                        | Colorado     | 7,600            | 7,400         | 97 |
|                        | Fort Bend    | 63,800           | 62,900        | 99 |
|                        | Galveston    | 79,400           | 78,500        | 99 |
|                        | Harris       | 1,035,500        | 1,026,100     | 99 |
|                        | Liberty      | 20,300           | 19,900        | 98 |
|                        | Matagorda    | 15,900           | 15,600        | 98 |
| Montgomery             | 60,400       | 59,300           | 98            |    |



KRIV BNPCT-811014KE Granted 11/15/81

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| Net Weekly Circulation                  | State County | Total Households | TV Households    | %         |
|---|--------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Waller       | 7,100            | 6,900            | 97        |
|   | Washington   | 8,900            | 8,600            | 97        |
|   | Wharton      | 15,300           | 15,000           | 98        |
| <b>Between 25-49%</b>                   | <b>TEXAS</b> |                  |                  |           |
|   | Fayette      | 8,100            | 7,700            | 95        |
|   | Jackson      | 5,000            | 4,900            | 98        |
|   | Jefferson    | 94,400           | 93,700           | 99        |
|   | Polk         | 12,200           | 11,900           | 98        |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                  |           |
|   | Burleson     | 5,200            | 5,000            | 96        |
|   | Grimes       | 5,500            | 5,300            | 96        |
|   | Hardin       | 16,000           | 15,700           | 98        |
|   | Jasper       | 12,500           | 12,300           | 98        |
|   | Lavaca       | 7,700            | 7,400            | 96        |
|   | Madison      | 3,600            | 3,500            | 97        |
|   | Orange       | 31,400           | 31,100           | 99        |
|   | San Jacinto  | 5,900            | 5,700            | 97        |
|   | Trinity      | 4,600            | 4,400            | 96        |
| <b>Station Totals</b>                   |              | <b>1,625,800</b> | <b>1,606,900</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>907,800</b>   |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>394,600</b>   |           |

# Texas—Houston

## KTRK-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** KTRK Inc., 24 E. 51st St., New York, NY 10022.

**Studio:** 3310 Bissonnet St., Houston, TX 77005.

**Telephone:** 713-666-0713. **TWX:** 910-881-1511.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 1930-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 28"  
Longitude 95° 29' 37"

**Transmitter:** 0.5-mi. E of S. Post Rd. & FM Rd. 2234 Intersection, near Houston.

**Satellite Earth Stations:** Vertex, 9-meter C-band; 2 Andrew, 7-meter C-band; Vertex, 6-meter Ku-band; Avantek, Harris receivers.

**News Services:** AP, Sportsticker, UPI.

**Ownership:** Capital Cities/ABC Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 20, 1954. Sale to present owner by Houston Consolidated TV Co. approved by FCC June 15, 1967 (**Television Digest**, Vol. 6:48; 7:25).

**Represented (sales):** Capital Cities/ABC National TV Sales.

**Represented (legal):** Wilmer, Cutler & Pickering.

### Personnel:

PAUL BURES, president & general manager.  
JAMES MASUCCI, vice president & operations manager.  
JIM KEELEY, general sales manager.  
WINFRED FRAZIER, local/regional sales manager.  
MARTHA McCURDY, national sales manager.  
J. L. HAMILTON, chief engineer.  
CHARLES E. WOLF, creative services manager.  
JIM TOPPING, news director.

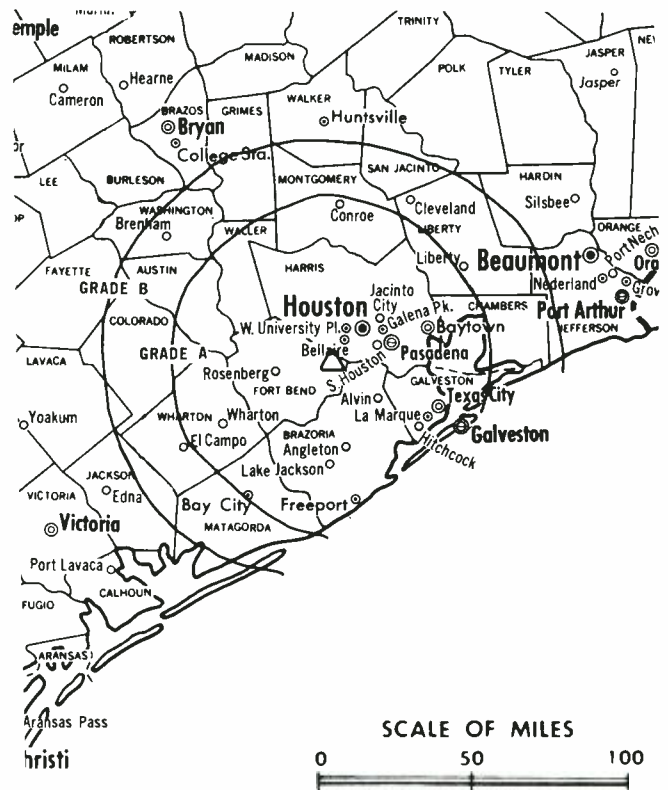
**Highest 30 Sec. Rate:** \$13,000.

**NETWORK BASE HOURLY RATE:** \$3200.

**City of License:** Houston. **ADI:** Houston. **Rank:** 10.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | TEXAS        |                  |               |    |
|                        | Austin       | 8,000            | 7,800         | 97 |
|                        | Brazoria     | 68,200           | 67,600        | 99 |
|                        | Brazos       | 41,800           | 41,200        | 99 |
|                        | Calhoun      | 7,400            | 7,300         | 99 |
|                        | Chambers     | 7,900            | 7,800         | 99 |
|                        | Colorado     | 7,600            | 7,400         | 97 |
|                        | Fort Bend    | 63,800           | 62,900        | 99 |
|                        | Galveston    | 79,400           | 78,500        | 99 |
|                        | Grimes       | 5,500            | 5,300         | 96 |
|                        | Harris       | 1,035,500        | 1,026,100     | 99 |



KTRK-TV BPCT-780825IB Granted 12/12/80

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| Net Weekly Circulation                  | State County | Total Households | TV Households    | %                |
|---|--------------|------------------|------------------|------------------|
| 50% & Over                              | Jackson      | 5,000            | 4,900            | 98               |
|   | Liberty      | 20,300           | 19,900           | 98               |
|   | Madison      | 3,600            | 3,500            | 97               |
|   | Matagorda    | 15,900           | 15,600           | 98               |
|   | Montgomery   | 60,400           | 59,300           | 98               |
|   | Polk         | 12,200           | 11,900           | 98               |
|   | San Jacinto  | 5,900            | 5,700            | 97               |
|   | Walker       | 15,400           | 14,900           | 97               |
|   | Waller       | 7,100            | 6,900            | 97               |
|   | Washington   | 8,900            | 8,600            | 97               |
|   | Wharton      | 15,300           | 15,000           | 98               |
| Between 25-49%                          | TEXAS        |                  |                  |                  |
|   | Angelina     | 24,800           | 24,400           | 98               |
|   | Fayette      | 8,100            | 7,700            | 95               |
|   | Houston      | 8,500            | 8,200            | 96               |
| Trinity                                 | 4,600        | 4,400            | 96               |                  |
| Between 5-24%                           | TEXAS        |                  |                  |                  |
|   | Burleson     | 5,200            | 5,000            | 96               |
|   | Jasper       | 12,500           | 12,300           | 98               |
|   | Lavaca       | 7,700            | 7,400            | 96               |
|   | Leon         | 5,100            | 4,900            | 96               |
|   | Robertson    | 6,100            | 6,000            | 98               |
| <b>Station Totals</b>                   |              | <b>1,577,700</b> | <b>1,558,400</b> | <b>98</b>        |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                  | <b>1,351,500</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                  | <b>853,100</b>   |

# Texas—Houston

**KTXH**

**Ch. 20**

**Network Service:** None, independent.

**Licensee:** TVX of Houston Inc., 8950 Kirby Dr., Houston, TX 77054.

**Studio:** 8950 Kirby Dr., Houston, TX 77054.

**Telephone:** 713-661-2020.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. & 2275-kw horizontal visual, 500-kw max. & 228-kw horizontal aural. Antenna: 1807-ft. above av. terrain, 1971-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 34"  
Longitude 95° 30' 36"

**Transmitter:** 0.6-mi. E of Missouri City boundary.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

**News Services:** AP, CNN Headline News.

**Ownership:** TVX Broadcast Group. See Group Ownership of Television Stations.

**Began Operation:** November 7, 1982, left air Dec. 7, 1982; resumed operation Feb. 13, 1983. Sale to present owner by Taft Television & Radio Co. approved by FCC Feb. 20, 1987 (**Television Digest**, Vol. 27:9, 14, 15). Previous sale to Taft by Gulf Broadcast Group approved by FCC May 30, 1985 (Vol. 25:5, 20, 22). Sale to Gulf by Peter S. McMullen, Sidney Shlenker, et al., approved Dec. 11, 1984 (Vol. 24:23, 53).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

**Personnel:**

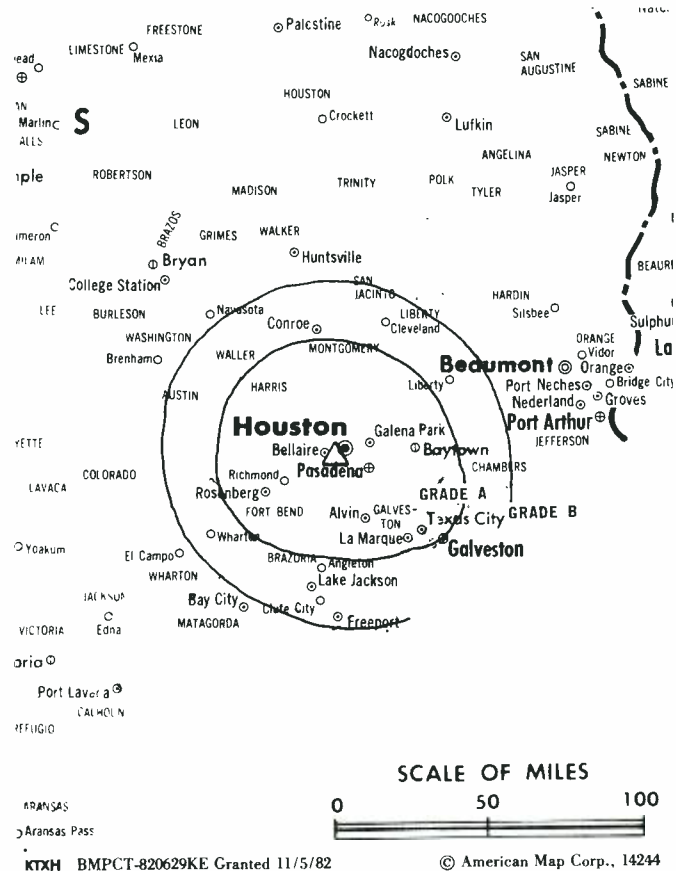
VINCENT BARRESI, vice president & general manager.  
PATRIA DUNCAN, program director.  
JULIO BERMUDEZ, general sales manager.

**Rates:** Not available.

**City of License:** Houston. **ADI:** Houston. **Rank:** 10.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |    |
|                        | Austin       | 8,000            | 7,800         | 97 |
|                        | Brazoria     | 68,200           | 67,600        | 99 |
|                        | Chambers     | 7,900            | 7,800         | 99 |
|                        | Colorado     | 7,600            | 7,400         | 97 |
|                        | Fort Bend    | 63,800           | 62,900        | 99 |
|                        | Galveston    | 79,400           | 78,500        | 99 |
|                        | Harris       | 1,035,500        | 1,026,100     | 99 |
|                        | Liberty      | 20,300           | 19,900        | 98 |
|                        | Montgomery   | 60,400           | 59,300        | 98 |
|                        | Walker       | 15,400           | 14,900        | 97 |



| Net Weekly Circulation                  | State County | Total Households | TV Households    | %         |
|---|--------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Waller       | 7,100            | 6,900            | 97        |
|   | Washington   | 8,900            | 8,600            | 97        |
|   | Wharton      | 15,300           | 15,000           | 98        |
| <b>Between 25-49%</b>                   | <b>TEXAS</b> |                  |                  |           |
|   | Brazos       | 41,800           | 41,200           | 99        |
|   | Fayette      | 8,100            | 7,700            | 95        |
|   | Jackson      | 5,000            | 4,900            | 98        |
|   | Matagorda    | 15,900           | 15,600           | 98        |
|   | Polk         | 12,200           | 11,900           | 98        |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                  |           |
|   | Burleson     | 5,200            | 5,000            | 96        |
|   | Grimes       | 5,500            | 5,300            | 96        |
|   | Lavaca       | 7,700            | 7,400            | 96        |
|   | San Jacinto  | 5,900            | 5,700            | 97        |
| <b>Station Totals</b>                   |              | <b>1,513,300</b> | <b>1,495,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>905,700</b>   |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>379,400</b>   |           |

# Texas—Irving

## KHSX

(formerly KLTJ)

Ch. 49

**Network Service:** HSN.

**Grantee:** Silver King Bcstg. Co. Inc. of Dallas, 1957 E. Irving Blvd., Irving, TX 75060.

**Studio:** 1957 E. Irving Blvd., Irving, TX 75060.

**Telephone:** 214-579-4900.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 2750-kw max. visual, 275-kw max. aural. Antenna: 1171-ft. above av. terrain, 982-ft. above ground, 1784-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 32° | 35' | 24" |
| Longitude | 96° | 58' | 21" |

**Transmitter:** 1574 W. Belt Line Rd., Cedar Hill.

**Multichannel TV Sound:** Planned.

**Satellite Earth Station:** Pinzone, 6.1-meter C-band.

**Ownership:** Silver King Broadcasting Inc. See Group Ownership of Television Stations.

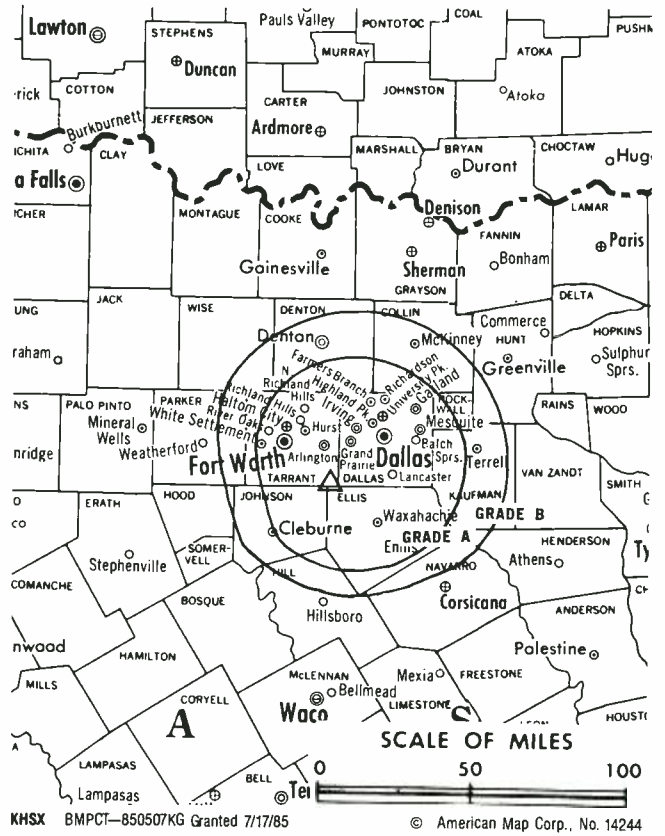
**Began Operation:** April 17, 1984. Sale to present owner by Cela Inc. approved by FCC April 7, 1987.

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

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

JO E. EDGELL, general manager.  
ALLEN McCARTY, chief engineer.  
TONY MONTES, program manager.



KHSX BMPCT-850507KG Granted 7/17/85

© American Map Corp., No. 14244

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate (June 1, 1987):** \$200.

**City of License:** Irving. **ADI:** Dallas-Fort Worth. **Rank:** 8.



# Texas—Kerrville

**KRRT**

Ch. 35

**Network Service:** Fox.

**Licensee:** TVX of Kerrville/San Antonio.

**Studio:** 6218 N.W. Loop 410, San Antonio, TX 78238.

**Telephone:** 512-684-0035.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1763-ft. above av. terrain, 1520-ft. above ground, 3016-ft. above sea level.

Latitude 29° 36' 37"  
Longitude 98° 53' 35"

**Transmitter:** 2.3-mi. ENE of intersection of Hwys. 1283 & 37, Lake Hills.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 United Satellite Systems, 5-meter C-band; U.S. Tower, 2-meter Ku-band; Collins, Scientific-Atlanta receivers.

**Ownership:** TVX Broadcast Group, 80%. See Group Ownership of Television Stations.

**Began Operation:** November 6, 1985.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

**Represented (engineering):** Lawrence Behr Associates Inc.

**Personnel:**

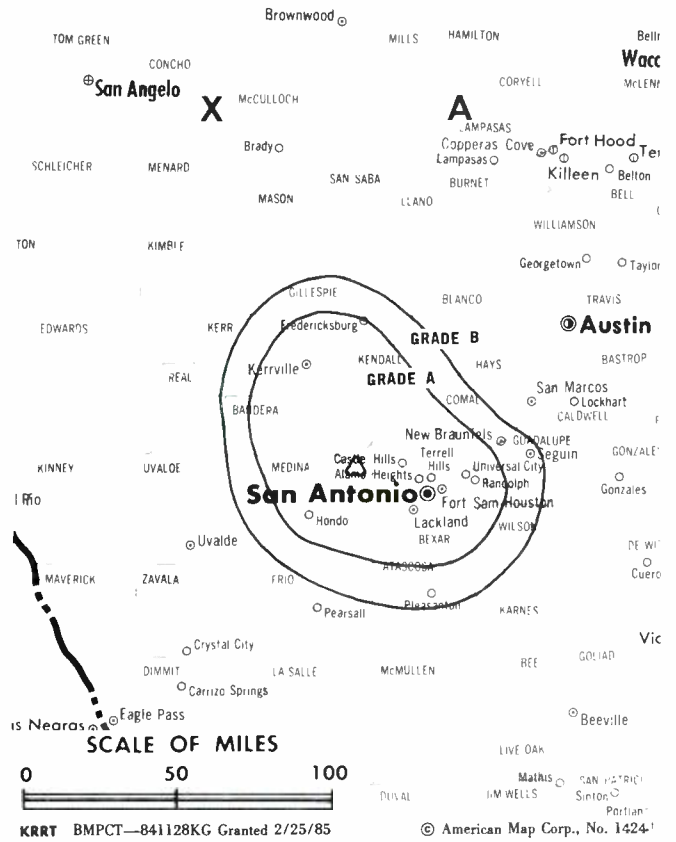
RICHARD LOWE, vice president & general manager.  
MORRIE BEITCH, sales director.

**Highest 30 Sec. Rate:** \$600.

**City of License:** Kerrville. **ADI:** San Antonio. **Rank:** 44.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |     |
|                        | Bandera      | 3,700            | 3,700         | 100 |
|                        | Kendall      | 5,100            | 5,000         | 98  |
|                        | Medina       | 8,700            | 8,500         | 98  |
| <b>Between 25-49%</b>  | <b>TEXAS</b> |                  |               |     |
|                        | Atascosa     | 10,100           | 9,900         | 98  |
|                        | Bexar        | 374,100          | 369,800       | 99  |
|                        | Comal        | 17,100           | 16,900        | 99  |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | Edwards      | 700              | 700            | 100       |
|   | Guadalupe    | 19,600           | 19,200         | 98        |
|   | Kerr         | 14,200           | 13,900         | 98        |
|   | Mason        | 1,600            | 1,500          | 94        |
|   | Uvalde       | 7,800            | 7,600          | 97        |
|   | Wilson       | 6,600            | 6,400          | 97        |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                |           |
|   | Blanco       | 2,400            | 2,400          | 100       |
|   | Frio         | 4,400            | 4,300          | 98        |
|   | Gillespie    | 6,400            | 6,200          | 97        |
| <b>Station Totals</b>                   |              | <b>482,500</b>   | <b>476,000</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>226,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>102,400</b> |           |

# Texas—Laredo

## KGNS-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** KGNS Laredo Inc., Box 2829, Laredo, TX 78041.

**Studio:** 102 West Del Mar Blvd., Laredo, TX 78041.

**Mailing Address:** Box 2829, Laredo, TX 78041.

**Telephone:** 512-727-8888.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 42.2-kw aural. Antenna: 1020-ft. above av. terrain, 1049-ft. above ground, 1549-ft. above sea level.

Latitude 27° 40' 22"  
Longitude 99° 39' 23"

**Transmitter:** 0.8-mi. N of Islitas.

**Satellite Earth Stations:** 5 in operation; Harris, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Malcolm I. Glazer, pres.-treas., 100%; Kevin Glazer, v.p.-secy. See Group Ownership of Television Stations.

**Began Operation:** January 5, 1956. Transfer from partners H. C. Avery Jr. & David H. Cole to Donald W. Reynolds approved July 30, 1958 by FCC (Television Digest, Vol. 14:28, 32). Sale to T. Frank Smith Jr., et al., approved by FCC Oct. 4, 1977. Sale to Burke Bcstg. approved by FCC Oct. 28, 1983. Rescinded Nov. 2, 1983. Granted Dec. 15, 1983. Federal court subsequently ordered that Burke sell station back to Gulf Coast Bcstg. Co., to be followed by sale to Century Development Co. (Malcolm I. Glazer).

**Represented (sales):** Katz Television.

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

**Personnel:**

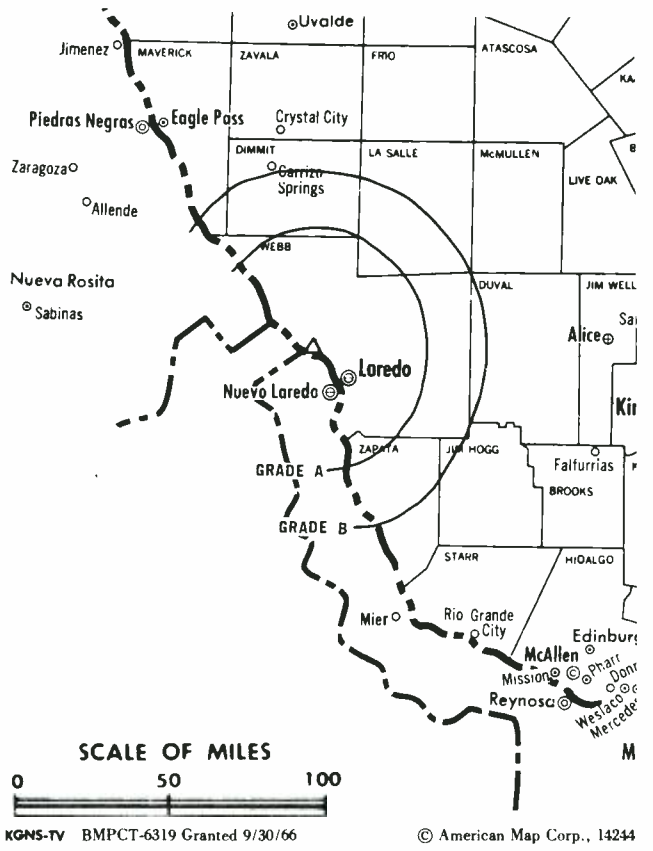
RAUL DAVILA, vice president & general manager.  
VELIA HERRERA, office manager & national sales.  
TOM SULLIVAN, sales manager.  
DAVID YORK, chief engineer.

**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$230.

**City of License:** Laredo. **ADI:** Laredo. **Rank:** 199.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KGNS-TV BMPCT-6319 Granted 9/30/66

© American Map Corp., 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households | %             |
|---|--------------|------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | <b>TEXAS</b> |                  |               |               |
|   | Webb         | 32,000           | 31,400        | 98            |
|   | Zapata       | 2,500            | 2,400         | 96            |
| <b>Between 25-49%</b>                   | <b>TEXAS</b> |                  |               |               |
|   | La Salle     | 2,000            | 1,900         | 95            |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |               |               |
|   | Dimmit       | 3,500            | 3,300         | 94            |
|   | Duval        | 4,200            | 4,100         | 98            |
|   | Jim Hogg     | 1,800            | 1,700         | 94            |
|   | Maverick     | 9,900            | 9,400         | 95            |
| <b>Station Totals</b>                   |              | <b>55,900</b>    | <b>54,200</b> | <b>96</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |               | <b>30,000</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |               | <b>16,900</b> |

# Texas—Laredo

## KLDO-TV

Ch. 27

**Network Service:** ABC.

**Licensee:** Panorama Broadcasting Co., 1600 Riverdrive Mall, Laredo, TX 78040.

**Studio:** 1600 Riverdrive Mall, Laredo, TX 78040.

**Mailing Address:** Riverdrive Mall, 1600 Water St., Laredo, TX 78040.

**Telephone:** 512-727-0027.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 3715-kw max. visual, 372-kw max. aural. Antenna: 221-ft. above av. terrain, 352-ft. above ground, 733-ft. above sea level.

Latitude 27° 30' 03.5"  
Longitude 99° 30' 37.0"

**Transmitter:** 1600 Water St., Laredo.

**Satellite Earth Stations:** 2 in operation; Scientific-Atlanta, 5-meter; Avcom, Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** Oscar M. Laurel, pres.; Hector H. Garcia, v.p.; Eduardo Pena Jr., secy.-treas.; Raymond Botello; Oscar M. Laurel Jr.; David C. Leyendecker; Reynaldo Gonzalez.

**Began Operation:** December 18, 1984.

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

**Represented (legal):** Sanford, Adams, McCullough & Beard.

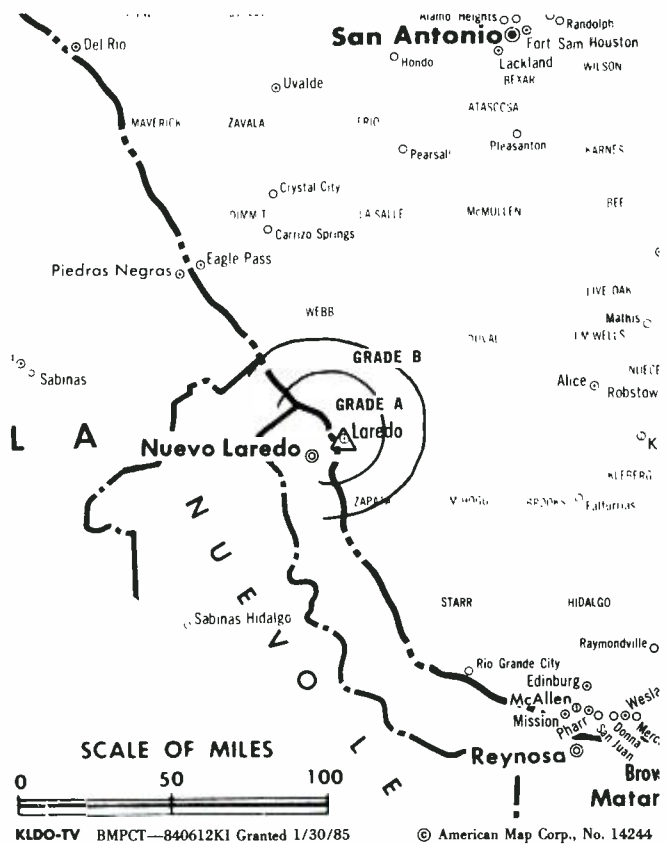
**Represented (engineering):** John Fergie & Associates.

**Personnel:**

JERRY MORRIS, general manager.  
HUGO ALCOCER, local sales manager.  
HUGO ALCOCER JR., production manager.  
RENE GONZALES, chief engineer.

**City of License:** Laredo. **ADI:** Laredo. **Rank:** 199.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KLDO-TV BMPCT—840612K1 Granted 1/30/85 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households | %         |
|---|--------------|------------------|---------------|-----------|
| 50% & Over                              | TEXAS        |                  |               |           |
|   | Webb         | 32,000           | 31,400        | 98        |
|   | Zapata       | 2,500            | 2,400         | 96        |
| Between 5-24%                           | TEXAS        |                  |               |           |
|   | Duval        | 4,200            | 4,100         | 98        |
| <b>Station Totals</b>                   |              | <b>38,700</b>    | <b>37,900</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>28,000</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>16,900</b> |           |

# Texas—Laredo

**KVTV**

**Ch. 13**

(Satellite of KZTV, Corpus Christi, TX)

**Network Service:** CBS.

**Licensee:** K-SIX Television Inc., 301 Artesian St., Corpus Christi, TX 78401.

**Studio:** Anna & Shea Sts., Laredo, TX 78041.

**Mailing Address:** Box 2039, Laredo, TX 78044.

**Telephone:** 512-723-2923.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 87.5-kw visual, 17.4-kw aural. Antenna: 920-ft. above av. terrain, 1035-ft. above ground, 1449-ft. above sea level.

Latitude 27° 31' 04"  
Longitude 99° 31' 20"

**Transmitter:** Anna & Shea Sts.

**Satellite Earth Station:** In operation; Pinzone, RCA, Scientific-Atlanta receivers.

**News Services:** CBS, Southwest Newswire, UPI.

**Ownership:** Corpus Christi Bcstg. Co. Inc. (K-SIX), 54.2%; Vann M. Kennedy, pres., 29%; Charles R. Manning, v.p., 0.66%; Cecil E. Burney, secy., 1.2%; Lillian R. Mahoney, treas.; 32 others, none with more than 3%.

**Began Operation:** December 28, 1973.

**Represented (sales):** Seltel Inc.

**Personnel:**

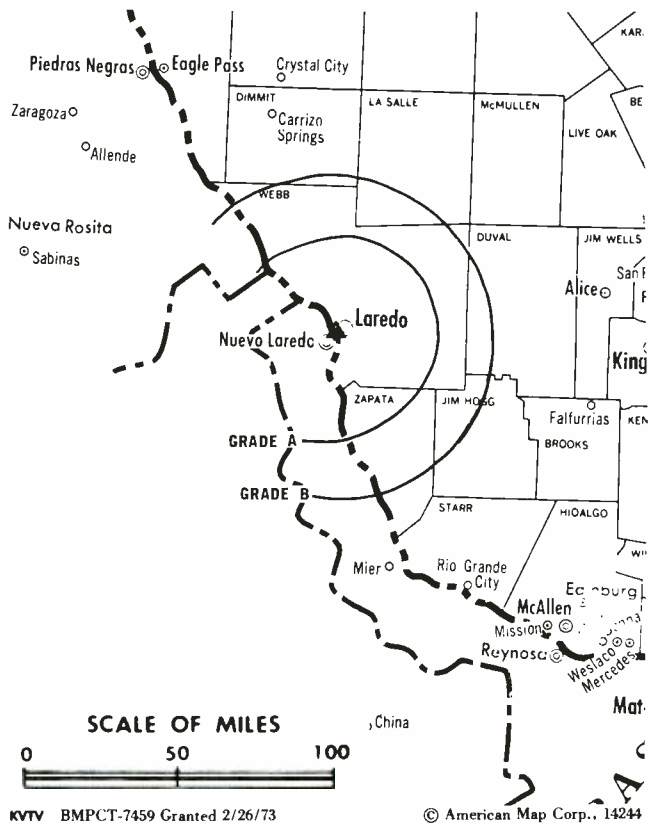
VANN M. KENNEDY, president & general manager.  
JAY DICKEY, station manager.  
JUAN CAMPOS, news director.  
RALPH QUIROZ, chief engineer.

**Highest 30 Sec. Rate:** \$250.

**NETWORK BASE HOURLY RATE:** \$140.

**City of License:** Laredo. **ADI:** Laredo. **Rank:** 199.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County | Total Households | TV Households | %         |
|---|--------------|------------------|---------------|-----------|
| 50% & Over                              | TEXAS Webb   | 32,000           | 31,400        | 98        |
|   | Zapata       | 2,500            | 2,400         | 96        |
| Between 5-24%                           | TEXAS Dimmit | 3,500            | 3,300         | 94        |
|   | Jim Hogg     | 1,800            | 1,700         | 94        |
| <b>Station Totals</b>                   |              | <b>39,800</b>    | <b>38,800</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>26,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>13,400</b> |           |

# Texas—Lubbock

**KAMC**

Ch. 28

**Network Service:** ABC.

**Licensee:** McAlister TV Enterprises Inc., Box 2805, Lubbock, TX 79408.

**Studio:** 1201 84th St., Lubbock, TX 79423.

**Mailing Address:** Box 2805, Lubbock, TX 79408.

**Telephone:** 806-745-2828.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 2000-kw max. & 788-kw horizontal visual, 374-kw max. & 153-kw horizontal aural. Antenna: 840-ft. above av. terrain, 875-ft. above ground, 4081-ft. above sea level.

Latitude 33° 30' 57"  
Longitude 101° 50' 54"

**Transmitter:** 0.2-mi. SW of 84th St. & Ave. J, near Lubbock.

**Satellite Earth Stations:** Satcom Technologies, 9.2-meter C-band; Satcom Technologies, 5-meter C-band; Vertex, 4.57-meter Ku-band; Harris, 3-meter C-band; M/A-Com receivers.

**News Service:** AP.

**Ownership:** Bill B. McAlister Estate, (Robert A. Nash, independent executor), 75%; Marjorie Thompson, 25%.

**Began Operation:** November 11, 1968. Transfer of control to present owners approved by FCC March 24, 1975.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Personnel:**

ROBERT A. NASH, president & general manager.  
A. C. WIMBERLY, exec. vice president & station manager.  
BILL MADDOX, vice president & general sales manager.

**Highest One Hour Rate:** \$2000.

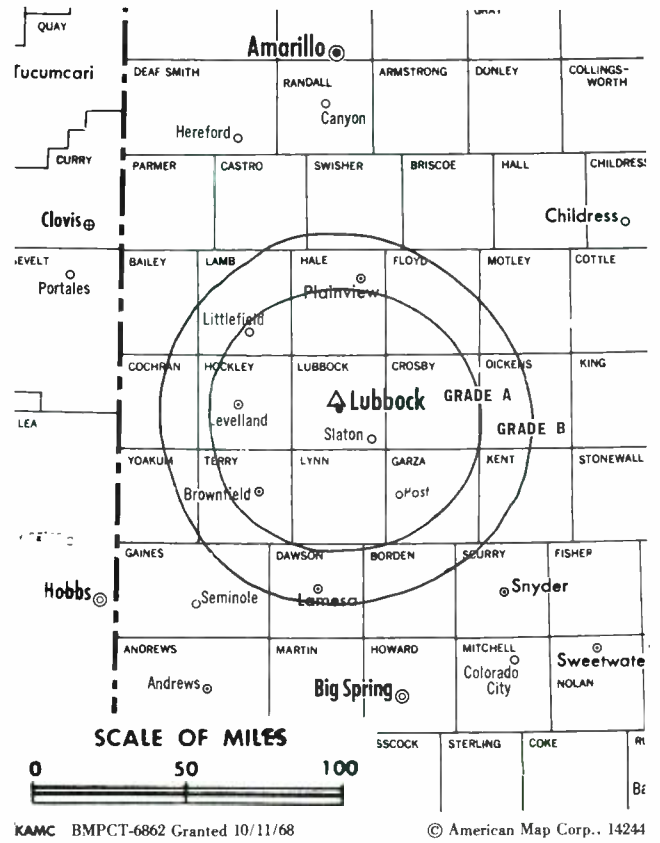
**Highest 30 Sec. Rate:** \$450.

**NETWORK BASE HOURLY RATE:** \$300.

**City of License:** Lubbock. **ADI:** Lubbock. **Rank:** 150.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |     |
|                        | Bailey       | 2,700            | 2,700         | 100 |
|                        | Cochran      | 1,500            | 1,500         | 100 |
|                        | Crosby       | 2,800            | 2,800         | 100 |
|                        | Dawson       | 5,600            | 5,500         | 98  |
|                        | Dickens      | 1,400            | 1,400         | 100 |
|                        | Floyd        | 3,200            | 3,200         | 100 |
|                        | Garza        | 1,900            | 1,900         | 100 |



KAMC BMPCT-6862 Granted 10/11/68

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| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Hale                  | 12,800           | 12,700         | 99        |
|   | Hockley               | 8,400            | 8,300          | 99        |
|   | Lamb                  | 6,400            | 6,300          | 98        |
|   | Lubbock               | 79,800           | 79,100         | 99        |
|   | Lynn                  | 2,700            | 2,700          | 100       |
|   | Motley                | 800              | 800            | 100       |
|   | Terry                 | 5,200            | 5,100          | 98        |
|   | Yoakum                | 3,400            | 3,400          | 100       |
|   | <b>Between 25-49%</b> | <b>TEXAS</b>     |                |           |
| Borden                                  |                       | 300              | 300            | 100       |
| Castro                                  |                       | 3,300            | 3,200          | 97        |
| <b>Between 5-24%</b>                    | <b>NEW MEXICO</b>     |                  |                |           |
|   | Curry                 | 16,000           | 15,600         | 98        |
|   | <b>TEXAS</b>          |                  |                |           |
|   | Kent                  | 400              | 400            | 100       |
| Scurry                                  | 7,200                 | 7,100            | 99             |           |
| <b>Station Totals</b>                   |                       | <b>170,600</b>   | <b>168,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>119,500</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>70,000</b>  |           |

# Texas—Lubbock

## KCBD-TV

Ch. 11

**Network Service:** NBC.

**Licensee:** Holsum Inc., 214 N. Main, Roswell, NM 88201.

**Studio:** 5600 Ave. A, Box 2190, Lubbock, TX 79408.

**Telephone:** 806-744-1414. **TWX:** 910-896-4306.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 760-ft. above av. terrain, 814-ft. above ground, 4014-ft. above sea level.

Latitude 33° 32' 32"  
Longitude 101° 50' 14"

**Transmitter:** U.S. Hwy. 87 between 50th & 66th Sts.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta, 6-meter; Scientific-Atlanta, 4.6-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, NBC, UPI.

**Ownership:** Holsum Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 10, 1953. Sale to State Record by Bryant Radio & Television Inc. approved by FCC May 26, 1971 (*Television Digest*, Vol. 11:4). Sale to present owner by State Record approved by FCC Aug. 12, 1983.

**Represented (sales):** Katz Television.

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

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

### Personnel:

JOE CARRIERE, president.  
BILL DeTOURNILLON, general manager.  
CRAIG WELLS, general sales manager.  
SHERRELL LAMBERT, chief engineer.  
SKIP WATSON, news director.  
WAYNE CLARK, business manager.

**Highest One Hour Rate:** \$2500.

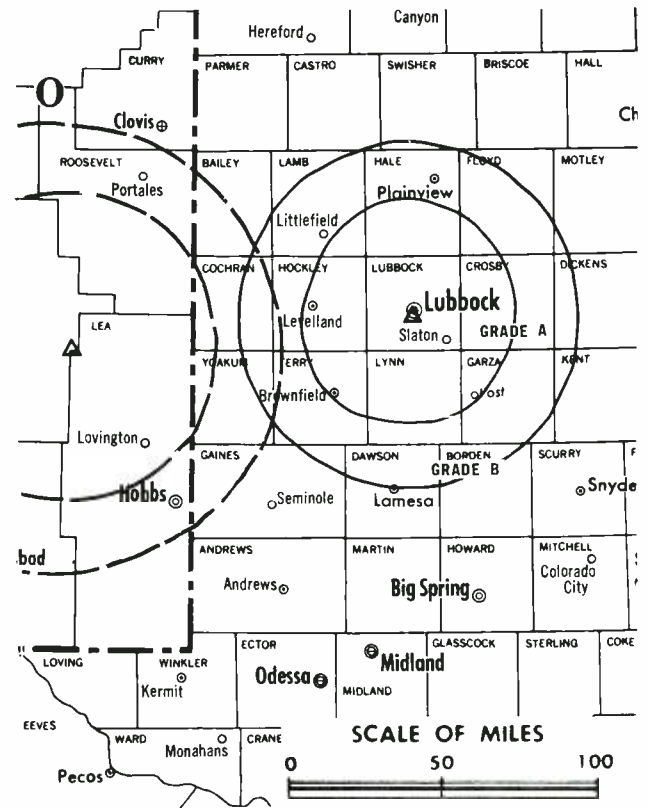
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$1150.

**City of License:** Lubbock. **ADI:** Lubbock. **Rank:** 150.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over             | TEXAS        |                  |               |     |
|                        | Bailey       | 2,700            | 2,700         | 100 |
|                        | Borden       | 300              | 300           | 100 |
|                        | Cochran      | 1,500            | 1,500         | 100 |
|                        | Crosby       | 2,800            | 2,800         | 100 |
|                        | Dawson       | 5,600            | 5,500         | 98  |
|                        | Dickens      | 1,400            | 1,400         | 100 |



KCBD-TV BMPCT-5814 Granted 2/1/63

© American Map Corp., 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| 50% & Over                              | Floyd        | 3,200            | 3,200          | 100       |
|   | Garza        | 1,900            | 1,900          | 100       |
|   | Hale         | 12,800           | 12,700         | 99        |
|   | Hockley      | 8,400            | 8,300          | 99        |
|   | Kent         | 400              | 400            | 100       |
|   | King         | 200              | 200            | 100       |
|   | Lamb         | 6,400            | 6,300          | 98        |
|   | Lubbock      | 79,800           | 79,100         | 99        |
|   | Lynn         | 2,700            | 2,700          | 100       |
|   | Motley       | 800              | 800            | 100       |
|   | Scurry       | 7,200            | 7,100          | 99        |
|   | Terry        | 5,200            | 5,100          | 98        |
|   | Yoakum       | 3,400            | 3,400          | 100       |
| Between 25-49%                          | TEXAS        |                  |                |           |
|   | Castro       | 3,300            | 3,200          | 97        |
| Between 5-24%                           | NEW MEXICO   |                  |                |           |
|   | Lea North    | 20,600           | 20,100         | 98        |
|   | TEXAS        |                  |                |           |
|   | Gaines       | 4,800            | 4,800          | 100       |
| Parmer                                  | 3,400        | 3,400            | 100            |           |
| Swisher                                 | 3,300        | 3,300            | 100            |           |
| <b>Station Totals</b>                   |              | <b>182,100</b>   | <b>180,200</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>136,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>91,200</b>  |           |

# Texas—Lubbock

**KJTV**

**Ch. 34**

**Network Service:** Fox.

**Licensee:** Ramar Communications Inc., Box 3757, Lubbock, TX 79452.

**Studio:** 9800 University Ave., Lubbock, TX 79423.

**Telephone:** 806-745-3434. **TWX:** 910-896-4317.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 3752-kw visual, 373.25-kw aural. Antenna: 915-ft. above av. terrain, 893-ft. above ground, 4100-ft. above sea level.

Latitude 33° 30' 08"  
Longitude 101° 52' 20"

**Transmitter:** 100th & University, Lubbock.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Prodelin, 5-meter C-band; KJ Technologies, 5-meter C-band; Vertex, 4.3-meter Ku-band; Antenna Technology Ku- & C-band; Automation Techniques, M/A-Com, Microdyne receivers.

**News Service:** INN.

**Ownership:** Troy Raymond Moran, 100%.

**Began Operation:** December 10, 1981.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Eugene L. Burke.

**Personnel:**

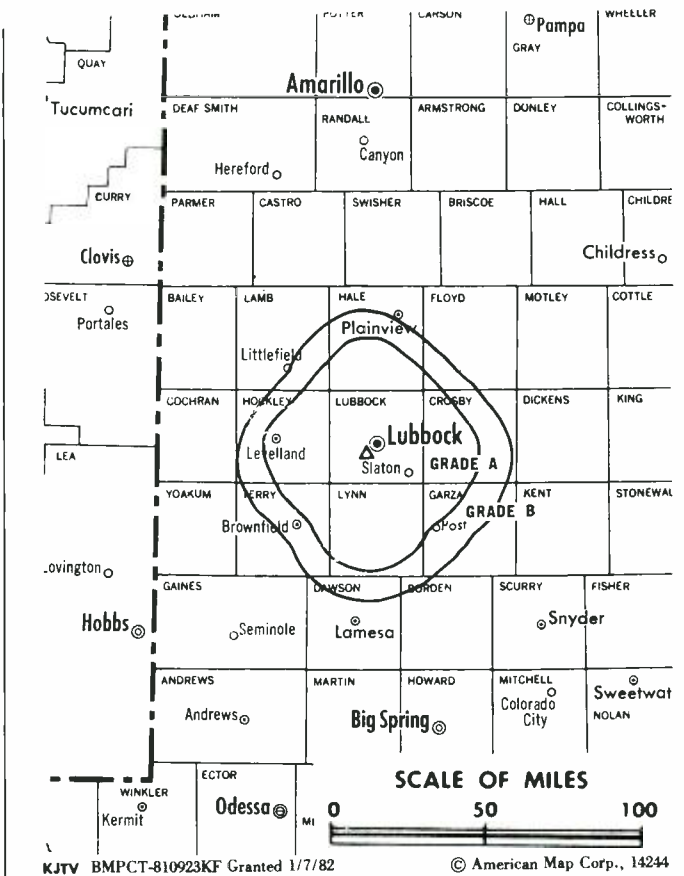
- RAY MORAN, president.
- BRAD MORAN, vice president & general manager.
- RANDY ROBERTS, general sales manager.
- RICHARD MANSELL, local sales manager.
- GUY SMITH, chief engineer.
- RICH GREEN, operations manager.
- BOB BREWER, business manager.

**Rates:** Not available.

**City of License:** Lubbock. **ADI:** Lubbock. **Rank:** 150.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |     |
|                        | Borden       | 300              | 300           | 100 |
|                        | Cochran      | 1,500            | 1,500         | 100 |
|                        | Crosby       | 2,800            | 2,800         | 100 |
|                        | Dawson       | 5,600            | 5,500         | 98  |
|                        | Dickens      | 1,400            | 1,400         | 100 |
|                        | Floyd        | 3,200            | 3,200         | 100 |
|                        | Garza        | 1,900            | 1,900         | 100 |
|                        | Hale         | 12,800           | 12,700        | 99  |
|                        | Hockley      | 8,400            | 8,300         | 99  |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %             |
|---|--------------|------------------|----------------|---------------|
| <b>50% &amp; Over</b>                   | Lamb         | 6,400            | 6,300          | 98            |
|   | Lubbock      | 79,800           | 79,100         | 99            |
|   | Lynn         | 2,700            | 2,700          | 100           |
|   | Terry        | 5,200            | 5,100          | 98            |
| <b>Between 25-49%</b>                   | <b>TEXAS</b> |                  |                |               |
|   | Bailey       | 2,700            | 2,700          | 100           |
|   | Castro       | 3,300            | 3,200          | 97            |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                |               |
|   | Gaines       | 4,800            | 4,800          | 100           |
|   | Hall         | 2,100            | 2,000          | 95            |
|   | Kent         | 400              | 400            | 100           |
|   | Motley       | 800              | 800            | 100           |
|   | Scurry       | 7,200            | 7,100          | 99            |
|   | Swisher      | 3,300            | 3,300          | 100           |
|   | Yoakum       | 3,400            | 3,400          | 100           |
| <b>Station Totals</b>                   |              | <b>163,300</b>   | <b>161,800</b> | <b>99</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>90,400</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>41,200</b> |

# Texas—Lubbock

## KLBK-TV

Ch. 13

**Network Service:** CBS.

**Licensee:** Charles Woods Television Corp., Box 1559, Lubbock, TX 79408.

**Studio:** 7400 University Ave., Lubbock, TX 79423.

**Telephone:** 806-745-2345. **TWX:** 910-896-4321.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 251-kw visual, 25.1-kw aural. Antenna: 880-ft. above av. terrain, 923-ft. above ground, 4143-ft. above sea level.

Latitude 33° 31' 33"  
Longitude 101° 52' 07"

**Transmitter:** 7400 University Ave.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 4-meter; RCA, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Charles Woods, 100%. See Group Ownership of Television Stations.

**Began Operation:** November 13, 1952. Sale by W. D. (Dub) Rogers and associates to Grayson Enterprises approved by FCC Oct. 11, 1961 (**Television Digest**, Vol. 17:27; 1:5). Sale of control to Theodore Shanbaum, Ellis Carp, Lee Optical and associated companies pension plan trust approved March 25, 1964. Sale of 1/3 interest from Ellis Carp to Dal-Tex Optical Co. Inc. approved March 19, 1971. Sale of 1/3 interest back to Carp by Dal-Tex approved Dec. 24, 1974. Sale to Robert L. Dudley, et al., conditionally granted March 27, 1980; full grant by FCC May 23, 1980 (Vol. 20:13). Sale of 50% by Dudley to Charles Woods, giving him 100%, approved Oct. 14, 1983.

**Represented (sales):** Blair Television.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

CHARLES WOODS, president.  
DAVID UNDERWOOD, general manager.  
DON KING, chief engineer.  
BILL BLANN, production manager.

**Highest One Hour Rate:** \$1500.

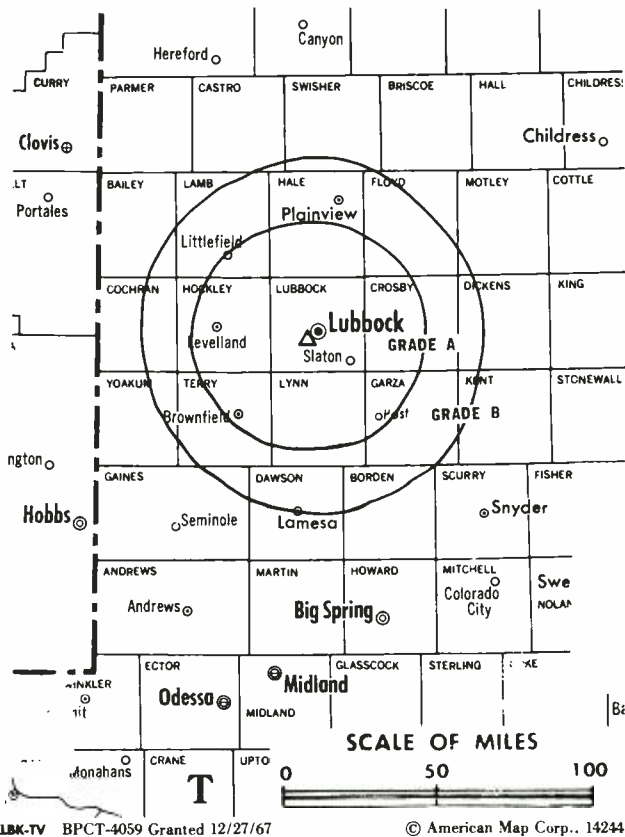
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$900.

**City of License:** Lubbock. **ADI:** Lubbock. **Rank:** 150.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over             | TEXAS        |                  |               |     |
|                        | Bailey       | 2,700            | 2,700         | 100 |
|                        | Borden       | 300              | 300           | 100 |
|                        | Castro       | 3,300            | 3,200         | 97  |
|                        | Cochran      | 1,500            | 1,500         | 100 |
|                        | Crosby       | 2,800            | 2,800         | 100 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| 50% & Over                              | Dawson       | 5,600            | 5,500          | 98        |
|   | Dickens      | 1,400            | 1,400          | 100       |
|   | Floyd        | 3,200            | 3,200          | 100       |
|   | Gaines       | 4,800            | 4,800          | 100       |
|   | Garza        | 1,900            | 1,900          | 100       |
|   | Hale         | 12,800           | 12,700         | 99        |
|   | Hockley      | 8,400            | 8,300          | 99        |
|   | Kent         | 400              | 400            | 100       |
|   | King         | 200              | 200            | 100       |
|   | Lamb         | 6,400            | 6,300          | 98        |
|   | Lubbock      | 79,800           | 79,100         | 99        |
|   | Lynn         | 2,700            | 2,700          | 100       |
|   | Motley       | 800              | 800            | 100       |
| Scurry                                  | 7,200        | 7,100            | 99             |           |
| Terry                                   | 5,200        | 5,100            | 98             |           |
| Yoakum                                  | 3,400        | 3,400            | 100            |           |
| <b>TEXAS</b>                            |              |                  |                |           |
| Between 25-49%                          | Swisher      | 3,300            | 3,300          | 100       |
| <b>TEXAS</b>                            |              |                  |                |           |
| Between 5-24%                           | Parmer       | 3,400            | 3,400          | 100       |
| <b>Station Totals</b>                   |              | <b>161,500</b>   | <b>160,100</b> | <b>99</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>137,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>86,000</b>  |           |



# Texas—Lufkin-Nacogdoches

## KTRE-TV

Ch. 9

(Satellite of KLTV, Tyler, TX)

**Network Service:** ABC.

**Licensee:** Buford Television Inc. of Lufkin, Box 729, Lufkin, TX 75901.

**Studio:** 1.4-mi. NW of Clawson.

**Mailing Address:** Box 729, Lufkin, TX 75901.

**Telephone:** 409-853-5873.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 158-kw visual, 31.6-kw aural. Antenna: 670-ft. above av. terrain, 522-ft. above ground, 932-ft. above sea level.

Latitude 31° 25' 09"  
Longitude 94° 48' 02"

**Transmitter:** 1.4-mi. NW of Clawson.

**Satellite Earth Stations:** 3 in operation; Harris receivers.

**News Services:** AP, ABC.

**Ownership:** Buford Television. See Group Ownership of Television Stations.

**Began Operation:** August 17, 1955. Sale to present owners by R. W. Wortham Jr. and associates approved by FCC July 18, 1962 (*Television Digest*, Vol. 2:31).

**Represented (sales):** Katz Television.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

ROBERT P. BUFORD, president & chairman of the board.  
ERROL KAPELLUSCH, general manager.  
DUANE DARGIS, sales manager.

**Highest 30 Sec. Rate:** \$500.

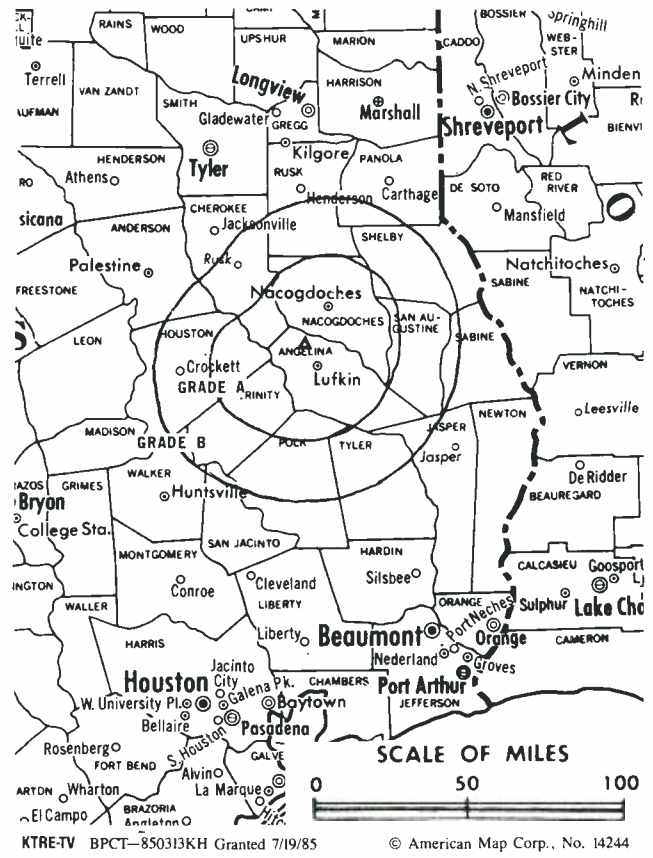
**Rates:** Sold in combination with KLTV, Tyler-Longview, TX.

**NETWORK BASE HOURLY RATE:** \$510.

**City of License:** Lufkin. **ADI:** Tyler-Longview. **Rank:** 125.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County  | Total Households | TV Households | %  |
|------------------------|---------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b>  |                  |               |    |
|                        | Angelina      | 24,800           | 24,400        | 98 |
|                        | Houston       | 8,500            | 8,200         | 96 |
|                        | Nacogdoches   | 19,100           | 18,600        | 97 |
|                        | San Augustine | 3,300            | 3,200         | 97 |



KTRE-TV BPC#-850313KH Granted 7/19/85 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %             |    |
|---|-----------------------|------------------|----------------|---------------|----|
| <b>50% &amp; Over</b>                   | Trinity               | 4,600            | 4,400          | 96            |    |
|   | <b>TEXAS</b>          |                  |                |               |    |
|   | <b>Between 25-49%</b> | Sabine           | 4,100          | 4,000         | 98 |
|   | Shelby                | 9,500            | 9,300          | 98            |    |
| <b>Between 5-24%</b>                    | <b>TEXAS</b>          |                  |                |               |    |
|   | Cherokee              | 15,300           | 14,900         | 98            |    |
|   | Jasper                | 12,500           | 12,300         | 98            |    |
|   | Polk                  | 12,200           | 11,900         | 98            |    |
|   | San Jacinto           | 5,900            | 5,700          | 97            |    |
|   | Tyler                 | 8,000            | 7,800          | 97            |    |
|   | Walker                | 15,400           | 14,900         | 97            |    |
| <b>Station Totals</b>                   |                       | <b>143,200</b>   | <b>139,600</b> | <b>97</b>     |    |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>68,600</b> |    |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>44,300</b> |    |

# Texas—Midland & Odessa

## KMID-TV

Ch. 2

**Network Service:** ABC.

**Licensee:** Lorimar-Telepictures Corp., 15303 Ventura Blvd., Sherman Oaks, CA 91403.

**Studio:** Midland-Odessa Air Terminal, Midland, TX 79711.

**Mailing Address:** Drawer B, Midland, TX 79711.

**Telephone:** 915-563-2222. **TWX:** 910-897-5682.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1052-ft. above av. terrain, 1137-ft. above ground, 4049-ft. above sea level.

Latitude 32° 05' 14"  
Longitude 102° 17' 12"

**Transmitter:** 13.5-mi. NW of Midland.

**Satellite Earth Stations:** Harris, 6.1-meter; Prodelin, 5-meter; Scientific-Atlanta, 5-meter; Scientific-Atlanta, 7-meter; Harris, Scientific-Atlanta receivers.

**News Services:** ABC, CNN, NIWS.

**Ownership:** Lorimar-Telepictures Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 18, 1953. Sale to present owner by Midessa TV Co. Inc. approved by FCC Jan. 4, 1984 (*Television Digest*, Vol. 23:38).

**Represented (sales):** Katz Television.

**Personnel:**

JOHN FOSTER, general manager.  
DELORES STOKES, operations manager.  
DALE GORSUCH, chief engineer.

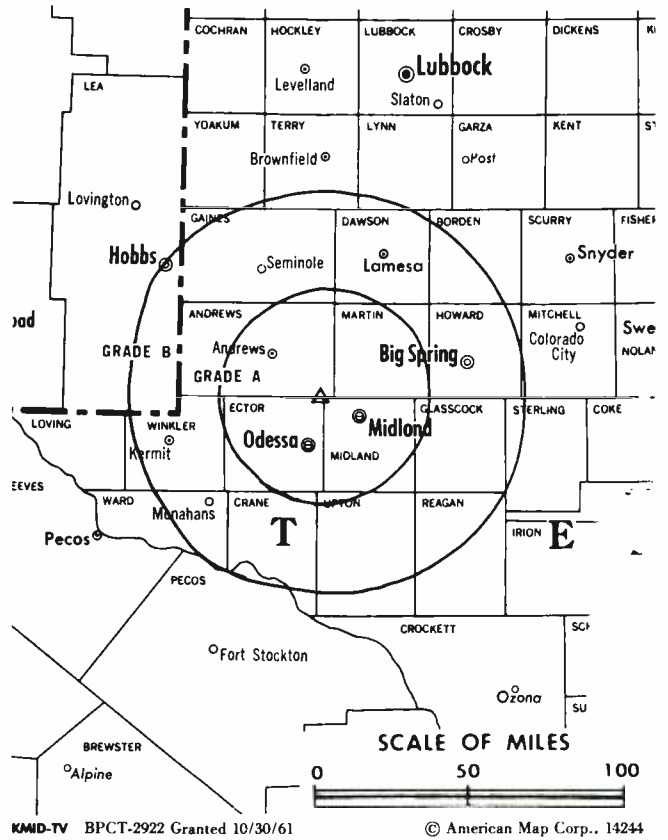
**Highest 30 Sec. Rate:** \$800.

**NETWORK BASE HOURLY RATE:** \$900.

**City of License:** Midland. **ADI:** Odessa-Midland. **Rank:** 140.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over             | NEW MEXICO   |                  |               |     |
|                        | Lea North    | 20,600           | 20,100        | 98  |
|                        | Lea South    | 2,600            | 2,500         | 96  |
|                        | TEXAS        |                  |               |     |
|                        | Andrews      | 5,200            | 5,100         | 98  |
|                        | Brewster     | 2,900            | 2,800         | 96  |
|                        | Crane        | 1,700            | 1,700         | 100 |
|                        | Dawson       | 5,600            | 5,500         | 98  |
|                        | Ector        | 51,800           | 51,400        | 99  |
|                        | Gaines       | 4,800            | 4,800         | 100 |
|                        | Glasscock    | 400              | 400           | 100 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| 50% & Over                              | Howard       | 12,700           | 12,600         | 99             |
|   | Jeff Davis   | 600              | 600            | 100            |
|   | Loving       | 100              | 100            | 100            |
|   | Martin       | 1,600            | 1,600          | 100            |
|   | Midland      | 41,500           | 41,200         | 99             |
|   | Pecos        | 4,800            | 4,700          | 98             |
|   | Reagan       | 1,500            | 1,500          | 100            |
|   | Reeves       | 4,800            | 4,700          | 98             |
|   | Upton        | 1,700            | 1,700          | 100            |
|   | Ward         | 5,100            | 5,000          | 98             |
|   | Winkler      | 3,500            | 3,500          | 100            |
| Between 25-49%                          | TEXAS        |                  |                |                |
|   | Crockett     | 1,600            | 1,600          | 100            |
|   | Terrell      | 600              | 600            | 100            |
| Between 5-24%                           | TEXAS        |                  |                |                |
|   | Borden       | 300              | 300            | 100            |
|   | Yoakum       | 3,400            | 3,400          | 100            |
| <b>Station Totals</b>                   |              | <b>179,400</b>   | <b>177,400</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>146,500</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>97,500</b>  |

**Texas—Odessa**

**KOSA-TV**

Ch. 7



**Network Service:** CBS.

**Licensee:** Forward Communications of Texas Inc., Box 4186, Odessa, TX 79760.

**Studio:** 1211 N. Whitaker Ave., Odessa, TX 79763.

**Telephone:** 915-337-8301. **TWX:** 910-897-5504.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 740-ft. above av. terrain, 726-ft. above ground, 3856-ft. above sea level.

Latitude 31° 51' 50.5"  
Longitude 102° 34' 41.0"

**Transmitter:** Farm Rd. No. 866, 11-mi. W of Odessa.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Forward Communications Corp. See Group Ownership of Television Stations.

**Began Operation:** January 1, 1956. Transfer of control to Wesray Communications Corp. approved by FCC Aug. 16, 1984. Previous sale to Forward by Doubleday Bcstg. Co. approved by FCC Sept. 11, 1973. Sale to International Bcstg. Co. approved Feb. 27, 1986 but not consummated.

**Represented (sales):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

TOM HUGHES, vice president & general manager.  
ROBERT WICKSON, general & national sales manager.  
DON COLLINS, local sales manager.  
AL HARRIS, chief engineer.  
BOB CYPHERS, news director.

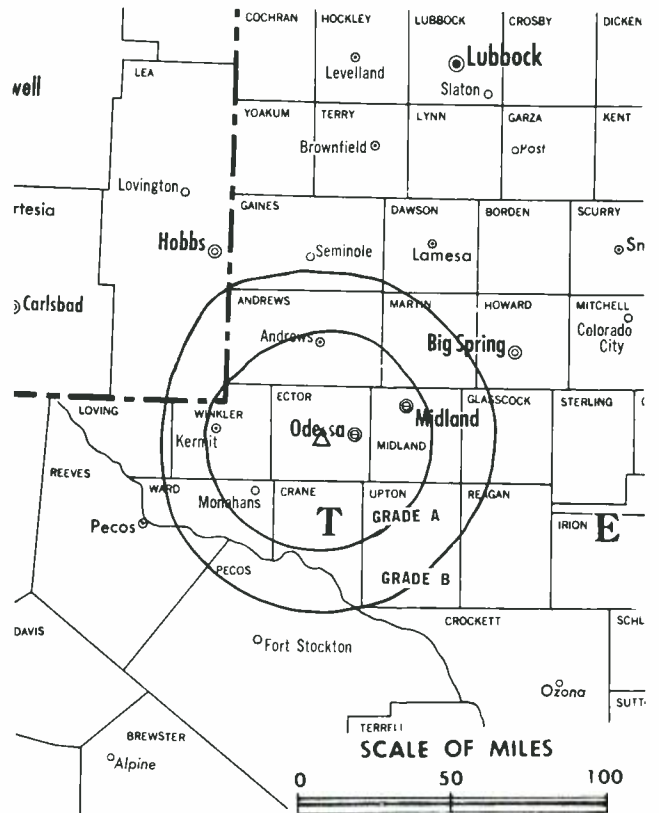
**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$875.

**City of License:** Odessa. **ADI:** Odessa-Midland. **Rank:** 140.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County                   | Total Households | TV Households | %  |
|------------------------|--------------------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NEW MEXICO</b><br>Lea South | 2,600            | 2,500         | 96 |



KOSA-TV BMPCT-4369 Granted 11/26/56

© American Map Corp. 14244

| Net Weekly Circulation                  | State County             | Total Households | TV Households  | %              |
|---|--------------------------|------------------|----------------|----------------|
| <b>TEXAS</b>                            |                          |                  |                |                |
| <b>50% &amp; Over</b>                   | Andrews                  | 5,200            | 5,100          | 98             |
|   | Brewster                 | 2,900            | 2,800          | 96             |
|   | Crane                    | 1,700            | 1,700          | 100            |
|   | Culberson                | 1,000            | 1,000          | 100            |
|   | Ector                    | 51,800           | 51,400         | 99             |
|   | Gaines                   | 4,800            | 4,800          | 100            |
|   | Glasscock                | 400              | 400            | 100            |
|   | Howard                   | 12,700           | 12,600         | 99             |
|   | Jeff Davis               | 600              | 600            | 100            |
|   | Loving                   | 100              | 100            | 100            |
|   | Martin                   | 1,600            | 1,600          | 100            |
|   | Midland                  | 41,500           | 41,200         | 99             |
|   | Pecos                    | 4,800            | 4,700          | 98             |
|   | Presidio                 | 1,800            | 1,700          | 94             |
| Reagan                                  | 1,500                    | 1,500            | 100            |                |
| Reeves                                  | 4,800                    | 4,700            | 98             |                |
| Terrell                                 | 600                      | 600              | 100            |                |
| Upton                                   | 1,700                    | 1,700            | 100            |                |
| Ward                                    | 5,100                    | 5,000            | 98             |                |
| Winkler                                 | 3,500                    | 3,500            | 100            |                |
| <b>NEW MEXICO</b>                       |                          |                  |                |                |
| <b>Between 25-49%</b>                   | Lea North                | 20,600           | 20,100         | 98             |
|   | <b>TEXAS</b><br>Crockett | 1,600            | 1,600          | 100            |
| <b>Between 5-24%</b>                    | <b>TEXAS</b><br>Dawson   | 5,600            | 5,500          | 98             |
| <b>Station Totals</b>                   |                          | <b>178,500</b>   | <b>176,400</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                          |                  |                | <b>139,900</b> |
| <b>Average Daily Circulation (1987)</b> |                          |                  |                | <b>86,400</b>  |

# Texas—Odessa

**KPEJ**

**Ch. 24**

**Network Service:** None, independent.

**Licensee:** SWMM/Odessa-Midland Corp., 6100 Corporate Dr., Suite 500, Houston, TX 77036.

**Studio:** 1550 West Interstate 20, Odessa, TX 79763.

**Mailing Address:** Box 11009, Odessa, TX 79760.

**Telephone:** 915-563-2424.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 4453.2-kw visual, 890.6-kw aural. Antenna: 1100-ft. above av. terrain, 1102-ft. above ground, 4014-ft. above sea level.

Latitude 32° 05' 51"  
Longitude 102° 17' 21"

**Transmitter:** E of Hwy. 1788, 14-mi. NW of Midland.

**Ownership:** SouthWest MultiMedia Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 16, 1986.

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Lackshin & Nathan.

**Represented (engineering):** William Thompson.

**Personnel:**

DAN J. ROBBINS, general manager.  
STAN KAYE, sales manager.  
MICHAEL WALENTA, engineering director.

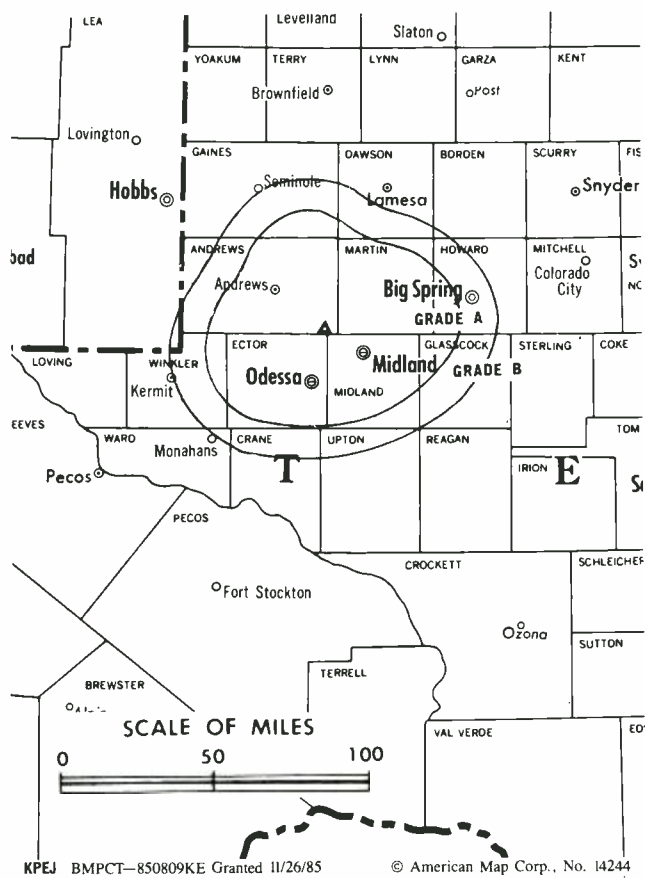
**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate:** \$200.

**City of License:** Odessa. **ADI:** Odessa-Midland. **Rank:** 140.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County                   | Total Households | TV Households   | %         |
|------------------------|--------------------------------|------------------|-----------------|-----------|
| <b>50% &amp; Over</b>  | <b>TEXAS</b><br>Martin         | 1,600            | 1,600           | 100       |
| <b>Between 25-49%</b>  | <b>TEXAS</b><br>Crane<br>Ector | 1,700<br>51,800  | 1,700<br>51,400 | 100<br>99 |



KPEJ BMPCT-850809KE Granted 11/26/85 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | Midland      | 41,500           | 41,200         | 99        |
|   | Ward         | 5,100            | 5,000          | 98        |
|   | Winkler      | 3,500            | 3,500          | 100       |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                |           |
|   | Andrews      | 5,200            | 5,100          | 98        |
|   | Dawson       | 5,600            | 5,500          | 98        |
|   | Gaines       | 4,800            | 4,800          | 100       |
|   | Glasscock    | 400              | 400            | 100       |
|   | Howard       | 12,700           | 12,600         | 99        |
| <b>Station Totals</b>                   |              | <b>133,900</b>   | <b>132,800</b> | <b>99</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>42,900</b>  |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>20,300</b>  |           |

# Texas—Odessa

## KTPX

Ch. 9

(Also operates satellite KWAB-TV, Big Spring, TX)

**Network Service:** NBC.

**Licensee:** MSP Television of Midland-Odessa Inc., Box 6699, Midland, TX 79711.

**Studio:** County Rd. 125W, between U.S. 80, & I-20.

**Mailing Address:** Box 6699, Midland, TX 79711.

**Telephone:** 915-563-4210. **TWX:** 910-895-5346.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1270-ft. above av. terrain, 1080-ft. above ground, 4490-ft. above sea level.

Latitude 31° 59' 17"  
Longitude 102° 51' 59"

**Transmitter:** 17-mi. ENE of Kermit, TX; 26-mi. NW of Odessa; 27-mi. NE of Monahans.

**Satellite Earth Stations:** 4.5-meter C-band; Harris, 3.5-meter Ku-band; Harris, 7.5-meter Ku-band; RCA, 4.5-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** Conus, NBC, UPI.

**Ownership:** MSP Television of Midland-Odessa Inc. First Capital Corp. of Chicago, 90%; Madison Dearborn Partners, 10%. Francis A. Martin III, chmn.; James H. Smith, pres.; Glen E. Pickell, exec. v.p.-treas.; Richard C. Spaulding, secy.

**Began Operation:** December 1, 1958. Moved to new site and higher power Feb. 1, 1963. Sale to Grayson Enterprises by Tri-Cities Bcstrs. (John B. Walton) approved by FCC Feb. 12, 1969. Distress sale to Permian Basin TV Corp. conditionally approved by FCC March 27, 1980; full grant April 22, 1980 (*Television Digest*, Vol. 20:13). Sale to present owners approved Nov. 19, 1985.

**Represented (sales):** Petry Television Inc.

**Personnel:**

JOHN MARQUISS, president & general manager.

DIANA M. DIXON, general sales manager.

GRADY WOODWARD, chief engineer.

MICHAEL J. GLEASON, news director.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate** (September 24, 1987): \$1000.

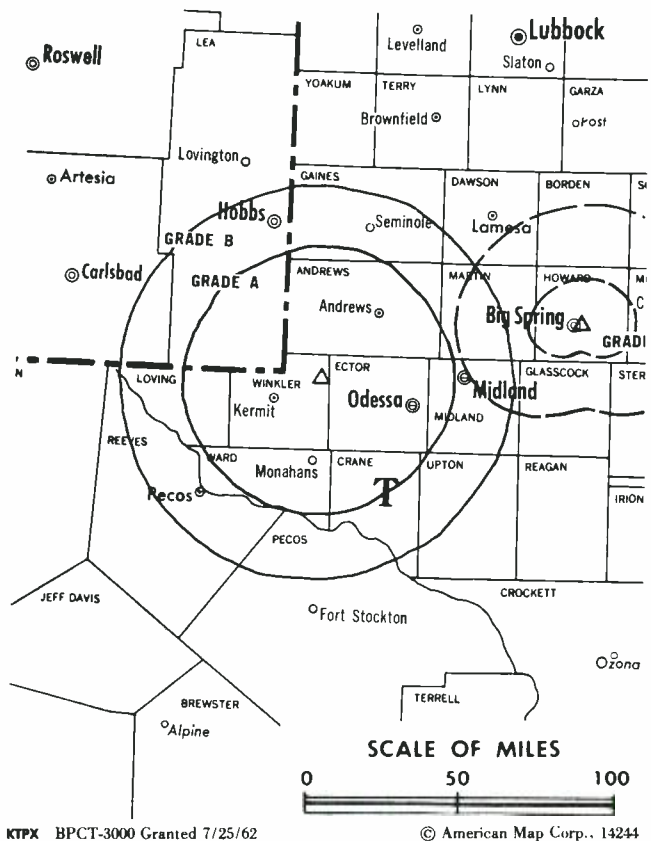
**NETWORK BASE HOURLY RATE:** \$700.

**Arbitron Data:** Includes KWAB-TV, Big Spring, TX.

**City of License:** Odessa. **ADI:** Odessa-Midland. **Rank:** 140.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %  |
|------------------------|-------------------|------------------|---------------|----|
| 50% & Over             | <b>NEW MEXICO</b> |                  |               |    |
|                        | Lea North         | 20,600           | 20,100        | 98 |
|                        | Lea South         | 2,600            | 2,500         | 96 |
|                        | <b>TEXAS</b>      |                  |               |    |
|                        | Andrews           | 5,200            | 5,100         | 98 |
|                        | Brewster          | 2,900            | 2,800         | 96 |



KTPX BPCT-3000 Granted 7/25/62

© American Map Corp., 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| 50% & Over                              | Crane        | 1,700            | 1,700          | 100            |
|   | Culberson    | 1,000            | 1,000          | 100            |
|   | Ector        | 51,800           | 51,400         | 99             |
|   | Gaines       | 4,800            | 4,800          | 100            |
|   | Howard       | 12,700           | 12,600         | 99             |
|   | Jeff Davis   | 600              | 600            | 100            |
|   | Loving       | 100              | 100            | 100            |
|   | Martin       | 1,600            | 1,600          | 100            |
|   | Midland      | 41,500           | 41,200         | 99             |
|   | Mitchell     | 3,300            | 3,300          | 100            |
|   | Pecos        | 4,800            | 4,700          | 98             |
|   | Presidio     | 1,800            | 1,700          | 94             |
|   | Reeves       | 4,800            | 4,700          | 98             |
|   | Upton        | 1,700            | 1,700          | 100            |
| Ward                                    | 5,100        | 5,000            | 98             |                |
| Winkler                                 | 3,500        | 3,500            | 100            |                |
| Between 25-49%                          | <b>TEXAS</b> |                  |                |                |
|   | Reagan       | 1,500            | 1,500          | 100            |
|   | Terrell      | 600              | 600            | 100            |
| Yoakum                                  | 3,400        | 3,400            | 100            |                |
| Between 5-24%                           | <b>TEXAS</b> |                  |                |                |
|   | Crockett     | 1,600            | 1,600          | 100            |
|   | Dawson       | 5,600            | 5,500          | 98             |
| Glasscock                               | 400          | 400              | 100            |                |
| <b>Station Totals</b>                   |              | <b>185,200</b>   | <b>183,100</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>142,400</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>81,800</b>  |

# Texas—Rosenberg

## KXLN-TV

Ch. 45

**Network Service:** Univision.

**Grantee:** Pueblo Bcstg. Corp., 9442 Kirby Dr., Houston, TX 77054.

**Studio:** 9442 Kirby Dr., Houston, TX 77054.

**Telephone:** 713-662-4545.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 2500-kw max. visual, 250-kw max. aural. Antenna: 1440-ft. above av. terrain, 1429-ft. above ground, 1505-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 29° | 33' | 25" |
| Longitude | 95° | 30' | 04" |

**Transmitter:** 3101 Senior Rd., 3-mi. E of Dewalt.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** SatCom, 5-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

**Ownership:** Jose Adan Trevino & Alfonso C. Pena, voting co-trustees, 85.7%; Anthony Dickens-Lara, 12.2%; Elma Barrera, 2%.

**Began Operation:** September 1, 1986.

**Represented (sales):** Univision—Spanish International Network.

**Represented (legal):** Mullin, Rhyne, Emmons & Topel, P.C.

**Represented (engineering):** Jules Cohen & Associates.

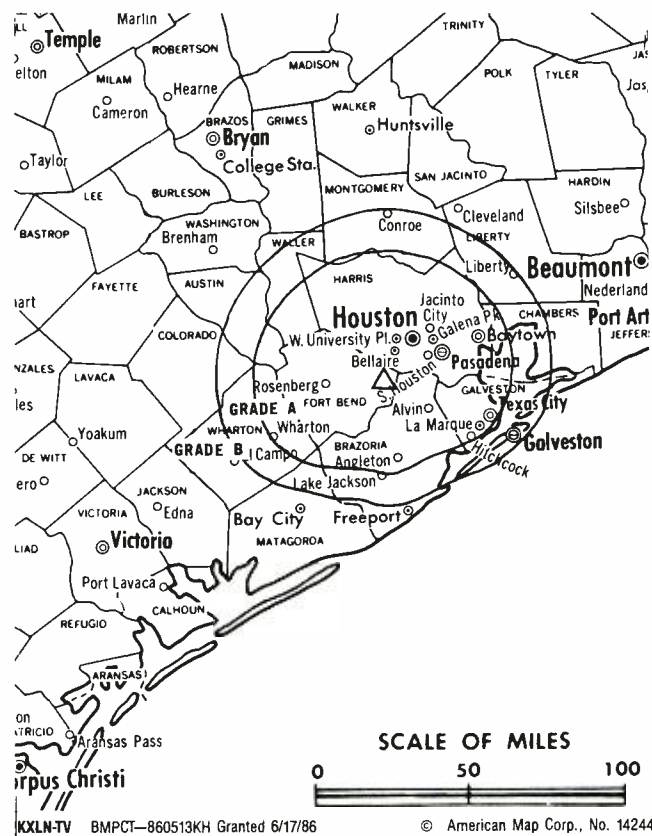
### Personnel:

ADAN TREVINO, president.

A. C. PENA, general manager & general sales manager.

CARLOS NAVA, national sales manager.

STEVE LOONEY, engineering director.



**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$80.

**Arbitron Data:** Not available.

**City of License:** Rosenberg. **ADI:** Houston. **Rank:** 10.

# Texas—San Angelo

## KACB-TV

Ch. 3

(Satellite of KRBC-TV, Abilene)

**Network Service:** NBC.

**Licensee:** Abilene Radio & TV Co., 4510 14th St., Abilene, TX 79605.

**Studio:** 4510 S. 14th St., Abilene, TX 79605.

**Telephone:** 915-692-4242. **TWX:** 915-492-9210.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 17.87-kw visual, 3.55-kw aural. Antenna: 600-ft. above av. terrain, 469-ft. above ground, 2719-ft. above sea level.

Latitude 31° 37' 22"  
Longitude 100° 26' 14"

**Transmitter:** 7.7-mi. N of San Angelo, 0.4-mi. W of State Hwy. 208.

**News Service:** AP.

**Ownership:** L. Dale Ackers, pres., 33.2%; Christine Ackers Cagle, v.p., 24.1%; Jack Andrews, secy.-treas., 29.1%; Florence A. Andrews, 4.17%.

**Began Operation:** February 8, 1962.

**Represented (sales):** Blair Television.

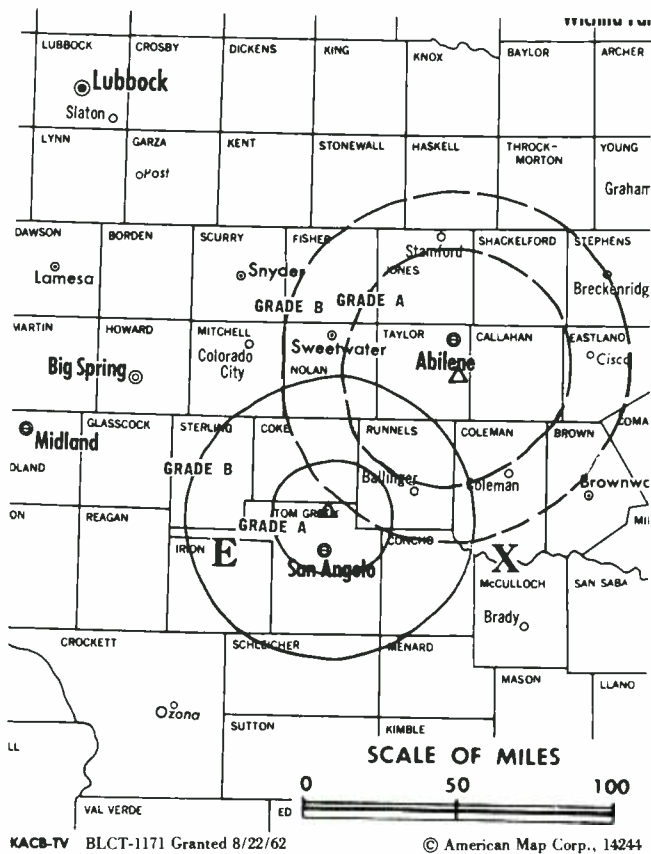
**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

**Represented (engineering):** Edward F. Lorentz & Associates.

### Personnel:

DALE ACKERS, president.  
KEN KNOX, station manager & sales manager.  
JERRY SHACKELFORD, program director.  
BOB LLOYD, chief engineer.

**Rates:** Sold in combination with KRBC-TV, Abilene.



**NETWORK BASE HOURLY RATE:** Bonus.

**Arbitron Data:** Included with KRBC-TV, Abilene, TX.

**City of License:** San Angelo. **ADI:** San Angelo. **Rank:** 191.

# Texas—San Angelo

## KIDY

Ch. 6

**Network Service:** Fox.

**Licensee:** Sage Bcstg. Corp., 406 S. Irving St., San Angelo, TX 76903.

**Studio:** 406 S. Irving St., San Angelo, TX 76903.

**Telephone:** 915-658-2666. **Easylink:** 62959264.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 910-ft. above av. terrain, 1000-ft. above ground, 3023-ft. above sea level.

Latitude 31° 35' 21"  
Longitude 100° 31' 00"

**Transmitter:** 2.31-mi. N of intersection of U.S. 87 & March Rd., San Angelo.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Harris, 3.5-meter C-band; RCA, 4.5-meter Ku-band; Harris, RCA receivers.

**Ownership:** Raymond G. Schindler, pres., 82%; Paris Schindler, v.p., 5%; Timothy R. Brown, secy., 5%; Jo Edgell, treas.-asst. secy., 2%; Bill Carter, 2%; Anne-Marie Barrabes Altemir, 3%; Oliver Bell & Rosetta Bell, 1%. See Schindler Group in Group Ownership of Television Stations.

**Began Operation:** May 12, 1984.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

RAYMOND G. SCHINDLER, president.  
BILL CARTER, vice president & general manager.  
BARBARA JENNISON, local sales manager.  
ARTHUR JUAREZ, production manager.  
GLENN EDWARDS, chief engineer.

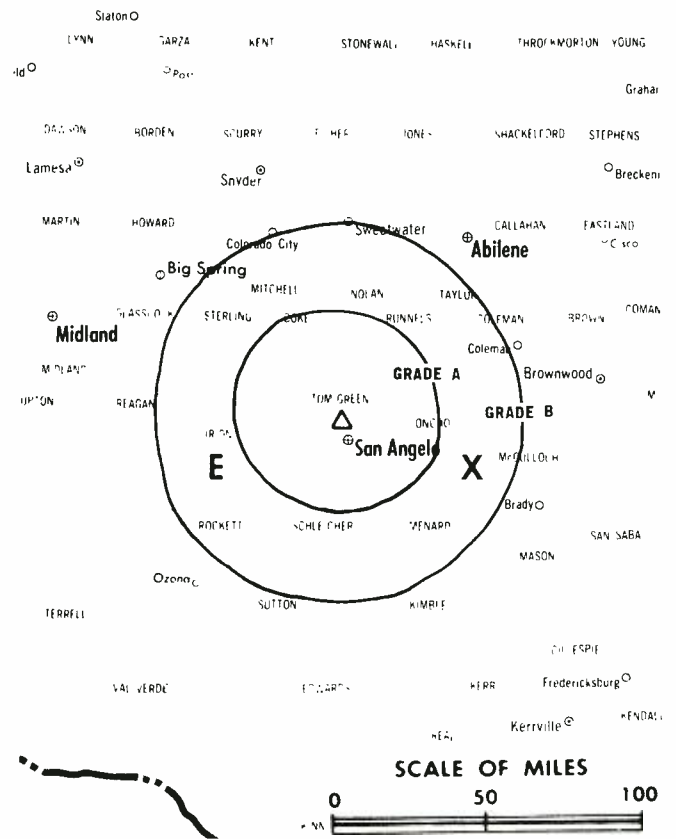
**Highest One Hour Rate:** \$900.

**Highest 30 Sec. Rate (May 30, 1987):** \$90.

**City of License:** San Angelo. **ADI:** San Angelo. **Rank:** 191.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over             | TEXAS Irion  | 500              | 500           | 100 |



KIDY BMPCT—830701KH Granted 8/25/83 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County    | Total Households | TV Households | %             |
|---|-----------------|------------------|---------------|---------------|
| 50% & Over                              | Tom Green       | 35,600           | 35,200        | 99            |
| Between 25-49%                          | TEXAS Coke      | 1,400            | 1,400         | 100           |
|   | Concho          | 1,100            | 1,100         | 100           |
|   | Reagan          | 1,500            | 1,500         | 100           |
|   | Runnels         | 4,700            | 4,600         | 98            |
|   | Sterling        | 400              | 400           | 100           |
| Between 5-24%                           | TEXAS Glasscock | 400              | 400           | 100           |
|   | Mc Culloch      | 3,600            | 3,500         | 97            |
|   | Schleicher      | 1,000            | 1,000         | 100           |
|   | Sutton          | 2,000            | 1,900         | 95            |
| <b>Station Totals</b>                   |                 | <b>52,200</b>    | <b>51,500</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |               | <b>26,000</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |               | <b>10,100</b> |



# Texas—San Angelo

**KLST**

**Ch. 8**

**Network Service:** CBS.

**Licensee:** Jewell Television Corp., Box 1941, San Angelo, TX 76902.

**Studio:** 2800 Armstrong, San Angelo, TX.

**Mailing Address:** Box 1941, San Angelo, TX 76902.

**Telephone:** 915-949-8800. **TWX:** 510-871-3805.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1450-ft. above av. terrain, 1500-ft. above ground, 3326-ft. above sea level.

Latitude 31° 22' 01"  
Longitude 100° 02' 48"

**Transmitter:** 3.3-mi. SE of Eola.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Estate of T. B. Lanford, 100%. See Group Ownership of Television Stations.

**Began Operation:** June 26, 1953. Transfer of 74% to KGKL and R. H. Simmons approved March 13, 1957 by FCC (*Television Digest*, Vol. 13:2, 11). Transfer of 49% from KGKL to Big Spring Bcstg. Co. effective March 25, 1959. Transfer to Westex TV Co. owners approved by FCC Dec. 4, 1962. Sale to present owner by Houston H. & Edward H. Harte & A. L. Hall approved Jan. 20, 1971.

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

- PAUL STENSTROM, general manager.
- DON HARDIN, chief engineer.
- GORDON HAY, station & program manager.
- GARY GLENN, sales manager.
- LINDA DUNNAVANT, national sales assistant.
- PAULA McQUEEN, administrative assistant.

**Highest One Hour Rate:** \$4800.

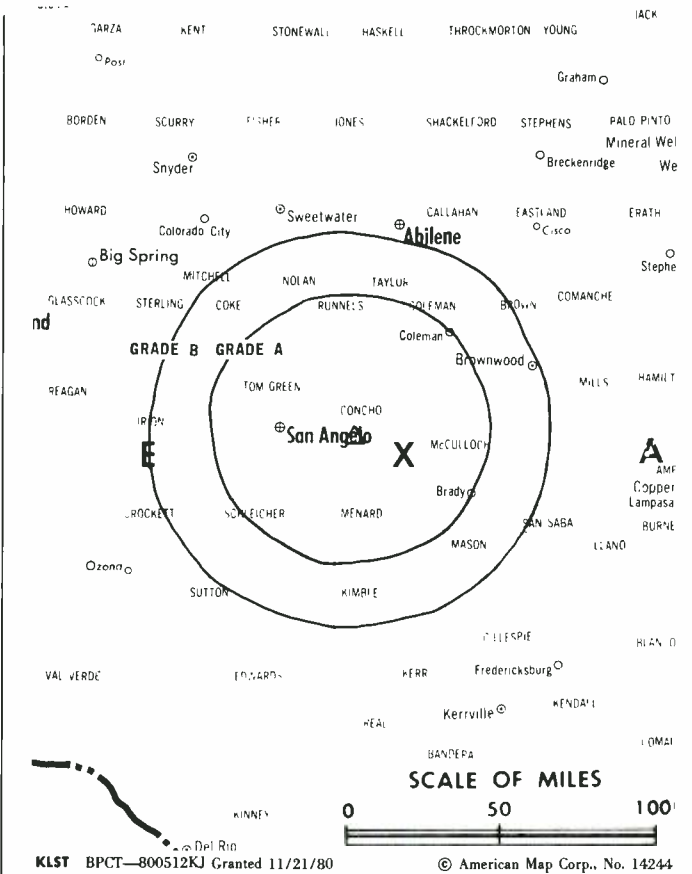
**Highest 30 Sec. Rate:** \$750.

**NETWORK BASE HOURLY RATE:** \$341.

**City of License:** San Angelo. **ADI:** San Angelo. **Rank:** 191.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | TEXAS        |                  |               |     |
|                        | Coke         | 1,400            | 1,400         | 100 |
|                        | Concho       | 1,100            | 1,100         | 100 |
|                        | Crockett     | 1,600            | 1,600         | 100 |



| Net Weekly Circulation                  | State County | Total Households | TV Households | %             |
|---|--------------|------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | Irion        | 500              | 500           | 100           |
|   | Kimble       | 1,600            | 1,500         | 94            |
|   | Mc Culloch   | 3,600            | 3,500         | 97            |
|   | Mason        | 1,600            | 1,500         | 94            |
|   | Menard       | 900              | 900           | 100           |
|   | Runnels      | 4,700            | 4,600         | 98            |
|   | Schleicher   | 1,000            | 1,000         | 100           |
|   | Sterling     | 400              | 400           | 100           |
|   | Sutton       | 2,000            | 1,900         | 95            |
|   | Tom Green    | 35,600           | 35,200        | 99            |
| <b>Between 25-49%</b>                   | TEXAS        |                  |               |               |
|   | Reagan       | 1,500            | 1,500         | 100           |
| <b>Between 5-24%</b>                    | TEXAS        |                  |               |               |
|   | Brown        | 14,500           | 14,200        | 98            |
|   | Coleman      | 4,300            | 4,200         | 98            |
|   | Mills        | 1,900            | 1,900         | 100           |
|   | Mitchell     | 3,300            | 3,300         | 100           |
|   | Nolan        | 6,500            | 6,400         | 98            |
|   | San Saba     | 2,500            | 2,400         | 96            |
| <b>Station Totals</b>                   |              | <b>90,500</b>    | <b>89,000</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |               | <b>56,000</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |               | <b>39,900</b> |

# Texas—San Antonio

## KENS-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** Harte-Hanks Television Inc., Box TV 5, San Antonio, TX 78299.

**Studio:** 5400 Fredericksburg Rd., San Antonio, TX 78229.

**Telephone:** 512-366-5000. TWX: 910-871-1012.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1392-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 07"  
Longitude 98° 15' 55"

**Transmitter:** Tower Rd., 4-mi. NE of Elmendorf, TX.

**Satellite Earth Stations:** Transmit/receive Satcom Technologies, 9.2-meter; Satcom Technologies, 7-meter; Satcom Technologies, 5.5-meter Ku-band; Scientific-Atlanta receivers.

**News Services:** AP, NIWS.

**Ownership:** Harte-Hanks Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 15, 1950. Transfer to present owners from owners of San Antonio Express and News approved by FCC July 3, 1962. Sale to San Antonio Express and News by Storer Bcstg. Co., which acquired it in Oct. 1951, approved by FCC Oct. 27, 1954 (Television Digest, Vol. 7:30, 41; 10:15, 22, 26, 44).

**Represented (sales):** Katz Television.

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

### Personnel:

MICHAEL J. CONLY, president & general manager.  
JACK W. FOREHAND, vice president & station manager.  
DAVID SANKOVICH, vice president & general sales manager.  
BOB ROGERS, vice president & director of news & public affairs.  
CHUCK SELF, national sales manager.  
ARTHUR EMERSON, local sales manager.  
JERRY NORDSIEK, chief engineer.  
KATHLEEN COOPER, program coordinator.  
BECKY DEWAN, director of finance.  
PHIL WILLIAMS, director of satellite services.

**Highest One Hour Rate:** \$20,000.

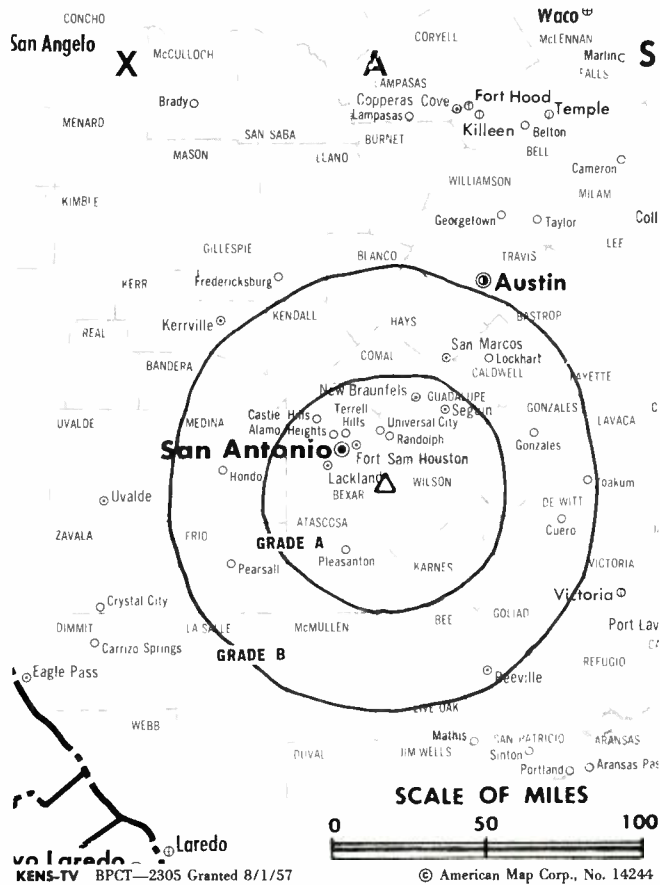
**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$1360.

**City of License:** San Antonio. **ADI:** San Antonio. **Rank:** 44.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | ATASCOSA     | 10,100           | 9,900         | 98  |
|                        | BANDERA      | 3,700            | 3,700         | 100 |
|                        | BEE          | 9,300            | 9,100         | 98  |
|                        | BEXAR        | 374,100          | 369,800       | 99  |
|                        | CALDWELL     | 8,600            | 8,400         | 98  |
|                        | COMAL        | 17,100           | 16,900        | 99  |
|                        | DE WITT      | 7,200            | 7,000         | 97  |
|                        | DIMMIT       | 3,500            | 3,300         | 94  |
|                        | EDWARDS      | 700              | 700           | 100 |
|                        | FRIO         | 4,400            | 4,300         | 98  |
|                        | GILLESPIE    | 6,400            | 6,200         | 97  |
|                        | GOLIAD       | 2,000            | 1,900         | 95  |



© American Map Corp., No. 14244

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | Gonzales     | 6,000            | 5,900         | 98  |
|                        | Guadalupe    | 19,600           | 19,200        | 98  |
|                        | Karnes       | 4,600            | 4,500         | 98  |
|                        | Kendall      | 5,100            | 5,000         | 98  |
|                        | Kerr         | 14,200           | 13,900        | 98  |
|                        | Kinney       | 900              | 900           | 100 |
|                        | La Salle     | 2,000            | 1,900         | 95  |
|                        | Lavaca       | 7,700            | 7,400         | 96  |
|                        | Live Oak     | 3,800            | 3,700         | 97  |
|                        | Mcmullen     | 300              | 300           | 100 |
|                        | Maverick     | 9,900            | 9,400         | 95  |
|                        | Medina       | 8,700            | 8,500         | 98  |
|                        | Real         | 1,000            | 1,000         | 100 |
|                        | Uvalde       | 7,800            | 7,600         | 97  |
| Val Verde              | 12,500       | 12,100           | 97            |     |
| Victoria               | 27,000       | 26,500           | 98            |     |
| Wilson                 | 6,600        | 6,400            | 97            |     |
| Zavala                 | 3,300        | 3,200            | 97            |     |

| TEXAS                 |        |        |        |     |
|-----------------------|--------|--------|--------|-----|
| <b>Between 25-49%</b> | Blanco | 2,400  | 2,400  | 100 |
|                       | Hays   | 16,600 | 16,300 | 98  |

| TEXAS                |         |        |        |    |
|----------------------|---------|--------|--------|----|
| <b>Between 5-24%</b> | Bastrop | 11,900 | 11,600 | 97 |
|                      | Duval   | 4,200  | 4,100  | 98 |
|                      | Fayette | 8,100  | 7,700  | 95 |
|                      | Kimble  | 1,600  | 1,500  | 94 |
|                      | Webb    | 32,000 | 31,400 | 98 |
|                      | Zapata  | 2,500  | 2,400  | 96 |

|   |                |                |           |
|---|----------------|----------------|-----------|
| <b>Station Totals</b>                   | <b>667,400</b> | <b>656,000</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                | <b>534,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |                | <b>355,200</b> |           |

# Texas—San Antonio

## KMOL-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** United Television Inc., Box 2641, San Antonio, TX 78299.

**Studio:** 1031 Navarro St.

**Mailing Address:** Box 2641, San Antonio, TX 78299.

**Telephone:** 512-226-4251. **TWX:** 512-571-0920.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1476-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 10"  
Longitude 98° 15' 55"

**Transmitter:** 4-mi. from Elmendorf on bearing of N 79 E.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Satcom Technologies, 7-meter C-band; Comtech, Harris receivers.

**News Services:** AP, CNN.

**Ownership:** United Television Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 11, 1949. Sale to present owner by Avco Bcstg. Corp. approved by FCC Sept. 18, 1975 (*Television Digest*, Vol. 14:48). Sale to Avco by Hugh Halff Jr. and associates approved Sept. 15, 1965 (Vol. 5:22, 38).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

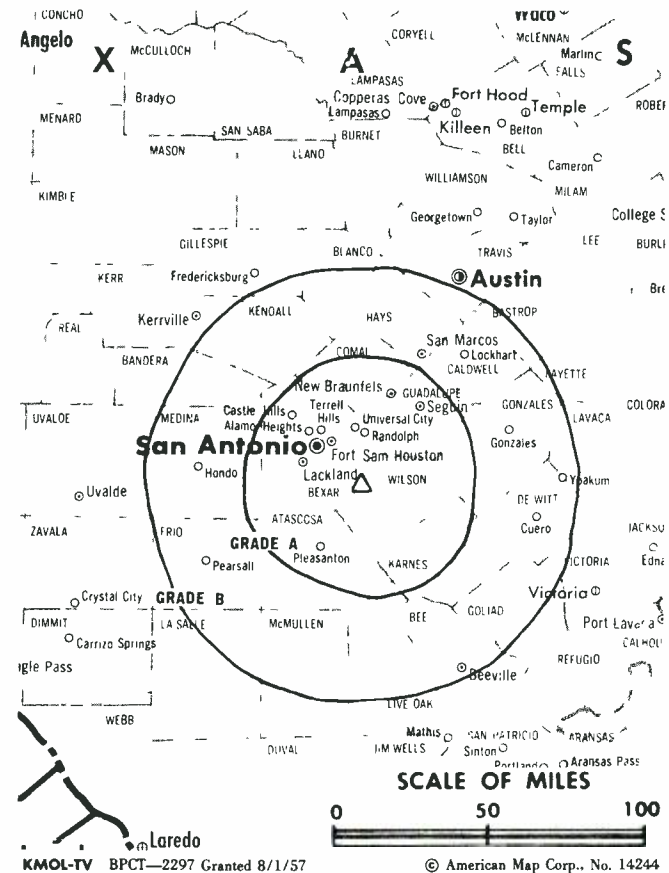
- ROBERT DONOHUE, vice president & general manager.
- KEVIN DONOHUE, general sales manager.
- JACK CARROLL, operations manager.
- LINDA TAFOLLA, community services director.
- DENNIS MARSHALL, promotion manager.
- RON HARIG, news director.
- HAROLD FRIESENHAHN, chief engineer.

**Rates:** Not available.

**City of License:** San Antonio. **ADI:** San Antonio. **Rank:** 44.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |     |
|                        | Atascosa     | 10,100           | 9,900         | 98  |
|                        | Bandera      | 3,700            | 3,700         | 100 |
|                        | Bee          | 9,300            | 9,100         | 98  |
|                        | Bexar        | 374,100          | 369,800       | 99  |
|                        | Blanco       | 2,400            | 2,400         | 100 |
|                        | Caldwell     | 8,600            | 8,400         | 98  |
|                        | Comal        | 17,100           | 16,900        | 99  |
|                        | De Witt      | 7,200            | 7,000         | 97  |
|                        | Dimmit       | 3,500            | 3,300         | 94  |
|                        | Edwards      | 700              | 700           | 100 |
|                        | Frio         | 4,400            | 4,300         | 98  |
|                        | Gillespie    | 6,400            | 6,200         | 97  |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Goliad       | 2,000            | 1,900          | 95             |
|   | Gonzales     | 6,000            | 5,900          | 98             |
|   | Guadalupe    | 19,600           | 19,200         | 98             |
|   | Karnes       | 4,600            | 4,500          | 98             |
|   | Kendall      | 5,100            | 5,000          | 98             |
|   | Kerr         | 14,200           | 13,900         | 98             |
|   | Kinney       | 900              | 900            | 100            |
|   | La Salle     | 2,000            | 1,900          | 95             |
|   | Lavaca       | 7,700            | 7,400          | 96             |
|   | Mcmullen     | 300              | 300            | 100            |
|   | Mason        | 1,600            | 1,500          | 94             |
|   | Maverick     | 9,900            | 9,400          | 95             |
|   | Medina       | 8,700            | 8,500          | 98             |
|   | Real         | 1,000            | 1,000          | 100            |
| Uvalde                                  | 7,800        | 7,600            | 97             |                |
| Val Verde                               | 12,500       | 12,100           | 97             |                |
| Wilson                                  | 6,600        | 6,400            | 97             |                |
| Zavala                                  | 3,300        | 3,200            | 97             |                |
| <b>Between 25-49%</b>                   | <b>TEXAS</b> |                  |                |                |
|   | Hays         | 16,600           | 16,300         | 98             |
|   | Live Oak     | 3,800            | 3,700          | 97             |
| Victoria                                | 27,000       | 26,500           | 98             |                |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                |                |
|   | Bastrop      | 11,900           | 11,600         | 97             |
|   | Kimble       | 1,600            | 1,500          | 94             |
| Webb                                    | 32,000       | 31,400           | 98             |                |
| <b>Station Totals</b>                   |              | <b>654,200</b>   | <b>643,300</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>512,100</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>308,300</b> |

# Texas—San Antonio

## KSAT-TV

Ch. 12

**Network Service:** ABC.

**Licensee:** Channel 12 Television Co., Box 2478, San Antonio, TX 78298.

**Studio:** 1408 N. St. Mary's St., San Antonio, TX.

**Mailing Address:** Box 2478, San Antonio, TX 78298.

**Telephone:** 512-228-1200. **TWX:** 910-871-1022.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1483-ft. above av. terrain, 1505-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 11"  
Longitude 98° 15' 31"

**Transmitter:** 4.5-mi. ENE of Elmendorf, TX.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 10-meter C-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

**News Services:** ABC, AP, Conus, Texas State Network, UPI.

**Ownership:** H & C Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** January 21, 1957. Sale to present owner by Rockefeller Group Inc. approved by FCC April 29, 1986 (Television Digest, Vol. 26:6, 12). Sale to Rockefeller Group approved by FCC Nov. 23, 1983 (Vol. 23:19, 22; 24:6). Sale to the Outlet Co. by Mission Telecasting Corp. approved Nov. 22, 1967.

**Represented (sales):** Petry Television Inc.

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

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

JAMES SCHIAVONE, president & general manager.  
RICHARD ANDRYCHA, program manager.  
JACK DIX, general sales manager.  
BARBARA MONTEMAYOR, local sales manager.  
RICHARD YZAGUIRRE, national sales manager.  
DAVID CARR, chief engineer.  
CHARLES B. CRAIG, business manager.  
JAMES BOYLE, news director.  
LYDIA ALEGRIA, community affairs director.  
CHERYL PORTER, advertising/promotion manager.

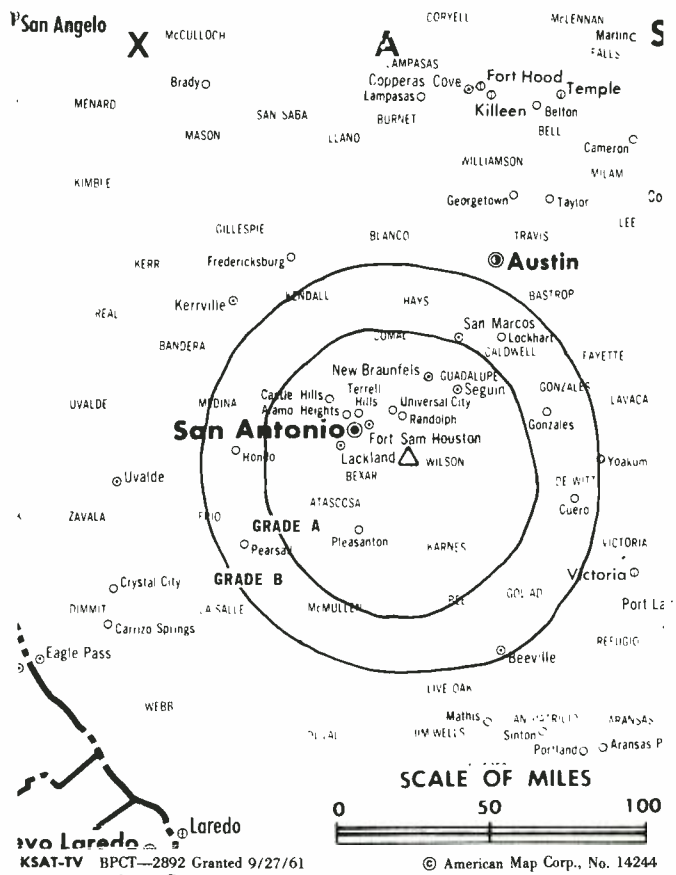
**Highest 30 Sec. Rate:** \$2900.

**NETWORK BASE HOURLY RATE:** \$1025.

**City of License:** San Antonio. **ADI:** San Antonio. **Rank:** 44.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  |              |                  |               |     |
|                        | Atascosa     | 10,100           | 9,900         | 98  |
|                        | Bandera      | 3,700            | 3,700         | 100 |
|                        | Bee          | 9,300            | 9,100         | 98  |
|                        | Bexar        | 374,100          | 369,800       | 99  |
|                        | Caldwell     | 8,600            | 8,400         | 98  |
|                        | Comal        | 17,100           | 16,900        | 99  |
|                        | De Witt      | 7,200            | 7,000         | 97  |
|                        | Dimmit       | 3,500            | 3,300         | 94  |
|                        | Edwards      | 700              | 700           | 100 |



| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  |              |                  |               |     |
|                        | Frio         | 4,400            | 4,300         | 98  |
|                        | Gillespie    | 6,400            | 6,200         | 97  |
|                        | Goliad       | 2,000            | 1,900         | 95  |
|                        | Gonzales     | 6,000            | 5,900         | 98  |
|                        | Guadalupe    | 19,600           | 19,200        | 98  |
|                        | Karnes       | 4,600            | 4,500         | 98  |
|                        | Kendall      | 5,100            | 5,000         | 98  |
|                        | Kerr         | 14,200           | 13,900        | 98  |
|                        | Kinney       | 900              | 900           | 100 |
|                        | La Salle     | 2,000            | 1,900         | 95  |
|                        | Lavaca       | 7,700            | 7,400         | 96  |
|                        | Live Oak     | 3,800            | 3,700         | 97  |
|                        | Mcmullen     | 300              | 300           | 100 |
|                        | Maverick     | 9,900            | 9,400         | 95  |
|                        | Medina       | 8,700            | 8,500         | 98  |
|                        | Real         | 1,000            | 1,000         | 100 |
|                        | Uvalde       | 7,800            | 7,600         | 97  |
|                        | Val Verde    | 12,500           | 12,100        | 97  |
|                        | Wilson       | 6,600            | 6,400         | 97  |
|                        | Zavala       | 3,300            | 3,200         | 97  |

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>Between 25-49%</b>  |              |                  |               |     |
|                        | TEXAS Blanco | 2,400            | 2,400         | 100 |
|                        | Fayette      | 8,100            | 7,700         | 95  |
|                        | Hays         | 16,600           | 16,300        | 98  |
|                        | Mason        | 1,600            | 1,500         | 94  |
|                        | Victoria     | 27,000           | 26,500        | 98  |
|                        | Webb         | 32,000           | 31,400        | 98  |

| Net Weekly Circulation | State County   | Total Households | TV Households | %  |
|------------------------|----------------|------------------|---------------|----|
| <b>Between 5-24%</b>   |                |                  |               |    |
|                        | TEXAS Colorado | 7,600            | 7,400         | 97 |
|                        | Duval          | 4,200            | 4,100         | 98 |
|                        | Kimble         | 1,600            | 1,500         | 94 |

|   |                |                |                |
|---|----------------|----------------|----------------|
| <b>Station Totals</b>                   | <b>662,200</b> | <b>650,900</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                |                | <b>516,100</b> |
| <b>Average Daily Circulation (1987)</b> |                |                | <b>303,300</b> |

# Texas—San Antonio

## KWEX-TV

Ch. 41

**Network Service:** Univision.

**Licensee:** Spanish International Communications Corp., 303 Madison Ave., New York, NY 10017.

**Studio:** 411 E. Durango, San Antonio, TX 78204.

**Mailing Address:** Box 9225, San Antonio, TX 78204.

**Telephone:** 512-227-4141.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 500-ft. above av. terrain, 604-ft. above ground, 1224-ft. above sea level.

Latitude 29° 25' 03"  
Longitude 98° 29' 26"

**Transmitter:** 411 E. Durango.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

**News Services:** SIN, Televisa, UPI.

**Ownership:** Spanish International Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 10, 1955. Sale as KUAL-TV by Raul A. Cortez and associates approved by FCC Dec. 6, 1961 (*Television Digest*, Vol. 17:35; 2:1). Sale to Hallmark Cards by Spanish International approved June 12, 1987.

**Represented (sales):** Univision—Spanish International Network.

**Represented (legal):** Leventhal, Senter & Lerman.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

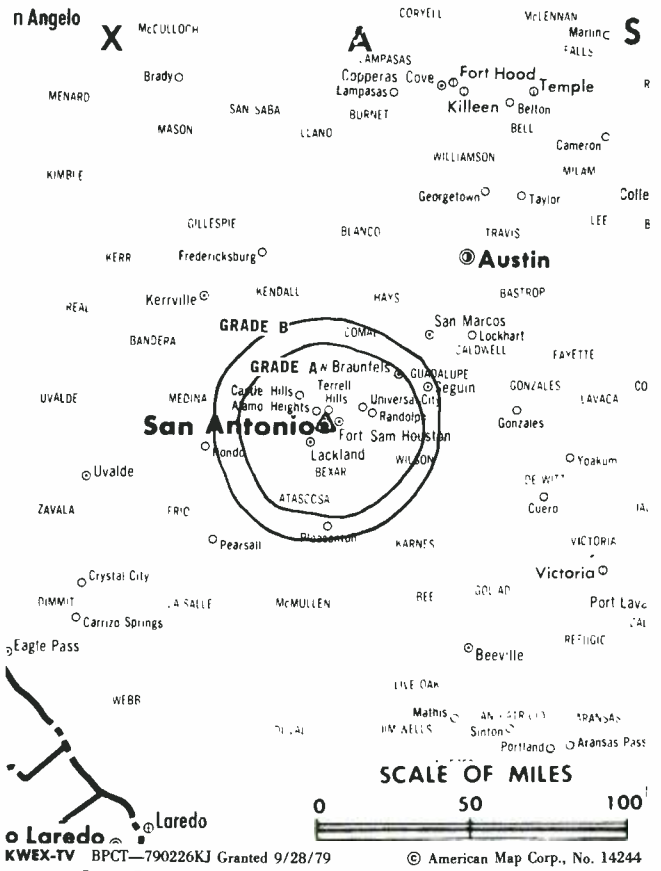
- EMILIO NICOLAS, president & general manager.
- JAMES R. MEEK, vice president & director of engineering.
- ARMANDO SOLIS, vice president & comptroller.
- HERBERTO GUTIERREZ, general sales manager.
- JUAN GATTAS, station manager.
- ANTONIO GONZALEZ, chief engineer.
- PEDRO MAJUL, program director.
- JESUS JAVIER, news director.
- MARTHA TIJERINA, public service director.

**Highest 30 Sec. Rate:** \$550.

**City of License:** San Antonio. **ADI:** San Antonio. **Rank:** 44.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %  |
|------------------------|----------------|------------------|---------------|----|
| 50% & Over             | TEXAS Maverick | 9,900            | 9,400         | 95 |



| Net Weekly Circulation                  | State County   | Total Households | TV Households  | %         |
|---|----------------|------------------|----------------|-----------|
| 50% & Over                              | Zavala         | 3,300            | 3,200          | 97        |
| Between 25-49%                          | TEXAS Dimmit   | 3,500            | 3,300          | 94        |
| Between 5-24%                           | TEXAS Atascosa | 10,100           | 9,900          | 98        |
|   | Bee            | 9,300            | 9,100          | 98        |
|   | Bexar          | 374,100          | 369,800        | 99        |
|   | Frio           | 4,400            | 4,300          | 98        |
|   | La Salle       | 2,000            | 1,900          | 95        |
|   | Live Oak       | 3,800            | 3,700          | 97        |
|   | Medina         | 8,700            | 8,500          | 98        |
|   | Uvalde         | 7,800            | 7,600          | 97        |
|   | Wilson         | 6,600            | 6,400          | 97        |
| <b>Station Totals</b>                   |                | <b>443,500</b>   | <b>437,100</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                |                  | <b>75,900</b>  |           |
| <b>Average Daily Circulation (1987)</b> |                |                  | <b>48,500</b>  |           |

# Texas—Jacksonville-Tyler-Longview

## KETK-TV

Ch. 56

**Network Service:** NBC.

**Licensee:** Texas American Bcstg. Ltd., 5656 N. Jackson St., Jacksonville, TX 75766.

**Studio:** 5656 N. Jackson St., Jacksonville, TX 75766.

**Telephone:** 214-586-5644.

**Technical Facilities:** Channel No. 56 (722-728 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1786-ft. above av. terrain, 1497-ft. above ground, 2222-ft. above sea level.

Latitude 32° 03' 40"  
Longitude 95° 18' 50"

**Transmitter:** 1.8-mi. W of Mt. Selman.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 Harris, 6-meter C-band; Harris receivers.

**News Service:** AP.

**Ownership:** Texas American Investors Ltd., gen. partner, 80%; Philip Hurley, ltd. partner, 6%; Tom L. Johnson, ltd. partner, 5.5%; David E. Webb, ltd. partner, 5.5%; John T. Gaston, ltd. partner, 3%. Texas American Investors Ltd. ownership: Carl Westcott, chief exec. officer, 92%; Phil Hurley, pres., 3%. Johnson & Webb have interest in licensee of KTEN(TV), Ada-Ardmore, OK & permittee of K08KK, Paris, TX.

**Began Operation:** March 9, 1987.

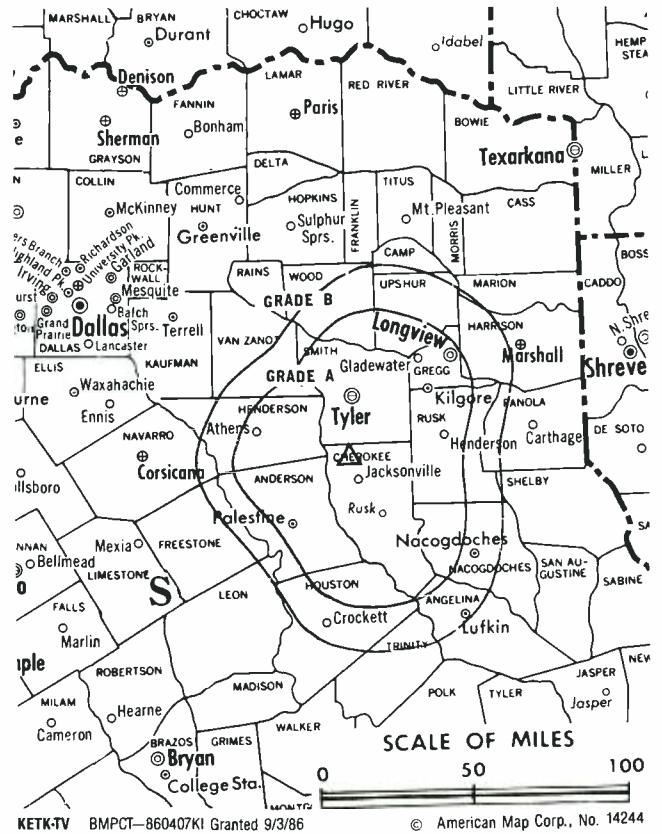
**Represented (sales):** Blair Television.

**Represented (legal):** Wilner & Scheiner.

**Represented (engineering):** Andrus & Assoc. Inc.

**Personnel:**

PHILIP H. HURLEY, general manager.  
JOHN T. GASTON, general & local sales manager.  
ANTHONY B. CRUZ, national sales manager.



MIKE STANFORD, operations director.  
JEAN PAVELKA, traffic & program director.  
MAURICE STROUT, chief engineer.  
RUTH ALLEN OLLISON, news director.  
REBECCA CANTU, promotion director.

**Arbitron Data:** Not available.

**City of License:** Jacksonville. **ADI:** Tyler-Longview. **Rank:** 125.

# Texas—Longview-Tyler

## KLMG-TV

Ch. 51

**Network Service:** CBS.

**Licensee:** KLMG-TV Inc., Debtor-in-Possession, 701 N. Access Rd., Longview, TX 75608.

**Studio:** 701 N. Access Rd., Longview.

**Mailing Address:** Box 5151, Longview, TX 75608.

**Telephone:** 214-753-5051.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 3097-kw max. visual, 309.7-kw max. aural. Antenna: 1249-ft. above av. terrain, 1175-ft. above ground, 1695-ft. above sea level.

Latitude 32° 15' 35"  
Longitude 94° 57' 02"

**Transmitter:** 1-mi. NW of intersection of Hwys. 42 & 1513, New London.

**Satellite Earth Stations:** 4 in operation; RCA Ku-band; Harris, RCA, Scientific-Atlanta receivers.

**Ownership:** Clara J. McLaughlin, as trustee for Voting Trust, 36.5%; Barry Johnson, 20.4%; Robert Kemp, 6.8%; J. Wesley Ferns, 5.2%; Theodore Adams Jr. & John Grayson, 5% each; 14 others with less than 5% each.

**Began Operation:** September 9, 1984.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Akin, Gump, Strauss, Hauer & Feld.

**Represented (engineering):** Moffet, Larson & Johnson.

**Personnel:**

STAN DECK, vice president & general manager.

GARY CASPERSON, general sales manager.

NANCY DENTON, business manager.

TERRY DUGAS, director of broadcast operations.

**Highest 30 Sec. Rate:** \$600.

**City of License:** Longview. **ADI:** Tyler-Longview. **Rank:** 125.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |    |
|                        | Cherokee     | 15,300           | 14,900        | 98 |
|                        | Gregg        | 42,300           | 41,800        | 99 |
|                        | Rusk         | 17,000           | 16,700        | 98 |
| <b>Between 25-49%</b>  | <b>TEXAS</b> |                  |               |    |
|                        | Smith        | 56,200           | 55,500        | 99 |



KLMG-TV BMPCT-840402KV Granted 4/30/84 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %             |
|---|--------------|------------------|----------------|---------------|
| <b>Between 25-49%</b>                   | Titus        | 8,900            | 8,700          | 98            |
|   | Upshur       | 12,300           | 12,100         | 98            |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                |               |
|   | Anderson     | 15,100           | 14,800         | 98            |
|   | Camp         | 3,900            | 3,800          | 97            |
|   | Cass         | 11,500           | 11,300         | 98            |
|   | Franklin     | 3,200            | 3,100          | 97            |
|   | Harrison     | 20,200           | 19,900         | 98            |
|   | Morris       | 5,500            | 5,400          | 98            |
| Panola                                  | 8,600        | 8,400            | 98             |               |
| Wood                                    | 11,300       | 11,100           | 98             |               |
| <b>Station Totals</b>                   |              | <b>231,300</b>   | <b>227,500</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>84,200</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>42,700</b> |

# Texas—Tyler-Longview

**KLTV**

Ch. 7

(Operates satellite KTRE-TV, Lufkin, TX)

**Network Service:** ABC.

**Licensee:** Buford Television Inc. of Tyler, Box 9090, Tyler, TX 75711.

**Studio:** Kilgore Hwy. at Loop 323.

**Mailing Address:** Box 957, Tyler, TX 75710.

**Telephone:** 214-592-3871. **TWX:** 910-860-5810.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 1038-ft. above ground, 1388-ft. above sea level.

Latitude 32° 32' 21"  
Longitude 95° 13' 16"

**Transmitter:** 1.28-mi. SSW of intersection of Texas State Hwys. 14 & 2015, near Hawkins.

**Satellite Earth Stations:** Andrew, 7.3-meter; American Horizon, 6.1-meter; RCA, 4.5-meter; RCA, 3.7-meter; AvanteK receivers.

**News Service:** AP.

**Ownership:** Buford Television, 80.9%. See Group Ownership of Television Stations.

**Began Operation:** October 14, 1954.

**Represented (sales):** Katz Television.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

ROBERT BUFORD, chairman of the board & president.  
THOMAS RAMEY, general manager.  
MARK LOGAN, general sales manager.  
GARY SEABERG, regional sales manager.  
LARRY MATTHEWS, local sales manager.  
GAYLE HELMS, program director.  
BOB WAY, director of engineering.  
RON BRADLEY, operations manager.  
MARCUS CROUCH, production coordinator.

**Highest 30 Sec. Rate:** \$500.

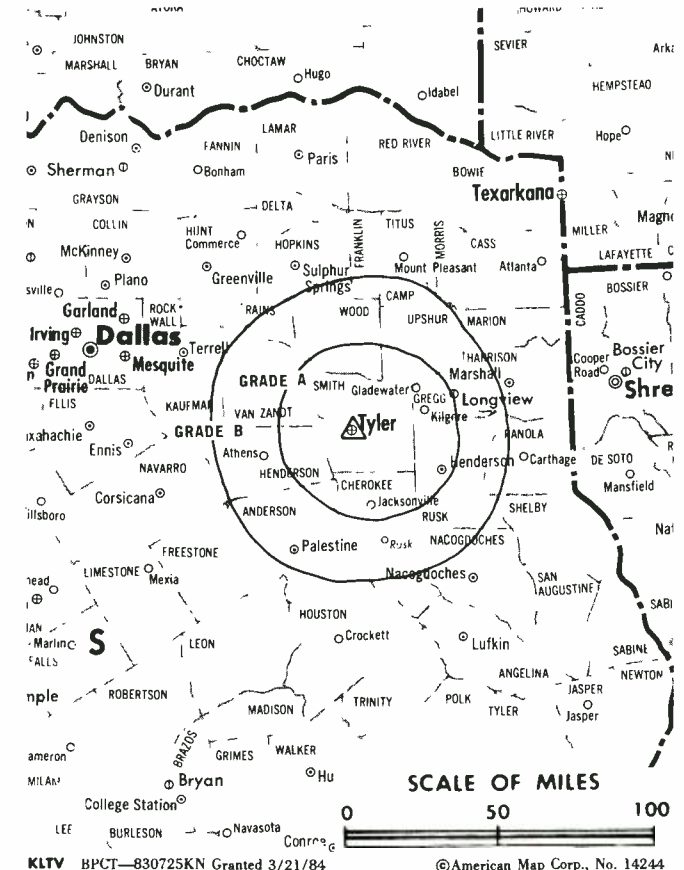
**Note:** Spot rates include KTRE-TV, Lufkin, TX.

**NETWORK BASE HOURLY RATE:** \$600.

**City of License:** Tyler. **ADI:** Tyler-Longview. **Rank:** 125.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |    |
|                        | Anderson     | 15,100           | 14,800        | 98 |
|                        | Camp         | 3,900            | 3,800         | 97 |
|                        | Cherokee     | 15,300           | 14,900        | 98 |
|                        | Franklin     | 3,200            | 3,100         | 97 |
|                        | Gregg        | 42,300           | 41,800        | 99 |



KLTV BPCT-830725KN Granted 3/21/84 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Hopkins      | 11,000           | 10,800         | 98             |
|   | Rains        | 2,600            | 2,600          | 100            |
|   | Rusk         | 17,000           | 16,700         | 98             |
|   | Smith        | 56,200           | 55,500         | 99             |
|   | Upshur       | 12,300           | 12,100         | 98             |
|   | Wood         | 11,300           | 11,100         | 98             |
| <b>Between 25-49%</b>                   | <b>TEXAS</b> |                  |                |                |
|   | Henderson    | 22,200           | 21,800         | 98             |
|   | Morris       | 5,500            | 5,400          | 98             |
|   | Titus        | 8,900            | 8,700          | 98             |
|   | Van Zandt    | 15,000           | 14,700         | 98             |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                |                |
|   | Cass         | 11,500           | 11,300         | 98             |
|   | Harrison     | 20,200           | 19,900         | 98             |
|   | Houston      | 8,500            | 8,200          | 96             |
|   | Leon         | 5,100            | 4,900          | 96             |
|   | Marion       | 4,400            | 4,300          | 98             |
|   | Nacogdoches  | 19,100           | 18,600         | 97             |
| Panola                                  | 8,600        | 8,400            | 98             |                |
| Red River                               | 6,500        | 6,300            | 97             |                |
| <b>Station Totals</b>                   |              | <b>325,700</b>   | <b>319,700</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>184,000</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>112,300</b> |



# Texas—Victoria

## KAVU-TV

Ch. 25

**Network Service:** NBC.

**Licensee:** Community Broadcasting of Coastal Bend Inc., 2710 Hospital Dr., Suite 106, Victoria, TX 77901.

**Studio:** 3803 N. Navarro St., Victoria, TX 77901.

**Mailing Address:** Box 4929, Victoria, TX 77903.

**Telephone:** 512-576-5288.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 2140-kw max. & 933-kw horizontal visual, 214-kw max. & 93-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1049-ft. above ground, 1079-ft. above sea level.

Latitude 28° 48' 06"  
Longitude 96° 33' 09"

**Transmitter:** County Rd. 1639, 2.8-mi. S of Lolita.

**Ownership:** Visus Inc., 19.92%; Dudley B. McDougal, pres., 1.26%; Ruth L. Constant, exec. v.p., 18.78%; George Constant, 19.93%; Anthony Constant, 7.41%; 48 others, with less than 5% each. McDougal has interest in LPTV applications.

**Began Operation:** July 21, 1982.

**Represented (sales):** Katz Television.

**Represented (legal):** Hamel & Park.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

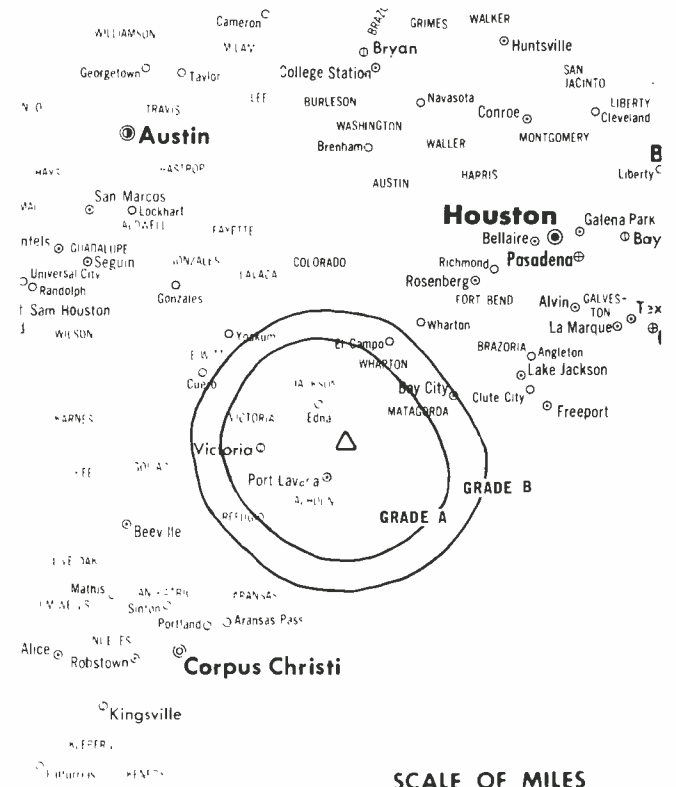
DOUG McDOUGAL, general manager.  
BOB HESSE, general sales manager.  
PAUL ERDEL, program director.

**Highest 30 Sec. Rate:** \$160.

**City of License:** Victoria. **ADI:** Victoria. **Rank:** 207.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | TEXAS        |                  |               |    |
|                        | Calhoun      | 7,400            | 7,300         | 99 |
|                        | Jackson      | 5,000            | 4,900         | 98 |



KAVU-TV BPCT—801208KH Granted 9/22/81

© American Map Corp., No. 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households | %             |
|---|--------------|------------------|---------------|---------------|
| 50% & Over                              | Victoria     | 27,000           | 26,500        | 98            |
|   | <b>TEXAS</b> |                  |               |               |
| Between 5-24%                           | Colorado     | 7,600            | 7,400         | 97            |
|   | De Witt      | 7,200            | 7,000         | 97            |
|   | Goliad       | 2,000            | 1,900         | 95            |
|   | Lavaca       | 7,700            | 7,400         | 96            |
|   | Matagorda    | 15,900           | 15,600        | 98            |
|   | Wharton      | 15,300           | 15,000        | 98            |
| <b>Station Totals</b>                   |              | <b>95,100</b>    | <b>93,000</b> | <b>97</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |               | <b>42,700</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |               | <b>23,600</b> |

# Texas—Victoria

**KVCT**

**Ch. 19**

**Network Service:** ABC.

**Licensee:** Victoria Communications Corp., Box 1879, Victoria, TX 77902.

**Studio:** One Eastgate Industrial Plaza, Victoria, TX 77902.

**Telephone:** 512-576-5131.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 153.2-kw max. visual, 15.32-kw max. aural. Antenna: 490-ft. above av. terrain, 495-ft. above ground, 584-ft. above sea level.

Latitude 28° 46' 41"  
Longitude 96° 57' 38"

**Transmitter:** SE corner of By-Pass Loop 175 & Port Lavaca Hwy.

**Satellite Earth Station:** Prostar, 4.8-meter; Comtech receivers.

**News Services:** ABC, UPI.

**Ownership:** William M. Murphy, pres., 18.43%; Raymond Uherek, secy.-treas., 8.06%; Betty Grimsinger, v.p., 0.22%; Charles Smitley, v.p.-dir., 3.92%; O. F. Jones, 14.84%; Philip A. Sims, 4.79%.

**Began Operation:** October 1, 1969. Sale to present owners by South Texas Telecasting Co. Inc. (Michael D. & C. Dan McKinnon, et al.) approved by FCC March 4, 1976.

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

**Represented (legal):** Cohn & Marks.

**Personnel:**

WILLIAM M. MURPHY, president.  
BETTY GRIMSINGER, general manager.  
DORIS LITTLES, program director.  
CARL YOUNG, director of engineering.  
GLEN SMITH, news director.

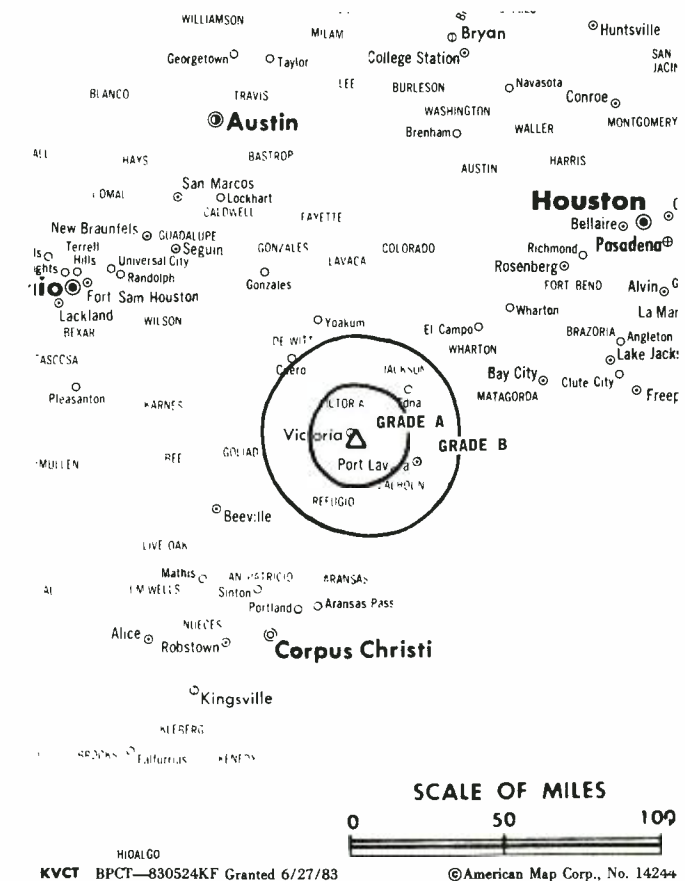
**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate (June 30, 1987):** \$250.

**NETWORK BASE HOURLY RATE:** \$75.

**City of License:** Victoria. **ADI:** Victoria. **Rank:** 207.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KVCT BPCT—830524KF Granted 6/27/83

| Net Weekly Circulation                  | State County  | Total Households | TV Households | %             |
|---|---------------|------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | TEXAS Calhoun | 7,400            | 7,300         | 99            |
|   | Jackson       | 5,000            | 4,900         | 98            |
|   | Victoria      | 27,000           | 26,500        | 98            |
| <b>Between 25-49%</b>                   | TEXAS De Witt | 7,200            | 7,000         | 97            |
|   | Goliad        | 2,000            | 1,900         | 95            |
| <b>Between 5-24%</b>                    | TEXAS Lavaca  | 7,700            | 7,400         | 96            |
| <b>Station Totals</b>                   |               | <b>56,300</b>    | <b>55,000</b> | <b>97</b>     |
| <b>Net Weekly Circulation (1987)</b>    |               |                  |               | <b>34,900</b> |
| <b>Average Daily Circulation (1987)</b> |               |                  |               | <b>18,900</b> |

# Texas—Waco

## KWTX-TV

Ch. 10

(Affiliated with KBTX-TV, Bryan, TX)

**Network Service:** CBS.

**Licensee:** KWTX Broadcasting Co., Box 2636, Waco, TX 76702-2636.

**Studio:** 6700 American Plaza, Waco, TX 76710.

**Mailing Address:** Box 2636, Waco, TX 76702-2636.

**Telephone:** 817-776-1330. TWX: 910-894-5206.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 209-kw max. visual, 19.1-kw aural. Antenna: 1810-ft. above av. terrain, 1679-ft. above ground, 2532-ft. above sea level.

Latitude 31° 19' 19"  
Longitude 97° 18' 58"

**Transmitter:** 2.7-mi. ENE of Moody, TX.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; AFC, 4-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**AM Affiliate:** KWTX, 1-kw, 1230 KHz.

**FM Affiliate:** KWTX-FM, 100-kw, 97.5 MHz (No. 248), 1569-ft.

**News Service:** UPI.

**Ownership:** M. N. Bostick, pres., 12.464%; Estate of Hilton E. Howell, 6.233%; L. L. Sams & Sons, 12.465%; Estate of W. W. Callan Sr., 4.878%; Robert Levy, 8.643%; W. Woody Callan Jr., 3.794%; Diana C. Braswell, 3.794%; Thomas D. Stribling, 7.972%; George Chase & E. S. Chase, 4.493%; Estate of Hilton H. Howell, 3.116%; Donald Howell, 3.116%; LBJ Corp., 29.032%. See Group Ownership of Television Stations.

**Began Operation:** April 3, 1955.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Cordon & Kelly.

**Personnel:**

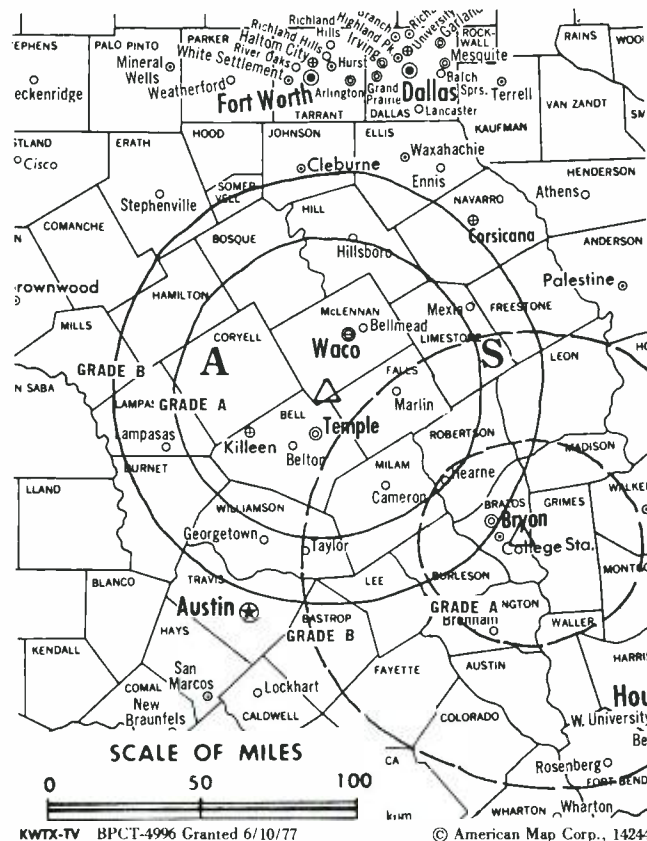
M. N. (BUDDY) BOSTICK, president.  
RAY DEAVER, vice president & station manager.  
BOB WHITE, general sales manager.  
RALPH WEBB, program manager.  
RICK BRADFIELD, news director.  
CRAIG HARPER, engineering administrator.  
KEN MUSGRAVE, chief engineer.

**Rates:** On request.

**City of License:** Waco. **ADI:** Waco-Temple. **Rank:** 95.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | TEXAS        |                  |               |    |
|                        | Bell         | 59,300           | 58,700        | 99 |
|                        | Bosque       | 6,300            | 6,200         | 98 |
|                        | Coryell      | 16,900           | 16,700        | 99 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| 50% & Over                              | Falls        | 7,300            | 7,200          | 99             |
|   | Freestone    | 6,600            | 6,400          | 97             |
|   | Hamilton     | 3,900            | 3,800          | 97             |
|   | Lampasas     | 5,400            | 5,300          | 98             |
|   | Limestone    | 8,500            | 8,300          | 98             |
|   | Mc Lennan    | 69,400           | 68,700         | 99             |
|   | Milam        | 9,000            | 8,800          | 98             |
|   | Mills        | 1,900            | 1,900          | 100            |
|   | Robertson    | 6,100            | 6,000          | 98             |
|   | San Saba     | 2,500            | 2,400          | 96             |
| Between 25-49%                          | TEXAS        |                  |                |                |
|   | Erath        | 10,200           | 10,100         | 99             |
|   | Hill         | 10,800           | 10,600         | 98             |
| Between 5-24%                           | TEXAS        |                  |                |                |
|   | Comanche     | 5,100            | 5,000          | 98             |
|   | Madison      | 3,600            | 3,500          | 97             |
|   | Navarro      | 15,200           | 14,900         | 98             |
|   | Somervell    | 2,000            | 2,000          | 100            |
|   | Washington   | 8,900            | 8,600          | 97             |
| Williamson                              | 36,800       | 36,200           | 98             |                |
| <b>Station Totals</b>                   |              | <b>300,800</b>   | <b>296,200</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>186,800</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>115,400</b> |

# Texas—Waco

**KXXV**

**Ch. 25**

**Network Service:** ABC.

**Licensee:** Central Texas Bcstg. Co. Ltd., a Ltd. Partnership, 1909 S. New Rd., Waco, TX 76701.

**Studio:** 1909 S. New Rd., Waco, TX 76711.

**Mailing Address:** Box 2522, Waco, TX 76702.

**Telephone:** 817-754-2525.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1828-ft. above av. terrain, 1732-ft. above ground, 2532-ft. above sea level.

Latitude 31° 20' 15.0"  
Longitude 97° 18' 36.9"

**Transmitter:** 3.1-mi. NE of Moody.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Harris, 10-meter; Harris, 7-meter; 2 Harris, 3-meter; Harris receivers.

**News Service:** UPI.

**Ownership:** Robert A. Mann, gen. partner, 1%; Mary Hyden Hunter, David Wake Mann & Allen Barclay Mann, ltd. partners, 33% each. **Note:** Sale to Shamrock Bcstg. Inc. pends (**Television Digest**, Vol. 27:20).

**Began Operation:** March 22, 1985.

**Represented (sales):** Katz Television.

**Represented (legal):** Leo I. George, P.C.

**Personnel:**

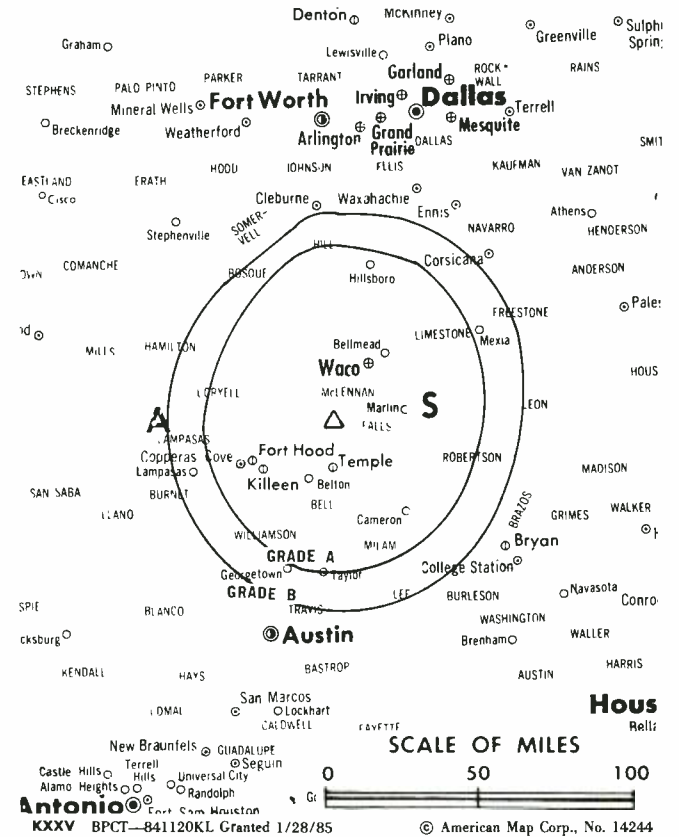
- ROBERT A. MANN, general manager.
- BOB GOOD, station manager.
- DON SHORES, sales manager.
- LOW STROWGER, chief engineer.
- DON MARION, news director.
- JINX DENNIS, program director.
- MARK PUCKETT, promotion director.

**Highest 30 Sec. Rate:** \$500.

**City of License:** Waco. **ADI:** Waco-Temple. **Rank:** 95.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>TEXAS</b> |                  |               |    |
|                        | Bell         | 59,300           | 58,700        | 99 |
|                        | Coryell      | 16,900           | 16,700        | 99 |
|                        | Falls        | 7,300            | 7,200         | 99 |
|                        | Mc Lennan    | 69,400           | 68,700        | 99 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Madison      | 3,600            | 3,500          | 97        |
|   | <b>TEXAS</b> |                  |                |           |
| <b>Between 25-49%</b>                   | Brazos       | 41,800           | 41,200         | 99        |
|   | Hamilton     | 3,900            | 3,800          | 97        |
|   | Lampasas     | 5,400            | 5,300          | 98        |
|   | Leon         | 5,100            | 4,900          | 96        |
|   | Milam        | 9,000            | 8,800          | 98        |
|   | Mills        | 1,900            | 1,900          | 100       |
|   | Robertson    | 6,100            | 6,000          | 98        |
|   | San Saba     | 2,500            | 2,400          | 96        |
| <b>Between 5-24%</b>                    | <b>TEXAS</b> |                  |                |           |
|   | Bosque       | 6,300            | 6,200          | 98        |
|   | Hill         | 10,800           | 10,600         | 98        |
|   | Limestone    | 8,500            | 8,300          | 98        |
| Williamson                              | 36,800       | 36,200           | 98             |           |
| <b>Station Totals</b>                   |              | <b>294,600</b>   | <b>290,400</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>145,200</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>72,300</b>  |           |

# Texas—Temple-Waco

## KCEN-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** Channel 6 Inc., 17 S. Third St., Box 6103, Temple, TX 76503-6103.

**Studio:** I-35 South, Eddy, TX.

**Waco Office:** 1502 Columbus Ave., Waco, TX 76703.

**Telephone:** 817-859-5481. **TWX:** 910-890-4870.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1866-ft. above av. terrain, 1924-ft. above ground, 2549-ft. above sea level.

Latitude 31° 16' 24"  
Longitude 97° 13' 14"

**Transmitter:** 2.4-mi. SE of I-35, on Eddy Blevins Rd., near Eddy, TX.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 7.5-meter Ku-band; Andrew, 7.3-meter; Andrew, 4.5-meter; Fort Worth Tower, 3.9-meter; Harris, 3.6-meter Ku-band; RCA Americom, 2.7-meter Ku-band; Andrew, Avantek, Microdyne receivers.

**News Service:** AP.

**Ownership:** Frank W. Mayborn Estate, Anyse Sue Mayborn, executrix. Mayborn Estate owns Bell Publishing Co. (Temple Daily Telegram); Killeen Publishing Co. (Killeen Herald).

**Began Operation:** November 1, 1953.

**Represented (sales):** Blair Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Silliman & Silliman.

**Personnel:**

ANYSE SUE MAYBORN, president.  
DANIEL C. LESMEISTER, vice president & general manager.  
BRUCE BOONE, national sales manager.  
BILL FELKNER, local sales manager.  
KEN SMITH, chief engineer.  
RAYMOND BRITTON, program manager.

**Highest One Hour Rate:** \$3000.

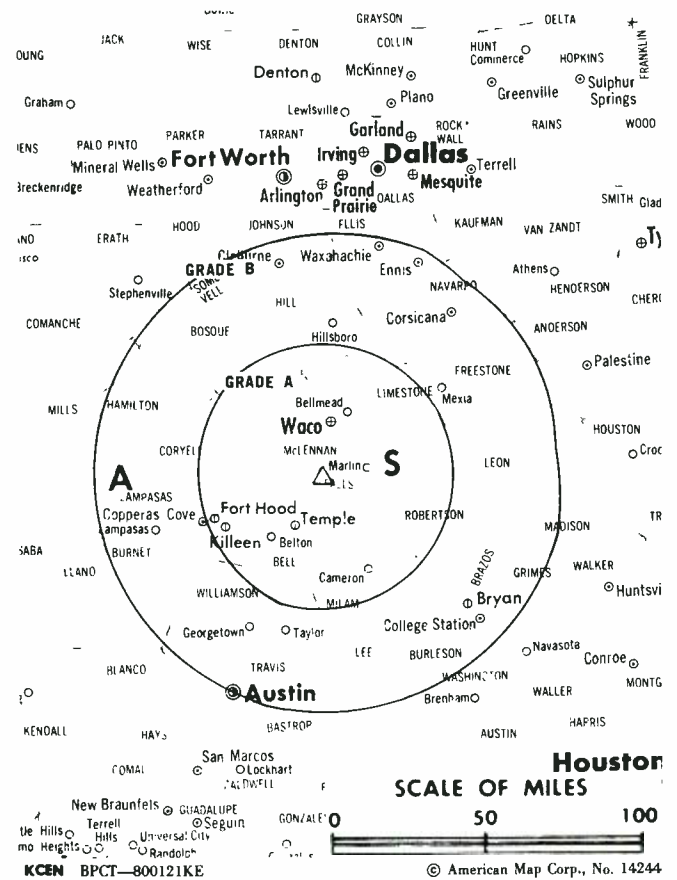
**Highest 30 Sec. Rate:** \$550.

**NETWORK BASE HOURLY RATE:** \$2350.

**City of License:** Temple. **ADI:** Waco-Temple. **Rank:** 95.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | TEXAS        |                  |               |    |
|                        | Bell         | 59,300           | 58,700        | 99 |
|                        | Brazos       | 41,800           | 41,200        | 99 |
|                        | Burleson     | 5,200            | 5,000         | 96 |
|                        | Coryell      | 16,900           | 16,700        | 99 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Falls        | 7,300            | 7,200          | 99             |
|   | Hamilton     | 3,900            | 3,800          | 97             |
|   | Lampasas     | 5,400            | 5,300          | 98             |
|   | Leon         | 5,100            | 4,900          | 96             |
|   | Limestone    | 8,500            | 8,300          | 98             |
|   | Mc Lennan    | 69,400           | 68,700         | 99             |
|   | Madison      | 3,600            | 3,500          | 97             |
|   | Milam        | 9,000            | 8,800          | 98             |
|   | Mills        | 1,900            | 1,900          | 100            |
|   | Robertson    | 6,100            | 6,000          | 98             |
| San Saba                                | 2,500        | 2,400            | 96             |                |
| <b>Between 25-49%</b>                   | TEXAS        |                  |                |                |
|   | Bosque       | 6,300            | 6,200          | 98             |
|   | Freestone    | 6,600            | 6,400          | 97             |
| Hill                                    | 10,800       | 10,600           | 98             |                |
| <b>Between 5-24%</b>                    | TEXAS        |                  |                |                |
|   | Burnet       | 9,800            | 9,700          | 99             |
|   | Lee          | 4,800            | 4,700          | 98             |
| Williamson                              | 36,800       | 36,200           | 98             |                |
| <b>Station Totals</b>                   |              | <b>321,000</b>   | <b>316,200</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>212,200</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>125,200</b> |

# Texas—Weslaco

## KRGV-TV

Ch. 5

**Network Service:** ABC.

**Licensee:** Mobile Video Tapes Inc., Box 5, Weslaco, TX 78596.

**Studio:** 900 E. Expressway, Weslaco, TX 78596.

**Mailing Address:** Box 5, Weslaco, TX 78596.

**Telephone:** 512-968-5555. **TWX:** 910-870-1850.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 19.1-kw aural. Antenna: 950-ft. above av. terrain, 995-ft. above ground, 1049-ft. above sea level.

Latitude 26° 09' 54"  
Longitude 97° 48' 45"

**Transmitter:** La Feria, 7-mi. SW of Harlingen, TX.

**Satellite Earth Stations:** Andrew, 7.3-meter; Scientific-Atlanta, 7-meter; Vertex, 4.8-meter; Andrew, 4.5-meter; Avantek, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, ABC, NIWS, UPI.

**Ownership:** Douglas L. Manship, 49.28%; Charles P. Manship Jr., 49.28%; KRGV-TV Employee Stock Option Plan, 1.44%. See Manship Stations in Group Ownership of Television Stations.

**Began Operation:** April 10, 1954. Sale to present owners by Kenco Enterprises approved by FCC Jan. 28, 1964 (*Television Digest*, Vol. 4:5). Sale to Kenco Enterprises by LBJ Co. approved Oct. 18, 1961 (Vol. 17:35). LBJ Co. acquired full control of TV and radio when FCC approved sale of 50% by O. L. Taylor (Vol. 14:12, 14). Original 50% of TV acquired by LBJ from Taylor after FCC approved transfer April 4, 1956 (Vol. 12:11, 14), with LBJ exercising option April 1, 1957 on 50% of radio.

**Represented (sales):** Blair Television.

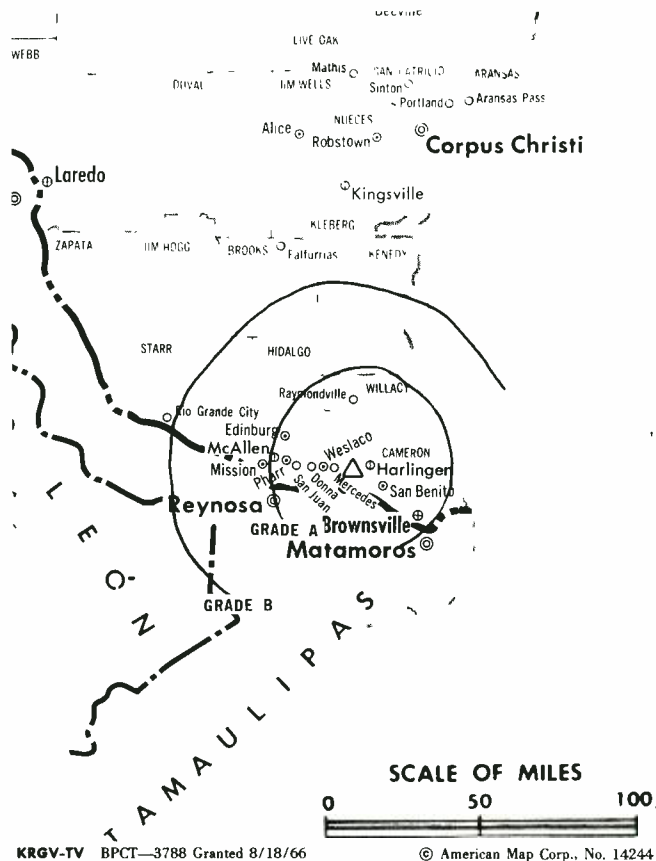
**Represented (legal):** Cohn & Marks.

**Personnel:**

RAY ALEXANDER, general manager.  
BERT WALLING, chief engineer.  
DONALD HICKS, general sales manager.  
RICK DIAZ, news director.  
JULIAN ADAME, program director.

**Highest 30 Sec. Rate:** \$700.

**NETWORK BASE HOURLY RATE:** \$700.



**City of License:** Weslaco. **ADI:** McAllen-Brownsville. **Rank:** 116.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>TEXAS</b> |                  |                |           |
|   | Cameron      | 70,200           | 69,200         | 99        |
|   | Hidalgo      | 96,200           | 94,500         | 98        |
|   | Starr        | 9,200            | 8,900          | 97        |
| <b>Between 5-24%</b>                    | Willacy      | 5,000            | 4,900          | 98        |
|   | <b>TEXAS</b> |                  |                |           |
|   | Brooks       | 2,800            | 2,700          | 96        |
|   | Jim Hogg     | 1,800            | 1,700          | 94        |
| <b>Station Totals</b>                   |              | <b>185,200</b>   | <b>181,900</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>160,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>113,500</b> |           |

# Texas—Wichita Falls

## KAUZ-TV

Ch. 6

**Network Service:** CBS.

**Licensee:** Adams TV of Wichita Falls Inc., Box 2130, Wichita Falls, TX 76307.

**Studio:** Seymour Hwy., 2.5-mi. W of center of Wichita Falls.

**Mailing Address:** Box 2130, Wichita Falls, TX 76307.

**Telephone:** 817-322-6957. **TWX:** 910-890-5836.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1021-ft. above av. terrain, 1028-ft. above ground, 2046-ft. above sea level.

Latitude 33° 54' 04"  
Longitude 98° 32' 21"

**Transmitter:** Seymour Hwy., 2.5-mi. W of center of Wichita Falls.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; Houston Tracker, 4.37-meter C-band; RCA, 3.7-meter Ku-band; DX Antenna, Scientific-Atlanta receivers.

**News Services:** CBS, UPI.

**Ownership:** Adams Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 1, 1953 as KWFT-TV. Sale to present owner by Ray Clymer & W. Erle White approved Jan. 5, 1984 (Television Digest, Vol. 23:31). Sale to Clymer & White approved by FCC May 30, 1978 (Vol. 18:23). Previous sale by Bass Bros. approved Sept. 19, 1974. Sale to Bass Bros. by Mid-New York Bcstg. (Paul F. Harron) approved April 10, 1968. Sale by Sidney A. Grayson and associates approved March 13, 1963 (Vol. 3:11). Transfer to Sidney A. Grayson group by E. H. Rowley theatre chain family and Kenyon Brown approved Jan. 11, 1956 (Vol. 11:46, 48; 12:2).

**Represented (sales):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

JOHN HYSLER, vice president & general manager.  
MARK CUMMINGS, sales manager.  
LINDA HILDEN, program manager.  
LEON HOEFFNER, chief engineer.  
DAN AVERY, news director.  
RICK GRANBERRY, production manager.

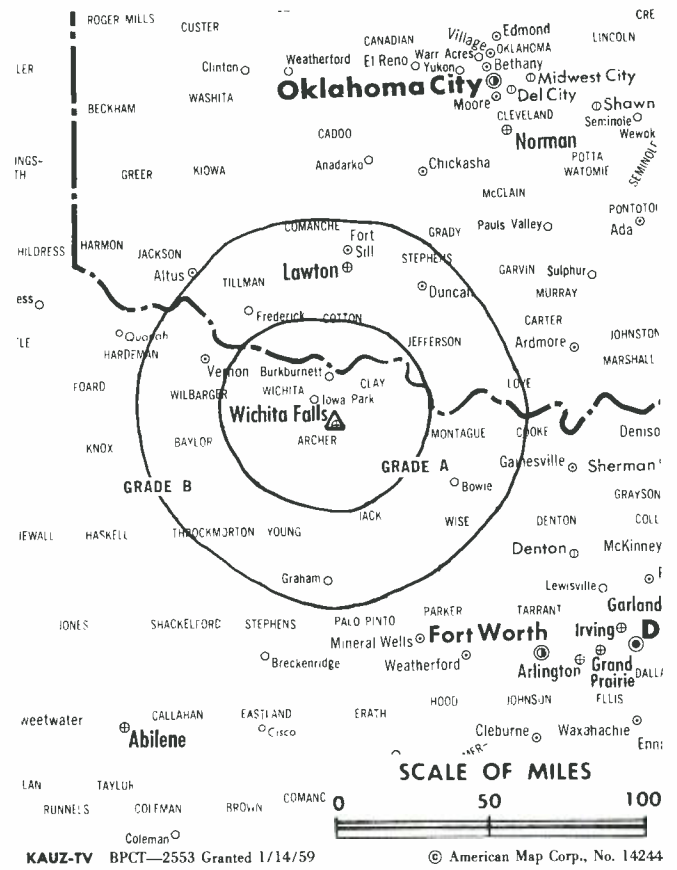
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$591.

**City of License:** Wichita Falls. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 126.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Comanche        | 38,200           | 37,900        | 99  |
|                        | Cotton          | 3,200            | 3,200         | 100 |
|                        | Jackson         | 11,100           | 11,000        | 99  |
|                        | Jefferson       | 3,500            | 3,500         | 100 |
|                        | Stephens        | 17,800           | 17,600        | 99  |
|                        | Tillman         | 4,500            | 4,400         | 98  |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |    |
|---|-----------------|------------------|----------------|----------------|----|
| <b>50% &amp; Over</b>                   | <b>TEXAS</b>    |                  |                |                |    |
|   | Archer          | 3,100            | 3,100          | 100            |    |
|   | Baylor          | 1,900            | 1,900          | 100            |    |
|   | Clay            | 4,100            | 4,100          | 100            |    |
|   | Foard           | 900              | 900            | 100            |    |
|   | Hardeman        | 2,400            | 2,400          | 100            |    |
|   | Jack            | 3,100            | 3,100          | 100            |    |
|   | Knox            | 1,900            | 1,900          | 100            |    |
|   | Montague        | 7,300            | 7,200          | 99             |    |
|   | Throckmorton    | 900              | 900            | 100            |    |
|   | Wichita         | 45,100           | 44,800         | 99             |    |
| Wilbarger                               | 6,200           | 6,200            | 100            |                |    |
| Young                                   | 8,600           | 8,500            | 99             |                |    |
| <b>Between 25-49%</b>                   | <b>OKLAHOMA</b> |                  |                |                |    |
|   | Kiowa           | 5,400            | 5,300          | 98             |    |
|   | <b>OKLAHOMA</b> | Carter           | 18,300         | 18,100         | 99 |
|   |                 | Greer            | 3,100          | 3,000          | 97 |
| Love                                    |                 | 3,400            | 3,300          | 97             |    |
| Murray                                  |                 | 5,200            | 5,200          | 100            |    |
| <b>TEXAS</b>                            | Childress       | 2,700            | 2,700          | 100            |    |
|   | Cottle          | 1,200            | 1,200          | 100            |    |
|   | King            | 200              | 200            | 100            |    |
| <b>Station Totals</b>                   |                 | <b>203,300</b>   | <b>201,600</b> | <b>99</b>      |    |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>143,200</b> |    |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>86,500</b>  |    |

# Texas—Wichita Falls

**KFDX-TV**

**Ch. 3**

**Network Service:** NBC.

**Licensee:** Federal Bcstg. Corp.

**Studio:** 4500 Seymour Hwy., Wichita Falls, TX 76309.

**Mailing Address:** Box 4000, Wichita Falls, TX 76308.

**Telephone:** 817-692-4530. **TWX:** 910-890-5825.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 997-ft. above av. terrain, 1044-ft. above ground, 2049-ft. above sea level.

Latitude 33° 53' 23"  
Longitude 98° 33' 20"

**Transmitter:** 4500 Seymour Rd.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6-meter Ku-band; AFC, 3.66-meter Ku-band; Paracclipse, 3.66-meter C-band; Harris, 3-meter Ku-band; Drake, Harris, M/A-Com receivers.

**News Service:** AP.

**Ownership:** Price Communications Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 13, 1953. Sale to Clay Communications by Darrold A. Cannan, et al., approved by FCC Jan. 27, 1971 (*Television Digest*, Vol. 11:5). Sale to present owners by Clay Communications approved by FCC June 23, 1987 (Vol. 27:21).

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

JOHN WEST, vice president & general manager.  
JIM SMITH, chief engineer.

**Highest One Hour Rate:** \$1800.

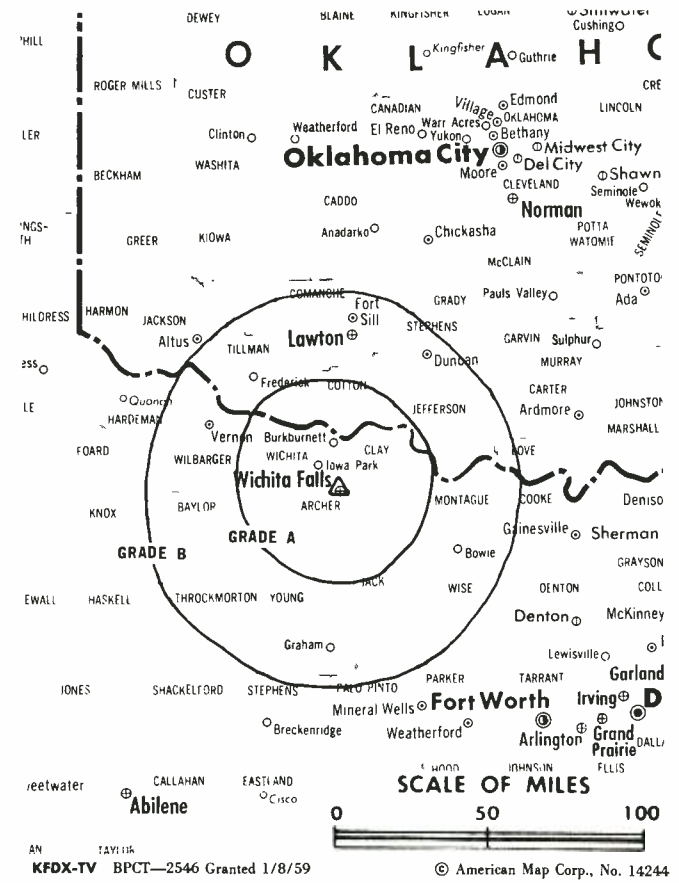
**Highest 30 Sec. Rate:** \$650.

**NETWORK BASE HOURLY RATE:** \$625.

**City of License:** Wichita Falls. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 126.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>OKLAHOMA</b> |                  |               |     |
|                        | Comanche        | 38,200           | 37,900        | 99  |
|                        | Cotton          | 3,200            | 3,200         | 100 |
|                        | Jackson         | 11,100           | 11,000        | 99  |
|                        | Jefferson       | 3,500            | 3,500         | 100 |
|                        | Stephens        | 17,800           | 17,600        | 99  |
|                        | Tillman         | 4,500            | 4,400         | 98  |
| <b>TEXAS</b>           | Archer          | 3,100            | 3,100         | 100 |



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KFDX-TV BPCT—2546 Granted 1/8/59

| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |
|---|-----------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Baylor          | 1,900            | 1,900          | 100            |
|   | Clay            | 4,100            | 4,100          | 100            |
|   | Foard           | 900              | 900            | 100            |
|   | Hardeman        | 2,400            | 2,400          | 100            |
|   | Jack            | 3,100            | 3,100          | 100            |
|   | Knox            | 1,900            | 1,900          | 100            |
|   | Montague        | 7,300            | 7,200          | 99             |
|   | Throckmorton    | 900              | 900            | 100            |
|   | Wichita         | 45,100           | 44,800         | 99             |
|   | Wilbarger       | 6,200            | 6,200          | 100            |
| Young                                   | 8,600           | 8,500            | 99             |                |
| <b>Between 25-49%</b>                   | <b>OKLAHOMA</b> |                  |                |                |
|   | Greer           | 3,100            | 3,000          | 97             |
| <b>Between 5-24%</b>                    | <b>OKLAHOMA</b> |                  |                |                |
|   | Carter          | 18,300           | 18,100         | 99             |
|   | Harmon          | 1,800            | 1,800          | 100            |
|   | Kiowa           | 5,400            | 5,300          | 98             |
|   | Love            | 3,400            | 3,300          | 97             |
|   | Murray          | 5,200            | 5,200          | 100            |
|   | <b>TEXAS</b>    |                  |                |                |
| Cottle                                  | 1,200           | 1,200            | 100            |                |
| King                                    | 200             | 200              | 100            |                |
| <b>Station Totals</b>                   |                 | <b>202,400</b>   | <b>200,700</b> | <b>99</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>145,900</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>93,600</b>  |



# Texas—Wichita Falls

**KJTL**

**Ch. 18**

**Network Service:** Fox.

**Licensee:** Wichita Falls Television Ltd., 2245 Perimeter Park, Suite 3, Atlanta, GA 30341.

**Studio:** 3800 Callfield Rd., Wichita Falls, TX 76308.

**Mailing Address:** Box 4865, Wichita Falls, TX 76308.

**Telephone:** 817-691-1808.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 2820-kw visual, 282-kw aural. Antenna: 1080-ft. above av. terrain, 1034-ft. above ground, 2146-ft. above sea level.

Latitude 34° 12' 06"  
Longitude 98° 43' 44"

**Transmitter:** Approx. 2.8-mi. SW of Grandfield, 2-mi. S of Hwy. 70.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; AFC, 3.7-meter Ku-band; Harris, M/A-Com receivers.

**Ownership:** Peter L. D'Acosta, gen. partner, 9.8536%; Wichita Falls Bcstg. Inc., gen. partner, 1.064%; Wichita Falls TV 18 Ltd., ltd. partner, 60%; Broadcast Equities Corp. & William F. Gibbons, ltd. partners, 10% each; Kaissar S. Ibrahim Money Purchase Pension Plan & Trust, Kaissar S. Ibrahim, trustee, ltd. partner, 4.8%; J. Darrell Shea & John J. Parker, ltd. partners, 2% each; Henry D. McLain, 0.3%.

**Began Operation:** May 14, 1985. Sold to present owners by Janet T. Lee, et al., Aug. 1986.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Goldberg & Spector.

**Personnel:**

PETE D'ACOSTA, general manager.  
KYLE WILLIAMS, sales manager.  
KEN THOMASON, chief engineer.

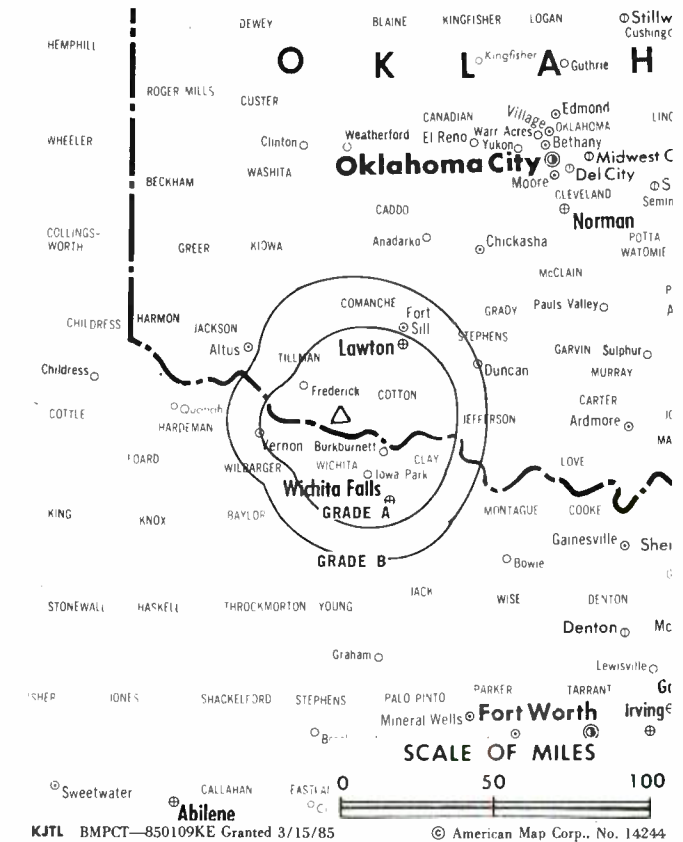
**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate** (September 1, 1987): \$200.

**City of License:** Wichita Falls. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 126.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| 50% & Over             | <b>OKLAHOMA</b> |                  |               |     |
|                        | Comanche        | 38,200           | 37,900        | 99  |
|                        | Tillman         | 4,500            | 4,400         | 98  |
|                        | <b>TEXAS</b>    |                  |               |     |
|                        | Archer          | 3,100            | 3,100         | 100 |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| 50% & Over                              | Wichita         | 45,100           | 44,800         | 99        |
|   | <b>OKLAHOMA</b> |                  |                |           |
| Between 25-49%                          | Cotton          | 3,200            | 3,200          | 100       |
|   | Jefferson       | 3,500            | 3,500          | 100       |
|   | <b>TEXAS</b>    |                  |                |           |
| Between 5-24%                           | Clay            | 4,100            | 4,100          | 100       |
|   | Wilbarger       | 6,200            | 6,200          | 100       |
|   | <b>OKLAHOMA</b> |                  |                |           |
|   | Grady           | 17,000           | 16,800         | 99        |
|   | Jackson         | 11,100           | 11,000         | 99        |
|   | Kiowa           | 5,400            | 5,300          | 98        |
|   | Stephens        | 17,800           | 17,600         | 99        |
|   | <b>TEXAS</b>    |                  |                |           |
|   | Baylor          | 1,900            | 1,900          | 100       |
|   | Foard           | 900              | 900            | 100       |
|   | Montague        | 7,300            | 7,200          | 99        |
| <b>Station Totals</b>                   |                 | <b>169,300</b>   | <b>167,900</b> | <b>99</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>69,900</b>  |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>31,000</b>  |           |

**Texas**

**KTVT, Fort Worth-Dallas  
(Arbitron Data Continued)**

| Net Weekly Circulation | State County      | Total Households | TV Households | %   |
|------------------------|-------------------|------------------|---------------|-----|
| <b>Between 25-49%</b>  | <b>OKLAHOMA</b>   |                  |               |     |
|                        | Bryan             | 13,000           | 12,700        | 98  |
|                        | Carter            | 18,300           | 18,100        | 99  |
|                        | Choctaw           | 6,300            | 6,100         | 97  |
|                        | Comanche          | 38,200           | 37,900        | 99  |
|                        | Greer             | 3,100            | 3,000         | 97  |
|                        | Jackson           | 11,100           | 11,000        | 99  |
|                        | Love              | 3,400            | 3,300         | 97  |
|                        | Mc Curtain        | 13,200           | 12,900        | 98  |
|                        | Marshall          | 5,100            | 5,000         | 98  |
|                        | Murray            | 5,200            | 5,200         | 100 |
|                        | <b>TEXAS</b>      |                  |               |     |
|                        | Bell              | 59,300           | 58,700        | 99  |
|                        | Bowie             | 30,200           | 29,800        | 99  |
|                        | Brazos            | 41,800           | 41,200        | 99  |
|                        | Brown             | 14,500           | 14,200        | 98  |
|                        | Cherokee          | 15,300           | 14,900        | 98  |
| Childress              | 2,700             | 2,700            | 100           |     |
| Collingsworth          | 1,800             | 1,700            | 94            |     |
| Coryell                | 16,900            | 16,700           | 99            |     |
| Eastland               | 8,200             | 8,000            | 98            |     |
| Falls                  | 7,300             | 7,200            | 99            |     |
| Franklin               | 3,200             | 3,100            | 97            |     |
| Gregg                  | 42,300            | 41,800           | 99            |     |
| Hall                   | 2,100             | 2,000            | 95            |     |
| Mc Lennan              | 69,400            | 68,700           | 99            |     |
| Mitchell               | 3,300             | 3,300            | 100           |     |
| Montague               | 7,300             | 7,200            | 99            |     |
| Nacogdoches            | 19,100            | 18,600           | 97            |     |
| Navarro                | 15,200            | 14,900           | 98            |     |
| Red River              | 6,500             | 6,300            | 97            |     |
| Shackelford            | 1,700             | 1,700            | 100           |     |
| Sherman                | 1,100             | 1,100            | 100           |     |
| Smith                  | 56,200            | 55,500           | 99            |     |
| Stephens               | 4,400             | 4,300            | 98            |     |
| Terry                  | 5,200             | 5,100            | 98            |     |
| Titus                  | 8,900             | 8,700            | 98            |     |
| Young                  | 8,600             | 8,500            | 99            |     |
| <b>Between 5-24%</b>   | <b>ARKANSAS</b>   |                  |               |     |
|                        | Arkansas          | 8,600            | 8,500         | 99  |
|                        | Bradley           | 5,200            | 5,100         | 98  |
|                        | Dallas            | 4,000            | 3,900         | 97  |
|                        | Hempstead         | 8,700            | 8,500         | 98  |
|                        | Independence      | 11,900           | 11,700        | 98  |
|                        | Polk              | 6,600            | 6,400         | 97  |
|                        | Pulaski           | 133,300          | 132,000       | 99  |
|                        | Randolph          | 6,300            | 6,100         | 97  |
|                        | Searcy            | 3,600            | 3,500         | 97  |
|                        | <b>CALIFORNIA</b> |                  |               |     |
|                        | Sierra            | 1,600            | 1,500         | 94  |
|                        | <b>COLORADO</b>   |                  |               |     |
|                        | Gilpin            | 1,200            | 1,200         | 100 |
|                        | Rio Grande        | 3,600            | 3,400         | 94  |
|                        | <b>GEORGIA</b>    |                  |               |     |
|                        | Candler           | 2,700            | 2,600         | 96  |
| Mitchell               | 6,900             | 6,800            | 99            |     |
| Newton                 | 13,100            | 12,900           | 98            |     |
| Quitman                | 800               | 800              | 100           |     |
| Screven                | 5,400             | 5,300            | 98            |     |
| Treutlen               | 2,100             | 2,000            | 95            |     |
| Worth                  | 6,300             | 6,200            | 98            |     |
| <b>IOWA</b>            |                   |                  |               |     |
| Lee                    | 16,600            | 16,400           | 99            |     |
| Osceola                | 3,200             | 3,200            | 100           |     |
| Taylor                 | 3,300             | 3,200            | 97            |     |
| <b>IDAHO</b>           |                   |                  |               |     |
| Bear Lake              | 2,500             | 2,400            | 96            |     |
| <b>ILLINOIS</b>        |                   |                  |               |     |
| Clark                  | 6,700             | 6,500            | 97            |     |

**KTVT—(Continued)  
(Arbitron Data Continued)**

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>Between 5-24%</b>   | Jersey          | 7,300            | 7,100         | 97  |
|                        | Monroe          | 7,600            | 7,400         | 97  |
|                        | Putnam          | 2,400            | 2,300         | 96  |
|                        | <b>INDIANA</b>  |                  |               |     |
|                        | Fountain        | 6,700            | 6,600         | 99  |
|                        | Wells           | 9,200            | 9,000         | 98  |
|                        | White           | 9,400            | 9,200         | 98  |
|                        | <b>KANSAS</b>   |                  |               |     |
|                        | Bourbon         | 6,700            | 6,600         | 99  |
|                        | Decatur         | 1,800            | 1,800         | 100 |
|                        | Greeley         | 700              | 700           | 100 |
|                        | Jackson         | 4,400            | 4,300         | 98  |
|                        | Rooks           | 2,600            | 2,600         | 100 |
|                        | Stevens         | 1,700            | 1,600         | 94  |
|                        | Woodson         | 1,800            | 1,800         | 100 |
|                        | <b>KENTUCKY</b> |                  |               |     |
|                        | Bracken         | 2,700            | 2,700         | 100 |
| Casey                  | 5,900           | 5,800            | 98            |     |
| Clay                   | 7,700           | 7,500            | 97            |     |
| Martin                 | 4,700           | 4,600            | 98            |     |
| Ohio                   | 8,500           | 8,400            | 99            |     |
| Rowan                  | 6,200           | 6,100            | 98            |     |
| Whitley                | 13,400          | 13,200           | 99            |     |
| <b>LOUISIANA</b>       |                 |                  |               |     |
| Caddo                  | 103,100         | 101,900          | 99            |     |
| East Carroll           | 3,700           | 3,600            | 97            |     |
| <b>MICHIGAN</b>        |                 |                  |               |     |
| Cheboygan              | 8,100           | 7,800            | 96            |     |
| Roscommon              | 7,900           | 7,800            | 99            |     |
| <b>MISSOURI</b>        |                 |                  |               |     |
| Dent                   | 5,700           | 5,500            | 96            |     |
| Gasconade              | 5,300           | 5,200            | 98            |     |
| Ralls                  | 3,500           | 3,500            | 100           |     |
| Ripley                 | 5,000           | 4,700            | 94            |     |
| Sullivan               | 2,900           | 2,900            | 100           |     |
| <b>MISSISSIPPI</b>     |                 |                  |               |     |
| Prentiss               | 9,200           | 9,100            | 99            |     |
| <b>MONTANA</b>         |                 |                  |               |     |
| Carter                 | 600             | 600              | 100           |     |
| Garfield               | 600             | 500              | 83            |     |
| Granite                | 1,100           | 1,100            | 100           |     |
| Judith Basin           | 1,000           | 900              | 90            |     |
| Lincoln                | 6,600           | 6,300            | 95            |     |
| Pondera                | 2,500           | 2,400            | 96            |     |
| <b>NORTH CAROLINA</b>  |                 |                  |               |     |
| Ashe                   | 9,000           | 8,800            | 98            |     |
| Gates                  | 3,100           | 3,000            | 97            |     |
| <b>NORTH DAKOTA</b>    |                 |                  |               |     |
| Bowman                 | 1,600           | 1,600            | 100           |     |
| <b>NEBRASKA</b>        |                 |                  |               |     |
| Cherry                 | 2,600           | 2,600            | 100           |     |
| Garden                 | 1,000           | 1,000            | 100           |     |
| Grant                  | 300             | 300              | 100           |     |
| Sheridan               | 3,000           | 2,900            | 97            |     |
| Wheeler                | 400             | 400              | 100           |     |
| <b>NEW MEXICO</b>      |                 |                  |               |     |
| Catron                 | 1,000           | 900              | 90            |     |
| Grant                  | 9,200           | 8,700            | 95            |     |
| <b>NEVADA</b>          |                 |                  |               |     |
| Churchill              | 6,000           | 5,900            | 98            |     |
| Douglas                | 9,600           | 9,200            | 96            |     |
| Elko                   | 8,300           | 7,800            | 93            |     |
| Esmeralda              | 400             | 300              | 86            |     |
| Pershing               | 1,400           | 1,400            | 100           |     |
| <b>OKLAHOMA</b>        |                 |                  |               |     |
| Coal                   | 2,300           | 2,300            | 100           |     |
| Creek                  | 26,500          | 26,100           | 98            |     |
| Dewey                  | 2,300           | 2,300            | 100           |     |
| Garfield               | 25,900          | 25,700           | 99            |     |

**Texas**

**KTVT—(Continued)**  
**(Arbitron Data Continued)**

| Net Weekly Circulation | State County  | Total Households | TV Households | %     |    |
|------------------------|---------------|------------------|---------------|-------|----|
| <b>Between 5-24%</b>   | Grant         | 2,700            | 2,700         | 100   |    |
|                        | Harmon        | 1,800            | 1,800         | 100   |    |
|                        | Johnston      | 4,000            | 3,900         | 98    |    |
|                        | Kiowa         | 5,400            | 5,300         | 98    |    |
|                        | Le Flore      | 17,000           | 16,700        | 98    |    |
|                        | Logan         | 11,400           | 11,300        | 99    |    |
|                        | Muskogee      | 27,500           | 27,100        | 99    |    |
|                        | Okmulgee      | 15,400           | 15,200        | 99    |    |
|                        | Osage         | 16,600           | 16,500        | 99    |    |
|                        | Pushmataha    | 5,300            | 5,100         | 96    |    |
|                        | Rogers        | 20,400           | 20,100        | 99    |    |
|                        | Sequoyah      | 12,400           | 12,100        | 98    |    |
|                        | Tillman       | 4,500            | 4,400         | 98    |    |
|                        | Tulsa         | 207,900          | 206,400       | 99    |    |
|                        | Wagoner       | 19,100           | 18,900        | 99    |    |
|                        | Washington    | 21,100           | 21,000        | 100   |    |
|                        | <b>OREGON</b> |                  |               |       |    |
|                        |               | Grant            | 3,200         | 2,800 | 87 |
| <b>PENNSYLVANIA</b>    |               |                  |               |       |    |
|                        | Potter        | 6,900            | 6,700         | 97    |    |
| <b>SOUTH DAKOTA</b>    |               |                  |               |       |    |
|                        | Faulk         | 1,200            | 1,200         | 100   |    |
|                        | Todd          | 2,000            | 1,900         | 95    |    |
| <b>TENNESSEE</b>       |               |                  |               |       |    |
|                        | Carroll       | 10,700           | 10,600        | 99    |    |
|                        | Overton       | 6,500            | 6,400         | 98    |    |
|                        | White         | 7,700            | 7,600         | 99    |    |
| <b>TEXAS</b>           |               |                  |               |       |    |
|                        | Andrews       | 5,200            | 5,100         | 98    |    |
|                        | Aransas       | 6,900            | 6,800         | 99    |    |
|                        | Briscoe       | 1,000            | 1,000         | 100   |    |
|                        | Burleson      | 5,200            | 5,000         | 96    |    |
|                        | Callahan      | 5,100            | 5,000         | 98    |    |
|                        | Camp          | 3,900            | 3,800         | 97    |    |
|                        | Coleman       | 4,300            | 4,200         | 98    |    |
|                        | Cottle        | 1,200            | 1,200         | 100   |    |
|                        | Crockett      | 1,600            | 1,600         | 100   |    |
|                        | Dallam        | 2,600            | 2,600         | 100   |    |

**KTVT—(Continued)**  
**(Arbitron Data Continued)**

| Net Weekly Circulation | State County    | Total Households | TV Households | %     |     |
|------------------------|-----------------|------------------|---------------|-------|-----|
| <b>Between 5-24%</b>   | Donley          | 1,600            | 1,600         | 100   |     |
|                        | Fisher          | 2,100            | 2,100         | 100   |     |
|                        | Gaines          | 4,800            | 4,800         | 100   |     |
|                        | Hardeman        | 2,400            | 2,400         | 100   |     |
|                        | Hardin          | 16,000           | 15,700        | 98    |     |
|                        | Harrison        | 20,200           | 19,900        | 98    |     |
|                        | Hartley         | 1,400            | 1,400         | 100   |     |
|                        | Hockley         | 8,400            | 8,300         | 99    |     |
|                        | Houston         | 8,500            | 8,200         | 96    |     |
|                        | King            | 200              | 200           | 100   |     |
|                        | Lamb            | 6,400            | 6,300         | 98    |     |
|                        | Lampasas        | 5,400            | 5,300         | 98    |     |
|                        | Leon            | 5,100            | 4,900         | 96    |     |
|                        | Martin          | 1,600            | 1,600         | 100   |     |
|                        | Nueces          | 99,400           | 98,200        | 99    |     |
|                        | Panola          | 8,600            | 8,400         | 98    |     |
|                        | Pecos           | 4,800            | 4,700         | 98    |     |
|                        | Real            | 1,000            | 1,000         | 100   |     |
|                        | Reeves          | 4,800            | 4,700         | 98    |     |
|                        | Rusk            | 17,000           | 16,700        | 98    |     |
|                        | San Augustine   | 3,300            | 3,200         | 97    |     |
|                        | San Patricio    | 20,300           | 19,900        | 98    |     |
|                        | San Saba        | 2,500            | 2,400         | 96    |     |
|                        | Schleicher      | 1,000            | 1,000         | 100   |     |
|                        | Taylor          | 43,500           | 43,100        | 99    |     |
|                        | Upshur          | 12,300           | 12,100        | 98    |     |
|                        | Wheeler         | 3,200            | 3,100         | 97    |     |
|                        | Wichita         | 45,100           | 44,800        | 99    |     |
|                        | Yoakum          | 3,400            | 3,400         | 100   |     |
|                        | <b>VIRGINIA</b> |                  |               |       |     |
|                        |                 | Bath             | 2,000         | 2,000 | 100 |
|                        |                 | Bland            | 2,200         | 2,100 | 95  |
|                        |                 | Lancaster        | 4,100         | 4,000 | 98  |
| <b>WISCONSIN</b>       |                 |                  |               |       |     |
|                        | Richland        | 6,600            | 6,400         | 97    |     |
| <b>WEST VIRGINIA</b>   |                 |                  |               |       |     |
|                        | Hardy           | 3,800            | 3,700         | 97    |     |
| <b>WYOMING</b>         |                 |                  |               |       |     |
|                        | Lincoln         | 4,800            | 4,600         | 96    |     |

## Texas

### KXTX-TV , Dallas-Fort Worth (Arbitron Data Continued)

| Net Weekly Circulation | State County     | Total Households | TV Households Households | %  |
|------------------------|------------------|------------------|--------------------------|----|
| <b>Between 5-24%</b>   | <b>ARKANSAS</b>  |                  |                          |    |
|                        | Arkansas         | 8,600            | 8,500                    | 99 |
|                        | Cross            | 6,800            | 6,700                    | 99 |
|                        | Garland          | 31,600           | 31,100                   | 98 |
|                        | Hempstead        | 8,700            | 8,500                    | 98 |
|                        | Jefferson        | 30,500           | 30,000                   | 98 |
|                        | Lee              | 5,000            | 4,800                    | 96 |
|                        | Ouachita         | 12,100           | 11,800                   | 98 |
|                        | Pulaski          | 133,300          | 132,000                  | 99 |
|                        | St Francis       | 9,800            | 9,600                    | 98 |
|                        | <b>LOUISIANA</b> |                  |                          |    |
|                        | Bossier          | 31,700           | 31,300                   | 99 |
|                        | <b>OKLAHOMA</b>  |                  |                          |    |
|                        | Canadian         | 26,100           | 25,900                   | 99 |
|                        | Cleveland        | 59,900           | 59,200                   | 99 |
|                        | Garfield         | 25,900           | 25,700                   | 99 |
|                        | Garvin           | 11,900           | 11,800                   | 99 |
|                        | Greer            | 3,100            | 3,000                    | 97 |
|                        | Kiowa            | 5,400            | 5,300                    | 98 |
|                        | Marshall         | 5,100            | 5,000                    | 98 |
| Muskogee               | 27,500           | 27,100           | 99                       |    |
| Okmulgee               | 15,400           | 15,200           | 99                       |    |
| <b>TEXAS</b>           |                  |                  |                          |    |
| Bosque                 | 6,300            | 6,200            | 98                       |    |
| Cherokee               | 15,300           | 14,900           | 98                       |    |
| Childress              | 2,700            | 2,700            | 100                      |    |
| Collingsworth          | 1,800            | 1,700            | 94                       |    |
| Coryell                | 16,900           | 16,700           | 99                       |    |
| Delta                  | 1,900            | 1,900            | 100                      |    |
| Eastland               | 8,200            | 8,000            | 98                       |    |
| Falls                  | 7,300            | 7,200            | 99                       |    |
| Hall                   | 2,100            | 2,000            | 95                       |    |
| Hamilton               | 3,900            | 3,800            | 97                       |    |
| Harrison               | 20,200           | 19,900           | 98                       |    |
| Panola                 | 8,600            | 8,400            | 98                       |    |
| Rains                  | 2,600            | 2,600            | 100                      |    |
| Rusk                   | 17,000           | 16,700           | 98                       |    |
| Upshur                 | 12,300           | 12,100           | 98                       |    |

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### KVII-TV , Amarillo (Arbitron Data Continued)

| Net Weekly Circulation | State County         | Total Households | TV Households Households | %   |
|------------------------|----------------------|------------------|--------------------------|-----|
| <b>Between 25-49%</b>  | <b>NEW MEXICO</b>    |                  |                          |     |
|                        | Roosevelt            | 6,100            | 5,900                    | 97  |
|                        | <b>OKLAHOMA</b>      |                  |                          |     |
|                        | Beaver               | 3,000            | 3,000                    | 100 |
|                        | Ellis                | 2,300            | 2,200                    | 96  |
|                        | Greer                | 3,100            | 3,000                    | 97  |
|                        | Harmon               | 1,800            | 1,800                    | 100 |
|                        | <b>TEXAS</b>         |                  |                          |     |
|                        | Hale                 | 12,800           | 12,700                   | 99  |
|                        | <b>Between 5-24%</b> | <b>KANSAS</b>    |                          |     |
| Stevens                |                      | 1,700            | 1,600                    | 94  |
| <b>NEW MEXICO</b>      |                      |                  |                          |     |
| De Baca                |                      | 1,000            | 1,000                    | 100 |
| Harding                |                      | 400              | 400                      | 100 |
| <b>OKLAHOMA</b>        |                      |                  |                          |     |
| Custer                 |                      | 12,800           | 12,600                   | 98  |
| Jackson                |                      | 11,100           | 11,000                   | 99  |
| Kiowa                  |                      | 5,400            | 5,300                    | 98  |
| Washita                |                      | 5,900            | 5,800                    | 98  |
| <b>TEXAS</b>           |                      |                  |                          |     |
| Bailey                 | 2,700                | 2,700            | 100                      |     |
| Cottle                 | 1,200                | 1,200            | 100                      |     |
| Dawson                 | 5,600                | 5,500            | 98                       |     |
| Lamb                   | 6,400                | 6,300            | 98                       |     |
| Motley                 | 800                  | 800              | 100                      |     |
| Terry                  | 5,200                | 5,100            | 98                       |     |

### KDFW-TV , Dallas-Fort Worth (Arbitron Data Continued)

| Net Weekly Circulation | State County | Total Households | TV Households Households | %   |
|------------------------|--------------|------------------|--------------------------|-----|
| <b>Between 5-24%</b>   | <b>TEXAS</b> |                  |                          |     |
|                        | Brown        | 14,500           | 14,200                   | 98  |
|                        | Camp         | 3,900            | 3,800                    | 97  |
|                        | Coleman      | 4,300            | 4,200                    | 98  |
|                        | Coryell      | 16,900           | 16,700                   | 99  |
|                        | Falls        | 7,300            | 7,200                    | 99  |
|                        | Gregg        | 42,300           | 41,800                   | 99  |
|                        | Houston      | 8,500            | 8,200                    | 96  |
|                        | Leon         | 5,100            | 4,900                    | 96  |
|                        | Morris       | 5,500            | 5,400                    | 98  |
|                        | San Saba     | 2,500            | 2,400                    | 96  |
|                        | Shackelford  | 1,700            | 1,700                    | 100 |
|                        | Upshur       | 12,300           | 12,100                   | 98  |

**Texas**

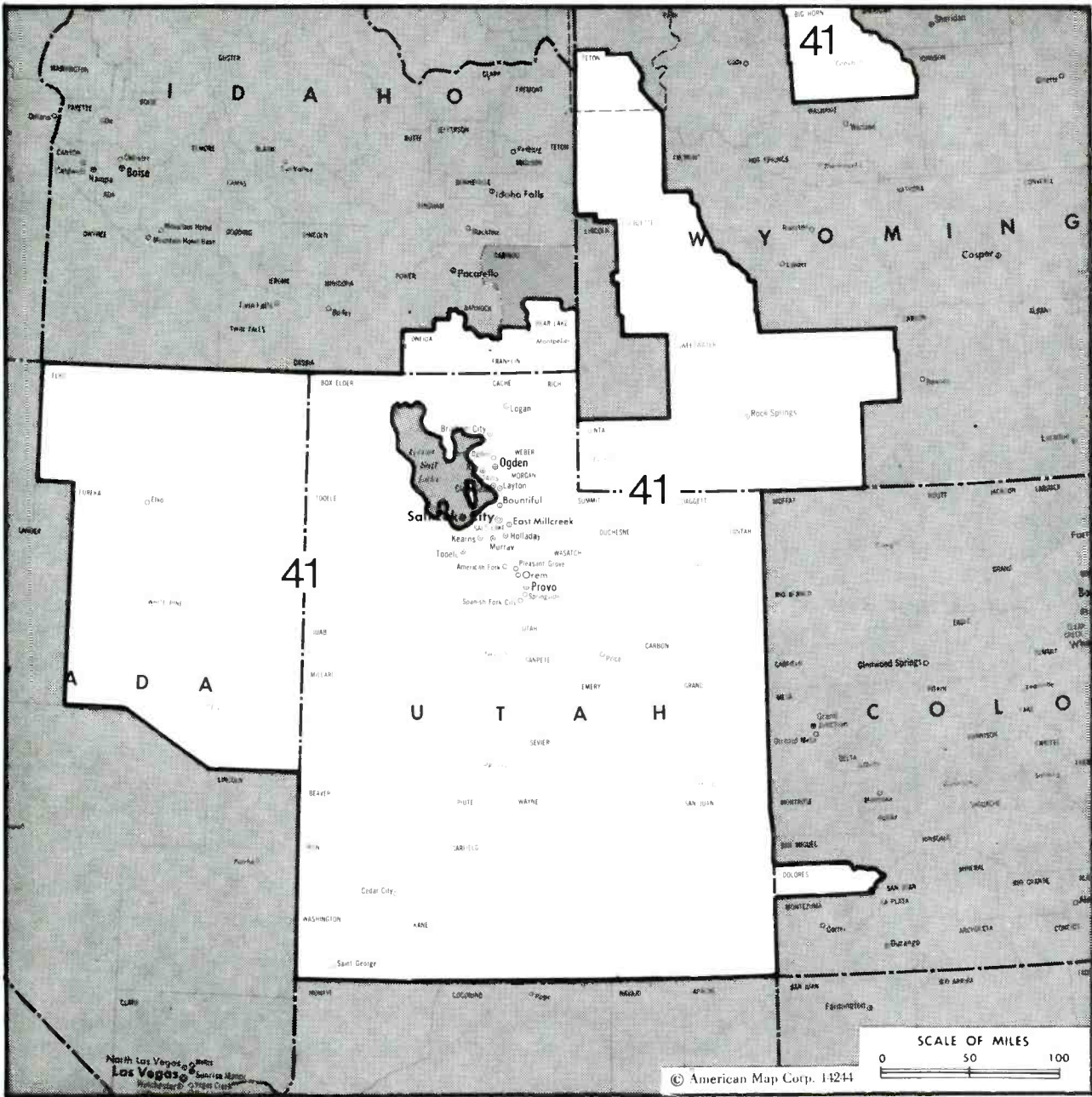
**WFAA-TV , Dallas  
(Arbitron Data Continued)**

| Net Weekly Circulation | State County    | Total Households | TV Households Households | %   |
|------------------------|-----------------|------------------|--------------------------|-----|
|                        | Kimble          | 1,600            | 1,500                    | 94  |
|                        | Lamar           | 17,300           | 16,700                   | 97  |
|                        | Limestone       | 8,500            | 8,300                    | 98  |
|                        | Mc Culloch      | 3,600            | 3,500                    | 97  |
|                        | Mc Lennan       | 69,400           | 68,700                   | 99  |
|                        | Menard          | 900              | 900                      | 100 |
|                        | Mitchell        | 3,300            | 3,300                    | 100 |
|                        | Navarro         | 15,200           | 14,900                   | 98  |
|                        | Palo Pinto      | 10,000           | 9,800                    | 98  |
|                        | Parker          | 20,100           | 19,900                   | 99  |
|                        | Rains           | 2,600            | 2,600                    | 100 |
|                        | Rockwall        | 7,900            | 7,800                    | 99  |
|                        | Scurry          | 7,200            | 7,100                    | 99  |
|                        | Somervell       | 2,000            | 2,000                    | 100 |
|                        | Stephens        | 4,400            | 4,300                    | 98  |
|                        | Sutton          | 2,000            | 1,900                    | 95  |
|                        | Tarrant         | 385,800          | 382,900                  | 99  |
|                        | Tom Green       | 35,600           | 35,200                   | 99  |
|                        | Van Zandt       | 15,000           | 14,700                   | 98  |
|                        | Wise            | 11,900           | 11,800                   | 99  |
|                        | Young           | 8,600            | 8,500                    | 99  |
|                        | <b>OKLAHOMA</b> |                  |                          |     |
| <b>Between 25-49%</b>  | Bryan           | 13,000           | 12,700                   | 98  |
|                        | Carter          | 18,300           | 18,100                   | 99  |
|                        | Choctaw         | 6,300            | 6,100                    | 97  |
|                        | Marshall        | 5,100            | 5,000                    | 98  |

**WFAA-TV , Dallas  
(Arbitron Data Continued)**

| Net Weekly Circulation | State County | Total Households | TV Households Households | %   |
|------------------------|--------------|------------------|--------------------------|-----|
|                        | <b>TEXAS</b> |                  |                          |     |
| <b>Between 25-49%</b>  | Bell         | 59,300           | 58,700                   | 99  |
|                        | Brown        | 14,500           | 14,200                   | 98  |
|                        | Concho       | 1,100            | 1,100                    | 100 |
|                        | Coryell      | 16,900           | 16,700                   | 99  |
|                        | Eastland     | 8,200            | 8,000                    | 98  |
|                        | Howard       | 12,700           | 12,600                   | 99  |
|                        | Mills        | 1,900            | 1,900                    | 100 |
|                        | Montague     | 7,300            | 7,200                    | 99  |
|                        | Nolan        | 6,500            | 6,400                    | 98  |
|                        | Red River    | 6,500            | 6,300                    | 97  |
|                        | Runnels      | 4,700            | 4,600                    | 98  |
|                        | Schleicher   | 1,000            | 1,000                    | 100 |
|                        | Smith        | 56,200           | 55,500                   | 99  |
|                        | Titus        | 8,900            | 8,700                    | 98  |
|                        | Wood         | 11,300           | 11,100                   | 98  |
|                        | <b>TEXAS</b> |                  |                          |     |
| <b>Between 5-24%</b>   | Bowie        | 30,200           | 29,800                   | 99  |
|                        | Camp         | 3,900            | 3,800                    | 97  |
|                        | Cherokee     | 15,300           | 14,900                   | 98  |
|                        | Coleman      | 4,300            | 4,200                    | 98  |
|                        | Falls        | 7,300            | 7,200                    | 99  |
|                        | Houston      | 8,500            | 8,200                    | 96  |
|                        | Leon         | 5,100            | 4,900                    | 96  |
|                        | Morris       | 5,500            | 5,400                    | 98  |
|                        | San Saba     | 2,500            | 2,400                    | 96  |
|                        | Shackelford  | 1,700            | 1,700                    | 100 |
|                        | Taylor       | 43,500           | 43,100                   | 99  |

# Utah



| Market             | Arbitron ADI<br>TV Households | Rank | Market Area Commercial TV Stations                     |
|--------------------|-------------------------------|------|--|
| Salt Lake City, UT | 581,700                       | 41   | KOOG-TV (30), KSL-TV (5), KSTU(20), KTVX (4), KUTV (2) |

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Utah Station Status as of October 1, 1987

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 3   | 2   | 5     |
| Educational Television Stations | 3   | 0   | 3     |
|                                 | 6   | 2   | 8     |

# Utah—Ogden

## KOOG-TV

Ch. 30

**Network Service:** None, independent.

**Licensee:** Ogden Television Inc., 1309 16th St., Ogden, UT 84404.

**Studio:** 1309 16th St., Ogden, UT 84404.

**Telephone:** 801-621-3030.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 776-ft. above av. terrain, 349-ft. above ground, 5001-ft. above sea level.

Latitude 41° 15' 17"  
Longitude 112° 14' 13"

**Transmitter:** Little Mountain, 14.5-mi. W of Ogden.

**Satellite Earth Stations:** United Satellite Systems, 4.57-meter C-band; AFC, 3.66-meter Ku-band; Birdview, 1.82-meter C-band; Birdview, M/A-Com, Scientific-Atlanta receivers.

**News Service:** INN.

**Ownership:** American Communications & Television Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** November 1, 1985.

**Represented (sales):** Mutual Telesales Inc.

**Personnel:**

JOHN MASON, national sales & program director.  
CURT WESTPHAL, production manager.

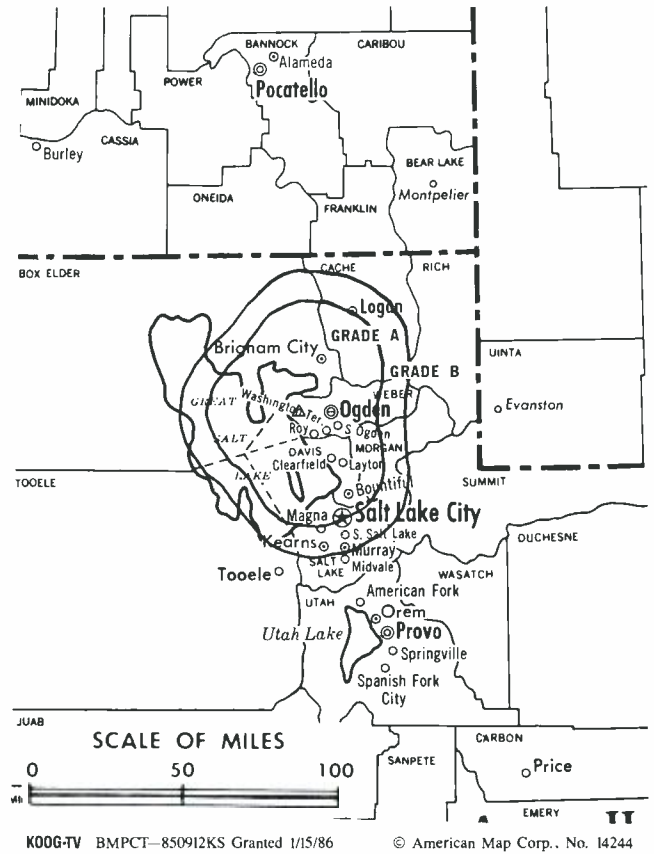
**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate:** \$90.

**City of License:** Ogden. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| Between 25-49%         | UTAH Davis   | 50,100           | 49,600        | 99 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| Between 25-49%                          | Weber        | 54,700           | 54,000         | 99        |
| Between 5-24%                           | UTAH         |                  |                |           |
|   | Box Elder    | 11,300           | 11,200         | 99        |
|   | Salt Lake    | 239,100          | 235,700        | 99        |
|   | Tooele       | 9,000            | 8,900          | 99        |
| <b>Station Totals</b>                   |              | <b>364,200</b>   | <b>359,400</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>53,100</b>  |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>16,400</b>  |           |

# Utah—Salt Lake City

**KSL-TV**

**Ch. 5**

**Network Service:** CBS.

**Licensee:** Bonneville Holding Co., 5 Triad Center, Broadcast House, Salt Lake City, UT 84180-1160.

**Studio:** Broadcast House, 5 Triad Center, Salt Lake City, UT 84180-1160.

**Telephone:** 801-575-5555. **TWX:** 910-925-5822.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 34-kw visual, 6.76-kw aural. Antenna: 3780-ft. above av. terrain, 219-ft. above ground, 9258-ft. above sea level.

Latitude 40° 39' 35"  
Longitude 112° 12' 05"

**Transmitter:** Farnsworth Peak, Oquirrh Range.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 in operation; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**AM Affiliate:** KSL, 50-kw, 1160 kHz (CBS).

**News Services:** AP, UPI.

**Ownership:** Bonneville International Corp., 100%. See Group Ownership of TV Stations.

**Began Operation:** June 1, 1949.

**Represented (sales):** Petry Television Inc.; Art Moore Co. (Pacific Northwest).

**Personnel:**

- JACK ADAMSON, president.
- WILLIAM R. MURDOCH, vice president & general manager.
- CLIFF SNYDER, general sales manager.
- KEITH HILL, marketing director.
- PAT SHOEMAKER, national sales director.
- DAVE MANOOKIN, director of programming.
- RUSS WOOD, director of research.
- J. TALMAGE BALL, chief engineer, studio.
- CLOYDE ANDERTON, chief engineer, mountain.
- SPENCE KINARD, vice president & news director.

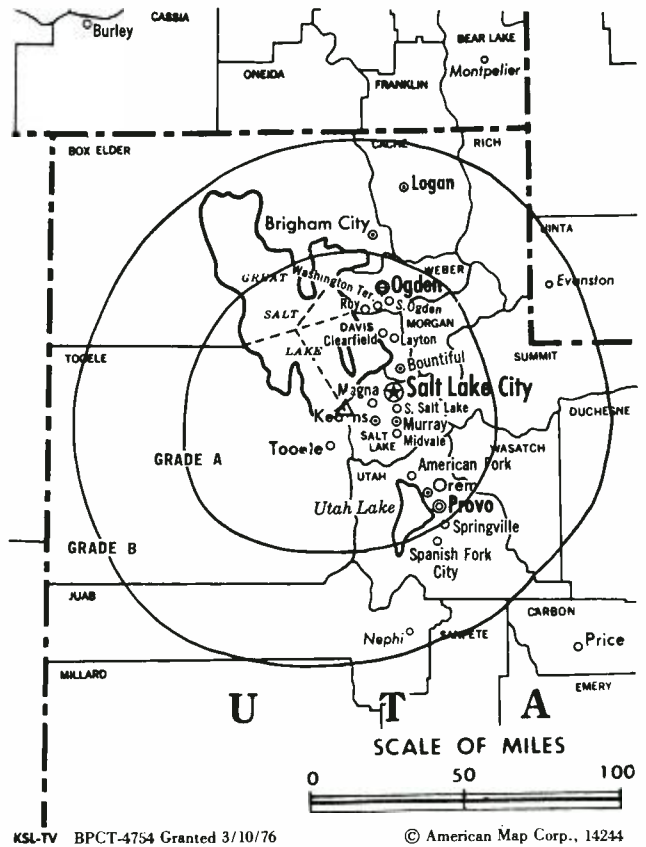
**Highest 30 Sec. Rate:** \$2500.

**NETWORK BASE HOURLY RATE:** \$925.

**City of License:** Salt Lake City. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>COLORADO</b> |                  |               |     |
|                        | Dolores         | 600              | 500           | 83  |
|                        | Rio Blanco      | 2,400            | 2,300         | 96  |
|                        | <b>IDAHO</b>    |                  |               |     |
|                        | Bear Lake       | 2,500            | 2,400         | 96  |
|                        | Caribou         | 3,100            | 3,000         | 97  |
|                        | Franklin        | 2,800            | 2,700         | 96  |
|                        | Oneida          | 1,100            | 1,100         | 100 |
|                        | <b>NEVADA</b>   |                  |               |     |
|                        | Elko            | 8,300            | 7,800         | 93  |
|                        | Eureka          | 600              | 500           | 82  |
|                        | White Pine      | 3,200            | 3,100         | 97  |
|                        | <b>UTAH</b>     |                  |               |     |
|                        | Beaver          | 1,600            | 1,600         | 100 |
|                        | Box Elder       | 11,300           | 11,200        | 99  |
| Cache                  | 20,600          | 20,100           | 98            |     |
| Carbon                 | 9,000           | 8,800            | 98            |     |
| Daggett                | 200             | 200              | 100           |     |
| Davis                  | 50,100          | 49,600           | 99            |     |



| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | Duchesne     | 4,600            | 4,400         | 96  |
|                        | Emery        | 4,100            | 4,000         | 98  |
|                        | Garfield     | 1,200            | 1,100         | 92  |
|                        | Grand        | 3,100            | 2,900         | 93  |
|                        | Iron         | 6,500            | 6,100         | 94  |
|                        | Juab         | 1,800            | 1,800         | 100 |
|                        | Kane         | 1,600            | 1,400         | 90  |
|                        | Millard      | 4,400            | 4,300         | 98  |
|                        | Morgan       | 1,600            | 1,600         | 100 |
|                        | Piute        | 400              | 400           | 100 |
|                        | Rich         | 700              | 700           | 100 |
|                        | Salt Lake    | 239,100          | 235,700       | 99  |
|                        | San Juan     | 3,300            | 3,000         | 91  |
|                        | Sanpete      | 5,300            | 5,200         | 98  |
|                        | Sevier       | 5,300            | 5,200         | 98  |
|                        | Summit       | 4,700            | 4,600         | 98  |
|                        | Tooele       | 9,000            | 8,900         | 99  |
|                        | Uintah       | 8,400            | 8,100         | 96  |
|                        | Utah         | 70,700           | 69,400        | 98  |
|                        | Wasatch      | 3,200            | 3,100         | 97  |
|                        | Washington   | 10,700           | 10,100        | 94  |
| Wayne                  | 700          | 700              | 100           |     |
| Weber                  | 54,700       | 54,000           | 99            |     |
| <b>WYOMING</b>         |              |                  |               |     |
| Big Horn               | 4,500        | 4,300            | 96            |     |
| Hot Springs            | 2,100        | 2,000            | 95            |     |
| Sublette               | 1,700        | 1,600            | 94            |     |
| Sweetwater             | 16,700       | 16,100           | 96            |     |
| Teton                  | 4,900        | 4,700            | 96            |     |
| Uinta                  | 7,600        | 7,300            | 96            |     |
| Washakie               | 3,600        | 3,500            | 97            |     |

(Continued on page A-1078)

|   |                |                |                |
|---|----------------|----------------|----------------|
| <b>Station Totals</b>                   | <b>877,400</b> | <b>857,800</b> | <b>97</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                |                | <b>605,200</b> |
| <b>Average Daily Circulation (1987)</b> |                |                | <b>363,800</b> |



# Utah—Salt Lake City

**KSTU**

**Ch. 20**

**Network Service:** Fox.

**Licensee:** MWT Ltd., 2257 Texas St., Salt Lake City, UT 84109.

**Studio:** 5020 W. Amelia Earhart Dr., Salt Lake City, UT 84116.

**Telephone:** 801-539-1220. **TWX:** 910-925-5178.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 1290-kw max. & 288-kw horizontal visual, 129-kw max. & 28.8-kw horizontal aural. Antenna: 3670-ft. above av. terrain, 174-ft. above ground, 9156-ft. above sea level.

Latitude 40° 39' 33"  
Longitude 112° 12' 08"

**Transmitter:** Farnsworth Peak, Oquirrh Range.

**Satellite Earth Stations:** 3 in operation; Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

**Ownership:** MWT Corp., gen. partner, 25.316%; Sidney W. Foulger, 1.076%; George L. Gonzales, 1.266%; Jo-Ann Wong, 1.519%; Joseph C. Lee, 2.785%; David B. & Marilyn D. Lee, 2.785% jointly; Clayton F. Foulger, 1.076%; Bryant F. Foulger, 1.076%; Brent K. Pratt, 1.076%; Northstar Communications Inc., ltd. partners, 62.025%. MWT Corp. ownership: Sidney W. Foulger, pres., 34%; Joseph C. Lee, exec. v.p.-secy., 44%; George Gonzalez, v.p., 10%; JoAnn Wong, secy., 12%. Northstar Communications Inc. ownership: William MacD. Lincoln, pres., 23.8%; Katherine T. Glakas, v.p., 14.3%; Sandra B. Freschi, 9.5%; Timothy S. Picaro, 2.4%; Frazier, Gross & Kadlec Inc., 50%. FGKI ownership: Charles H. Kadlec & Sandra B. Freschi, 100%.

**Began Operation:** October 24, 1978. Sale to Adams Communications by Springfield Television Corp. approved by FCC Jan. 9, 1984 (**Television Digest**, Vol. 23:35). Sale to present owner approved Sept. 9, 1987.

**Represented (sales):** Blair Television.

**Personnel:**

VICKIE STREET, president & general manager.  
SUSAN ADAMS, general sales manager.  
MILT JOUFLAS, national sales manager.

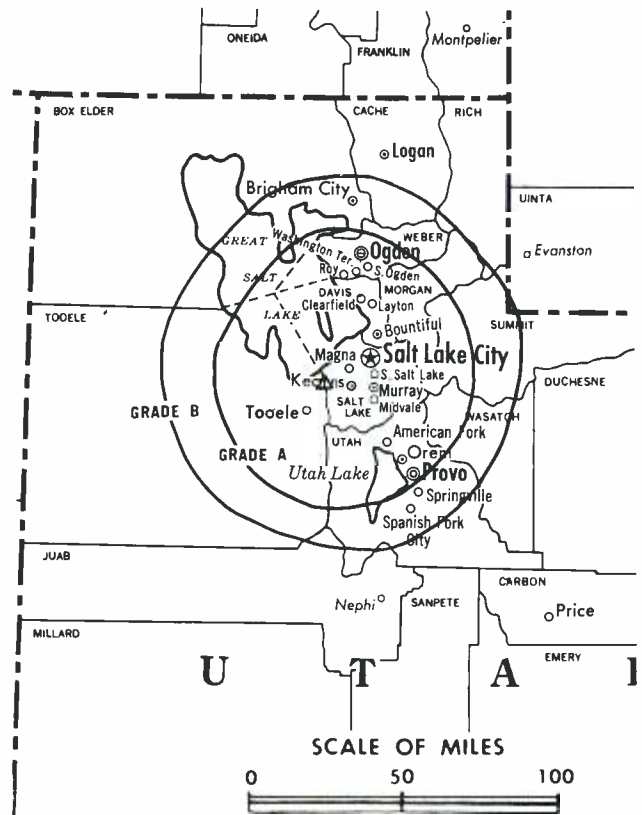
**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$500.

**City of License:** Salt Lake City. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>UTAH</b>  |                  |               |     |
|                        | Box Elder    | 11,300           | 11,200        | 99  |
|                        | Cache        | 20,600           | 20,100        | 98  |
|                        | Davis        | 50,100           | 49,600        | 99  |
|                        | Duchesne     | 4,600            | 4,400         | 96  |
|                        | Emery        | 4,100            | 4,000         | 98  |
|                        | Garfield     | 1,200            | 1,100         | 92  |
|                        | Iron         | 6,500            | 6,100         | 94  |
|                        | Kane         | 1,600            | 1,400         | 90  |
|                        | Millard      | 4,400            | 4,300         | 98  |
|                        | Morgan       | 1,600            | 1,600         | 100 |
|                        | Rich         | 700              | 700           | 100 |
|                        | Salt Lake    | 239,100          | 235,700       | 99  |



KSTU BMPCT-781004KF Granted 8/9/79

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| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | San Juan        | 3,300            | 3,000          | 91        |
|   | Sevier          | 5,300            | 5,200          | 98        |
|   | Tooele          | 9,000            | 8,900          | 99        |
|   | Utah            | 70,700           | 69,400         | 98        |
|   | Weber           | 54,700           | 54,000         | 99        |
| <b>Between 25-49%</b>                   | <b>COLORADO</b> |                  |                |           |
|   | Dolores         | 600              | 500            | 83        |
|   | <b>IDAHO</b>    |                  |                |           |
|   | Bear Lake       | 2,500            | 2,400          | 96        |
|   | Franklin        | 2,800            | 2,700          | 96        |
| <b>Between 5-24%</b>                    | Oneida          | 1,100            | 1,100          | 100       |
|   | <b>UTAH</b>     |                  |                |           |
|   | Beaver          | 1,600            | 1,600          | 100       |
|   | Carbon          | 9,000            | 8,800          | 98        |
|   | Juab            | 1,800            | 1,800          | 100       |
|   | Sanpete         | 5,300            | 5,200          | 98        |
|   | Summit          | 4,700            | 4,600          | 98        |
|   | Uintah          | 8,400            | 8,100          | 96        |
|   | Wasatch         | 3,200            | 3,100          | 97        |
|   | Wayne           | 700              | 700            | 100       |
| <b>Between 5-24%</b>                    | <b>UTAH</b>     |                  |                |           |
|   | Piute           | 400              | 400            | 100       |
|   | Washington      | 10,700           | 10,100         | 94        |
| <b>Station Totals</b>                   |                 | <b>541,600</b>   | <b>531,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>308,900</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>140,800</b> |           |

# Utah—Salt Lake City

**KTVX**

Ch. 4

**Network Service:** ABC.

**Licensee:** United Television Inc., 8501 Wilshire Blvd., Suite 340, Beverly Hills, CA 90211.

**Studio:** 1760 Fremont Dr., Salt Lake City, UT 84104.

**Telephone:** 801-972-1776.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 32.4-kw visual, 4.9-kw aural. Antenna: 3870-ft. above av. terrain, 131-ft. above ground, 9470-ft. above sea level.

Latitude 40° 36' 50"  
Longitude 112° 11' 05"

**Transmitter:** Nelson Peak, 18-mi. SW of Salt Lake City.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Ku-band mobile up-link; 7.5-meter C-band; Ku-band.

**News Services:** ABC, Alden Electronic, AP, WSI, UPI.

**Ownership:** United Television Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 1, 1948. Sale to present owner by Screen Gems Stations Inc., subsidiary of Columbia Pictures Industries Inc., approved by FCC Aug. 12, 1975 (*Television Digest*, Vol. 15:18). Sale to Screen Gems by TLF Bcstrs. Inc. (Time Inc.) approved Nov. 5, 1959 (Vol. 15:30, 45). Sale to Time Inc. by Intermountain Bcstg. & Television Corp. (S. S. Fox, et al.) approved June 24, 1953 (Vol. 9:14, 26).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Hammett & Edison.

**Personnel:**

DAVID J. WOODCOCK, vice president & general manager.  
ROBERT A. GALLE, general sales manager.  
KIRT BURTON, national sales manager.  
RON FESSENDEN, local sales manager.  
K. RANDALL KIMBALL, business manager.  
RANDY HOFFMAN, promotion manager.  
DENNIS SHINER, production manager.  
GORDON ACKER, operations manager.  
JOHN EDWARDS, news director.  
JIM McDERMAID, chief engineer.  
MICHELE STRATTON, director of public affairs.

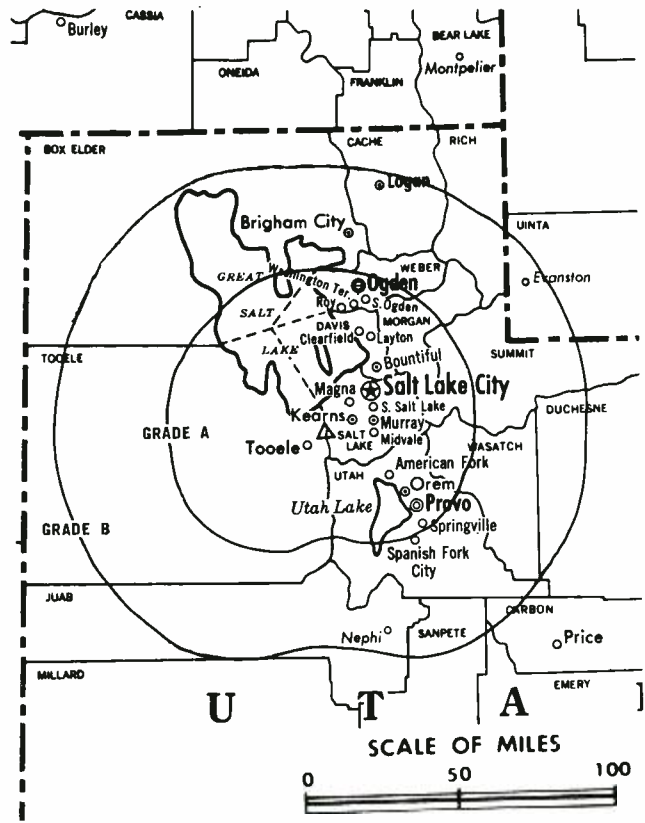
**Highest 30 Sec. Rate:** \$2500.

**NETWORK BASE HOURLY RATE:** \$1050.

**City of License:** Salt Lake City. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>COLORADO</b> |                  |               |     |
|                        | Dolores         | 600              | 500           | 83  |
|                        | <b>IDAHO</b>    |                  |               |     |
|                        | Bear Lake       | 2,500            | 2,400         | 96  |
|                        | Franklin        | 2,800            | 2,700         | 96  |
|                        | Oneida          | 1,100            | 1,100         | 100 |
|                        | <b>MONTANA</b>  |                  |               |     |
|                        | Custer          | 5,500            | 5,200         | 94  |
|                        | Dawson          | 4,900            | 4,700         | 96  |
|                        | Deer Lodge      | 4,200            | 4,100         | 98  |
| Fallon                 | 1,400           | 1,300            | 93            |     |
| Lewis + Clark          | 19,100          | 18,400           | 96            |     |



KTVX BMPCT-790616KG Granted 10/15/79 © American Map Corp., 14244

| Net Weekly Circulation                  | State County  | Total Households | TV Households  | %              |
|---|---------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Silver Bow    | 14,500           | 14,200         | 98             |
|   | <b>NEVADA</b> |                  |                |                |
|   | Elko          | 8,300            | 7,800          | 93             |
|   | Eureka        | 600              | 500            | 82             |
|   | White Pine    | 3,200            | 3,100          | 97             |
|   | <b>UTAH</b>   |                  |                |                |
|   | Beaver        | 1,600            | 1,600          | 100            |
|   | Box Elder     | 11,300           | 11,200         | 99             |
|   | Cache         | 20,600           | 20,100         | 98             |
|   | Carbon        | 9,000            | 8,800          | 98             |
| Daggett                                 | 200           | 200              | 100            |                |
| Davis                                   | 50,100        | 49,600           | 99             |                |
| Duchesne                                | 4,600         | 4,400            | 96             |                |
| Emery                                   | 4,100         | 4,000            | 98             |                |
| Garfield                                | 1,200         | 1,100            | 92             |                |
| Grand                                   | 3,100         | 2,900            | 93             |                |
| Iron                                    | 6,500         | 6,100            | 94             |                |
| Juab                                    | 1,800         | 1,800            | 100            |                |
| Kane                                    | 1,600         | 1,400            | 90             |                |
| Millard                                 | 4,400         | 4,300            | 98             |                |
| Morgan                                  | 1,600         | 1,600            | 100            |                |
| Piute                                   | 400           | 400              | 100            |                |
| Rich                                    | 700           | 700              | 100            |                |
| Salt Lake                               | 239,100       | 235,700          | 99             |                |
| San Juan                                | 3,300         | 3,000            | 91             |                |
| Sanpete                                 | 5,300         | 5,200            | 98             |                |
| Sevier                                  | 5,300         | 5,200            | 98             |                |
| Summit                                  | 4,700         | 4,600            | 98             |                |
| Tooele                                  | 9,000         | 8,900            | 99             |                |
| Uintah                                  | 8,400         | 8,100            | 96             |                |
| (Continued on page A-1078)              |               |                  |                |                |
| <b>Station Totals</b>                   |               | <b>842,900</b>   | <b>824,000</b> | <b>97</b>      |
| <b>Net Weekly Circulation (1987)</b>    |               |                  |                | <b>620,000</b> |
| <b>Average Daily Circulation (1987)</b> |               |                  |                | <b>366,200</b> |

# Utah—Salt Lake City

**KUTV**

**Ch. 2**

**Network Service:** NBC.

**Licensee:** KUTV Inc., 2185 South 3600 West, Salt Lake City, UT 84119.

**Studio:** 2185 South 3600 West, Salt Lake City, UT 84119.

**Telephone:** 801-973-3000.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 45.7-kw visual, 9.12-kw aural. Antenna: 3060-ft. above av. terrain, 233-ft. above ground, 8736-ft. above sea level.

Latitude 40° 36' 23"  
Longitude 112° 09' 47"

**Transmitter:** Pix Peak.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Satcom Technologies, 7-meter; Scientific-Atlanta, 5-meter; 2 RCA Ku-band; Harris, Microdyne, Scientific-Atlanta receivers.

**AM Affiliate:** KALL, 5-kw (1-kw night), 910 kHz (ABC).

**News Services:** AP, Conus, NBC, NIWS, UPI.

**Ownership:** Standard Corp., 80%; Communications Investment Corp., 20%. See Group Ownership of Television Stations.

**Began Operation:** September 10, 1954. Sale to present owners by Frank C. Carman, Grant R. Wrathall & Kearns-Tribune Corp., approved March 7, 1956 (Television Digest, Vol. 11:31, 38; 12:10). Acquisition of Kearns-Tribune Corp. minority interest approved Jan. 29, 1972.

**Represented (sales):** Katz Television.

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

**Personnel:**

- GEORGE C. HATCH, president.
- AL SEETHALER, vice president & general manager.
- PAT KIRK, national sales manager.
- JOHN BAILEY, general sales manager.
- MARIA SMITH, director of programming & community affairs.
- REID CARPENTER, vice president & director of engineering.
- DEBORAH HAMBERLIN, promotion director.
- ASHER ATKINSON, film.
- RAY MILIUS, director of operations & technical services.
- MIKE YOUNGREN, news director.

**Highest One Hour Rate:** \$6000.

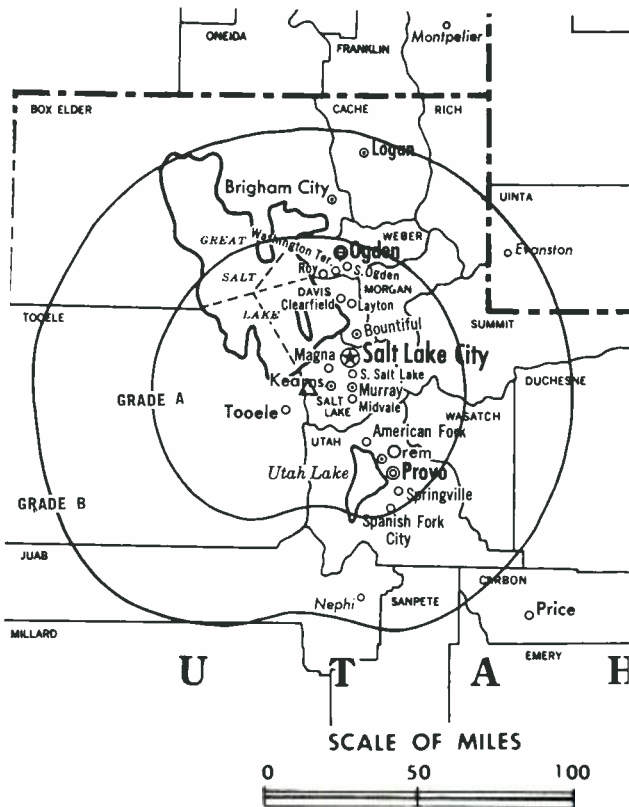
**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$1000.

**City of License:** Salt Lake City. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %   |
|------------------------|----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>IDAHO</b>   |                  |               |     |
|                        | Bear Lake      | 2,500            | 2,400         | 96  |
|                        | Caribou        | 3,100            | 3,000         | 97  |
|                        | Franklin       | 2,800            | 2,700         | 96  |
|                        | Oneida         | 1,100            | 1,100         | 100 |
|                        | <b>MONTANA</b> |                  |               |     |
|                        | Deer Lodge     | 4,200            | 4,100         | 98  |
|                        | Fallon         | 1,400            | 1,300         | 93  |
|                        | <b>NEVADA</b>  |                  |               |     |
|                        | Elko           | 8,300            | 7,800         | 93  |
| Eureka                 | 600            | 500              | 82            |     |
| White Pine             | 3,200          | 3,100            | 97            |     |



KUTV BMPCT-2149 Granted 6/18/54

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| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>UTAH</b>  |                  |                |           |
|   | Beaver       | 1,600            | 1,600          | 100       |
|   | Box Elder    | 11,300           | 11,200         | 99        |
|   | Cache        | 20,600           | 20,100         | 98        |
|   | Carbon       | 9,000            | 8,800          | 98        |
|   | Daggett      | 200              | 200            | 100       |
|   | Davis        | 50,100           | 49,600         | 99        |
|   | Duchesne     | 4,600            | 4,400          | 96        |
|   | Emery        | 4,100            | 4,000          | 98        |
|   | Garfield     | 1,200            | 1,100          | 92        |
|   | Grand        | 3,100            | 2,900          | 93        |
|   | Iron         | 6,500            | 6,100          | 94        |
|   | Juab         | 1,800            | 1,800          | 100       |
|   | Kane         | 1,600            | 1,400          | 90        |
|   | Millard      | 4,400            | 4,300          | 98        |
|   | Morgan       | 1,600            | 1,600          | 100       |
|   | Piute        | 400              | 400            | 100       |
|   | Rich         | 700              | 700            | 100       |
|   | Salt Lake    | 239,100          | 235,700        | 99        |
|   | San Juan     | 3,300            | 3,000          | 91        |
|   | Sanpete      | 5,300            | 5,200          | 98        |
|   | Sevier       | 5,300            | 5,200          | 98        |
|   | Summit       | 4,700            | 4,600          | 98        |
|   | Tooele       | 9,000            | 8,900          | 99        |
|   | Uintah       | 8,400            | 8,100          | 96        |
|   | Utah         | 70,700           | 69,400         | 98        |
|   | Wasatch      | 3,200            | 3,100          | 97        |
|   | Washington   | 10,700           | 10,100         | 94        |
|   | Wayne        | 700              | 700            | 100       |
|   | Weber        | 54,700           | 54,000         | 99        |
| (Continued on page A-1079)              |              |                  |                |           |
| <b>Station Totals</b>                   |              | <b>876,300</b>   | <b>857,000</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>623,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>389,000</b> |           |

Utah

**KSL-TV , Salt Lake City**  
(Arbitron Data Continued)

| Net Weekly Circulation | State County   | Total Households | TV Households | %   |
|------------------------|----------------|------------------|---------------|-----|
| <b>Between 25-49%</b>  | <b>IDAHO</b>   |                  |               |     |
|                        | Bannock        | 24,000           | 23,500        | 98  |
|                        | Bonneville     | 22,700           | 22,400        | 99  |
|                        | Cassia         | 6,500            | 6,400         | 98  |
|                        | <b>MONTANA</b> |                  |               |     |
|                        | Beaverhead     | 3,200            | 3,000         | 94  |
|                        | Custer         | 5,500            | 5,200         | 94  |
|                        | Deer Lodge     | 4,200            | 4,100         | 98  |
|                        | Flathead       | 22,400           | 21,700        | 97  |
|                        | Gallatin       | 18,400           | 17,700        | 96  |
|                        | Lewis + Clark  | 19,100           | 18,400        | 96  |
|                        | Park           | 5,700            | 5,500         | 96  |
|                        | Powell         | 2,400            | 2,300         | 96  |
|                        | Silver Bow     | 14,500           | 14,200        | 98  |
|                        | <b>NEVADA</b>  |                  |               |     |
| Lincoln                | 1,400          | 1,300            | 93            |     |
| <b>WYOMING</b>         |                |                  |               |     |
| Lincoln                | 4,800          | 4,600            | 96            |     |
| Park                   | 9,100          | 8,700            | 96            |     |
| <b>Between 5-24%</b>   | <b>IDAHO</b>   |                  |               |     |
|                        | Jefferson      | 5,000            | 5,000         | 100 |
|                        | Jerome         | 5,600            | 5,500         | 98  |
|                        | Madison        | 5,500            | 5,400         | 98  |
|                        | Minidoka       | 6,700            | 6,500         | 97  |
|                        | Twin Falls     | 19,700           | 19,400        | 98  |
|                        | <b>MONTANA</b> |                  |               |     |
|                        | Fergus         | 5,200            | 4,900         | 94  |
|                        | Yellowstone    | 49,000           | 48,200        | 98  |
|                        | <b>WYOMING</b> |                  |               |     |
|                        | Fremont        | 13,200           | 12,800        | 97  |

**KTVX , Salt Lake City**  
(Arbitron Data Continued)

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>UTAH</b>           |                  |               |     |
|                        | Utah                  | 70,700           | 69,400        | 98  |
|                        | Wasatch               | 3,200            | 3,100         | 97  |
|                        | Washington            | 10,700           | 10,100        | 94  |
|                        | Wayne                 | 700              | 700           | 100 |
|                        | Weber                 | 54,700           | 54,000        | 99  |
|                        | <b>WYOMING</b>        |                  |               |     |
|                        | Big Horn              | 4,500            | 4,300         | 96  |
|                        | Hot Springs           | 2,100            | 2,000         | 95  |
|                        | Sublette              | 1,700            | 1,600         | 94  |
|                        | Sweetwater            | 16,700           | 16,100        | 96  |
|                        | Teton                 | 4,900            | 4,700         | 96  |
|                        | Uinta                 | 7,600            | 7,300         | 96  |
|                        | Washakie              | 3,600            | 3,500         | 97  |
|                        | <b>Between 25-49%</b> | <b>IDAHO</b>     |               |     |
| Bannock                |                       | 24,000           | 23,500        | 98  |
| Bonneville             |                       | 22,700           | 22,400        | 99  |
| Caribou                |                       | 3,100            | 3,000         | 97  |
| Cassia                 |                       | 6,500            | 6,400         | 98  |
| Minidoka               |                       | 6,700            | 6,500         | 97  |
| <b>MONTANA</b>         |                       |                  |               |     |
| Beaverhead             |                       | 3,200            | 3,000         | 94  |
| Fergus                 |                       | 5,200            | 4,900         | 94  |
| Gallatin               |                       | 18,400           | 17,700        | 96  |
| Park                   |                       | 5,700            | 5,500         | 96  |
| Powell                 |                       | 2,400            | 2,300         | 96  |
| Yellowstone            |                       | 49,000           | 48,200        | 98  |
| <b>NORTH DAKOTA</b>    |                       |                  |               |     |
| Williams               |                       | 9,800            | 9,700         | 99  |
| <b>WYOMING</b>         |                       |                  |               |     |
| Fremont                | 13,200                | 12,800           | 97            |     |
| Lincoln                | 4,800                 | 4,600            | 96            |     |
| Park                   | 9,100                 | 8,700            | 96            |     |
| <b>Between 5-24%</b>   | <b>IDAHO</b>          |                  |               |     |
|                        | Jefferson             | 5,000            | 5,000         | 100 |
|                        | <b>MONTANA</b>        |                  |               |     |
|                        | Richland              | 5,000            | 4,800         | 96  |
|                        | <b>NEVADA</b>         |                  |               |     |
|                        | Lincoln               | 1,400            | 1,300         | 93  |

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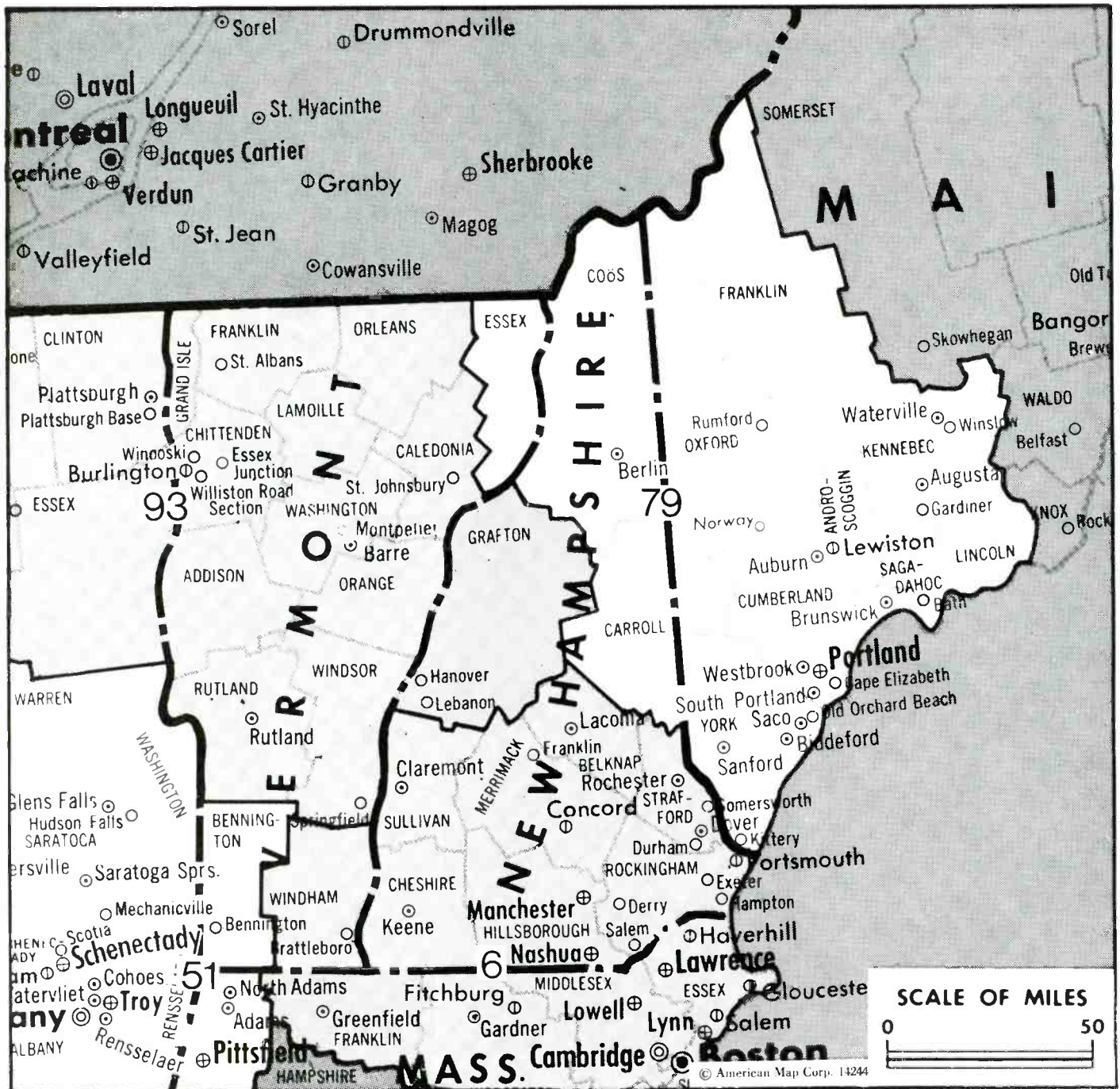
**KUTV , Salt Lake City  
(Arbitron Data Continued)**

| Net Weekly Circulation | State County   | Total Households | TV Households Households | %  |
|------------------------|----------------|------------------|--------------------------|----|
| <b>50% &amp; Over</b>  | <b>WYOMING</b> |                  |                          |    |
|                        | Big Horn       | 4,500            | 4,300                    | 96 |
|                        | Hot Springs    | 2,100            | 2,000                    | 95 |
|                        | Sublette       | 1,700            | 1,600                    | 94 |
|                        | Sweetwater     | 16,700           | 16,100                   | 96 |
|                        | Teton          | 4,900            | 4,700                    | 96 |
|                        | Uinta          | 7,600            | 7,300                    | 96 |
|                        | Washakie       | 3,600            | 3,500                    | 97 |
| <b>Between 25-49%</b>  | <b>IDAHO</b>   |                  |                          |    |
|                        | Bannock        | 24,000           | 23,500                   | 98 |
|                        | Bonneville     | 22,700           | 22,400                   | 99 |
|                        | Cassia         | 6,500            | 6,400                    | 98 |
|                        | Minidoka       | 6,700            | 6,500                    | 97 |
|                        | <b>MONTANA</b> |                  |                          |    |
|                        | Beaverhead     | 3,200            | 3,000                    | 94 |
|                        | Custer         | 5,500            | 5,200                    | 94 |
|                        | Dawson         | 4,900            | 4,700                    | 96 |
|                        | Fergus         | 5,200            | 4,900                    | 94 |
| Gallatin               | 18,400         | 17,700           | 96                       |    |

**KUTV , Salt Lake City  
(Arbitron Data Continued)**

| Net Weekly Circulation | State County        | Total Households | TV Households Households | %   |
|------------------------|---------------------|------------------|--------------------------|-----|
| <b>Between 25-49%</b>  | Lewis + Clark       | 19,100           | 18,400                   | 96  |
|                        | Park                | 5,700            | 5,500                    | 96  |
|                        | Powell              | 2,400            | 2,300                    | 96  |
|                        | Silver Bow          | 14,500           | 14,200                   | 98  |
|                        | <b>NORTH DAKOTA</b> |                  |                          |     |
|                        | Williams            | 9,800            | 9,700                    | 99  |
|                        | <b>WYOMING</b>      |                  |                          |     |
|                        | Fremont             | 13,200           | 12,800                   | 97  |
|                        | Lincoln             | 4,800            | 4,600                    | 96  |
|                        | Park                | 9,100            | 8,700                    | 96  |
| <b>Between 5-24%</b>   | <b>IDAHO</b>        |                  |                          |     |
|                        | Gooding             | 4,600            | 4,500                    | 98  |
|                        | Jefferson           | 5,000            | 5,000                    | 100 |
|                        | Jerome              | 5,600            | 5,500                    | 98  |
|                        | Madison             | 5,500            | 5,400                    | 98  |
|                        | Twin Falls          | 19,700           | 19,400                   | 98  |
|                        | <b>MONTANA</b>      |                  |                          |     |
|                        | Richland            | 5,000            | 4,800                    | 96  |
| Yellowstone            | 49,000              | 48,200           | 98                       |     |

# Vermont



| Market                         | Arbitron ADI<br>TV Households | Rank | Market Area Commercial TV Stations   |
|--------------------------------|-------------------------------|------|--|
| Boston, MA                     | 2,037,700                     | 6    | WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHLL (27), WSHH (66), WLVI-TV (56), WMUR-TV (9), WNDS (50), WNEV-TV (7), WNHT (21), WQTV (68), WRYT (46), WSBK-TV (38), WCDC (19), WNYT (13), WRGB (6), WTEN (10), WXXA-TV (23) |
| Albany-Schenectady-Troy, NY    | 482,700                       | 51   | WCBS-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51)  |
| Portland-Poland Spring, ME     | 303,300                       | 79   | WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)   |
| Burlington, VT-Plattsburgh, NY | 246,600                       | 93   |  |

| State Cross Reference List   |                     |
|--|---------------------|
| Communities That Receive Programs of Stations That are Located Elsewhere |                     |
| WPTZ, Burlington   | See Plattsburgh, NY |
| WNNE-TV, White River Junction  | See Hartford, VT    |

| Vermont Station Status as of October 1, 1987 |     |     |       |
|--|-----|-----|-------|
|  | VHF | UHF | TOTAL |
| Commercial Television Stations               | 1   | 2   | 3     |
| Educational Television Stations              | 0   | 4   | 4     |
|  | 1   | 6   | 7     |

# Vermont—Burlington

## WCAX-TV

Ch. 3

**Network Service:** CBS.

**Licensee:** Mt. Mansfield Television Inc., Joy Drive, South Burlington, VT 05401.

**Studio:** Joy Dr., South Burlington, VT 05401.

**Mailing Address:** Box 608, Burlington, VT 05402.

**Telephone:** 802-658-6300. **TWX:** 510-299-0026.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 37.6-kw visual, 7.4-kw aural. Antenna: 2740-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level.

Latitude 44° 31' 36"  
Longitude 72° 48' 57"

**Transmitter:** Atop Mt. Mansfield.

**Satellite Earth Stations:** Harris, 9-meter; RCA Americom Ku-band; Harris, Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** S. T. Martin, pres. & dir., 61.7%; remainder undisclosed.

**Began Operation:** September 3, 1954.

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Personnel:**

- STUART T. MARTIN, president & general manager.
- PETER R. MARTIN, executive vice-president.
- KEN JARVIS, general sales manager.
- STUART HALL, vice president & production manager.
- MARSELIS PARSONS, news director.
- CHARLES LIESE, chief engineer.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$1200.

**NETWORK BASE HOURLY RATE:** \$1135.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 1,275,000.

**City of License:** Burlington. **ADI:** Burlington, VT-Plattsburgh, NY. **Rank:** 93.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %      |    |
|------------------------|----------------------|------------------|---------------|--------|----|
| <b>50% &amp; Over</b>  | <b>NEW HAMPSHIRE</b> |                  |               |        |    |
|                        |                      | Coos             | 13,000        | 12,800 | 98 |
|                        |                      | Grafton          | 25,300        | 24,500 | 97 |
|                        | <b>NEW YORK</b>      |                  |               |        |    |
|                        |                      | Clinton          | 27,000        | 26,600 | 99 |
|                        |                      | Essex            | 14,100        | 13,800 | 98 |
|                        |                      | Franklin         | 16,100        | 15,700 | 98 |
|                        | <b>VERMONT</b>       |                  |               |        |    |
|                        |                      | Addison          | 10,700        | 10,400 | 97 |
|                        |                      | Caledonia        | 10,200        | 10,000 | 98 |
|                        | Chittenden           | 44,000           | 43,300        | 98     |    |



WCAX-TV BPCT-3188 Granted 11/20/64

© American Map Corp., 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |           |
|---|-----------------------|------------------|----------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>NEW HAMPSHIRE</b>  |                  |                |                |           |
|   |                       | Essex            | 2,400          | 2,400          | 100       |
|   |                       | Franklin         | 12,700         | 12,600         | 99        |
|   |                       | Grand Isle       | 1,800          | 1,800          | 100       |
|   |                       | Lamoille         | 6,800          | 6,700          | 99        |
|   |                       | Orange           | 9,000          | 8,800          | 98        |
|   |                       | Orleans          | 8,900          | 8,800          | 99        |
|   |                       | Rutland          | 22,700         | 22,100         | 97        |
|   |                       | Washington       | 20,200         | 19,800         | 98        |
|   | Windsor               | 21,100           | 20,500         | 97             |           |
| <b>Between 25-49%</b>                   | <b>NEW HAMPSHIRE</b>  |                  |                |                |           |
|   |                       | Sullivan         | 14,700         | 14,200         | 97        |
|   | <b>NEW YORK</b>       |                  |                |                |           |
|   |                       | Hamilton         | 1,900          | 1,800          | 95        |
| <b>Between 5-24%</b>                    | <b>VERMONT</b>        |                  |                |                |           |
|   |                       | Bennington       | 13,400         | 13,100         | 98        |
|   | <b>NEW HAMPSHIRE</b>  |                  |                |                |           |
|   |                       | Belknap          | 17,900         | 17,700         | 99        |
|   |                       | Carroll          | 13,400         | 13,200         | 98        |
|   |                       | Cheshire         | 23,600         | 22,900         | 97        |
|   | <b>NEW YORK</b>       |                  |                |                |           |
|   | St Lawrence           | 38,200           | 37,500         | 98             |           |
|   | Warren                | 20,800           | 20,300         | 98             |           |
|   | Washington            | 19,700           | 19,300         | 98             |           |
| <b>Station Totals</b>                   | <b>VERMONT</b>        |                  |                |                |           |
|   |                       | Windham          | 15,600         | 14,900         | 95        |
|   | <b>Station Totals</b> |                  | <b>445,200</b> | <b>435,500</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>252,100</b> |                |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>165,800</b> |                |           |

# Vermont—Burlington-Plattsburgh, New York

**WVNY**

Ch. 22

**Network Service:** ABC.

**Licensee:** Citadel Communications Co. Ltd., 100 Market Square, Burlington, VT 05401.

**Studio:** 100 Market Square, Burlington, VT 05401.

**Telephone:** 802-658-8022. **TWX:** 510-299-0022.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 1000-kw max. & 589-kw horizontal visual, 100-kw max. & 58.9-kw horizontal aural. Antenna: 2740-ft. above av. terrain, 309-ft. above ground, 4172-ft. above sea level.

Latitude 44° 31' 40"  
Longitude 72° 48' 58"

**Transmitter:** Mt. Mansfield.

**Satellite Earth Stations:** 2 in operation; Andrew receivers.

**News Service:** AP.

**Ownership:** Citadel Communications Co. Ltd., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 19, 1968. Left air April 2, 1971; resumed operation Sept. 17, 1971. Sale to International TV Corp. (Donald G. Martin, et al.) by Vermont-New York TV Inc. approved by FCC April 17, 1974. Sale to present owner approved Oct. 18, 1982 (*Television Digest*, Vol. 22:34).

**Represented (sales):** Katz Television.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Personnel:**

- PHILIP J. LOMBARDO, chairman & president.
- WILLIAM BRADLEY, vice president & station manager.
- FOSTER WHITCOMB, comptroller.
- LINDA RAUB, program director.
- GARY WHEELOCK, news director.
- ROY EDMONDS, chief engineer.

**Highest One Hour Rate:** \$8500.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$225.

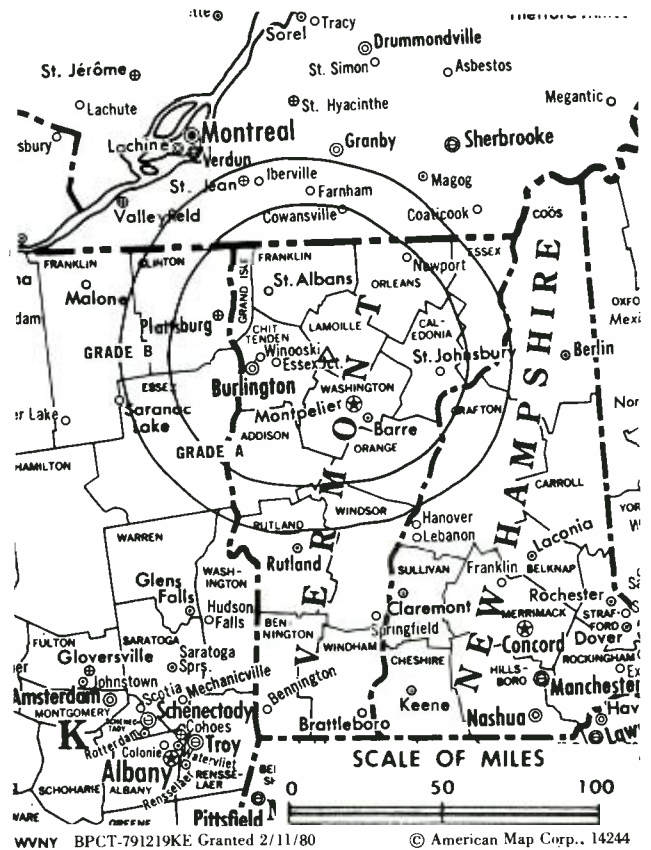
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 1,086,000.

**City of License:** Burlington. **ADI:** Burlington, VT-Plattsburgh, NY. **Rank:** 93.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over             | <b>NEW YORK</b> |                  |               |    |
|                        | Clinton         | 27,000           | 26,600        | 99 |
|                        | Essex           | 14,100           | 13,800        | 98 |
|                        | <b>VERMONT</b>  |                  |               |    |
|                        | Addison         | 10,700           | 10,400        | 97 |



| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %              |
|---|----------------------|------------------|----------------|----------------|
| 50% & Over                              | Chittenden           | 44,000           | 43,300         | 98             |
|   | Franklin             | 12,700           | 12,600         | 99             |
|   | Grand Isle           | 1,800            | 1,800          | 100            |
|   | Washington           | 20,200           | 19,800         | 98             |
| Between 25-49%                          | <b>NEW YORK</b>      |                  |                |                |
|   | Franklin             | 16,100           | 15,700         | 98             |
|   | <b>VERMONT</b>       |                  |                |                |
|   | Caledonia            | 10,200           | 10,000         | 98             |
|   | Lamoille             | 6,800            | 6,700          | 99             |
|   | Orange               | 9,000            | 8,800          | 98             |
| Between 5-24%                           | Orleans              | 8,900            | 8,800          | 99             |
|   | Rutland              | 22,700           | 22,100         | 97             |
|   | <b>NEW HAMPSHIRE</b> |                  |                |                |
|   | Grafton              | 25,300           | 24,500         | 97             |
|   | <b>NEW YORK</b>      |                  |                |                |
|   | Washington           | 19,700           | 19,300         | 98             |
| Station Totals                          | <b>VERMONT</b>       |                  |                |                |
|   | Essex                | 2,400            | 2,400          | 100            |
|   | Windsor              | 21,100           | 20,500         | 97             |
| <b>Station Totals</b>                   |                      | <b>272,700</b>   | <b>267,100</b> | <b>97</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  |                | <b>117,500</b> |
| <b>Average Daily Circulation (1987)</b> |                      |                  |                | <b>54,100</b>  |



# Vermont—Hartford-Hanover, New Hampshire

**WNNE-TV**

Ch. 31

**Network Service:** NBC.

**Licensee:** WNNE-TV Inc., Box 1310, White River Junction, VT 05001.

**Studio:** Holiday Inn Dr., White River Junction, VT 05001.

**Telephone:** 802-295-3100.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 2220-ft. above av. terrain, 149-ft. above ground, 3299-ft. above sea level.

Latitude 43° 26' 38"  
Longitude 72° 27' 17"

**Transmitter:** Mt. Ascutney, Windsor, VT.

**Satellite Earth Stations:** Transmit/receive Harris, 6.1-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, 3-meter Ku-band; Vertex, 4.5-meter Ku-band; 1 Mobile, 2.6-meter Ku-band; Harris, Scientific-Atlanta receivers.

**News Services:** AP, CNN Headline News, NBC, Skycom, UPI.

**Ownership:** Taft Broadcasting Co., 84.5%; Northern New England Television, 15.5%. Taft Bcstg. ownership: Paul E. Taft, 64.5%; Philip D. Taft, 17.1%; Jerry G. Bridges, 9.3%; Paul E. Milling, 4.1%; 13 others, none with more than 0.5%. Taft Bcstg. has MDS interests.

**Began Operation:** September 27, 1978.

**Represented (sales):** Kettell-Carter Inc.

**Represented (legal):** Steptoe & Johnson.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

KAREN CREIGHTON, vice president & general manager.  
STEVE ROZOV, vice president & general sales manager.  
JOE ALVIN, vice president & chief engineer.  
ALAN LaGARDE, news director.

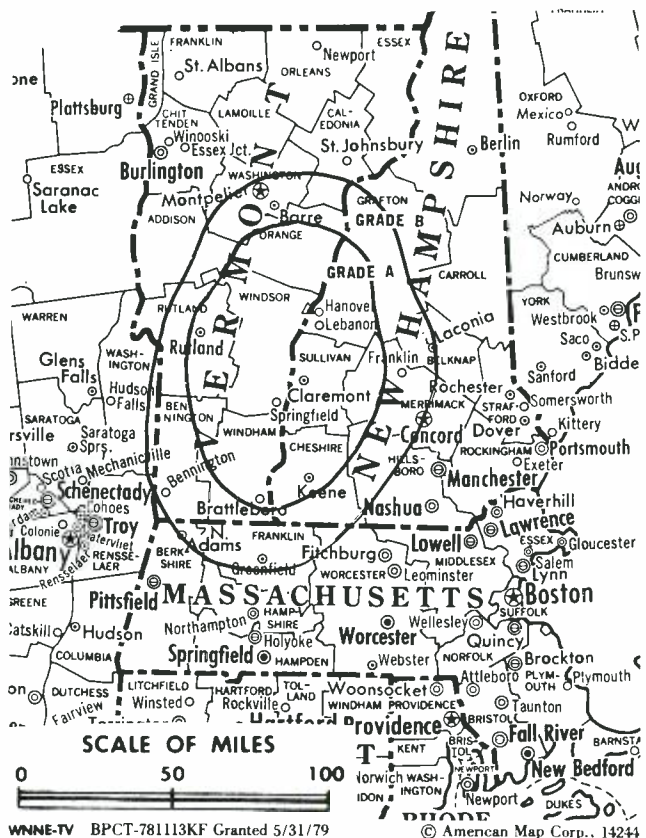
**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate:** \$375.

**City of License:** Hartford. **ADI:** Burlington, VT-Plattsburgh, NY. **Rank:** 93.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

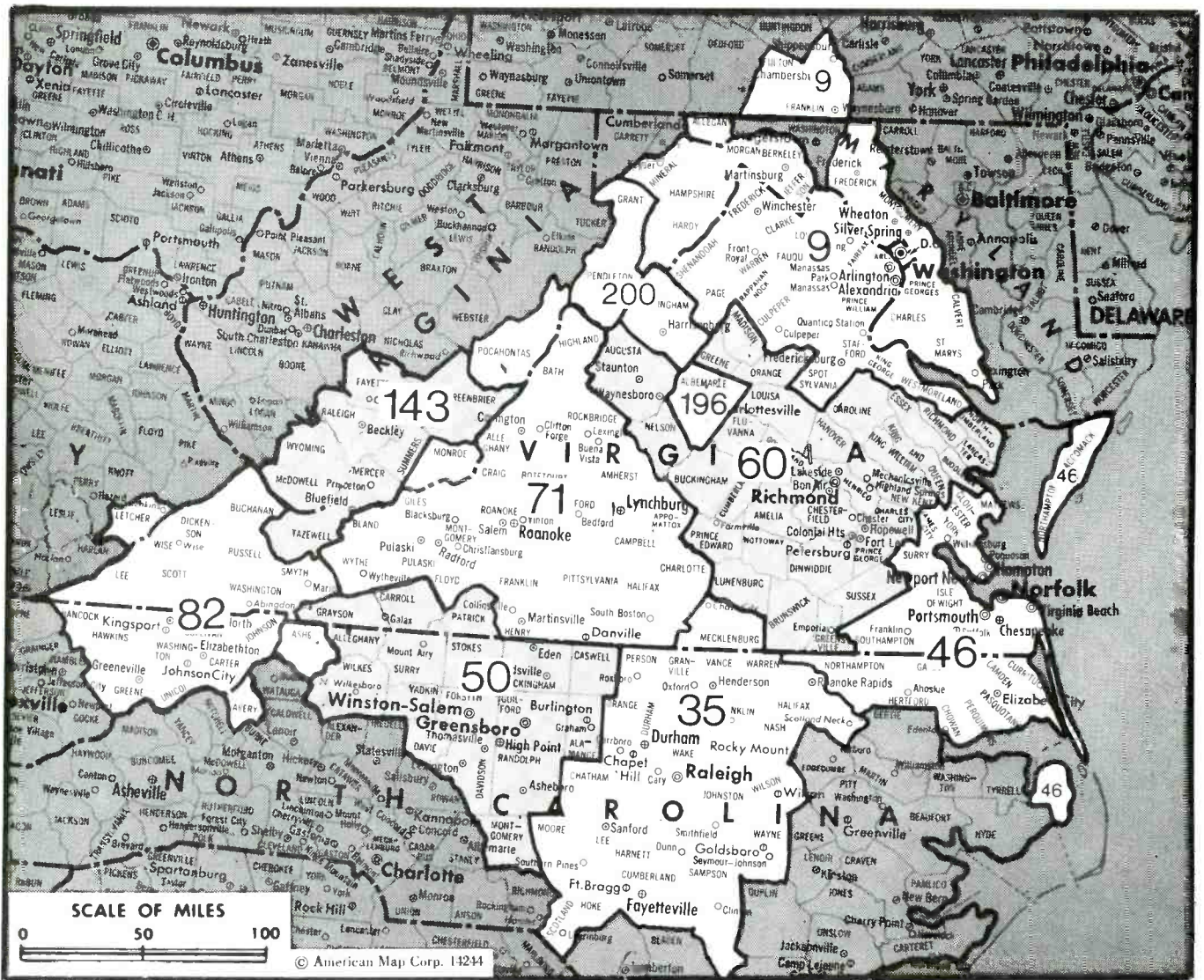
| Net Weekly Circulation | State County                     | Total Households | TV Households | %  |
|------------------------|----------------------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>NEW HAMPSHIRE</b><br>Sullivan | 14,700           | 14,200        | 97 |



WNNE-TV BPCT-781113KF Granted 5/31/79  
© American Map Corp., 14244

| Net Weekly Circulation                  | State County                      | Total Households | TV Households  | %         |
|---|-----------------------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>VERMONT</b><br>Windsor         | 21,100           | 20,500         | 97        |
| <b>Between 25-49%</b>                   | <b>NEW HAMPSHIRE</b><br>Cheshire  | 23,600           | 22,900         | 97        |
|   | Grafton                           | 25,300           | 24,500         | 97        |
|   | <b>VERMONT</b><br>Orange          | 9,000            | 8,800          | 98        |
|   | Windham                           | 15,600           | 14,900         | 95        |
| <b>Between 5-24%</b>                    | <b>NEW HAMPSHIRE</b><br>Merrimack | 38,400           | 37,600         | 98        |
|   | <b>VERMONT</b><br>Lamoille        | 6,800            | 6,700          | 99        |
|   | Rutland                           | 22,700           | 22,100         | 97        |
|   | Washington                        | 20,200           | 19,800         | 98        |
| <b>Station Totals</b>                   |                                   | <b>197,400</b>   | <b>192,000</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                                   |                  | <b>68,900</b>  |           |
| <b>Average Daily Circulation (1987)</b> |                                   |                  | <b>35,800</b>  |           |

# Virginia



| Market                                      | Arbitron ADI<br>TV Households | Rank | Market Area Commercial TV Stations   |
|---|-------------------------------|------|--|
| Washington, DC                              | 1,563,600                     | 9    | WDCA-TV (20), WFTY (50), WJLA-TV(7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9), WFCT (62), WKFT (40), WLFL-TV(22), WPTF-TV (28), WRAL-TV (5), WTVB (11), WAVY-TV (10), WTKR-TV (3), WTVZ (33), WVEC-TV (13), WYAH (27) |
| Raleigh-Durham, NC                          | 620,400                       | 35   | WEJC(20), WFMY-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW (45), WRDQ (16), WXII (12)   |
| Norfolk-Portsmouth-Newport News-Hampton, VA | 526,000                       | 46   | WRLH-TV (35), WTVR-TV (6), WVRN-TV(63), WWBT (12), WXEX-TV (8), WDBJ (7), WFEC (38), WJPR(21), WSETV (13), WSLs-TV (10), WVFV (27), WCVB-TV(5), WETO (39), WJHL-TV (11), WKPT-TV (19)                                  |
| Greensboro-Winston Salem-High Point, NC     | 504,400                       | 50   | WOAY-TV (4), WVA(6), WVIR-TV (29), WHSV-TV (3)   |
| Richmond, VA                                | 415,800                       | 60   |  |
| Roanoke-Lynchburg, VA                       | 339,800                       | 71   |  |
| Bristol, VA-Kingsport-Johnson City, TN      | 287,600                       | 82   |  |
| Bluefield-Beckley-Oak Hill, WV              | 145,900                       | 143  |  |
| Charlottesville, VA                         | 38,700                        | 196  |  |
| Harrisonburg, VA                            | 33,700                        | 200  |  |

### State Cross Reference List

Communities That Receive Programs of Stations That are Located Elsewhere

|                           |                      |
|---------------------------|----------------------|
| WJHL-TV, Bristol          | See Johnson City, TN |
| WKPT-TV, Bristol          | See Kingsport, TN    |
| WVEC-TV, Hampton          | See Norfolk, VA      |
| WDBJ & WSLs-TV, Lynchburg | See Roanoke, VA      |
| WAVY-TV & WYAH, Norfolk   | See Portsmouth, VA   |
| WXEX-TV, Petersburg       | See Richmond, VA     |
| WJPR & WSETV, Roanoke     | See Lynchburg, VA    |

### Virginia Station Status as of October 1, 1987

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 11  | 9   | 20    |
| Educational Television Stations | 0   | 9   | 9     |
|                                 | 11  | 18  | 29    |

**Virginia—Bristol-Kingsport-Johnson City,  
Tennessee**

**WCYB-TV**

Ch. 5

**WCYB TV 5**  
The News Station

**Network Service:** NBC.

**Licensee:** Appalachian Bcstg. Corp., Cumberland & Lee Sts., Bristol, VA 24201.

**Studio:** 101 Lee St.

**Mailing Address:** Box 2069, Bristol, VA 24203.

**Telephone:** 703-669-4161. **TWX:** 510-580-2019.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 83.2-kw visual, 11.5-kw aural. Antenna: 2230-ft. above av. terrain, 140-ft. above ground, 4380-ft. above sea level.

Latitude 36° 26' 57"  
Longitude 82° 06' 31"

**Transmitter:** Rye Patch Knob, Cherokee National Forest.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; Harris, 6.1-meter Ku-band; Harris, 3.0-meter Ku-band; Harris receivers.

**News Services:** AP, NBC, NIWS, Sports News Satellite.

**Ownership:** Lamco Communications Inc., 100%. See Group Ownership of TV Stations.

**Began Operation:** August 13, 1956. Sale to present owner by Starr Bcstg. Group approved by FCC March 17, 1977 (*Television Digest*, Vol. 16:33). Sale to Starr by Robert H. Smith, J. Fey Rogers, Charles M. Gore & Harry M. Daniel approved Nov. 12, 1970 (Vol. 10:6, 46).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** Cohen & Dippell.

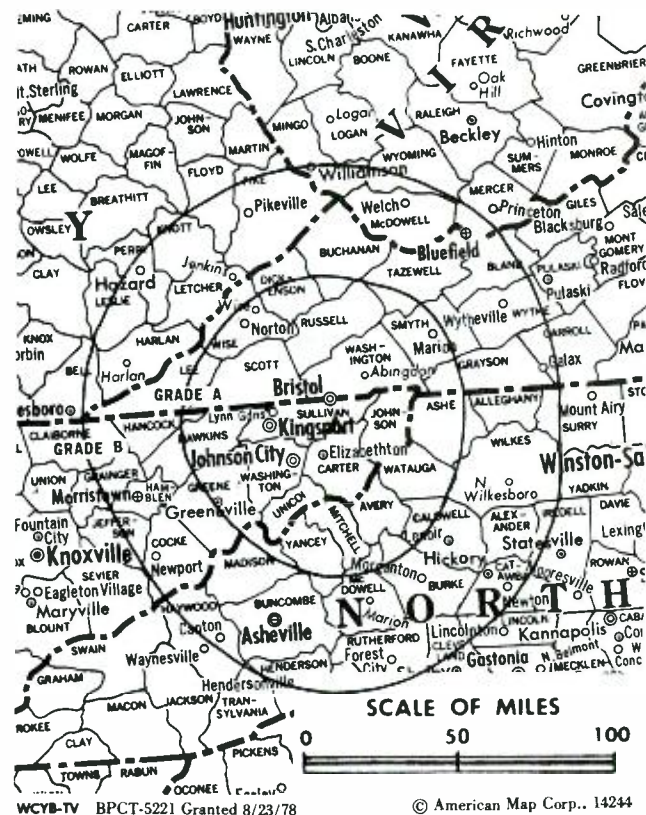
**Personnel:**

ROBERT H. SMITH JR., exec. vice president & general manager.  
JACK SHAVER, vice president, sales.  
STEVE HAWKINS, news director.  
ECHEL EDENS, chief engineer.  
CHARLES LINEBERGER, program manager.  
W. TERRY DUGAS, operations manager.

**City of License:** Bristol. **ADI:** Bristol, VA-Kingsport-Johnson City, TN. **Rank:** 82.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | KENTUCKY     |                  |               |    |
|                        | Harlan       | 14,400           | 14,200        | 99 |
|                        | Knott        | 6,100            | 5,900         | 97 |



| Net Weekly Circulation | State County          | Total Households | TV Households | %  |  |
|------------------------|-----------------------|------------------|---------------|----|--|
| 50% & Over             | Leslie                | 5,100            | 4,900         | 96 |  |
|                        | Letcher               | 11,000           | 10,800        | 98 |  |
|                        | <b>NORTH CAROLINA</b> |                  |               |    |  |
|                        | Ashe                  | 9,000            | 8,800         | 98 |  |
|                        | Avery                 | 5,300            | 5,200         | 98 |  |
|                        | Watauga               | 12,400           | 12,200        | 98 |  |
|                        | Yancey                | 5,700            | 5,500         | 96 |  |
|                        | <b>TENNESSEE</b>      |                  |               |    |  |
|                        | Carter                | 19,600           | 19,400        | 99 |  |
|                        | Greene                | 20,800           | 20,600        | 99 |  |
| Hamblen                | 21,500                | 21,300           | 99            |    |  |
| Hancock                | 2,300                 | 2,300            | 100           |    |  |
| Hawkins                | 17,000                | 16,800           | 99            |    |  |
| Johnson                | 5,400                 | 5,300            | 98            |    |  |
| Sullivan               | 56,900                | 56,600           | 99            |    |  |
| Unicoi                 | 6,300                 | 6,200            | 98            |    |  |
| Washington             | 34,200                | 34,000           | 99            |    |  |
| <b>VIRGINIA</b>        |                       |                  |               |    |  |
| Buchanan               | 12,200                | 11,900           | 98            |    |  |
| Dickenson              | 7,000                 | 6,900            | 99            |    |  |
| Lee                    | 9,500                 | 9,300            | 98            |    |  |
| Russell                | 11,900                | 11,700           | 98            |    |  |
| Scott                  | 8,500                 | 8,300            | 98            |    |  |
| Smyth                  | 11,700                | 11,600           | 99            |    |  |
| Tazewell               | 17,800                | 17,600           | 99            |    |  |
| Washington             | 23,800                | 23,500           | 99            |    |  |
| Wise                   | 17,100                | 16,800           | 98            |    |  |
| Between 25-49%         | <b>KENTUCKY</b>       |                  |               |    |  |
|                        | Perry                 | 11,800           | 11,500        | 97 |  |
|                        | <b>NORTH CAROLINA</b> |                  |               |    |  |
| Mitchell               | 5,300                 | 5,200            | 98            |    |  |

(Continued on page A-1105)

|   |                |                |           |
|---|----------------|----------------|-----------|
| <b>Station Totals</b>                   | <b>600,600</b> | <b>592,000</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                | <b>351,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |                | <b>239,200</b> |           |

# Virginia—Charlottesville

## WVIR-TV

Ch. 29

**Network Service:** NBC.

**Licensee:** Virginia Broadcasting Corp., Box 769, Charlottesville, VA 22902.

**Studio:** 503 E. Market St., Charlottesville, VA 22901.

**Telephone:** 804-977-7082.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 1290-kw max. & 427-kw horizontal visual, 129-kw max. & 42.7-kw horizontal aural. Antenna: 1200-ft. above av. terrain, 301-ft. above ground, 1765-ft. above sea level.

Latitude 37° 59' 00"  
Longitude 78° 28' 54"

**Transmitter:** Carter Mtn., 3.5-mi. S of Charlottesville.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 3 in operation.

**News Service:** UPI.

**Ownership:** Waterman Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 11, 1973. Sale to present owner by Harold B. Wright Jr., et al., approved by FCC Oct. 30, 1986.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Personnel:**

HAROLD B. WRIGHT JR., vice president & general manager.  
JIM FERNALD, general sales manager.  
SID SHUMATE, chief engineer.

**Highest One Hour Rate:** \$1000.

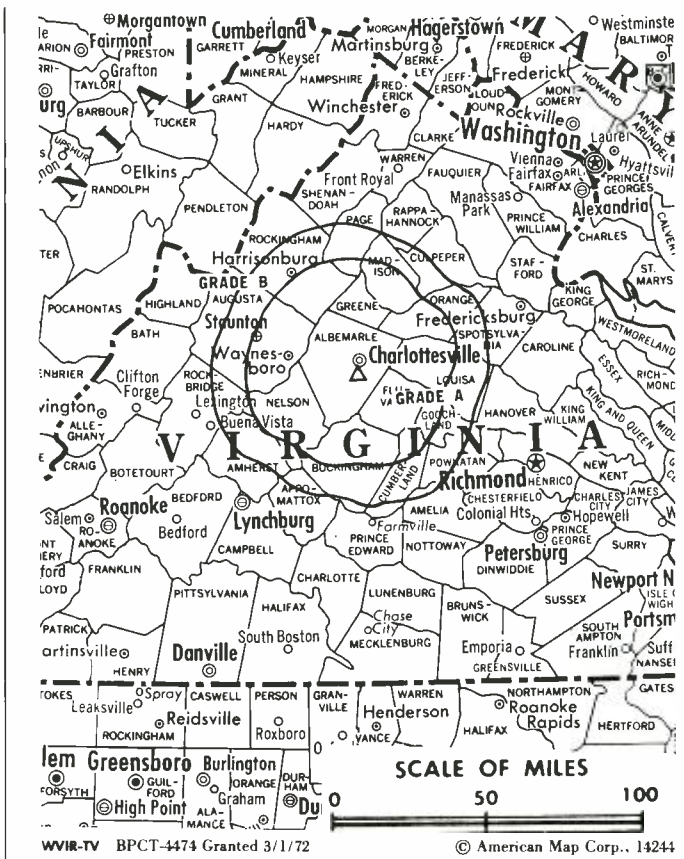
**Highest 30 Sec. Rate:** \$200.

**NETWORK BASE HOURLY RATE:** \$50.

**City of License:** Charlottesville. **ADI:** Charlottesville. **Rank:** 196.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | VIRGINIA     |                  |               |    |
|                        | Albemarle    | 37,800           | 37,100        | 98 |
|                        | Greene       | 3,000            | 2,900         | 97 |



WVIR-TV BPCT-4474 Granted 3/1/72 © American Map Corp., 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %             |
|---|--------------|------------------|----------------|---------------|
| Between 25-49%                          | VIRGINIA     |                  |                |               |
|   | Augusta      | 32,600           | 32,200         | 99            |
|   | Buckingham   | 4,000            | 3,900          | 97            |
|   | Fluvanna     | 3,900            | 3,800          | 97            |
|   | Madison      | 3,800            | 3,700          | 97            |
|   | Orange       | 7,100            | 7,000          | 98            |
| Between 5-24%                           | VIRGINIA     |                  |                |               |
|   | Culpeper     | 8,300            | 8,200          | 99            |
|   | Cumberland   | 2,800            | 2,700          | 96            |
|   | Louisa       | 6,700            | 6,500          | 98            |
|   | Nelson       | 4,200            | 4,100          | 98            |
|   | Nottoway     | 5,100            | 5,000          | 98            |
| Prince Edward                           | 5,000        | 4,900            | 98             |               |
| <b>Station Totals</b>                   |              | <b>151,300</b>   | <b>148,700</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>61,800</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>32,700</b> |

# Virginia—Harrisonburg

## WHSV-TV

Ch. 3

**Network Service:** ABC.

**Licensee:** Benedek Bcstg. of Virginia Inc., Box TV3, Harrisonburg, VA 22801.

**Studio:** Route 33 West.

**Mailing Address:** Box TV3, Harrisonburg, VA 22801-0030.

**Telephone:** 703-433-9191. **TWX:** 710-839-1394.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 8.32-kw visual, 0.832-kw aural (maximum power permitted by FCC, 100-kw equivalent for antenna height). Antenna: 2130-ft. above av. terrain, 332-ft. above ground, 3287-ft. above sea level.

Latitude 38° 36' 05"  
Longitude 78° 37' 57"

**Transmitter:** Big Mountain, New Market, VA.

**Satellite Earth Stations:** ADM, 6.1-meter C-band; Andrew, 4.7-meter C-band; Channel Master, 3.7-meter C-band; AFC, 3.6-meter Ku-band; Avantek, M/A-Com receivers.

**News Services:** AP, ABC.

**Ownership:** Benedek Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 9, 1953. Sale to present owner by Worrell Bcstg. approved by FCC Nov. 5, 1986. Sale to Worrell Bcstg. by Gilmore Bcstg. approved by FCC Jan. 15, 1976; transfer completed June 3, 1976. Sale to Gilmore Bcstg. by Evening Star and Hamilton Shea approved Aug. 9, 1965 (Television Digest, Vol. 5:23, 33). Previous sale of 50% by Transcontinent Corp. and 1% by Hamilton Shea to the Evening Star Broadcasting Co. approved Sept. 23, 1959 (Vol. 15:30, 32, 39). Sale to Transcontinent Corp. & Hamilton Shea as co-equal owners by Frederick L. Allman approved May 29, 1956 (Vol. 12:15, 22).

**Represented (sales):** Katz Television.

**Represented (legal):** Wilner & Scheiner.

**Personnel:**

ROBERT GANZER, general manager.  
BOB BOLYARD, local sales manager.  
CHRISTOPHER JONES, operations manager.  
JIM BRADLEY, news director.  
RICHARD HIETT, chief engineer.

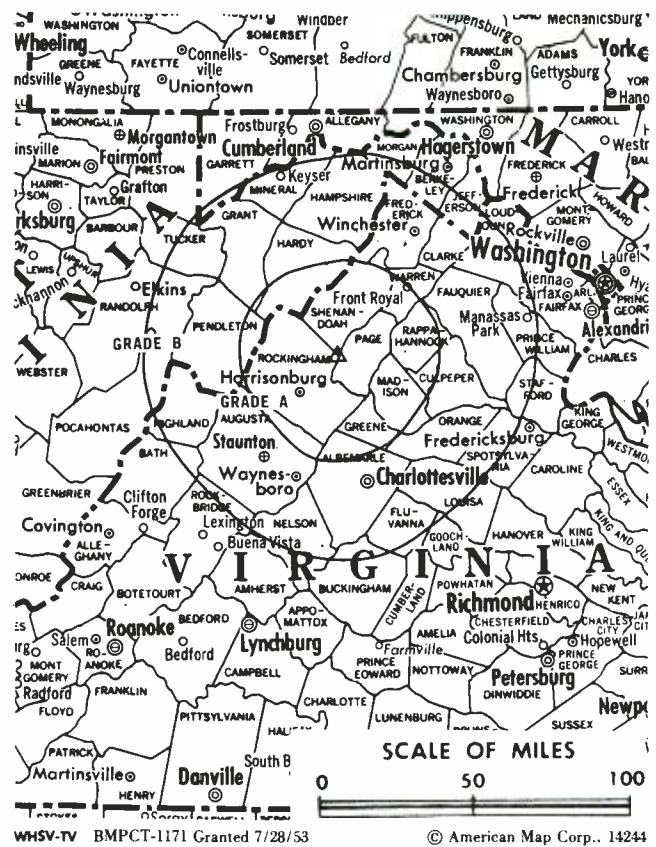
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$850.

**City of License:** Harrisonburg. **ADI:** Harrisonburg. **Rank:** 200.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over             | VIRGINIA     |                  |               |     |
|                        | Augusta      | 32,600           | 32,200        | 99  |
|                        | Page         | 7,500            | 7,500         | 100 |
|                        | Rockingham   | 27,000           | 26,700        | 99  |
|                        | Shenandoah   | 11,100           | 11,000        | 99  |



WHSV-TV BMPCT-1171 Granted 7/28/53

© American Map Corp., 14244

| Net Weekly Circulation                  | State County  | Total Households | TV Households  | %         |
|---|---------------|------------------|----------------|-----------|
| 50% & Over                              | WEST VIRGINIA |                  |                |           |
|   | Grant         | 3,800            | 3,700          | 97        |
|   | Pendleton     | 3,100            | 3,000          | 97        |
| Between 25-49%                          | VIRGINIA      |                  |                |           |
|   | Albemarle     | 37,800           | 37,100         | 98        |
|   | Greene        | 3,000            | 2,900          | 97        |
|   | Warren        | 8,800            | 8,700          | 99        |
| Between 5-24%                           | WEST VIRGINIA |                  |                |           |
|   | Hardy         | 3,800            | 3,700          | 97        |
|   | MARYLAND      |                  |                |           |
|   | Garrett       | 10,000           | 9,800          | 98        |
| Between 5-24%                           | VIRGINIA      |                  |                |           |
|   | Bath          | 2,000            | 2,000          | 100       |
|   | Clarke        | 3,800            | 3,800          | 100       |
|   | Culpeper      | 8,300            | 8,200          | 99        |
|   | Frederick     | 20,200           | 20,000         | 99        |
|   | Highland      | 1,100            | 1,100          | 100       |
|   | Madison       | 3,800            | 3,700          | 97        |
|   | Orange        | 7,100            | 7,000          | 98        |
|   | Rockbridge    | 10,600           | 10,400         | 98        |
|   | WEST VIRGINIA |                  |                |           |
|   | Hampshire     | 5,900            | 5,800          | 98        |
|   | Jefferson     | 12,100           | 12,000         | 99        |
| <b>Station Totals</b>                   |               | <b>223,400</b>   | <b>220,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |               |                  | <b>106,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |               |                  | <b>60,700</b>  |           |

# Virginia—Lynchburg

**WJPR**

Ch. 21

**Network Service:** None, independent.

**Licensee:** Lynchburg-Roanoke TV Partners Ltd. Partnership.

**Studio:** 2820 Linkhorne Dr., Lynchburg, VA 24503.

**Telephone:** 804-384-0021.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 4207-kw max. visual, 421-kw max. aural. Antenna: 1638-ft. above av. terrain, 964-ft. above ground, 2744-ft. above sea level.

Latitude 37° 19' 14"  
Longitude 79° 37' 57"

**Transmitter:** Flat Top Mountain, Bedford County.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 3 in operation; Comtech, 5-meter; M/A-Com, Pinzone receivers.

**Ownership:** Lynchburg-Roanoke Television Partners L.P. Thomas F. Carney, gen. partner, 60%; Rinaldo (Rye B.) Page, gen. partner, 20%; Martin J. O'Meara, gen. partner, 10%; Ralph Renick, ltd. partner, 5%; I. Paul Arcuri, ltd. partner, 3%; Jonathan A. Samen, ltd. partner, 2%. Carney & O'Meara have interest in WJTC(TV), Pensacola, FL.

**Began Operation:** March 23, 1986.

**Represented (sales):** MMT Marketing.

**Represented (legal):** Arter & Hadden.

**Represented (engineering):** Broadcast Engineering Systems.

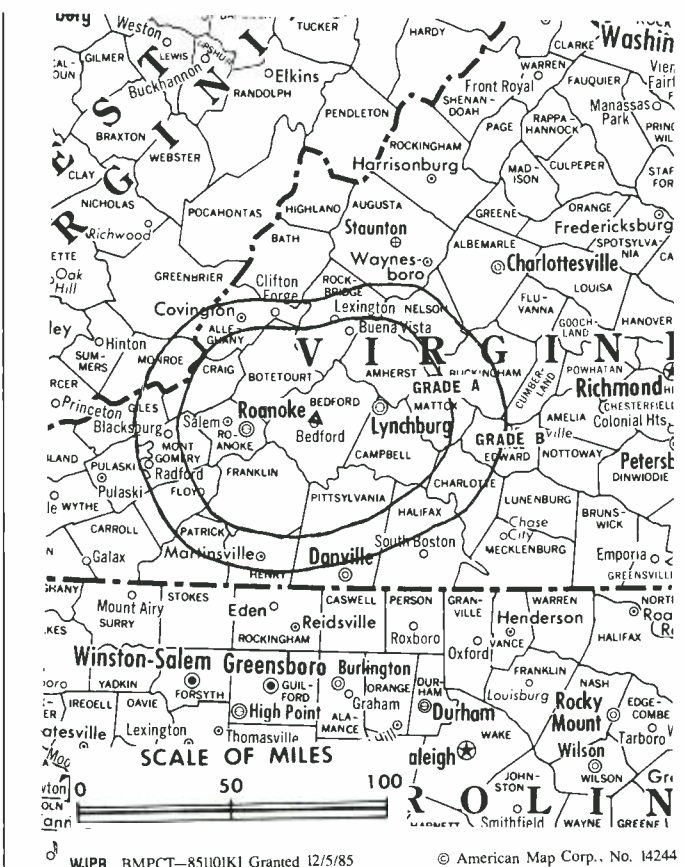
**Personnel:**  
LON MIROLLI, general manager.

**Highest 30 Sec. Rate:** \$120.

**City of License:** Lynchburg. **ADI:** Roanoke-Lynchburg. **Rank:** 71.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County        | Total Households | TV Households | %  |
|------------------------|---------------------|------------------|---------------|----|
| Between 25-49%         | VIRGINIA Appomattox | 4,400            | 4,300         | 98 |
|                        | Bedford             | 14,800           | 14,600        | 99 |



WJPR BMPCT—851101K1 Granted 12/5/85 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %             |
|---|--------------|------------------|----------------|---------------|
| Between 25-49%                          | Campbell     | 40,000           | 39,600         | 99            |
|   | Franklin     | 12,700           | 12,500         | 98            |
| <b>VIRGINIA</b>                         |              |                  |                |               |
| Between 5-24%                           | Alleghany    | 9,200            | 9,100          | 99            |
|   | Amherst      | 9,700            | 9,500          | 98            |
|   | Buckingham   | 4,000            | 3,900          | 97            |
|   | Craig        | 1,600            | 1,600          | 100           |
|   | Giles        | 6,100            | 6,000          | 98            |
|   | Halifax      | 12,000           | 11,800         | 98            |
|   | Pittsylvania | 40,200           | 39,700         | 99            |
| Roanoke                                 | 75,600       | 75,000           | 99             |               |
| <b>Station Totals</b>                   |              | <b>230,300</b>   | <b>227,600</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>47,400</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>19,400</b> |

# Virginia—Lynchburg

## WSET-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** WSET Inc., Box 11588, Lynchburg, VA 24506.

**Studio:** 2320 Langhorne Rd., Lynchburg, VA 24501.

**Mailing Address:** Box 11588, Lynchburg, VA 24506.

**Telephone:** 804-528-1313.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 45.3-kw aural. Antenna: 2040-ft. above av. terrain, 1230-ft. above ground, 3149-ft. above sea level.

Latitude 37° 18' 52"  
Longitude 79° 38' 04"

**Transmitter:** Thaxton Mtn., 15-mi. E of Roanoke.

**Satellite Earth Stations:** 3 in operation; Microdyne, 7-meter; Avantek, M/A-Com, Microdyne receivers.

**News Services:** ABC, AP, UPI.

**Ownership:** Allbritton Communications Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** February 8, 1953. Sale to present owner by Evening Star Bcstg. Co. approved May 5, 1976. Sale to Evening Star by Lynchburg Bcstg. Co. approved Aug. 23, 1965 by FCC (Television Digest, Vol. 5:25, 35).

**Represented (sales):** Katz Television.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jansky & Bailey.

### Personnel:

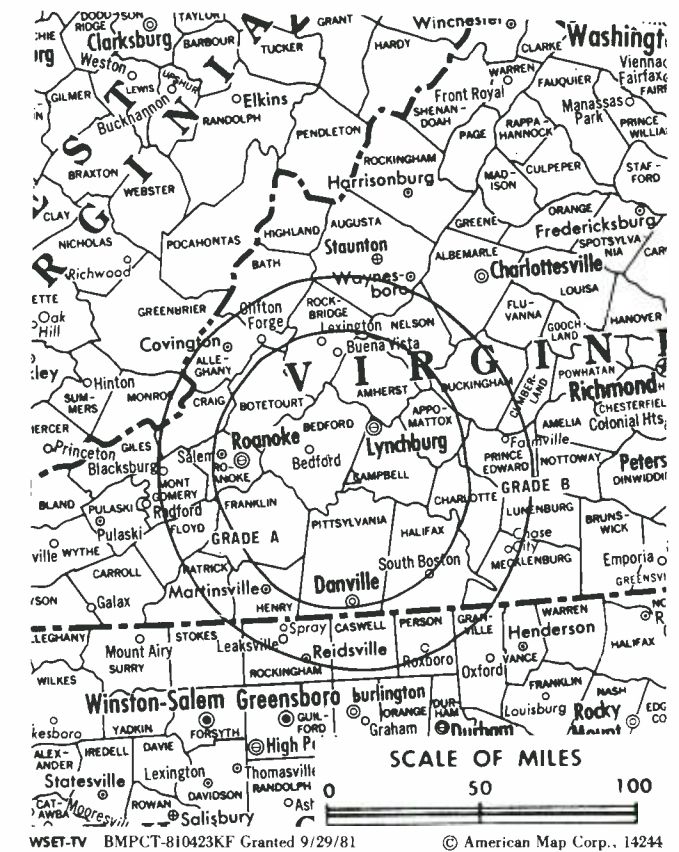
DAVID McATEE, president & general manager.  
JACK TACKETT, general sales manager.  
DOROTHY BALLAGH, manager, operations.  
DOUGLAS DANIEL, chief engineer.  
BEVE LUTZ, manager, business services.  
WILLIAM BOUYER, news director.  
SUSAN GARRETT, community services director.

**Rates:** Not available.

**City of License:** Lynchburg. **ADI:** Roanoke-Lynchburg. **Rank:** 71.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>VIRGINIA</b> |                  |               |     |
|                        | Alleghany       | 9,200            | 9,100         | 99  |
|                        | Amherst         | 9,700            | 9,500         | 98  |
|                        | Appomattox      | 4,400            | 4,300         | 98  |
|                        | Bath            | 2,000            | 2,000         | 100 |
|                        | Bedford         | 14,800           | 14,600        | 99  |
|                        | Botetourt       | 8,700            | 8,600         | 99  |
|                        | Campbell        | 40,000           | 39,600        | 99  |
|                        | Charlotte       | 4,000            | 3,900         | 98  |
|                        | Craig           | 1,600            | 1,600         | 100 |
|                        | Franklin        | 12,700           | 12,500        | 98  |
|                        | Halifax         | 12,000           | 11,800        | 98  |
|                        | Henry           | 27,100           | 26,800        | 99  |
|                        | Montgomery      | 26,100           | 25,800        | 99  |
|                        | Nelson          | 4,200            | 4,100         | 98  |
|                        | Pittsylvania    | 40,200           | 39,700        | 99  |
|                        | Pulaski         | 12,800           | 12,700        | 99  |
|                        | Roanoke         | 75,600           | 75,000        | 99  |
| Rockbridge             | 10,600          | 10,400           | 98            |     |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                |           |
|   | Caswell               | 7,200            | 7,100          | 99        |
|   | Person                | 10,800           | 10,700         | 99        |
|   | <b>VIRGINIA</b>       |                  |                |           |
|   | Bland                 | 2,200            | 2,100          | 95        |
|   | Buckingham            | 4,000            | 3,900          | 97        |
|   | Floyd                 | 4,400            | 4,300          | 98        |
|   | Giles                 | 6,100            | 6,000          | 98        |
|   | Highland              | 1,100            | 1,100          | 100       |
|   | Mecklenburg           | 10,400           | 10,200         | 98        |
| Patrick                                 | 6,400                 | 6,300            | 98             |           |
| Prince Edward                           | 5,000                 | 4,900            | 98             |           |
| Wythe                                   | 9,400                 | 9,200            | 98             |           |
| <b>Between 5-24%</b>                    | <b>WEST VIRGINIA</b>  |                  |                |           |
|   | Pocahontas            | 3,900            | 3,700          | 95        |
|   | <b>NORTH CAROLINA</b> |                  |                |           |
|   | Granville             | 11,600           | 11,400         | 98        |
|   | Rockingham            | 32,500           | 32,200         | 99        |
|   | Vance                 | 13,600           | 13,400         | 99        |
|   | <b>VIRGINIA</b>       |                  |                |           |
|   | Albemarle             | 37,800           | 37,100         | 98        |
|   | Augusta               | 32,600           | 32,200         | 99        |
|   | Carroll               | 9,600            | 9,400          | 98        |
| Fluvanna                                | 3,900                 | 3,800            | 97             |           |
| Lunenburg                               | 4,100                 | 4,000            | 98             |           |
| Sussex                                  | 3,400                 | 3,300            | 97             |           |
| Tazewell                                | 17,800                | 17,600           | 99             |           |
| <b>WEST VIRGINIA</b>                    |                       |                  |                |           |
| Greenbrier                              | 14,400                | 14,100           | 98             |           |
| Mercer                                  | 28,000                | 27,700           | 99             |           |
| <b>Station Totals</b>                   |                       | <b>595,900</b>   | <b>587,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>295,000</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>157,600</b> |           |

# Virginia—Manassas

**WTKK**

**Ch. 66**

**Network Service:** None, independent.

**Licensee:** National Capital Christian Broadcasting Inc., Manassas, VA 22110.

**Studio:** 9008 Center St., Manassas, VA 22110.

**Telephone:** 703-369-3400.

**Technical Facilities:** Channel No. 66 (782-788 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 550-ft. above av. terrain, 459-ft. above ground, 897-ft. above sea level.

Latitude 38° 47' 16"  
Longitude 77° 19' 48"

**Transmitter:** 6110 Ox Rd., Fairfax Station.

**Satellite Earth Stations:** Weatherscan, 10-meter; Weatherscan, 3-meter; Weatherscan, 2.3-meter Ku-band.

**Ownership:** Non-stock corp. Lester R. Raker, pres.; K. L. Raker, v.p.; T. L. Foltz, secy.-treas.

**Began Operation:** March 26, 1978.

**Represented (sales):** Unirep Bcstg. Co.

**Represented (legal):** John H. Midlen.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

LESTER R. RAKER, president & general manager.  
THOMAS L. FOLTZ, station & general sales manager.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$64.

**City of License:** Manassas. **ADI:** Washington, DC. **Rank:** 9.



WTKK BMPCT-820128KE Granted 3/5/82 © American Map Corp., 14244

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County       | Total Households | TV Households | %          |
|---|--------------------|------------------|---------------|------------|
| Between 5-24%                           | VIRGINIA<br>Clarke | 3,800            | 3,800         | 100        |
| <b>Station Totals</b>                   |                    | <b>3,800</b>     | <b>3,800</b>  | <b>100</b> |
| <b>Net Weekly Circulation (1987)</b>    |                    |                  | <b>23,000</b> |            |
| <b>Average Daily Circulation (1987)</b> |                    |                  | <b>6,900</b>  |            |



# Virginia—Norfolk

## WTKR-TV

Ch. 3

**Network Service:** CBS.

**Licensee:** Knight-Ridder Bcstg. Inc., 720 Boush St., Norfolk, VA 23510.

**Studio:** 720 Boush St., Norfolk, VA 23510.

**Telephone:** 804-446-1000.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 980-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 56"  
Longitude 76° 28' 00"

**Transmitter:** 5277 Nansemond Pkwy., Suffolk, VA 23434.

**Satellite Earth Stations:** 5 in operation; 3 C-band; 2 Ku-band; Harris, Scientific-Atlanta receivers.

**News Services:** AP, CBS, Conus, NIWS, UPI.

**Ownership:** Knight-Ridder Broadcasting Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 2, 1950. Sale to present owner by Landmark Television approved by FCC Jan. 16, 1981 (Television Digest, Vol. 20:33; 21:4).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Hamel & Park.

**Personnel:**

- WILLIAM B. PETERSON, president & general manager.
- RUFUS DeVANE, general sales manager.
- JOSEPH C. PERKINS, director of operations.
- JULIE McCOLLUM, director of personnel & community relations.
- GENE GILDOW, chief engineer.
- DALE GAUDING, editorial director.
- DAVID TRESSEL, director of marketing.
- JACK WELSBY, business manager.
- CHARLOTTE HARWOOD, local sales manager.
- CAROL RUEPPEL, director of news.

**Highest One Hour Rate:** \$5500.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1600.

**City of License:** Norfolk. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 46.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |     |
|                        | Camden                | 2,000            | 2,000         | 100 |
|                        | Chowan                | 5,000            | 4,900         | 98  |
|                        | Currituck             | 5,200            | 5,100         | 98  |
|                        | Dare                  | 7,300            | 7,100         | 97  |
|                        | Gates                 | 3,100            | 3,000         | 97  |
|                        | Hertford              | 7,800            | 7,700         | 99  |
|                        | Northampton           | 7,500            | 7,300         | 97  |
|                        | Pasquotank            | 11,000           | 10,900        | 99  |
|                        | Perquimans            | 3,800            | 3,800         | 100 |
|                        | <b>VIRGINIA</b>       |                  |               |     |
|                        | Accomack              | 11,500           | 11,300        | 98  |
|                        | Gloucester            | 9,300            | 9,200         | 99  |
|                        | Greensville           | 4,900            | 4,800         | 98  |
| Isle Of Wight          | 7,900                 | 7,800            | 99            |     |



WTKR-TV BMPCT-1051 Granted 4/7/53 © American Map Corp. 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | James City            | 12,000           | 11,800         | 98             |
|   | Lancaster             | 4,100            | 4,000          | 98             |
|   | Mathews               | 3,500            | 3,400          | 97             |
|   | Middlesex             | 3,200            | 3,100          | 97             |
|   | Northampton           | 5,400            | 5,300          | 98             |
|   | Southampton           | 7,900            | 7,800          | 99             |
|   | Surry                 | 2,000            | 2,000          | 100            |
|   | York                  | 15,900           | 15,800         | 99             |
|   | Chesapeake City       | 43,300           | 42,900         | 99             |
|   | Hampton City          | 43,900           | 43,600         | 99             |
|   | Newport News City     | 54,500           | 54,100         | 99             |
|   | Norfolk City          | 91,900           | 91,100         | 99             |
|   | Portsmouth City       | 36,500           | 36,200         | 99             |
|   | Suffolk City          | 16,200           | 15,900         | 98             |
| Va Beach City                           | 109,700               | 109,000          | 99             |                |
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Halifax               | 19,400           | 19,000         | 98             |
|   | <b>VIRGINIA</b>       |                  |                |                |
|   | Charles City          | 2,000            | 2,000          | 100            |
|   | Northumberland        | 4,000            | 3,900          | 97             |
| Sussex                                  | 3,400                 | 3,300            | 97             |                |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Bertie                | 7,400            | 7,200          | 97             |
|   | Tyrrell               | 1,400            | 1,400          | 100            |
|   | <b>VIRGINIA</b>       |                  |                |                |
|   | Brunswick             | 4,900            | 4,800          | 98             |
|   | King And Queen        | 2,100            | 2,100          | 100            |
| New Kent                                | 3,700                 | 3,600            | 97             |                |
| <b>Station Totals</b>                   |                       | <b>584,600</b>   | <b>578,200</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>469,000</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>283,200</b> |

# Virginia—Norfolk

**WTVZ**

Ch. 33

(Also serves Virginia Beach, Hampton, Newport News, Portsmouth & Chesapeake, VA)

**Network Service:** Fox.

**Licensee:** TVX Broadcast Group Inc., 5501 Greenwich Rd., Suite 275, Virginia Beach, VA 23462.

**Studio:** 900 Granby St., Norfolk, VA 23510.

**Telephone:** 804-622-3333.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. & 1320-kw horizontal visual, 204-kw horizontal aural. Antenna: 910-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 32"  
Longitude 76° 30' 13"

**Transmitter:** 1-mi. S of Driver, VA.

**Satellite Earth Stations:** Andrew, 5-meter C-band; AFC, 3.7-meter Ku-band; Continental, 4.9-meter C-band; DX Engineering, M/A-Com, Scientific-Atlanta receivers.

**Ownership:** TVX Broadcast Group, 100%. See Group Ownership of Television Stations.

**Began Operation:** September 24, 1979.

**Represented (sales):** Settel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

**Personnel:**

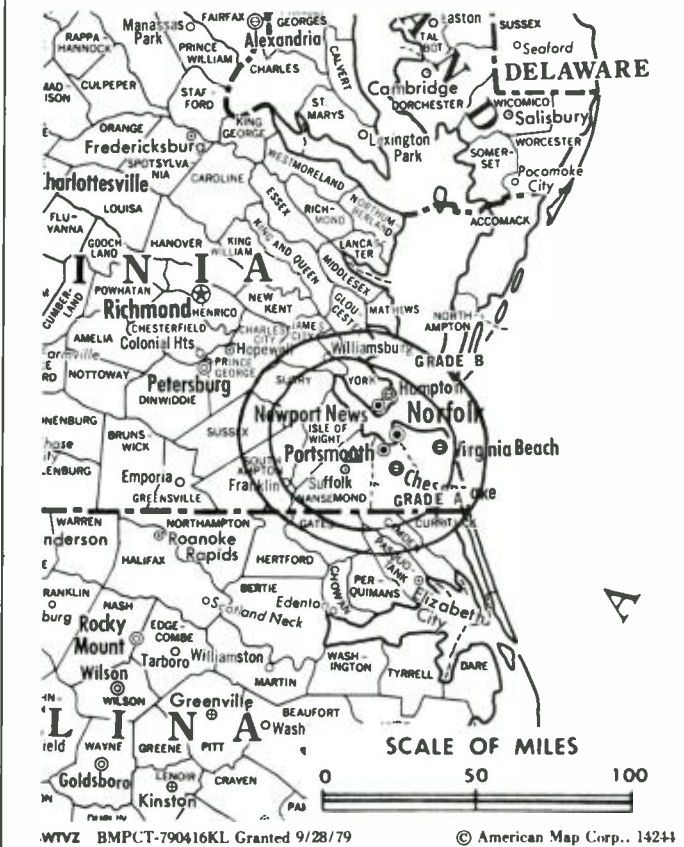
TIM McDONALD, president.  
RICHARD KITELYN, vice president & general manager.  
ELISE TUCKER, general sales manager.

**Rates:** Not available.

**City of License:** Norfolk. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 46.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |     |
|                        | Chowan                | 5,000            | 4,900         | 98  |
|                        | <b>VIRGINIA</b>       |                  |               |     |
|                        | Isle Of Wight         | 7,900            | 7,800         | 99  |
|                        | Northampton           | 5,400            | 5,300         | 98  |
|                        | Surry                 | 2,000            | 2,000         | 100 |
|                        | Chesapeake City       | 43,300           | 42,900        | 99  |
|                        | Hampton City          | 43,900           | 43,600        | 99  |
|                        | Portsmouth City       | 36,500           | 36,200        | 99  |
|                        | Suffolk City          | 16,200           | 15,900        | 98  |
| <b>Between 25-49%</b>  | <b>NORTH CAROLINA</b> |                  |               |     |
|                        | Currituck             | 5,200            | 5,100         | 98  |
|                        | Gates                 | 3,100            | 3,000         | 97  |
|                        | Pasquotank            | 11,000           | 10,900        | 99  |



WTVZ BNPCT-790416KL Granted 9/28/79 © American Map Corp., 14244

| Net Weekly Circulation                  | State County         | Total Households      | TV Households  | %              |     |
|---|----------------------|-----------------------|----------------|----------------|-----|
| <b>Between 25-49%</b>                   | Perquimans           | 3,800                 | 3,800          | 100            |     |
|   | <b>VIRGINIA</b>      |                       |                |                |     |
|   | Accomack             | 11,500                | 11,300         | 98             |     |
|   | Gloucester           | 9,300                 | 9,200          | 99             |     |
|   | York                 | 15,900                | 15,800         | 99             |     |
|   | Newport News City    | 54,500                | 54,100         | 99             |     |
|   | Norfolk City         | 91,900                | 91,100         | 99             |     |
|   | Va Beach City        | 109,700               | 109,000        | 99             |     |
|   | <b>Between 5-24%</b> | <b>NORTH CAROLINA</b> |                |                |     |
|   |                      | Camden                | 2,000          | 2,000          | 100 |
| Hertford                                |                      | 7,800                 | 7,700          | 99             |     |
| Northampton                             |                      | 7,500                 | 7,300          | 97             |     |
| <b>VIRGINIA</b>                         |                      |                       |                |                |     |
| James City                              |                      | 12,000                | 11,800         | 98             |     |
| King And Queen                          |                      | 2,100                 | 2,100          | 100            |     |
| Lancaster                               |                      | 4,100                 | 4,000          | 98             |     |
| Mathews                                 |                      | 3,500                 | 3,400          | 97             |     |
| Southampton                             |                      | 7,900                 | 7,800          | 99             |     |
| Sussex                                  | 3,400                | 3,300                 | 97             |                |     |
| <b>Station Totals</b>                   |                      | <b>526,400</b>        | <b>521,300</b> | <b>99</b>      |     |
| <b>Net Weekly Circulation (1987)</b>    |                      |                       |                | <b>240,800</b> |     |
| <b>Average Daily Circulation (1987)</b> |                      |                       |                | <b>91,600</b>  |     |

# Virginia—Hampton-Norfolk

## WVEC-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** WVEC Television Inc., 1930 E. Pembroke Ave., Hampton, VA 23663.

**Studios:** 1930 E. Pembroke Ave., Hampton, VA 23663; 613 Woodis Ave., Norfolk, VA 23510.

**Telephones:** 804-722-6331, Hampton; 804-625-1313, Norfolk.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 234-kw visual, 23.4-kw aural. Antenna: 980-ft. above av. terrain, 1028-ft. above ground, 1049-ft. above sea level.

Latitude 36° 49' 00"  
Longitude 76° 28' 05"

**Transmitter:** Shoulders Hill Rd., 2.0-mi. E of Driver, VA.

**Satellite Earth Stations:** Andrew, 4.5-meter; Andrew, 7.3-meter; Scientific-Atlanta, 10-meter; RCA, 3.7-meter Ku-band; Andrew, RCA, Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** A. H. Belo Corp. See Group Ownership of Television Stations.

**Began Operation:** September 19, 1953 on Ch. 15. Nov. 13, 1959 it switched to Ch. 13. Sale to Corinthian Bcstg. by Thomas P. Chisman, et al., approved by FCC Feb. 12, 1980 (*Television Digest*, Vol. 19:21). Sale to present owner approved Nov. 29, 1983 (Vol. 23:20).

**Represented (sales):** TeleRep Inc.

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

### Personnel:

J. WILLIAM BEINDORF, vice president & general manager.  
RICK KEILTY, general sales manager.  
HARROL A. BRAUER III, national sales manager.  
MARK YOUNG, local sales manager.  
BUD BROWN, production manager.  
SHERRI BRENNEN, community affairs director.  
MEYER DAVIS, director of programming & operations.  
CIL FRAZIER, advertising & promotion manager.  
DICK CANNON, chief engineer.  
STUART ZANGER, news director.

**Rates:** Not available.

**City of License:** Hampton. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 46.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %      |     |
|------------------------|-----------------------|------------------|---------------|--------|-----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |        |     |
|                        |                       | Camden           | 2,000         | 2,000  | 100 |
|                        |                       | Chowan           | 5,000         | 4,900  | 98  |
|                        |                       | Currituck        | 5,200         | 5,100  | 98  |
|                        |                       | Dare             | 7,300         | 7,100  | 97  |
|                        |                       | Gates            | 3,100         | 3,000  | 97  |
|                        |                       | Hertford         | 7,800         | 7,700  | 99  |
|                        |                       | Northampton      | 7,500         | 7,300  | 97  |
|                        |                       | Pasquotank       | 11,000        | 10,900 | 99  |
|                        |                       | Perquimans       | 3,800         | 3,800  | 100 |
|                        |                       | <b>VIRGINIA</b>  |               |        |     |
|                        |                       | Accomack         | 11,500        | 11,300 | 98  |
|                        |                       | Gloucester       | 9,300         | 9,200  | 99  |



WVEC-TV BPCT-3279 Granted 7/29/64 © American Map Corp., 14244

| Net Weekly Circulation | State County    | Total Households  | TV Households | %      |     |
|------------------------|-----------------|-------------------|---------------|--------|-----|
| <b>50% &amp; Over</b>  | <b>VIRGINIA</b> |                   |               |        |     |
|                        |                 | Isle Of Wight     | 7,900         | 7,800  | 99  |
|                        |                 | James City        | 12,000        | 11,800 | 98  |
|                        |                 | Mathews           | 3,500         | 3,400  | 97  |
|                        |                 | Middlesex         | 3,200         | 3,100  | 97  |
|                        |                 | Northampton       | 5,400         | 5,300  | 98  |
|                        |                 | Southampton       | 7,900         | 7,800  | 99  |
|                        |                 | Surry             | 2,000         | 2,000  | 100 |
|                        |                 | York              | 15,900        | 15,800 | 99  |
|                        |                 | Chesapeake City   | 43,300        | 42,900 | 99  |
|                        |                 | Hampton City      | 43,900        | 43,600 | 99  |
|                        |                 | Newport News City | 54,500        | 54,100 | 99  |
|                        |                 | Norfolk City      | 91,900        | 91,100 | 99  |
|                        |                 | Portsmouth City   | 36,500        | 36,200 | 99  |
|                        | Suffolk City    | 16,200            | 15,900        | 98     |     |
|                        | Va Beach City   | 109,700           | 109,000       | 99     |     |

| Net Weekly Circulation | State County          | Total Households | TV Households | %     |     |
|------------------------|-----------------------|------------------|---------------|-------|-----|
| <b>Between 25-49%</b>  | <b>NORTH CAROLINA</b> |                  |               |       |     |
|                        |                       | Bertie           | 7,400         | 7,200 | 97  |
|                        |                       | Tyrrell          | 1,400         | 1,400 | 100 |
|                        | <b>VIRGINIA</b>       |                  |               |       |     |
|                        | Charles City          | 2,000            | 2,000         | 100   |     |
|                        | Lancaster             | 4,100            | 4,000         | 98    |     |
|                        | Northumberland        | 4,000            | 3,900         | 97    |     |

| Net Weekly Circulation | State County    | Total Households | TV Households | %     |     |
|------------------------|-----------------|------------------|---------------|-------|-----|
| <b>Between 5-24%</b>   | <b>VIRGINIA</b> |                  |               |       |     |
|                        |                 | Greensville      | 4,900         | 4,800 | 98  |
|                        |                 | King And Queen   | 2,100         | 2,100 | 100 |
|                        | Sussex          | 3,400            | 3,300         | 97    |     |

|   |  |                |                |                |
|---|--|----------------|----------------|----------------|
| <b>Station Totals</b>                   |  | <b>556,600</b> | <b>550,800</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |  |                |                | <b>469,000</b> |
| <b>Average Daily Circulation (1987)</b> |  |                |                | <b>287,300</b> |

# Virginia—Portsmouth-Norfolk-Newport News

## WAVY-TV

Ch. 10

**Network Service:** NBC.

**Licensee:** WAVY TV Inc., 801 Wavy St., Portsmouth, VA 23704.

**Studio:** 801 Wavy St., Portsmouth, VA 23704.

**Telephone:** 804-393-1010. **TWX:** 710-882-3271.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 990-ft. above av. terrain, 1026-ft. above ground, 1050-ft. above sea level.

Latitude 36° 49' 14"  
Longitude 76° 30' 41"

**Transmitter:** 2865 Kings Hwy., Driver, VA.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Harris, 6.1-meter Ku-band; Harris, 3.5-meter Ku-band; Microdyne, 7-meter C-band; Harris, Microdyne receivers.

**News Services:** AP, UPI.

**Ownership:** LIN Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** September 1, 1957. Sale to LIN Bcstg. by Tidewater Teleradio Inc. approved by FCC March 27, 1968.

**Represented (sales):** Blair Television.

**Represented (legal):** Wilmer, Cutler & Pickering.

### Personnel:

MICHAEL MCGREW, general manager.  
JACK PARIS, general sales manager.  
GARY B. SMART, national sales manager.  
JOE BOWMAN, local sales manager.  
BILL LOGAN, station manager.  
HAL LEVENSON, news director.  
TED HAND, chief engineer.  
MANNY MUNOZ, business manager.

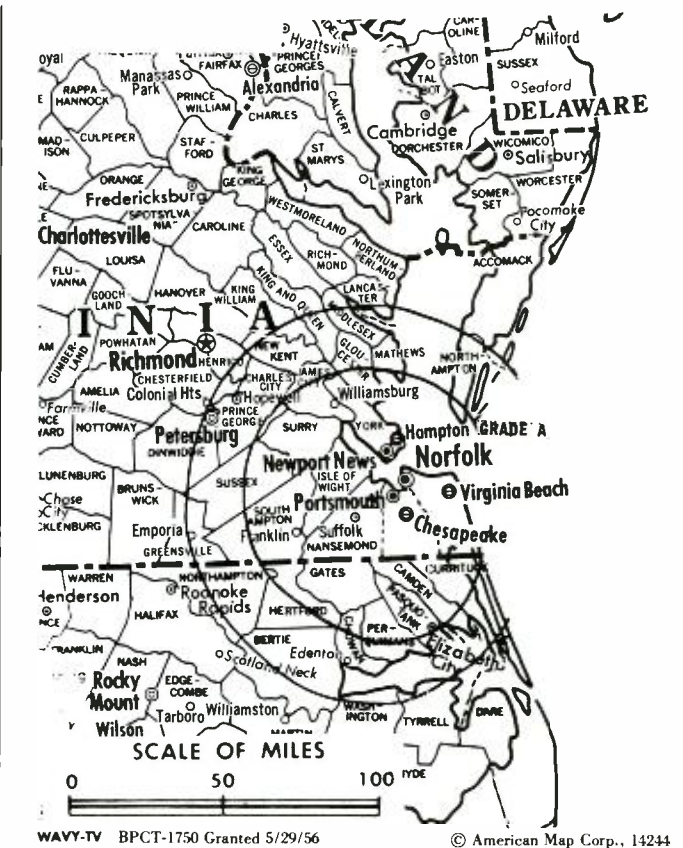
**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1000.

**City of License:** Portsmouth. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 46.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |     |
|                        | Camden                | 2,000            | 2,000         | 100 |
|                        | Chowan                | 5,000            | 4,900         | 98  |
|                        | Currituck             | 5,200            | 5,100         | 98  |
|                        | Dare                  | 7,300            | 7,100         | 97  |
|                        | Gates                 | 3,100            | 3,000         | 97  |
|                        | Hertford              | 7,800            | 7,700         | 99  |
|                        | Northampton           | 7,500            | 7,300         | 97  |
|                        | Pasquotank            | 11,000           | 10,900        | 99  |
|                        | Perquimans            | 3,800            | 3,800         | 100 |
|                        | <b>VIRGINIA</b>       |                  |               |     |
|                        | Accomack              | 11,500           | 11,300        | 98  |
|                        | Gloucester            | 9,300            | 9,200         | 99  |
|                        | GreenSVille           | 4,900            | 4,800         | 98  |
| Isle Of Wight          | 7,900                 | 7,800            | 99            |     |
| James City             | 12,000                | 11,800           | 98            |     |
| Mathews                | 3,500                 | 3,400            | 97            |     |
| Middlesex              | 3,200                 | 3,100            | 97            |     |



WAVY-TV BPCT-1750 Granted 5/29/56

© American Map Corp., 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Northampton           | 5,400            | 5,300          | 98             |
|   | Northumberland        | 4,000            | 3,900          | 97             |
|   | Southampton           | 7,900            | 7,800          | 99             |
|   | Surry                 | 2,000            | 2,000          | 100            |
|   | York                  | 15,900           | 15,800         | 99             |
|   | Chesapeake City       | 43,300           | 42,900         | 99             |
|   | Hampton City          | 43,900           | 43,600         | 99             |
|   | Newport News City     | 54,500           | 54,100         | 99             |
|   | Norfolk City          | 91,900           | 91,100         | 99             |
|   | Portsmouth City       | 36,500           | 36,200         | 99             |
| Suffolk City                            | 16,200                | 15,900           | 98             |                |
| Va Beach City                           | 109,700               | 109,000          | 99             |                |
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Bertie                | 7,400            | 7,200          | 97             |
|   | Halifax               | 19,400           | 19,000         | 98             |
|   | Tyrrell               | 1,400            | 1,400          | 100            |
|   | Washington            | 5,100            | 5,000          | 98             |
| <b>Between 5-24%</b>                    | <b>VIRGINIA</b>       |                  |                |                |
|   | Charles City          | 2,000            | 2,000          | 100            |
|   | King And Queen        | 2,100            | 2,100          | 100            |
|   | Lancaster             | 4,100            | 4,000          | 98             |
|   | Sussex                | 3,400            | 3,300          | 97             |
| <b>Between 5-24%</b>                    | <b>MARYLAND</b>       |                  |                |                |
|   | Somerset              | 6,700            | 6,600          | 99             |
|   | <b>VIRGINIA</b>       |                  |                |                |
|   | Brunswick             | 4,900            | 4,800          | 98             |
| King William                            | 3,500                 | 3,500            | 100            |                |
| New Kent                                | 3,700                 | 3,600            | 97             |                |
| Prince George                           | 14,800                | 14,700           | 99             |                |
| <b>Station Totals</b>                   |                       | <b>614,700</b>   | <b>608,000</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>492,000</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>302,900</b> |

# Virginia—Portsmouth-Norfolk-Newport News

**WYAH**

Ch. 27

**Network Service:** None, independent.

**Licensee:** CBN Continental Bcstg. Network Inc., CBN Center, Virginia Beach, VA 23463.

**Studio:** 1318 Spraley St., Portsmouth, VA 23704.

**Telephone:** 804-393-2501.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 2341-kw max. & 1440-kw horizontal visual, 478-kw max. & 288-kw horizontal aural. Antenna: 970-ft. above av. terrain, 1025-ft. above ground, 1045-ft. above sea level.

Latitude 36° 48' 47"  
Longitude 76° 27' 45"

**Transmitter:** State Rte. 337, 0.4-mi. E of junction of Rtes. 337 & 626, near Shoulders Hill.

**Satellite Earth Stations:** AFC, 3.7-meter; M/A-Com, 3.6-meter Ku-band; M/A-Com receivers.

**FM Affiliate:** WXRI, Norfolk, 50-kw, 105.3 MHz (No. 287), 340-ft.

**Ownership:** CBN Continental Broadcasting Network Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 1, 1961 as a non-commercial religious station. Began commercial operation July 1967.

**Represented (Sales):** Katz Independent TV Sales.

**Represented (Legal):** Fisher, Wayland, Cooper & Leader.

**Represented (Engineering):** Edward F. Lorentz & Associates.

**Personnel:**

- TIM ROBERTSON, president.
- JIM REID, vice president & chief operating officer.
- THOMAS W. SMITH, vice president & general manager.
- BRYAN RHODES, general sales manager.
- DAVE WHITENER, program director.
- LINDA ROBBERSON, data services manager.
- KEN REICHENBACH, chief engineer.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$270.

**City of License:** Portsmouth. **ADI:** Norfolk-Portsmouth-Newport News-Hampton. **Rank:** 46.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |     |
|                        | Camden                | 2,000            | 2,000         | 100 |
|                        | Currituck             | 5,200            | 5,100         | 98  |
|                        | Gates                 | 3,100            | 3,000         | 97  |
|                        | Pasquotank            | 11,000           | 10,900        | 99  |
|                        | Perquimans            | 3,800            | 3,800         | 100 |
|                        | <b>VIRGINIA</b>       |                  |               |     |
|                        | Isle Of Wight         | 7,900            | 7,800         | 99  |
|                        | Mathews               | 3,500            | 3,400         | 97  |
|                        | Southampton           | 7,900            | 7,800         | 99  |
| Surry                  | 2,000                 | 2,000            | 100           |     |
| Sussex                 | 3,400                 | 3,300            | 97            |     |
| Chesapeake City        | 43,300                | 42,900           | 99            |     |
| Hampton City           | 43,900                | 43,600           | 99            |     |
| Newport News City      | 54,500                | 54,100           | 99            |     |



WYAH BPC-T-4187 Granted 9/18/69

© American Map Corp. 14244

| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Norfolk City          | 91,900           | 91,100         | 99             |
|   | Portsmouth City       | 36,500           | 36,200         | 99             |
|   | Suffolk City          | 16,200           | 15,900         | 98             |
|   | Va Beach City         | 109,700          | 109,000        | 99             |
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Chowan                | 5,000            | 4,900          | 98             |
|   | Dare                  | 7,300            | 7,100          | 97             |
|   | Halifax               | 19,400           | 19,000         | 98             |
|   | Hertford              | 7,800            | 7,700          | 99             |
|   | Northampton           | 7,500            | 7,300          | 97             |
| Tyrrell                                 | 1,400                 | 1,400            | 100            |                |
| <b>VIRGINIA</b>                         | Accomack              | 11,500           | 11,300         | 98             |
|   | Gloucester            | 9,300            | 9,200          | 99             |
|   | Greensville           | 4,900            | 4,800          | 98             |
|   | James City            | 12,000           | 11,800         | 98             |
|   | Northampton           | 5,400            | 5,300          | 98             |
|   | York                  | 15,900           | 15,800         | 99             |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Bertie                | 7,400            | 7,200          | 97             |
| <b>VIRGINIA</b>                         | Brunswick             | 4,900            | 4,800          | 98             |
|   | Chesterfield          | 62,000           | 61,700         | 100            |
|   | King And Queen        | 2,100            | 2,100          | 100            |
|   | King William          | 3,500            | 3,500          | 100            |
|   | Lancaster             | 4,100            | 4,000          | 98             |
|   | Middlesex             | 3,200            | 3,100          | 97             |
|   | Nottoway              | 5,100            | 5,000          | 98             |
|   | Prince George         | 14,800           | 14,700         | 99             |
|   | <b>Station Totals</b> |                  | <b>660,300</b> | <b>653,600</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>295,200</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>115,500</b> |

# Virginia—Richmond

## WRLH-TV

Ch. 35

Network Service: Fox.

Licensee: WRLH Inc.

Studio: 1925 Westmoreland St., Richmond, VA 23230.

Mailing Address: Box 11169, Richmond, VA 23230.

Telephone: 804-358-3535.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 4335-kw max. visual, 433.5-kw max. aural. Antenna: 1252-ft. above av. terrain, 1239-ft. above ground, 1539-ft. above sea level.

Latitude 37° 30' 22"  
Longitude 77° 42' 2.50"

Holds CP for change to 2588-kw max. visual, 259-kw max. aural, 1259-ft. above av. terrain, 1212-ft. above ground, 1514-ft. above sea level; lat. 37° 30' 22", long. 77° 42' 03". BPCT-861230KF.

Transmitter: 15703 Midlothian Turnpike, Chesterfield.

Satellite Earth Stations: Avcom, 3-meter; Microwave Assoc., 3-meter; Avcom, Microwave Assoc. receivers.

Ownership: Busse Bcstg. Corp., 100%. See Group Ownership of Television Stations.

Began Operation: February 20, 1982. Sale to Gillett Bcstg. by Times Mirror Co. following merger with A. S. Abell Co. approved by FCC Sept. 4, 1986 (Television Digest, Vol. 26:28). Sale to A. S. Abell Co. by Television Corp. of Richmond approved by FCC April 24, 1985. Sale to present owner approved July 31, 1987.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

### Personnel:

ALVIN K. LEITL, president & general manager.  
JOHN TALBOT, operations/production supervisor.  
BILL VANSCYOC, chief engineer.

Rates: Not available.

City of License: Richmond. ADI: Richmond. Rank: 60.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>VIRGINIA</b> |                  |               |     |
|                        | Amelia          | 2,700            | 2,600         | 96  |
|                        | Chesterfield    | 62,000           | 61,700        | 100 |
|                        | King William    | 3,500            | 3,500         | 100 |
|                        | Prince George   | 14,800           | 14,700        | 99  |
| <b>Between 25-49%</b>  | <b>VIRGINIA</b> |                  |               |     |
|                        | Brunswick       | 4,900            | 4,800         | 98  |
|                        | Caroline        | 6,400            | 6,300         | 98  |
|                        | Charles City    | 2,000            | 2,000         | 100 |
|                        | Dinwiddie       | 21,100           | 20,800        | 99  |
|                        | Goochland       | 4,200            | 4,100         | 98  |
|                        | Greensville     | 4,900            | 4,800         | 98  |
|                        | Hanover         | 18,400           | 18,100        | 98  |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %              |
|---|-----------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | Henrico         | 74,200           | 73,600         | 99             |
|   | King And Queen  | 2,100            | 2,100          | 100            |
|   | Louisa          | 6,700            | 6,500          | 98             |
|   | Lunenburg       | 4,100            | 4,000          | 98             |
|   | Mecklenburg     | 10,400           | 10,200         | 98             |
|   | New Kent        | 3,700            | 3,600          | 97             |
|   | Nottoway        | 5,100            | 5,000          | 98             |
|   | Powhatan        | 4,200            | 4,100          | 98             |
|   | Prince Edward   | 5,000            | 4,900          | 98             |
|   | Richmond        | 2,500            | 2,500          | 100            |
|   | Sussex          | 3,400            | 3,300          | 97             |
|   | Richmond City   | 85,600           | 84,900         | 99             |
| <b>Between 5-24%</b>                    | <b>VIRGINIA</b> |                  |                |                |
|   | Charlotte       | 4,000            | 3,900          | 98             |
|   | Cumberland      | 2,800            | 2,700          | 96             |
|   | Essex           | 3,200            | 3,100          | 97             |
|   | James City      | 12,000           | 11,800         | 98             |
|   | Lancaster       | 4,100            | 4,000          | 98             |
|   | Madison         | 3,800            | 3,700          | 97             |
|   | Northumberland  | 4,000            | 3,900          | 97             |
| Orange                                  | 7,100           | 7,000            | 98             |                |
| Spotsylvania                            | 19,800          | 19,600           | 99             |                |
| York                                    | 15,900          | 15,800           | 99             |                |
| <b>Station Totals</b>                   |                 | <b>428,600</b>   | <b>423,600</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>165,400</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>67,200</b>  |

# Virginia—Richmond

## WVRN-TV

Ch. 63

**Network Service:** None, independent.

**Licensee:** Sudbrink Bcstg. Co. of Richmond, a General Partnership, 100 Australian Ave., West Palm Beach, FL 33406.

**Studio:** 458 Southlake Blvd., Richmond, VA 23236.

**Telephone:** 804-794-7777. **Telex:** 710-833-0068.

**Technical Facilities:** Channel No. 63 (764-770 MHz). Authorized power: 2600-kw max. visual, 260-kw max. aural. Antenna: 1280-ft. above av. terrain, 1229-ft. above ground, 1524-ft. above sea level.

Latitude 37° 30' 14"  
Longitude 77° 41' 53"

**Transmitter:** 15711 Midlothian Turnpike, Midlothian, VA.

**Satellite Earth Station:** In operation; Weatherscan receivers.

**Ownership:** Sudbrink Broadcasting, 100%. See Group Ownership of Television Stations.

**Began Operation:** November 24, 1984. FCC approved sale to present owner by National Capital Christian Bcstg. Feb. 20, 1986.

**Represented (sales):** Independent TV Sales.

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

**Represented (engineering):** Silliman & Silliman.

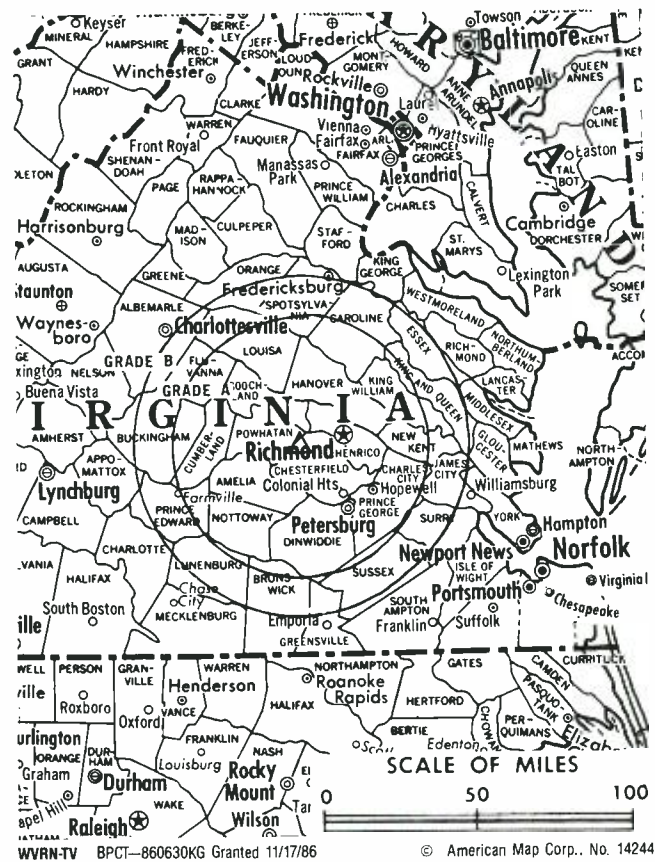
**Personnel:**

JOHN RIGGLE, general manager.  
DAN PELTIER, sales manager.  
HAROLD J. PONTIOUS, vice president of corporate programming.  
JOHN W. PRICE JR., chief operator.

**City of License:** Richmond. **ADI:** Richmond. **Rank:** 60.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>Between 25-49%</b>  | <b>VIRGINIA</b> |                  |               |     |
|                        | Chesterfield    | 62,000           | 61,700        | 100 |
|                        | Cumberland      | 2,800            | 2,700         | 96  |
|                        | Dinwiddie       | 21,100           | 20,800        | 99  |
|                        | Goochland       | 4,200            | 4,100         | 98  |
|                        | Hanover         | 18,400           | 18,100        | 98  |
|                        | Henrico         | 74,200           | 73,600        | 99  |
|                        | New Kent        | 3,700            | 3,600         | 97  |
|                        | Powhatan        | 4,200            | 4,100         | 98  |
|                        | Richmond City   | 85,600           | 84,900        | 99  |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %             |
|---|-----------------|------------------|----------------|---------------|
| <b>Between 5-24%</b>                    | <b>VIRGINIA</b> |                  |                |               |
|   | Amelia          | 2,700            | 2,600          | 96            |
|   | Brunswick       | 4,900            | 4,800          | 98            |
|   | Caroline        | 6,400            | 6,300          | 98            |
|   | Charles City    | 2,000            | 2,000          | 100           |
|   | Fluvanna        | 3,900            | 3,800          | 97            |
|   | King And Queen  | 2,100            | 2,100          | 100           |
|   | King William    | 3,500            | 3,500          | 100           |
|   | Louisa          | 6,700            | 6,500          | 98            |
|   | Lunenburg       | 4,100            | 4,000          | 98            |
|   | Nottoway        | 5,100            | 5,000          | 98            |
| Prince Edward                           | 5,000           | 4,900            | 98             |               |
| Prince George                           | 14,800          | 14,700           | 99             |               |
| Sussex                                  | 3,400           | 3,300            | 97             |               |
| <b>Station Totals</b>                   |                 | <b>340,800</b>   | <b>337,100</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>95,200</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>37,100</b> |

# Virginia—Richmond

## WTVR-TV

Ch. 6

**Network Service:** CBS.

**Licensee:** Roy H. Park Bcstg. of Virginia Inc., Box 11064, Richmond, VA 23230.

**Studio:** 3301 W. Broad St., Richmond, VA 23230.

**Telephone:** 804-254-3600. **TWX:** 710-956-0178.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 840-ft. above av. terrain, 844-ft. above ground, 1049-ft. above sea level.

Latitude 37° 34' 00"  
Longitude 77° 28' 36"

**Transmitter:** Tilden St. & Cutshaw Ave.

**Satellite Earth Station:** In operation.

**AM Affiliate:** WTVR, 5-kw, 1380 kHz (CBS).

**FM Affiliate:** WTVR-FM, 50-kw, 98.1 MHz (No. 251), 844-ft.

**News Services:** AP, Group W Newsfeed, UPI.

**Ownership:** Park Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 15, 1948. Sale to present owner by Wilbur M. Havens approved Oct. 13, 1965 by FCC (**Television Digest**, Vol. 5:42).

**Represented (sales):** Blair Television.

**Represented (legal):** Wiley, Rein, & Fielding.

### Personnel:

RICHARD PEGRAM, exec. vice president & general manager.  
WANDA LEWIS, vice president, sales.  
BAILEY DWIGGINS, program manager.  
CHARLES FISHBURNE, news director.  
FRANK LAWRENCE, chief engineer.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1045.

**City of License:** Richmond. **ADI:** Richmond. **Rank:** 60.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>VIRGINIA</b> |                  |               |     |
|                        | Albemarle       | 37,800           | 37,100        | 98  |
|                        | Amelia          | 2,700            | 2,600         | 96  |
|                        | Augusta         | 32,600           | 32,200        | 99  |
|                        | Brunswick       | 4,900            | 4,800         | 98  |
|                        | Buckingham      | 4,000            | 3,900         | 97  |
|                        | Caroline        | 6,400            | 6,300         | 98  |
|                        | Charles City    | 2,000            | 2,000         | 100 |
|                        | Chesterfield    | 62,000           | 61,700        | 100 |
|                        | Cumberland      | 2,800            | 2,700         | 96  |
|                        | Dinwiddie       | 21,100           | 20,800        | 99  |
|                        | Essex           | 3,200            | 3,100         | 97  |
|                        | Fluvanna        | 3,900            | 3,800         | 97  |
|                        | Goochland       | 4,200            | 4,100         | 98  |
|                        | Greene          | 3,000            | 2,900         | 97  |
|                        | Greensville     | 4,900            | 4,800         | 98  |
|                        | Hanover         | 18,400           | 18,100        | 98  |
|                        | Henrico         | 74,200           | 73,600        | 99  |
|                        | King And Queen  | 2,100            | 2,100         | 100 |
|                        | King William    | 3,500            | 3,500         | 100 |
|                        | Lancaster       | 4,100            | 4,000         | 98  |
|                        | Louisa          | 6,700            | 6,500         | 98  |
|                        | Lunenburg       | 4,100            | 4,000         | 98  |
|                        | Madison         | 3,800            | 3,700         | 97  |
|                        | Middlesex       | 3,200            | 3,100         | 97  |
|                        | Nelson          | 4,200            | 4,100         | 98  |
|                        | New Kent        | 3,700            | 3,600         | 97  |
|                        | Northumberland  | 4,000            | 3,900         | 97  |



WTVR-TV BMPCT-882 Granted 12/12/52 © American Map Corp., 14244

| Net Weekly Circulation                  | State County                         | Total Households | TV Households  | %              |           |
|---|--------------------------------------|------------------|----------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Nottoway                             | 5,100            | 5,000          | 98             |           |
|   | Orange                               | 7,100            | 7,000          | 98             |           |
|   | Powhatan                             | 4,200            | 4,100          | 98             |           |
|   | Prince Edward                        | 5,000            | 4,900          | 98             |           |
|   | Prince George                        | 14,800           | 14,700         | 99             |           |
|   | Richmond                             | 2,500            | 2,500          | 100            |           |
|   | Rockingham                           | 27,000           | 26,700         | 99             |           |
|   | Spotsylvania                         | 19,800           | 19,600         | 99             |           |
|   | Sussex                               | 3,400            | 3,300          | 97             |           |
|   | Westmoreland                         | 5,700            | 5,600          | 98             |           |
| Richmond City                           | 85,600                               | 84,900           | 99             |                |           |
| <b>Between 25-49%</b>                   | <b>VIRGINIA</b>                      |                  |                |                |           |
|   | Culpeper                             | 8,300            | 8,200          | 99             |           |
|   | Gloucester                           | 9,300            | 9,200          | 99             |           |
|   | James City                           | 12,000           | 11,800         | 98             |           |
|   | Mecklenburg                          | 10,400           | 10,200         | 98             |           |
|   | Stafford                             | 15,500           | 15,300         | 99             |           |
| Surry                                   | 2,000                                | 2,000            | 100            |                |           |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b>                |                  |                |                |           |
|   | Hertford                             | 7,800            | 7,700          | 99             |           |
| Northampton                             | 7,500                                | 7,300            | 97             |                |           |
| <b>VIRGINIA</b>                         | Amherst                              | 9,700            | 9,500          | 98             |           |
|   | Appomattox                           | 4,400            | 4,300          | 98             |           |
|   | Charlotte                            | 4,000            | 3,900          | 98             |           |
|   | Isle Of Wight                        | 7,900            | 7,800          | 99             |           |
|   | King George                          | 3,900            | 3,900          | 100            |           |
|   | Mathews                              | 3,500            | 3,400          | 97             |           |
|   | Page                                 | 7,500            | 7,500          | 100            |           |
|   | Rockbridge                           | 10,600           | 10,400         | 98             |           |
|   | Shenandoah                           | 11,100           | 11,000         | 99             |           |
|   | Warren                               | 8,800            | 8,700          | 99             |           |
|   | York                                 | 15,900           | 15,800         | 99             |           |
|   | <b>Station Totals</b>                |                  | <b>667,800</b> | <b>659,200</b> | <b>98</b> |
|   | <b>Net Weekly Circulation (1987)</b> |                  |                | <b>460,500</b> |           |
| <b>Average Daily Circulation (1987)</b> |                                      |                  | <b>279,100</b> |                |           |



# Virginia—Richmond

**WWBT**

Ch. 12

**Network Service:** NBC.

**Licensee:** Jefferson-Pilot Communications Co. of Virginia, 5710 Midlothian Pike, Richmond, VA 23201.

**Studio:** 5710 Midlothian Pike, Box 12, Richmond, VA 23201.

**Telephone:** 804-233-5461. **TWX:** 710-956-0196.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 790-ft. above av. terrain, 790-ft. above ground, 1000-ft. above sea level.

Latitude 37° 30' 22.50"  
Longitude 77° 30' 11.95"

**Transmitter:** 5710 Midlothian Pike.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Satcom Technologies, 9.2-meter; Harris, Microwave Assoc. receivers.

**News Services:** AP, UPI.

**Ownership:** Jefferson-Pilot Communications Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** April 29, 1956. Sale to Jefferson Standard Bcstg. by Richmond Television Corp. approved Oct. 16, 1968 (Television Digest, Vol. 8:43).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- JOHN HUTCHINSON, vice president & managing director.
- DAVID G. FRASIER, broadcast operations manager.
- ELLEN SHULER, general sales manager.
- JOHN SHREVES, program operations manager.
- HARVEY POWERS, news manager.
- MICHAEL MOSS, local sales manager.

**Highest 30 Sec. Rate:** \$2500.

**NETWORK BASE HOURLY RATE:** \$925.

**City of License:** Richmond. **ADI:** Richmond. **Rank:** 60.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>VIRGINIA</b> |                  |               |     |
|                        | Albemarle       | 37,800           | 37,100        | 98  |
|                        | Amelia          | 2,700            | 2,600         | 96  |
|                        | Augusta         | 32,600           | 32,200        | 99  |
|                        | Brunswick       | 4,900            | 4,800         | 98  |
|                        | Buckingham      | 4,000            | 3,900         | 97  |
|                        | Caroline        | 6,400            | 6,300         | 98  |
|                        | Charles City    | 2,000            | 2,000         | 100 |
|                        | Chesterfield    | 62,000           | 61,700        | 100 |
|                        | Cumberland      | 2,800            | 2,700         | 96  |
|                        | Dinwiddie       | 21,100           | 20,800        | 99  |
|                        | Essex           | 3,200            | 3,100         | 97  |
|                        | Fluvanna        | 3,900            | 3,800         | 97  |
|                        | Goochland       | 4,200            | 4,100         | 98  |
|                        | Greensville     | 4,900            | 4,800         | 98  |
|                        | Hanover         | 18,400           | 18,100        | 98  |
|                        | Henrico         | 74,200           | 73,600        | 99  |
|                        | King And Queen  | 2,100            | 2,100         | 100 |
|                        | King William    | 3,500            | 3,500         | 100 |
|                        | Lancaster       | 4,100            | 4,000         | 98  |
|                        | Louisa          | 6,700            | 6,500         | 98  |
| Lunenburg              | 4,100           | 4,000            | 98            |     |
| Mecklenburg            | 10,400          | 10,200           | 98            |     |
| New Kent               | 3,700           | 3,600            | 97            |     |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Northumberland        | 4,000            | 3,900          | 97        |
|   | Nottoway              | 5,100            | 5,000          | 98        |
|   | Orange                | 7,100            | 7,000          | 98        |
|   | Powhatan              | 4,200            | 4,100          | 98        |
|   | Prince Edward         | 5,000            | 4,900          | 98        |
|   | Prince George         | 14,800           | 14,700         | 99        |
|   | Sussex                | 3,400            | 3,300          | 97        |
|   | Richmond City         | 85,600           | 84,900         | 99        |
| <b>Between 25-49%</b>                   | <b>VIRGINIA</b>       | 3,000            | 2,900          | 97        |
|   | James City            | 12,000           | 11,800         | 98        |
|   | Madison               | 3,800            | 3,700          | 97        |
|   | Mathews               | 3,500            | 3,400          | 97        |
|   | Middlesex             | 3,200            | 3,100          | 97        |
|   | Richmond              | 2,500            | 2,500          | 100       |
|   | Spotsylvania          | 19,800           | 19,600         | 99        |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> | 7,500            | 7,300          | 97        |
|   | Warren                | 5,600            | 5,500          | 98        |
|   | <b>VIRGINIA</b>       |                  |                |           |
|   | Amherst               | 9,700            | 9,500          | 98        |
|   | Appomattox            | 4,400            | 4,300          | 98        |
| Charlotte                               | 4,000                 | 3,900            | 98             |           |
| Gloucester                              | 9,300                 | 9,200            | 99             |           |
| King George                             | 3,900                 | 3,900            | 100            |           |
| Nelson                                  | 4,200                 | 4,100            | 98             |           |
| Page                                    | 7,500                 | 7,500            | 100            |           |
| Stafford                                | 15,500                | 15,300           | 99             |           |
| Surry                                   | 2,000                 | 2,000            | 100            |           |
| Westmoreland                            | 5,700                 | 5,600            | 98             |           |
| York                                    | 15,900                | 15,800           | 99             |           |
| <b>Station Totals</b>                   |                       | <b>618,900</b>   | <b>610,900</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>417,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>246,800</b> |           |

# Virginia—Richmond-Petersburg

## WXEX-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Nationwide Communications Inc., One Nationwide Plaza, Columbus, OH 43216.

**Studio:** 230 S. Crater Rd., Petersburg, VA 23803.

**Business Office:** 21 Buford Rd., Richmond, VA 23235.

**Telephones:** 804-733-8888, Petersburg; 804-320-3201, Richmond.

**TWX:** 710-956-0249.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 269-kw visual, 26.9-kw aural. Antenna: 1052-ft. above av. terrain, 999-ft. above ground, 1356-ft. above sea level.

Latitude 37° 30' 46"  
Longitude 77° 36' 06"

**Transmitter:** 23 Sesame St., Midlothian District.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 6 in operation; Comtech, 5.3-meter; AvanteK, M/A-Com, Scientific-Atlanta receivers.

**News Services:** ABC, AP, CNN, Group W Newsfeed.

**Ownership:** Nationwide Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 15, 1955. Sold to Nationwide Communications Inc. by Thomas G. Tinsley Jr. & Assoc. (Television Digest, Vol. 7:45).

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

### Personnel:

JOSEPH LEWIN, general manager.  
GENE WALSH, director of programming.  
JACK PORRAY, general sales manager.  
CLAUDIA BROOKS, local sales manager.  
CLINT FREE, chief engineer.  
SANDHI KOZSUCH, director of marketing & creative services.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$950.

**City of License:** Petersburg. **ADI:** Richmond. **Rank:** 60.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>VIRGINIA</b> |                  |               |     |
|                        | Albemarle       | 37,800           | 37,100        | 98  |
|                        | Amelia          | 2,700            | 2,600         | 96  |
|                        | Brunswick       | 4,900            | 4,800         | 98  |
|                        | Buckingham      | 4,000            | 3,900         | 97  |
|                        | Caroline        | 6,400            | 6,300         | 98  |
|                        | Charles City    | 2,000            | 2,000         | 100 |
|                        | Chesterfield    | 62,000           | 61,700        | 100 |
|                        | Cumberland      | 2,800            | 2,700         | 96  |
|                        | Dinwiddie       | 21,100           | 20,800        | 99  |
|                        | Essex           | 3,200            | 3,100         | 97  |
|                        | Fluvanna        | 3,900            | 3,800         | 97  |
|                        | Goochland       | 4,200            | 4,100         | 98  |
|                        | Greensville     | 4,900            | 4,800         | 98  |
|                        | Hanover         | 18,400           | 18,100        | 98  |
|                        | Henrico         | 74,200           | 73,600        | 99  |
|                        | King And Queen  | 2,100            | 2,100         | 100 |
|                        | King William    | 3,500            | 3,500         | 100 |
|                        | Lancaster       | 4,100            | 4,000         | 98  |
| Louisa                 | 6,700           | 6,500            | 98            |     |
| Lunenburg              | 4,100           | 4,000            | 98            |     |
| Madison                | 3,800           | 3,700            | 97            |     |
| Middlesex              | 3,200           | 3,100            | 97            |     |
| New Kent               | 3,700           | 3,600            | 97            |     |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Northumberland        | 4,000            | 3,900          | 97             |
|   | Nottoway              | 5,100            | 5,000          | 98             |
|   | Orange                | 7,100            | 7,000          | 98             |
|   | Powhatan              | 4,200            | 4,100          | 98             |
|   | Prince Edward         | 5,000            | 4,900          | 98             |
|   | Prince George         | 14,800           | 14,700         | 99             |
|   | Richmond              | 2,500            | 2,500          | 100            |
|   | Sussex                | 3,400            | 3,300          | 97             |
|   | Richmond City         | 85,600           | 84,900         | 99             |
|   | <b>VIRGINIA</b>       | Augusta          | 32,600         | 32,200         |
| Gloucester                              |                       | 9,300            | 9,200          | 99             |
| Greene                                  |                       | 3,000            | 2,900          | 97             |
| James City                              |                       | 12,000           | 11,800         | 98             |
| Mathews                                 |                       | 3,500            | 3,400          | 97             |
| Mecklenburg                             |                       | 10,400           | 10,200         | 98             |
| Nelson                                  |                       | 4,200            | 4,100          | 98             |
| <b>NORTH CAROLINA</b>                   | Spotsylvania          | 19,800           | 19,600         | 99             |
|   | Surry                 | 2,000            | 2,000          | 100            |
|   | Westmoreland          | 5,700            | 5,600          | 98             |
|   | Halifax               | 19,400           | 19,000         | 98             |
|   | Northampton           | 7,500            | 7,300          | 97             |
| <b>VIRGINIA</b>                         | Appomattox            | 4,400            | 4,300          | 98             |
|   | Culpeper              | 8,300            | 8,200          | 99             |
|   | King George           | 3,900            | 3,900          | 100            |
|   | Rockingham            | 27,000           | 26,700         | 99             |
|   | Stafford              | 15,500           | 15,300         | 99             |
|   | Warren                | 8,800            | 8,700          | 99             |
|   | York                  | 15,900           | 15,800         | 99             |
|   | <b>Station Totals</b> |                  | <b>628,600</b> | <b>620,400</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>408,700</b> |                |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>235,800</b> |                |

# Virginia—Roanoke

**WDBJ**

Ch. 7

**Network Service:** CBS.

**Licensee:** WDBJ Television Inc., Box 7, Roanoke, VA 24022-0007.

**Studio:** 2001 Colonial Ave. SW, Roanoke, VA 24015.

**Mailing Address:** Box 7, Roanoke, VA 24022-0007.

**Telephone:** 703-344-7000. **TWX:** 710-870-0437.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 2000-ft. above av. terrain, 146-ft. above ground, 3936-ft. above sea level.

Latitude 37° 11' 42"  
Longitude 80° 09' 22"

**Transmitter:** On Poor Mtn., 13-mi. SW of city.

**Multichannel TV Sound:** Planned.

**Satellite Earth Stations:** Harris, 6.1-meter C-band; AFC, 3.7-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CBS, Conus, Newsnet, UPI, WSI.

**Ownership:** Schurz Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 3, 1955. Sale to present owner by Times World Corp. approved by FCC Oct. 29, 1969 (*Television Digest*, Vol. 9:44).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Stambler & Rini.

**Represented (engineering):** David L. Steel & Associates.

**Personnel:**

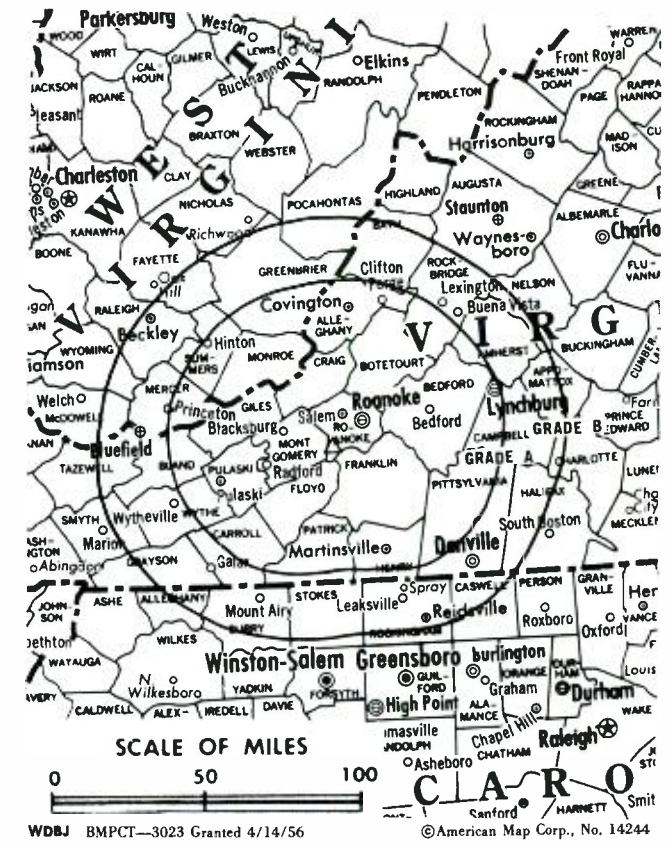
CHARLES H. McKEEVER, president & general manager.  
GEORGE BASSETT, general sales manager.  
JAN BLIWAS, national sales manager.  
KAY HALL, program director.  
CARL GUFFEY, director/operations.  
JAMES N. SHAVER, news director.  
L. A. DYSON, chief engineer.  
MEL MAYFIELD, director/research & development.  
MARY SELLARS, traffic manager.  
ROGER FOWLER, director/public affairs.

**Rates:** On request.

**City of License:** Roanoke. **ADI:** Roanoke-Lynchburg. **Rank:** 71.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County          | Total Households | TV Households | %   |
|------------------------|-----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>NORTH CAROLINA</b> |                  |               |     |
|                        | Caswell               | 7,200            | 7,100         | 99  |
|                        | <b>VIRGINIA</b>       |                  |               |     |
|                        | Alleghany             | 9,200            | 9,100         | 99  |
|                        | Amherst               | 9,700            | 9,500         | 98  |
|                        | Appomattox            | 4,400            | 4,300         | 98  |
|                        | Bath                  | 2,000            | 2,000         | 100 |
|                        | Bedford               | 14,800           | 14,600        | 99  |
|                        | Botetourt             | 8,700            | 8,600         | 99  |
|                        | Campbell              | 40,000           | 39,600        | 99  |
|                        | Carroll               | 9,600            | 9,400         | 98  |
|                        | Charlotte             | 4,000            | 3,900         | 98  |
|                        | Craig                 | 1,600            | 1,600         | 100 |
|                        | Floyd                 | 4,400            | 4,300         | 98  |
|                        | Franklin              | 12,700           | 12,500        | 98  |
|                        | Giles                 | 6,100            | 6,000         | 98  |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Grayson               | 9,000            | 8,900          | 99             |
|   | Halifax               | 12,000           | 11,800         | 98             |
|   | Henry                 | 27,100           | 26,800         | 99             |
|   | Highland              | 1,100            | 1,100          | 100            |
|   | Montgomery            | 26,100           | 25,800         | 99             |
|   | Pittsylvania          | 40,200           | 39,700         | 99             |
|   | Pulaski               | 12,800           | 12,700         | 99             |
|   | Roanoke               | 75,600           | 75,000         | 99             |
|   | Rockbridge            | 10,600           | 10,400         | 98             |
|   | Wythe                 | 9,400            | 9,200          | 98             |
|   | <b>WEST VIRGINIA</b>  |                  |                |                |
|   | Greenbrier            | 14,400           | 14,100         | 98             |
| Mercer                                  | 28,000                | 27,700           | 99             |                |
| Pocahontas                              | 3,900                 | 3,700            | 95             |                |
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Person                | 10,800           | 10,700         | 99             |
|   | Rockingham            | 32,500           | 32,200         | 99             |
|   | <b>VIRGINIA</b>       |                  |                |                |
|   | Bland                 | 2,200            | 2,100          | 95             |
|   | Patrick               | 6,400            | 6,300          | 98             |
| Smyth                                   | 11,700                | 11,600           | 99             |                |
| Tazewell                                | 17,800                | 17,600           | 99             |                |
| <b>Between 5-24%</b>                    | <b>WEST VIRGINIA</b>  |                  |                |                |
|   | Monroe                | 4,800            | 4,600          | 96             |
|   | Pendleton             | 3,100            | 3,000          | 97             |
|   | Summers               | 5,600            | 5,400          | 96             |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b> |                  |                |                |
|   | Alleghany             | 3,900            | 3,800          | 97             |
| Stokes                                  | 13,200                | 13,000           | 98             |                |
| (Continued on page A-1105)              |                       |                  |                |                |
| <b>Station Totals</b>                   |                       | <b>682,700</b>   | <b>673,300</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |                | <b>411,700</b> |
| <b>Average Daily Circulation (1987)</b> |                       |                  |                | <b>260,300</b> |

# Virginia—Roanoke

**WEFC**

**Ch. 38**

**Network Service:** None, independent.

**Licensee:** Vine & Branch Inc., 612 Bullitt Ave. SE, Roanoke, VA 24013.

**Studio:** 612 Bullitt Ave. SE, Roanoke, VA 24013.

**Telephone:** 703-982-3694.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 1334-kw max. visual, 66.7-kw max. aural. Antenna: 2022-ft. above av. terrain, 166-ft. above ground, 3926-ft. above sea level.

Latitude 37° 11' 35"  
Longitude 80° 09' 29"

**Transmitter:** 3-mi. NW of Bent Mtn.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter C-band; M/A-Com, 3.2-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

**Ownership:** Evangel Four Square Church, 100%. C. Kenneth Wright, pres.; Elizabeth A. Dowdy, secy.; Betty S. Wright, treas.

**Began Operation:** January 3, 1986.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

**Represented (engineering):** Lechman & Johnson.

**Personnel:**

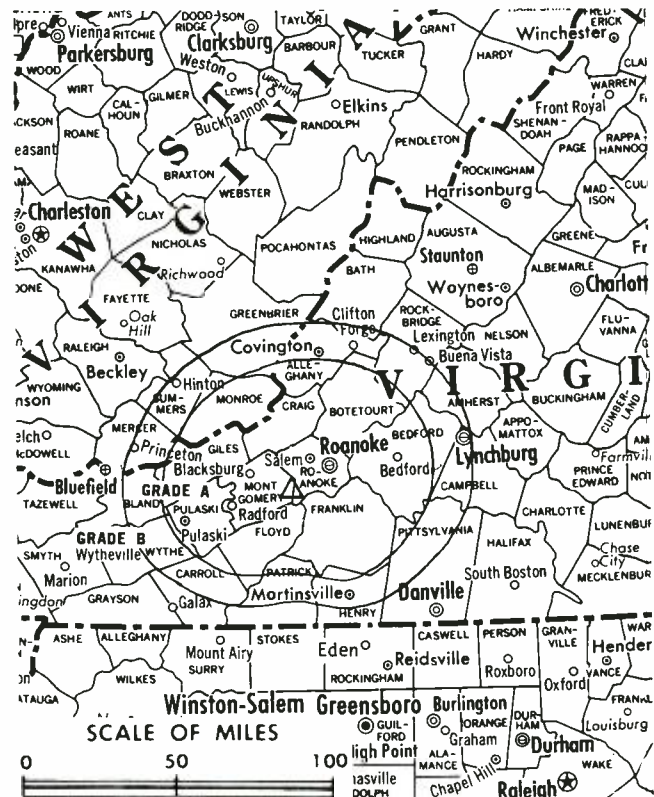
C. KENNETH WRIGHT, president & general manager.  
ED GRIFFIS, station manager.  
ANDY WRIGHT, chief engineer.

**Highest One Hour Rate:** \$500.

**Highest 30 Sec. Rate:** \$65.

**City of License:** Roanoke. **ADI:** Roanoke-Lynchburg. **Rank:** 71.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



WEFC BMPCT—840423KF Granted 6/4/85

© American Map Corp., No. 14244

| Net Weekly Circulation                  | State County             | Total Households | TV Households | %          |
|---|--------------------------|------------------|---------------|------------|
| Between 5-24%                           | <b>VIRGINIA</b><br>Craig | 1,600            | 1,600         | 100        |
| <b>Station Totals</b>                   |                          | <b>1,600</b>     | <b>1,600</b>  | <b>100</b> |
| <b>Net Weekly Circulation (1987)</b>    |                          |                  | <b>4,700</b>  |            |
| <b>Average Daily Circulation (1987)</b> |                          |                  | <b>1,700</b>  |            |

# Virginia—Roanoke

## WLSL-TV

Ch. 10

**Network Service:** NBC.

**Licensee:** Park Communications Inc., Church Ave. at Third St., Roanoke, VA 24011.

**Studio:** Church Ave. at Third St., Roanoke, VA 24011.

**Telephone:** 703-981-9110. **TWX:** 710-870-0428.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 2000-ft. above av. terrain, 268-ft. above ground, 3988-ft. above sea level.

Latitude 37° 12' 02"  
Longitude 80° 08' 55"

**Transmitter:** Poor Mtn., approx. 13-mi. SW of Roanoke.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 4 in operation; Harris, M/A-Com receivers.

**News Services:** AP, Business Day, NBC, NIWS.

**Ownership:** Park Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 11, 1952. Sale to present owner by Shenandoah Life Insurance Co. approved by FCC Sept. 10, 1969 (Television Digest, Vol. 9:36, 37).

**Represented (sales):** Blair Television.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

JAMES L. DeSCHEPPER, vice president & general manager.  
PIERRE (PETE) WATKINS, general sales manager.  
MIKE BERKEY, manager for engineering.  
MARU WARREN, program director.

**Highest One Hour Rate:** \$900.

**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$850.

**City of License:** Roanoke. **ADI:** Roanoke-Lynchburg. **Rank:** 71.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>VIRGINIA</b> |                  |               |     |
|                        | Alleghany       | 9,200            | 9,100         | 99  |
|                        | Amherst         | 9,700            | 9,500         | 98  |
|                        | Appomattox      | 4,400            | 4,300         | 98  |
|                        | Bath            | 2,000            | 2,000         | 100 |
|                        | Bedford         | 14,800           | 14,600        | 99  |
|                        | Botetourt       | 8,700            | 8,600         | 99  |
|                        | Campbell        | 40,000           | 39,600        | 99  |
|                        | Carroll         | 9,600            | 9,400         | 98  |
|                        | Charlotte       | 4,000            | 3,900         | 98  |
|                        | Craig           | 1,600            | 1,600         | 100 |
|                        | Floyd           | 4,400            | 4,300         | 98  |
|                        | Franklin        | 12,700           | 12,500        | 98  |
|                        | Giles           | 6,100            | 6,000         | 98  |
|                        | Halifax         | 12,000           | 11,800        | 98  |
|                        | Henry           | 27,100           | 26,800        | 99  |
|                        | Highland        | 1,100            | 1,100         | 100 |
|                        | Montgomery      | 26,100           | 25,800        | 99  |
|                        | Pittsylvania    | 40,200           | 39,700        | 99  |
| Pulaski                | 12,800          | 12,700           | 99            |     |
| Roanoke                | 75,600          | 75,000           | 99            |     |
| Rockbridge             | 10,600          | 10,400           | 98            |     |



| Net Weekly Circulation                  | State County                       | Total Households | TV Households  | %              |
|---|------------------------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Wythe                              | 9,400            | 9,200          | 98             |
|   | <b>WEST VIRGINIA</b><br>Pocahontas | 3,900            | 3,700          | 95             |
| <b>Between 25-49%</b>                   | <b>NORTH CAROLINA</b>              |                  |                |                |
|   | Caswell                            | 7,200            | 7,100          | 99             |
|   | Person                             | 10,800           | 10,700         | 99             |
|   | <b>VIRGINIA</b>                    |                  |                |                |
|   | Bland                              | 2,200            | 2,100          | 95             |
|   | Grayson                            | 9,000            | 8,900          | 99             |
|   | Patrick                            | 6,400            | 6,300          | 98             |
|   | Smyth                              | 11,700           | 11,600         | 99             |
|   | <b>WEST VIRGINIA</b>               |                  |                |                |
|   | Greenbrier                         | 14,400           | 14,100         | 98             |
| Monroe                                  | 4,800                              | 4,600            | 96             |                |
| Pendleton                               | 3,100                              | 3,000            | 97             |                |
| <b>Between 5-24%</b>                    | <b>NORTH CAROLINA</b>              |                  |                |                |
|   | Alamance                           | 38,000           | 37,700         | 99             |
|   | Alleghany                          | 3,900            | 3,800          | 97             |
|   | Rockingham                         | 32,500           | 32,200         | 99             |
|   | <b>VIRGINIA</b>                    |                  |                |                |
|   | Augusta                            | 32,600           | 32,200         | 99             |
|   | Buckingham                         | 4,000            | 3,900          | 97             |
|   | Lunenburg                          | 4,100            | 4,000          | 98             |
|   | Mecklenburg                        | 10,400           | 10,200         | 98             |
|   | Nelson                             | 4,200            | 4,100          | 98             |
|   | Prince Edward                      | 5,000            | 4,900          | 98             |
|   | Tazewell                           | 17,800           | 17,600         | 99             |
|   | <b>WEST VIRGINIA</b>               |                  |                |                |
|   | Mercer                             | 28,000           | 27,700         | 99             |
|   | Summers                            | 5,600            | 5,400          | 96             |
| <b>Station Totals</b>                   |                                    | <b>601,700</b>   | <b>593,700</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                                    |                  |                | <b>349,400</b> |
| <b>Average Daily Circulation (1987)</b> |                                    |                  |                | <b>206,500</b> |

# Virginia—Roanoke

**WVFT**

**Ch. 27**

**Network Service:** None, independent.

**Grantee:** Family Group Ltd. V, 5401 W. Kennedy Blvd., Tampa, FL 33609.

**Studio:** 2618 Colonial Ave., Roanoke, VA 24015.

**Telephone:** 703-345-7227.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 1242-kw visual, 124.2-kw aural. Antenna: 2049-ft. above av. terrain, 249-ft. above ground, 3988-ft. above sea level.

Latitude 37° 11' 46"  
Longitude 80° 09' 16"

**Transmitter:** Poor Mtn., S of Roanoke.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Station:** Comtech, 3.5-meter.

**Ownership:** Ian N. Wheeler, gen. partner, 25%; Roanoke Christian Bcstg. Inc., gen. partner, 5%; Henry A. Ash, ltd. partner, 70%. See Family Group Ltd. in Group Ownership of Television Stations. RCB ownership: Non-stock, non-profit corp. L. L. Fisher, chmn. & pres.

**Began Operation:** November 11, 1986.

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

**Represented (engineering):** Broadcast Media Services Inc.

**Personnel:**

- HOWARD R. TRICKEY, general manager.
- WILLIAM HARPER, general sales manager.
- BRAD DUNCAN, engineering director.
- TRISH GILHULY, program & promotion director.
- BRIAN BRITT, operations director.
- ALAN MATTHEWSON, business manager.

**Highest One Hour Rate:** \$500.

**Highest 30 Sec. Rate:** \$100.-

**City of License:** Roanoke. **ADI:** Roanoke-Lynchburg. **Rank:** 71.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %             |
|---|-----------------|------------------|----------------|---------------|
| <b>Between 5-24%</b>                    | <b>VIRGINIA</b> |                  |                |               |
|   | Appomattox      | 4,400            | 4,300          | 98            |
|   | Bedford         | 14,800           | 14,600         | 99            |
|   | Carroll         | 9,600            | 9,400          | 98            |
|   | Floyd           | 4,400            | 4,300          | 98            |
|   | Franklin        | 12,700           | 12,500         | 98            |
|   | Montgomery      | 26,100           | 25,800         | 99            |
|   | Pulaski         | 12,800           | 12,700         | 99            |
| Roanoke                                 | 75,600          | 75,000           | 99             |               |
| <b>Station Totals</b>                   |                 | <b>160,400</b>   | <b>158,600</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>16,800</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>6,400</b>  |

## Virginia

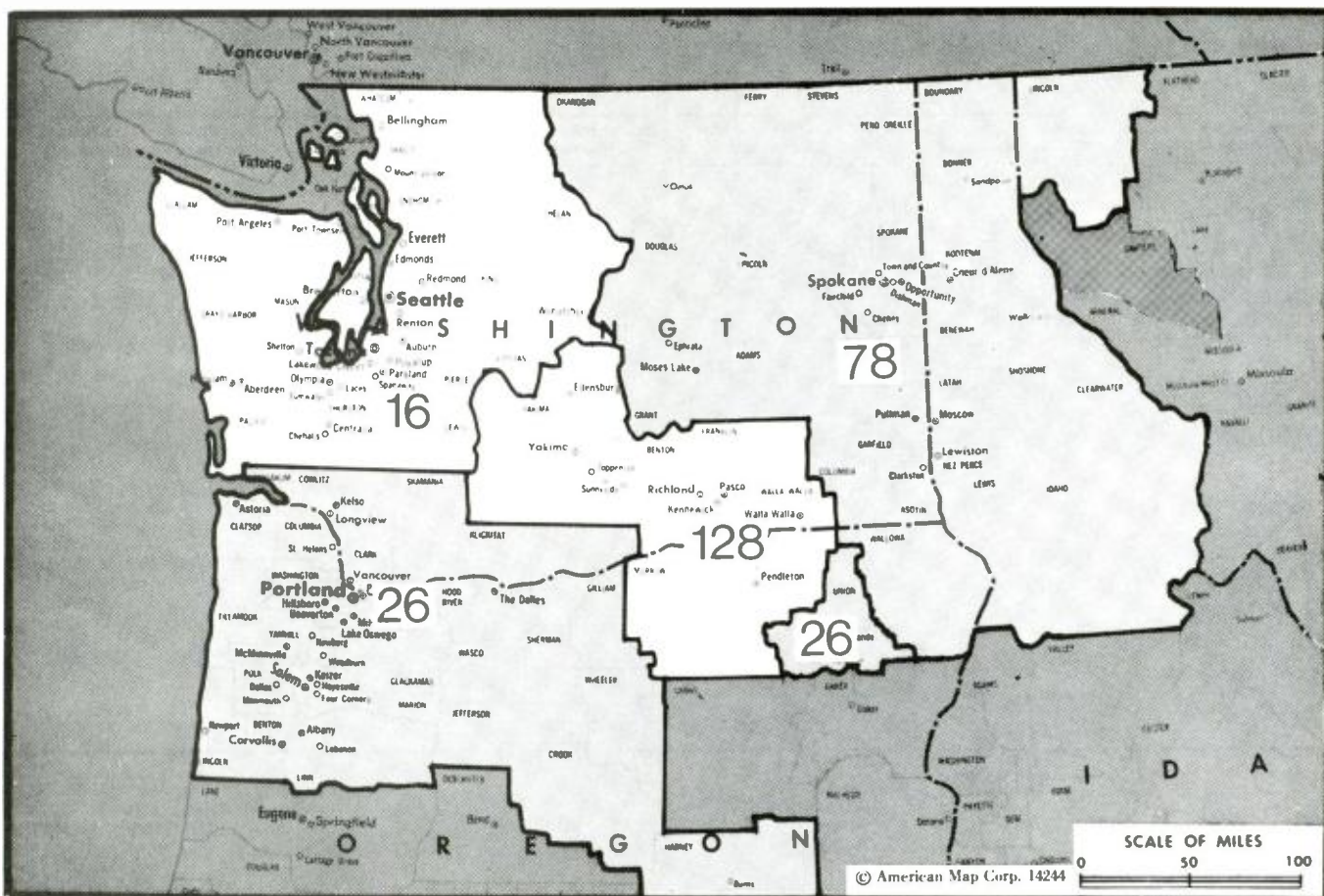
### WCYB-TV , Bristol-Kingsport-Johnson City, Tennessee (Arbitron Data Continued)

| Net Weekly Circulation | State County          | Total Households | TV Households | %  |
|------------------------|-----------------------|------------------|---------------|----|
| <b>Between 25-49%</b>  | <b>TENNESSEE</b>      |                  |               |    |
|                        | Cocke                 | 11,100           | 10,900        | 98 |
|                        | Grainger              | 6,200            | 6,100         | 98 |
| <b>Between 5-24%</b>   | <b>KENTUCKY</b>       |                  |               |    |
|                        | Bell                  | 12,000           | 11,800        | 98 |
|                        | Knox                  | 10,900           | 10,700        | 98 |
|                        | Pike                  | 29,900           | 29,500        | 99 |
|                        | Whitley               | 13,400           | 13,200        | 99 |
|                        | <b>NORTH CAROLINA</b> |                  |               |    |
|                        | Alleghany             | 3,900            | 3,800         | 97 |
|                        | Caldwell              | 26,000           | 25,700        | 99 |
|                        | Mc Dowell             | 13,200           | 13,000        | 98 |
|                        | Madison               | 6,300            | 6,100         | 97 |
|                        | Polk                  | 5,700            | 5,600         | 98 |
|                        | Wilkes                | 23,100           | 22,800        | 98 |
|                        | <b>TENNESSEE</b>      |                  |               |    |
|                        | Jefferson             | 12,500           | 12,400        | 99 |
|                        | <b>VIRGINIA</b>       |                  |               |    |
|                        | Bland                 | 2,200            | 2,100         | 95 |
| Grayson                | 9,000                 | 8,900            | 99            |    |
| Wythe                  | 9,400                 | 9,200            | 98            |    |
| <b>WEST VIRGINIA</b>   |                       |                  |               |    |
| Mc Dowell              | 16,200                | 15,900           | 98            |    |

### WDBJ , Roanoke (Arbitron Data Continued)

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| <b>Between 5-24%</b>   | <b>VIRGINIA</b>      |                  |               |    |
|                        | Augusta              | 32,600           | 32,200        | 99 |
|                        | Lunenburg            | 4,100            | 4,000         | 98 |
|                        | Mecklenburg          | 10,400           | 10,200        | 98 |
|                        | Nelson               | 4,200            | 4,100         | 98 |
|                        | Prince Edward        | 5,000            | 4,900         | 98 |
|                        | Russell              | 11,900           | 11,700        | 98 |
|                        | Washington           | 23,800           | 23,500        | 99 |
|                        | <b>WEST VIRGINIA</b> |                  |               |    |
|                        | Mc Dowell            | 16,200           | 15,900        | 98 |
| Mingo                  | 12,800               | 12,600           | 98            |    |
| Raleigh                | 32,900               | 32,500           | 99            |    |
| Wyoming                | 12,200               | 12,000           | 98            |    |

# Washington



| Market             | Arbitron ADI<br>TV Households | Rank |
|--------------------|-------------------------------|------|
| Seattle-Tacoma, WA | 1,194,300                     | 16   |
| Portland, OR       | 785,700                       | 26   |
| Spokane, WA        | 313,900                       | 78   |
| Yakima, WA         | 161,500                       | 128  |

### Market Area Commercial TV Stations

KCPQ (13), KING-TV (5), KIRO-TV (7), KOMO-TV (4), KSTW (11), KTBW-TV (20), KTZZ-TV (22), KVOS-TV (12)  
 KATU (2), KGW-TV (8), KHSP (22), KOIN-TV (6), KPDX (49), KPTV (12)  
 KAYU-TV (28), KCWT (27), KHO-TV (6), KREM-TV (2), KSKN (22), KXLY-TV (4)  
 KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEW (42)

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

|                              |                   |
|------------------------------|-------------------|
| KEPR-TV, Kennewick           | See Pasco, WA     |
| KNDU, Kennewick              | See Richland, WA  |
| KNDU, Pasco                  | See Richland, WA  |
| KVEW, Pasco                  | See Kennewick, WA |
| KEPR-TV, Richland            | See Pasco, WA     |
| KVEW, Richland               | See Kennewick, WA |
| KCWT, Spokane                | See Wenatchee, WA |
| KCPQ, KSTW & KTBW-TV, Tacoma | See Seattle,      |

### Washington Station Status as of October 1, 1987

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 9   | 12  | 21    |
| Educational Television Stations | 3   | 4   | 7     |
|                                 | 12  | 16  | 28    |



# Washington Bellingham

**KVOS-TV**

Ch. 12

**Network Service:** CBS.

**Licensee:** ACKO Inc., 1151 Ellis St., Bellingham, WA 98225.

**Studio:** 1151 Ellis St., Bellingham, WA 98225.

**Telephone:** 206-671-1212.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 229-kw visual, 45.7-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level.

Latitude 48° 40' 40"  
 Longitude 122° 49' 48"

**Transmitter:** Mt. Constitution, Orcas Island, WA.

**Satellite Earth Stations:** Harris, 7-meter; Microdyne, 7-meter; Microdyne receivers.

**News Services:** AP, Canadian Press, CBS, CNN, UPI.

**Ownership:** Ackerley Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 23, 1953. Sale to present owner approved by FCC June 5, 1985. Sale to Wometco Enterprises Inc. by Rogan Jones and associates approved March 29, 1961 by the FCC (*Television Digest*, Vol. 16:48; 17:14).

**Represented (sales):** Seltel Inc.; Radio-Television Representatives Ltd. (Toronto-Montreal).

**Represented (legal):** Rubin, Winston & Diercks.

**Personnel:**

DAVID P. REID, vice president & general manager.  
 JOHN GIBSON, general sales manager.  
 JOYCE LORENZ, traffic manager.  
 DONALD LUCHSINGER, chief engineer.  
 JOAN MALEN, controller.

**Highest 30 Sec. Rate:** \$850.

**NETWORK BASE HOURLY RATE:** \$125.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 1,191,000.

**City of License:** Bellingham. **ADI:** Seattle-Tacoma. **Rank:** 16.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %         |
|---|-------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>WASHINGTON</b> |                  |                |           |
|   | Clallam           | 21,600           | 20,700         | 96        |
|   | San Juan          | 4,000            | 3,800          | 95        |
|   | Skagit            | 27,500           | 26,500         | 96        |
|   | Whatcom           | 44,500           | 42,600         | 96        |
| <b>Between 25-49%</b>                   | <b>WASHINGTON</b> |                  |                |           |
|   | Island            | 18,800           | 18,400         | 98        |
|   | Jefferson         | 7,600            | 7,300          | 96        |
|   | Snohomish         | 143,900          | 140,000        | 97        |
| <b>Between 5-24%</b>                    | <b>WASHINGTON</b> |                  |                |           |
|   | King              | 548,500          | 529,200        | 96        |
|   | Kitsap            | 63,800           | 62,200         | 97        |
| <b>Station Totals</b>                   |                   | <b>880,200</b>   | <b>850,700</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>230,500</b> |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>86,800</b>  |           |

# Washington—Everett

## KONG-TV

Ch. 16

**Network Service:** None, independent.

**Grantee:** KONG Television Inc., 660 Sacramento St., Suite 303, San Francisco, CA 94111.

**Mailing Address:** 404 Watermark Tower, 1109 First Ave., Seattle, WA 98101-2909.

**Telephone:** 206-292-1616.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1275-ft. above av. terrain, 300-ft. above ground, 1725-ft. above sea level.

Latitude 47° 32' 34"  
Longitude 122° 06' 25"

**Transmitter:** On Cougar Mtn., 4-mi. W of Issaquah.

**Satellite Earth Station:** Harris, 11-meter.

**Multichannel TV Sound:** Plans stereo.

**Ownership:** Carl D. Washington, chmn.-pres., 59.1%; Carl C. Gipson, 2nd v.p., 1.66%; Samuel E. Washington, secy., 16.6%; Samuel Schulman, 11%; Jeanne Everis, 5%; Thomas Arnold, 4.15%; Morris Lucas, 1.66%; Sharon R. Silverstone, 0.83%.

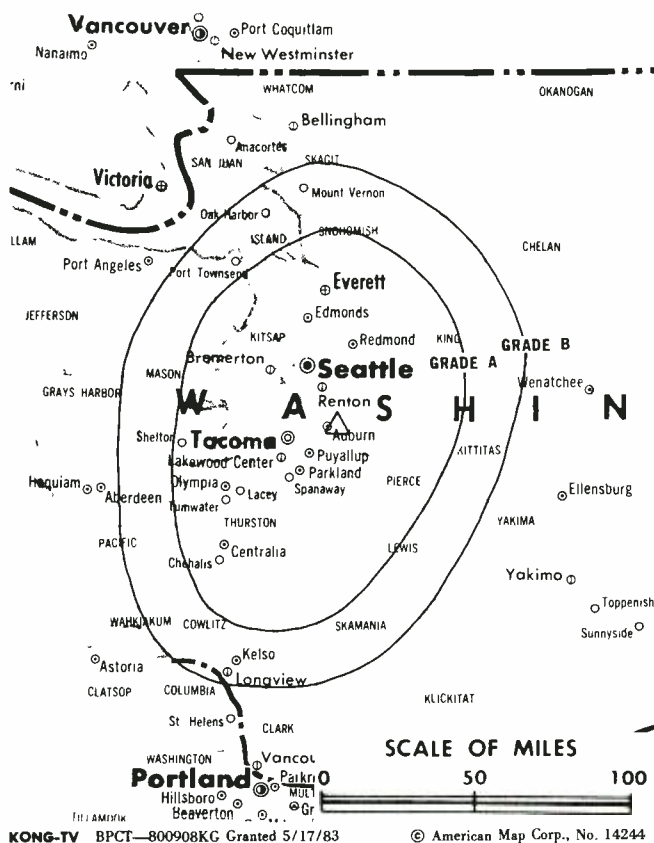
**Scheduled to begin Operation:** Late 1987.

**Represented (legal):** Hunton & Williams.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

DAN O'BRIEN, general manager.  
BILL ACHATZ, chief engineer.



**Rates:** Not available.

**City of Permit:** Everett. **ADI:** Seattle-Tacoma. **Rank:** 16

# Washington—Kennewick-Pasco-Richland

**KVEW**

Ch. 42

(Satellite of KAPP, Yakima, WA)

**Network Service:** ABC.

**Licensee:** Apple Valley Broadcasting Inc.

**Studio:** 601 Edison, Kennewick, WA 99336.

**Telephone:** 509-735-8369.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 501-kw max. & 200-kw horizontal visual, 100-kw max. & 39.8-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 208-ft. above ground, 2328-ft. above sea level.

Latitude 46° 06' 11"  
Longitude 119° 07' 54"

**Transmitter:** Jump Off Joe Butte, near Kennewick.

**Satellite Earth Stations:** M/A-Com, 5-meter; Avantek, M/A-Com receivers.

**News Service:** UPI.

**Ownership:** Evening Telegram Co., 100%. See Morgan Murphy Stations in Group Ownership of Television Stations.

**Began Operation:** October 29, 1970.

**Represented (sales):** Harrington, Righter & Parsons Inc.; The Tacher Co.

**Represented (legal):** Stambler & Rini.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

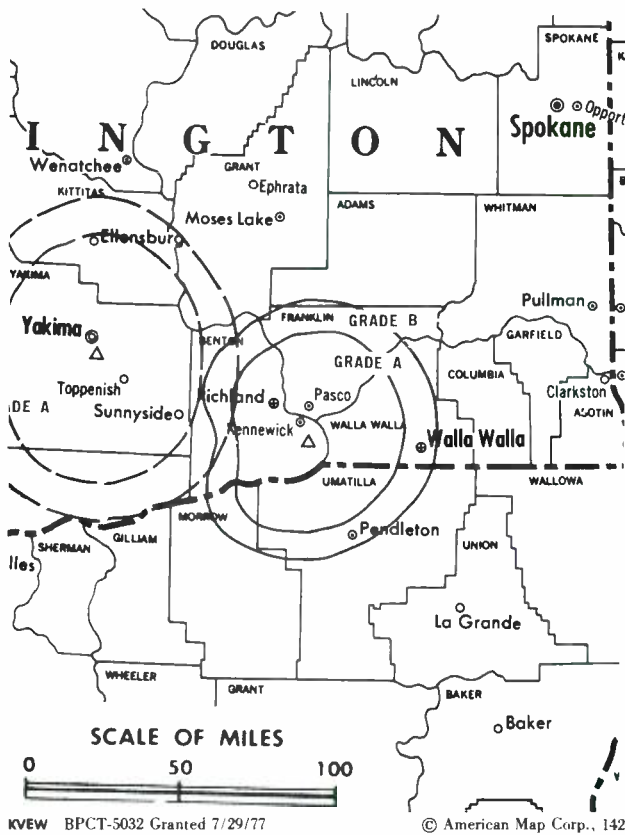
ELIZABETH MURPHY BURNS, president.  
DARRELL BLUE, general manager.  
MARCUS WOOD, station manager.  
NEIL BENNETT, chief engineer.  
PHIL COOK, news director.  
DAVE WILLIAMS, production manager.

**Rates:** Sold in combination with KAPP, Yakima.

**City of License:** Kennewick. **ADI:** Yakima. **Rank:** 128.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County  | Total Households | TV Households | %  |
|------------------------|---------------|------------------|---------------|----|
| 50% & Over             | <b>DRECON</b> |                  |               |    |
|                        | Gilliam       | 800              | 700           | 88 |
|                        | Umatilla      | 22,000           | 20,600        | 94 |



| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %             |
|---|-------------------|------------------|----------------|---------------|
| 50% & Over                              | <b>WASHINGTON</b> |                  |                |               |
|   | Benton            | 41,000           | 39,700         | 97            |
|   | Franklin          | 13,300           | 12,900         | 97            |
|   | Walla Walla       | 17,800           | 16,700         | 94            |
| Between 25-49%                          | <b>OREGON</b>     |                  |                |               |
|   | Morrow            | 3,000            | 2,800          | 93            |
|   | Wheeler           | 700              | 700            | 100           |
|   | <b>WASHINGTON</b> |                  |                |               |
|   | Adams             | 5,000            | 4,800          | 96            |
| Between 5-24%                           | <b>OREGON</b>     |                  |                |               |
|   | Sherman           | 800              | 800            | 100           |
|   | <b>WASHINGTON</b> |                  |                |               |
|   | Grant             | 19,500           | 18,700         | 96            |
|   | Klickitat         | 6,300            | 5,900          | 94            |
| <b>Station Totals</b>                   |                   | <b>130,200</b>   | <b>124,300</b> | <b>95</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                | <b>73,800</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                | <b>38,400</b> |

# Washington—Pasco-Kennewick-Richland

## KEPR-TV

Ch. 19

(Associated with KIMA-TV, Yakima)

**Network Service:** CBS.

**Licensee:** Retlaw Enterprises Inc., Box 702, Yakima, WA 98907.

**Studio:** 2807 W. Lewis, Pasco, WA 99301.

**Telephone:** 509-547-0547.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 490-kw max. & 380-kw horizontal visual, 88.3-kw max. & 69.2-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 351-ft. above ground, 2394-ft. above sea level.

Latitude 46° 05' 48"  
Longitude 119° 11' 36"

**Transmitter:** Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

**Satellite Earth Stations:** Harris, 7.1-meter; Harris, Scientific-Atlanta receivers.

**News Services:** AP, CBS, Group W Newsfeed.

**Ownership:** Retlaw Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** December 28, 1954.

**Represented (sales):** Seltel Inc.; Art Moore Inc. (Pacific Northwest).

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

GARY NIEMAN, station manager.  
THOM SPENCER, news director.  
DON ECKIS, chief engineer.

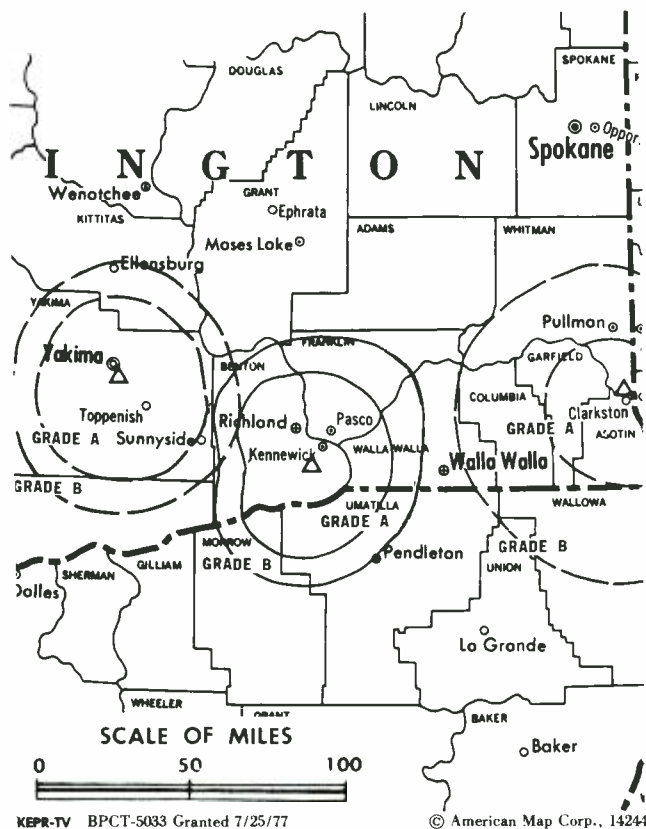
**Rates:** Sold in combination with KIMA-TV, Yakima.

**NETWORK BASE HOURLY RATE:** \$275.

**City of License:** Pasco. **ADI:** Yakima. **Rank:** 128.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | OREGON       |                  |               |    |
|                        | Gilliam      | 800              | 700           | 88 |
|                        | Morrow       | 3,000            | 2,800         | 93 |
|                        | Umatilla     | 22,000           | 20,600        | 94 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %             |
|---|--------------|------------------|----------------|---------------|
| 50% & Over                              | WASHINGTON   |                  |                |               |
|   | Benton       | 41,000           | 39,700         | 97            |
|   | Franklin     | 13,300           | 12,900         | 97            |
|   | Walla Walla  | 17,800           | 16,700         | 94            |
| Between 25-49%                          | OREGON       |                  |                |               |
|   | Wheeler      | 700              | 700            | 100           |
| Between 5-24%                           | WASHINGTON   |                  |                |               |
|   | Adams        | 5,000            | 4,800          | 96            |
|   | OREGON       |                  |                |               |
|   | Sherman      | 800              | 800            | 100           |
|   | WASHINGTON   |                  |                |               |
|   | Grant        | 19,500           | 18,700         | 96            |
|   | Klickitat    | 6,300            | 5,900          | 94            |
| <b>Station Totals</b>                   |              | <b>130,200</b>   | <b>124,300</b> | <b>95</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>81,800</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>49,500</b> |

# Washington—Richland-Pasco-Kennewick

## KNDU

Ch. 25

(Associated with KNDO, Yakima, WA)

**Network Service:** NBC.

**Licensee:** Columbia Empire Broadcasting Corp., 1608 S. 24th Ave., Yakima, WA 98901.

**Studio:** 3312 W. Kennewick Ave., Kennewick, WA 99336-2916.

**Telephone:** 509-783-6151.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 677-kw max. & 550-kw horizontal visual, 67.7-kw max. & 55-kw horizontal aural. Antenna: 1351-ft. above av. terrain, 227.5-ft. above ground, 2415-ft. above sea level.

Latitude 46° 06' 11"  
Longitude 119° 07' 47"

**Transmitter:** Jump Off Joe Butte, S of Kennewick, WA.

**Satellite Earth Stations:** Microdyne, 3.7-meter; Microdyne, 5.1-meter; M/A-Com, Microdyne receivers.

**News Services:** NBC, UPI.

**Ownership:** Hugh E. Davis & Estate of Lorraine M. Davis. See Group Ownership of Television Stations. **Note:** Sale to Adams Communications pending.

**Began Operation:** October 10, 1961.

**Represented (sales):** Katz Television.

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

### Personnel:

HUGH E. DAVIS, president.  
ELLIOT KLEEMAN, vice president & general manager.  
JERRY ROGERS, station & sales manager.  
RON RUTHERFORD, news director.  
ED LYON, chief engineer.

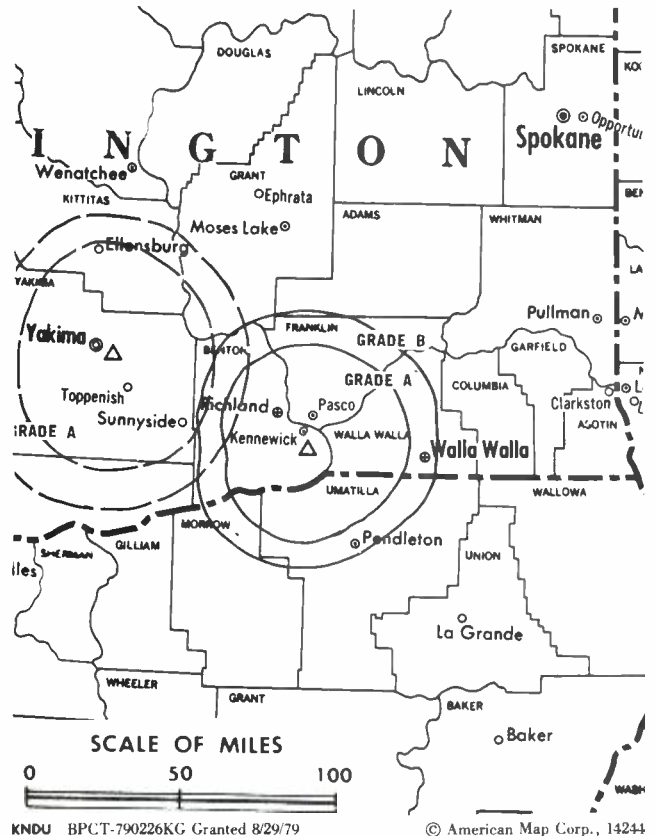
**Rates:** Sold separately or in combination with KNDO, Yakima.

**NETWORK BASE HOURLY RATE:** Bonus to KNDO, Yakima, WA.

**City of License:** Richland. **ADI:** Yakima. **Rank:** 128.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | OREGON       |                  |               |    |
|                        | Gilliam      | 800              | 700           | 88 |
|                        | Morrow       | 3,000            | 2,800         | 93 |
|                        | Umatilla     | 22,000           | 20,600        | 94 |



KNDU BPCT-790226KG Granted 8/29/79

© American Map Corp., 14244

| Net Weekly Circulation                  | State County | Total Households | TV Households  | %             |
|---|--------------|------------------|----------------|---------------|
| 50% & Over                              | WASHINGTON   |                  |                |               |
|   | Benton       | 41,000           | 39,700         | 97            |
|   | Franklin     | 13,300           | 12,900         | 97            |
|   | Walla Walla  | 17,800           | 16,700         | 94            |
| Between 25-49%                          | WASHINGTON   |                  |                |               |
|   | Adams        | 5,000            | 4,800          | 96            |
| Between 5-24%                           | OREGON       |                  |                |               |
|   | Sherman      | 800              | 800            | 100           |
|   | Wheeler      | 700              | 700            | 100           |
|   | WASHINGTON   |                  |                |               |
|   | Columbia     | 1,600            | 1,500          | 94            |
|   | Grant        | 19,500           | 18,700         | 96            |
|   | Yakima       | 67,700           | 64,700         | 96            |
| <b>Station Totals</b>                   |              | <b>193,200</b>   | <b>184,600</b> | <b>95</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>84,200</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>48,200</b> |

# Washington—Seattle

## KING-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** KING Broadcasting Co., 333 Dexter N., Seattle, WA 98109.

**Studio:** TV Center, 333 Dexter Ave. N., Seattle, WA 98109.

**Mailing address:** Box 24525, Seattle, WA 98124.

**Telephone:** 206-448-5555. **TWX:** 910-444-2010.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 820-ft. above av. terrain, 570-ft. above ground, 1000-ft. above sea level.

Latitude 47° 37' 55"  
Longitude 122° 20' 59"

Requests CP for change to 1142-ft. above av. terrain, 896-ft. above ground, 1290-ft. above sea level. BPCT-870811KG.

**Transmitter:** 301 Galer St.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter; Harris, Scientific-Atlanta receivers.

**AM Affiliate:** KING, 50-kw, 1090 kHz.

**FM Affiliate:** KING-FM, 100-kw, 98.1 MHz (No. 251), 700-ft.

**News Services:** AP, NBC, UPI.

**Ownership:** King Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** November 25, 1948 as KRSC-TV. Sold to present licensee August 1949 (*Television Digest*, Vol. 5:20, 23, 30).

**Represented (sales):** Blair Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Hammett & Edison Inc.

### Personnel:

STEVEN CLIFFORD, president.  
SUZANNE SORKNES, vice president, corporate & legal, secretary.  
ERIC S. BREMNER, president, broadcasting.  
STURGES DORRANCE, vice president & general manager.  
ROBERT GLOVER, general sales manager.  
ARNOLD GOODER, local sales manager.  
PAT CHAPPELL, program director.  
BARBARA KERSEY, director of marketing.  
DONALD VARYU, news director.  
TYRONE MORTENSEN, chief engineer.  
CRAIG JOHNSTON, production manager.  
JAMES HEACOCK, operations manager.

**Highest One Hour Rate:** \$10,000.

**Highest 30 Sec. Rate:** \$9000.

**NETWORK BASE HOURLY RATE:** \$1700.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 1,444,000.

**City of License:** Seattle. **ADI:** Seattle-Tacoma. **Rank:** 16.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| 50% & Over             | WASHINGTON<br>Chelan | 19,900           | 19,100        | 96 |



| Net Weekly Circulation                  | State County      | Total Households | TV Households    | %         |
|---|-------------------|------------------|------------------|-----------|
| 50% & Over                              | Clallam           | 21,600           | 20,700           | 96        |
|   | Grays Harbor      | 25,900           | 24,300           | 94        |
|   | Island            | 18,800           | 18,400           | 98        |
|   | Jefferson         | 7,600            | 7,300            | 96        |
|   | King              | 548,500          | 529,200          | 96        |
|   | Kitsap            | 63,800           | 62,200           | 97        |
|   | Kittitas West     | 2,000            | 1,900            | 95        |
|   | Lewis             | 22,200           | 21,100           | 95        |
|   | Mason             | 14,100           | 13,700           | 97        |
|   | Pacific           | 7,500            | 7,000            | 93        |
|   | Pierce            | 199,300          | 194,100          | 97        |
|   | San Juan          | 4,000            | 3,800            | 95        |
|   | Skagit            | 27,500           | 26,500           | 96        |
| Snohomish                               | 143,900           | 140,000          | 97               |           |
| Thurston                                | 56,500            | 54,900           | 97               |           |
| Whatcom                                 | 44,500            | 42,600           | 96               |           |
| Between 25-49%                          | <b>OREGON</b>     |                  |                  |           |
|   | Clatsop           | 12,300           | 11,600           | 94        |
|   | <b>WASHINGTON</b> |                  |                  |           |
|   | Cowlitz           | 31,200           | 30,200           | 97        |
|   | Douglas           | 9,500            | 9,200            | 97        |
| Grant                                   | 19,500            | 18,700           | 96               |           |
| Kittitas East                           | 7,700             | 7,200            | 93               |           |
| Between 5-24%                           | <b>WASHINGTON</b> |                  |                  |           |
|   | Adams             | 5,000            | 4,800            | 96        |
|   | Clark             | 79,500           | 77,400           | 97        |
|   | Wahkiakum         | 1,400            | 1,300            | 93        |
| <b>Station Totals</b>                   |                   | <b>1,393,700</b> | <b>1,347,200</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>1,094,000</b> |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>644,000</b>   |           |

# Washington—Seattle

## KIRO-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** KIRO Inc., Broadcast House, 2807 Third Ave., Seattle, WA 98111-7777.

**Studio:** 2807 Third Ave., Seattle, WA 98111-7777.

**Telephone:** 206-728-7777. **TWX:** 910-444-2233.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 820-ft. above av. terrain, 599-ft. above ground, 1013-ft. above sea level.

Latitude 47° 38' 01"  
Longitude 122° 21' 20"

**Transmitter:** 1518 Queen Anne Ave. N.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**AM Affiliate:** KIRO, 50-kw, 710 kHz.

**FM Affiliate:** KSEA, 100-kw, 100.7 MHz (No. 264), 730-ft.

**News Services:** AP, UPI.

**Ownership:** Bonneville International Corp., 99.91%. See Group Ownership of Television Stations.

**Began Operation:** February 8, 1958. Sale of control to present owner by Saul Haas and associates approved Dec. 17, 1963 by FCC (**Television Digest**, Vol. 3:51).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn; Preston, Thorgrimson, Ellis & Holman (Seattle).

**Represented (engineering):** Hammett & Edison Inc.

### Personnel:

KENNETH L. HATCH, president & chairman of board, KIRO Inc.  
A. F. MLADENICH, senior vice president.  
GLENN C. WRIGHT, executive vice president & general manager.  
JOHN NORDEN, vice president & general sales manager.  
MICHAEL POTH, vice president & director of sales operations.  
NICK FREEMAN, v.p., program director, video & technical operations & production services.  
CHARLES MORRIS, engineering director.  
RICHARD JACOBY, production manager.  
DEB HALL, operations/traffic director.  
TIM GARRIGAN, public affairs director.

**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$1549.

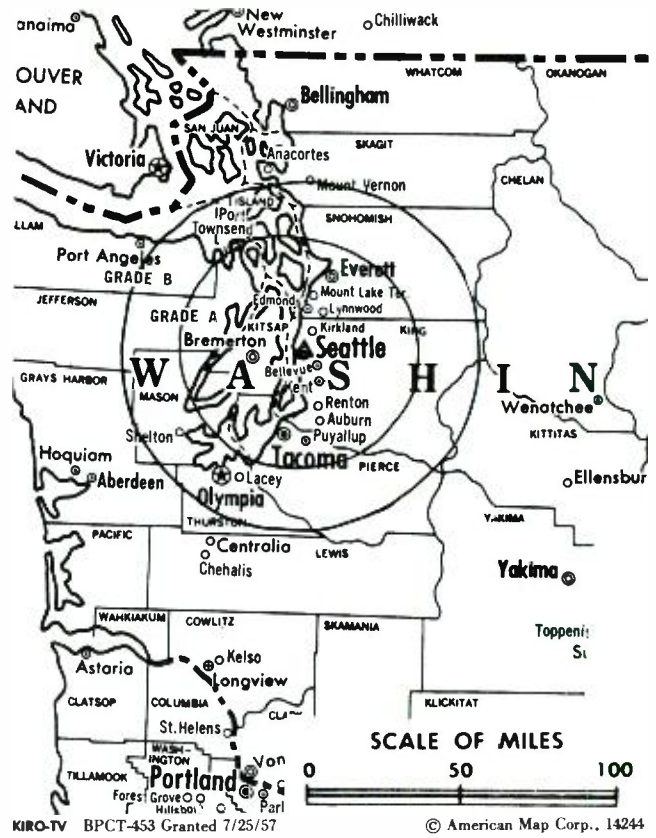
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 1,153,000.

**City of License:** Seattle. **ADI:** Seattle-Tacoma. **Rank:** 16.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | WASHINGTON   |                  |               |    |
|                        | Chelan       | 19,900           | 19,100        | 96 |



| Net Weekly Circulation                  | State County      | Total Households | TV Households    | %         |  |
|---|-------------------|------------------|------------------|-----------|--|
| 50% & Over                              | Clallam           | 21,600           | 20,700           | 96        |  |
|   | Grays Harbor      | 25,900           | 24,300           | 94        |  |
|   | Island            | 18,800           | 18,400           | 98        |  |
|   | Jefferson         | 7,600            | 7,300            | 96        |  |
|   | King              | 548,500          | 529,200          | 96        |  |
|   | Kitsap            | 63,800           | 62,200           | 97        |  |
|   | Kittitas West     | 2,000            | 1,900            | 95        |  |
|   | Lewis             | 22,200           | 21,100           | 95        |  |
|   | Mason             | 14,100           | 13,700           | 97        |  |
|   | Pierce            | 199,300          | 194,100          | 97        |  |
| Between 25-49%                          | San Juan          | 4,000            | 3,800            | 95        |  |
|   | Skagit            | 27,500           | 26,500           | 96        |  |
|   | Snohomish         | 143,900          | 140,000          | 97        |  |
|   | Thurston          | 56,500           | 54,900           | 97        |  |
|   | Whatcom           | 44,500           | 42,600           | 96        |  |
|   | <b>WASHINGTON</b> |                  |                  |           |  |
|   | Douglas           | 9,500            | 9,200            | 97        |  |
| Grant                                   | 19,500            | 18,700           | 96               |           |  |
| Kittitas East                           | 7,700             | 7,200            | 93               |           |  |
| Pacific                                 | 7,500             | 7,000            | 93               |           |  |
| Between 5-24%                           | <b>WASHINGTON</b> |                  |                  |           |  |
|   | Adams             | 5,000            | 4,800            | 96        |  |
|   | Cowlitz           | 31,200           | 30,200           | 97        |  |
| Wahkiakum                               | 1,400             | 1,300            | 93               |           |  |
| <b>Station Totals</b>                   |                   | <b>1,301,900</b> | <b>1,258,200</b> | <b>96</b> |  |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>1,016,200</b> |           |  |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>547,500</b>   |           |  |

# Washington—Seattle

## KOMO-TV

Ch. 4

**Network Service:** ABC.

**Licensee:** Fisher Broadcasting Inc., 100 4th Ave. N., Seattle, WA 98109.

**Studio:** 100 4th Ave. N., Seattle, WA 98109.

**Telephone:** 206-443-4000. **TWX:** 910-444-2251.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 16.2-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1006-ft. above sea level.

Latitude 47° 37' 55"  
Longitude 122° 21' 09"

Requests CP for change 1126-ft. above av. terrain, 834-ft. above ground, 1276-ft. above sea level, lat. 47° 37' 56", long. 122° 21' 11". BPCT-870206KF.

**Transmitter:** 157 Galer St.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Scientific-Atlanta, 10-meter; Avantek, Scientific-Atlanta receivers.

**AM Affiliate:** KOMO, 50-kw, 1000 kHz.

**News Services:** AP, UPI.

**Ownership:** Fisher Broadcasting Inc. See Group Ownership of Television Stations.

**Began Operation:** December 10, 1953. Sale of 1/3 to Fisher's Blend Station (making it 100% owner) by Theodore Gamble & C. Howard Lane consummated in April 1959 (*Television Digest*, Vol. 15:16).

**Represented (sales):** Katz Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

JOHN BEHNKE, president & chief executive officer.  
JAY W. GIESA, executive vice president, broadcasting.  
ED LACKNER, vice president, corporate affairs.  
PHELPS FISHER, vice president & director of marketing.  
PATRICK SCOTT, vice president & station manager.  
SCOTT HAYNER, general sales manager.  
TYRONE NOBLE, local sales manager.  
DAN JOHNSON, local sales manager.  
MIKE EGUCHI, national sales manager.  
RICHARD WARSINSKE, program manager.  
JAMES BOYER, director of television news.  
DON WILKINSON, director of engineering.  
DEBORAH JOHNSON, promotion director.

**Highest One Hour Rate:** \$10,000.

**Highest 30 Sec. Rate:** \$4800.

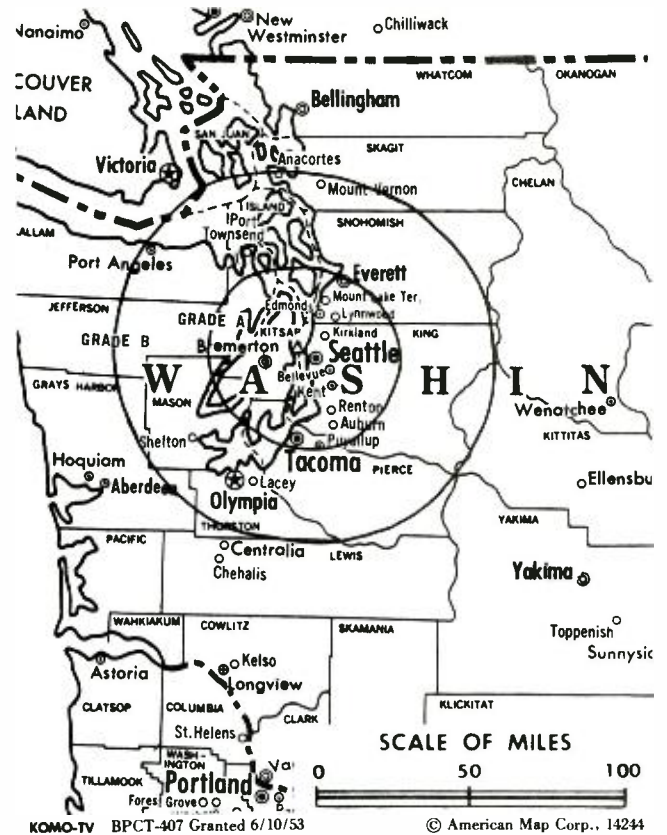
**NETWORK BASE HOURLY RATE:** \$2000.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 1,112,000.

**City of License:** Seattle. **ADI:** Seattle-Tacoma. **Rank:** 16.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KOMO-TV BPCT-407 Granted 6/10/53 © American Map Corp., 14244

| Net Weekly Circulation                  | State County      | Total Households | TV Households    | %         |    |
|---|-------------------|------------------|------------------|-----------|----|
| <b>50% &amp; Over</b>                   | <b>WASHINGTON</b> |                  |                  |           |    |
|   |                   | Chelan           | 19,900           | 19,100    | 96 |
|   |                   | Clallam          | 21,600           | 20,700    | 96 |
|   |                   | Grays Harbor     | 25,900           | 24,300    | 94 |
|   |                   | Island           | 18,800           | 18,400    | 98 |
|   |                   | Jefferson        | 7,600            | 7,300     | 96 |
|   |                   | King             | 548,500          | 529,200   | 96 |
|   |                   | Kitsap           | 63,800           | 62,200    | 97 |
|   |                   | Kittitas West    | 2,000            | 1,900     | 95 |
|   |                   | Lewis            | 22,200           | 21,100    | 95 |
|   |                   | Mason            | 14,100           | 13,700    | 97 |
|   |                   | Pacific          | 7,500            | 7,000     | 93 |
|   |                   | Pierce           | 199,300          | 194,100   | 97 |
|   | San Juan          | 4,000            | 3,800            | 95        |    |
|   | Skagit            | 27,500           | 26,500           | 96        |    |
|   | Snohomish         | 143,900          | 140,000          | 97        |    |
|   | Thurston          | 56,500           | 54,900           | 97        |    |
|   | Whatcom           | 44,500           | 42,600           | 96        |    |
| <b>Between 25-49%</b>                   | <b>WASHINGTON</b> |                  |                  |           |    |
|   |                   | Cowlitz          | 31,200           | 30,200    | 97 |
|   |                   | Douglas          | 9,500            | 9,200     | 97 |
|   |                   | Grant            | 19,500           | 18,700    | 96 |
|   | Kittitas East     | 7,700            | 7,200            | 93        |    |
| <b>Between 5-24%</b>                    | <b>OREGON</b>     |                  |                  |           |    |
|   |                   | Clatsop          | 12,300           | 11,600    | 94 |
| <b>Station Totals</b>                   |                   | <b>1,307,800</b> | <b>1,263,700</b> | <b>96</b> |    |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>1,046,500</b> |           |    |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>591,700</b>   |           |    |



# Washington—Tacoma-Seattle

**KCPQ**

**Ch. 13**

**Network Service:** None, independent.

**Licensee:** Kelly Television Co., Box 98828, Tacoma, WA 98499.

**Studio:** 4400 Steilacoom Blvd., Tacoma, WA 98499.

**Telephone:** 206-582-8613.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 2000-ft. above av. terrain, 708-ft. above ground, 2395-ft. above sea level.

Latitude 47° 32' 53"  
Longitude 122° 48' 22"

**Transmitter:** Gold Mountain, 6.5-mi. W of Bremerton.

**Satellite Earth Stations:** Scientific-Atlanta, 11-meter C-band; Scientific-Atlanta, 10-meter C-band; Vertex, 4.6-meter Ku-band; DX Antenna, M/A-Com, Scientific-Atlanta receivers.

**News Service:** CNN.

**Ownership:** Jon S. Kelly & Robert E. Kelly, general partners, 45% each. Jon S. Kelly & Robert E. Kelly, limited partners, 5% each. See Kelly Television in Group Ownership of TV Stations.

**Began Operation:** August 2, 1953 as a commercial station. Left air Dec. 13, 1974. Sale to Clover Park School District No. 400 approved by FCC Sept. 9, 1975. Resumed operation as an educational station Jan. 4, 1976. Sale to present owners approved by FCC Dec. 4, 1979. Resumed operation as a commercial station Nov. 4, 1980.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- ROBERT KELLY, partner/program director.
- ROGER OTTENBACH, general manager.
- DAN JENSEN, station manager.
- JAY MAXEY, general sales manager.
- LLOYD LOW, western regional sales manager.
- DENNIS McCORMICK, national sales manager.
- KARLA BARTON, local sales manager.
- BOB GALVIN, promotion director.
- MARLENE GÖTTFRIED, accounting supervisor.
- LARRY BRANDT, chief engineer.

**Rate:** On request.

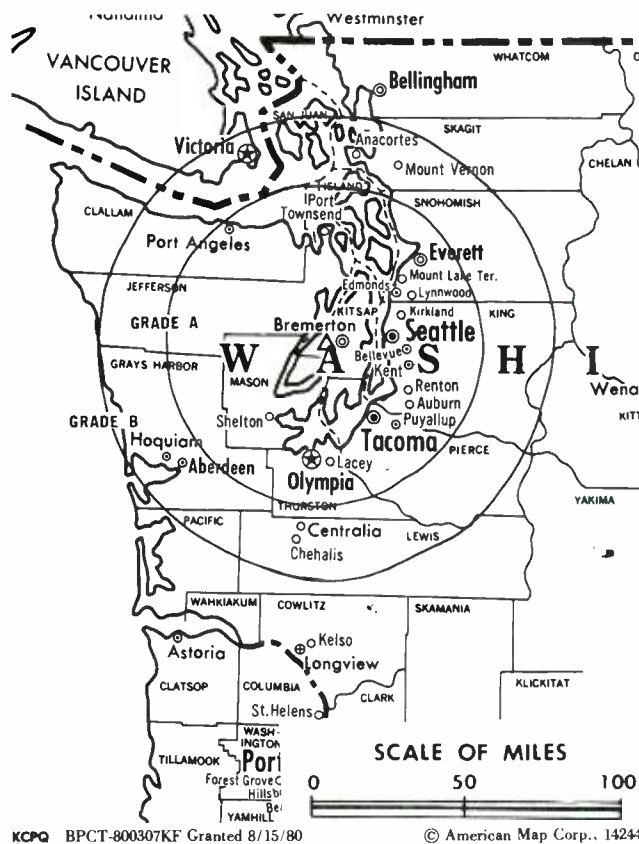
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 534,000.

**City of License:** Tacoma. **ADI:** Seattle-Tacoma. **Rank:** 16.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County              | Total Households | TV Households | %  |
|------------------------|---------------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>WASHINGTON</b><br>King | 548,500          | 529,200       | 96 |



KCPQ BPCT-800307KF Granted 8/15/80 © American Map Corp., 14244

| Net Weekly Circulation                  | State County      | Total Households | TV Households    | %         |
|---|-------------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Kitsap            | 63,800           | 62,200           | 97        |
|   | Mason             | 14,100           | 13,700           | 97        |
|   | Pierce            | 199,300          | 194,100          | 97        |
|   | Skagit            | 27,500           | 26,500           | 96        |
|   | Snohomish         | 143,900          | 140,000          | 97        |
|   | Thurston          | 56,500           | 54,900           | 97        |
| <b>Between 25-49%</b>                   | <b>WASHINGTON</b> |                  |                  |           |
|   | Cowlitz           | 31,200           | 30,200           | 97        |
|   | Grays Harbor      | 25,900           | 24,300           | 94        |
|   | Island            | 18,800           | 18,400           | 98        |
|   | Jefferson         | 7,600            | 7,300            | 96        |
|   | Kittitas West     | 2,000            | 1,900            | 95        |
|   | Lewis             | 22,200           | 21,100           | 95        |
|   | Pacific           | 7,500            | 7,000            | 93        |
|   | San Juan          | 4,000            | 3,800            | 95        |
| Whatcom                                 | 44,500            | 42,600           | 96               |           |
| <b>Between 5-24%</b>                    | <b>WASHINGTON</b> |                  |                  |           |
|   | Clallam           | 21,600           | 20,700           | 96        |
| <b>Station Totals</b>                   |                   | <b>1,238,900</b> | <b>1,197,900</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>633,900</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>233,400</b>   |           |

# Washington—Seattle-Tacoma

**KSTW**

Ch. 11

**Network Service:** None, independent.

**Licensee:** Gaylord Broadcasting Co., Box 11411, Tacoma, WA 98411.

**Studios & Offices:** 2320 S. 19th St., Tacoma, WA 98411; United Airlines Bldg., 2033 6th Ave., Seattle, WA 98121.

**Telephones:** 206-572-5789, Tacoma; 206-441-1111, Seattle.

**TWX:** 910-441-2622.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 43.7-kw aural. Antenna: 900-ft. above av. terrain, 637-ft. above ground, 1049-ft. above sea level.

Latitude 47° 36' 56"  
Longitude 122° 18' 29"

**Transmitter:** 1715 E. Madison St., Seattle.

**Satellite Earth Stations:** Andrew, 10-meter; Vertex, 4.5-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, CNN.

**Ownership:** Gaylord Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** February 22, 1953. Sale to present owner by Tribune Publishing Co. approved by FCC Jan. 30, 1974 (**Television Digest**, Vol. 13:13; 14:5).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

KEVIN T. HALE, vice president & general manager.  
SCOTT BAUER, general sales manager.  
CURTIS M. HOLMAN, business manager.  
JOE AGOSTINO, production manager.  
PAUL CRITTENDEN, chief engineer.  
JACK EDDY, news director.

**Highest 30 Sec. Rate:** \$1400.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 868,000.

**City of License:** Tacoma. **ADI:** Seattle-Tacoma. **Rank:** 16.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %  |
|------------------------|-------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>IDAHO</b>      |                  |               |    |
|                        | Latah             | 10,400           | 10,100        | 97 |
|                        | <b>WASHINGTON</b> |                  |               |    |
|                        | Clallam           | 21,600           | 20,700        | 96 |
|                        | Grays Harbor      | 25,900           | 24,300        | 94 |
|                        | Island            | 18,800           | 18,400        | 98 |
|                        | Jefferson         | 7,600            | 7,300         | 96 |
|                        | King              | 548,500          | 529,200       | 96 |
|                        | Kitsap            | 63,800           | 62,200        | 97 |
|                        | Kittitas West     | 2,000            | 1,900         | 95 |
|                        | Mason             | 14,100           | 13,700        | 97 |
| Pacific                | 7,500             | 7,000            | 93            |    |



| Net Weekly Circulation                  | State County      | Total Households | TV Households    | %         |
|---|-------------------|------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | Pierce            | 199,300          | 194,100          | 97        |
|   | Skagit            | 27,500           | 26,500           | 96        |
|   | Snohomish         | 143,900          | 140,000          | 97        |
|   | Thurston          | 56,500           | 54,900           | 97        |
|   | Whatcom           | 44,500           | 42,600           | 96        |
| <b>Between 25-49%</b>                   | <b>IDAHO</b>      |                  |                  |           |
|   | Kootenai          | 25,400           | 25,000           | 98        |
|   | <b>OREGON</b>     |                  |                  |           |
|   | Clatsop           | 12,300           | 11,600           | 94        |
|   | <b>WASHINGTON</b> |                  |                  |           |
|   | Benton            | 41,000           | 39,700           | 97        |
|   | Chelan            | 19,900           | 19,100           | 96        |
|   | Cowlitz           | 31,200           | 30,200           | 97        |
|   | Douglas           | 9,500            | 9,200            | 97        |
|   | Franklin          | 13,300           | 12,900           | 97        |
| Lewis                                   | 22,200            | 21,100           | 95               |           |
| San Juan                                | 4,000             | 3,800            | 95               |           |
| Walla Walla                             | 17,800            | 16,700           | 94               |           |
| Whitman                                 | 14,800            | 14,200           | 96               |           |
| Yakima                                  | 67,700            | 64,700           | 96               |           |
| <b>Between 5-24%</b>                    | <b>WASHINGTON</b> |                  |                  |           |
|   | Okanogan          | 12,800           | 12,000           | 94        |
|   | Spokane           | 140,600          | 136,100          | 97        |
| <b>Station Totals</b>                   |                   | <b>1,624,400</b> | <b>1,569,200</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>895,100</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>382,400</b>   |           |

# Washington—Tacoma-Seattle

## KTBW-TV

Ch. 20

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Broadcasting of Washington, Box A, Santa Ana, CA 92711.

**Studio:** 1909 S. 341st Place, Federal Way, WA 98003.

**Telephones:** 206-927-7720, Tacoma; 206-874-7420, Seattle.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 3550-kw max. visual, 355-kw max. aural. Antenna: 1610-ft. above av. terrain, 330-ft. above ground, 2000-ft. above sea level.

Latitude 47° 32' 50"  
Longitude 122° 47' 39"

**Transmitter:** Gold Mountain, 4-mi. W of Bremerton.

**Satellite Earth Station:** Harris, 7-meter C-band; Scientific-Atlanta receivers.

**News Service:** TBN.

**Ownership:** Trinity Broadcasting Network Inc. See Group Ownership of Television Stations.

**Began Operation:** March 30, 1984. Sale to present owner by Family Bcstg. Co. approved by FCC Oct. 25, 1984.

**Represented (legal):** May & Dunne.

**Personnel:**

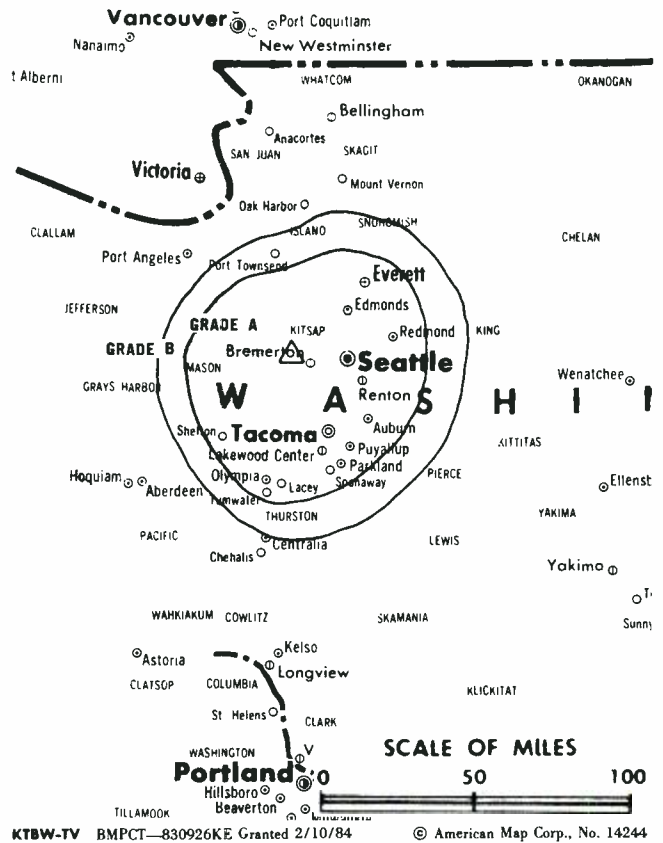
JIM FULLER, station manager.

**Highest One Hour Rate:** \$500.

**Highest 30 Sec. Rate:** \$65.

**Arbitron Data:** Not available.

**City of License:** Tacoma. **ADI:** Seattle-Tacoma. **Rank:** 16.



# Washington—Seattle

## KTZZ-TV

Ch. 22

**Network Service:** None, independent.

**Licensee:** United States Television Seattle Ltd. Partnership.

**Studio:** 945 Dexter Ave. N, Seattle, WA 98109.

**Mailing Address:** Box 2022, Seattle, WA 98111.

**Telephone:** 206-282-2202. **Telex:** 152-546.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 894-ft. above av. terrain, 637-ft. above ground, 1049-ft. above sea level.

Latitude 47° 36' 57"  
Longitude 122° 18' 26"

**Transmitter:** 1618 18th Ave., Seattle.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter Ku-band; Harris receivers.

**News Services:** AP, INN.

**Ownership:** Channel 22 Management Co., gen. partner; Seattle Television Ltd. Partnership, U.S. Television Network & Alden Television Inc., ltd. partners. Channel 22 Management ownership: Alden Television Inc., 100%. For ownership & other interests see Alden Communications in Group Ownership of TV Stations.

**Began Operation:** June 22, 1985.

**Represented (sales):** Independent TV Sales.

**Represented (engineering):** Cohen & Dippell, P.C.

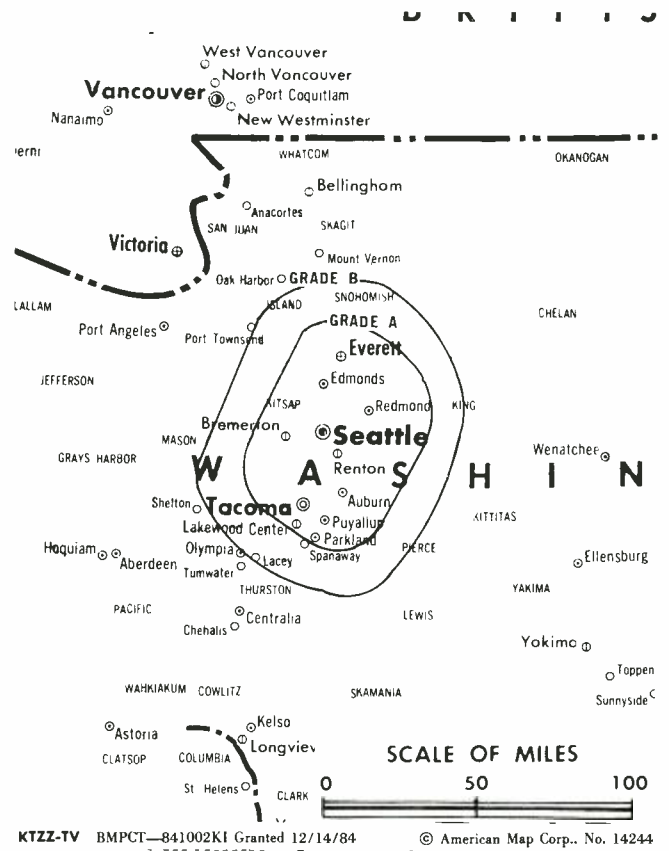
**Personnel:**

DEAN H. WOODRING, general manager.  
DANIEL LUTGEN, general sales manager.  
WILLIAM HALL, program director.  
CATHY KELLER, marketing director.  
KARL PAULSEN, engineering director.

**Highest 30 Sec. Rate** (July 1, 1987): \$2000.

**City of License:** Seattle. **ADI:** Seattle-Tacoma. **Rank:** 16.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KTZZ-TV BMPCT—841002KI Granted 12/14/84

© American Map Corp., No. 14244

| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %         |
|---|-------------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | <b>WASHINGTON</b> |                  |                |           |
|   | King              | 548,500          | 529,200        | 96        |
|   | Kitsap            | 63,800           | 62,200         | 97        |
|   | Pierce            | 199,300          | 194,100        | 97        |
|   | Snohomish         | 143,900          | 140,000        | 97        |
| <b>Between 5-24%</b>                    | Thurston          | 56,500           | 54,900         | 97        |
|   | <b>WASHINGTON</b> |                  |                |           |
|   | Mason             | 14,100           | 13,700         | 97        |
|   | San Juan          | 4,000            | 3,800          | 95        |
| <b>Station Totals</b>                   |                   | <b>1,030,100</b> | <b>997,900</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>313,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>119,300</b> |           |

# Washington—Spokane

## KAYU-TV

Ch. 28

**Network Service:** Fox.

**Licensee:** KAYU-TV Partners Ltd.

**Studio:** S. 4600 Regal St., Spokane, WA 99223.

**Mailing Address:** Box 8115, Spokane, WA 99203.

**Telephone:** 509-448-2828.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 2400-kw max. visual, 120-kw max. aural. Antenna: 2000-ft. above av. terrain, 823-ft. above ground, 4399-ft. above sea level.

Latitude 47° 34' 44"  
Longitude 117° 17' 46"

**Transmitter:** 3-mi. SE of Spokane on Krell Hill.

**Satellite Earth Stations:** 2 Prodelin, 5-meter C-band; Vertek, 4.5-meter Ku-band; Pinzone, Panasonic receivers.

**Ownership:** Robert J. Hamacher, gen. partner. **Note:** Sale pends (Television Digest, Vol. 27:42).

**Began Operation:** October 31, 1982.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Heron, Burchette, Ruckert & Rothwell.

**Personnel:**

ROBERT HAMACHER, president & general manager.  
MARK FLAHERTY, programming.  
ROBERTA FOX, business manager.  
D. LANE GUIN, general sales manager.  
JUDY SUNDERLAND, national sales manager.  
RONALD VALLEY, director of engineering.  
KELLY BUNDY, director of promotion.

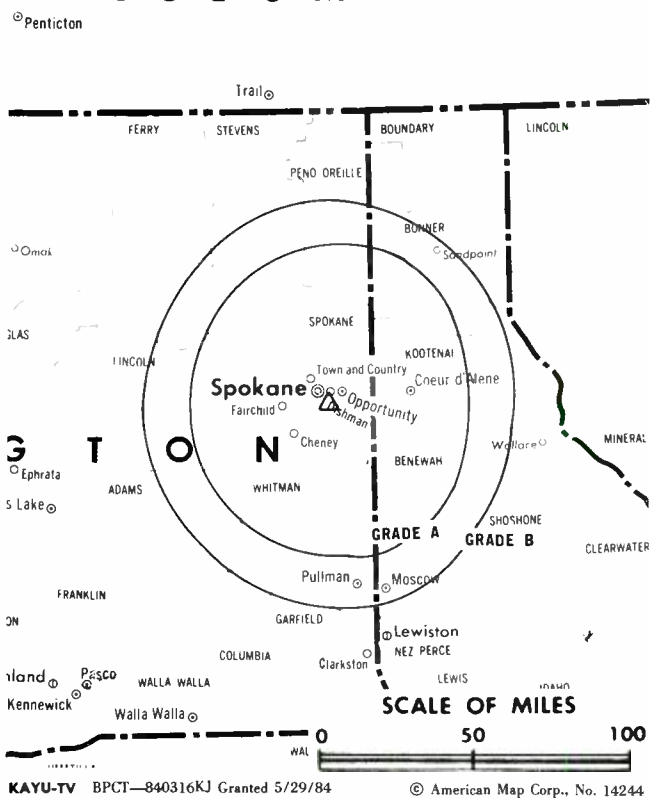
**Highest 30 Sec. Rate:** \$150.

**City of License:** Spokane. **ADI:** Spokane. **Rank:** 78.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %  |
|------------------------|-------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>WASHINGTON</b> |                  |               |    |
|                        | Garfield          | 1,000            | 900           | 90 |
|                        | Spokane           | 140,600          | 136,100       | 97 |
| <b>Between 25-49%</b>  | <b>IDAHO</b>      |                  |               |    |
|                        | Benewah           | 3,100            | 3,000         | 97 |
|                        | Kootenai          | 25,400           | 25,000        | 98 |
|                        | Latah             | 10,400           | 10,100        | 97 |
|                        | Shoshone          | 6,100            | 6,000         | 98 |

# C O L U M B I A



| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %              |
|---|-------------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | <b>WASHINGTON</b> |                  |                |                |
|   | Adams             | 5,000            | 4,800          | 96             |
|   | Columbia          | 1,600            | 1,500          | 94             |
|   | Stevens           | 11,300           | 10,700         | 95             |
|   | Whitman           | 14,800           | 14,200         | 96             |
| <b>Between 5-24%</b>                    | <b>IDAHO</b>      |                  |                |                |
|   | Bonner            | 10,300           | 10,000         | 97             |
|   | <b>OREGON</b>     |                  |                |                |
|   | Umatilla          | 22,000           | 20,600         | 94             |
|   | <b>WASHINGTON</b> |                  |                |                |
|   | Chelan            | 19,900           | 19,100         | 96             |
|   | Douglas           | 9,500            | 9,200          | 97             |
|   | Ferry             | 2,100            | 2,000          | 95             |
|   | Grant             | 19,500           | 18,700         | 96             |
|   | Walla Walla       | 17,800           | 16,700         | 94             |
| <b>Station Totals</b>                   |                   | <b>320,400</b>   | <b>308,600</b> | <b>96</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                | <b>111,100</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                | <b>44,900</b>  |

# Washington—Spokane

## KHQ-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** KHQ INC., 4202 S. Regal St., Spokane, WA 99223.

**Studio:** 4202 S. Regal St., Spokane, WA 99223.

**Mailing Address:** Box 8088, Spokane, WA 99203.

**Telephone:** 509-448-4666.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 87.1-kw visual, 17.4-kw aural. Antenna: 2150-ft. above av. terrain, 904-ft. above ground, 4549-ft. above sea level.

Latitude 47° 34' 53.4"  
Longitude 117° 17' 46.6"

**Transmitter:** Tower Mountain, 3.25-mi. SE of Spokane.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Vertex, 4.57-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Cowles Publishing Co. J. Birney Blair, pres.; Michael K. Nielsen, secy.-treas.

**Begin Operation:** December 20, 1952.

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

J. BIRNEY BLAIR, president & chief executive officer.  
JACK REBER, vice president & general manager.  
MIKE GEE, general sales manager.  
DON CARMICHAEL, operations manager.  
LARRY GANTS, program director & promotion manager.  
WILLIAM ISBELL, chief engineer.  
DEAN MELL, news director.

**Highest 30 Sec. Rate:** \$800.

**NETWORK BASE HOURLY RATE:** \$1100.

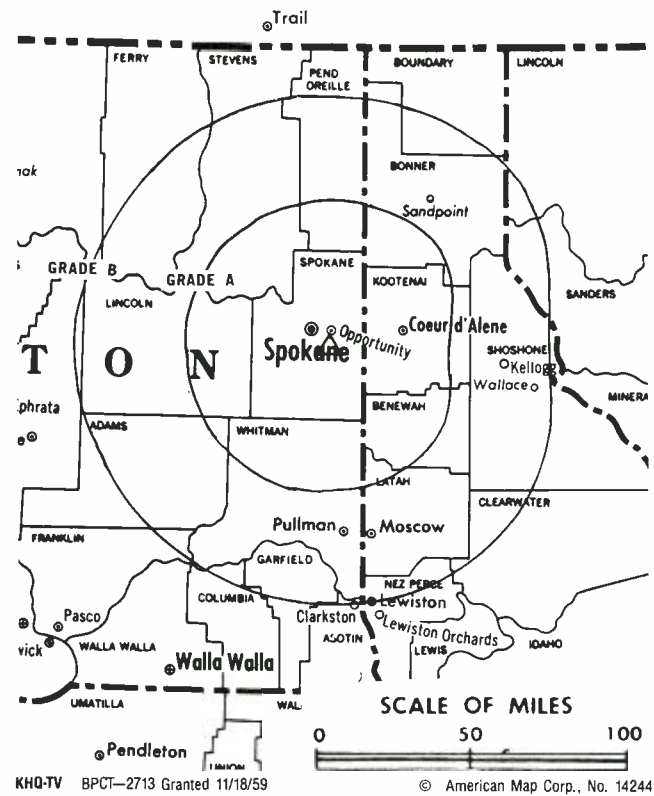
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 1,063,000.

**City of License:** Spokane. **ADI:** Spokane. **Rank:** 78.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %   |
|------------------------|----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>IDAHO</b>   |                  |               |     |
|                        | Bonewah        | 3,100            | 3,000         | 97  |
|                        | Bonner         | 10,300           | 10,000        | 97  |
|                        | Boundary       | 2,600            | 2,500         | 96  |
|                        | Clearwater     | 3,500            | 3,400         | 97  |
|                        | Idaho          | 5,300            | 5,000         | 94  |
|                        | Kootenai       | 25,400           | 25,000        | 98  |
|                        | Latah          | 10,400           | 10,100        | 97  |
|                        | Lewis          | 1,400            | 1,400         | 100 |
|                        | Nez Perce      | 12,600           | 12,300        | 98  |
|                        | Shoshone       | 6,100            | 6,000         | 98  |
|                        | <b>MONTANA</b> |                  |               |     |
|                        | Glacier        | 3,700            | 3,500         | 95  |
|                        | Hill           | 6,900            | 6,700         | 97  |
|                        | Lincoln        | 6,600            | 6,300         | 95  |
|                        | <b>OREGON</b>  |                  |               |     |
|                        | Wallowa        | 3,000            | 2,800         | 93  |
| <b>WASHINGTON</b>      |                |                  |               |     |
| Adams                  | 5,000          | 4,800            | 96            |     |
| Asotin                 | 7,000          | 6,800            | 97            |     |
| Chelan                 | 19,900         | 19,100           | 96            |     |



KHQ-TV BPCT-2713 Granted 11/18/59

© American Map Corp., No. 14244

| Net Weekly Circulation                  | State County   | Total Households | TV Households  | %         |
|---|----------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Columbia       | 1,600            | 1,500          | 94        |
|   | Douglas        | 9,500            | 9,200          | 97        |
|   | Ferry          | 2,100            | 2,000          | 95        |
|   | Garfield       | 1,000            | 900            | 90        |
|   | Grant          | 19,500           | 18,700         | 96        |
|   | Lincoln        | 3,800            | 3,700          | 97        |
|   | Okanogan       | 12,800           | 12,000         | 94        |
|   | Pend Oreille   | 3,400            | 3,300          | 97        |
|   | Spokane        | 140,600          | 136,100        | 97        |
|   | Stevens        | 11,300           | 10,700         | 95        |
|   | Walla Walla    | 17,800           | 16,700         | 94        |
| Whitman                                 | 14,800         | 14,200           | 96             |           |
| <b>Between 25-49%</b>                   | <b>MONTANA</b> |                  |                |           |
|   | Cascade        | 31,500           | 30,900         | 98        |
|   | Flathead       | 22,400           | 21,700         | 97        |
|   | Missoula       | 31,700           | 30,600         | 97        |
|   | Sanders        | 3,800            | 3,500          | 93        |
| Toole                                   | 2,300          | 2,200            | 96             |           |
| Valley                                  | 3,800          | 3,600            | 95             |           |
| <b>WASHINGTON</b>                       |                |                  |                |           |
| Benton                                  | 41,000         | 39,700           | 97             |           |
| <b>Between 5-24%</b>                    | <b>MONTANA</b> |                  |                |           |
|   | Lake           | 8,000            | 7,700          | 96        |
|   | Mineral        | 1,600            | 1,600          | 100       |
|   | Ravalli        | 10,300           | 10,000         | 97        |
|   | <b>OREGON</b>  |                  |                |           |
| Baker                                   | 6,300          | 5,900            | 94             |           |
| Umatilla                                | 22,000         | 20,600           | 94             |           |
| Union                                   | 8,800          | 8,200            | 93             |           |
| <b>WASHINGTON</b>                       |                |                  |                |           |
| Franklin                                | 13,300         | 12,900           | 97             |           |
| <b>Station Totals</b>                   |                | <b>577,800</b>   | <b>556,800</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                |                  | <b>362,100</b> |           |
| <b>Average Daily Circulation (1987)</b> |                |                  | <b>217,700</b> |           |

# Washington—Spokane

## KREM-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** KING Broadcasting Co., 4103 S. Regal St., Spokane, WA 99203.

**Studio:** 4103 S. Regal St., Spokane, WA 99203.

**Telephone:** 509-448-2000. **TWX:** 510-773-1833.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 84.7-kw visual, 15.5-kw aural. Antenna: 2203-ft. above av. terrain, 969-ft. above ground, 4549-ft. above sea level.

Latitude 47° 35' 42"  
Longitude 117° 17' 53"

**Transmitter:** 7-mi. SE of center of Spokane.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Services:** AP, CBS, UPI.

**Ownership:** King Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** October 29, 1954. Sale to present owners by founder Louis Wasmer approved Sept. 25, 1957 (*Television Digest*, Vol. 13:28, 39, 51).

**Represented (sales):** Blair Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Hammett & Edison Inc.

### Personnel:

STEVE CLIFFORD, president & chief executive officer (Seattle).  
ERIC BREMNER, president, broadcasting (Seattle).  
DENNIS WILLIAMSON, vice president & general manager.  
JOHN ROWLAND, national sales manager.  
DEBBIE LESLIE, local sales manager.  
MEG ANTONIUS, program director.  
PHIL WENSTRAND, news director.  
SCOTT BLAIR, operations manager.  
JESS ORTEGA, chief engineer.  
BARBARA NARGANG, business manager.  
LINDA KUHNS, community relations manager.  
JOAN KINSEY, promotion manager.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$875.

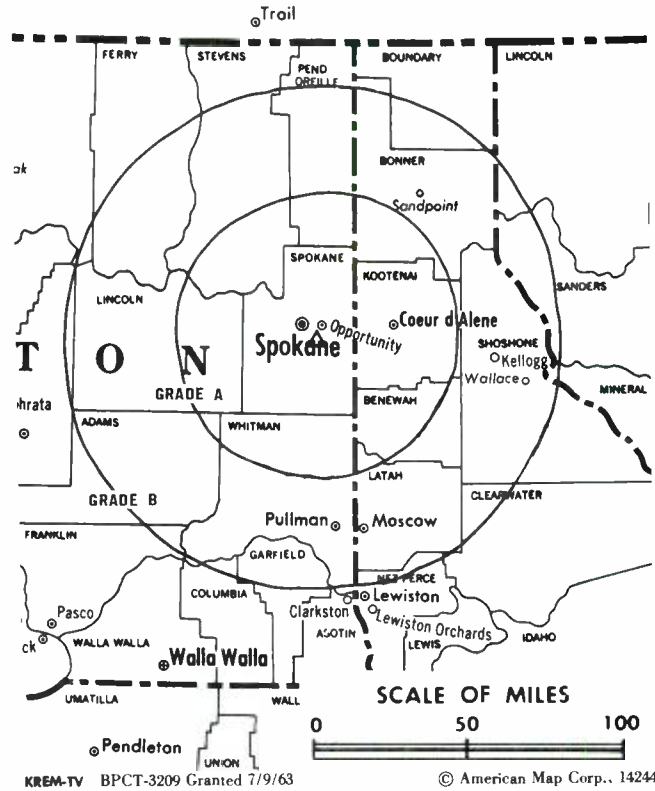
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 1,113,000.

**City of License:** Spokane. **ADI:** Spokane. **Rank:** 78.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %   |
|------------------------|----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>IDAHO</b>   |                  |               |     |
|                        | Benewah        | 3,100            | 3,000         | 97  |
|                        | Bonner         | 10,300           | 10,000        | 97  |
|                        | Boundary       | 2,600            | 2,500         | 96  |
|                        | Clearwater     | 3,500            | 3,400         | 97  |
|                        | Idaho          | 5,300            | 5,000         | 94  |
|                        | Kootenai       | 25,400           | 25,000        | 98  |
|                        | Latah          | 10,400           | 10,100        | 97  |
|                        | Lewis          | 1,400            | 1,400         | 100 |
|                        | Nez Perce      | 12,600           | 12,300        | 98  |
|                        | Shoshone       | 6,100            | 6,000         | 98  |
|                        | <b>MONTANA</b> |                  |               |     |
|                        | Flathead       | 22,400           | 21,700        | 97  |
|                        | Hill           | 6,900            | 6,700         | 97  |
|                        | Lincoln        | 6,600            | 6,300         | 95  |
| Sanders                | 3,800          | 3,500            | 93            |     |



| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %              |
|---|-------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>OREGON</b>     |                  |                |                |
|   | Wallowa           | 3,000            | 2,800          | 93             |
|   | <b>WASHINGTON</b> |                  |                |                |
|   | Adams             | 5,000            | 4,800          | 96             |
|   | Asotin            | 7,000            | 6,800          | 97             |
|   | Chelan            | 19,900           | 19,100         | 96             |
|   | Columbia          | 1,600            | 1,500          | 94             |
|   | Douglas           | 9,500            | 9,200          | 97             |
|   | Ferry             | 2,100            | 2,000          | 95             |
|   | Garfield          | 1,000            | 900            | 90             |
|   | Grant             | 19,500           | 18,700         | 96             |
|   | Lincoln           | 3,800            | 3,700          | 97             |
|   | Okanogan          | 12,800           | 12,000         | 94             |
|   | Pend Oreille      | 3,400            | 3,300          | 97             |
|   | Spokane           | 140,600          | 136,100        | 97             |
| Stevens                                 | 11,300            | 10,700           | 95             |                |
| Walla Walla                             | 17,800            | 16,700           | 94             |                |
| Whitman                                 | 14,800            | 14,200           | 96             |                |
| <b>Between 25-49%</b>                   | <b>MONTANA</b>    |                  |                |                |
|   | Cascade           | 31,500           | 30,900         | 98             |
|   | Lake              | 8,000            | 7,700          | 96             |
|   | Missoula          | 31,700           | 30,600         | 97             |
|   | <b>OREGON</b>     |                  |                |                |
| Union                                   | 8,800             | 8,200            | 93             |                |
| <b>Between 5-24%</b>                    | <b>WASHINGTON</b> |                  |                |                |
|   | Benton            | 41,000           | 39,700         | 97             |
|   | Franklin          | 13,300           | 12,900         | 97             |
| <b>Between 5-24%</b>                    | <b>MONTANA</b>    |                  |                |                |
|   | Valley            | 3,800            | 3,600          | 95             |
|   | <b>OREGON</b>     |                  |                |                |
| Baker                                   | 6,300             | 5,900            | 94             |                |
| Umatilla                                | 22,000            | 20,600           | 94             |                |
| <b>Station Totals</b>                   |                   | <b>559,900</b>   | <b>539,500</b> | <b>96</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  |                | <b>359,200</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                  |                | <b>202,700</b> |

# Washington—Spokane

**KSKN**

**Ch. 22**

**Network Service:** None, independent.

**Licensee:** 22 Spokane Ltd. Partnership, E. 4022 Broadway, Spokane, WA 99202.

**Studio:** East 4022 Broadway, Spokane, WA 99202.

**Telephone:** 509-534-5756.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 1396-kw max. visual, 139.6-kw max. aural. Antenna: 1959-ft. above av. terrain, 940-ft. above ground, 4549-ft. above sea level.

Latitude 47° 35' 42"  
Longitude 117° 17' 53"

**Transmitter:** 7-mi. SE of Spokane.

**Satellite Earth Station:** Microdyne, 5-meter; Microdyne receivers.

**News Service:** CNN.

**Ownership:** 22 Spokane Ltd. Partnership, Debtor-in-Possession. Fred T. Boice, trustee.

**Began Operation:** December 18, 1983. Sale to Eugene D. Adelstein & Ellen B Adelstein, gen. partners, approved by FCC Nov. 27, 1985.

**Represented (sales):** Independent TV Sales.

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

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

HANK LOMINAC, general manager.  
STEPHEN WHITEHEAD, general sales manager.

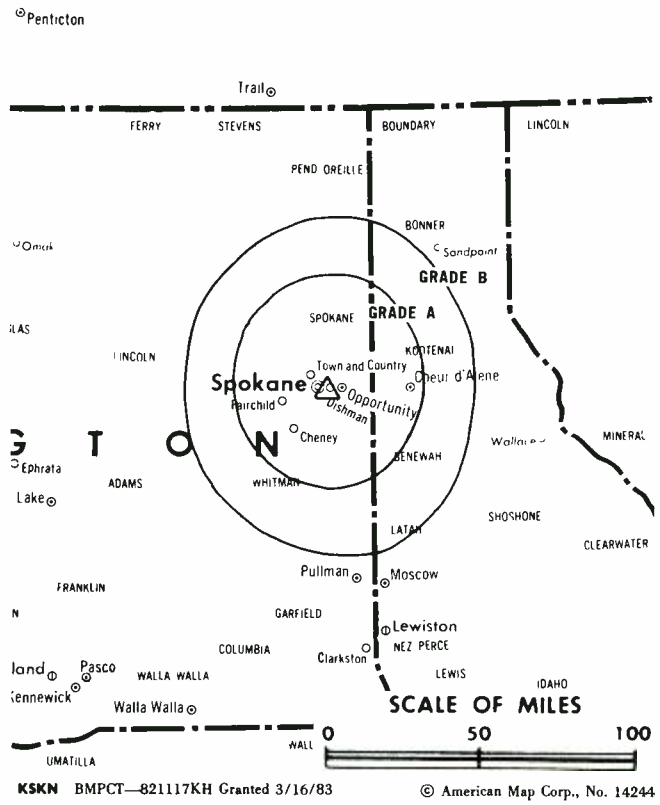
**Highest 30 Sec. Rate:** \$70.

**City of License:** Spokane. **ADI:** Spokane. **Rank:** 78.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County                 | Total Households | TV Households | %  |
|------------------------|------------------------------|------------------|---------------|----|
| <b>Between 25-49%</b>  | <b>WASHINGTON</b><br>Spokane | 140,600          | 136,100       | 97 |

# C O L U M B I A



KSKN BNPCT-82117KH Granted 3/16/83 © American Map Corp., No. 14244

| Net Weekly Circulation | State County      | Total Households | TV Households | %  |
|------------------------|-------------------|------------------|---------------|----|
| <b>Between 5-24%</b>   | <b>IDAHO</b>      |                  |               |    |
|                        | Bonner            | 10,300           | 10,000        | 97 |
|                        | Kootenai          | 25,400           | 25,000        | 98 |
|                        | <b>WASHINGTON</b> |                  |               |    |
|                        | Lincoln           | 3,800            | 3,700         | 97 |
| Stevens                | 11,300            | 10,700           | 95            |    |
| Whitman                | 14,800            | 14,200           | 96            |    |

|   |                |                |           |
|---|----------------|----------------|-----------|
| <b>Station Totals</b>                   | <b>206,200</b> | <b>199,700</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                | <b>68,800</b>  |           |
| <b>Average Daily Circulation (1987)</b> |                | <b>22,300</b>  |           |



# Washington—Spokane

## KXLY-TV

Ch. 4

**Network Service:** ABC.

**Licensee:** Spokane TV Inc., West 500 Boone Ave., Spokane, WA 99201.

**Studio:** West 500 Boone Ave., Spokane, WA 99201.

**Telephone:** 509-328-9084.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 48-kw visual, 9.55-kw aural. Antenna: 3060-ft. above av. terrain, 153-ft. above ground, 6030-ft. above sea level.

Latitude 47° 55' 18"  
Longitude 117° 06' 48"

**Transmitter:** Top of Mount Spokane.

**Satellite Earth Stations:** Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Vertex, 4.6-meter Ku-band; AvanteK, M/A-Com receivers.

**AM Affiliate:** KXLY, 5-kw, 920 kHz.

**FM Affiliate:** KXLY-FM, 37-kw, 99.9 MHz (No. 260), 2998-ft.

**News Services:** AP, CNN, NIWS, UPI.

**Ownership:** Evening Telegram Co., 100%. See Morgan Murphy Stations in Group Ownership of Television Stations.

**Began Operation:** January 16, 1953. Sale to present owners by Joseph Harris and Norman E. Alexander approved by FCC Jan. 17, 1962 (*Television Digest*, Vol. 17:34; 2:4, 6, 7). Sale to Harris and Alexander by Symons Bcstg. Co. (E. B. Craney) and Bing Crosby approved Jan. 6, 1954 (Vol. 9:49; 10:2).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Stambler & Rini.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

STEPHEN R. HERLING, vice president & general manager.  
TEDDIE GIBBON, general sales manager.  
DONALD POPE, director of engineering.  
EILEEN McKINNON, program director.  
ANDY CRITTENDEN, promotion manager.

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$675.

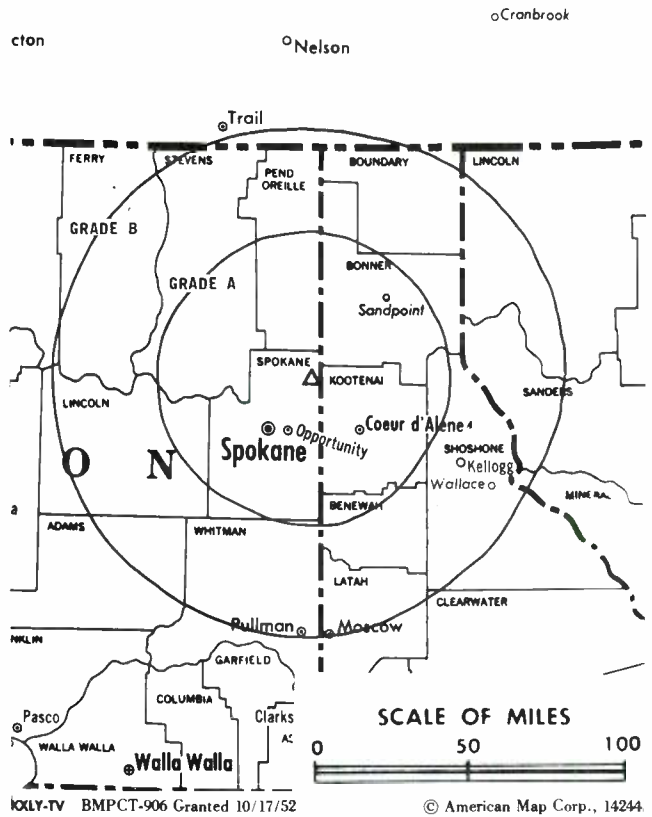
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1987):** 1,160,000.

**City of License:** Spokane. **ADI:** Spokane. **Rank:** 78.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %   |
|------------------------|----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>IDAHO</b>   |                  |               |     |
|                        | Benewah        | 3,100            | 3,000         | 97  |
|                        | Bonner         | 10,300           | 10,000        | 97  |
|                        | Boundary       | 2,600            | 2,500         | 96  |
|                        | Clearwater     | 3,500            | 3,400         | 97  |
|                        | Idaho          | 5,300            | 5,000         | 94  |
|                        | Kootenai       | 25,400           | 25,000        | 98  |
|                        | Latah          | 10,400           | 10,100        | 97  |
|                        | Lewis          | 1,400            | 1,400         | 100 |
|                        | Nez Perce      | 12,600           | 12,300        | 98  |
|                        | Shoshone       | 6,100            | 6,000         | 98  |
|                        | <b>MONTANA</b> |                  |               |     |
|                        | Flathead       | 22,400           | 21,700        | 97  |
|                        | Glacier        | 3,700            | 3,500         | 95  |
|                        | Hill           | 6,900            | 6,700         | 97  |
| Lincoln                | 6,600          | 6,300            | 95            |     |
| Sanders                | 3,800          | 3,500            | 93            |     |



| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %         |
|---|-------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | <b>OREGON</b>     |                  |                |           |
|   | Union             | 8,800            | 8,200          | 93        |
|   | Wallowa           | 3,000            | 2,800          | 93        |
|   | <b>WASHINGTON</b> |                  |                |           |
|   | Adams             | 5,000            | 4,800          | 96        |
|   | Asotin            | 7,000            | 6,800          | 97        |
|   | Columbia          | 1,600            | 1,500          | 94        |
|   | Douglas           | 9,500            | 9,200          | 97        |
|   | Ferry             | 2,100            | 2,000          | 95        |
|   | Garfield          | 1,000            | 900            | 90        |
|   | Grant             | 19,500           | 18,700         | 96        |
|   | Lincoln           | 3,800            | 3,700          | 97        |
|   | Okanogan          | 12,800           | 12,000         | 94        |
|   | Pend Oreille      | 3,400            | 3,300          | 97        |
|   | Spokane           | 140,600          | 136,100        | 97        |
| Stevens                                 | 11,300            | 10,700           | 95             |           |
| Walla Walla                             | 17,800            | 16,700           | 94             |           |
| Whitman                                 | 14,800            | 14,200           | 96             |           |
| <b>Between 25-49%</b>                   | <b>MONTANA</b>    |                  |                |           |
|   | Cascade           | 31,500           | 30,900         | 98        |
|   | Lake              | 8,000            | 7,700          | 96        |
|   | Missoula          | 31,700           | 30,600         | 97        |
|   | Toole             | 2,300            | 2,200          | 96        |
| <b>WASHINGTON</b>                       |                   |                  |                |           |
| Benton                                  | 41,000            | 39,700           | 97             |           |
| Chelan                                  | 19,900            | 19,100           | 96             |           |
| Franklin                                | 13,300            | 12,900           | 97             |           |
| <b>Between 5-24%</b>                    | <b>MONTANA</b>    |                  |                |           |
|   | Mineral           | 1,600            | 1,600          | 100       |
|   | Ravalli           | 10,300           | 10,000         | 97        |
| <b>OREGON</b>                           |                   |                  |                |           |
| Baker                                   | 6,300             | 5,900            | 94             |           |
| <b>Station Totals</b>                   |                   | <b>552,000</b>   | <b>532,600</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>360,900</b> |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>192,200</b> |           |

# Washington—Vancouver

**KPDX**

**Ch. 49**

**Network Service:** None, independent.

**Licensee:** Columbia River Television Inc., One Columbia River, Vancouver, WA 98660.

**Studio:** One Columbia River, Vancouver, WA 98660.

**Business Office:** 910 N.E. Union, Portland, OR 97232.

**Telephones:** 206-254-4949; 503-239-4949.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 2630-kw max. visual, 263-kw max. aural. Antenna: 1780-ft. above av. terrain, 1081-ft. above ground, 2021-ft. above sea level.

Latitude 45° 31' 22"  
Longitude 122° 45' 07"

**Transmitter:** 211 N.W. Miller Rd., Portland, OR.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; M/A-Com, Scientific-Atlanta receivers.

**News Service:** INN.

**Ownership:** Jack F. Matranga, pres., 51%; Richard H. Williams, v.p., 16.33%; Peter D. Felice, v.p.-secy.-treas., 16.33%; Dennis J. Updegraff, v.p., 16.33%.

**Began Operation:** October 1, 1983.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Represented (engineering):** Hammett & Edison Inc.

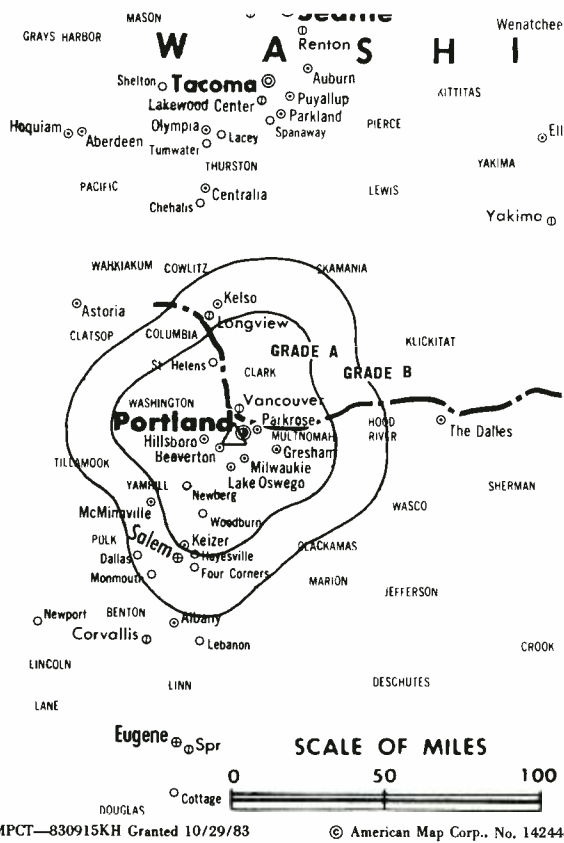
**Personnel:**

RICHARD WILLIAMS, vice president & general manager.  
DALE COLOMA, local sales manager.  
WALT ADLER, general sales manager.  
BOB NELSON, chief engineer.

**City of License:** Vancouver. **ADI:** Portland, OR. **Rank:** 26.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County      | Total Households | TV Households | %  |
|------------------------|-------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>OREGON</b>     |                  |               |    |
|                        | Wasco             | 8,400            | 7,900         | 94 |
|                        | Washington        | 105,100          | 102,700       | 98 |
|                        | <b>WASHINGTON</b> |                  |               |    |
|                        | Clark             | 79,500           | 77,400        | 97 |



| Net Weekly Circulation                  | State County      | Total Households | TV Households  | %         |
|---|-------------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | <b>OREGON</b>     |                  |                |           |
|   | Clackamas         | 90,600           | 87,600         | 97        |
|   | Columbia          | 13,300           | 12,800         | 96        |
|   | Marion            | 77,500           | 74,300         | 96        |
|   | Multnomah         | 234,700          | 226,000        | 96        |
|   | Polk              | 17,100           | 16,500         | 96        |
|   | Yamhill           | 21,100           | 20,100         | 95        |
| <b>Between 5-24%</b>                    | <b>WASHINGTON</b> |                  |                |           |
|   | Cowlitz           | 31,200           | 30,200         | 97        |
|   | <b>OREGON</b>     |                  |                |           |
|   | Hood River        | 6,200            | 5,800          | 93        |
|   | <b>WASHINGTON</b> |                  |                |           |
|   | Klickitat         | 6,300            | 5,900          | 94        |
| <b>Station Totals</b>                   |                   | <b>691,000</b>   | <b>667,200</b> | <b>96</b> |
| <b>Net Weekly Circulation (1987)</b>    |                   |                  | <b>296,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |                   |                  | <b>125,800</b> |           |

# Washington—Wenatchee

## KCWT

Ch. 27

**Network Service:** None, independent.

**Licensee:** Bingham Communications Group, 32 N. Mission St., Wenatchee, WA 98801.

**Studio:** 32-B N. Mission St., Wenatchee, WA 98801.

**Mailing Address:** Box 2809, Wenatchee, WA 98801.

**Telephone:** 509-622-5298.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 266.56-kw max. visual, 26.65-kw max. aural. Antenna: 1393-ft. above av. terrain, 174-ft. above ground, 3894-ft. above sea level.

Latitude 47° 19' 26"  
Longitude 120° 13' 55"

**Transmitter:** Jump Off Ridge, 7-mi. SSW of Wenatchee.

**Satellite Earth Stations:** RCA, 8-meter Ku-band; M/A-Com, 4-meter C-band; M/A-Com receivers.

**News Services:** CNN, INN, UPI.

**Ownership:** Bingham Communications Group Ltd. Partnership. Robert R. Bingham & BCG Management Inc., gen. partners, 1% each; Michael D. Barry, ltd. partner, 34.7%; Robert R. Bingham, ltd. partner, 51.7%; Jerry Martin, 5.1%; Jerry Knoll & Kent Carlson, ltd. partners, 1% each. BCGM Inc. also owns KBRO(AM), Bremerton, WA. BCG Management Inc. ownership: Robert R. Bingham, chmn.-pres., 76%; Michael O. Barry, secy., 20%; Jerome C. Knoll, exec. v.p., 2%; C. Kent Carlson, 2%.

**Began Operation:** April 9, 1984. Transfer of 51% to Jerry R. Martin by Fred Alan Ross approved by FCC Dec. 11, 1984. Sale to present owners approved by FCC Oct. 20, 1986.

**Represented (sales):** Adam Young Inc.; Tacher Television.

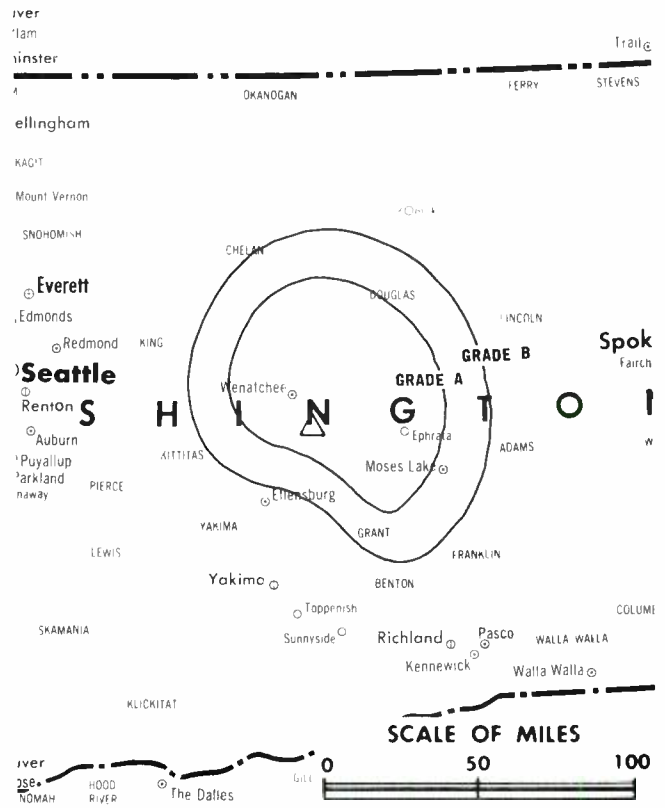
**Represented (legal):** Miller & Young.

**Personnel:**

MIKE BARRY, general manager.  
DAVE HERALD, general sales manager.  
JEFF SMITH, news director.  
MELANIE DAHL, program director.  
TERI MOSER, national sales coordinator.

**Highest 30 Sec. Rate:** \$150.

**City of License:** Wenatchee. **ADI:** Spokane. **Rank:** 78.



KCWT BMPCT—840130KK Granted 3/16/84 © American Map Corp., No. 14244

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County                           | Total Households | TV Households   | %             |
|---|--|------------------|-----------------|---------------|
| <b>50% &amp; Over</b>                   | <b>WASHINGTON</b><br>Chelan            | 19,900           | 19,100          | 96            |
|   | <b>WASHINGTON</b><br>Douglas<br>Grant  | 9,500<br>19,500  | 9,200<br>18,700 | 97<br>96      |
| <b>Between 25-49%</b>                   | <b>WASHINGTON</b><br>Adams<br>Okanogan | 5,000<br>12,800  | 4,800<br>12,000 | 96<br>94      |
|   | <b>Station Totals</b>                  | <b>66,700</b>    | <b>63,800</b>   | <b>95</b>     |
| <b>Net Weekly Circulation (1987)</b>    |  |                  |                 | <b>23,700</b> |
| <b>Average Daily Circulation (1987)</b> |  |                  |                 | <b>9,300</b>  |

# Washington—Yakima

**KAPP**

**Ch. 35**

(Operates satellite KVEV, Kennewick, WA)

**Network Service:** ABC.

**Licensee:** Apple Valley Broadcasting Co.

**Studio:** 1610 S. 24th Ave., Yakima, WA 98902.

**Telephone:** 509-453-0351.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 646-kw max. & 257-kw horizontal visual, 64.6-kw max. & 25.7-kw horizontal aural. Antenna: 960-ft. above av. terrain, 175-ft. above ground, 2150-ft. above sea level.

Latitude 46° 31' 57"  
Longitude 120° 30' 37"

**Transmitter:** Ahtanum Ridge.

**Satellite Earth Stations:** 3 in operation.

**News Service:** UPI.

**Ownership:** Evening Telegram Co., 100%. See Morgan Murphy Stations in Group Ownership of Television Stations.

**Began Operation:** September 21, 1970.

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Stambler & Rini.

**Represented (engineering):** Jules Cohen & Associates.

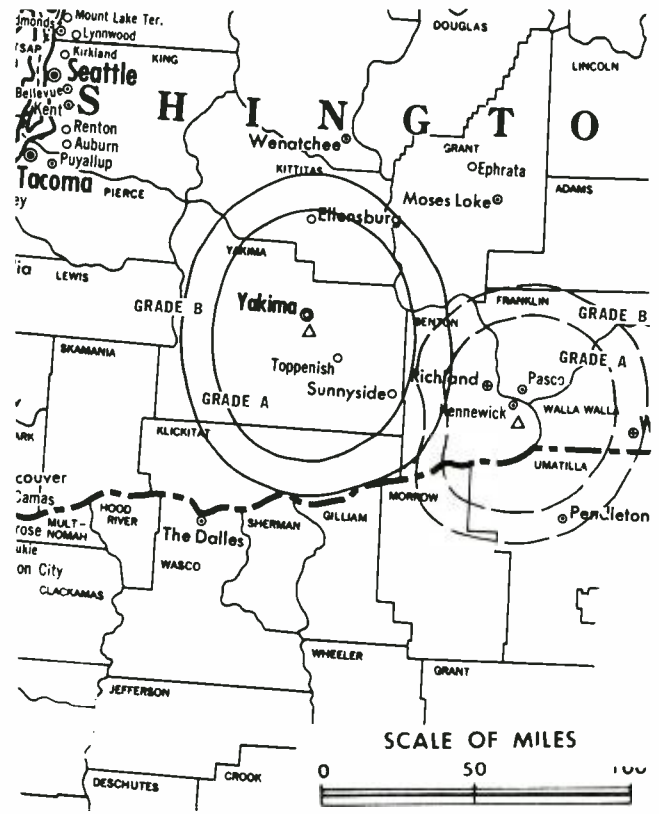
**Personnel:**

- ELIZABETH MURPHY BURNS, president.
- DARRELL BLUE, general manager.
- RON SIMMONS, director, programming & operations.
- BOB COUCHMAN, chief engineer.
- JUDY ERNESTI, national/regional sales manager.
- CRAIG WOOLSEY, production manager.
- CHARLES COSTANZA, promotion manager.
- DAVE ETTL, news director.
- SHANE PIERONE, local sales manager.

**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$350.

**City of License:** Yakima. **ADI:** Yakima. **Rank:** 128.



KAPP BMPCT-7065 Granted 9/3/69 © American Map Corp., 14244

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State<br>County   | Total<br>Households | TV Households | %             |
|---|-------------------|---------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | <b>WASHINGTON</b> |                     |               |               |
|   | Kittitas East     | 7,700               | 7,200         | 93            |
|   | Yakima            | 67,700              | 64,700        | 96            |
| <b>Between 5-24%</b>                    | <b>WASHINGTON</b> |                     |               |               |
|   | Kittitas West     | 2,000               | 1,900         | 95            |
| <b>Station Totals</b>                   |                   | <b>77,400</b>       | <b>73,800</b> | <b>95</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                   |                     |               | <b>67,200</b> |
| <b>Average Daily Circulation (1987)</b> |                   |                     |               | <b>40,100</b> |

# Washington—Yakima

## KIMA-TV

Ch. 29

(Also operates associated stations KEPR-TV, Pasco, WA; KLEW-TV, Lewiston, ID)

**Network Service:** CBS.

**Licensee:** Retlaw Enterprises Inc., 4880 N. 1st St., Fresno, CA 93755.

**Studio:** 2801 Terrace Heights Dr., Yakima, WA 98907.

**Mailing Address:** Box 702, Yakima, WA 98907.

**Telephone:** 509-575-0029. **TWX:** 510-777-5356.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 490-kw max. & 380-kw horizontal visual, 87-kw max. & 6.76-kw horizontal aural. Antenna: 970-ft. above av. terrain, 166-ft. above ground, 2166-ft. above sea level.

Latitude 46° 31' 58"  
Longitude 120° 30' 33"

**Transmitter:** Ahtanum Ridge.

**Satellite Earth Stations:** Harris, 6.3-meter C-band; Scientific-Atlanta C-band; RCA Ku-band; Harris, Scientific-Atlanta receivers.

**News Services:** AP, CBS, Group W Newsfeed.

**Ownership:** Retlaw Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** July 19, 1953. Sale to present owner by NWG Bcstg. Co. approved by FCC Nov. 25, 1986 (*Television Digest*, Vol. 26:45). Sale to NWG Bcstg. by Filmways Inc. approved by FCC Aug. 30, 1972 (Vol. 12:4). Previously, merger of Filmways Inc. & Cascade Bcstg. approved by FCC July 23, 1969. Sale to Cascade Bcstg. by A. W. Talbot and Ralph Sundquist, et al., approved Feb. 21, 1962 (Vol. 1:14).

**Represented (sales):** Seltel Inc.; Art Moore Inc. (Northwest).

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Hammett & Edison Inc.

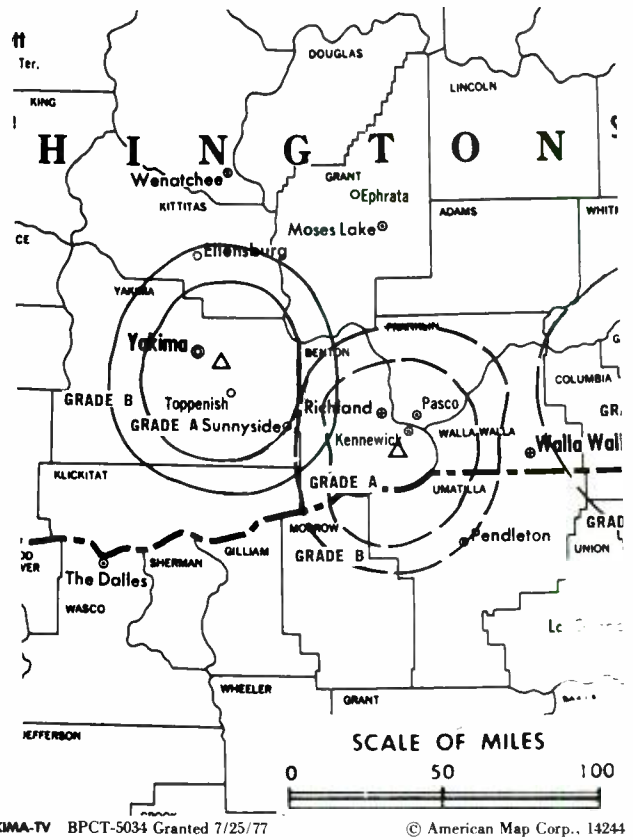
**Personnel:**

DALE HAZEN, vice president & general manager.  
STU SEIBEL, program director.  
T. J. CLOSE, news director.  
DOW LAMBERT, chief engineer.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$650.

**Rates:** Include KEPR-TV, Pasco, WA & KLEW-TV, Lewiston, ID.



KIMA-TV BPCT-5034 Granted 7/25/77

© American Map Corp., 14244

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

**City of License:** Yakima. **ADI:** Yakima. **Rank:** 128.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County             | Total Households | TV Households | %         |
|---|--------------------------|------------------|---------------|-----------|
| <b>50% &amp; Over</b>                   | WASHINGTON Kittitas East | 7,700            | 7,200         | 93        |
|   | Yakima                   | 67,700           | 64,700        | 96        |
| <b>Between 5-24%</b>                    | WASHINGTON Kittitas West | 2,000            | 1,900         | 95        |
| <b>Station Totals</b>                   |                          | <b>77,400</b>    | <b>73,800</b> | <b>95</b> |
| <b>Net Weekly Circulation (1987)</b>    |                          |                  | <b>68,900</b> |           |
| <b>Average Daily Circulation (1987)</b> |                          |                  | <b>46,000</b> |           |

# Washington—Yakima

**KNDO**

Ch. 23

(Also operates associated station KNDU, Richland-Pasco-Kennewick, WA)

**Network Service:** NBC.

**Licensee:** Columbia Empire Bcstg. Corp., 1608 S. 24th Ave., Yakima, WA 98901.

**Studio:** 1608 S. 24th Ave., Yakima, WA 98901.

**Mailing Address:** Box 10028, Yakima, WA 98909.

**Telephone:** 509-248-2300.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 500-kw max. & 389-kw horizontal visual, 63-kw max. & 38-kw horizontal aural. Antenna: 960-ft. above av. terrain, 159-ft. above ground, 2155-ft. above sea level.

Latitude 46° 31' 59"  
Longitude 120° 30' 26"

**Transmitter:** Ahtanum Ridge, S of Yakima.

**Satellite Earth Stations:** Harris, 6.1-meter; Harris, 3.1-meter; Microdyne, 3.7-meter; Harris, M/A-Com receivers.

**News Services:** NBC, UPI.

**Ownership:** Hugh E. Davis & Estate of Lorraine M. Davis. See Group Ownership of Television Stations. **Note:** Sale to Adams Communications pending (*Television Digest*, Vol. 27:34).

**Began Operation:** October 15, 1959. Sale to present owners by Ralph Tronsrud approved by FCC Feb. 1, 1961 (*Television Digest*, Vol. 16:34; 17:6).

**Represented (sales):** Katz Television.

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

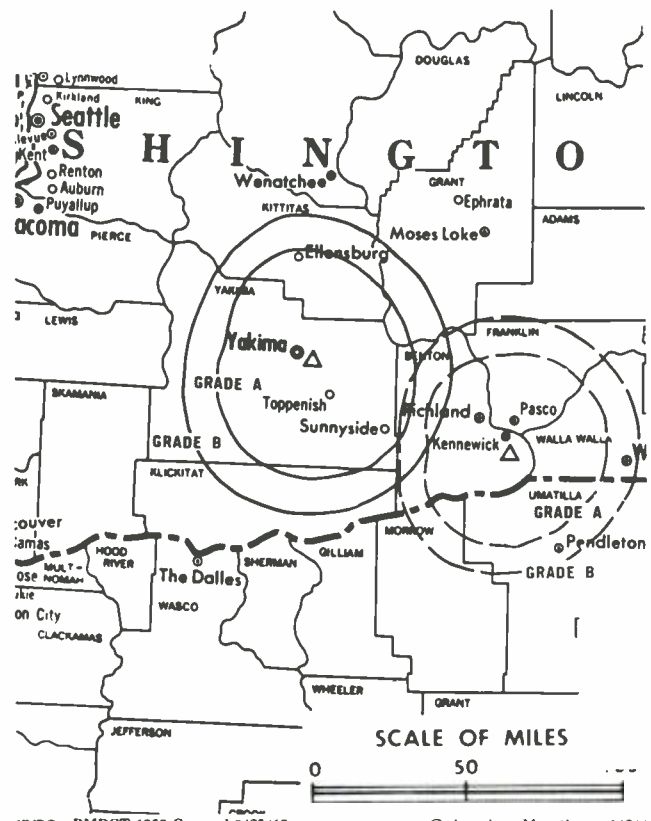
**Personnel:**

HUGH E. DAVIS, president.  
ELLIOT KLEEMAN, vice president & general manager.  
ROBERTA MACOMBER, business manager.  
WAYNE WHITAKER, vice president & director of engineering.  
ED EVANS, news director.

**Rates:** Sold separately or in combination with KNDU, Kennewick.

**NETWORK BASE HOURLY RATE:** \$600.

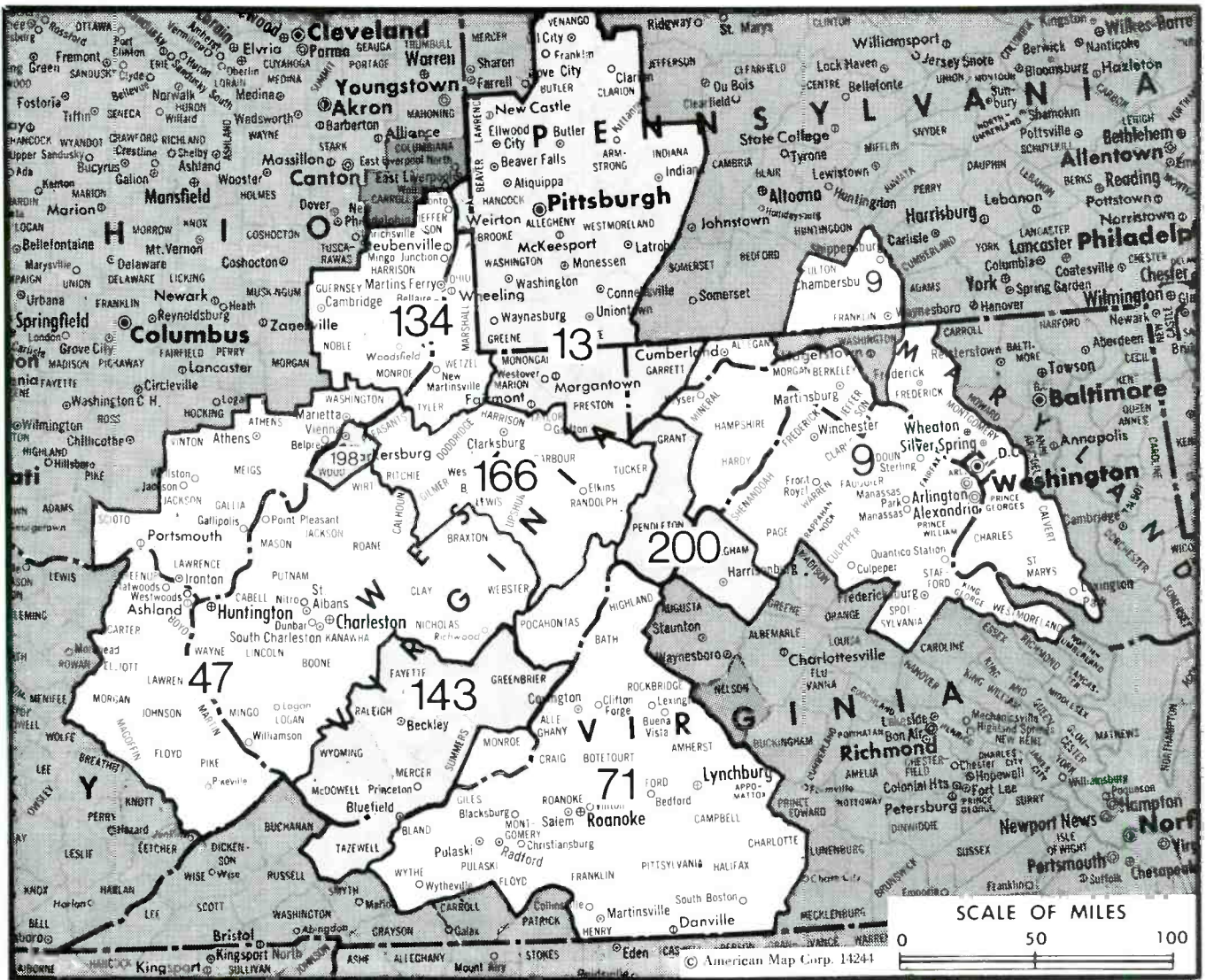
**City of License:** Yakima. **ADI:** Yakima. **Rank:** 128.



KNDO BMPCT-6858 Granted 9/25/68 © American Map Corp., 14244

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County                | Total Households | TV Households  | Households %  |
|---|-----------------------------|------------------|----------------|---------------|
| 50% & Over                              | WASHINGTON<br>Kittitas East | 7,700            | 7,200          | 93            |
|   | Yakima                      | 67,700           | 64,700         | 96            |
| Between 5-24%                           | WASHINGTON<br>Benton        | 41,000           | 39,700         | 97            |
|   | Kittitas West               | 2,000            | 1,900          | 95            |
| <b>Station Totals</b>                   |                             | <b>118,400</b>   | <b>113,500</b> | <b>95</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                             |                  |                | <b>68,400</b> |
| <b>Average Daily Circulation (1987)</b> |                             |                  |                | <b>43,300</b> |



| Market                         | Arbitron ADI TV Households | Rank |
|--------------------------------|----------------------------|------|
| Washington, DC                 | 1,563,600                  | 9    |
| Pittsburgh, PA                 | 1,209,000                  | 13   |
| Charleston-Huntington, WV      | 517,100                    | 47   |
| Roanoke-Lynchburg, VA          | 339,800                    | 71   |
| Wheeling, WV-Steubenville, OH  | 155,200                    | 134  |
| Bluefield-Beckley-Oak Hill, WV | 145,900                    | 143  |
| Clarksburg-Weston, WV          | 84,700                     | 166  |
| Parkersburg, WV                | 35,300                     | 198  |
| Harrisonburg, VA               | 33,700                     | 200  |

| Market Area Commercial TV Stations  |
|---|
| WDCATV (20), WFTY (50), WJLA-TV(7), WRC-TV (4), WTKK (66), WTTG (5), WJSA (9) KDKA-TV (2), WPCB-TV (40),WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAF-TV (4) WCHS-TV (8), WOWK-TV(13), WSAZ-TV (3), WTSF (61), WVAH-TV (11) WDBJ (7), WEFC (38), WJPR(21), WSET-TV (13), WSLs-TV (10), WVFT (27) WTOV-TV (9),WTRF-TV (7) WOAY-TV (4), WVVA(6) WBOY-TV (12), WDTV (5),WLYJ (46) WTAP-TV (15) WHSV-TV (3) |

| State Cross Reference List   |                      |
|--|----------------------|
| Communities That Receive Programs of Stations That are Located Elsewhere |                      |
| WTSF, Charleston   | See Ashland, KY      |
| WBOY-TV, Fairmont  | See Clarksburg, WV   |
| WOAY-TV, Beckley   | See Oak Hill, WV     |
| WOWK-TV, Huntington  | See Charleston, WV   |
| WSAZ-TV, Huntington  | See Charleston, WV   |
| WCHS-TV, Huntington  | See Charleston, WV   |
| WTSF, Huntington   | See Ashland, KY      |
| WVAH-TV, Huntington  | See Charleston, WV   |
| WDTV, Weston   | See Clarksburg, WV   |
| WTOV-TV, Wheeling  | See Steubenville, OH |

| West Virginia Station Status as of October 1, 1987 |     |     |       |
|--|-----|-----|-------|
|  | VHF | UHF | TOTAL |
| Commercial Television Stations                     | 8   | 3   | 11    |
| Educational Television Stations                    | 1   | 2   | 3     |
|  | 9   | 5   | 14    |

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# West Virginia—Bluefield

**WVVA**

Ch. 6

**Network Service:** NBC.

**Licensee:** WVVA Television Inc., 130-138 S. Fifth St., Quincy, IL 62301.

**Studio:** Route 460 Bypass, Box 1930, Bluefield, WV 24701.

**Telephone:** 304-325-5487. **TWX:** 710-938-8380.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 50-kw max. visual, 6.03-kw max. aural (maximum permitted for altitude). Antenna: 1220-ft. above av. terrain, 185-ft. above ground, 3837-ft. above sea level.

Latitude 37° 15' 21.31"  
Longitude 81° 10' 55.43"

**Transmitter:** Top of East River Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** ADM, 5-meter; Gardiner, 6-meter; Harris, 6-meter; Gardiner, Harris receivers.

**News Services:** AP, NBC.

**Ownership:** Quincy Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** July 31, 1955. Sale to present owner by Daily Telegraph Printing Co. approved by FCC April 9, 1979.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

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

**Personnel:**

CHARLES WEBB, vice president & general manager.  
RALPH M. OAKLEY, station manager.  
STEVEN GREGORY, local sales manager.  
KENNETH DICK, chief engineer.

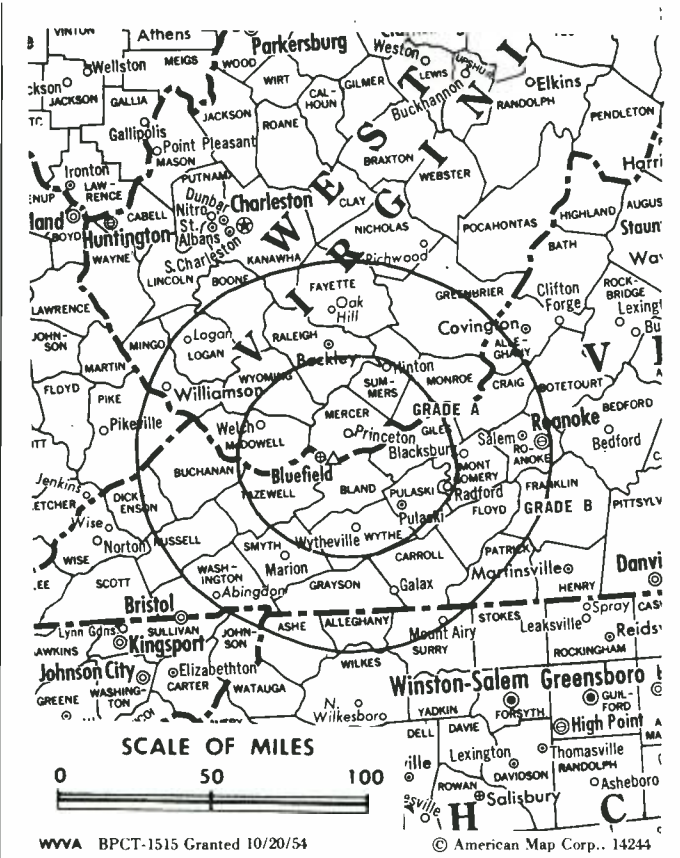
**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$850.

**City of License:** Bluefield. **ADI:** Bluefield-Beckley-Oak Hill. **Rank:** 143.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>VIRGINIA</b>      |                  |               |    |
|                        | Bland                | 2,200            | 2,100         | 95 |
|                        | Tazewell             | 17,800           | 17,600        | 99 |
|                        | Wythe                | 9,400            | 9,200         | 98 |
|                        | <b>WEST VIRGINIA</b> |                  |               |    |
|                        | Greenbrier           | 14,400           | 14,100        | 98 |
|                        | Mc Dowell            | 16,200           | 15,900        | 98 |
|                        | Mercer               | 28,000           | 27,700        | 99 |
|                        | Monroe               | 4,800            | 4,600         | 96 |
|                        | Pocahontas           | 3,900            | 3,700         | 95 |
|                        | Raleigh              | 32,900           | 32,500        | 99 |
|                        | Summers              | 5,600            | 5,400         | 96 |
|                        | Wyoming              | 12,200           | 12,000        | 98 |



WVVA BPCT-1515 Granted 10/20/54 © American Map Corp., 14244

| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %              |    |
|---|----------------------|------------------|----------------|----------------|----|
| <b>Between 25-49%</b>                   | <b>VIRGINIA</b>      |                  |                |                |    |
|   | Bath                 | 2,000            | 2,000          | 100            |    |
|   | Buchanan             | 12,200           | 11,900         | 98             |    |
|   | Giles                | 6,100            | 6,000          | 98             |    |
|   | <b>WEST VIRGINIA</b> |                  |                |                |    |
|   | Fayette              | 21,300           | 21,100         | 99             |    |
|   | Logan                | 17,500           | 17,300         | 99             |    |
|   | <b>Between 5-24%</b> | <b>KENTUCKY</b>  |                |                |    |
|   |                      | Floyd            | 18,200         | 17,900         | 99 |
|   |                      | Martin           | 4,700          | 4,600          | 98 |
| <b>VIRGINIA</b>                         |                      |                  |                |                |    |
| Carroll                                 |                      | 9,600            | 9,400          | 98             |    |
| Grayson                                 |                      | 9,000            | 8,900          | 99             |    |
| Highland                                |                      | 1,100            | 1,100          | 100            |    |
| Pulaski                                 |                      | 12,800           | 12,700         | 99             |    |
| Russell                                 |                      | 11,900           | 11,700         | 98             |    |
| Smyth                                   |                      | 11,700           | 11,600         | 99             |    |
| <b>WEST VIRGINIA</b>                    |                      |                  |                |                |    |
| Boone                                   | 11,000               | 10,900           | 99             |                |    |
| Lincoln                                 | 8,100                | 8,000            | 99             |                |    |
| Mingo                                   | 12,800               | 12,600           | 98             |                |    |
| Nicholas                                | 10,500               | 10,400           | 99             |                |    |
| <b>Station Totals</b>                   |                      | <b>327,900</b>   | <b>322,900</b> | <b>98</b>      |    |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  |                | <b>168,700</b> |    |
| <b>Average Daily Circulation (1987)</b> |                      |                  |                | <b>105,000</b> |    |



# West Virginia—Charleston

## WCBS-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Rollins Telecasting Inc., 2195 Ingersoll Ave., Des Moines, IA 50312.

**Studio:** 1111 Virginia St. E., Charleston, WV 25301.

**Mailing Address:** Box 11138, Charleston, WV 25339.

**Telephone:** 304-346-5358. **TWX:** 710-930-8720.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 158-kw visual, 19.1-kw aural. Antenna: 1236-ft. above av. terrain, 996-ft. above ground, 2046-ft. above sea level.

Latitude 38° 24' 27.9"  
Longitude 81° 54' 13.3"

**Transmitter:** Coal Mountain, 3.5-mi. W of St. Albans, WV.

**Satellite Earth Stations:** Andrew, 7-meter C-band; Andrew, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; AFC, 3.6-meter Ku-band; AvanteK, M/A-Com, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Heritage Media Inc. See Group Ownership of Television Stations.

**Began Operation:** August 16, 1954. Sale to present owner by Rollins Communications approved by FCC Sept. 19, 1986. Sale to Robbins by Tierney Co. approved Sept. 28, 1960 (**Television Digest**, Vol. 16:29, 40).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Sidley & Austin.

### Personnel:

JACK ROBINETTE, president, television group.  
DENNIS ADKINS, general manager.  
STEVEN M. HERMAN, general sales manager.  
JO COREY, operations manager.  
RICHARD W. CANTER, news director.  
MICHAEL J. HOOPER, promotion manager.  
ROBERT W. ROUSH, chief engineer.

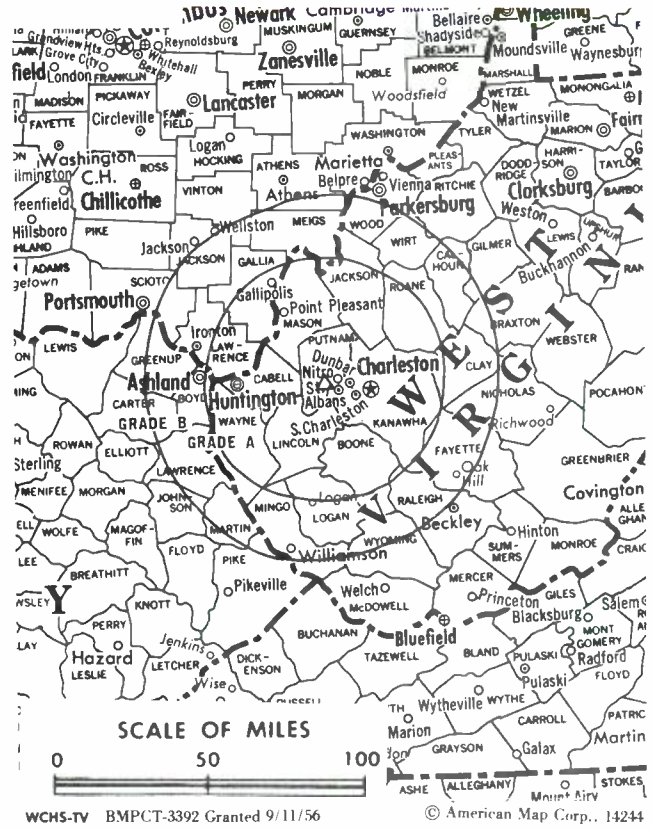
**Highest One Hour Rate:** \$4200.

**Highest 30 Sec. Rate:** \$2000.

**City of License:** Charleston. **ADI:** Charleston-Huntington, WV. **Rank:** 47.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KENTUCKY</b> |                  |               |     |
|                        | Boyd            | 20,600           | 20,500        | 100 |
|                        | Carter          | 8,900            | 8,800         | 99  |
|                        | Elliott         | 2,600            | 2,600         | 100 |
|                        | Floyd           | 18,200           | 17,900        | 99  |
|                        | Greenup         | 13,700           | 13,600        | 99  |
|                        | Johnson         | 9,000            | 8,900         | 99  |
|                        | Lawrence        | 5,400            | 5,300         | 98  |
|                        | Magoffin        | 4,800            | 4,700         | 98  |
|                        | Martin          | 4,700            | 4,600         | 98  |
|                        | Pike            | 29,900           | 29,500        | 99  |
|                        | <b>OHIO</b>     |                  |               |     |
|                        | Athens          | 19,100           | 18,500        | 97  |
|                        | Gallia          | 11,000           | 10,700        | 97  |
|                        | Jackson         | 11,200           | 10,900        | 97  |
|                        | Lawrence        | 23,700           | 23,200        | 98  |
|                        | Meigs           | 8,900            | 8,700         | 98  |
| Scioto                 | 31,000          | 30,300           | 98            |     |
| Vinton                 | 4,400           | 4,300            | 98            |     |



| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | Washington           | 23,700           | 23,000        | 97 |
|                        | <b>WEST VIRGINIA</b> |                  |               |    |
|                        | Boone                | 11,000           | 10,900        | 99 |
|                        | Braxton              | 5,600            | 5,500         | 98 |
|                        | Cabell               | 41,800           | 41,500        | 99 |
|                        | Calhoun              | 3,400            | 3,300         | 97 |
|                        | Clay                 | 4,200            | 4,100         | 98 |
|                        | Fayette              | 21,300           | 21,100        | 99 |
|                        | Jackson              | 9,600            | 9,500         | 99 |
|                        | Kanawha              | 89,400           | 88,800        | 99 |
|                        | Lincoln              | 8,100            | 8,000         | 99 |
|                        | Logan                | 17,500           | 17,300        | 99 |
|                        | Mc Dowell            | 16,200           | 15,900        | 98 |
|                        | Mason                | 10,100           | 10,000        | 99 |
|                        | Mingo                | 12,800           | 12,600        | 98 |
|                        | Nicholas             | 10,500           | 10,400        | 99 |
|                        | Putnam               | 15,700           | 15,600        | 99 |
| Raleigh                | 32,900               | 32,500           | 99            |    |
| Roane                  | 5,600                | 5,500            | 98            |    |
| Wayne                  | 17,000               | 16,800           | 99            |    |
| Wirt                   | 2,000                | 2,000            | 100           |    |
| Wood                   | 35,500               | 35,100           | 99            |    |
| Wyoming                | 12,200               | 12,000           | 98            |    |
| <b>Between 25-49%</b>  | <b>KENTUCKY</b>      |                  |               |    |
|                        | Lewis                | 5,000            | 4,900         | 98 |
|                        | Morgan               | 4,300            | 4,200         | 98 |
| <b>OHIO</b>            |                      |                  |               |    |
| Pike                   | 8,900                | 8,600            | 97            |    |

(Continued on page A-1141)

|   |                |                |           |
|---|----------------|----------------|-----------|
| <b>Station Totals</b>                   | <b>790,800</b> | <b>778,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                | <b>519,500</b> |           |
| <b>Average Daily Circulation (1987)</b> |                | <b>291,100</b> |           |

# West Virginia—Huntington-Charleston

## WOWK-TV

Ch. 13

**Network Service:** CBS.

**Licensee:** Gateway Communications Co.

**Studio:** WOWK-TV Television Center, 555 5th Ave., Box 13, Huntington, WV 25706-0013.

**Mailing Address:** Box 13, Huntington, WV 25706-0013.

**Telephone:** 304-525-7661. **TWX:** 710-931-8078.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 132-kw visual, 26.3-kw aural. Antenna: 1270-ft. above av. terrain, 1109-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 21"  
Longitude 82° 12' 30"

**Transmitter:** Barker's Ridge Rd., Huntington.

**Satellite Earth Stations:** 2 Channel Master, 3.5-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; RCA, 3.5-meter Ku-band; Channel Master, M/A-Com, Scientific-Atlanta receivers.

**News Services:** CBS, CNN, UPI.

**Ownership:** Gateway Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** October 2, 1955. Sale to present owner by Reeves Telecom approved by FCC Sept. 13, 1974. Sale to Reeves by Cowles Bcstg. Co. approved Dec. 21, 1960 (*Television Digest*, Vol. 16:43, 52). Sale to Cowles by S. J. Hyman theatre interests approved June 20, 1956 (Vol. 12:18, 25).

**Represented (sales):** Blair Television.

**Represented (legal):** Wilner & Scheiner.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

- LEO M. MacCOURTNEY, vice president & general manager.
- MICHAEL J. FERKO, general & local sales manager.
- ANDREW FOOTO, national & regional sales manager.
- PAUL DICKER, program director.
- ROBERT WILLIS, promotion director.
- AL GROSSNIKLAUS, chief engineer.
- BRIAN PETERSON, news director.

**Highest One Hour Rate:** \$6000.

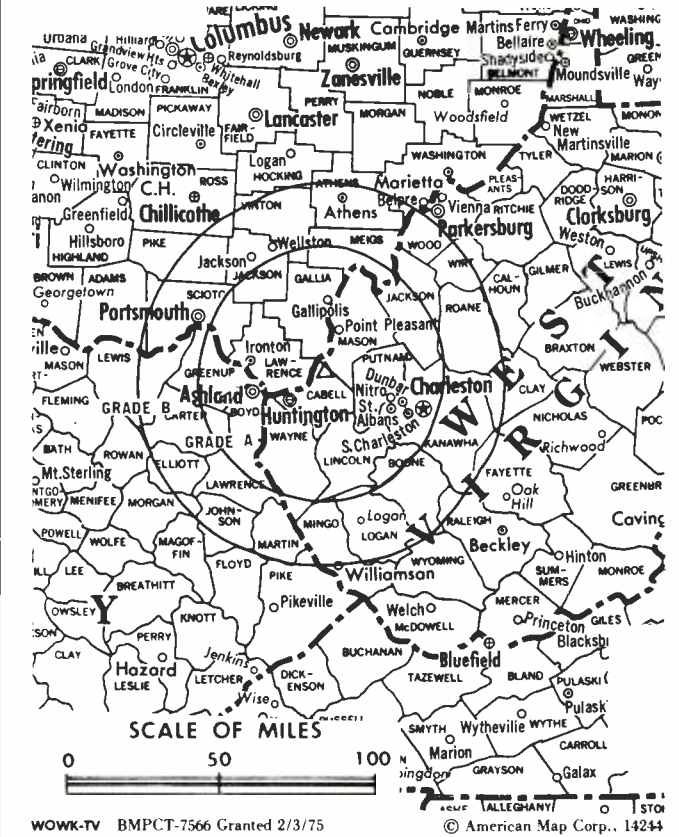
**Highest 30 Sec. Rate:** \$1200.

**NETWORK BASE HOURLY RATE:** \$1450.

**City of License:** Huntington. **ADI:** Charleston-Huntington, WV. **Rank:** 47.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KENTUCKY</b> |                  |               |     |
|                        | Boyd            | 20,600           | 20,500        | 100 |
|                        | Carter          | 8,900            | 8,800         | 99  |
|                        | Elliott         | 2,600            | 2,600         | 100 |
|                        | Floyd           | 18,200           | 17,900        | 99  |
|                        | Greenup         | 13,700           | 13,600        | 99  |
|                        | Johnson         | 9,000            | 8,900         | 99  |
|                        | Lawrence        | 5,400            | 5,300         | 98  |
|                        | Lewis           | 5,000            | 4,900         | 98  |
|                        | Magoffin        | 4,800            | 4,700         | 98  |
|                        | Morgan          | 4,300            | 4,200         | 98  |



WOWK-TV BMPCT-7566 Granted 2/3/75

© American Map Corp., 14244

| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %         |
|---|----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Pike                 | 29,900           | 29,500         | 99        |
|   | <b>OHIO</b>          |                  |                |           |
|   | Athens               | 19,100           | 18,500         | 97        |
|   | Gallia               | 11,000           | 10,700         | 97        |
|   | Jackson              | 11,200           | 10,900         | 97        |
|   | Lawrence             | 23,700           | 23,200         | 98        |
|   | Meigs                | 8,900            | 8,700          | 98        |
|   | Scioto               | 31,000           | 30,300         | 98        |
|   | Vinton               | 4,400            | 4,300          | 98        |
|   | Washington           | 23,700           | 23,000         | 97        |
|   | <b>WEST VIRGINIA</b> |                  |                |           |
| Boone                                   | 11,000               | 10,900           | 99             |           |
| Cabell                                  | 41,800               | 41,500           | 99             |           |
| Fayette                                 | 21,300               | 21,100           | 99             |           |
| Jackson                                 | 9,600                | 9,500            | 99             |           |
| Kanawha                                 | 89,400               | 88,800           | 99             |           |
| Lincoln                                 | 8,100                | 8,000            | 99             |           |
| Logan                                   | 17,500               | 17,300           | 99             |           |
| Mc Dowell                               | 16,200               | 15,900           | 98             |           |
| Mason                                   | 10,100               | 10,000           | 99             |           |
| Mingo                                   | 12,800               | 12,600           | 98             |           |
| Pleasants                               | 2,900                | 2,900            | 100            |           |
| Putnam                                  | 15,700               | 15,600           | 99             |           |
| Raleigh                                 | 32,900               | 32,500           | 99             |           |
| Roane                                   | 5,600                | 5,500            | 98             |           |
| Wayne                                   | 17,000               | 16,800           | 99             |           |
| Wood                                    | 35,500               | 35,100           | 99             |           |
| Wyoming                                 | 12,200               | 12,000           | 98             |           |
| <b>(Continued on page A-1141)</b>       |                      |                  |                |           |
| <b>Station Totals</b>                   |                      | <b>789,000</b>   | <b>776,700</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>504,500</b> |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>277,200</b> |           |

# West Virginia—Huntington-Charleston

**WSAZ-TV**

Ch. 3

**Network Service:** NBC.

**Licensee:** Lee Enterprises Inc., WSAZ Bldg., 645 Fifth Ave., Huntington, WV 25701.

**Studios:** 645 5th Ave., Huntington, WV 25701; Columbia Ave. & Virginia St., Charleston, WV.

**Telephones:** 304-697-4780, Huntington; 304-344-3521, Charleston.

**TWX:** 710-931-8034.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 46.8-kw visual, 6.92-kw aural. Antenna: 1253-ft. above av. terrain, 1069-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 34"  
Longitude 82° 13' 09"

**Transmitter:** Barker's Ridge, WV.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Transmit/receive Satcom Technologies, 5.5-meter Ku-band; Pinzone, 5-meter C-band; 5-meter Ku-band; DX Engineering, Harris, M/A-Com, Pinzone receivers.

**News Services:** AP, NBC.

**Ownership:** Lee Enterprises Inc. See Group Ownership of Television Stations.

**Began Operation:** October 14, 1949. Sale to present owner by Capital Cities Bcstg. approved by FCC Feb. 1971. Previous sale by Goodwill Stations Inc. approved July 29, 1964 (*Television Digest*, Vol. 4:9, 18, 19, 31). Sale to Goodwill Stations by Huntington Publishing Co. & Mrs. Eugene Katz approved March 20, 1961 (Vol. 17:6, 14).

**Represented (sales):** Katz Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

GARY SCHMEDDING, general manager.  
GEORGE M. CURRY, program manager.  
DON RAY, general sales manager.  
BILL ALLEN, business manager.  
GARY McNAIR, creative services manager.  
ROBERT HARRIS, Charleston operations manager.  
BILL CUMMINGS, news manager.  
HELEN BOWE, traffic manager.  
BOB DEAN, manager of engineering.

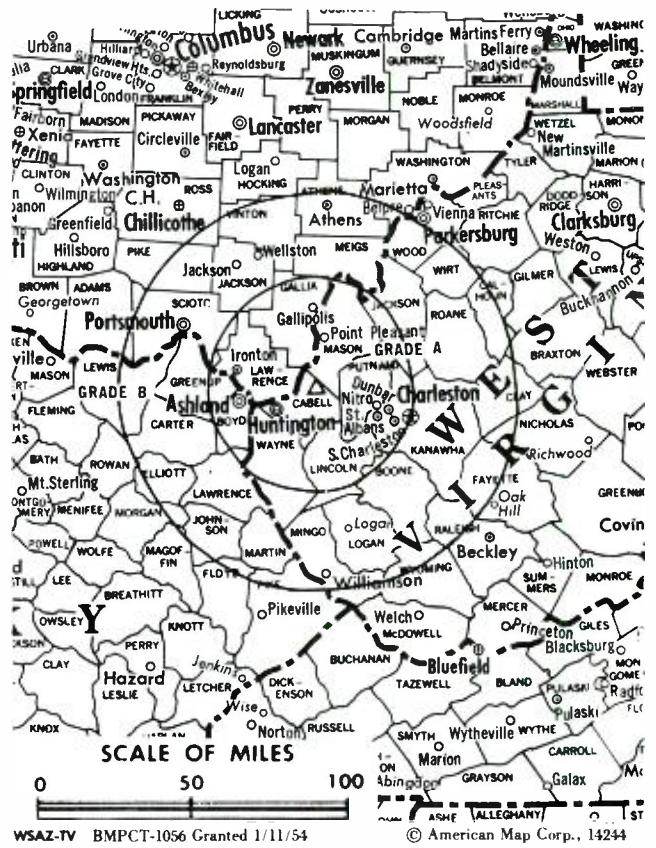
**Highest 30 Sec. Rate:** \$3500.

**NETWORK BASE HOURLY RATE:** \$1700.

**City of License:** Huntington. **ADI:** Charleston-Huntington, WV. **Rank:** 47.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %   |
|------------------------|-----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>KENTUCKY</b> |                  |               |     |
|                        | Boyd            | 20,600           | 20,500        | 100 |
|                        | Carter          | 8,900            | 8,800         | 99  |
|                        | Elliott         | 2,600            | 2,600         | 100 |
|                        | Floyd           | 18,200           | 17,900        | 99  |
|                        | Greenup         | 13,700           | 13,600        | 99  |
|                        | Johnson         | 9,000            | 8,900         | 99  |
|                        | Lawrence        | 5,400            | 5,300         | 98  |
|                        | Lewis           | 5,000            | 4,900         | 98  |
|                        | Magoffin        | 4,800            | 4,700         | 98  |
|                        | Martin          | 4,700            | 4,600         | 98  |



WSAZ-TV BMPCT-1056 Granted 1/11/54 © American Map Corp., 14244

| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %         |
|---|----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Morgan               | 4,300            | 4,200          | 98        |
|   | Pike                 | 29,900           | 29,500         | 99        |
|   | <b>OHIO</b>          |                  |                |           |
|   | Athens               | 19,100           | 18,500         | 97        |
|   | Gallia               | 11,000           | 10,700         | 97        |
|   | Jackson              | 11,200           | 10,900         | 97        |
|   | Lawrence             | 23,700           | 23,200         | 98        |
|   | Meigs                | 8,900            | 8,700          | 98        |
|   | Pike                 | 8,900            | 8,600          | 97        |
|   | Scioto               | 31,000           | 30,300         | 98        |
|   | Vinton               | 4,400            | 4,300          | 98        |
|   | Washington           | 23,700           | 23,000         | 97        |
|   | <b>WEST VIRGINIA</b> |                  |                |           |
|   | Boone                | 11,000           | 10,900         | 99        |
|   | Braxton              | 5,600            | 5,500          | 98        |
|   | Cabell               | 41,800           | 41,500         | 99        |
|   | Calhoun              | 3,400            | 3,300          | 97        |
|   | Clay                 | 4,200            | 4,100          | 98        |
|   | Fayette              | 21,300           | 21,100         | 99        |
|   | Gilmer               | 3,000            | 2,900          | 97        |
|   | Jackson              | 9,600            | 9,500          | 99        |
|   | Kanawha              | 89,400           | 88,800         | 99        |
|   | Lincoln              | 8,100            | 8,000          | 99        |
|   | Logan                | 17,500           | 17,300         | 99        |
|   | Mc Dowell            | 16,200           | 15,900         | 98        |
|   | Mason                | 10,100           | 10,000         | 99        |
|   | Mingo                | 12,800           | 12,600         | 98        |
|   | Nicholas             | 10,500           | 10,400         | 99        |
| (Continued on page A-1141)              |                      |                  |                |           |
| <b>Station Totals</b>                   |                      | <b>842,000</b>   | <b>828,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>580,200</b> |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>388,700</b> |           |

# West Virginia—Charleston-Huntington

## WVAH-TV

Ch. 23

Network Service: Fox.

Licensee: West Virginia Telecasting Inc., 110 Roessler Rd., Suite 202, Pittsburgh, PA 15220.

Studio: 23 Broadcast Plaza, Hurricane, WV 25526.

Telephone: 304-757-8823.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1722-ft. above av. terrain, 1573-ft. above ground, 2546-ft. above sea level.

Latitude 38° 25' 15"  
Longitude 81° 55' 27"

Holds CP for change to Ch. 11 (198-204 MHz).

Transmitter: S side of Poplar Fork RD., 1.53-mi. N of U.S. Rte. 60.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Automation Techniques, 3.7-meter; Vidare, 5.6-meter; Automation Techniques, M/A-Com receivers.

Ownership: Lyndhurst Associates Ltd. See Meridian Group in Group Ownership of Television Stations. Note: Sale to Act III Bcstg. pends (Television Digest, Vol. 27:42).

Began Operation: September 19, 1982.

Represented (sales): MMT Marketing.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Charles I. Gallagher, P. E.

Personnel:

GARY DREISPUL, general manager.  
WILLIAM WHITE, general sales manager.  
GEORGE PARNICZA, chief engineer.  
P. J. RYAL, local & regional sales manager.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: (June 1, 1987) \$350.

City of License: Charleston. ADI: Charleston-Huntington, WV. Rank: 47.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | Households % |
|------------------------|----------------------|------------------|---------------|--------------|
| <b>50% &amp; Over</b>  | <b>KENTUCKY</b>      |                  |               |              |
|                        | Boyd                 | 20,600           | 20,500        | 100          |
|                        | Floyd                | 18,200           | 17,900        | 99           |
|                        | Greenup              | 13,700           | 13,600        | 99           |
|                        | Martin               | 4,700            | 4,600         | 98           |
|                        | <b>OHIO</b>          |                  |               |              |
|                        | Gallia               | 11,000           | 10,700        | 97           |
|                        | Meigs                | 8,900            | 8,700         | 98           |
|                        | Washington           | 23,700           | 23,000        | 97           |
|                        | <b>VIRGINIA</b>      |                  |               |              |
|                        | Buchanan             | 12,200           | 11,900        | 98           |
|                        | <b>WEST VIRGINIA</b> |                  |               |              |
|                        | Boone                | 11,000           | 10,900        | 99           |
| Cabell                 | 41,800               | 41,500           | 99            |              |
| Jackson                | 9,600                | 9,500            | 99            |              |
| Kanawha                | 89,400               | 88,800           | 99            |              |
| Lincoln                | 8,100                | 8,000            | 99            |              |
| Logan                  | 17,500               | 17,300           | 99            |              |
| Mason                  | 10,100               | 10,000           | 99            |              |
| Mingo                  | 12,800               | 12,600           | 98            |              |
| Nicholas               | 10,500               | 10,400           | 99            |              |
| Putnam                 | 15,700               | 15,600           | 99            |              |
| Roane                  | 5,600                | 5,500            | 98            |              |
| <b>Between 25-49%</b>  | <b>KENTUCKY</b>      |                  |               |              |
|                        | Carter               | 8,900            | 8,800         | 99           |
|                        | Elliott              | 2,600            | 2,600         | 100          |
|                        | Johnson              | 9,000            | 8,900         | 99           |
|                        | Lawrence             | 5,400            | 5,300         | 98           |
| Lewis                  | 5,000                | 4,900            | 98            |              |
| Morgan                 | 4,300                | 4,200            | 98            |              |



| Net Weekly Circulation                  | State County         | Total Households | TV Households  | Households % |
|---|----------------------|------------------|----------------|--------------|
| <b>Between 25-49%</b>                   | <b>PIKE</b>          | 29,900           | 29,500         | 99           |
|   | <b>ROWAN</b>         | 6,200            | 6,100          | 98           |
|   | <b>OHIO</b>          |                  |                |              |
|   | Athens               | 19,100           | 18,500         | 97           |
|   | Jackson              | 11,200           | 10,900         | 97           |
|   | Lawrence             | 23,700           | 23,200         | 98           |
|   | Scioto               | 31,000           | 30,300         | 98           |
|   | Vinton               | 4,400            | 4,300          | 98           |
|   | <b>WEST VIRGINIA</b> |                  |                |              |
|   | Braxton              | 5,600            | 5,500          | 98           |
|   | Clay                 | 4,200            | 4,100          | 98           |
|   | Fayette              | 21,300           | 21,100         | 99           |
|   | Mc Dowell            | 16,200           | 15,900         | 98           |
| Raleigh                                 | 32,900               | 32,500           | 99             |              |
| Wayne                                   | 17,000               | 16,800           | 99             |              |
| Wirt                                    | 2,000                | 2,000            | 100            |              |
| Wood                                    | 35,500               | 35,100           | 99             |              |
| Wyoming                                 | 12,200               | 12,000           | 98             |              |
| <b>Between 5-24%</b>                    | <b>KENTUCKY</b>      |                  |                |              |
|   | Magoffin             | 4,800            | 4,700          | 98           |
|   | Menifee              | 1,600            | 1,600          | 100          |
|   | Wolfe                | 2,500            | 2,400          | 96           |
|   | <b>OHIO</b>          |                  |                |              |
|   | Adams                | 9,100            | 8,700          | 96           |
|   | Morgan               | 5,300            | 5,100          | 96           |
|   | Pike                 | 8,900            | 8,600          | 97           |
|   | <b>WEST VIRGINIA</b> |                  |                |              |
|   | Calhoun              | 3,400            | 3,300          | 97           |
|   | Gilmer               | 3,000            | 2,900          | 97           |
|   | Greenbrier           | 14,400           | 14,100         | 98           |
|   | Pocahontas           | 3,900            | 3,700          | 95           |
| Ritchie                                 | 4,500                | 4,400            | 98             |              |
| Summers                                 | 5,600                | 5,400            | 96             |              |
| Webster                                 | 4,600                | 4,500            | 98             |              |
| <b>Station Totals</b>                   |                      | <b>724,300</b>   | <b>712,900</b> | <b>98</b>    |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>343,500</b> |              |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>158,100</b> |              |

# West Virginia—Clarksburg-Fairmont

## WBOY-TV

Ch. 12

**Network Service:** NBC.

**Licensee:** WBOY-TV Inc., 912 W. Pike St., Clarksburg, WV 26301.

**Studio:** 912 W. Pike St., Clarksburg, WV 26301.

**Telephone:** 304-623-3311. **TWX:** 710-939-6813.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 265-kw visual, 26.2-kw aural. Antenna: 860-ft. above av. terrain, 572-ft. above ground, 2024-ft. above sea level.

Latitude 39° 17' 06"  
Longitude 80° 19' 47"

**Transmitter:** Pinnickinnick Mountain.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 4 in operation; Microdyne, 5-meter; Microdyne, Harris receivers.

**News Services:** AP, CNN.

**Ownership:** Birney Imes Jr., 56%; Nancy T. Imes, 36%; Stan Siegal, 8%. See Birney Imes in Group Ownership of Television Stations.

**Began Operation:** November 17, 1957. Sale to present owners by Marion R. Ascoli, Max Ascoli & Nathan W. Levin approved by FCC Nov. 5, 1976. Previous sale by Rust Craft Bcstg. Co. was granted March 11, 1964 by FCC (*Television Digest*, Vol. 3:12, 46; 4:11). For transfer of all WSTV Inc. properties to Rust Craft Broadcasting Co. Inc., see WTOV, Steubenville, OH.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Latham & Watkins.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

STAN SIEGAL, vice president & general manager.  
FRANCES BASILE, program director.  
RANDY THOMAS, news director.  
JOE WRIGHT, chief engineer.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate (May 1, 1987):** \$400.

**NETWORK BASE HOURLY RATE:** \$750.

**City of License:** Clarksburg. **ADI:** Clarksburg-Weston. **Rank:** 166.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %   |
|------------------------|----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>WEST VIRGINIA</b> |                  |               |     |
|                        | Barbour              | 6,200            | 6,100         | 98  |
|                        | Doddridge            | 2,800            | 2,800         | 100 |
|                        | Gilmer               | 3,000            | 2,900         | 97  |
|                        | Harrison             | 29,700           | 29,500        | 99  |
|                        | Lewis                | 7,100            | 7,000         | 99  |
|                        | Marion               | 25,300           | 25,100        | 99  |
|                        | Monongalia           | 29,000           | 28,600        | 99  |
|                        | Preston              | 11,300           | 11,100        | 98  |



| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %              |
|---|----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Randolph             | 10,700           | 10,500         | 98             |
|   | Ritchie              | 4,500            | 4,400          | 98             |
|   | Taylor               | 6,300            | 6,200          | 98             |
|   | Tucker               | 3,400            | 3,300          | 97             |
|   | Upshur               | 9,000            | 8,900          | 99             |
|   | Wetzel               | 8,100            | 8,000          | 99             |
| <b>Between 25-49%</b>                   | <b>WEST VIRGINIA</b> |                  |                |                |
|   | Braxton              | 5,600            | 5,500          | 98             |
|   | Pleasants            | 2,900            | 2,900          | 100            |
|   | Tyler                | 4,100            | 4,000          | 98             |
| Webster                                 | 4,600                | 4,500            | 98             |                |
| <b>Between 5-24%</b>                    | <b>MARYLAND</b>      |                  |                |                |
|   | Garrett              | 10,000           | 9,800          | 98             |
|   | <b>OHIO</b>          |                  |                |                |
| Monroe                                  | 6,200                | 6,000            | 97             |                |
| Washington                              | 23,700               | 23,000           | 97             |                |
| <b>WEST VIRGINIA</b>                    |                      |                  |                |                |
| Calhoun                                 | 3,400                | 3,300            | 97             |                |
| Nicholas                                | 10,500               | 10,400           | 99             |                |
| Pendleton                               | 3,100                | 3,000            | 97             |                |
| Pocahontas                              | 3,900                | 3,700            | 95             |                |
| Wirt                                    | 2,000                | 2,000            | 100            |                |
| <b>Station Totals</b>                   |                      | <b>236,400</b>   | <b>232,500</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  |                | <b>142,300</b> |
| <b>Average Daily Circulation (1987)</b> |                      |                  |                | <b>88,600</b>  |

# West Virginia—Clarksburg-Weston

**WDTV**

Ch. 5

**Network Service:** CBS.

**Licensee:** W. Russell Withers Jr., Box 480, Bridgeport, WV 26330.

**Studio:** 5 Television Dr., Bridgeport, WV 26330.

**Mailing Address:** Box 480, Bridgeport, WV 26330.

**Telephones:** 304-623-5555, Bridgeport; 304-269-2498, Weston.

**TWX:** 710-935-1142.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 884-ft. above av. terrain, 505-ft. above ground, 2165-ft. above sea level.

Latitude 39° 04' 27"  
Longitude 80° 25' 28"

**Transmitter:** Television Park, Fisher Mountain, U. S. Rte. 19, Weston, WV.

**Satellite Earth Stations:** ADM, 6-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; AFC, 3.3-meter Ku-band; General Instrument, Scientific-Atlanta, Automation Techniques, M/A-Com receivers.

**News Service:** AP.

**Ownership:** W. Russell Withers Jr., 100%. See Group Ownership of Television Stations.

**Began Operation:** June 22, 1960. Sale to present owner by Broadcasting Industries of WV approved by FCC April 5, 1973. Transfer of control to William A. Meehan, Receiver, from Broadcast Industries of WV, approved by FCC June 30, 1971. Sale to Broadcast Industries (formerly Medallion Pictures) by J. Patrick Beacom, Thomas P. Johnson & George W. Eby approved Aug. 24, 1966 (Television Digest, Vol. 6:34, 35).

**Represented (sales):** Katz Television.

**Represented (legal):** Gardner, Carton & Douglas.

**Personnel:**

- W. RUSSELL WITHERS JR., owner.
- MELVIN KOFOD, general manager & general sales manager.
- NANCY DOTSON, local sales manager.
- NICK PELLEGRIN, program director.
- KEN SELVAGGI, news director.
- MAURICE E. HESKETT, chief engineer.

**Highest One Hour Rate:** \$1300.

**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$1300.

**City of License:** Weston. **ADI:** Clarksburg-Weston. **Rank:** 166.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %   |
|------------------------|----------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>WEST VIRGINIA</b> |                  |               |     |
|                        | Barbour              | 6,200            | 6,100         | 98  |
|                        | Braxton              | 5,600            | 5,500         | 98  |
|                        | Calhoun              | 3,400            | 3,300         | 97  |
|                        | Doddridge            | 2,800            | 2,800         | 100 |
|                        | Gilmer               | 3,000            | 2,900         | 97  |
|                        | Harrison             | 29,700           | 29,500        | 99  |
|                        | Lewis                | 7,100            | 7,000         | 99  |
|                        | Marion               | 25,300           | 25,100        | 99  |
|                        | Monongalia           | 29,000           | 28,600        | 99  |
|                        | Pleasants            | 2,900            | 2,900         | 100 |
|                        | Preston              | 11,300           | 11,100        | 98  |



WDTV BPCT-2310 Granted 11/4/59

| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |           |
|---|-----------------------|------------------|----------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Randolph              | 10,700           | 10,500         | 98             |           |
|   | Ritchie               | 4,500            | 4,400          | 98             |           |
|   | Taylor                | 6,300            | 6,200          | 98             |           |
|   | Tucker                | 3,400            | 3,300          | 97             |           |
|   | Upshur                | 9,000            | 8,900          | 99             |           |
|   | Webster               | 4,600            | 4,500          | 98             |           |
|   | Wirt                  | 2,000            | 2,000          | 100            |           |
| <b>Between 25-49%</b>                   | <b>MARYLAND</b>       |                  |                |                |           |
|   | Garrett               | 10,000           | 9,800          | 98             |           |
|   | <b>OHIO</b>           |                  |                |                |           |
|   | Washington            | 23,700           | 23,000         | 97             |           |
| <b>WEST VIRGINIA</b>                    | Clay                  | 4,200            | 4,100          | 98             |           |
|   | Nicholas              | 10,500           | 10,400         | 99             |           |
|   | Pendleton             | 3,100            | 3,000          | 97             |           |
|   | Tyler                 | 4,100            | 4,000          | 98             |           |
|   | Wetzel                | 8,100            | 8,000          | 99             |           |
|   | Wood                  | 35,500           | 35,100         | 99             |           |
|   | <b>Between 5-24%</b>  | <b>OHIO</b>      |                |                |           |
|   |                       | Monroe           | 6,200          | 6,000          | 97        |
| Noble                                   |                       | 4,200            | 4,000          | 95             |           |
| <b>VIRGINIA</b>                         |                       |                  |                |                |           |
| Highland                                | 1,100                 | 1,100            | 100            |                |           |
| <b>WEST VIRGINIA</b>                    | Fayette               | 21,300           | 21,100         | 99             |           |
|   | Grant                 | 3,800            | 3,700          | 97             |           |
|   | Ohio                  | 23,000           | 22,900         | 100            |           |
|   | Pocahontas            | 3,900            | 3,700          | 95             |           |
|   | Roane                 | 5,600            | 5,500          | 98             |           |
|   | <b>Station Totals</b> |                  | <b>335,100</b> | <b>330,000</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>183,500</b> |                |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>98,800</b>  |                |           |

# West Virginia—Clarksburg

**WLYJ**

Ch. 46

**Network Service:** None, independent.

**Licensee:** Christian Communication Center Inc., 775 W. Pike St., Clarksburg, WV 26301.

**Studio:** 775 W. Pike St.

**Mailing Address:** Box 2544, Clarksburg, WV 26302-2544.

**Telephone:** 304-623-5783.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 156-kw max. visual, 15.6-kw max. aural. Antenna: 796-ft. above av. terrain, 632-ft. above ground, 1992-ft. above sea level.

Latitude 39° 18' 02"  
Longitude 80° 20' 37"

**Transmitter:** N. 16th Extended, Clarksburg.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; Paradigm, 3.7-meter; DX Antenna receivers.

**Ownership:** Joseph Rose, pres.; Lucien Sammons Jr., v.p.; A. M. Roberts, treas.; Jack L. Kincaid, secy.

**Began Operation:** February 8, 1981.

**Represented (legal):** Gammon & Grange.

**Represented (engineering):** Serge Bergen.

**Personnel:**

JACK L. KINCAID, general manager.  
WAYNE L. FAST, chief engineer.

**Highest One Hour Rate:** \$300.

**Highest 30 Sec. Rate:** \$60.

**City of License:** Clarksburg. **ADI:** Clarksburg-Weston. **Rank:** 166.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County         | Total Households | TV Households | %            |
|---|----------------------|------------------|---------------|--------------|
| Between 5-24%                           | <b>WEST VIRGINIA</b> |                  |               |              |
|   | Barbour              | 6,200            | 6,100         | 98           |
|   | Doddridge            | 2,800            | 2,800         | 100          |
|   | Harrison             | 29,700           | 29,500        | 99           |
|   | Marion               | 25,300           | 25,100        | 99           |
|   | Ritchie              | 4,500            | 4,400         | 98           |
|   | Taylor               | 6,300            | 6,200         | 98           |
| <b>Station Totals</b>                   |                      | <b>74,800</b>    | <b>74,100</b> | <b>99</b>    |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  |               | <b>7,400</b> |
| <b>Average Daily Circulation (1987)</b> |                      |                  |               | <b>3,300</b> |

# West Virginia—Beckley-Bluefield-Oak Hill

## WOAY-TV

Ch. 4

Network Service: ABC.

Licensee: Thomas Broadcasting Co., Box 251, Oak Hill, WV 25901.

Studio: U. S. Hwy. 21, 0.7-mi. S of Oak Hill.

Mailing Address: Box 251, Oak Hill, WV 25901.

Telephone: 304-469-3361.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level.

Latitude 37° 57' 30"  
Longitude 81° 09' 03"

Transmitter: U. S. Hwy. 21, 0.7-mi. S of Oak Hill city limits.

Satellite Earth Station: In operation.

AM Affiliate: WOAY, 10-kw, 860 kHz.

FM Affiliate: WOAY-FM, 26-kw, 94.1 MHz (No. 231), 660-ft.

News Services: ABC, UPI.

Ownership: Thomas Broadcasting Co. Helen G. Thomas, 48.7%; Robert R. Thomas III, Helen L. Thomas, John G. Thomas, Barbara L. T. Canterbury & Sarah A. Thomas, 10.26% each.

Began Operation: December 3, 1954.

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Silliman & Silliman.

### Personnel:

ROBERT R. THOMAS III, president.  
CURTIS W. BUTLER, vice president & general manager.  
JIM MARTIN, chief engineer.  
DON WATKINS, production manager.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$375.

City of License: Oak Hill. ADI: Bluefield-Beckley-Oak Hill. Rank: 143.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County         | Total Households | TV Households | %  |
|------------------------|----------------------|------------------|---------------|----|
| 50% & Over             | <b>VIRGINIA</b>      |                  |               |    |
|                        | Tazewell             | 17,800           | 17,600        | 99 |
|                        | <b>WEST VIRGINIA</b> |                  |               |    |
|                        | Boone                | 11,000           | 10,900        | 99 |
|                        | Braxton              | 5,600            | 5,500         | 98 |
|                        | Calhoun              | 3,400            | 3,300         | 97 |
|                        | Clay                 | 4,200            | 4,100         | 98 |
|                        | Fayette              | 21,300           | 21,100        | 99 |
|                        | Greenbrier           | 14,400           | 14,100        | 98 |
|                        | Mc Dowell            | 16,200           | 15,900        | 98 |
|                        | Mercer               | 28,000           | 27,700        | 99 |
|                        | Monroe               | 4,800            | 4,600         | 96 |
|                        | Nicholas             | 10,500           | 10,400        | 99 |
|                        | Raleigh              | 32,900           | 32,500        | 99 |



WOAY-TV BMPCT-2280 Granted 8/3/54

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| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %         |
|---|----------------------|------------------|----------------|-----------|
| 50% & Over                              | Summers              | 5,600            | 5,400          | 96        |
|   | Webster              | 4,600            | 4,500          | 98        |
|   | Wyoming              | 12,200           | 12,000         | 98        |
| Between 25-49%                          | <b>WEST VIRGINIA</b> |                  |                |           |
|   | Gilmer               | 3,000            | 2,900          | 97        |
|   | Logan                | 17,500           | 17,300         | 99        |
|   | Pocahontas           | 3,900            | 3,700          | 95        |
| Roane                                   | 5,600                | 5,500            | 98             |           |
| Between 5-24%                           | <b>KENTUCKY</b>      |                  |                |           |
|   | Martin               | 4,700            | 4,600          | 98        |
| Pike                                    | 29,900               | 29,500           | 99             |           |
| <b>VIRGINIA</b>                         | Alleghany            | 9,200            | 9,100          | 99        |
|   | Bath                 | 2,000            | 2,000          | 100       |
|   | Bland                | 2,200            | 2,100          | 95        |
|   | Buchanan             | 12,200           | 11,900         | 98        |
|   | Dickenson            | 7,000            | 6,900          | 99        |
|   | Giles                | 6,100            | 6,000          | 98        |
| <b>WEST VIRGINIA</b>                    | Jackson              | 9,600            | 9,500          | 99        |
|   | Kanawha              | 89,400           | 88,800         | 99        |
|   | Lincoln              | 8,100            | 8,000          | 99        |
|   | Mingo                | 12,800           | 12,600         | 98        |
|   | Putnam               | 15,700           | 15,600         | 99        |
|   | Ritchie              | 4,500            | 4,400          | 98        |
| <b>Station Totals</b>                   |                      | <b>435,900</b>   | <b>430,000</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  | <b>190,700</b> |           |
| <b>Average Daily Circulation (1987)</b> |                      |                  | <b>107,000</b> |           |



# West Virginia—Parkersburg-Marietta, Ohio

## WTAP-TV

Ch. 15

Network Service: NBC.

Licensee: Benedek Broadcasting Corp., 121 W. 7th St., Parkersburg, WV 26102.

Studio: 121 W. 7th St., Parkersburg, WV 26102.

Telephone: 304-485-4588.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 236-kw max. & 208-kw horizontal visual, 46.6-kw max. & 41.4-kw horizontal aural. Antenna: 620-ft. above av. terrain, 435-ft. above ground, 1395-ft. above sea level.

Latitude 39° 20' 59"  
Longitude 81° 33' 56"

Transmitter: Dole's Knob, Constitution, OH.

Satellite Earth Station: ADM, 3.9-meter; Harris, Drake receivers.

News Services: AP, NPS, UPI.

Ownership: Benedek Broadcasting Corp. See Group Ownership of Television Stations.

Began Operation: October 8, 1953. Sale to present owner by Robert E. Richardson, et al., approved by FCC Oct. 3, 1979 (Television Digest, Vol. 19:44). Previous sale by R. L. Drake Co. approved Nov. 1974. Sale by T/R Inc. (Zanesville Publishing) approved Nov. 2, 1967. Sale by Frank Baer-Howard Chernoff group approved March 30, 1955 (Vol. 11:10, 14).

Represented (sales): Seltel Inc.; Dome & Assoc.

Represented (legal): Wilner & Scheiner.

**Personnel:**

SHERMAN A. GRIMM, general manager.  
CHARLES HELMICK, chief engineer.

Highest 30 Sec. Rate: \$250.

NETWORK BASE HOURLY RATE: \$125.

City of License: Parkersburg. ADI: Parkersburg. Rank: 198.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | OHIO         |                  |               |    |
|                        | Washington   | 23,700           | 23,000        | 97 |



| Net Weekly Circulation           | State County  | Total Households | TV Households | %      |
|----------------------------------|---------------|------------------|---------------|--------|
| 50% & Over                       | WEST VIRGINIA |                  |               |        |
|                                  | Pleasants     | 2,900            | 2,900         | 100    |
|                                  | Wood          | 35,500           | 35,100        | 99     |
| Between 5-24%                    | OHIO          |                  |               |        |
|                                  | Athens        | 19,100           | 18,500        | 97     |
|                                  | Morgan        | 5,300            | 5,100         | 96     |
|                                  | Noble         | 4,200            | 4,000         | 95     |
| WEST VIRGINIA                    | Doddridge     | 2,800            | 2,800         | 100    |
|                                  | Jackson       | 9,600            | 9,500         | 99     |
|                                  | Ritchie       | 4,500            | 4,400         | 98     |
|                                  | Roane         | 5,600            | 5,500         | 98     |
|                                  | Tyler         | 4,100            | 4,000         | 98     |
|                                  | Wirt          | 2,000            | 2,000         | 100    |
| Station Totals                   |               | 119,300          | 116,800       | 97     |
| Net Weekly Circulation (1987)    |               |                  |               | 57,200 |
| Average Daily Circulation (1987) |               |                  |               | 36,400 |

# West Virginia—Wheeling

**WTRF-TV**

Ch. 7



**Network Service:** CBS, ABC.

**Licensee:** Forward Tele-Productions Inc., 96 16th St., Wheeling, WV 26003.

**Studio:** 96 16th St., Wheeling, WV 26003.

**Telephone:** 304-232-7777. **TWX:** 710-932-8241.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 30.9-kw aural, with electrical beam tilt. Antenna: 962-ft. above av. terrain, 740-ft. above ground, 2025-ft. above sea level.

Latitude 40° 03' 41"  
Longitude 80° 45' 08"

**Transmitter:** R.D. 1, Kirkwood Heights, Bridgeport, OH.

**Satellite Earth Stations:** Microdyne, 7-meter C-band; M/A-Com Ku-band; 2 Chapparral Ku- & C-band; Uniden, 3.5-meter; Scientific-Atlanta, 7-meter C-band; Chapparral, M/A-Com, Microdyne, Scientific-Atlanta, Uniden receivers.

**News Services:** AP, NIWS, UPI.

**Ownership:** Forward Communications Corp. See Group Ownership of Television Stations.

**Began Operation:** October 24, 1953. Sale to present owners approved by FCC Aug. 16, 1984. FCC approved transfer of control to Forward Communications from Albert V. Dix family Feb. 28, 1969. Forward assumed control April 8, 1969. Previously, Dix family increased holdings from 30% to 90% by stock purchases from **Wheeling Intelligencer** and **News Register** (30%) and Thomas Bloch family and estate after FCC approved transfer of control Dec. 17, 1958 (**Television Digest**, Vol. 14:46, 48, 52).

**Represented (sales):** Blair Television.

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

JAMES G. SQUIBB JR., president, general & programming manager.  
FRANK CURTIS, vice president, sales.  
GEORGE CARROLL, vice president, operations.  
MARK DAVIS, vice president, news.  
SANDRA HAMM, news director.  
HOWARD MONROE, assignments editor.  
PATRICK J. GAUGHAN, promotion manager.  
JOE DUMAS, chief engineer.

**Highest One Hour Rate:** \$2400.

**Highest 30 Sec. Rate:** \$570.

**NETWORK BASE HOURLY RATE:** \$2297.

**City of License:** Wheeling. **ADI:** Wheeling, WV-Steubenville, OH. **Rank:** 134.



Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County          | Total Households     | TV Households    | %         |
|---|-----------------------|----------------------|------------------|-----------|
| <b>50% &amp; Over</b>                   | <b>OHIO</b>           |                      |                  |           |
|   | Belmont               | 31,800               | 31,300           | 98        |
|   | Carroll               | 9,700                | 9,600            | 99        |
|   | Guernsey              | 15,800               | 15,400           | 97        |
|   | Harrison              | 6,300                | 6,200            | 98        |
|   | Jefferson             | 32,500               | 32,100           | 99        |
|   | Monroe                | 6,200                | 6,000            | 97        |
|   | Noble                 | 4,200                | 4,000            | 95        |
|   | Tuscarawas            | 32,900               | 32,200           | 98        |
|   | <b>Between 25-49%</b> | <b>WEST VIRGINIA</b> |                  |           |
| Brooke                                  |                       | 10,600               | 10,600           | 100       |
| Hancock                                 |                       | 14,700               | 14,700           | 100       |
| Marshall                                |                       | 15,100               | 15,000           | 99        |
| Ohio                                    |                       | 23,000               | 22,900           | 100       |
| Pleasants                               |                       | 2,900                | 2,900            | 100       |
| Tyler                                   |                       | 4,100                | 4,000            | 98        |
| Wetzel                                  |                       | 8,100                | 8,000            | 99        |
| <b>OHIO</b>                             |                       |                      |                  |           |
| Columbiana                              |                       | 41,400               | 40,800           | 99        |
| Coshocton                               | 13,900                | 13,500               | 97               |           |
| Muskingum                               | 31,500                | 30,900               | 98               |           |
| Washington                              | 23,700                | 23,000               | 97               |           |
| <b>PENNSYLVANIA</b>                     |                       |                      |                  |           |
| Greene                                  | 15,600                | 15,200               | 97               |           |
| Washington                              | 82,100                | 80,800               | 98               |           |
| Marion                                  | 25,300                | 25,100               | 99               |           |
| Monongalia                              | 29,000                | 28,600               | 99               |           |
| (Continued on page A-1141)              |                       |                      |                  |           |
| <b>Station Totals</b>                   |                       | <b>1,328,900</b>     | <b>1,308,800</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                      | <b>367,900</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                       |                      | <b>184,800</b>   |           |

## West Virginia

### WCHS-TV , Charleston (Arbitron Data Continued)

| Net Weekly Circulation | State County         | Total Households | TV Households Households | %   |
|------------------------|----------------------|------------------|--------------------------|-----|
| <b>Between 25-49%</b>  | <b>VIRGINIA</b>      |                  |                          |     |
|                        | Buchanan             | 12,200           | 11,900                   | 98  |
|                        | <b>WEST VIRGINIA</b> |                  |                          |     |
|                        | Gilmer               | 3,000            | 2,900                    | 97  |
|                        | Lewis                | 7,100            | 7,000                    | 99  |
|                        | Pleasants            | 2,900            | 2,900                    | 100 |
|                        | Ritchie              | 4,500            | 4,400                    | 98  |
| Webster                | 4,600                | 4,500            | 98                       |     |
| <b>Between 5-24%</b>   | <b>KENTUCKY</b>      |                  |                          |     |
|                        | Rowan                | 6,200            | 6,100                    | 98  |
|                        | <b>OHIO</b>          |                  |                          |     |
|                        | Morgan               | 5,300            | 5,100                    | 96  |
|                        | Noble                | 4,200            | 4,000                    | 95  |
|                        | <b>VIRGINIA</b>      |                  |                          |     |
|                        | Tazewell             | 17,800           | 17,600                   | 99  |
|                        | <b>WEST VIRGINIA</b> |                  |                          |     |
|                        | Greenbrier           | 14,400           | 14,100                   | 98  |
|                        | Mercer               | 28,000           | 27,700                   | 99  |
|                        | Pocahontas           | 3,900            | 3,700                    | 95  |
|                        | Randolph             | 10,700           | 10,500                   | 98  |
|                        | Summers              | 5,600            | 5,400                    | 96  |
|                        | Upshur               | 9,000            | 8,900                    | 99  |

### WOWK-TV , Huntington-Charleston (Arbitron Data Continued)

| Net Weekly Circulation | State County         | Total Households | TV Households Households | %  |
|------------------------|----------------------|------------------|--------------------------|----|
| <b>Between 25-49%</b>  | <b>KENTUCKY</b>      |                  |                          |    |
|                        | Rowan                | 6,200            | 6,100                    | 98 |
|                        | <b>OHIO</b>          |                  |                          |    |
|                        | Pike                 | 8,900            | 8,600                    | 97 |
|                        | <b>WEST VIRGINIA</b> |                  |                          |    |
|                        | Braxton              | 5,600            | 5,500                    | 98 |
|                        | Gilmer               | 3,000            | 2,900                    | 97 |
|                        | Nicholas             | 10,500           | 10,400                   | 99 |
| Ritchie                | 4,500                | 4,400            | 98                       |    |
| Wirt                   | 2,000                | 2,000            | 100                      |    |
| <b>Between 5-24%</b>   | <b>KENTUCKY</b>      |                  |                          |    |
|                        | Letcher              | 11,000           | 10,800                   | 98 |
|                        | <b>OHIO</b>          |                  |                          |    |
|                        | Adams                | 9,100            | 8,700                    | 96 |
|                        | Hocking              | 9,800            | 9,600                    | 98 |
|                        | Morgan               | 5,300            | 5,100                    | 96 |
|                        | Ross                 | 24,200           | 23,700                   | 98 |
|                        | <b>VIRGINIA</b>      |                  |                          |    |
|                        | Buchanan             | 12,200           | 11,900                   | 98 |
|                        | Dickenson            | 7,000            | 6,900                    | 99 |
|                        | Tazewell             | 17,800           | 17,600                   | 99 |
|                        | <b>WEST VIRGINIA</b> |                  |                          |    |
|                        | Calhoun              | 3,400            | 3,300                    | 97 |
|                        | Clay                 | 4,200            | 4,100                    | 98 |
|                        | Greenbrier           | 14,400           | 14,100                   | 98 |
|                        | Summers              | 5,600            | 5,400                    | 96 |
| Webster                | 4,600                | 4,500            | 98                       |    |

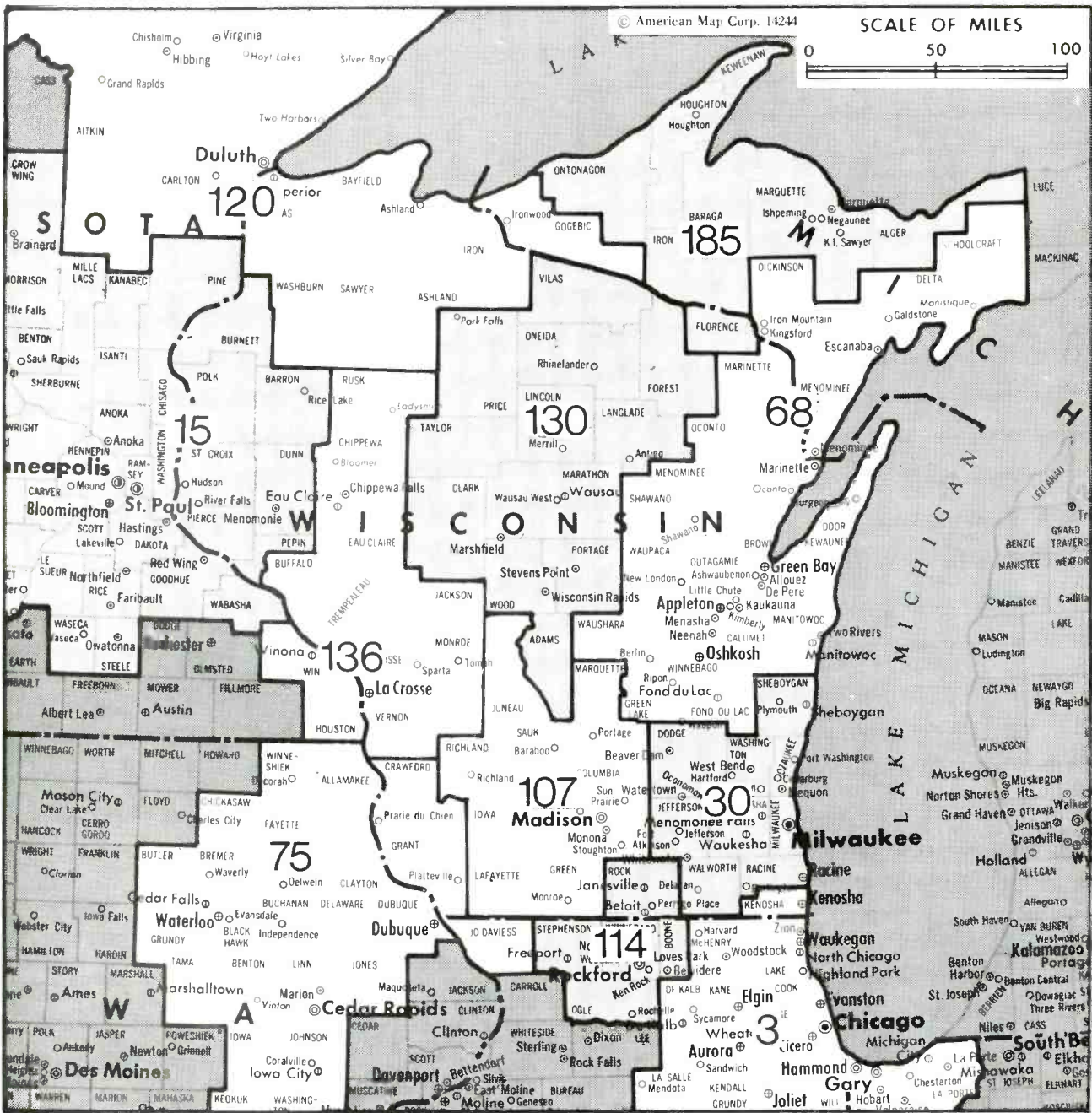
### WSAZ-TV , Huntington-Charleston (Arbitron Data Continued)

| Net Weekly Circulation | State County         | Total Households | TV Households Households | %   |
|------------------------|----------------------|------------------|--------------------------|-----|
| <b>50% &amp; Over</b>  | <b>WEST VIRGINIA</b> |                  |                          |     |
|                        | Pleasants            | 2,900            | 2,900                    | 100 |
|                        | Putnam               | 15,700           | 15,600                   | 99  |
|                        | Raleigh              | 32,900           | 32,500                   | 99  |
|                        | Roane                | 5,600            | 5,500                    | 98  |
|                        | Wayne                | 17,000           | 16,800                   | 99  |
|                        | Webster              | 4,600            | 4,500                    | 98  |
|                        | Wirt                 | 2,000            | 2,000                    | 100 |
|                        | Wood                 | 35,500           | 35,100                   | 99  |
|                        | Wyoming              | 12,200           | 12,000                   | 98  |
| <b>Between 25-49%</b>  | <b>KENTUCKY</b>      |                  |                          |     |
|                        | Rowan                | 6,200            | 6,100                    | 98  |
|                        | <b>OHIO</b>          |                  |                          |     |
| Adams                  | 9,100                | 8,700            | 96                       |     |
| <b>Between 5-24%</b>   | <b>KENTUCKY</b>      |                  |                          |     |
|                        | Fleming              | 4,700            | 4,600                    | 98  |
|                        | Knott                | 6,100            | 5,900                    | 97  |
|                        | Letcher              | 11,000           | 10,800                   | 98  |
|                        | Menifee              | 1,600            | 1,600                    | 100 |
|                        | Wolfe                | 2,500            | 2,400                    | 96  |
|                        | <b>OHIO</b>          |                  |                          |     |
|                        | Hocking              | 9,800            | 9,600                    | 98  |
|                        | Morgan               | 5,300            | 5,100                    | 96  |
|                        | Ross                 | 24,200           | 23,700                   | 98  |
|                        | <b>VIRGINIA</b>      |                  |                          |     |
|                        | Buchanan             | 12,200           | 11,900                   | 98  |
|                        | Tazewell             | 17,800           | 17,600                   | 99  |
| Wise                   | 17,100               | 16,800           | 98                       |     |
| <b>WEST VIRGINIA</b>   |                      |                  |                          |     |
| Greenbrier             | 14,400               | 14,100           | 98                       |     |
| Mercer                 | 28,000               | 27,700           | 99                       |     |
| Ritchie                | 4,500                | 4,400            | 98                       |     |
| Summers                | 5,600                | 5,400            | 96                       |     |

### WTRF-TV , Wheeling (Arbitron Data Continued)

| Net Weekly Circulation | State County         | Total Households | TV Households Households | %  |
|------------------------|----------------------|------------------|--------------------------|----|
| <b>Between 25-49%</b>  | <b>WEST VIRGINIA</b> |                  |                          |    |
|                        | Preston              | 11,300           | 11,100                   | 98 |
|                        | Randolph             | 10,700           | 10,500                   | 98 |
|                        | Taylor               | 6,300            | 6,200                    | 98 |
|                        | Tucker               | 3,400            | 3,300                    | 97 |
|                        | Upshur               | 9,000            | 8,900                    | 99 |
| <b>Between 5-24%</b>   | <b>OHIO</b>          |                  |                          |    |
|                        | Holmes               | 8,900            | 8,400                    | 94 |
|                        | Morgan               | 5,300            | 5,100                    | 96 |
|                        | Perry                | 11,600           | 11,400                   | 98 |
|                        | <b>PENNSYLVANIA</b>  |                  |                          |    |
|                        | Allegheny            | 552,300          | 544,800                  | 99 |
|                        | Beaver               | 73,600           | 72,700                   | 99 |
|                        | Fayette              | 61,100           | 59,700                   | 98 |
|                        | <b>WEST VIRGINIA</b> |                  |                          |    |
|                        | Barbour              | 6,200            | 6,100                    | 98 |
|                        | Clay                 | 4,200            | 4,100                    | 98 |
| Doddridge              | 2,800                | 2,800            | 100                      |    |
| Gilmer                 | 3,000                | 2,900            | 97                       |    |
| Harrison               | 29,700               | 29,500           | 99                       |    |
| Lewis                  | 7,100                | 7,000            | 99                       |    |
| Ritchie                | 4,500                | 4,400            | 98                       |    |
| Wirt                   | 2,000                | 2,000            | 100                      |    |
| Wood                   | 35,500               | 35,100           | 99                       |    |

# Wisconsin



| Market                            | Arbitron ADI TV Households | Rank | Market Area Commercial TV Stations  |
|-----------------------------------|----------------------------|------|---|
| Chicago, IL                       | 3,066,700                  | 3    | WBBM-TV (2), WCFC-TV (38), WCIU-TV(26), WEHS (60), WFLD (32), WGBS-TV (66), WGN-TV (9), WLS-TV (7), WMAQ-TV (5), WPWR-TV (50), WSNW-TV (44), WWTO-TV (35) |
| Minneapolis-St. Paul, MN          | 1,199,800                  | 15   | KARE (11), KITT (29), KMSP-TV (9), KRWF (43), KSTP-TV (5), KTMA-TV (23), KXLI (41), WCCD-TV (4)   |
| Milwaukee, WI                     | 699,500                    | 30   | WCGV-TV (24), WISN-TV (12), WITI-TV(6), WTMJ-TV (4), WVCY-TV (30), WVTU (18)  |
| Green Bay-Appleton, WI            | 362,900                    | 68   | WBAY-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLUC-TV (11), WXGZ-TV (32)  |
| Cedar Rapids-Waterloo-Dubuque, IA | 325,100                    | 75   | KCRG-TV (9), KDUB-TV (40), KGAN (2), KWWL (7)   |
| Madison, WI                       | 210,700                    | 107  | WISC-TV (3), WKOW-TV (27), WMSN-TV(47), WMTV (15)   |
| Rockford, IL                      | 191,000                    | 114  | WIFR-TV (23), WQRF-TV (39), WREX-TV(13), WTVD (17)  |
| Duluth, MN-Superior, WI           | 173,000                    | 120  | KBJR-TV (6), KDLH-TV(3), WDIO-TV (10), WIRT (13)  |
| Wausau-Rhineland, WI              | 161,100                    | 130  | WAOW-TV (9), WJFW-TV(12), WSAW-TV (7)   |
| La Crosse-Eau Claire, WI          | 154,200                    | 136  | WEAU-TV (13), WKBT (8), WLAX-TV (25), WQOW-TV (18), WXOW-TV (19)  |
| Marquette, MI                     | 54,900                     | 185  | WLUC-TV (6)   |

**State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

WSCO, Green Bay .....See Suring, WI  
 WXGZ-TV, Green Bay .....See Appleton, WI  
 WFRV-TV & WLUK-TV, Marinette .....See Green Bay, WI  
 WJFW-TV, Rhinelander .....See Wausau, WI  
 KDLH-TV, KBJR-TV & WDIO-TV, Superior .....See Duluth, MN

**Wisconsin Station Status as of October 1, 1987**

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 13  | 12  | 25    |
| Educational Television Stations | 1   | 7   | 8     |
|                                 | 14  | 19  | 33    |

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# Wisconsin—Appleton

## WXGZ-TV

Ch. 32

Network Service: Fox.

Licensee: Appleton Midwestern Television, a Partnership, 2245 Perimeter Park, Suite 3, Atlanta, GA 30341.

Studio: 3025 N. Marshall Rd., Appleton, WI 54915.

Mailing Address: Box 995, Appleton, WI 54912.

Telephone: 414-731-3232.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 1070-kw max. visual, 107-kw max. aural. Antenna: 1190-ft. above av. terrain, 1025-ft. above ground, 1971-ft. above sea level.

Latitude 44° 21' 32"  
Longitude 87° 58' 58"

Transmitter: N side of Shirley Rd. between Ridgeview & Morrison Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 2 Harris, 3-meter C-band; Fiberdome, 4-meter C-band; Vertex, 4.57-meter Ku-band; Harris, DX Antenna, M/A-Com receivers.

News Service: AP.

Ownership: Appleton Midwestern Television Ltd., 100%. AWTL ownership: David R. Vaughan, gen. partner, 10.2%; Appleton-Green Bay TV Ltd., Ltd. partner, 47%; Kaissar Ibrahim, Ltd. partner, 4.07%; Ray M. Warren, Ltd. partner, 2.55%; Alfred Moses, Ltd. partner, 2%; remainder undisclosed. Vaughan has interest in Media Central Inc.; Ibrahim has interest in KJTL(TV), Wichita Falls, TX.

Began Operation: January 15, 1984. Transfer of control to present owners approved by FCC April 9, 1985.

Represented (sales): Seltel Inc.

Represented (legal): Goldberg & Spector.

### Personnel:

WILLIAM LE MONDS, general manager.  
JAY ZOLLAR, general sales manager.  
SAM HUTCHISON, program & promotion manager.  
DAN SPANGLER, promotion coordinator.  
JIM RADMANN, chief engineer.  
REBECCA RAINFORD, traffic manager.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$175.

City of License: Appleton. ADI: Green Bay-Appleton. Rank: 68.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %   |
|------------------------|--------------|------------------|---------------|-----|
| 50% & Over             | WISCONSIN    |                  |               |     |
|                        | Manitowoc    | 29,900           | 29,600        | 99  |
|                        | Menominee    | 800              | 800           | 100 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %              |
|---|--------------|------------------|----------------|----------------|
| 50% & Over                              | Oconto       | 11,500           | 11,300         | 98             |
|   | Outagamie    | 47,500           | 47,100         | 99             |
|   | Winnebago    | 50,900           | 50,400         | 99             |
| Between 25-49%                          | WISCONSIN    |                  |                |                |
|   | Brown        | 67,700           | 67,100         | 99             |
|   | Calumet      | 11,400           | 11,200         | 98             |
|   | Door         | 10,600           | 10,500         | 99             |
|   | Fond Du Lac  | 31,500           | 31,000         | 98             |
|   | Green Lake   | 7,300            | 7,100          | 97             |
|   | Kewaunee     | 6,900            | 6,800          | 99             |
|   | Shawano      | 13,900           | 13,700         | 99             |
| Waupaca                                 | 16,400       | 16,200           | 99             |                |
| Between 5-24%                           | WISCONSIN    |                  |                |                |
|   | Langlade     | 7,500            | 7,300          | 97             |
|   | Marinette    | 15,500           | 15,300         | 99             |
|   | Portage      | 20,600           | 20,200         | 98             |
|   | Sheboygan    | 37,200           | 36,800         | 99             |
| Waushara                                | 8,100        | 7,900            | 98             |                |
| <b>Station Totals</b>                   |              | <b>395,200</b>   | <b>390,300</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>153,400</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>59,200</b>  |

# Wisconsin—Eau Claire

**WEAU-TV**

Ch. 13



**Network Service:** NBC.

**Licensee:** WRLH Inc., 2615 Nicolet Dr., Green Bay, WI 54301.

**Studio:** 1907 S. Hastings Way, Eau Claire, WI 54702-0047.

**Mailing Address:** Box 47, Eau Claire, WI 54702-0047.

**Telephone:** 715-832-3474. **TWX:** 910-282-1633.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1960-ft. above av. terrain, 1997-ft. above ground, 3077-ft. above sea level.

Latitude 44° 39' 51"  
Longitude 90° 57' 41"

**Transmitter:** 4.4-mi. N of Fairchild, WI on County Rd. H.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6-meter; Harris, Microdyne, DX Antenna, Wegener receivers.

**News Services:** AP, NBC, Potomac News Service.

**Ownership:** Busse Bcstg. Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** December 17, 1953. Sale to Post Corp. by Morgan Murphy interests approved by FCC May 16, 1962 (*Television Digest*, Vol. 2:4, 21). Sale to Gillett Bcstg. by Post Corp. approved by FCC June 19, 1984. Sale to present owner approved July 31, 1987.

**Represented (sales):** MMT Marketing.

**Represented (legal):** Pepper & Corazzini.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

- JOHN WESTERBERG, general manager.
- DICK NELSON, local sales manager.
- DENISE NOONAN, national sales manager.
- NANCY YULE, program director.
- KRISTEN LORENTZ, promotion manager.
- DICK DIONNE, operations manager.
- LINDA MUELLER, traffic coordinator.

**Highest One Hour Rate:** \$2500.

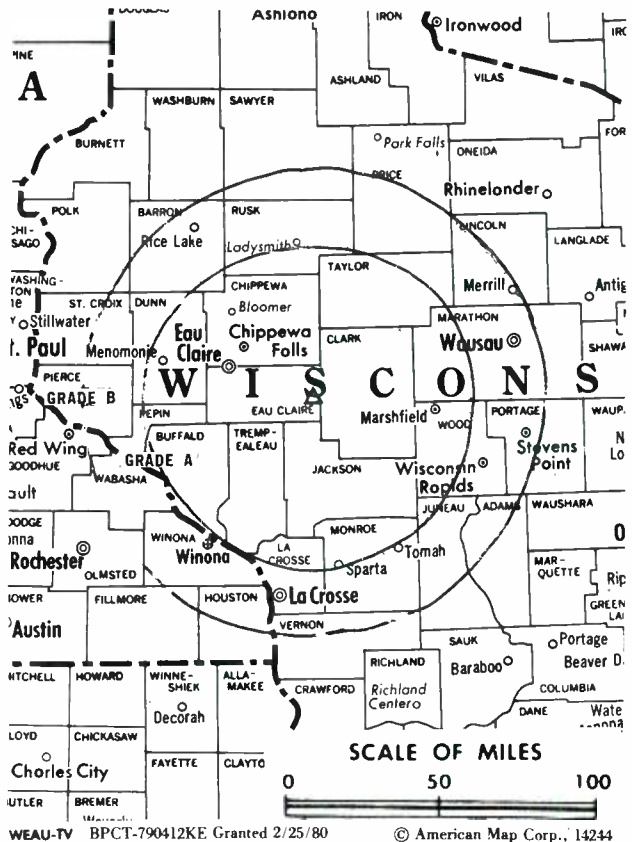
**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$875.

**City of License:** Eau Claire. **ADI:** La Crosse-Eau Claire. **Rank:** 136.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>WISCONSIN</b> |                  |               |    |
|                        | Adams            | 5,400            | 5,200         | 96 |
|                        | Buffalo          | 5,400            | 5,300         | 98 |
|                        | Chippewa         | 18,500           | 18,200        | 98 |
|                        | Clark            | 12,300           | 11,900        | 97 |
|                        | Dunn             | 12,100           | 11,800        | 98 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %         |
|---|-----------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Eau Claire            | 31,200           | 30,600         | 98        |
|   | Jackson               | 6,400            | 6,200          | 97        |
|   | Juneau                | 8,600            | 8,300          | 96        |
|   | La Crosse             | 34,700           | 34,200         | 99        |
|   | Monroe                | 13,000           | 12,700         | 98        |
|   | Pepin                 | 2,800            | 2,700          | 96        |
|   | Portage               | 20,600           | 20,200         | 98        |
|   | Rusk                  | 5,900            | 5,700          | 97        |
|   | Taylor                | 6,400            | 6,200          | 97        |
|   | Trempealeau           | 9,800            | 9,500          | 97        |
|   | Wood                  | 29,100           | 28,700         | 99        |
|   | <b>Between 25-49%</b> | <b>MINNESOTA</b> |                |           |
| Houston                                 |                       | 6,400            | 6,300          | 98        |
| Winona                                  |                       | 16,000           | 15,700         | 98        |
| <b>WISCONSIN</b>                        |                       |                  |                |           |
| Barron                                  |                       | 15,600           | 15,100         | 97        |
| Marathon                                |                       | 41,400           | 40,900         | 99        |
| Price                                   | 6,400                 | 6,200            | 97             |           |
| Sawyer                                  | 5,400                 | 5,200            | 96             |           |
| Vernon                                  | 9,900                 | 9,600            | 97             |           |
| <b>Between 5-24%</b>                    | <b>MINNESOTA</b>      |                  |                |           |
|   | Fillmore              | 7,900            | 7,800          | 99        |
|   | Wabasha               | 7,400            | 7,300          | 99        |
|   | <b>WISCONSIN</b>      |                  |                |           |
|   | Crawford              | 6,100            | 6,000          | 98        |
|   | Langlade              | 7,500            | 7,300          | 97        |
|   | Lincoln               | 10,800           | 10,600         | 98        |
|   | Pierce                | 11,100           | 10,900         | 98        |
|   | Polk                  | 13,100           | 12,900         | 98        |
|   | St Croix              | 16,100           | 15,900         | 99        |
| Washburn                                | 5,700                 | 5,600            | 98             |           |
| Waushara                                | 8,100                 | 7,900            | 98             |           |
| <b>Station Totals</b>                   |                       | <b>417,100</b>   | <b>408,600</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>224,800</b> |           |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>131,800</b> |           |

# Wisconsin—Eau Claire

## WQOW-TV

Ch. 18

(Satellite of WXOW-TV, La Crosse, WI)

**Network Service:** ABC.

**Licensee:** Tak Communications Inc.

**Studio:** 2881 S. Hastings Way, Eau Claire, WI 54701.

**Telephone:** 715-835-1881. **TWX:** 510-101-1565.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 1150-kw max. & 407-kw horizontal visual, 115-kw max. & 40.7-kw horizontal aural. Antenna: 740-ft. above av. terrain, 506-ft. above ground, 1776-ft. above sea level.

Latitude 44° 57' 39"  
Longitude 91° 40' 05"

**Transmitter:** 3.9-mi. SE of Colfax.

**Satellite Earth Station:** United Satellite Systems, 5-meter; M/A-Com, Scientific-Atlanta, Uniden receivers.

**News Service:** UPI.

**Ownership:** Tak Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** September 22, 1980. Sale to present owner by Liberty Bcstg. approved by FCC Jan. 7, 1985 (**Television Digest**, Vol. 24:43).

**Represented (sales):** Katz Television.

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

**Personnel:**

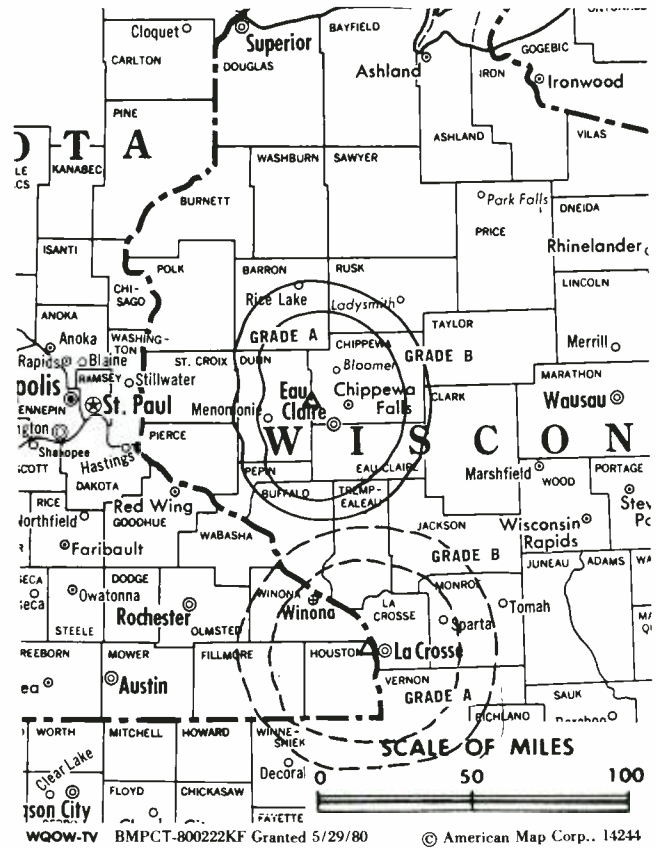
CHUCK ROTH, station manager.  
BOB BRAUN, local sales manager.  
DAVE WHITE, chief engineer.  
CARLA PELZL, promotion manager.

**Highest 30 Sec. Rate:** \$200.

**City of License:** Eau Claire. **ADI:** La Crosse-Eau Claire. **Rank:** 136.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| 50% & Over             | <b>WISCONSIN</b> |                  |               |    |
|                        | Chippewa         | 18,500           | 18,200        | 98 |
|                        | Eau Claire       | 31,200           | 30,600        | 98 |



| Net Weekly Circulation                  | State County          | Total Households | TV Households | %       |
|---|-----------------------|------------------|---------------|---------|
| 50% & Over                              | Rusk                  | 5,900            | 5,700         | 97      |
|   | <b>WISCONSIN</b>      |                  |               |         |
|   | Barron                | 15,600           | 15,100        | 97      |
| Between 25-49%                          | Dunn                  | 12,100           | 11,800        | 98      |
|   | Pepin                 | 2,800            | 2,700         | 96      |
|   | <b>WISCONSIN</b>      |                  |               |         |
| Between 5-24%                           | Buffalo               | 5,400            | 5,300         | 98      |
|   | Jackson               | 6,400            | 6,200         | 97      |
|   | St Croix              | 16,100           | 15,900        | 99      |
|   | Sawyer                | 5,400            | 5,200         | 96      |
|   | Trempealeau           | 9,800            | 9,500         | 97      |
|   | Washburn              | 5,700            | 5,600         | 98      |
|   | <b>Station Totals</b> |                  | 134,900       | 131,800 |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  |               | 55,500  |
| <b>Average Daily Circulation (1987)</b> |                       |                  |               | 25,800  |



# Wisconsin—Green Bay

**WBAY-TV**

Ch. 2



**Network Service:** CBS.

**Licensee:** Nationwide Communications Inc., 115 S. Jefferson St., Green Bay, WI 54301.

**Studio:** 115 S. Jefferson St., Green Bay, WI 54301.

**Telephone:** 414-432-3331. **TWX:** 910-263-1260.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1205-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 44° 24' 35"  
Longitude 88° 00' 05"

**Transmitter:** Town of DePere, WI.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; Comtech, 5-meter C-band; Pinzone, Scientific-Atlanta receivers.

**News Services:** AP, CBS.

**Ownership:** Nationwide Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** March 17, 1953. Sale to present owner by Norbertine Fathers approved by FCC Dec. 30, 1974 (**Television Digest**, Vol. 15:3).

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

- TED KOHL, general manager.
- GARY ANDRICH, general sales manager.
- RICHARD D. MILLHISER, program/promotion director.
- JOSEPH A. TAYLOR, chief engineer.
- TOM McCAREY, news director.
- KATHLEEN BEAUCHAMP, business manager.

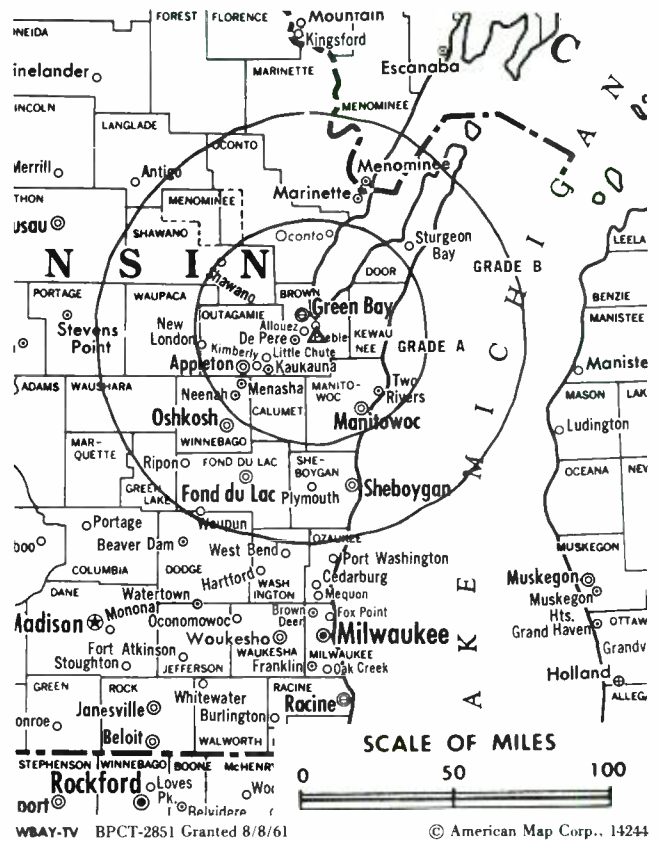
**Highest 30 Sec. Rate:** \$3600.

**NETWORK BASE HOURLY RATE:** \$1000.

**City of License:** Green Bay. **ADI:** Green Bay-Appleton. **Rank:** 68.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>MICHIGAN</b>  |                  |               |    |
|                        | Menominee        | 9,500            | 9,300         | 98 |
|                        | <b>WISCONSIN</b> |                  |               |    |
|                        | Brown            | 67,700           | 67,100        | 99 |
|                        | Calumet          | 11,400           | 11,200        | 98 |



| Net Weekly Circulation                  | State County       | Total Households | TV Households  | %              |
|---|--------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>Door</b>        | 10,600           | 10,500         | 99             |
|   | <b>Fond Du Lac</b> | 31,500           | 31,000         | 98             |
|   | <b>Green Lake</b>  | 7,300            | 7,100          | 97             |
|   | <b>Kewaunee</b>    | 6,900            | 6,800          | 99             |
|   | <b>Manitowoc</b>   | 29,900           | 29,600         | 99             |
|   | <b>Marinette</b>   | 15,500           | 15,300         | 99             |
|   | <b>Menominee</b>   | 800              | 800            | 100            |
|   | <b>Oconto</b>      | 11,500           | 11,300         | 98             |
|   | <b>Outagamie</b>   | 47,500           | 47,100         | 99             |
|   | <b>Shawano</b>     | 13,900           | 13,700         | 99             |
|   | <b>Waupaca</b>     | 16,400           | 16,200         | 99             |
|   | <b>Waushara</b>    | 8,100            | 7,900          | 98             |
|   | <b>Winnebago</b>   | 50,900           | 50,400         | 99             |
| <b>Between 25-49%</b>                   | <b>MICHIGAN</b>    |                  |                |                |
|   | Mason              | 10,400           | 10,000         | 96             |
|   | <b>WISCONSIN</b>   |                  |                |                |
|   | Forest             | 3,500            | 3,400          | 97             |
|   | Langlade           | 7,500            | 7,300          | 97             |
|   | Marquette          | 5,400            | 5,200          | 96             |
| <b>Between 5-24%</b>                    | Portage            | 20,600           | 20,200         | 98             |
|   | Sheboygan          | 37,200           | 36,800         | 99             |
|   | <b>MICHIGAN</b>    |                  |                |                |
|   | Benzie             | 4,500            | 4,400          | 98             |
|   | Dickinson          | 10,200           | 10,000         | 98             |
|   | Grand Traverse     | 21,800           | 21,300         | 98             |
| <b>WISCONSIN</b>                        | Lake               | 3,500            | 3,400          | 97             |
|   | Manistee           | 9,300            | 9,100          | 98             |
|   | Adams              | 5,400            | 5,200          | 96             |
|   | Dodge              | 26,600           | 26,100         | 98             |
|   | Marathon           | 41,400           | 40,900         | 99             |
| Wood                                    | 29,100             | 28,700           | 99             |                |
| <b>Station Totals</b>                   |                    | <b>575,800</b>   | <b>567,300</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                    |                  |                | <b>355,200</b> |
| <b>Average Daily Circulation (1987)</b> |                    |                  |                | <b>221,900</b> |

# Wisconsin—Green Bay

## WFRV-TV

Ch. 5

(Operates satellite WJMN-TV, Escanaba, MI)

**Network Service:** ABC.

**Licensee:** WFRV Television Inc., Box 19055, Green Bay, WI 54307-9055.

**Studio:** 1181 E. Mason St., Green Bay, WI.

**Mailing Address:** Box 19055, Green Bay, WI 54307-9055.

**Telephone:** 414-437-5411. **TWX:** 910-263-1258.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 18.6-kw aural. Antenna: 1120-ft. above av. terrain, 999-ft. above ground, 1916-ft. above sea level.

Latitude 44° 24' 21"  
Longitude 88° 00' 19"

**Transmitter:** 3-mi. SE of DePere.

**Satellite Earth Stations:** Andrew, 4.5-meter; Andrew, 7.3-meter; Comtech, 5-meter; Vertex, 4.6-meter Ku-band; Avantek, Microdyne, M/A-Com receivers.

**News Services:** AP, UPI.

**Ownership:** Midwest Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** May 21, 1955. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (Television Digest, Vol. 21:4). Sale to Orion by S. N. Pickard group approved Jan. 4, 1961 (Vol. 16:49; 17:2).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

- ROBERT B. FARROW, vice president & general manager.
- MITCH LAMBERT, general sales manager.
- SUSAN GEORGE, director of programming & special events.
- RAY WILCK, news director.
- NORM KOELBL, chief engineer.
- ALAN EATON, director of broadcast operations & marketing.

**Highest 30 Sec. Rate:** \$650.

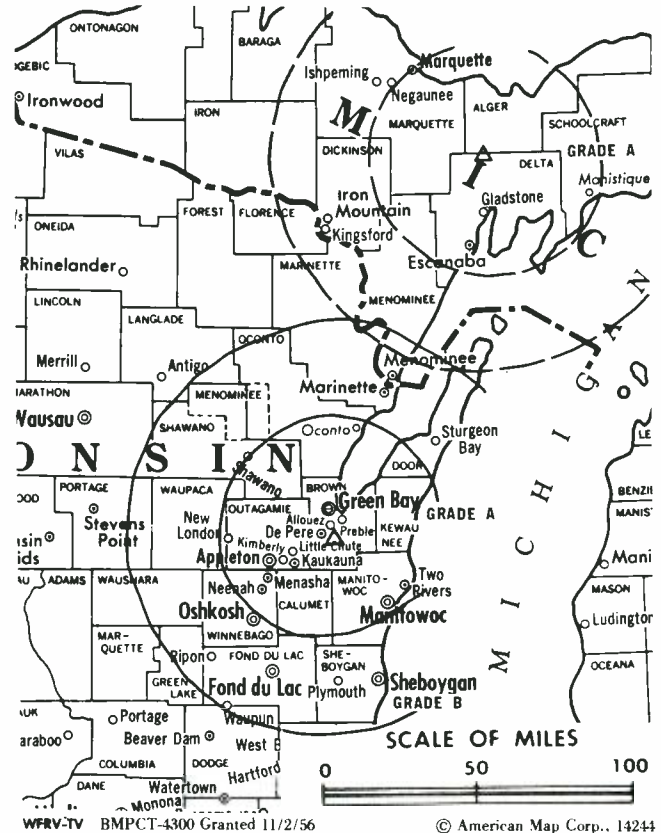
**NETWORK BASE HOURLY RATE:** \$1050.

**Arbitron Data:** Figures include WJMN-TV, Escanaba, MI.

**City of License:** Green Bay. **ADI:** Green Bay-Appleton. **Rank:** 68.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>MICHIGAN</b>  |                  |               |     |
|                        | Alger            | 3,200            | 3,100         | 97  |
|                        | Baraga           | 3,000            | 2,900         | 97  |
|                        | Delta            | 13,900           | 13,600        | 98  |
|                        | Dickinson        | 10,200           | 10,000        | 98  |
|                        | Houghton         | 13,200           | 12,700        | 96  |
|                        | Iron             | 5,600            | 5,500         | 98  |
|                        | Keweenaw         | 700              | 700           | 100 |
|                        | Luce             | 2,100            | 2,000         | 95  |
|                        | Marquette        | 25,500           | 25,100        | 99  |
|                        | Menominee        | 9,500            | 9,300         | 98  |
|                        | Schoolcraft      | 3,000            | 2,900         | 97  |
|                        | <b>WISCONSIN</b> |                  |               |     |
|                        | Brown            | 67,700           | 67,100        | 99  |
|                        | Calumet          | 11,400           | 11,200        | 98  |
|                        | Door             | 10,600           | 10,500        | 99  |
|                        | Florence         | 1,400            | 1,400         | 100 |
|                        | Fond Du Lac      | 31,500           | 31,000        | 98  |



| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %         |
|---|------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Green Lake       | 7,300            | 7,100          | 97        |
|   | Kewaunee         | 6,900            | 6,800          | 99        |
|   | Manitowoc        | 29,900           | 29,600         | 99        |
|   | Marinette        | 15,500           | 15,300         | 99        |
|   | Menominee        | 800              | 800            | 100       |
|   | Oconto           | 11,500           | 11,300         | 98        |
|   | Outagamie        | 47,500           | 47,100         | 99        |
|   | Shawano          | 13,900           | 13,700         | 99        |
|   | Waupaca          | 16,400           | 16,200         | 99        |
|   | Waushara         | 8,100            | 7,900          | 98        |
| Winnebago                               | 50,900           | 50,400           | 99             |           |
| <b>Between 25-49%</b>                   | <b>MICHIGAN</b>  |                  |                |           |
|   | Gogebic          | 7,300            | 7,100          | 97        |
|   | Ontonagon        | 3,400            | 3,300          | 97        |
|   | <b>WISCONSIN</b> |                  |                |           |
|   | Forest           | 3,500            | 3,400          | 97        |
| Marquette                               | 5,400            | 5,200            | 96             |           |
| Portage                                 | 20,600           | 20,200           | 98             |           |
| Sheboygan                               | 37,200           | 36,800           | 99             |           |
| <b>Between 5-24%</b>                    | <b>MICHIGAN</b>  |                  |                |           |
|   | Mackinac         | 3,700            | 3,600          | 97        |
|   | Manistee         | 9,300            | 9,100          | 98        |
|   | Mason            | 10,400           | 10,000         | 96        |
|   | Oceana           | 8,000            | 7,700          | 96        |
|   | <b>WISCONSIN</b> |                  |                |           |
|   | Ashland          | 6,400            | 6,300          | 98        |
|   | Iron             | 2,700            | 2,700          | 100       |
| Langlade                                | 7,500            | 7,300            | 97             |           |
| Marathon                                | 41,400           | 40,900           | 99             |           |
| Wood                                    | 29,100           | 28,700           | 99             |           |
| <b>Station Totals</b>                   |                  | <b>617,100</b>   | <b>607,500</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  | <b>413,600</b> |           |
| <b>Average Daily Circulation (1987)</b> |                  |                  | <b>247,100</b> |           |

# Wisconsin—Green Bay

**WGBA**

**Ch. 26**

**Network Service:** None, independent.

**Licensee:** Family Group Ltd. III, 5401 W. Kennedy Blvd., Tampa, FL 33609.

**Studio:** Shirley Rd. at Ridgeview Rd., Glenmore Twp., WI.

**Mailing Address:** Box 19099, Green Bay, WI 54303.

**Telephone:** 414-494-2626.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2500-kw max. visual, 250-kw max. aural. Antenna: 1179-ft. above av. terrain, 980-ft. above ground, 1965-ft. above sea level.

Latitude 44° 21' 30"  
Longitude 87° 58' 48"

**Transmitter:** Shirley Rd. at Ridgeview Rd., Glenmore Twp.

**Satellite Earth Station:** Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

**News Services:** CNN Headline News, INN.

**Ownership:** Family Group Ltd. III, 100%. See Group Ownership of Television Stations.

**Began Operation:** December 31, 1980. Sale to present owner by TV-26 Inc., Debtor-in-Possession approved by FCC Sept. 27, 1985.

**Represented (sales):** Blair Television.

**Represented (legal):** Arter & Hadden.

**Represented (engineering):** L. R. Evans Engineering.

**Personnel:**

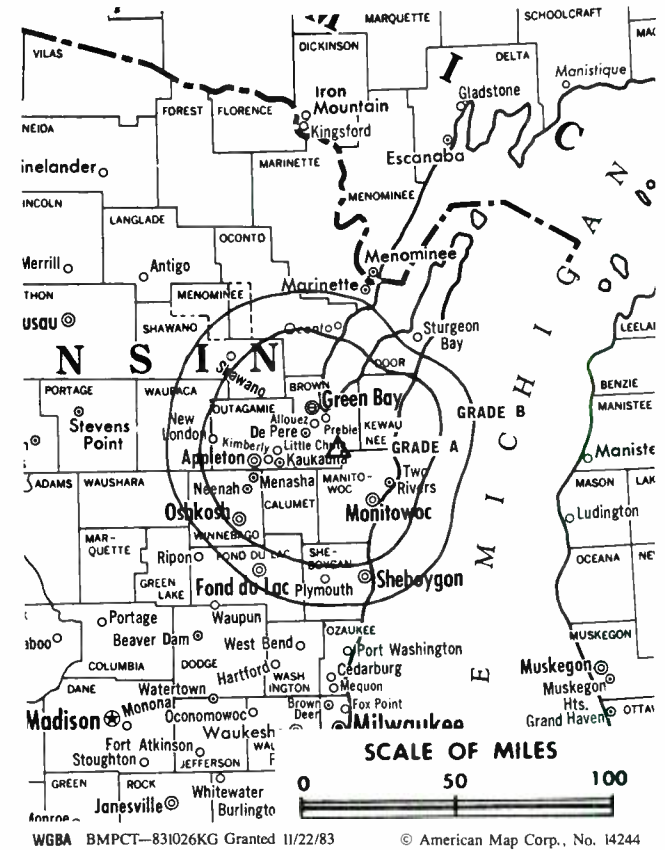
- IAN N. WHEELER, president.
- JAMES TOMLIN, general manager.
- NANCY MARTINSON, general sales manager.
- MARK CRAMER, chief engineer.

**Highest 30 Sec. Rate:** \$175.

**City of License:** Green Bay. **ADI:** Green Bay-Appleton. **Rank:** 68.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>WISCONSIN</b> |                  |               |     |
|                        | Calumet          | 11,400           | 11,200        | 98  |
|                        | Kewaunee         | 6,900            | 6,800         | 99  |
|                        | Manitowoc        | 29,900           | 29,600        | 99  |
|                        | Menominee        | 800              | 800           | 100 |
|                        | Oconto           | 11,500           | 11,300        | 98  |
|                        | Outagamie        | 47,500           | 47,100        | 99  |
|                        | Winnebago        | 50,900           | 50,400        | 99  |
| <b>Between 25-49%</b>  | <b>MICHIGAN</b>  |                  |               |     |
|                        | Menominee        | 9,500            | 9,300         | 98  |



WGBA BMPCT-831026KG Granted 11/22/83

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| Net Weekly Circulation                  | State County          | Total Households | TV Households  | %              |
|---|-----------------------|------------------|----------------|----------------|
| <b>Between 25-49%</b>                   | <b>WISCONSIN</b>      |                  |                |                |
|   | Brown                 | 67,700           | 67,100         | 99             |
|   | Door                  | 10,600           | 10,500         | 99             |
|   | Fond Du Lac           | 31,500           | 31,000         | 98             |
|   | Green Lake            | 7,300            | 7,100          | 97             |
|   | Marinette             | 15,500           | 15,300         | 99             |
|   | Shawano               | 13,900           | 13,700         | 99             |
|   | Sheboygan             | 37,200           | 36,800         | 99             |
|   | Waupaca               | 16,400           | 16,200         | 99             |
|   | Waushara              | 8,100            | 7,900          | 98             |
| <b>Between 5-24%</b>                    | <b>MICHIGAN</b>       |                  |                |                |
|   | Dickinson             | 10,200           | 10,000         | 98             |
|   | Iron                  | 5,600            | 5,500          | 98             |
|   | <b>WISCONSIN</b>      |                  |                |                |
|   | Adams                 | 5,400            | 5,200          | 96             |
|   | Florence              | 1,400            | 1,400          | 100            |
|   | Langlade              | 7,500            | 7,300          | 97             |
|   | Marquette             | 5,400            | 5,200          | 96             |
|   | Portage               | 20,600           | 20,200         | 98             |
|   | <b>Station Totals</b> |                  | <b>432,700</b> | <b>426,900</b> |
| <b>Net Weekly Circulation (1987)</b>    |                       |                  | <b>193,200</b> |                |
| <b>Average Daily Circulation (1987)</b> |                       |                  | <b>75,300</b>  |                |

# Wisconsin—Green Bay

## WLUK-TV

Ch. 11

**Network Service:** NBC.

**Licensee:** Burnham Broadcasting Co., Box 19011, Green Bay, WI 54307-9011.

**Studio:** 787 Lombardi Ave., Green Bay, WI 54303.

**Mailing Address:** Box 19011, Green Bay, WI 54307-9011.

**Telephone:** 414-494-8711. **Easylink:** 62930444.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1260-ft. above av. terrain, 1160-ft. above ground, 2046-ft. above sea level.

Latitude 44° 24' 31.4"  
Longitude 87° 59' 29.0"

**Transmitter:** Glenmore Rd., DePere Township.

**Satellite Earth Stations:** Harris, 3.5-meter; Harris, 6.1-meter; KLM, 5-meter; Microdyne; Microdyne, Harris receivers.

**Ownership:** Burnham Broadcasting Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 9, 1954. Sale to present owner approved by FCC June 19, 1984. Sale to Post Corp. by M & M Broadcasting Co. Inc. approved Jan. 6, 1965 by FCC (**Television Digest**, Vol. 4:41; 5:2). Sale to M & M Bcstg. by W. E. Walker (50%), J. D. Mackin (23.3%) and associates approved March 19, 1958 by FCC (Vol. 13:52; 14:2, 12).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

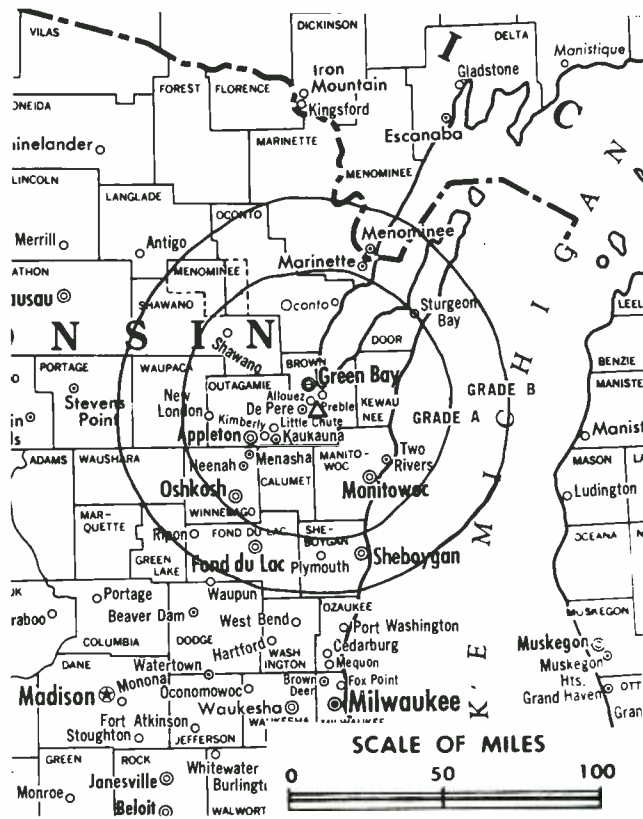
- PHILIP NYE, president & general manager.
- ROBERT KRIEGHOFF, general sales manager.
- AL VOLKER, news director.
- MARYANN WIEDEMANN, program & promotion manager.
- JIM STEFFEY, chief engineer.
- DAVE CAMPBELL, director of production.

**Highest 30 Sec. Rate:** \$1000.

**City of License:** Green Bay. **ADI:** Green Bay-Appleton. **Rank:** 68.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>MICHIGAN</b>  |                  |               |     |
|                        | Baraga           | 3,000            | 2,900         | 97  |
|                        | Delta            | 13,900           | 13,600        | 98  |
|                        | Dickinson        | 10,200           | 10,000        | 98  |
|                        | Houghton         | 13,200           | 12,700        | 96  |
|                        | Keweenaw         | 700              | 700           | 100 |
|                        | Marquette        | 25,500           | 25,100        | 99  |
|                        | Menominee        | 9,500            | 9,300         | 98  |
|                        | Schoolcraft      | 3,000            | 2,900         | 97  |
|                        | <b>WISCONSIN</b> |                  |               |     |
|                        | Brown            | 67,700           | 67,100        | 99  |
|                        | Calumet          | 11,400           | 11,200        | 98  |
|                        | Door             | 10,600           | 10,500        | 99  |
|                        | Fond Du Lac      | 31,500           | 31,000        | 98  |
|                        | Green Lake       | 7,300            | 7,100         | 97  |
|                        | Kewaunee         | 6,900            | 6,800         | 99  |
|                        | Manitowoc        | 29,900           | 29,600        | 99  |
|                        | Marinette        | 15,500           | 15,300        | 99  |
|                        | Menominee        | 800              | 800           | 100 |



WLUK-TV BMPCT-5591 Granted 8/7/62

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| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %         |
|---|------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Oconto           | 11,500           | 11,300         | 98        |
|   | Outagamie        | 47,500           | 47,100         | 99        |
|   | Shawano          | 13,900           | 13,700         | 99        |
|   | Waupaca          | 16,400           | 16,200         | 99        |
|   | Waushara         | 8,100            | 7,900          | 98        |
|   | Winnebago        | 50,900           | 50,400         | 99        |
| <b>Between 25-49%</b>                   | <b>MICHIGAN</b>  |                  |                |           |
|   | Alger            | 3,200            | 3,100          | 97        |
|   | Luce             | 2,100            | 2,000          | 95        |
|   | Manistee         | 9,300            | 9,100          | 98        |
| <b>Between 5-24%</b>                    | <b>WISCONSIN</b> |                  |                |           |
|   | Langlade         | 7,500            | 7,300          | 97        |
|   | Marquette        | 5,400            | 5,200          | 96        |
|   | Portage          | 20,600           | 20,200         | 98        |
| <b>Station Totals</b>                   | Sheboygan        | 37,200           | 36,800         | 99        |
|   | <b>MICHIGAN</b>  |                  |                |           |
|   | Benzie           | 4,500            | 4,400          | 98        |
|   | Iron             | 5,600            | 5,500          | 98        |
|   | Mason            | 10,400           | 10,000         | 96        |
|   | Oceana           | 8,000            | 7,700          | 96        |
|   | Ontonagon        | 3,400            | 3,300          | 97        |
|   | <b>WISCONSIN</b> |                  |                |           |
|   | Dodge            | 26,600           | 26,100         | 98        |
|   | Florence         | 1,400            | 1,400          | 100       |
| Forest                                  | 3,500            | 3,400            | 97             |           |
| Marathon                                | 41,400           | 40,900           | 99             |           |
| Wood                                    | 29,100           | 28,700           | 99             |           |
| <b>Station Totals</b>                   |                  | <b>628,100</b>   | <b>618,300</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  | <b>394,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |                  |                  | <b>229,000</b> |           |

# Wisconsin—La Crosse

**WKBT**

Ch. 8

**Network Service:** CBS.

**Licensee:** Young Broadcasting Inc., 141 S. 6th St., La Crosse, WI 54601.

**Studio:** 141 S. 6th St., La Crosse, WI 54601.

**Telephone:** 608-782-4678. **TWX:** 910-287-2572.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1540-ft. above av. terrain, 1625-ft. above ground, 2449-ft. above sea level.

Latitude 44° 05' 28"  
Longitude 91° 20' 15"

**Transmitter:** Galesville, WI.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Young Broadcasting Inc. See Group Ownership of Television Stations.

**Began Operation:** August 1, 1954. Sale to present owner by Backe Communications approved by FCC May 14, 1986 (*Television Digest*, Vol. 25:15). Sale to Backe by Gross Telecasting approved April 26, 1984 (Vol. 24:12). Sale to Gross by **La Crosse Tribune**, Dahl family & others approved by FCC Dec. 10, 1969 (Vol. 9:24, 50).

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

**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

- DAVID F. PESCHAU, general manager.
- OWEN F. FLIEHR, general sales manager.
- MARK QUADE, news director.
- DICK KONRAD, operations manager.
- HUGH McDOWELL, chief engineer.
- MARY BYERSON, program coordinator.
- LARRY JOHNSON, promotion/public service director.
- ART FAHEY, national sales manager.
- TOM BEST, traffic/business manager.

**Highest 30 Sec. Rate:** \$550.

**NETWORK BASE HOURLY RATE:** \$760.

**City of License:** La Crosse. **ADI:** La Crosse-Eau Claire. **Rank:** 136.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>MINNESOTA</b> |                  |               |    |
|                        | Fillmore         | 7,900            | 7,800         | 99 |
|                        | Houston          | 6,400            | 6,300         | 98 |
|                        | Wabasha          | 7,400            | 7,300         | 99 |
|                        | Winona           | 16,000           | 15,700        | 98 |
|                        | <b>WISCONSIN</b> |                  |               |    |
|                        | Buffalo          | 5,400            | 5,300         | 98 |
|                        | Chippewa         | 18,500           | 18,200        | 98 |
|                        | Crawford         | 6,100            | 6,000         | 98 |
|                        | Eau Claire       | 31,200           | 30,600        | 98 |
|                        | Jackson          | 6,400            | 6,200         | 97 |
|                        | Juneau           | 8,600            | 8,300         | 96 |
|                        | La Crosse        | 34,700           | 34,200        | 99 |
|                        | Monroe           | 13,000           | 12,700        | 98 |



| Net Weekly Circulation                  | State County         | Total Households | TV Households  | %              |
|---|----------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | Trempealeau          | 9,800            | 9,500          | 97             |
|   | Vernon               | 9,900            | 9,600          | 97             |
| <b>Between 25-49%</b>                   | <b>IOWA</b>          |                  |                |                |
|   | Allamakee            | 5,600            | 5,500          | 98             |
|   | Winneshiek           | 7,800            | 7,700          | 99             |
|   | <b>MINNESOTA</b>     |                  |                |                |
|   | Olmsted              | 35,800           | 35,500         | 99             |
|   | <b>WISCONSIN</b>     |                  |                |                |
|   | Clark                | 12,300           | 11,900         | 97             |
|   | Dunn                 | 12,100           | 11,800         | 98             |
|   | Pepin                | 2,800            | 2,700          | 96             |
|   | <b>Between 5-24%</b> | <b>IOWA</b>      |                |                |
| Clayton                                 |                      | 8,400            | 8,300          | 99             |
| Dubuque                                 |                      | 31,600           | 31,100         | 98             |
| Howard                                  |                      | 4,200            | 4,100          | 98             |
| <b>MINNESOTA</b>                        |                      |                  |                |                |
| Dodge                                   |                      | 5,500            | 5,400          | 98             |
| <b>WISCONSIN</b>                        |                      |                  |                |                |
| Adams                                   |                      | 5,400            | 5,200          | 96             |
| Barron                                  |                      | 15,600           | 15,100         | 97             |
| Grant                                   |                      | 17,900           | 17,300         | 97             |
| Pierce                                  | 11,100               | 10,900           | 98             |                |
| Richland                                | 6,600                | 6,400            | 97             |                |
| Rusk                                    | 5,900                | 5,700            | 97             |                |
| St Croix                                | 16,100               | 15,900           | 99             |                |
| Taylor                                  | 6,400                | 6,200            | 97             |                |
| Wood                                    | 29,100               | 28,700           | 99             |                |
| <b>Station Totals</b>                   |                      | <b>421,500</b>   | <b>413,100</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                      |                  |                | <b>186,800</b> |
| <b>Average Daily Circulation (1987)</b> |                      |                  |                | <b>101,700</b> |

# Wisconsin—La Crosse

**WLAX**

Ch. 25

**Network Service:** None, independent.

**Grantee:** Family Group Ltd. III, 5401 W. Kennedy Blvd., Suite 1031, Tampa, FL 33609.

**Studio:** 1305 Interchange Place, La Crosse, WI 54603.

**Mailing Address:** Box 2529, La Crosse, WI 54602-2529.

**Telephone:** 608-781-0025. **Telex:** 910-240-3351.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 501-kw max. visual, 50.1-kw max. aural. Antenna: 995-ft. above av. terrain, 657-ft. above ground, 1872-ft. above sea level.

Latitude 43° 48' 15.7"  
Longitude 91° 22' 18.0"

**Transmitter:** 1000 Tschumper Rd., La Crescent, MN.

**Satellite Earth Stations:** Comtech, 5-meter C-band; United Satellite Systems, 4-meter C-band; Pinzone receivers.

**Ownership:** Family Group Ltd. III. See Group Ownership of Television Stations.

**Began Operation:** November 10, 1986.

**Represented (sales):** Blair Television.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

**Represented (engineering):** Lyle R. Evans.

**Personnel:**

- JIM TOMLIN, general manager.
- STANLEY W. RIEDER, general sales manager.
- SCOTT NEADER, operations manager/program director.
- SHERRY NIEBUHR, traffic director.
- TIM STOFFEL, engineering director.
- RANDY SWIGGUM, production director.

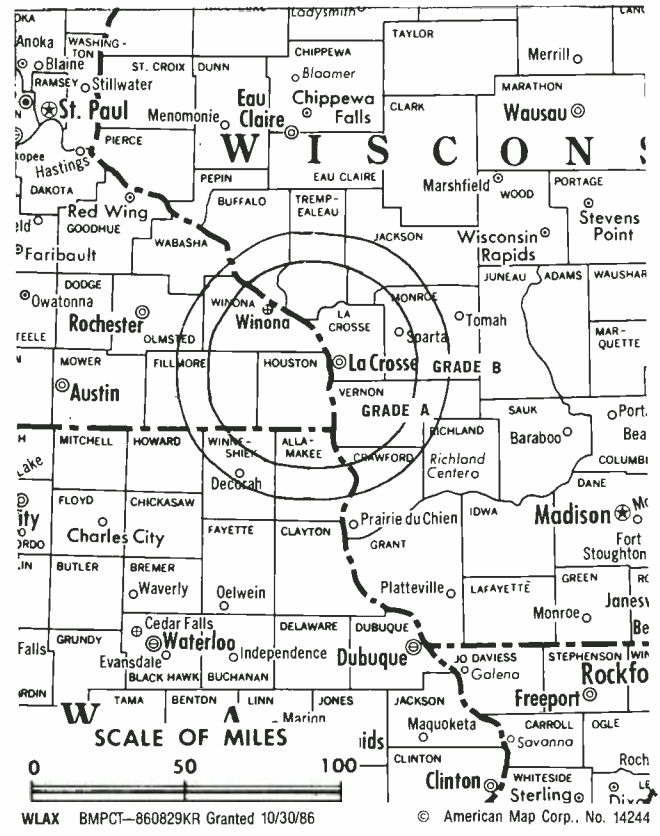
**Highest One Hour Rate:** \$500.

**Highest 30 Sec. Rate:** \$100.

**City of License:** La Crosse. **ADI:** La Crosse-Eau Claire. **Rank:** 136.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %  |
|------------------------|----------------|------------------|---------------|----|
| Between 5-24%          | IOWA Allamakee | 5,600            | 5,500         | 98 |



| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| Between 5-24%          | MINNESOTA    |                  |               |    |
|                        | Winneshiek   | 7,800            | 7,700         | 99 |
|                        | Houston      | 6,400            | 6,300         | 98 |
|                        | Winona       | 16,000           | 15,700        | 98 |
|                        | WISCONSIN    |                  |               |    |
|                        | Buffalo      | 5,400            | 5,300         | 98 |
|                        | Crawford     | 6,100            | 6,000         | 98 |
|                        | Jackson      | 6,400            | 6,200         | 97 |
|                        | La Crosse    | 34,700           | 34,200        | 99 |
|                        | Monroe       | 13,000           | 12,700        | 98 |
|                        | Trempealeau  | 9,800            | 9,500         | 97 |
|                        | Vernon       | 9,900            | 9,600         | 97 |

|   |                |                |               |
|---|----------------|----------------|---------------|
| <b>Station Totals</b>                   | <b>121,100</b> | <b>118,700</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                |                | <b>13,500</b> |
| <b>Average Daily Circulation (1987)</b> |                |                | <b>5,900</b>  |

# Wisconsin—La Crosse

## WXOW-TV

Ch. 19

**Network Service:** ABC.

**Licensee:** Tak Communications Inc.

**Studio:** 3705 County Hwy. 25, La Crescent, MN 55947.

**Telephone:** 608-785-1919. **TWX:** 510-100-9530.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 625-kw max. visual, 62.5-kw max. aural. Antenna: 1140-ft. above av. terrain, 814-ft. above ground, 2049-ft. above sea level.

Latitude 43° 48' 23"  
Longitude 91° 22' 04"

**Transmitter:** 3705 County Hwy. 25, La Crescent, MN.

**Satellite Earth Stations:** 3 in operation; M/A-Com, Channel Master, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Tak Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** March 7, 1970. Sale to present owner by Liberty Bcstg. approved by FCC Jan. 7, 1985 (Television Digest, Vol. 24:43).

**Represented (sales):** Katz Television.

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

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

### Personnel:

DAVE MOLLDRUM, general manager.  
KENT HUTCHISON, general sales manager.  
BARB BENNETT, program director.  
SUZANNE GRETHEN, promotion director.  
BILL HOEL, news director.  
DICK KONRAD, chief engineer.

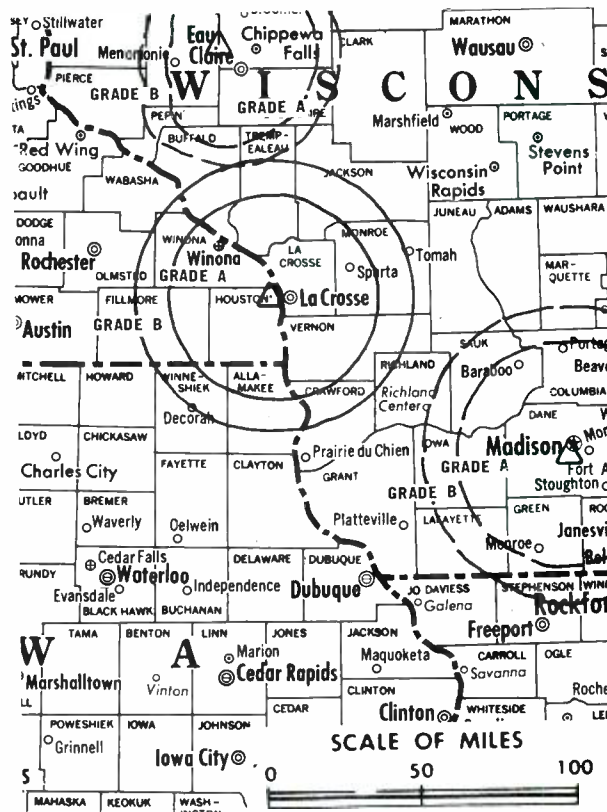
**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$225.

**City of License:** La Crosse. **ADI:** La Crosse-Eau Claire. **Rank:** 136.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | MINNESOTA    |                  |               |    |
|                        | Houston      | 6,400            | 6,300         | 98 |
|                        | Winona       | 16,000           | 15,700        | 98 |
|                        | WISCONSIN    |                  |               |    |
|                        | Crawford     | 6,100            | 6,000         | 98 |



WXOW-TV BPCT-820617KE. Granted 7/27/82

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| Net Weekly Circulation                  | State County | Total Households | TV Households  | %             |
|---|--------------|------------------|----------------|---------------|
| 50% & Over                              | Jackson      | 6,400            | 6,200          | 97            |
|   | La Crosse    | 34,700           | 34,200         | 99            |
|   | Monroe       | 13,000           | 12,700         | 98            |
|   | Trempealeau  | 9,800            | 9,500          | 97            |
|   | Vernon       | 9,900            | 9,600          | 97            |
| Between 25-49%                          | MINNESOTA    |                  |                |               |
|   | Fillmore     | 7,900            | 7,800          | 99            |
|   | WISCONSIN    |                  |                |               |
|   | Buffalo      | 5,400            | 5,300          | 98            |
| Between 5-24%                           | IOWA         |                  |                |               |
|   | Allamakee    | 5,600            | 5,500          | 98            |
|   | Winneshiek   | 7,800            | 7,700          | 99            |
|   | MINNESOTA    |                  |                |               |
|   | Wabasha      | 7,400            | 7,300          | 99            |
| <b>Station Totals</b>                   |              | <b>136,400</b>   | <b>133,800</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |              |                  |                | <b>82,300</b> |
| <b>Average Daily Circulation (1987)</b> |              |                  |                | <b>45,900</b> |

# Wisconsin—Madison

## WISC-TV

Ch. 3

**Network Service:** CBS.

**Licensee:** Television Wisconsin Inc., 7025 Raymond Rd., Madison, WI 53711.

**Studio:** 7025 Raymond Rd., Madison, WI 53711.

**Telephone:** 608-271-4321. **TWX:** 910-286-2720.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 56.2-kw visual, 11-kw aural. Antenna: 1190-ft. above av. terrain, 1107-ft. above ground, 2227-ft. above sea level.

Latitude 43° 01' 52"  
Longitude 89° 30' 18"

**Transmitter:** Raymond Rd., 6-mi. WSW of Madison.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris, 6.1-meter; Scientific-Atlanta, 7-meter; 3-meter C-band; 3.7-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

**News Services:** AP, UPI, NIWS.

**Ownership:** Morgan Murphy Stations. See Group Ownership of Television Stations.

**Began Operation:** June 24, 1956.

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Stambler & Rini.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

ELIZABETH MURPHY BURNS, president.  
GARY DeHAVEN, vice president & general manager.  
DONNA KIRNER, national sales manager.  
MARK FRIESCH, local sales manager.  
DAVID SANKS, station manager.  
CHRIS CAIN, chief engineer.  
JILL KOEHN, program director.  
TOM BIER, news director.

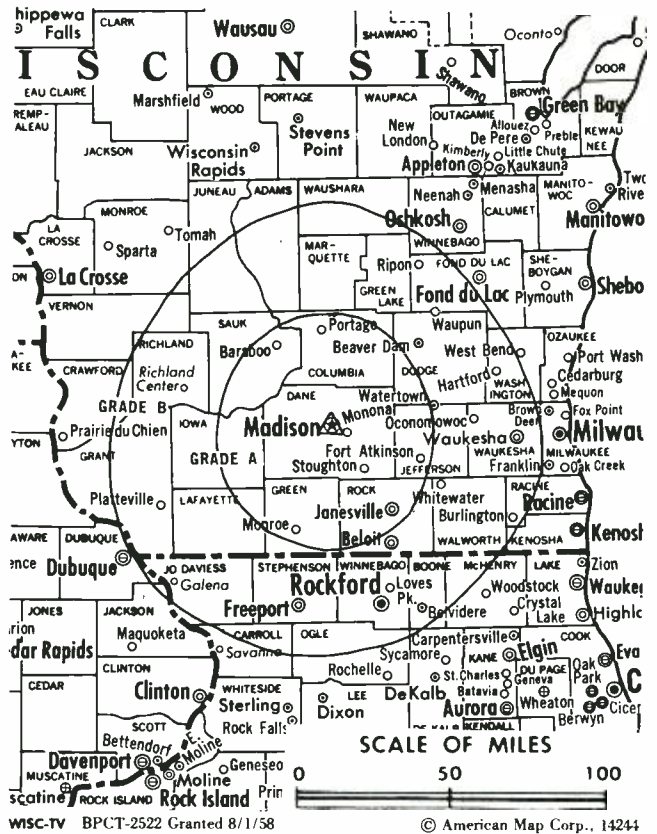
**Highest 30 Sec. Rate:** \$1300.

**NETWORK BASE HOURLY RATE:** \$1226.

**City of License:** Madison. **ADI:** Madison. **Rank:** 107.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>WISCONSIN</b> |                  |               |    |
|                        | Adams            | 5,400            | 5,200         | 96 |
|                        | Columbia         | 17,500           | 17,100        | 98 |
|                        | Dane             | 133,800          | 130,800       | 98 |
|                        | Dodge            | 26,600           | 26,100        | 98 |
|                        | Grant            | 17,900           | 17,300        | 97 |
|                        | Green            | 12,100           | 11,900        | 98 |
|                        | Iowa             | 7,500            | 7,300         | 97 |
|                        | Jefferson        | 24,100           | 23,800        | 99 |
|                        | Juneau           | 8,600            | 8,300         | 96 |



| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %         |
|---|-----------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Lafayette       | 6,200            | 6,100          | 98        |
|   | Marquette       | 5,400            | 5,200          | 96        |
|   | Richland        | 6,600            | 6,400          | 97        |
|   | Rock            | 51,800           | 51,100         | 99        |
|   | Sauk            | 17,100           | 16,600         | 97        |
| <b>Between 25-49%</b>                   | <b>ILLINOIS</b> |                  |                |           |
|   | Jo Daviess      | 9,100            | 8,800          | 97        |
| <b>Between 5-24%</b>                    | <b>IOWA</b>     |                  |                |           |
|   | Dubuque         | 31,600           | 31,100         | 98        |
|   | <b>ILLINOIS</b> |                  |                |           |
| Mchenry                                 | 58,900          | 58,400           | 99             |           |
| Stephenson                              | 19,200          | 18,800           | 98             |           |
| <b>WISCONSIN</b>                        |                 |                  |                |           |
| Calumet                                 | 11,400          | 11,200           | 98             |           |
| Crawford                                | 6,100           | 6,000            | 98             |           |
| Fond Du Lac                             | 31,500          | 31,000           | 98             |           |
| Green Lake                              | 7,300           | 7,100            | 97             |           |
| Portage                                 | 20,600          | 20,200           | 98             |           |
| Vernon                                  | 9,900           | 9,600            | 97             |           |
| Walworth                                | 27,200          | 26,800           | 99             |           |
| Waushara                                | 8,100           | 7,900            | 98             |           |
| <b>Station Totals</b>                   |                 | <b>581,500</b>   | <b>570,100</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  | <b>311,200</b> |           |
| <b>Average Daily Circulation (1987)</b> |                 |                  | <b>176,900</b> |           |



# Wisconsin—Madison

## WKOW-TV

Ch. 27

(Also operates WAOV-TV, Wausau; WXOW-TV, La Crosse & WQOW-TV, Eau Claire, WI)

Network Service: ABC.

Licensee: Tak Communications Inc., 5727 Tokay Blvd., Madison, WI 53719.

Studio: 5727 Tokay Blvd., Madison, WI 53719.

Mailing Address: Box 100, Madison, WI 53701.

Telephone: 608-274-1234. TWX: 910-262-0018.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1000-kw max. & 879-kw horizontal visual, 100-kw max. & 87.9-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1182-ft. above ground, 2245-ft. above sea level.

Latitude 43° 03' 09.0"  
Longitude 89° 28' 41.6"

Transmitter: 5727 Tokay Blvd.

Satellite Earth Stations: 4.5-meter; 6.1-meter; 7.3-meter; Avcom, 5-meter; RCA Ku-band; ADM, Andrew, Avantek, Avcom receivers.

News Service: AP.

Ownership: Tak Communications Inc. See Group Ownership of Television Stations.

Began Operation: June 30, 1953. Sale to present owner by Liberty Broadcasting approved by FCC Jan. 7, 1985 (Television Digest, Vol. 24:43). Sale to Liberty by Horizons Communications approved by FCC Sept. 20, 1978 (Vol. 18:24). Sale to Horizons by Midcontinent Bcstg. Co. (Joseph L. Floyd, N. L. Bentson & Edmund R. Ruben) approved Sept. 9, 1970 (Vol. 10:37). Previous sale to Midcontinent by Monona Bcstg. Co. approved July 20, 1960 (Vol. 16:24, 26, 30).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

### Personnel:

THOMAS HARTMAN, president.  
JIM MATTHEWS, general manager.  
ERIC PRICE, national sales manager.  
KEN SIMMONS, local sales manager.  
RANDY ALLEN, station manager & news director.  
ELLEN BUSS, program director.  
PETER DENNANT, chief engineer.  
DAVE MARSHALL, promotion director.

Highest 30 Sec. Rate: \$1000.

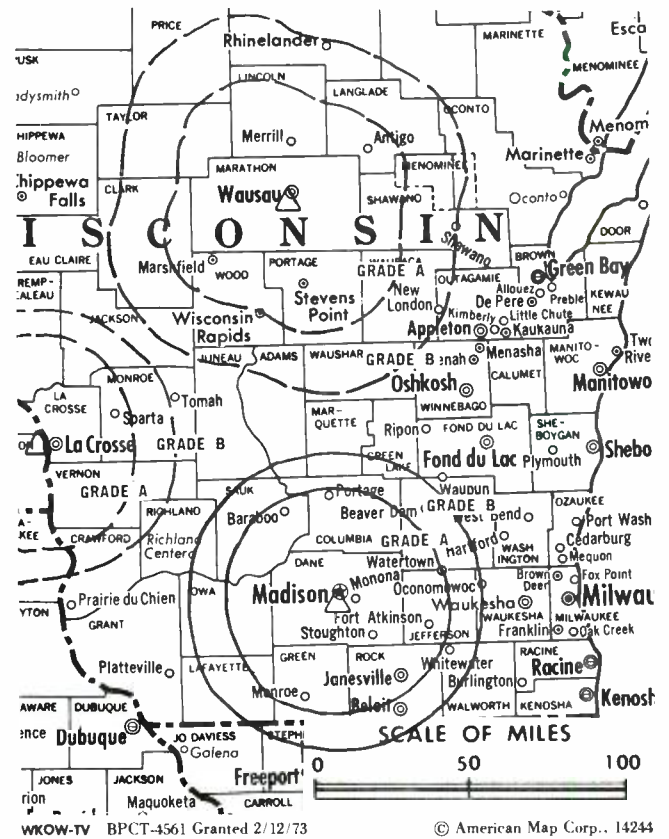
Combination Rates: On request.

NETWORK BASE HOURLY RATE: \$500.

City of License: Madison. ADI: Madison. Rank: 107.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| 50% & Over             | WISCONSIN    |                  |               |    |
|                        | Columbia     | 17,500           | 17,100        | 98 |
|                        | Dane         | 133,800          | 130,800       | 98 |
|                        | Green        | 12,100           | 11,900        | 98 |



WKOW-TV BPCT-4561 Granted 2/12/73

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| Net Weekly Circulation           | State County | Total Households | TV Households | %  |
|----------------------------------|--------------|------------------|---------------|----|
| 50% & Over                       | Iowa         | 7,500            | 7,300         | 97 |
|                                  | Jefferson    | 24,100           | 23,800        | 99 |
|                                  | Lafayette    | 6,200            | 6,100         | 98 |
|                                  | Marquette    | 5,400            | 5,200         | 96 |
|                                  | Richland     | 6,600            | 6,400         | 97 |
|                                  | Rock         | 51,800           | 51,100        | 99 |
|                                  | Sauk         | 17,100           | 16,600        | 97 |
| Between 25-49%                   | ILLINOIS     |                  |               |    |
|                                  | Stephenson   | 19,200           | 18,800        | 98 |
|                                  | WISCONSIN    |                  |               |    |
|                                  | Crawford     | 6,100            | 6,000         | 98 |
|                                  | Dodge        | 26,600           | 26,100        | 98 |
|                                  | Grant        | 17,900           | 17,300        | 97 |
|                                  | Juneau       | 8,600            | 8,300         | 96 |
| Between 5-24%                    | ILLINOIS     |                  |               |    |
|                                  | Boone        | 10,700           | 10,500        | 98 |
|                                  | Jo Daviess   | 9,100            | 8,800         | 97 |
|                                  | WISCONSIN    |                  |               |    |
|                                  | Adams        | 5,400            | 5,200         | 96 |
|                                  | Green Lake   | 7,300            | 7,100         | 97 |
|                                  | Monroe       | 13,000           | 12,700        | 98 |
|                                  | Vernon       | 9,900            | 9,600         | 97 |
|                                  | Walworth     | 27,200           | 26,800        | 99 |
|                                  | Waushara     | 8,100            | 7,900         | 98 |
| Station Totals                   |              | 451,200          | 441,400       | 97 |
| Net Weekly Circulation (1987)    |              |                  | 254,300       |    |
| Average Daily Circulation (1987) |              |                  | 134,900       |    |

# Wisconsin—Madison

## WMSN-TV

Ch. 47

**Network Service:** Fox.

**Licensee:** Channel 47 Ltd. Partnership, 7847 Big Sky Drive, Madison, WI 53719.

**Studio:** 7847 Big Sky Drive, Madison, WI 53719.

**Telephone:** 608-833-0047.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 1007-kw max. visual, 100-kw max. aural. Antenna: 1167-ft. above av. terrain, 1024-ft. above ground, 2151-ft. above sea level.

Latitude 43° 03' 22"  
Longitude 89° 32' 07"

**Transmitter:** Intersection of Hwy. S & Hwy. M, Madison.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 Comtech, 5-meter C-band; Microdyne, 3-meter Ku-band; M/A-Com, Pinzone receivers.

**Ownership:** Channel 47 Television Inc., gen. partner, 40%; Nathan F. Brand, ltd. partner, 60%. Ch. 47 TV ownership: P. A. Lovrien, pres., 25.5%; Paula Baird, v.p., 50%; Fred Mohs, secy., 12.25%; Nathan F. Brand, treas., 12.25%. Channel 47 is applicant for Ch. 57, Janesville, WI.

**Began Operation:** June 8, 1986.

**Represented (sales):** MMT Marketing.

**Represented (legal):** Bechtel & Cole.

**Represented (engineering):** Ralph E. Evans Associates.

**Personnel:**

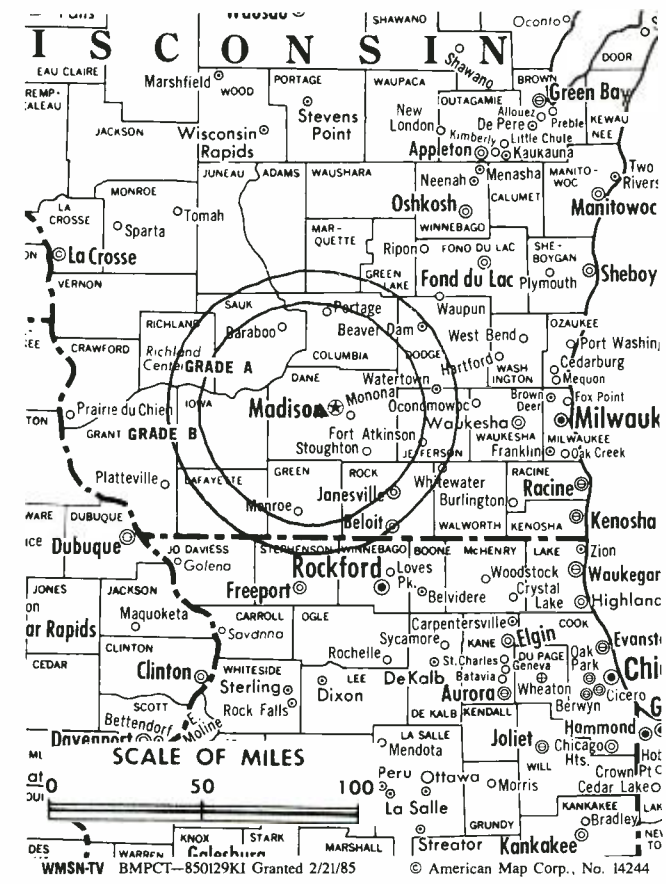
WILLIAM FRANKS, general manager.  
J. CORKEY CUSTER, general sales manager.  
WILLIAM SCHERECK, station manager.  
JOHN NOONAN, program director.  
BARRY COUSINS, business manager.  
GORDON YOUNG, promotion manager.  
ANDY MURPHY, chief engineer.

**Rates:** Not available.

**City of License:** Madison. **ADI:** Madison. **Rank:** 107.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County | Total Households | TV Households | %  |
|------------------------|--------------|------------------|---------------|----|
| Between 25-49%         | WISCONSIN    |                  |               |    |
|                        | Columbia     | 17,500           | 17,100        | 98 |
|                        | Dane         | 133,800          | 130,800       | 98 |
|                        | Green        | 12,100           | 11,900        | 98 |



| Net Weekly Circulation                  | State County | Total Households | TV Households  | %         |
|---|--------------|------------------|----------------|-----------|
| Between 25-49%                          | Iowa         | 7,500            | 7,300          | 97        |
|   | Lafayette    | 6,200            | 6,100          | 98        |
|   | Richland     | 6,600            | 6,400          | 97        |
|   | Sauk         | 17,100           | 16,600         | 97        |
| Between 5-24%                           | WISCONSIN    |                  |                |           |
|   | Adams        | 5,400            | 5,200          | 96        |
|   | Dodge        | 26,600           | 26,100         | 98        |
|   | Grant        | 17,900           | 17,300         | 97        |
|   | Jefferson    | 24,100           | 23,800         | 99        |
|   | Juneau       | 8,600            | 8,300          | 96        |
|   | Marquette    | 5,400            | 5,200          | 96        |
| Rock                                    | 51,800       | 51,100           | 99             |           |
| <b>Station Totals</b>                   |              | <b>340,600</b>   | <b>333,200</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |              |                  | <b>114,000</b> |           |
| <b>Average Daily Circulation (1987)</b> |              |                  | <b>49,000</b>  |           |

# Wisconsin—Madison

**WMTV**

Ch. 15



**Network Service:** NBC.

**Licensee:** Forward Television Inc., 615 Forward Dr., Madison, WI 53711.

**Studio:** 615 Forward Dr., Madison, WI 53711.

**Telephone:** 608-274-1515. **TWX:** 910-286-2729.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 1050-kw max. & 794-kw horizontal visual, 105-kw max. & 79.4-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1099-ft. above ground, 2157-ft. above sea level.

Latitude 43° 03' 01"  
Longitude 89° 29' 15"

**Transmitter:** W. Beltline Hwy.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 Harris Ku-band; United Satellite Systems, 5-meter C-band; United Satellite Systems, 3.8-meter C-band; Microdyne, 7-meter C-band; 3.8-meter Ku-band; Scientific-Atlanta, Microdyne, M/A-Com receivers.

**News Services:** AP, NBC.

**Ownership:** Forward Communications Corp. See Group Ownership of Television Stations.

**Began Operation:** July 8, 1953. Sale to present owner by Forward Communications Corp. approved by FCC Aug. 16, 1984. Previous sale to Forward by Lee P. Loomis approved May 15, 1963 by FCC (**Television Digest**, Vol. 3:20). Sale to Loomis by WTVJ interests (Mitchell Wolfson) approved April 2, 1958 (Vol. 14:10, 14). Previous sale to WTVJ interests by founding Gerald A. Bartel family approved July 25, 1957 (Vol. 13:26, 30).

**Represented (sales):** Blair Television.

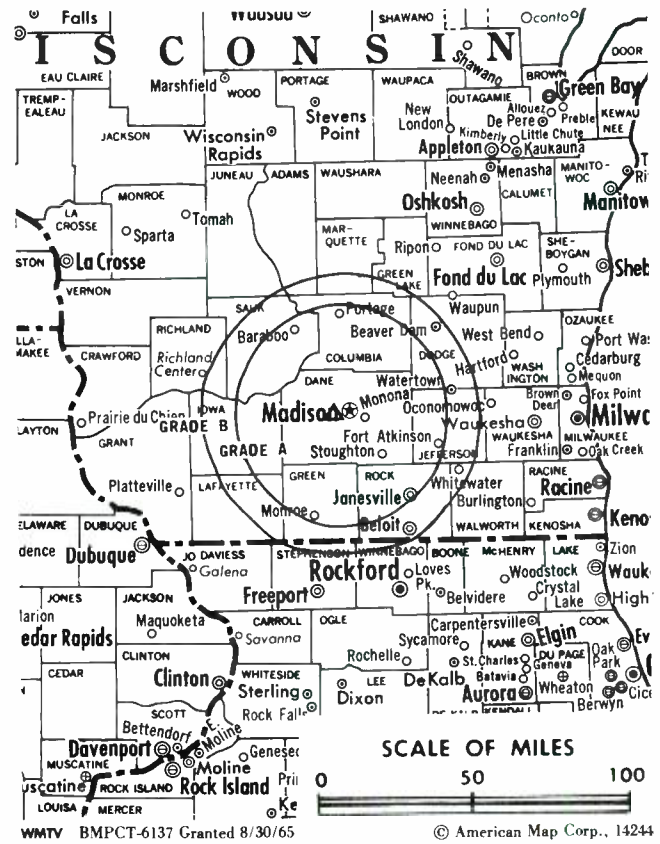
**Represented (legal):** Wiley, Rein & Fielding.

**Personnel:**

- LAURIE LEONARD, president & general manager.
- JOHN DUDLEY, general sales manager.
- FRED SOLE, operations manager.
- BRYAN BROSAMLE, news director.
- MARY ERIKSSON, promotion manager.
- KEVIN PECKHAM, chief engineer.
- STEPHEN KESSENICH, production manager.

**Highest 30 Sec. Rate:** \$1200.

**City of License:** Madison. **ADI:** Madison. **Rank:** 107.



Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %              |
|---|------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>WISCONSIN</b> |                  |                |                |
|   | Columbia         | 17,500           | 17,100         | 98             |
|   | Dane             | 133,800          | 130,800        | 98             |
|   | Green            | 12,100           | 11,900         | 98             |
|   | Iowa             | 7,500            | 7,300          | 97             |
|   | Jefferson        | 24,100           | 23,800         | 99             |
|   | Lafayette        | 6,200            | 6,100          | 98             |
|   | Marquette        | 5,400            | 5,200          | 96             |
|   | Richland         | 6,600            | 6,400          | 97             |
|   | Rock             | 51,800           | 51,100         | 99             |
| Sauk                                    | 17,100           | 16,600           | 97             |                |
| <b>Between 25-49%</b>                   | <b>WISCONSIN</b> |                  |                |                |
|   | Dodge            | 26,600           | 26,100         | 98             |
|   | Grant            | 17,900           | 17,300         | 97             |
| Juneau                                  | 8,600            | 8,300            | 96             |                |
| <b>Between 5-24%</b>                    | <b>ILLINOIS</b>  |                  |                |                |
|   | Stephenson       | 19,200           | 18,800         | 98             |
|   | <b>WISCONSIN</b> |                  |                |                |
|   | Adams            | 5,400            | 5,200          | 96             |
|   | Crawford         | 6,100            | 6,000          | 98             |
|   | Green Lake       | 7,300            | 7,100          | 97             |
|   | Vernon           | 9,900            | 9,600          | 97             |
|   | Walworth         | 27,200           | 26,800         | 99             |
|   | Washington       | 30,700           | 30,400         | 99             |
|   | Waushara         | 8,100            | 7,900          | 98             |
| <b>Station Totals</b>                   |                  | <b>449,100</b>   | <b>439,800</b> | <b>97</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  |                | <b>279,300</b> |
| <b>Average Daily Circulation (1987)</b> |                  |                  |                | <b>146,700</b> |

# Wisconsin—Milwaukee

## WCGV-TV

Ch. 24

**Network Service:** Fox.

**Licensee:** HR Broadcasting Corp. of Milwaukee Inc., 5445 N. 27th St., Milwaukee, WI 53209.

**Studio:** 5445 N. 27th St., Milwaukee, WI 53209.

**Telephone:** 414-527-2424.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 3000-kw max. visual, 300-kw max. aural. Antenna: 1028-ft. above av. terrain, 1089-ft. above ground, 1747-ft. above sea level.

Latitude 43° 05' 15"  
Longitude 87° 54' 12"

**Transmitter:** 3950 N. Holton St.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Microwave Specialties, 5-meter; Scientific-Atlanta receivers.

**Ownership:** HR Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 19, 1980. Sale to present owner by Byron Lasky, Howard Heckel, et al., approved by FCC July 14, 1986 (Television Digest, Vol. 26:26).

**Represented (sales):** Katz Independent TV Sales.

**Personnel:**

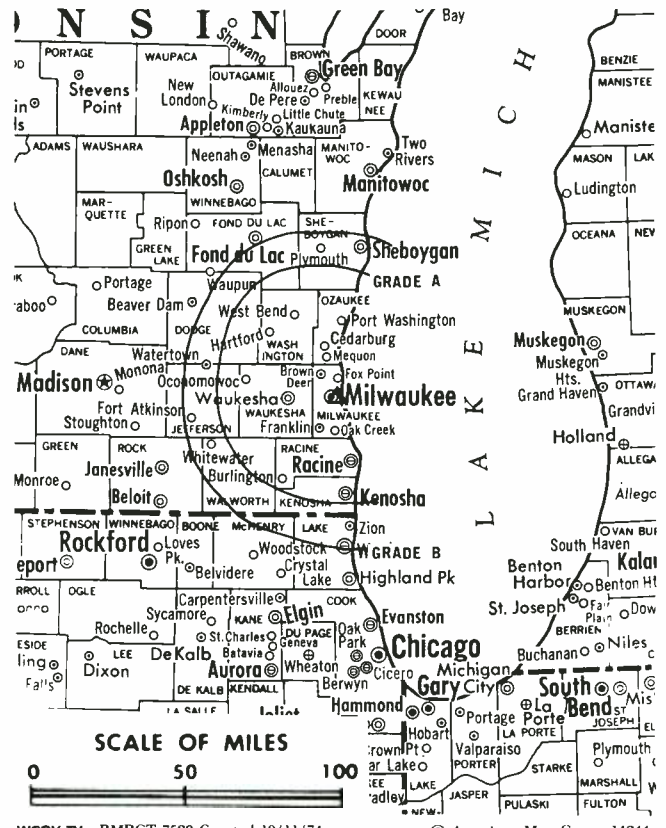
- ROBERT J. FURLONG, vice president & general manager.
- MITCHELL NYE, general sales manager.
- BETTY HERTZ, program director.
- WALLY WHITE, chief engineer.
- ROBERT PAGURA, promotion director.

**Rates:** Not available.

**City of License:** Milwaukee. **ADI:** Milwaukee. **Rank:** 30.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>WISCONSIN</b> |                  |               |    |
|                        | Milwaukee        | 371,800          | 367,000       | 99 |
|                        | Ozaukee          | 24,600           | 24,300        | 99 |
|                        | Sheboygan        | 37,200           | 36,800        | 99 |
|                        | Washington       | 30,700           | 30,400        | 99 |
|                        | Waukesha         | 100,200          | 99,200        | 99 |
| <b>Between 25-49%</b>  | <b>WISCONSIN</b> |                  |               |    |
|                        | Dodge            | 26,600           | 26,100        | 98 |



WCGV-TV BMPCT-7528 Granted 10/11/74

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| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %         |
|---|------------------|------------------|----------------|-----------|
| <b>Between 25-49%</b>                   | Kenosha          | 44,800           | 44,300         | 99        |
|   | Racine           | 63,000           | 62,400         | 99        |
|   | Walworth         | 27,200           | 26,800         | 99        |
| <b>Between 5-24%</b>                    | <b>WISCONSIN</b> |                  |                |           |
|   | Columbia         | 17,500           | 17,100         | 98        |
|   | Fond Du Lac      | 31,500           | 31,000         | 98        |
|   | Green Lake       | 7,300            | 7,100          | 97        |
|   | Jefferson        | 24,100           | 23,800         | 99        |
| Manitowoc                               | 29,900           | 29,600           | 99             |           |
| <b>Station Totals</b>                   |                  | <b>836,400</b>   | <b>825,900</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  | <b>409,400</b> |           |
| <b>Average Daily Circulation (1987)</b> |                  |                  | <b>169,900</b> |           |

# Wisconsin—Milwaukee

## WISN-TV

Ch. 12

**Network Service:** ABC.

**Licensee:** The Hearst Corp., Box 402, Milwaukee, WI 53201.

**Studio:** 19th & Wells Sts., Milwaukee, WI 53203.

**Mailing Address:** Box 402, Milwaukee, WI 53201.

**Telephone:** 414-342-8812. **TWX:** 910-262-3417.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1105-ft. above ground, 1735-ft. above sea level.

Latitude 43° 06' 41"  
Longitude 87° 55' 38"

**Transmitter:** 5201 N. Milwaukee River Pkwy.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Vertex, 4.5-meter Ku-band; Andrew, 5-meter; Andrew, 4.5-meter; Andrew, 7.3-meter; SatCom, 5.6-meter; Scientific-Atlanta, Avantek receivers.

**AM Affiliate:** WISN, 50-kw, 1130 kHz.

**FM Affiliate:** WLTV, 11.5-kw, 97.3 MHz (No. 247), 910-ft.

**News Services:** ABC, AP, UPI, Group W Newsfeed, Conus.

**Ownership:** The Hearst Corp. See Group Ownership of Television Stations.

**Begin Operation:** October 27, 1954 as WTVW; sale to present owners by group headed by L. F. Gran, Paul A. Pratt & Loron Thurwachter approved by FCC March 2, 1955 (*Television Digest*, Vol. 11:2, 5, 10).

**Represented (sales):** Blair Television.

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

**Represented (engineering):** Quarles & Brady.

### Personnel:

HOWARD RITCHIE JR., vice president & general manager.  
RICK HENRY, general sales manager.  
JIM KILLORAN, national sales manager.  
JOHN STEWART, local sales manager.  
TERRY W. DOLAN, director of broadcast services.  
TIM J. MORRISSEY, director of news.  
BILL LOWERY, production manager.  
JIM WAGNER, director of promotion.  
GERALD ROBINSON, chief engineer.  
MARY ALICE TIERNEY DUNN, director of community services/public affairs.

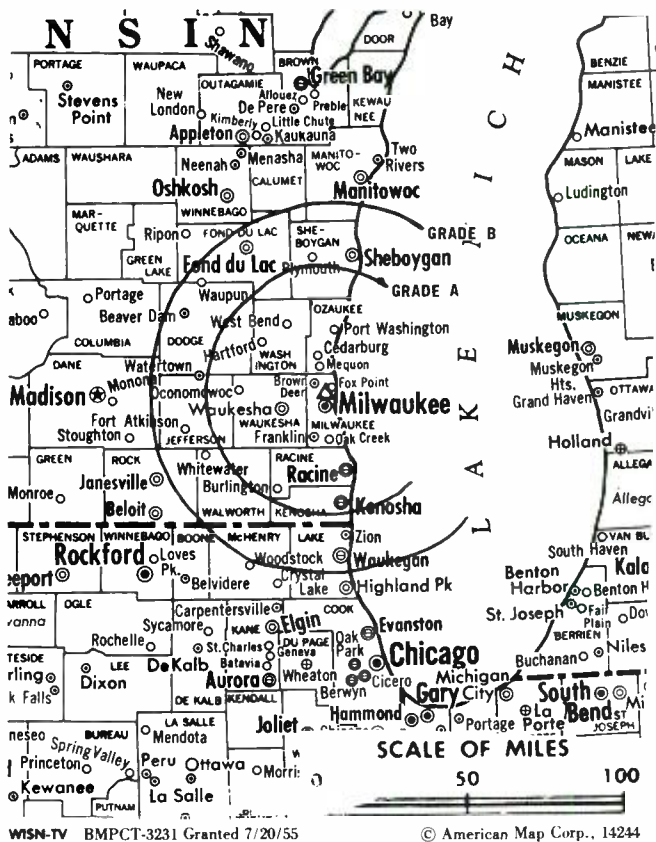
**Highest 30 Sec. Rate:** \$8000.

**NETWORK BASE HOURLY RATE:** \$1850.

**City of License:** Milwaukee. **ADI:** Milwaukee. **Rank:** 30.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County    | Total Households | TV Households | %  |
|------------------------|-----------------|------------------|---------------|----|
| 50% & Over             | WISCONSIN Dodge | 26,600           | 26,100        | 98 |



| Net Weekly Circulation           | State County          | Total Households | TV Households | %       |
|----------------------------------|-----------------------|------------------|---------------|---------|
| 50% & Over                       | Jefferson             | 24,100           | 23,800        | 99      |
|                                  | Kenosha               | 44,800           | 44,300        | 99      |
|                                  | Milwaukee             | 371,800          | 367,000       | 99      |
|                                  | Ozaukee               | 24,600           | 24,300        | 99      |
|                                  | Racine                | 63,000           | 62,400        | 99      |
|                                  | Sheboygan             | 37,200           | 36,800        | 99      |
|                                  | Walworth              | 27,200           | 26,800        | 99      |
| Between 25-49%                   | Washington            | 30,700           | 30,400        | 99      |
|                                  | Waukesha              | 100,200          | 99,200        | 99      |
|                                  | WISCONSIN Fond Du Lac | 31,500           | 31,000        | 98      |
|                                  | ILLINOIS Mchenry      | 58,900           | 58,400        | 99      |
|                                  | WISCONSIN Calumet     | 11,400           | 11,200        | 98      |
| Between 5-24%                    | Columbia              | 17,500           | 17,100        | 98      |
|                                  | Green Lake            | 7,300            | 7,100         | 97      |
|                                  | Manitowoc             | 29,900           | 29,600        | 99      |
|                                  | Winnebago             | 50,900           | 50,400        | 99      |
|                                  | Station Totals        |                  | 957,600       | 945,900 |
| Net Weekly Circulation (1987)    |                       |                  | 687,500       |         |
| Average Daily Circulation (1987) |                       |                  | 396,100       |         |

# Wisconsin—Milwaukee

**WITI-TV**

Ch. 6

**Network Service:** CBS.

**Licensee:** SCI Television Inc.

**Studio:** 9001 N. Green Bay Rd., Milwaukee, WI 53217.

**Mailing Address:** Box 17600, Milwaukee, WI 53217.

**Telephone:** 414-355-6666. **TWX:** 910-262-3425.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1078-ft. above ground, 1720-ft. above sea level.

Latitude 43° 05' 24"  
Longitude 87° 53' 47"

**Transmitter:** NE corner of Capitol Dr. & Estabrook Pkwy., Shorewood, WI.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** 2 Scientific-Atlanta, 7-meter; 2 M/A-Com; Scientific-Atlanta receivers.

**News Services:** AP, NIWS, UPI.

**Ownership:** SCI Television Inc. See Group Ownership of Television Stations.

**Began Operation:** May 21, 1956.

**Represented (sales):** Storer Television Sales Inc.

**Represented (legal):** Warren C. Zwicky.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- JOE DIMINO, president of TV station division.
- ANDREW P. POTOS, vice president & general manager.
- RAYMOND H. ENGELHART, director of operations.
- MARIA TULLY, general sales manager.
- KATHRYN KOENEN, program manager.
- PATRICK HOLDER, production manager.
- ANNE CLAUSEN, director of creative services.
- JILL GEISLER, news & community services manager.
- DONALD ROERING, chief engineer.
- JAMES KURZ, controller.

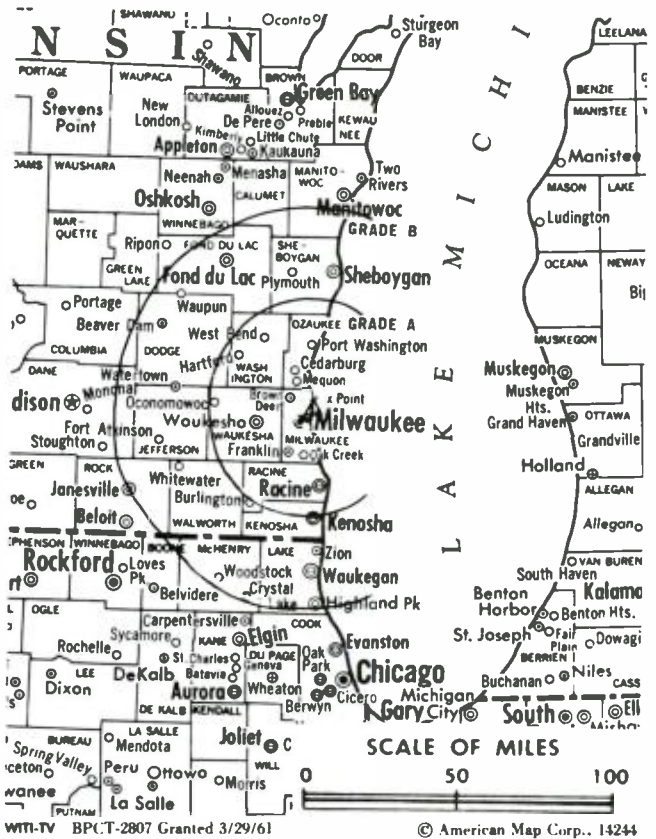
**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$1680.

**City of License:** Milwaukee. **ADI:** Milwaukee. **Rank:** 30.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>WISCONSIN</b> |                  |               |    |
|                        | Dodge            | 26,600           | 26,100        | 98 |
|                        | Jefferson        | 24,100           | 23,800        | 99 |
|                        | Kenosha          | 44,800           | 44,300        | 99 |
|                        | Milwaukee        | 371,800          | 367,000       | 99 |
| Ozaukee                | 24,600           | 24,300           | 99            |    |



| Net Weekly Circulation                  | State County     | Total Households | TV Households    | %              |
|---|------------------|------------------|------------------|----------------|
| <b>50% &amp; Over</b>                   | <b>WISCONSIN</b> |                  |                  |                |
|   | Racine           | 63,000           | 62,400           | 99             |
|   | Sheboygan        | 37,200           | 36,800           | 99             |
|   | Walworth         | 27,200           | 26,800           | 99             |
|   | Washington       | 30,700           | 30,400           | 99             |
| Waukesha                                | 100,200          | 99,200           | 99               |                |
| <b>Between 25-49%</b>                   | <b>WISCONSIN</b> |                  |                  |                |
|   | Fond Du Lac      | 31,500           | 31,000           | 98             |
| <b>Between 5-24%</b>                    | <b>ILLINOIS</b>  |                  |                  |                |
|   | Lake             | 158,400          | 157,100          | 99             |
|   | Mchenry          | 58,900           | 58,400           | 99             |
| <b>MICHIGAN</b>                         |                  |                  |                  |                |
| Lake                                    | 3,500            | 3,400            | 97               |                |
| Mason                                   | 10,400           | 10,000           | 96               |                |
| <b>WISCONSIN</b>                        |                  |                  |                  |                |
| Calumet                                 | 11,400           | 11,200           | 98               |                |
| Columbia                                | 17,500           | 17,100           | 98               |                |
| Green Lake                              | 7,300            | 7,100            | 97               |                |
| Manitowoc                               | 29,900           | 29,600           | 99               |                |
| <b>Station Totals</b>                   |                  | <b>1,079,000</b> | <b>1,066,000</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  |                  | <b>679,700</b> |
| <b>Average Daily Circulation (1987)</b> |                  |                  |                  | <b>378,900</b> |

# Wisconsin—Milwaukee

## WTMJ-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** WTMJ Inc., 720 E. Capitol Dr., Milwaukee, WI 53201.

**Studio:** 720 E. Capitol Dr., Milwaukee, WI 53201.

**Telephone:** 414-332-9611. **TWX:** 910-262-3141.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1096-ft. above ground, 1728-ft. above sea level.

Latitude 43° 05' 29"  
Longitude 87° 54' 07"

**Transmitter:** 720 E. Capitol Dr.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Harris & M/A-Com, 3-meter, 4.6-meter & 6.1-meter; M/A-Com, Harris receivers.

**AM Affiliate:** WTMJ, 5-kw, 620 kHz.

**FM Affiliate:** WKTI, 15.5-kw, 94.5 MHz (No. 233), 910-ft.

**News Services:** CNN, NBC, NIWS, NPS.

**Ownership:** WTMJ Inc. See Group Ownership of Television Stations.

**Began Operation:** December 3, 1947.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jansky & Bailey.

### Personnel:

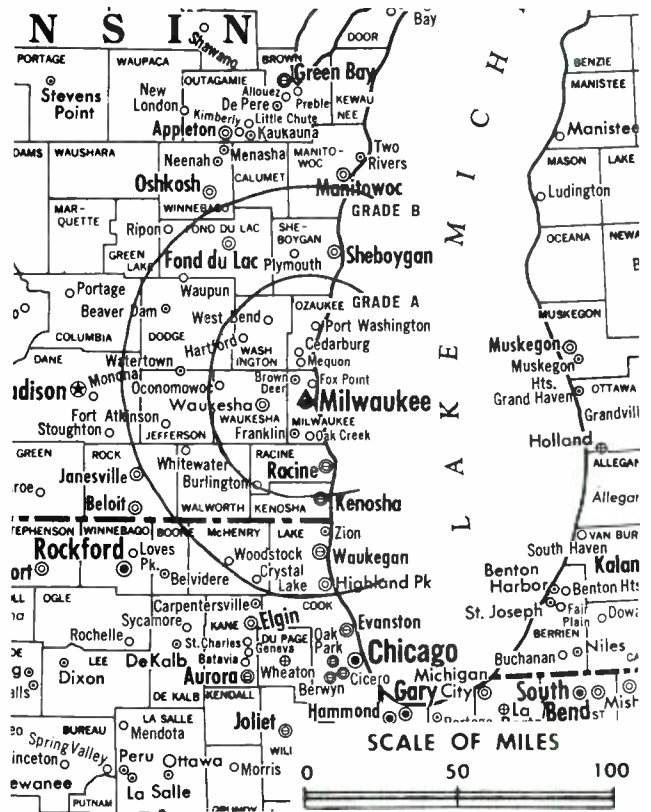
STEVEN SMITH, president.  
WAYNE BARNETT, vice president & general manager.  
NORB RYAN, general & national sales manager.  
MARK LEGRAND, local sales manager.  
GERALD McGRATH, program manager.  
JAMES WULLIMAN, engineering manager.  
KEN MILLER, chief engineer.  
LIA ALCALAY RIGER, advertising, promotion & publicity director.  
TOM LULJAK, news director.  
GLENN KLIEMAN, managing editor.  
ED HINSHAW, manager of public affairs.  
MARCIA FORTUNE, operations manager.  
DEAN C. MAYTAG, production manager.  
ROD SYNNESE, community relations director.  
HANK STODDARD, sports director.

**Highest 30 Sec. Rate:** \$4000.

**NETWORK BASE HOURLY RATE:** \$1850.

**City of License:** Milwaukee. **ADI:** Milwaukee. **Rank:** 30.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



WTMJ-TV BPCT-3947 Granted 6/14/67

© American Map Corp., 14244

| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %              |
|---|------------------|------------------|----------------|----------------|
| <b>50% &amp; Over</b>                   | <b>WISCONSIN</b> |                  |                |                |
|   | Dodge            | 26,600           | 26,100         | 98             |
|   | Fond Du Lac      | 31,500           | 31,000         | 98             |
|   | Jefferson        | 24,100           | 23,800         | 99             |
|   | Kenosha          | 44,800           | 44,300         | 99             |
|   | Milwaukee        | 371,800          | 367,000        | 99             |
|   | Ozaukee          | 24,600           | 24,300         | 99             |
|   | Racine           | 63,000           | 62,400         | 99             |
| <b>Between 25-49%</b>                   | <b>WISCONSIN</b> |                  |                |                |
|   | Green Lake       | 7,300            | 7,100          | 97             |
|   | Rock             | 51,800           | 51,100         | 99             |
| <b>Between 5-24%</b>                    | <b>ILLINOIS</b>  |                  |                |                |
|   | Mchenry          | 58,900           | 58,400         | 99             |
| <b>Station Totals</b>                   | <b>WISCONSIN</b> |                  |                |                |
|   | Calumet          | 11,400           | 11,200         | 98             |
|   | Columbia         | 17,500           | 17,100         | 98             |
|   | Manitowoc        | 29,900           | 29,600         | 99             |
|   | Winnebago        | 50,900           | 50,400         | 99             |
| <b>Station Totals</b>                   |                  | <b>1,009,400</b> | <b>997,000</b> | <b>98</b>      |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  |                | <b>732,700</b> |
| <b>Average Daily Circulation (1987)</b> |                  |                  |                | <b>474,400</b> |

# Wisconsin—Milwaukee

## WVCY-TV

Ch. 30

**Network Service:** None, independent.

**Grantee:** Wisconsin Voice of Christian Youth, 2712 W. Vliet St., Milwaukee, WI 53208.

**Studio:** 2712 W. Vliet St., Milwaukee, WI 53208.

**Telephone:** 414-935-3000.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 1070-kw max. & 550-kw horizontal visual, 107-kw max. & 55-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1089-ft. above ground, 1747-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 43° | 05' | 15" |
| Longitude | 87° | 54' | 12" |

**Transmitter:** 3950 N. Holton St.

**Satellite Earth Stations:** Channel Master, 3-meter C-band; Kaultronics, 4-meter C-band.

**News Service:** CNN.

**Ownership:** Non-stock, non-profit corp. Dr. Randall Melchert, pres.; Victor C. Eliason, v.p.; Walter Lecocq, secy.; Arnie Olsen, treas.; Ralph Studeman, Virgil Wuthrich, Thomas Kalish, Vern Landin, members. Wisconsin Voice of Christian Youth Inc. also operates WSCO(TV), Suring, WI.

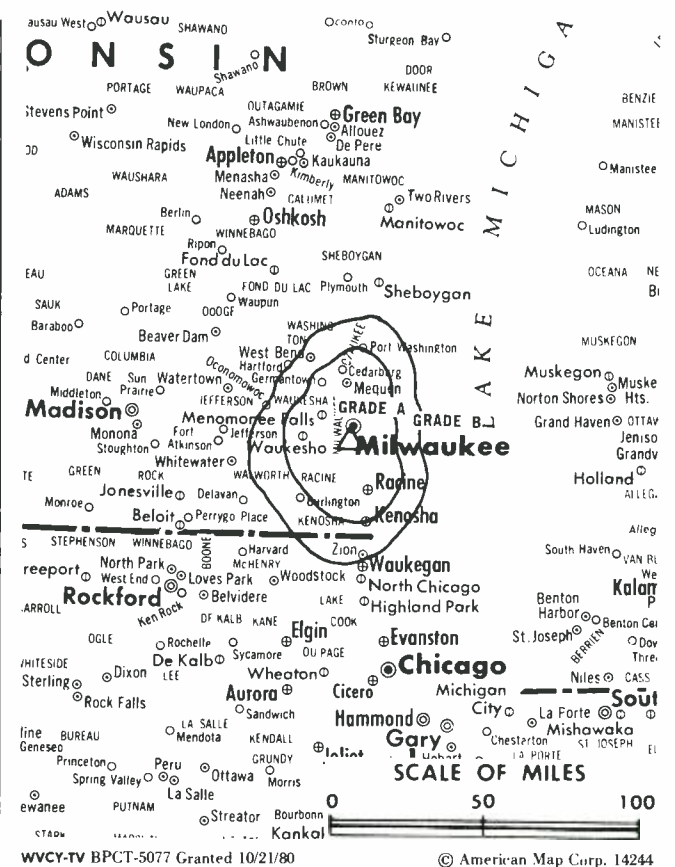
**Began Operation:** January 1, 1983.

**Represented (legal):** Wiley, Rein & Fielding.

**Represented (engineering):** Gary Piedot.

**Personnel:**

VIC ELIASON, general manager.



WVCY-TV BPCT-5077 Granted 10/21/80

**Rates:** Not available.

**Arbitron Data:** Not available.

**City of License:** Milwaukee. **ADI:** Milwaukee. **Rank:** 30.



# Wisconsin—Milwaukee

**WVTV**

Ch. 18

**Network Service:** None, independent.

**Licensee:** Gaylord Broadcasting Co., Box 1818, Milwaukee, WI 53201-1818.

**Studio:** 4041 N. 35th St., Milwaukee, WI 53201.

**Telephone:** 414-442-7050. **TWX:** 910-262-3466.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 986-ft. above av. terrain, 1040-ft. above ground, 1655-ft. above sea level.

Latitude 43° 05' 48"  
Longitude 87° 54' 19"

**Transmitter:** 0.5-mi. N of E. Capitol Dr. on N. Humboldt Ave., Milwaukee.

**Multichannel TV Sound:** Stereo only.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Comtech, 5-meter; Comtech, 4.6-meter Ku-band; M/A-Com, Microwave Assoc., Scientific-Atlanta, Pinzone receivers.

**News Service:** AP.

**Ownership:** Gaylord Broadcasting Co. See Group Ownership of Television Stations.

**Began Operation:** July 20, 1959. Sale to present owner by Harold & Bernard Sampson approved by FCC March 24, 1966 (*Television Digest*, Vol. 5:45; 6:13). Previous sale of 51% by Gene Posner to Harold & Bernard Sampson approved Aug. 9, 1962 (Vol. 2:26).

**Represented (sales):** Petry Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

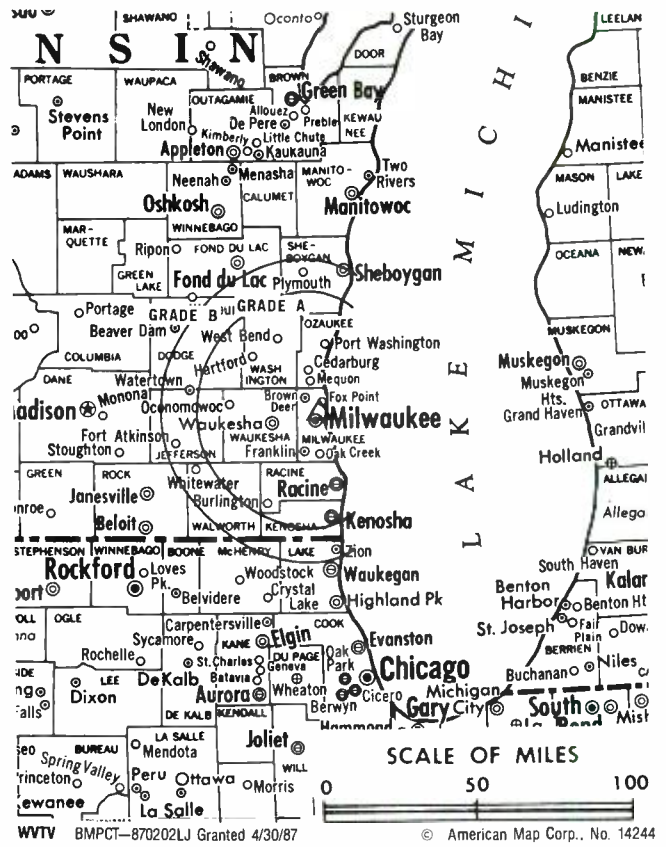
- HAROLD PROTTER, vice president & general manager.
- GREG GRABER, general sales manager.
- DEANNE HAVILAND, national sales manager.
- STEVE KOLB, local sales manager.
- ALISON GRAF, business manager.
- LYLE SCHULZE, director of engineering & operations.
- LORI WUCHERER, director of programming & promotion.
- MITCHELL MOTHS, production manager.
- JOHN KALPUS, chief engineer.

**Rates:** On request.

**City of License:** Milwaukee. **ADI:** Milwaukee. **Rank:** 30.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>WISCONSIN</b> |                  |               |    |
|                        | Milwaukee        | 371,800          | 367,000       | 99 |
|                        | Ozaukee          | 24,600           | 24,300        | 99 |
|                        | Racine           | 63,000           | 62,400        | 99 |
|                        | Sheboygan        | 37,200           | 36,800        | 99 |
|                        | Washington       | 30,700           | 30,400        | 99 |
|                        | Waukesha         | 100,200          | 99,200        | 99 |



| Net Weekly Circulation                  | State County     | Total Households | TV Households    | %         |
|---|------------------|------------------|------------------|-----------|
| <b>Between 25-49%</b>                   | <b>WISCONSIN</b> |                  |                  |           |
|   | Dodge            | 26,600           | 26,100           | 98        |
|   | Fond Du Lac      | 31,500           | 31,000           | 98        |
|   | Green Lake       | 7,300            | 7,100            | 97        |
|   | Jefferson        | 24,100           | 23,800           | 99        |
|   | Kenosha          | 44,800           | 44,300           | 99        |
|   | Rock             | 51,800           | 51,100           | 99        |
| <b>Between 5-24%</b>                    | <b>ILLINOIS</b>  |                  |                  |           |
|   | Lake             | 158,400          | 157,100          | 99        |
|   | Mchenry          | 58,900           | 58,400           | 99        |
|   | <b>WISCONSIN</b> |                  |                  |           |
|   | Calumet          | 11,400           | 11,200           | 98        |
| Columbia                                | 17,500           | 17,100           | 98               |           |
| Manitowoc                               | 29,900           | 29,600           | 99               |           |
| Marathon                                | 41,400           | 40,900           | 99               |           |
| Portage                                 | 20,600           | 20,200           | 98               |           |
| Sauk                                    | 17,100           | 16,600           | 97               |           |
| Wood                                    | 29,100           | 28,700           | 99               |           |
| <b>Station Totals</b>                   |                  | <b>1,276,000</b> | <b>1,260,500</b> | <b>98</b> |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  | <b>606,800</b>   |           |
| <b>Average Daily Circulation (1987)</b> |                  |                  | <b>248,700</b>   |           |

# Wisconsin—Suring

## WSCO

Ch. 14

**Network Service:** None, independent.

**Licensee:** Wisconsin Voice of Christian Youth, 2712 W. Vliet St., Milwaukee, WI 53208.

**Studio:** Hwy. 32, Box 414, Suring, WI 54174.

**Telephone:** 414-842-4014.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 200-kw visual, 40-kw aural. Antenna: 622-ft. above av. terrain, 557-ft. above ground, 1497-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 44° | 59' | 30" |
| Longitude | 88° | 23' | 55" |

**Transmitter:** On Hwy. 32, 1.7-mi. NW of Suring.

**Ownership:** Wisconsin Voice of Christian Youth Inc. See WVCY-TV, Milwaukee, WI.

**Began Operation:** February 22, 1984. Suspended operations July 28, 1987 following storm damage to transmitter.

**Represented (engineering):** Lyle R. Evans.

**Personnel:**  
TOM COOK, general manager.

**Rates:** Not available.

**Arbitron Data:** Not available.

**City of License:** Suring. **ADI:** Green Bay-Appleton. **Rank:** 68.



# Wisconsin—Wausau-Rhinelander

## WJFW-TV

Ch. 12

**Network Service:** NBC.

**Licensee:** Northland TV Inc., Box 858, Rhinelander, WI 54501.

**Studio:** S. Oneida Ave., Rhinelander, WI 54501.

**Mailing Address:** Box 858, Rhinelander, WI 54501.

**Telephone:** 715-369-4700.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 57.6-kw aural. Antenna: 1662-ft. above av. terrain, 1679-ft. above ground, 3323-ft. above sea level.

Latitude 45° 40' 02"  
Longitude 89° 12' 27"

**Transmitter:** County Hwy. C at Starks.

**Satellite Earth Stations:** 3 in operation; Channel Master, Harris receivers.

**News Services:** NBC, UPI.

**Ownership:** Seaway Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** October 20, 1966. Left air Nov. 17, 1968 following destruction of transmitter by plane crash. Resumed operation Sept. 10, 1969 (*Television Digest*, Vol. 9:37). Distress sale to present minority-owned company by Alvin E. O'Konski approved by FCC April 20, 1979 (Vol. 19:16).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Mullin, Rhyne, Emmons & Topel, P.C.

**Personnel:**

MICHAEL MEYER, general & national sales manager, program director.  
JULIE SWAN, traffic director.  
BRIAN HENNING, chief engineer.  
MICHAEL MICHALAK, news director.

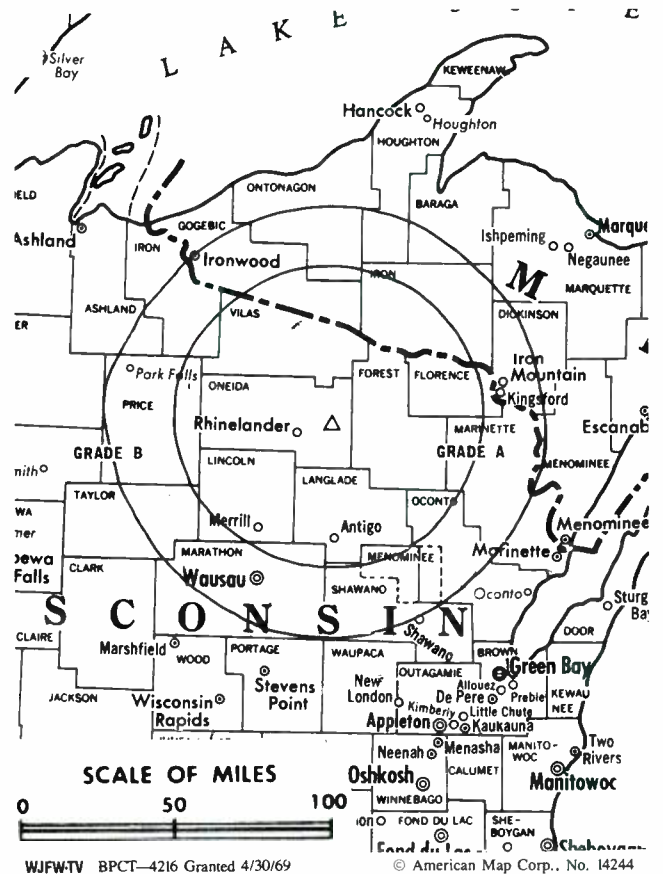
**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$275.

**City of License:** Rhinelander. **ADI:** Wausau-Rhinelander. **Rank:** 130.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %   |
|------------------------|------------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>MICHIGAN</b>  |                  |               |     |
|                        | Gogebic          | 7,300            | 7,100         | 97  |
|                        | Iron             | 5,600            | 5,500         | 98  |
|                        | <b>WISCONSIN</b> |                  |               |     |
|                        | Florence         | 1,400            | 1,400         | 100 |
|                        | Forest           | 3,500            | 3,400         | 97  |
|                        | Langlade         | 7,500            | 7,300         | 97  |
|                        | Lincoln          | 10,800           | 10,600        | 98  |
|                        | Oneida           | 12,900           | 12,600        | 97  |



| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %             |
|---|------------------|------------------|----------------|---------------|
| <b>50% &amp; Over</b>                   | Price            | 6,400            | 6,200          | 97            |
|   | Vilas            | 7,500            | 7,300          | 97            |
| <b>Between 25-49%</b>                   | <b>MICHIGAN</b>  |                  |                |               |
|   | Dickinson        | 10,200           | 10,000         | 98            |
|   | Ontonagon        | 3,400            | 3,300          | 97            |
|   | <b>WISCONSIN</b> |                  |                |               |
|   | Iron             | 2,700            | 2,700          | 100           |
| <b>Between 5-24%</b>                    | Marathon         | 41,400           | 40,900         | 99            |
|   | Taylor           | 6,400            | 6,200          | 97            |
|   | <b>MICHIGAN</b>  |                  |                |               |
|   | Baraga           | 3,000            | 2,900          | 97            |
|   | <b>WISCONSIN</b> |                  |                |               |
| Ashland                                 | 6,400            | 6,300            | 98             |               |
| Marinette                               | 15,500           | 15,300           | 99             |               |
| Portage                                 | 20,600           | 20,200           | 98             |               |
| Rusk                                    | 5,900            | 5,700            | 97             |               |
| <b>Station Totals</b>                   |                  | <b>178,400</b>   | <b>174,900</b> | <b>98</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  |                | <b>85,800</b> |
| <b>Average Daily Circulation (1987)</b> |                  |                  |                | <b>44,800</b> |

# Wisconsin—Wausau

## WAOW-TV

Ch. 9

**Network Service:** ABC.

**Licensee:** Tak Communications Inc.

**Studio:** 1908 Grand Ave., Wausau, WI 54401.

**Telephone:** 715-842-2251. **TWX:** 510-601-0101.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1210-ft. above av. terrain, 647-ft. above ground, 2549-ft. above sea level.

Latitude 44° 55' 14.3"  
Longitude 89° 41' 30.6"

**Transmitter:** Rib Mtn.

**Satellite Earth Station:** United Satellite Systems, 5-meter; United Satellite Systems receivers.

**News Services:** AP, CNN.

**Ownership:** Tak Communications Inc. See Group Ownership of Television Stations.

**Began Operation:** May 7, 1965. Sale to present owner by Liberty Broadcasting approved by FCC Jan. 7, 1985 (**Television Digest**, Vol. 24:43).

**Represented (sales):** Katz Television.

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

**Personnel:**

LAURIN JORSTAD, general manager.  
JIM GRAHAM, station manager.  
RON MONTEZON, general sales manager.  
BRUCE PFEIFFER, local sales manager.  
SHARON REYER, promotion director.  
TOM ROBINSON, news director.  
RUSS CRASS, chief engineer.

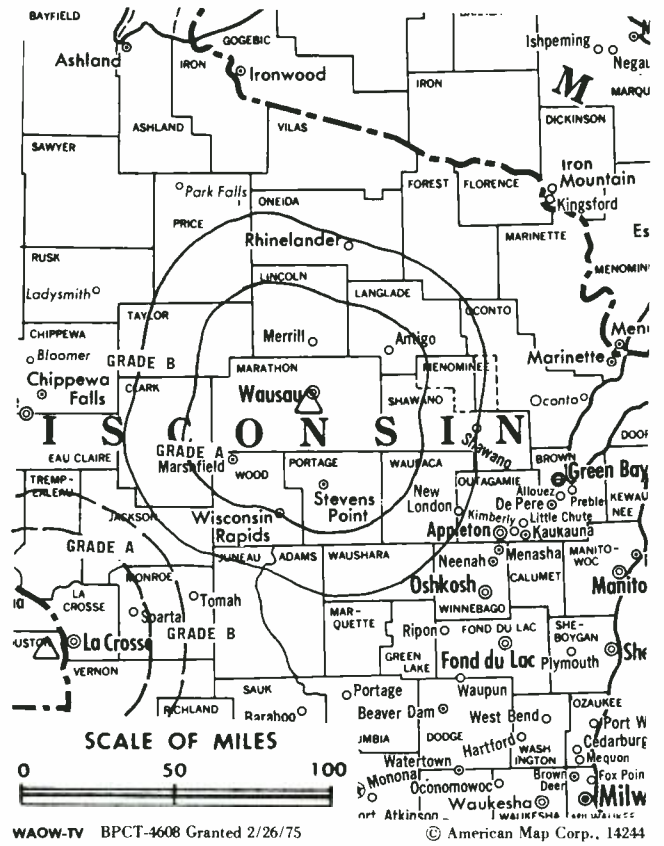
**Highest 30 Sec. Rate:** \$350.

**NETWORK BASE HOURLY RATE:** \$450.

**City of License:** Wausau. **ADI:** Wausau-Rhineland. **Rank:** 130.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>WISCONSIN</b> |                  |               |    |
|                        | Adams            | 5,400            | 5,200         | 96 |
|                        | Clark            | 12,300           | 11,900        | 97 |
|                        | Forest           | 3,500            | 3,400         | 97 |
|                        | Langlade         | 7,500            | 7,300         | 97 |
|                        | Lincoln          | 10,800           | 10,600        | 98 |
|                        | Marathon         | 41,400           | 40,900        | 99 |
|                        | Oneida           | 12,900           | 12,600        | 97 |
|                        | Portage          | 20,600           | 20,200        | 98 |
|                        | Price            | 6,400            | 6,200         | 97 |



WAOW-TV BPCT-4608 Granted 2/26/75

| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %         |
|---|------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Taylor           | 6,400            | 6,200          | 97        |
|   | Vilas            | 7,500            | 7,300          | 97        |
|   | Wood             | 29,100           | 28,700         | 99        |
| <b>Between 25-49%</b>                   | <b>WISCONSIN</b> |                  |                |           |
|   | Juneau           | 8,600            | 8,300          | 96        |
|   | Waushara         | 8,100            | 7,900          | 98        |
| <b>Between 5-24%</b>                    | <b>WISCONSIN</b> |                  |                |           |
|   | Ashland          | 6,400            | 6,300          | 98        |
|   | Chippewa         | 18,500           | 18,200         | 98        |
|   | Green Lake       | 7,300            | 7,100          | 97        |
|   | Iron             | 2,700            | 2,700          | 100       |
|   | Jackson          | 6,400            | 6,200          | 97        |
|   | Marquette        | 5,400            | 5,200          | 96        |
|   | Menominee        | 800              | 800            | 100       |
|   | Monroe           | 13,000           | 12,700         | 98        |
|   | Rusk             | 5,900            | 5,700          | 97        |
| Shawano                                 | 13,900           | 13,700           | 99             |           |
| Waupaca                                 | 16,400           | 16,200           | 99             |           |
| <b>Station Totals</b>                   |                  | <b>277,200</b>   | <b>271,500</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  | <b>162,900</b> |           |
| <b>Average Daily Circulation (1987)</b> |                  |                  | <b>107,500</b> |           |

# Wisconsin—Wausau

## WSAW-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** Forward Telecasting Inc., Box 1088, Wausau, WI 54402.

**Studio:** 1114 Grand Ave., Wausau, WI 54401.

**Telephone:** 715-845-4211.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 56-kw aural. Antenna: 1209-ft. above av. terrain, 645-ft. above ground, 2547-ft. above sea level.

Latitude 44° 55' 14.3"  
Longitude 89° 41' 30.6"

**Transmitter:** Rib Mtn.

**Satellite Earth Stations:** Comtech, 5-meter; Scientific-Atlanta, 7-meter; Vertex, 4.6-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; RCA, Scientific-Atlanta, M/A-Com receivers.

**News Services:** AP, UPI, CBS, CNN.

**Ownership:** Forward Communications Corp. See Group Ownership of Television Stations.

**Begin Operation:** October 24, 1954. Sale to present owners by Forward Communications Corp. approved by FCC August 16, 1984 (Television Digest, Vol. 23:44).

**Represented (sales):** Blair Television.

**Represented (engineering):** Silliman & Silliman.

**Personnel:**

BART KELLNHAUSER, president & general manager.  
SHIRLEY BICKFORD, assistant to the president.  
BILL JONES, general sales manager.  
JACK CROWLEY, vice president, promotions, programming & production.  
DONALD COCHART, vice president, operations.  
MARK ZELICH, vice president, news & sports director.  
MIKE RUESCH, controller.

**Highest One Hour Rate:** \$1400.

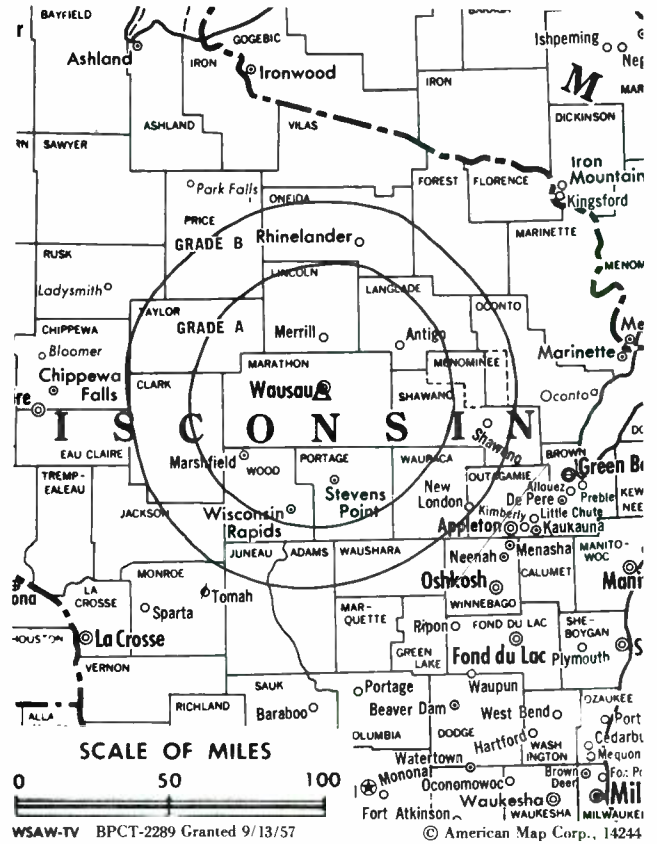
**Highest 30 Sec. Rate:** \$540.

**NETWORK BASE HOURLY RATE:** \$1400.

**City of License:** Wausau. **ADI:** Wausau-Rhineland. **Rank:** 130.

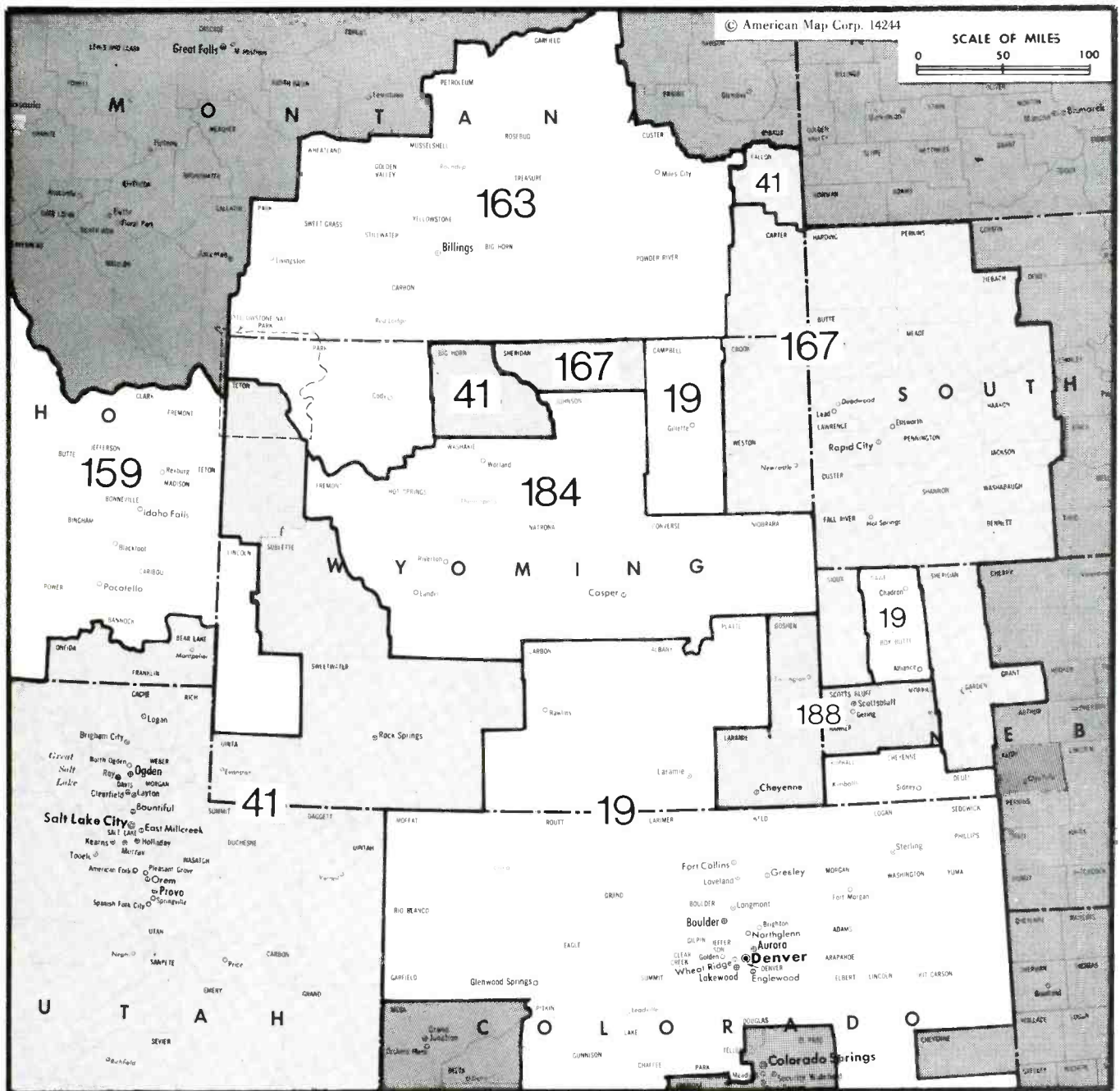
Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County     | Total Households | TV Households | %  |
|------------------------|------------------|------------------|---------------|----|
| <b>50% &amp; Over</b>  | <b>WISCONSIN</b> |                  |               |    |
|                        | Adams            | 5,400            | 5,200         | 96 |
|                        | Clark            | 12,300           | 11,900        | 97 |
|                        | Forest           | 3,500            | 3,400         | 97 |
|                        | Langlade         | 7,500            | 7,300         | 97 |
|                        | Lincoln          | 10,800           | 10,600        | 98 |
|                        | Marathon         | 41,400           | 40,900        | 99 |
|                        | Oneida           | 12,900           | 12,600        | 97 |



| Net Weekly Circulation                  | State County     | Total Households | TV Households  | %         |
|---|------------------|------------------|----------------|-----------|
| <b>50% &amp; Over</b>                   | Portage          | 20,600           | 20,200         | 98        |
|   | Price            | 6,400            | 6,200          | 97        |
|   | Taylor           | 6,400            | 6,200          | 97        |
|   | Vilas            | 7,500            | 7,300          | 97        |
|   | Wood             | 29,100           | 28,700         | 99        |
| <b>Between 25-49%</b>                   | <b>WISCONSIN</b> |                  |                |           |
|   | Marquette        | 5,400            | 5,200          | 96        |
|   | Rusk             | 5,900            | 5,700          | 97        |
|   | Shawano          | 13,900           | 13,700         | 99        |
|   | Waupaca          | 16,400           | 16,200         | 99        |
| Waushara                                | 8,100            | 7,900            | 98             |           |
| <b>Between 5-24%</b>                    | <b>MICHIGAN</b>  |                  |                |           |
|   | Iron             | 5,600            | 5,500          | 98        |
|   | <b>WISCONSIN</b> |                  |                |           |
|   | Ashland          | 6,400            | 6,300          | 98        |
|   | Iron             | 2,700            | 2,700          | 100       |
|   | Jackson          | 6,400            | 6,200          | 97        |
|   | Juneau           | 8,600            | 8,300          | 96        |
|   | Monroe           | 13,000           | 12,700         | 98        |
| Sawyer                                  | 5,400            | 5,200            | 96             |           |
| <b>Station Totals</b>                   |                  | <b>261,600</b>   | <b>256,100</b> | <b>97</b> |
| <b>Net Weekly Circulation (1987)</b>    |                  |                  | <b>178,800</b> |           |
| <b>Average Daily Circulation (1987)</b> |                  |                  | <b>122,400</b> |           |

# Wyoming



| Market                            | Arbitron ADI<br>TV Households | Rank |
|-----------------------------------|-------------------------------|------|
| Denver, CO.....                   | 1,025,000                     | 19   |
| Salt Lake City, UT.....           | 581,700                       | 41   |
| Idaho Falls-Pocatello, ID.....    | 101,500                       | 159  |
| Billings-Hardin, MT.....          | 88,400                        | 163  |
| Rapid City, SD.....               | 82,100                        | 167  |
| Casper-Riverton, WY.....          | 55,500                        | 184  |
| Cheyenne, WY-Scottsbluff, NE..... | 50,100                        | 188  |

| Market Area               | Commercial TV Stations   |
|---------------------------|--|
| Denver, CO                | KCNC-TV (4), KDVR (31), KFNR (11), KMGH-TV (7), KUBD (59), KUSA-TV (9), KWGN-TV (2), KOOG-TV (30), KSL-TV (5), KSTU(20), KTVX (4), KUTV (2), KIDK (3), KIFI-TV (8), KPVI (6) |
| Idaho Falls-Pocatello, ID | KOUS-TV (4), KTVO (2), KULR-TV (8), KYUS-TV (3)  |
| Billings-Hardin, MT       | KEVN-TV (7), KHSD-TV (11), KIVV-TV(5), KOTA-TV (3), KSGW-TV (12)   |
| Rapid City, SD            | KFNB (20), KFNE (10), KGWC-TV(14), KGWL-TV (5), KGWR-TV (13), KTWO-TV (2)  |
| Casper-Riverton, WY       | KDUH-TV (4), KGWN-TV(5), KSTF (10), KTVS (3)   |

| State Cross Reference List   |                |
|--|----------------|
| Communities That Receive Programs of Stations That are Located Elsewhere |                |
| KOWY, Riverton.....  | See Lander, WY |
| KFNE, Riverton.....  | See Lander, WY |

|                                 | VHF | UHF | TOTAL |
|---------------------------------|-----|-----|-------|
| Commercial Television Stations  | 7   | 2   | 9     |
| Educational Television Stations | 1   | 0   | 1     |
|                                 | 8   | 2   | 10    |

# Wyoming—Casper

**KFNB**

**Ch. 20**

(Operates satellites KFNE, Riverton & KFNR, Rawlins, WY)

**Network Service:** ABC.

**Licensee:** Heart of Wyoming Television.

**Studio:** 7075 Salt Creek Rd., Box 1, Casper, WY 82601.

**Telephone:** 307-237-2020.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 68-kw max. visual, 6.8-kw max. aural. Antenna: 1744-ft. above av. terrain, 150-ft. above ground, 8170-ft. above sea level.

Latitude 42° 44' 37"  
Longitude 106° 18' 26"

Holds CP for change to 1557-kw max. visual, 155-kw max. aural, 1750-ft. above av. terrain, 150-ft. above ground, 8190-ft. above sea level, lat. 42° 44' 37", long. 106° 18' 31". BPCT-860523KF.

**Transmitter:** Casper Mountain, 8-mi. SSW of Casper.

**Satellite Earth Stations:** In operation.

**Ownership:** First National Broadcasting Corp., wholly-owned subsidiary of First National Entertainment Corp. FNEC ownership: Irving Brand, chmn.; Allen W. Gelbard, pres., 19%; Edward H. Cohen, v.p.-secy., 19%; Frederic J. Bauer, v.p., 19%; Jay Zuckerman, treas., 1.2%; Shirley Brand, 19%; William Capri, 9.5%; remainder undisclosed. First National Broadcasting Corp. also owns KFNE(TV), Lander-Riverton & KFNR(TV), Rawlins, WY.

**Began Operation:** November 1, 1984. Sale to present owner by A. J. Stanton Jr., et al., approved by FCC March 19, 1986.

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

**Represented (legal):** Cordon & Kelly.

**Represented (engineering):** Arthur K. Peters.

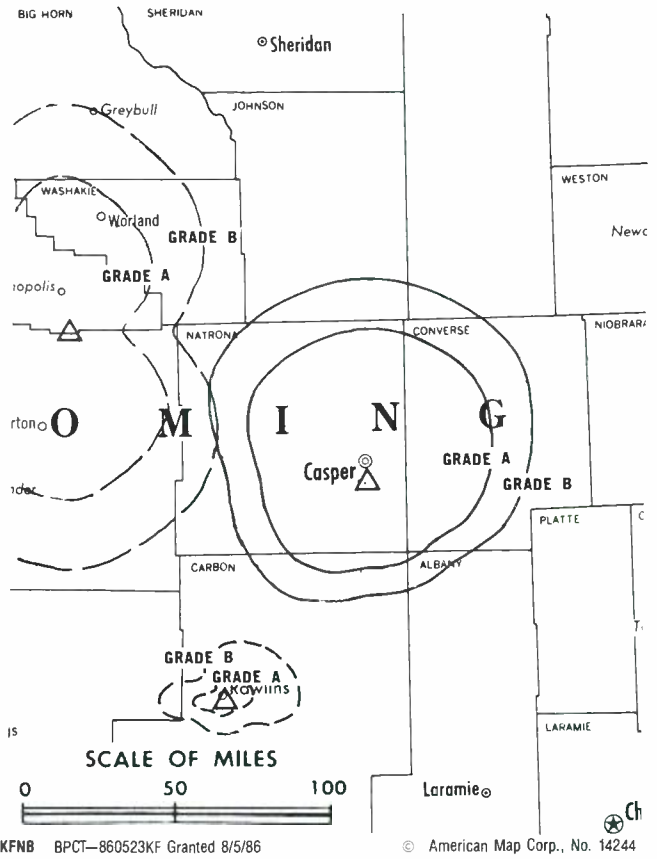
**Personnel:**  
PETE SIELER, general manager.

**Highest 30 Sec. Rate:** \$225.

**Arbitron Data:** Figures include KFNE, Riverton, WY

**City of License:** Casper. **ADI:** Casper-Riverton. **Rank:** 184.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



| Net Weekly Circulation                  | State County   | Total Households | TV Households | %             |
|---|----------------|------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | <b>WYOMING</b> |                  |               |               |
|   | Fremont        | 13,200           | 12,800        | 97            |
|   | Hot Springs    | 2,100            | 2,000         | 95            |
|   | Natrona        | 29,100           | 28,500        | 98            |
| <b>Between 25-49%</b>                   | <b>WYOMING</b> |                  |               |               |
|   | Carbon         | 7,400            | 7,100         | 96            |
|   | Washakie       | 3,600            | 3,500         | 97            |
| <b>Between 5-24%</b>                    | <b>WYOMING</b> |                  |               |               |
|   | Big Horn       | 4,500            | 4,300         | 96            |
|   | Converse       | 5,400            | 5,200         | 96            |
|   | Johnson        | 2,600            | 2,500         | 96            |
| <b>Station Totals</b>                   |                | <b>67,900</b>    | <b>65,900</b> | <b>97</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                |                  |               | <b>34,000</b> |
| <b>Average Daily Circulation (1987)</b> |                |                  |               | <b>15,200</b> |

# Wyoming—Casper

## KGWC-TV

(formerly KCWY-TV)

Ch. 14

**Network Service:** CBS.

**Licensee:** Stauffer Communications Inc., Box 119, Topeka, KS 66601.

**Studio:** 304 N. Center St., Casper, WY 82601.

**Mailing Address:** Box 170, Casper, WY 82602.

**Telephone:** 307-234-1111.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 1380-kw max. & 759-kw horizontal visual, 79.4-kw horizontal aural. Antenna: 1880-ft. above av. terrain, 235-ft. above ground, 8255-ft. above sea level.

Latitude 42° 44' 26"  
Longitude 106° 21' 34"

**Transmitter:** R79W, T32N, Section 18, Natrona County.

**Satellite Earth Stations:** Magnatech, 5-meter C-band; Magnatech, 3-meter C-band; AEL, 4-meter Ku-band; M/A-Com, Microdyne receivers.

**News Services:** Accu-Weather, AP, CBS.

**Ownership:** Stauffer Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** August 12, 1980. Sale to present owner by Rocky Mountain Communications Network approved by FCC August 25, 1986 (*Television Digest*, Vol. 26:23).

**Represented (sales):** Blair Television.

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

**Personnel:**

ROBERT CALVERT, general manager.  
TIM SWANSON, general sales manager.  
BOB SPAIN, chief engineer.

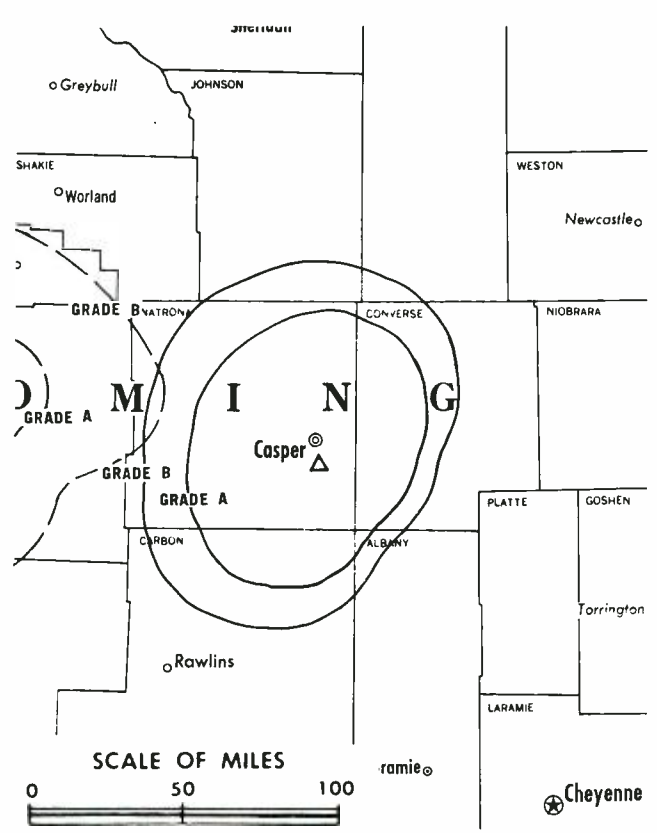
**Highest 30 Sec. Rate:** \$300.

**NETWORK BASE HOURLY RATE:** \$375.

**Arbitron Data:** Figures include satellites KGWL-TV, Lander & KGWR-TV, Rock Springs, WY.

**City of License:** Casper. **ADI:** Casper-Riverton. **Rank:** 184.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KGWC-TV BMPCT-800519KH Granted 6/27/80

© American Map Corp., No. 14244

| Net Weekly Circulation                  | State County   | Total Households | TV Households | %             |
|---|----------------|------------------|---------------|---------------|
| <b>50% &amp; Over</b>                   | <b>WYOMING</b> |                  |               |               |
|   | Converse       | 5,400            | 5,200         | 96            |
|   | Fremont        | 13,200           | 12,800        | 97            |
|   | Hot Springs    | 2,100            | 2,000         | 95            |
|   | Johnson        | 2,600            | 2,500         | 96            |
|   | Natrona        | 29,100           | 28,500        | 98            |
| <b>Between 5-24%</b>                    | <b>WYOMING</b> |                  |               |               |
|   | Crook          | 2,200            | 2,100         | 95            |
|   | Sweetwater     | 16,700           | 16,100        | 96            |
|   | Washakie       | 3,600            | 3,500         | 97            |
|   | Weston         | 3,000            | 2,800         | 95            |
| <b>Station Totals</b>                   |                | <b>77,900</b>    | <b>75,500</b> | <b>96</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                |                  |               | <b>45,300</b> |
| <b>Average Daily Circulation (1987)</b> |                |                  |               | <b>23,300</b> |



# Wyoming—Casper

## KTWO-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** KTWO Corp., 212 E. Liberty St., Wooster, OH 44691.

**Studio:** 4200 E. 2nd St., Casper, WY 82601.

**Telephone:** 307-237-3711. **TWX:** 910-949-4462.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 22-kw aural. Antenna: 2000-ft. above av. terrain, 375-ft. above ground, 8485-ft. above sea level.

Latitude 42° 44' 03"  
Longitude 106° 20' 00"

**Transmitter:** 8-mi. S of Casper.

**Satellite Earth Stations:** In operation; 3.5-meter, 4.5-meter & 6.1-meter.

**News Service:** AP.

**Ownership:** Wooster Republican Printing Co., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 8, 1957. Sale of station by Harriscop Bcstg. Corp. to present owner approved by FCC Dec. 12, 1986 (*Television Digest*, Vol. 26:45).

**Represented (sales):** Katz Television.

**Represented (legal):** Fleischman & Walsh, P.C.

**Represented (engineering):** Hammett & Edison.

**Personnel:**

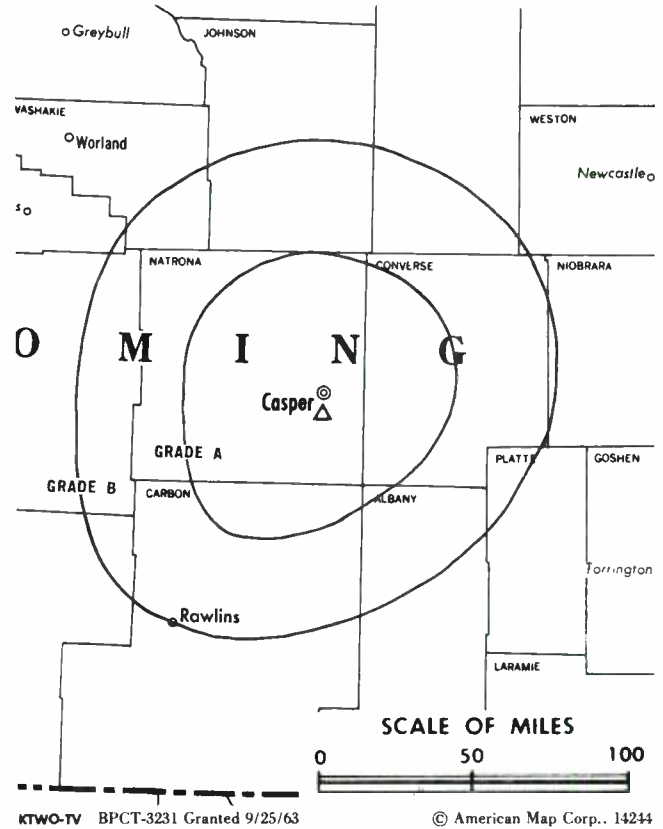
JACK ROSENTHAL, president.  
BOB DALLAS PRICE, vice president & general manager.  
TOM NORMAN, director of engineering.  
MICHELLE FERGUSON, business manager.

**Highest 30 Sec. Rate:** \$425.

**City of License:** Casper. **ADI:** Casper-Riverton. **Rank:** 184.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

| Net Weekly Circulation | State County   | Total Households | TV Households | %   |
|------------------------|----------------|------------------|---------------|-----|
| <b>50% &amp; Over</b>  | <b>WYOMING</b> |                  |               |     |
|                        | Albany         | 11,600           | 11,100        | 96  |
|                        | Big Horn       | 4,500            | 4,300         | 96  |
|                        | Campbell       | 12,400           | 11,800        | 95  |
|                        | Carbon         | 7,400            | 7,100         | 96  |
|                        | Converse       | 5,400            | 5,200         | 96  |
|                        | Fremont        | 13,200           | 12,800        | 97  |
|                        | Hot Springs    | 2,100            | 2,000         | 95  |
|                        | Johnson        | 2,600            | 2,500         | 96  |
|                        | Natrona        | 29,100           | 28,500        | 98  |
|                        | Niobrara       | 1,200            | 1,200         | 100 |



KTWO-TV BPCT-3231 Granted 9/25/63

© American Map Corp., 14244

| Net Weekly Circulation                  | State County        | Total Households | TV Households  | %             |
|---|---------------------|------------------|----------------|---------------|
| <b>50% &amp; Over</b>                   | Park                | 9,100            | 8,700          | 96            |
|   | Sheridan            | 10,900           | 10,300         | 95            |
|   | Sublette            | 1,700            | 1,600          | 94            |
|   | Sweetwater          | 16,700           | 16,100         | 96            |
|   | Washakie            | 3,600            | 3,500          | 97            |
|   | Weston              | 3,000            | 2,800          | 95            |
| <b>Between 25-49%</b>                   | <b>WYOMING</b>      |                  |                |               |
|   | Crook               | 2,200            | 2,100          | 95            |
|   | Platte              | 4,900            | 4,700          | 96            |
|   | Uinta               | 7,600            | 7,300          | 96            |
| <b>Between 5-24%</b>                    | <b>SOUTH DAKOTA</b> |                  |                |               |
|   | Fall River          | 3,500            | 3,400          | 97            |
|   | <b>WYOMING</b>      |                  |                |               |
|   | Lincoln             | 4,800            | 4,600          | 96            |
|   | Teton               | 4,900            | 4,700          | 96            |
| <b>Station Totals</b>                   |                     | <b>162,400</b>   | <b>156,300</b> | <b>96</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                     |                  |                | <b>97,800</b> |
| <b>Average Daily Circulation (1987)</b> |                     |                  |                | <b>54,600</b> |

# Wyoming—Cheyenne

## KGWN-TV

(formerly KYCU-TV)

Ch. 5

(Also operates satellites KSTF, Scottsbluff, NE and KTVS, Sterling, CO)

**Network Service:** CBS, NBC.

**Licensee:** Stauffer Communications Inc., 2923 E. Lincolnway, Cheyenne, WY 82001.

**Studio:** 2923 E. Lincolnway, Cheyenne, WY 82001.

**Telephone:** 307-634-7755. **TWX:** 910-949-4067.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 620-ft. above av. terrain, 483-ft. above ground, 7260-ft. above sea level.

Latitude 41° 06' 03"  
Longitude 105° 00' 16"

**Transmitter:** Borie, WY, 10.2-mi. WSW of Cheyenne.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta, 3.5-meter; RCA, Scientific-Atlanta receivers.

**News Service:** AP.

**Ownership:** Stauffer Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** March 22, 1954. Sale to Lamb Enterprises by Frontier Bcstg. Co. (McCraken) approved by FCC July 6, 1972 (*Television Digest*, Vol. 11:47; 12:28). Sale to Burke Bcstg. approved Oct. 14, 1983. Sale to present owner approved July 8, 1986 (Vol. 26:13).

**Represented (sales):** Katz Television.

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

**Personnel:**

CARL J. OCCHIPINTI, general manager.  
DUSTY THEIN, general sales manager.  
TONY SCHAEFER, chief engineer.

**Highest One Hour Rate:** \$2100.

**Highest 30 Sec. Rate:** \$550.

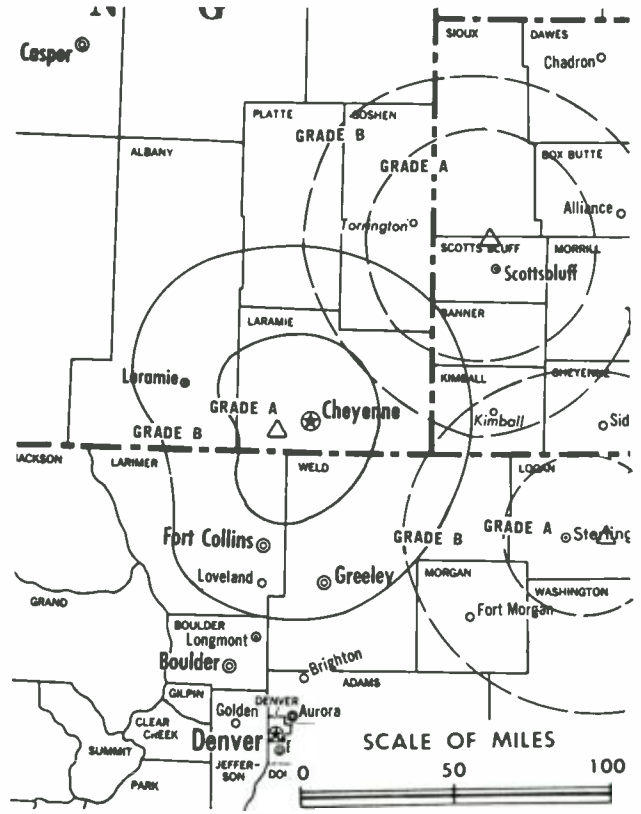
**Rates:** KSTF & KTVS are sold in combination with KGWN-TV; separate rates are also available.

**NETWORK BASE HOURLY RATE:** \$715.

**Arbitron Data:** Figures do not include KSTF, Scottsbluff NE & KTVS, Sterling, CO.

**City of License:** Cheyenne. **ADI:** Cheyenne, WY-Scottsbluff, NE. **Rank:** 188.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KGWN-TV BMPCT-1399 Granted 10/2/53 © American Map Corp., No. 14244

| Net Weekly Circulation                  | State County    | Total Households | TV Households  | %             |
|---|-----------------|------------------|----------------|---------------|
| <b>50% &amp; Over</b>                   | <b>WYOMING</b>  |                  |                |               |
|   | Albany          | 11,600           | 11,100         | 96            |
|   | Laramie         | 28,600           | 28,100         | 98            |
|   | Platte          | 4,900            | 4,700          | 96            |
| <b>Between 25-49%</b>                   | <b>COLORADO</b> |                  |                |               |
|   | Larimer         | 69,300           | 67,800         | 98            |
| <b>Between 5-24%</b>                    | <b>COLORADO</b> |                  |                |               |
|   | Gilpin          | 1,200            | 1,200          | 100           |
|   | Logan           | 7,700            | 7,400          | 96            |
|   | Weld            | 51,500           | 50,600         | 98            |
|   | <b>NEBRASKA</b> |                  |                |               |
|   | Banner          | 300              | 300            | 100           |
|   | Kimball         | 1,900            | 1,900          | 100           |
|   | <b>WYOMING</b>  |                  |                |               |
|   | Carbon          | 7,400            | 7,100          | 96            |
|   | Goshen          | 4,800            | 4,700          | 98            |
|   | Niobrara        | 1,200            | 1,200          | 100           |
| <b>Station Totals</b>                   |                 | <b>190,400</b>   | <b>186,100</b> | <b>97</b>     |
| <b>Net Weekly Circulation (1987)</b>    |                 |                  |                | <b>75,700</b> |
| <b>Average Daily Circulation (1987)</b> |                 |                  |                | <b>35,500</b> |

# Wyoming—Lander-Riverton-Thermopolis- Worland

**KFNE**

**Ch. 10**

(Satellite of KFNB, Casper, WY)

**Network Service:** ABC.

**Licensee:** Hi Ho Broadcasting Corp. of Wyoming, 206 S. Broadway, Riverton, WY 82601.

**Studio:** 7075 Salt Creek Rd., Casper, WY 82601.

**Telephone:** 307-237-2020.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 169-kw visual, 17-kw aural. Antenna: 1725-ft. above av. terrain, 62-ft. above ground, 7482-ft. above sea level.

|           |      |     |     |
|-----------|------|-----|-----|
| Latitude  | 43°  | 27' | 26" |
| Longitude | 108° | 12' | 02" |

**Transmitter:** Boysen Peak.

**Satellite Earth Station:** Bogner, 12-meter; RCA receivers.

**News Service:** UPI.

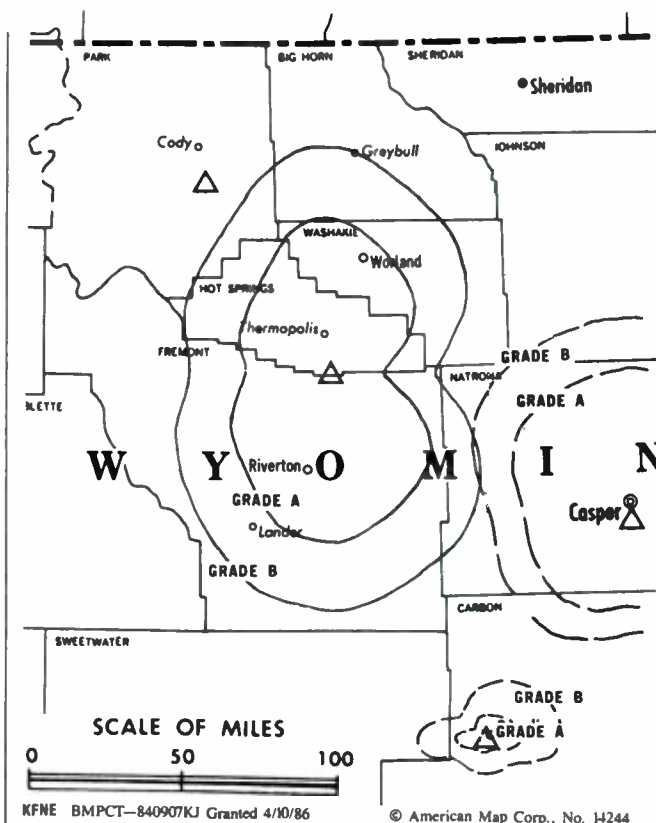
**Ownership:** First National Broadcasting Corp., see KFNB, Casper, WY.

**Began Operation:** December 22, 1957. Sale to Francis D'Addario, et al., by Joseph P. & Mildred V. Ernst approved by FCC Feb. 28, 1980 (*Television Digest*, Vol. 19:26). Sale to David Antoniak, et al., approved June 27, 1984. FCC approved sale to present owner March 3, 1986.

**Represented (sales):** Adam Young Inc.; Bob Hix Co. (regional).

**Represented (legal):** Cordon & Kelly.

**Represented (engineering):** Arthur K. Peters.



KFNE BMPCT—840907KJ Granted 4/10/86

**Personnel:**

PETER SIELER, general manager & sales manager.

**Highest 30 Sec. Rate:** \$75.

**Arbitron Data:** Included with KFNB, Casper, WY.

**City of License:** Riverton. **ADI:** Casper-Riverton. **Rank:** 184.

# Wyoming—Lander-Riverton

## KGWL-TV

(formerly KOWY)

Ch. 5

(Satellite of KGWC-TV, Casper, WY)

**Network Service:** CBS.

**Licensee:** Stauffer Communications Inc., Topeka, KS.

**Studio:** 304 N. Center St., Casper, WY 82601.

**Mailing Address:** Box 170, Casper, WY 82602.

**Telephone:** 307-234-1111.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 272-ft. above av. terrain, 183-ft. above ground, 6003-ft. above sea level.

|           |      |     |       |
|-----------|------|-----|-------|
| Latitude  | 42°  | 53' | 41.5" |
| Longitude | 108° | 43' | 34.0" |

**Transmitter:** 3.6-mi. N of Lander on Sand Hills.

**News Services:** CBS, AP.

**Ownership:** Stauffer Communications Inc., 100%. See Group Ownership of Television Stations.

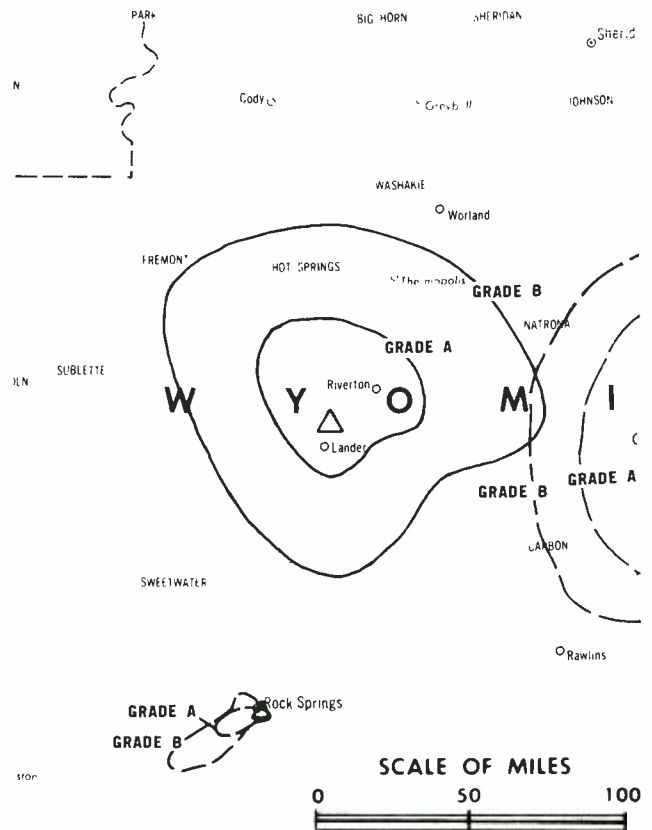
**Began Operation:** September 12, 1982. Sale to present owner by Rocky Mountain Communications Network approved by FCC Aug. 25, 1986 (*Television Digest*, Vol. 26:23).

**Represented (sales):** Blair Television.

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

**Personnel:**

ROBERT CALVERT, general manager.



KGWL-TV BPCT-810428KG Granted 1/6/82

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**Arbitron Data:** Included with KGWC-TV, Casper, WY.

**City of License:** Lander. **ADI:** Casper-Riverton. **Rank:** 184.

# Wyoming—Rawlins

## KFNR

Ch. 11

(Satellite of KFNB, Casper, WY)

**Network Service:** ABC.

**Licensee:** Rawlins Bcstg. Corp.

**Studio:** 7075 Salt Creek Rd., Box 1, Casper, WY 82601.

**Telephone:** 307-237-2020.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 1.67-kw visual, 0.167-kw aural. Antenna: 230-ft. above av. terrain, 49-ft. above ground, 7249-ft. above sea level.

Latitude 41° 46' 15"  
Longitude 107° 14' 25"

**Transmitter:** KIZQ(FM) transmitter site.

**News Service:** UPI.

**Ownership:** First National Broadcasting Corp. See KFNB(TV), Casper, WY.

**Began Operation:** April 16, 1986.

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

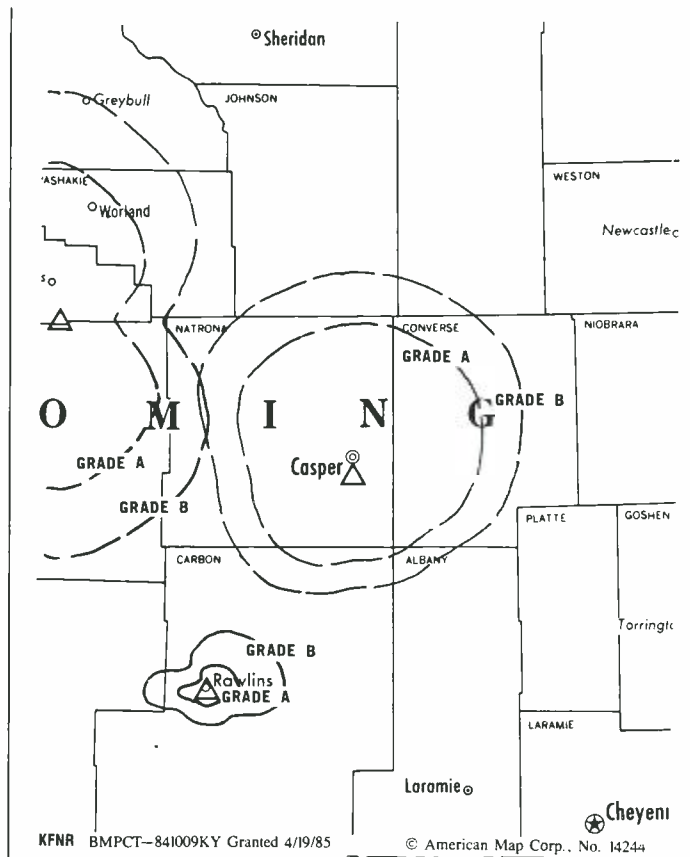
**Represented (legal):** Cordon & Kelly.

**Represented (engineering):** Arthur K. Peters.

**Personnel:**

PETE SIELER, general manager.  
CHARLES D. VICK, engineering director.

**Highest One Hour Rate:** \$400.



**Highest 30 Sec. Rate:** \$75.

**Arbitron Data:** Included with KFNB, Casper, WY.

**City of License:** Rawlins. **ADI:** Denver. **Rank:** 19.

# Wyoming—Rock Springs

## KGWR-TV

(formerly KWWY)

Ch. 13

(Satellite of KGWC-TV, Casper, WY)

**Network Service:** CBS.

**Licensee:** Stauffer Communications Inc., Topeka, KS.

**Studio:** 304 N. Center St., Casper, WY 82601.

**Telephone:** 307-234-1111.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 6.03-kw visual, 0.603-kw aural. Antenna: Minus 60-ft. above av. terrain, 46-ft. above ground, 6626-ft. above sea level.

|           |      |     |     |
|-----------|------|-----|-----|
| Latitude  | 41°  | 35' | 51" |
| Longitude | 109° | 10' | 53" |

Requests CP for change to 210-kw visual, 21-kw aural, 1708-ft. above av. terrain, 192-ft. above ground, 8792-ft. above sea level, lat. 41° 26' 33", long. 109° 06' 28", transmitter to Aspen Mountain, 12-mi. SSE of Rock Springs. BPCT-860418KG.

**Transmitter:** Swanson Rd., Rock Springs.

**News Services:** CBS, AP.

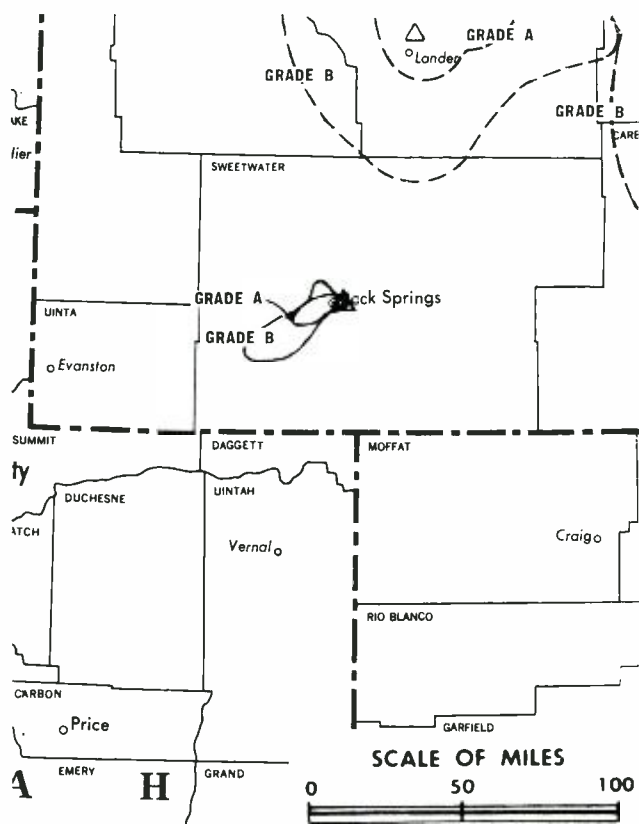
**Ownership:** Stauffer Communications Inc., 100%. See Group Ownership of Television Stations.

**Began Operation:** October 21, 1977. Sale to Rocky Mountain Communications by Gerald E. & Linda K. Devine approved by FCC July 13, 1982. Resumed operation Jan. 27, 1983. Sale to present owners approved Aug. 25, 1986 (*Television Digest*, Vol. 26:23).

**Represented (sales):** Blair Television.

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

**Represented (engineering):** Kenneth Williams.



KGWR-TV BPCT-4939 Granted 3/18/77

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### Personnel:

ROBERT CALVERT, general manager.

**Rates:** Sold in combination with KGWC-TV Casper & KGWL-TV, Lander-Riverton, WY.

**Arbitron Data:** Included with KGWC-TV, Casper, WY.

**City of License:** Rock Springs. **ADI:** Casper-Riverton. **Rank:** 184.

# Wyoming—Sheridan

## KSGW-TV

Ch. 12

(Satellite of KOTA-TV, Rapid City, SD)

**Network Service:** ABC.

**Licensee:** Duhamel Broadcasting Enterprises, Box 1760, Rapid City, SD 57709.

**Studio:** Box 1760, Rapid City, SD 57709.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 18-kw aural. Antenna: 1220-ft. above av. terrain, 144-ft. above ground, 7824-ft. above sea level.

Latitude 44° 37' 20"  
Longitude 107° 06' 57"

**Transmitter:** 12-mi. S & 8-mi. W of Sheridan.

**Satellite Earth Stations:** In operation; Simulsat receivers.

**News Services:** UPI, ABC.

**Ownership:** Duhamel Broadcasting Enterprises, 100%. See Group Ownership of Television Stations.

**Began Operation:** October 28, 1977.

**Represented (sales):** Katz Continental Television.

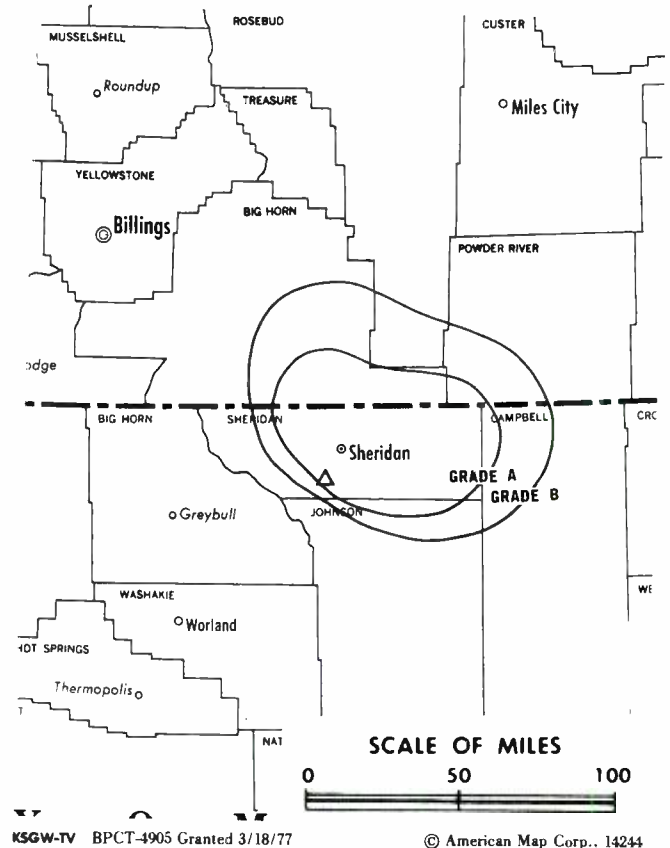
**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:** See KOTA-TV, Rapid City, SD.

**Rates:** Sold in combination with KOTA-TV.

**Arbitron Data:** Included with KOTA-TV, Rapid City, SD.

**City of License:** Sheridan. **ADI:** Rapid City. **Rank:** 167.



## Guam—Agana

### **KUAM-TV**

**Ch. 8**

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

**Licensee:** Pacific Telestations Inc., Debtor-in-Possession, Box 368, Agana, GU 96910.

**Studio:** 1.9-mi. SE of Agana.

**Telephone:** 477-9861. **Cable Address:** KUAM.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 21.9-kw visual, 3.8-kw aural. Antenna: 936-ft. above av. terrain, 121-ft. above ground, 1139-ft. above sea level.

|           |      |     |     |
|-----------|------|-----|-----|
| Latitude  | 13°  | 25' | 53" |
| Longitude | 144° | 42' | 36" |

**Transmitter:** Mt. Alutom.

**AM Affiliate:** KUAM, 10-kw, 610 khz.

**FM Affiliate:** KUAM-FM, 2.5-kw, 93.9 MHz (No. 230), 77-ft.

**News Services:** UPI, ABC, CBS, NBC.

**Ownership:** Pacific Telestations Inc. Lawrence S. Berger, pres., 51%; Marcus Loew II, v.p., 9%; William C. Williams, secy.; Ronald E. Pritchard, treas.,

17%; Elliott Cushman, dir., 14%; Peter E. Reid Jr., dir., 9%. Berger, Loew, Pritchard & Reid own WNUV(AM), American Samoa; Berger & Loew own KHVH(AM), Honolulu, HI. Cushman owns **Arizona Farmer**.

**Began Operation:** August 5, 1956. Sale to present owners by H. S. Killgore approved by FCC Sept. 15, 1977 (**Television Digest**, Vol. 17:38). Sale to Killgore by Phil Berg approved April 9, 1964 (Vol. 3:48; 4:16). Previously, 5% sold by John P. Hearne to Berg, raising Berg's holdings from 45.5% to 54.5% (Vol. 2:34).

**Represented (sales):** Intercontinental Services Ltd.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

LAWRENCE S. BERGER, president.  
ROBERT S. BERGER, general manager.  
JANICE MALONEY, director, news & public affairs.  
WILLIAM McBRIDE, chief engineer.  
ANNA LORENZO, sales manager.

**Highest One Hour Rate:** \$700.

**Highest 30 Sec. Rate:** \$100.

**NETWORK BASE HOURLY RATE:** \$100.



# Puerto Rico—Aguadilla

## WVEO

Ch. 44

(Satellite of WPRV-TV, Fajardo, PR)

**Licensee:** James C. Leake, Barrio Cocos, Buzon C-339, Quebradillas, PR 00742.

**Studio:** Road 411, km 77, Aguada.

**Telephone:** 809-895-3033.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 993-kw max. & 948-kw horizontal visual, 198-kw max. aural. Antenna: 1220-ft. above av. terrain, 235-ft. above ground, 1448-ft. above sea level.

Latitude 18° 19' 06"  
Longitude 67° 10' 42"

**Transmitter:** Barrio Atalaya, Aguada, PR.

**Ownership:** James C. Leake, 100%. Leake has controlling interest in WPRV-TV, Fajardo, PR.

**Began Operation:** October 7, 1974. Sale to Seglares Iglesia Catolica Inc. by Video Empresas Del Oeste approved by FCC March 7, 1985. Sale to present owner granted April 20, 1987.

**Represented (sales):** Contemporary Media.

**Represented (legal):** Hamel & Park.

**Personnel:** See WPRV-TV, Fajardo, PR.



WVEO BMPCT-7497 Granted 1/2/74

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# Puerto Rico—Aguadilla-Mayaguez

## WOLE-TV

Ch. 12

**Licensee:** Western Broadcasting Corp. of Puerto Rico, Box 1200, Mayaguez, PR 00709-1200.

**Studio:** 17 Marina St., Aguadilla, PR 00603.

**Telephone:** 809-833-1200. **Telex:** 385-4414.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1250-ft. above av. terrain, 362-ft. above ground, 1549-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 18° | 18' | 51" |
| Longitude | 67° | 11' | 30" |

**Transmitter:** Pico Atalaya, 4.5-mi. SE of Rincon, PR.

**Ownership:** Du Art Film Labs Inc., 61.2%; Jose Bechara, 30.6%; A. Gimenez-Aguayo, 8.2%. Bechara owns WKJB-AM-FM, Mayaguez; Gimenez-Aguayo is president & 41.4% owner of WPAB, Ponce.

**Began Operation:** May 10, 1960.

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

**Represented (engineering):** Cohen & Dippell.

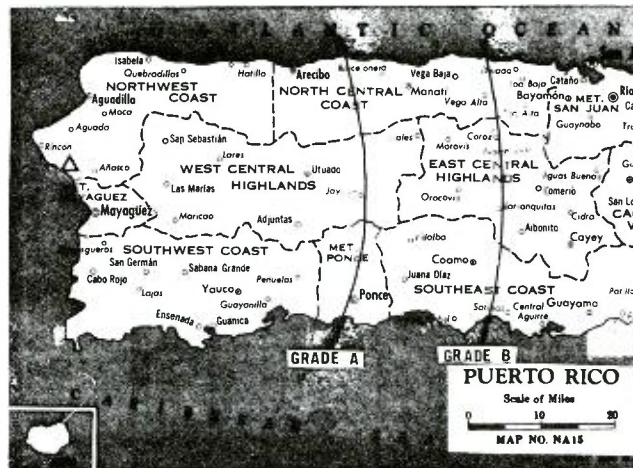
### Personnel:

IRWIN YOUNG, president.  
LUIS A. MORALES, general manager.  
DOEL ORIOL, chief engineer.

**Highest One Hour Rate:** \$250.

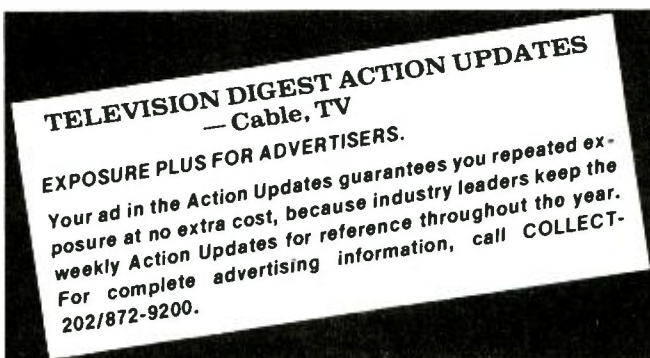
**Highest 30 Sec. Rate:** \$160.

**NETWORK BASE HOURLY RATE:** \$400.



WOLE-TV

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## Puerto Rico—Arecibo

### WATX-TV

Ch. 54

**Network Service:** Univision.

**Licensee:** Arecibo Video Corp., 62 Luis Gandia Santos St., Arecibo, PR 00612.

**Studio:** 62 Luis Gandia Santos St., Arecibo, PR 00612.

**Mailing Address:** Box 398, Arecibo, PR 00613.

**Technical Facilities:** Channel No. 54 (710-716 MHz). Authorized power: 11.78-kw max. visual, 2.34-kw max. aural. Antenna: Minus 219-ft. above av. terrain, 127-ft. above ground, 157-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 18° | 28' | 28" |
| Longitude | 66° | 43' | 36" |

**Transmitter:** Luis Gandia Santos St., No. 62, Arecibo.

**Satellite Earth Stations:** In operation; Drake receivers.

**Ownership:** Francisco Velazquez, pres., 65%; Juana Roman-Feliciano, v.p.-treas., 2.5%; P. R. Fermaintt, secy., 25.%; others, 7.5%.

**Began Operation:** April 9, 1982.

**Represented (legal):** Abe L. Stein.

**Represented (engineering):** Robert L. Purcell.

**Personnel:**

FRANCISCO VELAZQUEZ, president.  
JENNY R. VELAZQUEZ, general manager.  
WILLIAM ARCE, chief engineer.

**Highest One Hour Rate:** \$400.

**Highest 30 Sec. Rate** (January 1, 1987): \$30.



WATX-TV BPCT-801021KH Granted 6/22/81

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# Puerto Rico—Fajardo

## WPRV-TV

Ch. 13

(Operates satellite WVEO, Aguadilla, PR)

**Network Service:** ABC, CBS, Fox.

**Licensee:** WPRV-TV Inc., Box 31313, Rio Piedras, PR 00929.

**Business Office:** No. 10 Simon Madera, Rio Piedras, PR 00929.

**Mailing Address:** Box 31313, Rio Piedras, PR 00929.

**Telephone:** 809-758-0013.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 170-kw visual, 17-kw aural. Antenna: 2825-ft. above av. terrain, 259-ft. above ground, 3506-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 18° | 18' | 36" |
| Longitude | 65° | 47' | 41" |

**Transmitter:** El Yunque Peak, 9-mi. W of Fajardo.

**Satellite Earth Stations:** 2 Harris, 13-meter C-band; Harris receivers.

**News Services:** AP, ABC.

**Ownership:** James C. Leake, chmn., 80%; Carmina M. Miller, pres., 20%. Leake owns WVEO(TV), Aguadilla, PR.

**Began Operation:** December 22, 1984.

**Represented (sales):** Warren Schuman.

**Represented (legal):** Mullin, Rhyne, Emmons & Topel, P.C.

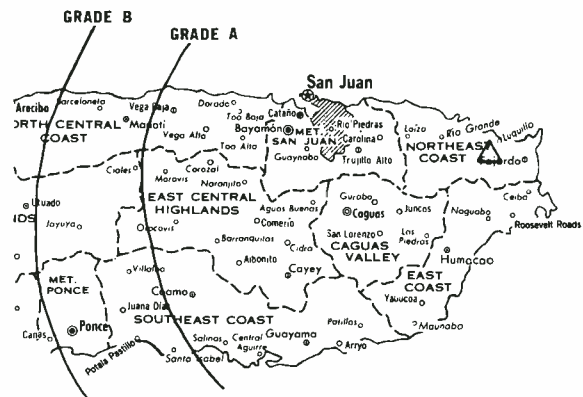
**Represented (engineering):** Cohen & Dippell.

**Personnel:**

JAMES C. LEAKE, chairman.

CARMINA MENDEZ MILLER, president.

ANGEL COMESANA, vice president & general manager.



WPRV-TV BMPCT—820830KG Granted 11/10/82

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RAYMOND TOTTI, sales manager.  
MARIO LAZZARI, chief engineer.

**Highest One Hour Rate:** \$4500.

**Highest 30 Sec. Rate:** \$385.

## Puerto Rico—Mayaguez

### WNJX-TV

Ch. 22

**Network Service:** TeleOnce Network.

**Licensee:** WNJX-TV Inc., Box 1030, Mayaguez, PR 00709.

**Studio:** A-3 Guanajibo Shopping Center, Mayaguez, PR 00708.

**Telephone:** 809-834-2222.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 200-kw max. visual, 20-kw max. aural. Antenna: 1137-ft. above av. terrain, 130-ft. above ground, 1344-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 18° | 19' | 06" |
| Longitude | 67° | 10' | 42" |

**Transmitter:** Atalaya Mountain, Aguada.

**Ownership:** Ana J. Plaza, pres., 33.3%; Glenn Tryon, v.p.; Suzanne Whitney, v.p., 22.2%; David A. Peterson, v.p., 22.2%; Michael L. Carter, secy.-treas., 22.2%.

**Began Operation:** April 27, 1987.

**Represented (legal):** Latham & Watkins.

**Personnel:**

ANA P. TRYON, president & office manager.  
GLENN A. TRYON, vice president & general manager.  
RAMON RIVERA PEREZ, chief engineer.  
FRANCES IRIZARRY, general sales manager.  
PEDRO CARABALLO, production director.  
NYDIA PLAZA, traffic director.

**Rates:** Not available.

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# Puerto Rico—Mayaguez-Aguadilla

## WORA-TV

Ch. 5

**Licensee:** Telecinco Inc., Box 43, Mayaguez, PR 00708.

**Studio:** Darlington Bldg., Box 43, Mayaguez, PR 00708.

**Telephones:** 809-834-5500; 809-721-4054. **Cable:** RACO.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2000-ft. above av. terrain, 240-ft. above ground, 3060-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 18° | 09' | 02" |
| Longitude | 66° | 59' | 20" |

**Transmitter:** 2.2-mi. S of Maricao on Road No. 120.

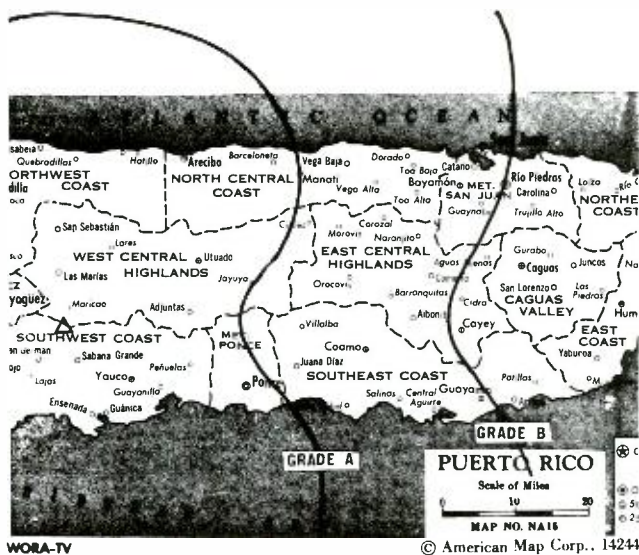
**Ownership:** Telecinco Inc., 100%. Officers: Alfredo R. de Arellano, pres.; Eleuterio Vega, exec. v.p.; Benjamen Torres, v.p.-treas.; Esther del Valle de R. de Arellano, v.p.; Rafail Blanes, asst. v.p.-secy.

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

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

### Personnel:

ALFREDO R. de ARELLANO JR., president.  
EDUARDO BADO, general manager.



JESUS ECHEVARRIA, chief engineer.  
ELEUTERIO VEGA, director of operations.  
G. A. BONET, director of engineering.

**Highest 30 Sec. Rate:** \$200.

# Puerto Rico—Mayaguez

## WTRA

Ch. 16

**Network Service:** None, independent.

**Licensee:** Bay Bcstg. Inc., 5915 Ponce de Leon Blvd., Suite 500, Coral Gables, FL 33146.

**Studio:** Calle Rio No. 13, 2nd Floor, Mayaguez, PR 00709.

**Telephone:** 809-832-9271.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 219-kw max. visual, 22-kw max. aural. Antenna: 1137-ft. above av. terrain, 130-ft. above ground, 1344-ft. above sea level.

Latitude 18° 19' 06"  
Longitude 67° 10' 42"

**Transmitter:** Rd. 711 km 07 on Mt. Atalaya, Aguada.

**Ownership:** Bay Broadcasting Inc. Linda Estevez, pres.-treas. & Anthony Estevez, secy., 41.67% jointly; Narcisio Hernandez, 43.75%; Eva Kosobucki, 8.33%; Santiago Morales & Eloisa Ferro, 6.25% jointly. Bay Broadcasting Inc. also owns WRWR-TV, San Juan, PR.

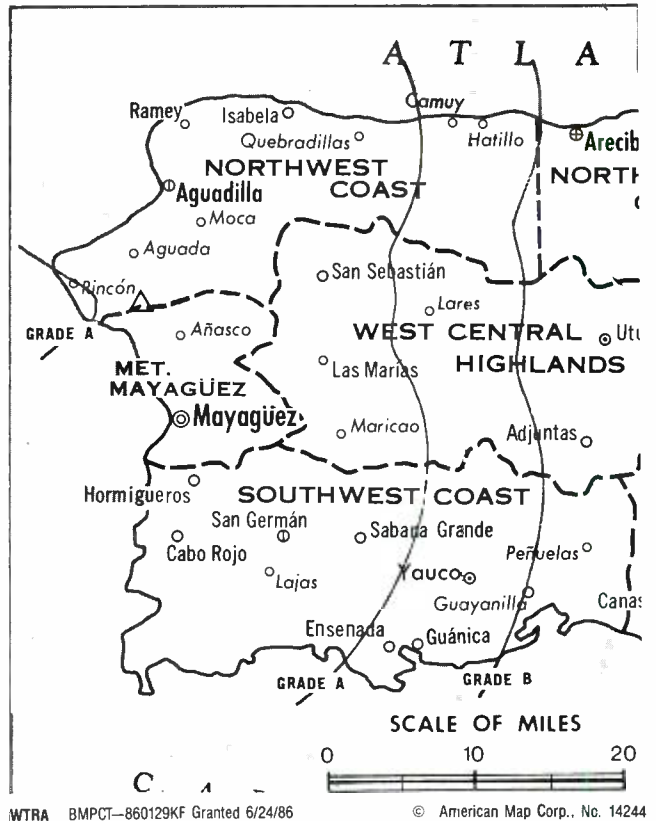
**Began Operation:** December 1, 1986.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

**Represented (engineering):** Hector Nicolau.

**Personnel:**  
EDELINDA CAMARA, general manager.

**Rates:** Not available.



WTRA BMPCT-860129KF Granted 6/24/86

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# Puerto Rico—Ponce

## WSTE

(formerly WLUZ-TV)

Ch. 7

**Network Service:** None, independent.

**Licensee:** Ponce Television Corp., Isabel Esq. Montaner, Ponce, PR 00731.

**Studios:** Isabel No. 15, Ponce, PR 00731; Stop 8, San Juan, PR 00902.

**Mailing Address:** Box A, Old San Juan Station, San Juan, PR 00902.

**Telephones:** 809-844-7575, Ponce; 809-724-7575, San Juan.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 186-kw max. & 166-kw horizontal visual, 22.4-kw aural. Antenna: 2710-ft. above av. terrain, 440-ft. above ground, 4377-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 18° | 09' | 17" |
| Longitude | 66° | 33' | 16" |

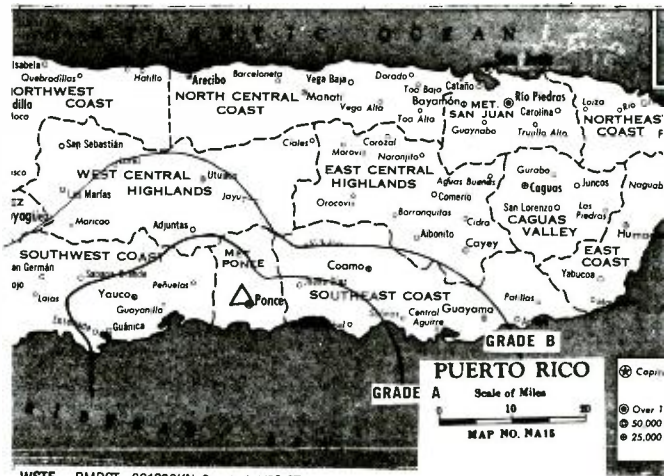
**Transmitter:** Cerro Maravilla, 5-mi. SE of Jayuya, PR.

**Satellite Earth Stations:** Avantek, 13-meter; Gardiner, 13-meter; Gardiner, Avcom receivers.

**News Service:** UPI.

**Ownership:** Channel 7 Inc., 100%. Channel 7 Inc. Ownership: Lucas Tomas Muniz, 20%; Malrite Communications Group Inc., 80%. See Malrite in Group Ownership of TV Stations.

**Began Operation:** February 2, 1958. Sale of 80% to Malrite by Lucas Tomas Muniz approved by FCC Sept. 27, 1985 (Television Digest, Vol. 25:23).



WSTE BMPCT-861223KN Granted 1/29/87

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Previous sale by United Artists Bcstg. approved by FCC Dec. 21, 1978. Sale to United Artists approved March 11, 1970 (Vol. 9:31). Sale of 36.67% to Alfredo C. Ramirez, giving him control, approved Dec. 23, 1964 (Vol. 5:1).

**Represented (legal):** Verner, Lipfert, Bernhard, McPherson & Hand.

### Personnel:

WAYNE CASA, general manager.  
JOSE L. PEREZ, marketing director.  
MARIO RODRIGUEZ, controller.

**Highest One Hour Rate:** \$4500.

**Highest 30 Sec. Rate:** \$750.



## Puerto Rico—Ponce

### WSUR-TV

Ch. 9

**Licensee:** American Colonial Bcstg. Corp., Box S-4189, San Juan, PR 00905.

**Studio:** La Rambla, Ponce.

**Sales Office:** 657 Ave. Condado, Santurce, PR.

**Telephone:** 809-842-4178.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 57.5-kw visual, 7.24-kw aural. Antenna: 2775-ft. above av. terrain, 276-ft. above ground, 4466-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 18° | 10' | 17" |
| Longitude | 66° | 34' | 30" |

**Transmitter:** Mt. Jayuya.

**News Service:** AP.

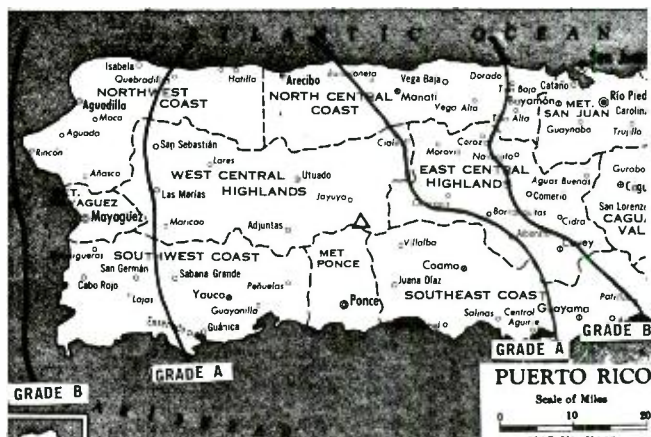
**Ownership:** Joaquin A. Villamil, 21.15%; John Semack, 9.62%; Lorimar-Telepictures Corp., 50.96%; Video Tape Systems Inc., 20.19%. See Lorimar-Telepictures in Group Ownership of Television Stations.

**Began Operation:** February 20, 1958. Sale to present owners by American Colonial Bcstg. Corp. approved by FCC July 22, 1985 (*Television Digest*, Vol. 23:52).

**Personnel:**

LUIS FELIPE RODRIGUEZ, production manager.  
ROBERT L. BEURKET, chief engineer.

**Rates:** Not available.



WSUR-TV

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# Puerto Rico—Ponce

## WKPV

Ch. 20

**Network Service:** None, independent.

**Licensee:** Multi-Media Television, Box 2556, San Juan, PR 00936-2556.

**Studio:** Vallas Torrez, Mercedita, Ponce.

**Telephones:** 809-725-3305; 809-840-2017; 809-840-2556.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 100-kw max. visual, 10-kw max. aural. Antenna: 849-ft. above av. terrain, 105-ft. above ground, 2073-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 18° | 04' | 46" |
| Longitude | 66° | 44' | 43" |

**Transmitter:** 2-mi. N 315°T E of Penuelas.

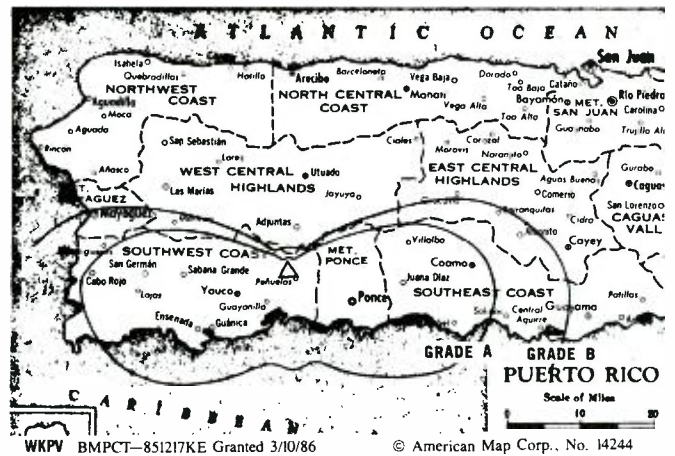
**News Service:** AP.

**Ownership:** Maria E. Rivera, chmn., 100%; Franklin D. Lopez, pres.; Vilma Diaz, v.p.; Mary O'Reilly-Lopez, secy.-treas. MMTI also owns WSJN-TV, San Juan, PR. Lopez has interest in permittee of WFNN(TV), Fajardo, PR.

**Began Operation:** August 6, 1985.

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

**Represented (engineering):** Kessler & Gehman Associates.



### Personnel:

FRANKLIN D. LOPEZ, general manager.  
TONY CARDONA, sales manager.  
RICARDO L. ALFARO, engineering director.  
JORGE ARIEL TORRES, news director.  
MAGDALENA CUEVAS, promotion director.

**Highest 30 Sec. Rate:** \$160.

# Puerto Rico—San Juan

## WAPA-TV

Ch. 4

**Licensee:** Pegasus Bcstg. of San Juan, PR Inc., Box 2050, San Juan, PR 00936.

**Studio:** State Rd. 19, km 0.5, Guaynabo.

**Telephone:** 809-792-4444.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 53.7-kw visual, 8.1-kw aural. Antenna: 2865-ft. above av. terrain, 1094-ft. above ground, 4049-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 18° | 06' | 42" |
| Longitude | 66° | 03' | 05" |

Requests modification of CP for change to 53.7-kw max. visual, 2863-ft. above av. terrain, 1046-ft. above ground, 4002-ft. above sea level. BMPCT-870709KF.

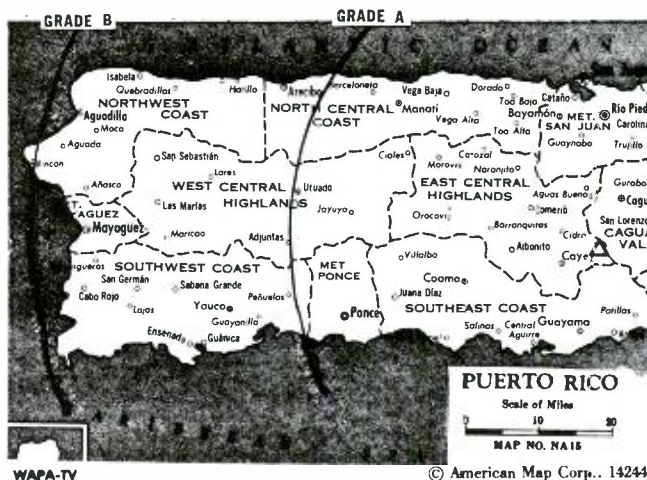
**Transmitter:** Cerro La Santa, 21-mi. S of San Juan.

**Satellite Earth Station:** Harris, 13-meter; Harris receivers.

**News Service:** CNN.

**Ownership:** Pegasus Broadcasting, 100%. See Group Ownership of Television Stations.

**Began Operation:** March 5, 1954. Sale of 80% to Winston-Salem Bcstg. by Jose R. Quinones interests was approved May 1, 1957 (*Television Digest*, Vol. 13:13, 14, 18). Sale to Columbia Pictures Industries by Winston-Salem Bcstg. & Jose R. Quinones approved April 25, 1962. Sale to Western Bcstg. Co. by Columbia approved May 26, 1976. Sale to SFN Communications by Western Bcstg. approved June 15, 1984. Sale to present owner by SFN approved Oct. 2, 1986.



**Represented (legal):** Cohn & Marks.

**Represented (engineering):** John F. X. Browne & Associates.

### Personnel:

SHERMAN WILDMAN, president & general manager.  
MANUEL FEBO, vice president, administration.  
SANTIAGO RUBIN, vice president, sales.  
JERRY McFARLANE, sales manager (New York).  
JUAN ABEL GONZALEZ, chief engineer.

**Highest 30 Sec. Rate:** \$1500.

# Puerto Rico—San Juan

## WKAQ-TV

Ch. 2

**Network Service:** Telemundo Group.

**Licensee:** Telemundo Group Inc., Box W, San Juan, PR 00936.

**Studio:** 383 Franklin D. Roosevelt Ave., Hato Rey.

**Telephone:** 809-764-0202.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 53.7-kw visual, 10.5-kw aural. Antenna: 2830-ft. above av. terrain, 1105-ft. above ground, 4049-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 18° | 06' | 54" |
| Longitude | 66° | 03' | 10" |

**Transmitter:** Cerro La Santa, 21-mi. S of San Juan.

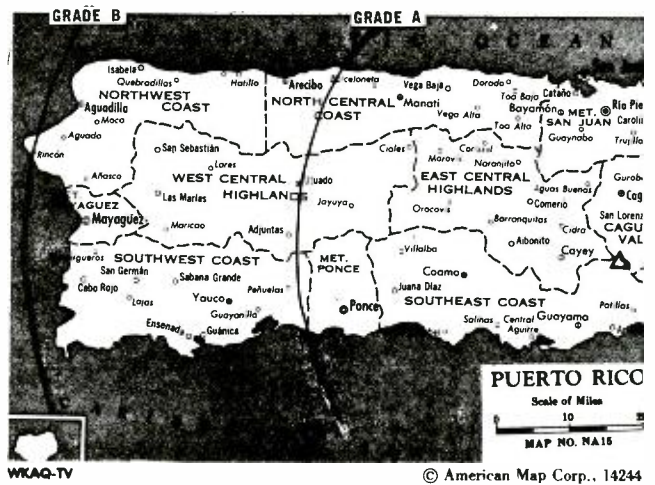
**News Services:** AP, UPI, CBS.

**Ownership:** Telemundo Group Inc. See Group Ownership of Television Stations.

**Began Operation:** March 28, 1954. Sale to present owner by Angel Ramos estate, et al., approved by FCC Aug. 9, 1983.

**Represented (sales):** Blair Television.

**Represented (legal):** Covington & Burling.



WKAQ-TV

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### Personnel:

PETER ALBI, president.

RAFAEL OLLER, vice president & general manager.

MANUEL COLLAZO, chief engineer.

EDUARDO PENEDO, general sales manager.

**Highest One Hour Rate:** \$8000.

**Highest 30 Sec. Rate:** \$1350.

# Puerto Rico—Caguas-San Juan

**WLII**

**Ch. 11**

**Network Service:** None, independent.

**Licensee:** Teleonce Corp., Call Box 10000, Santurce Station, Santurce, PR 00908.

**Studio:** 657 Condado Ave., Santurce, PR 00907.

**Mailing Address:** Call Box 10000, Santurce Station, Santurce, PR 00908.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 1635-ft. above av. terrain, 240-ft. above ground, 1180-ft. above sea level.

Latitude 18° 16' 54"  
Longitude 66° 06' 46"

**Transmitter:** Cerro Marquessa Mountain, 6-mi. NW of Caguas.

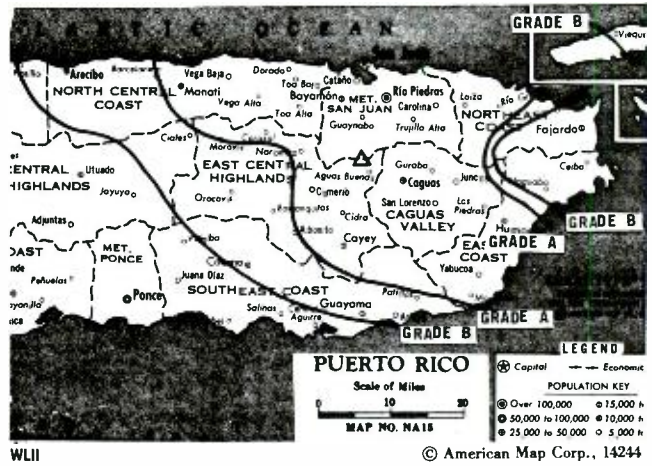
**Satellite Earth Station:** Vertex, 13-meter C-band; Harris receivers.

**News Services:** AP, UPI, NBC, WSI, NIWS.

**Ownership:** Television Bcstg. Corp., 100%. See Lorimar-Telepictures in Group Ownership of Television Stations.

**Began Operation:** April 22, 1960. Sale to present owners by American Colonial Bcstg. Corp. approved by FCC July 22, 1985 (**Television Digest**, Vol. 23:52).

**Represented (sales):** Katz Television.



WLII

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**Represented (legal):** Arnaldo Villamil.

### Personnel:

RAFAEL RUIZ, executive vice president.  
EDUARDO PENEDO, vice president & general manager.  
LUIS CALDERO, vice president & comptroller.  
ALBERTO PEREZ, promotional director.  
HILARY HATTLER, sales manager.  
LINDA HERNANDEZ, news director.  
JOSE A. MEDINA, chief engineer.

**Highest 30 Sec. Rate:** \$825.

## Puerto Rico—San Juan

### WRWR-TV

Ch. 30

**Network Service:** None, independent.

**Grantee:** Bay Bcstg. Inc., 5915 Ponce de Leon Blvd., Suite 500, Coral Gables, FL 33146.

**Studio:** RD 2, km-9.2, Bayamon, PR 00918.

**Telephone:** 809-724-3030.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 2630-kw max. & 288-kw horizontal visual, 263-kw max. & 28.8-kw horizontal aural. Antenna: 942-ft. above av. terrain, 196-ft. above ground, 1672-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 18° | 16' | 30" |
| Longitude | 66° | 05' | 36" |

**Transmitter:** 1.4-mi. N, 30° E directly from Aguas Buenas.

**Ownership:** Bay Broadcasting Inc., 100%. See WTRA(TV), Mayaguez, PR.

**Began Operation:** 1987.

**Represented (legal):** Gammon & Grange.

**Personnel:**  
RAMON RODRIGUEZ NIEVES, general manager.

**Rates:** Not available.

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# Puerto Rico—San Juan

## WSJN-TV

Ch. 24

**Network Service:** None, independent.

**Licensee:** Multi-Media Television Inc., Box 2556, San Juan, PR 00936-2556.

**Studio:** 171 Quesqueya St., Hato Rey, PR.

**Telephone:** 809-725-3305.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 533-kw max. visual 53.3-kw max. aural. Antenna: 1963-ft. above av. terrain, 276-ft. above ground, 2703-ft. above sea level.

Latitude 18° 16' 47"  
Longitude 65° 51' 14"

**Transmitter:** 0.5-mi. E of State Rd. 186 in Cubuy Barrio.

**News Services:** AP, Group W Newsfeed.

**Ownership:** Maria E. Rivera, chmn., 100%. Also owns WKPV(TV), Ponce, PR.

**Began Operation:** February 15, 1987.

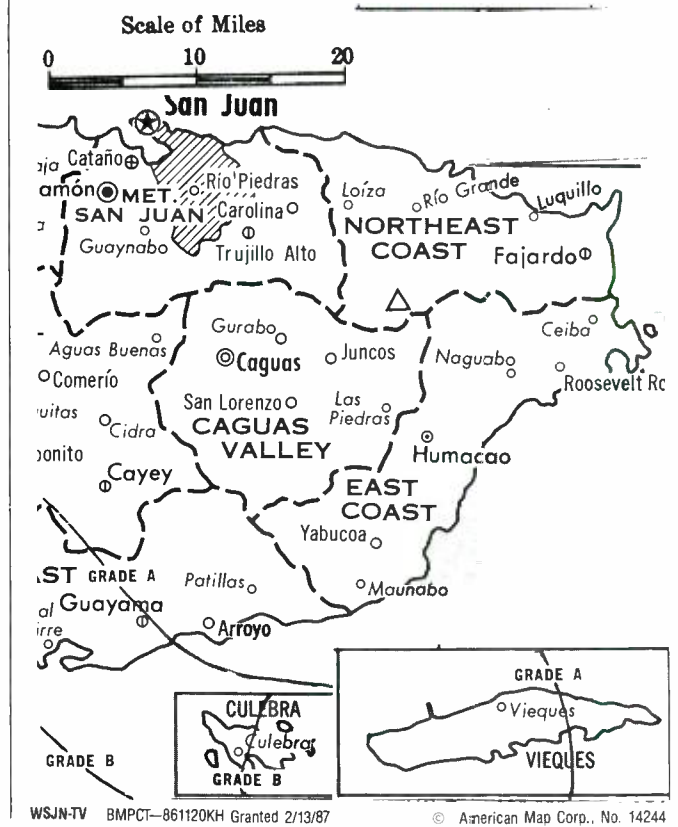
**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Kessler & Gehman Associates.

**Personnel:**

FRANKLIN D. LOPEZ, general manager & news director.  
TONY CARDONNA, sales manager.  
RICARDO L. ALFARO, engineering director.

**Rates:** Not available.



# Puerto Rico—San Juan

## WSJU

Ch. 18

**Network Service:** NBC.

**Licensee:** Three Star Telecast Inc., Call Box 18, Carolina, PR 00628.

**Studio:** Iturregui Ave. at Baldorioty Marginal, Carolina, PR.

**Mailing Address:** Call Box 18, Carolina, PR 00628.

**Telephone:** 809-752-1800. **Telex:** 385-9518.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 1518-kw max. visual, 75-kw max. aural. Antenna: Circularly polarized, 2783-ft. above av. terrain, 168-ft. above ground, 3464-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 18° | 18' | 36" |
| Longitude | 65° | 47' | 41" |

**Transmitter:** El Yunque Peak, 9-mi. W of Fajardo.

**Multichannel TV Sound:** Stereo and separate audio program.

**Satellite Earth Stations:** Harris, 6-meter, 9-meter & 11-meter; Harris receivers.

**News Services:** INN, CNN, NBC.

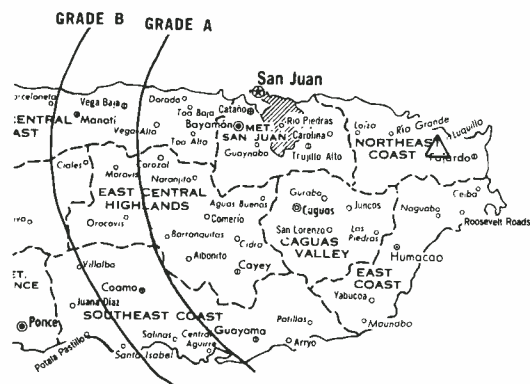
**Ownership:** Barakat Saleh, pres.-treas.; Len Gawrych, v.p. & secy.; Three Star Corp., 100%. Saleh & Gawrych own WSVI(TV), Christiansted, VI.

**Began Operation:** July 29, 1984.

**Represented (sales):** Intercontinental Services Ltd.

**Represented (legal):** Marmet & McCombs, P.C.

**Represented (engineering):** Raymond E. Rohrer.



WSJU BNPCT—840113KF Granted 1/27/84

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### Personnel:

JORGE L. ALVAREZ, assistant manager & comptroller.  
RAFAEL CRUZ, chief engineer.

**Highest 30 Sec. Rate:** \$750.



# Puerto Rico—San Sebastian

## WJWN-TV

Ch. 38

**Network Service:** None, independent.

**Grantee:** Tele 38 Inc., Box 4522, San Juan, PR 00936.

**Studio:** Military Road, San Sebastian, PR 00901.

**Telephone:** 809-765-1810.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 85.9-kw max. visual, 8.6-kw max. aural. Antenna: 1088-ft. above av. terrain, 81-ft. above ground, 1295-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 18° | 19' | 06" |
| Longitude | 67° | 10' | 42" |

**Transmitter:** Atalaya Peak, 3.2-mi NW of Anasco, Aguada.

**Ownership:** Haydee Diaz, pres., 66.5%; Jose Cordero, secy.-treas., 33.5%; Mary O'Reilly Diaz, asst. secy.-treas.

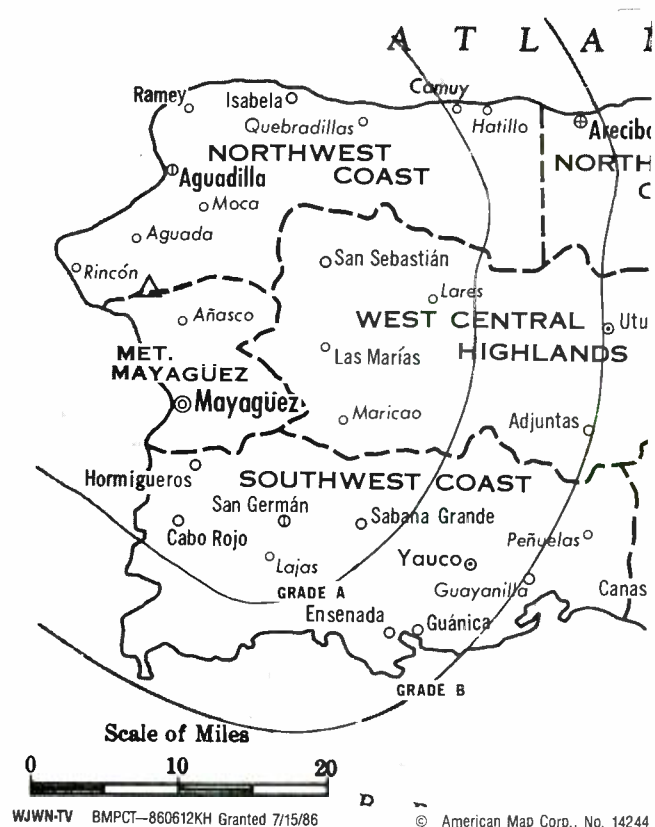
**Began Operation:** 1987.

**Represented (legal):** James L. Oyster.

**Represented (engineering):** Hector Nicolau.

**Personnel:**  
HAYDEE DIAZ, president.

**Rates:** Not available.



## Virgin Islands

### WBNB-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Benedek Broadcasting of Virgin Islands Inc., Box 1947, St. Thomas, VI 00801.

**Studio:** 158 Haypiece Hill.

**Telephone:** 809-774-0300. **Cable:** 347-0150.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 113-kw visual, 1.13-kw aural. Antenna: 1709-ft. above av. terrain, 203-ft. above ground, 1709-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 18° | 21' | 23" |
| Longitude | 64° | 56' | 43" |

Holds CP for change to 316-kw visual, 31.6-kw aural, 1830-ft. above av. terrain, 400-ft. above ground, 1906-ft. above sea level. BPCT-860918KN.

**Transmitter:** Signal Hill, Mountain Top Estates.

**Satellite Earth Stations:** 2 in operation; Scientific-Atlanta, DX Antenna receivers.

**News Service:** AP.

**Ownership:** Benedek Broadcasting Corp., 100%. See Group Ownership of Television Stations.

**Began Operation:** July 1, 1961. Sale to present owner by Worrell Bcstg. approved by FCC Nov. 5, 1986. Sale to Worrell by District Communications Inc. approved by FCC June 6, 1980. Previous sale by Federated Media Inc. approved Sept. 6, 1974 (**Television Digest**, Vol. 13:48). Sale to Federated Media by Robert Moss, Robert E. Noble Jr., Kenneth H. Granger & Faye R. Russell approved May 1970 (Vol. 9:16).

**Represented (sales):** Broadcast Spot Sales.

**Represented (legal):** Wilner & Scheiner.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

JOE POTTER, senior vice president.  
PAGE STULL, vice president & station manager.  
MARI MORSE, sales manager.  
SAM JAMES, chief engineer.  
JOAN NEWHART, production manager.  
YVONNE WRIGHT, news director.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$325.

**NETWORK BASE HOURLY RATE:** \$50.

### WSVI-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Antilles Bcstg. Corp., Sunny Isle Shopping Center, Box 8 ABC, St. Croix, VI 00820.

**Studio:** Sunny Isle Shopping Center, St. Croix, VI 00820.

**Telephone:** 809-778-5008.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 1141-ft. above av. terrain, 265-ft. above ground, 1341-ft. above sea level.

|           |     |     |     |
|-----------|-----|-----|-----|
| Latitude  | 17° | 45' | 25" |
| Longitude | 67° | 47' | 59" |

**Transmitter:** Blue Mtn., 6-mi. W of Christiansted.

**Satellite Earth Stations:** Harris, 3-meter; Harris, 6-meter; Harris, 9-meter; Harris, 11-meter; Pinzone, Harris receivers.

**News Services:** AP, CNN, ABC.

**Ownership:** Barakat Saleh, 57%; Len Gawrych, 43%. Saleh has 39.99%, Gawrych, 13.33% of WSJU(TV), San Juan, PR.

**Began Operation:** November 10, 1965. Sale to Peoples Bcstg. by Quality Telecasting approved by FCC Nov. 19, 1973. Left air Nov. 14, 1975. Sale to Antilles Bcstg. Corp. approved Jan. 31, 1978. Resumed operations Nov. 1978. Sale to John A. Lack & Jay Emmett approved by FCC June 18, 1985 (**Television Digest**, Vol. 25:20) but not consummated. Sale to Commonwealth Enterprises Inc. approved by FCC Dec. 22, 1986 but not consummated.

**Represented (sales):** Intercontinental Services Ltd.; Schellenberg & Kirwan Inc. (PR).

**Represented (legal):** Marmet & McCombs, P.C.

**Represented (engineering):** Raymond Rohrer.

**Personnel:**

BARAKAT SALEH, president.  
LEN GAWRYCH, vice president & general manager.

**Highest One Hour Rate:** \$1250.

**Highest 30 Sec. Rate:** \$200.