



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Des Moines, IA	375,800	66	KCCI-TV (8), KDSM-TV (17), WHO-TV (13), WOI-TV (5)
Omaha, NE	351,100	70	KETV (7), KMTV (3), KPTM (42), WOWT (6)
Davenport, IA-Rock Island-Moline, IL	325,000	77	KJMH (26), KLJB-TV (18), KWQC-TV (6), WHBF-TV (4), WOAD-TV (8)
Cedar Rapids-Waterloo-Dubuque, IA	322,200	78	KCRG-TV (9), KDUB-TV (40), KGAN (2), KWWL (7)
Sioux Falls-Mitchell, SD	217,900	100	KABY-TV (9), KDLD-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW (17)
Sioux City, IA	169,500	125	KCAU-TV (9), KMEG (14), KTIV (4)
Rochester, MN-Mason City, IA-Austin, MN	143,300	147	KAAL (6), KIMT (3), KTTC (10), KXLT (47)
Quincy, IL-Hannibal, MO	122,200	154	KHOA-TV (7), WGEM-TV (10), WTJR (16)
Ottumwa, IA-Kirksville, MO	28,800	204	KOIA-TV (15), KTVO (3)
Mankato, MN	23,200	208	KEYC-TV

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

WOI-TV, Ames	See Des Moines, IA
WHBF-TV, Davenport	See Rock Island, IL
WQAD-TV, Davenport	See Moline, IL
KAAL, Mason City	See Austin, MN
KTTC, Mason City	See Rochester, MN
KCRG-TV, KGAN & KWWL, Waterloo	See Cedar Rapids, IA

Iowa Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	11	7	18
Educational Television Stations	2	6	8
	<hr/>	<hr/>	<hr/>
	13	13	26

Iowa—Burlington

KJMH

Ch. 26

Network Service: None, independent.

Licensee: Burlington Bcstg. Co. Ltd., 200 Jefferson St., Box 982, Burlington, IA 52601.

Studio: 200 Jefferson St., 4th Floor, Burlington, IA 52601.

Telephone: 319-752-0026.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 200-kw max. visual. Antenna: 315-ft. above av. terrain, 230-ft. above ground, 925-ft. above sea level.

Latitude 40° 49' 25"
Longitude 91° 08' 22"

Transmitter: Winegard Dr. & Roosevelt St., Burlington.

Ownership: Steven S. Hoth, 100%.

Began Operation: January 5, 1988.

Personnel:
GEORGE VAN HAGEN, general manager.
DEL MORRIS, chief engineer.

City of License: Burlington. **ADI:** Davenport, IA-Rock Island-Moline, IL. **Rank:** 77.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	IOWA			
	Des Moines	18,200	18,000	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	ILLINOIS			
	Henderson	3,500	3,400	97
Station Totals		21,700	21,400	99
Net Weekly Circulation (1988)			1,900	
Average Daily Circulation (1988)			300	

Iowa—Cedar Rapids-Waterloo

KCRG-TV

Ch. 9

Network Service: ABC.

Licensee: Cedar Rapids Television Co., 2nd Ave. at 5th St. SE, Box 816, Cedar Rapids, IA 52401.

Studio: 2nd Ave. at 5th St. SE, Cedar Rapids, IA 52401.

Telephone: 319-398-8422. **TWX:** 910-525-1341.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 2000-ft. above av. terrain, 1926-ft. above ground, 2943-ft. above sea level.

Latitude 42° 18' 59"
Longitude 91° 51' 31"

Transmitter: 4.5-mi. NW of Walker.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Miralite, 3.8-meter Ku & C-band; Prodelin, 3.7-meter C-band; Avantek, M/A-Com, Standard Communications receivers.

AM Affiliate: KCRG, 5-kw, 1600 kHz (ABC).

News Service: AP.

Ownership: Cedar Rapids Television Co. (wholly-owned subsidiary of the Gazette Co., publisher of Cedar Rapids Gazette).

Began Operation: October 15, 1953.

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Lohnes & Culver.

Personnel:

JOSEPH F. HLADKY JR., chairman of the board.
JOSEPH F. HLADKY III, president.
BOB ALLEN, general manager.
KEVIN LE ROUX, general sales manager.
BRUCE A. KRUSE, chief engineer.
DEAN BUNTING, news director.
BILL ANDERSON, program director.
DAVID MARSHALL, promotion director.
JIM LAYMON, business manager.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$975.

City of License: Cedar Rapids. **AOI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 78.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KCRG-TV BMPCT-6432 Granted 1/11/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jackson	8,500	8,400	99
	Johnson	33,800	33,200	98
	Jones	7,300	7,200	99
	Keokuk	5,000	4,900	98
	Linn	67,100	66,600	99
	Tama	7,000	6,900	99
	Washington	7,900	7,800	99
Winneshiek	7,700	7,600	99	
Between 25-49%	IOWA			
	Floyd	7,300	7,200	99
	Franklin	5,300	5,300	100
	Hardin	8,300	8,200	99
	Howard	4,200	4,100	98
	Jefferson	6,400	6,300	98
Marshall	16,100	16,000	99	
Poweshiek	7,200	7,100	99	
ILLINOIS	Jo Daviess	9,100	8,800	97
	WISCONSIN			
Between 5-24%	Crawford	6,100	6,000	98
	Grant	17,900	17,300	97
Between 5-24%	IOWA			
	Davis	3,400	3,400	100
	Henry	7,100	7,000	99
	Louisa	4,600	4,500	98
	Mahaska	9,200	9,100	99
	Mitchell	4,600	4,500	99
	Muscatine	15,500	15,400	99
Wapello	15,800	15,600	99	
WISCONSIN				
Vernon	10,000	9,800	98	
Station Totals		469,300	463,300	99
Net Weekly Circulation (1988)			289,000	
Average Daily Circulation (1988)			153,300	

Iowa—Cedar Rapids-Waterloo

KGAN

Ch. 2

Network Service: CBS.

Licensee: Guy Gannett Publishing Co., Box 3131, Cedar Rapids, IA 52402.

Studio: 600 Old Marion Rd. NE, Cedar Rapids, IA 52402.

Mailing Address: Box 3131, Cedar Rapids, IA 52406.

Telephone: 319-395-9060. TWX: 62841519.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1430-ft. above av. terrain, 1336-ft. above ground, 2385-ft. above sea level.

Latitude 42° 17' 39"
Longitude 91° 53' 10"

Transmitter: 4.75-mi. N of Urbana.

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

News Services: AP, CBS.

Ownership: Guy Gannett Bcstg. Services, 100%. See Group Ownership of Television Stations.

Began Operation: September 30, 1953. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (Television Digest, Vol. 21:11). Sale to Orion by American Bcstg. Stations Inc., William B. Quarton & others, approved by FCC June 12, 1968 (Vol. 8:25).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

- RICHARD HERBST, vice president & general manager.
- DICK AUNE, general sales manager.
- JOHN ALTENBERN, director of news.
- BOB BURNS, chief engineer.
- JOHN GANAHL, program manager & public affairs director.
- ROD CASZATT, promotion manager.
- JOHN STOCK, business manager.
- MIKE SMITH, production manager.

Highest One Hour Rate: \$2600.

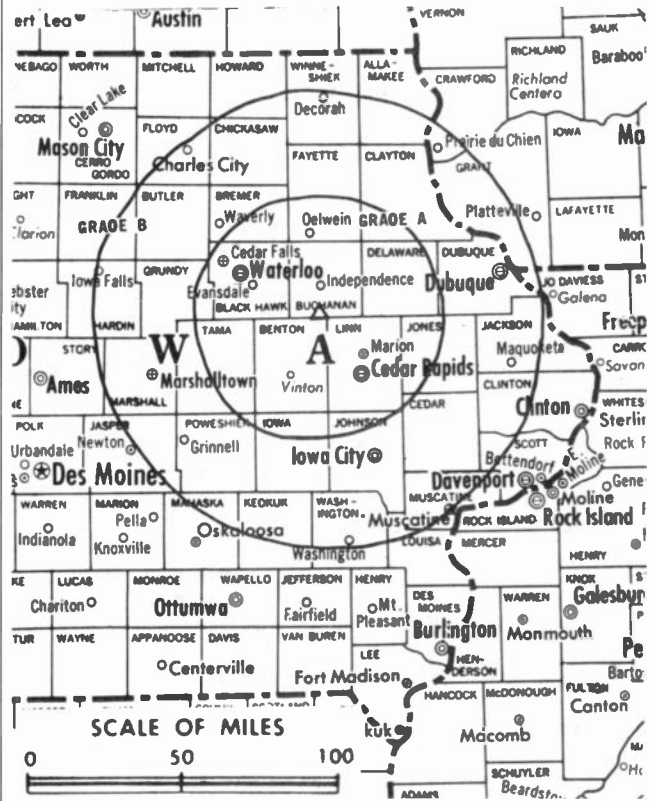
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1047.

City of License: Cedar Rapids. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 78.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
IOWA				
50% & Over	Benton	9,100	9,000	99
	Black Hawk	48,400	48,100	99
	Bremer	9,000	8,900	99
	Buchanan	8,200	8,100	99
	Butler	6,500	6,400	98
	Cedar	7,400	7,300	99
	Chickasaw	5,500	5,400	98
	Clayton	8,300	8,200	99
	Delaware	6,800	6,700	99
	Dubuque	31,200	30,800	99
	Fayette	9,400	9,300	99



KGAN BPCT—2102 Granted 5/29/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grundy	5,500	5,500	100
	Iowa	6,100	6,000	98
	Jefferson	6,400	6,300	98
	Johnson	33,800	33,200	98
	Jones	7,300	7,200	99
	Keokuk	5,000	4,900	98
	Linn	67,100	66,600	99
	Tama	7,000	6,900	99
	Washington	7,900	7,800	99
IOWA				
Between 25-49%	Allamakee	5,500	5,400	98
	Floyd	7,300	7,200	99
	Franklin	5,300	5,300	100
	Marshall	16,100	16,000	99
	Poweshiek	7,200	7,100	99
	Winneshiak	7,700	7,600	99
WISCONSIN				
	Grant	17,900	17,300	97
IOWA				
Between 5-24%	Hardin	8,300	8,200	99
	Howard	4,200	4,100	98
	Jackson	8,500	8,400	99
	Louisa	4,600	4,500	98
	Muscatine	15,500	15,400	99
ILLINOIS				
	Jo Daviess	9,100	8,800	97
WISCONSIN				
	Crawford	6,100	6,000	98
	Lafayette	6,200	6,100	98
Station Totals		425,400	420,000	99
Net Weekly Circulation (1988)			291,000	
Average Daily Circulation (1988)			173,100	

Iowa—Cedar Rapids

KOCR

Ch. 28

Network Service: None, independent.

Licensee: Metro Program Network Inc., 605 Boyson Rd. NE, Cedar Rapids, IA 52402.

Telephone: 319-378-1696.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 2316-kw max. visual. Antenna: 672-ft. above av. terrain, 670-ft. above ground, 1500-ft. above sea level.

Latitude	42°	02'	46"
Longitude	91°	38'	42"

Transmitter: 605 Boyson Rd. NE, Cedar Rapids.

Requests modification of CP for change to 2316-kw max. visual, 672-ft. above av. terrain, 670-ft. above ground, 1500-ft. above sea level, lat. 42° 2' 43", long. 91° 38' 51", transmitter to 605 Boyson Rd. NE, Cedar Rapids. BMPCT-880329KL.

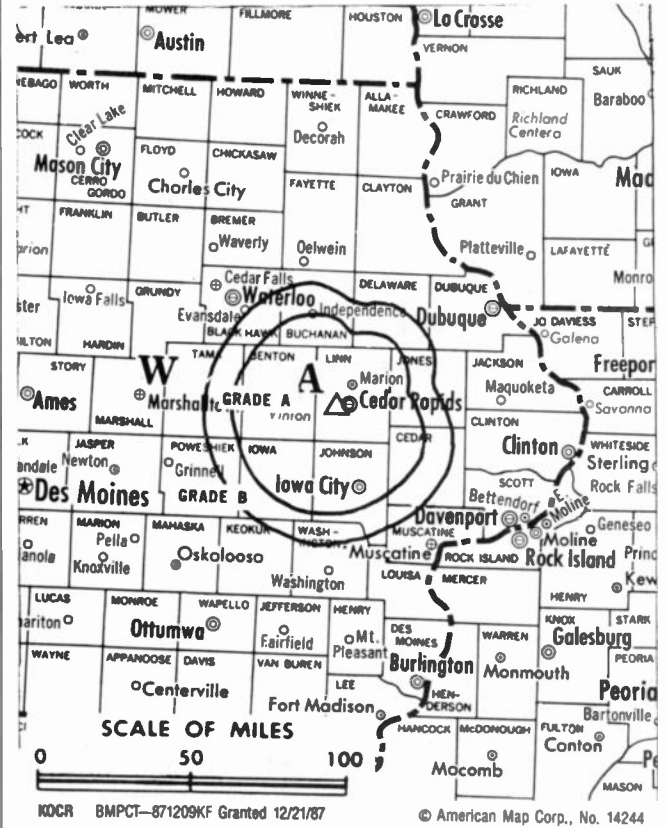
Ownership: Gerald Fitzgerald, 58.0%; remainder undisclosed

Began Operation: February 1, 1988.

Represented (engineering): George E. Gunter (Jacksonville, TX).

Personnel:

JERRY FITZGERALD, general manager.
 STEVE LUDLEY, chief engineer.
 LARRY EDWARDS, general sales manager.



Arbitron Data: Not available ADI: Cedar Rapids-Waterloo-Dubuque. Rank: 78.

Iowa—Waterloo-Cedar Rapids

KWWL

Ch. 7

Network Service: NBC.

Licensee: American Family Broadcast Group Inc., E. Fourth & Franklin Sts., Waterloo, IA 50703.

Studio: 500 E. 4th St., Waterloo, IA 50703.

Telephone: 319-291-1200. **TWX:** 910-525-1271.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 44-kw aural. Antenna: 1980-ft. above av. terrain, 1930-ft. above ground, 2910-ft. above sea level.

Latitude 42° 24' 04"
Longitude 91° 50' 43"

Transmitter: 2-mi. N of Rowley, IA.

Multichannel TV Sound: Stereo only.

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

News Services: AP, NBC, NIWS, UPI.

Ownership: American Family Corp., 100%. See Group Ownership of Television Stations.

Began Operation: November 25, 1953. Merger of Black Hawk Bcstg. with American Family Corp. approved by FCC Sept. 17, 1980 (*Television Digest*, Vol. 19:41).

Represented (sales): Blair Television.

Represented (legal): Schnader, Harrison, Segal & Lewis.

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

Personnel:

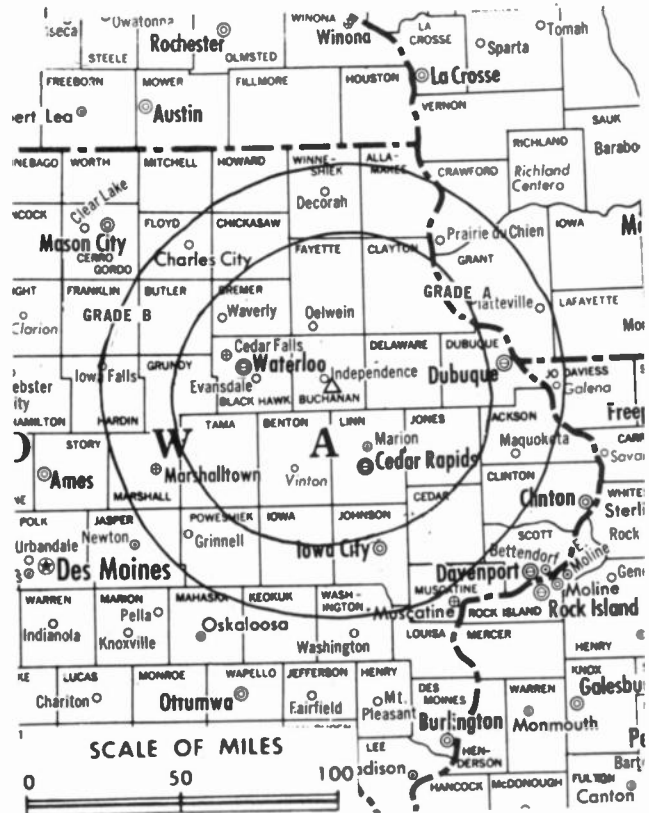
- JAMES WATERBURY, president & general manager.
- RON JOHNSON, vice president, general sales manager & assistant general manager.
- MARK MATHIS, vice president, operations & programming.
- GRANT PRICE, vice president, news & public affairs.
- MIKE WEEKS, local sales manager.
- JIM OHMSTEDE, chief engineer.
- SHERREE NEWSUM, marketing & promotion director.
- BONNIE WURTZEL, business manager.

Highest 30 Sec. Rate: \$2500.

City of License: Waterloo. **AOI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 78.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Allamakee	5,500	5,400	98
	Benton	9,100	9,000	99
	Black Hawk	48,400	48,100	99
	Bremer	9,000	8,900	99
	Buchanan	8,200	8,100	99
	Butler	6,500	6,400	98
	Cedar	7,400	7,300	99
	Chickasaw	5,500	5,400	98
	Clayton	8,300	8,200	99
	Delaware	6,800	6,700	99
	Dubuque	31,200	30,800	99
	Fayette	9,400	9,300	99
	Floyd	7,300	7,200	99
	Franklin	5,300	5,300	100
	Grundy	5,500	5,500	100



KWWL BMPCT-6729 Granted 1/4/68

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Howard	4,200	4,100	98	
	Iowa	6,100	6,000	98	
	Johnson	33,800	33,200	98	
	Jones	7,300	7,200	99	
	Keokuk	5,000	4,900	98	
	Linn	67,100	66,600	99	
	Tama	7,000	6,900	99	
	Washington	7,900	7,800	99	
	Winneshiek	7,700	7,600	99	
	WISCONSIN				
	Crawford	6,100	6,000	98	
	Grant	17,900	17,300	97	
	Between 25-49%	IOWA			
Hardin		8,300	8,200	99	
Jackson		8,500	8,400	99	
Marshall		16,100	16,000	99	
Poweshiek	7,200	7,100	99		
ILLINOIS	Jo Daviess	9,100	8,800	97	
	IOWA				
Between 5-24%		Jefferson	6,400	6,300	98
		Mitchell	4,600	4,500	99
	Muscatine	15,500	15,400	99	
MINNESOTA	Houston	6,400	6,300	98	
	WISCONSIN				
Lafayette	6,200	6,100	98		
Station Totals		431,800	426,300	99	
Net Weekly Circulation (1988)			326,700		
Average Daily Circulation (1988)			219,000		

Iowa—Davenport

KLJB-TV

Ch. 18

Network Service: Fox.

Licensee: Davenport Communications Ltd. Partnership, 937 E. 53rd St., Davenport, IA 52807.

Studio: 937 E. 53rd St., Suite D, Davenport, IA 52807.

Telephone: 319-386-1818.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 2950-kw max. visual, 295-kw max. aural. Antenna: 990-ft. above av. terrain, 942-ft. above ground, 1722-ft. above sea level.

Latitude 41° 19' 17"
Longitude 90° 22' 47"

Transmitter: W side of Hwy. 150, 1.75-mi. S of Orion, IL.

Satellite Earth Station: United Satellite Systems, 5-meter; Scientific-Atlanta receivers.

Ownership: Davenport Communications Ltd. Partnership, 100%. Davenport Bcstg. Co., gen. partner, 12%; Gary Brandt, pres., 17.7%; Richard Greenblatt, v.p.-secy., 28.6%; Kathy Nixon De Boeuf, treas., 8.7%; Lee Hanna, 12.2%; Joseph Canty, 8.2%; James R. Davis, 8.2%; Simon O. Roberts, 8.2%; Robert L. Smith, 8.2%; George Gimpel, ltd. partner; Herbert Somekh, ltd. partner; Allan Greenblatt, ltd. partner; Joel Greenblatt, ltd. partner; Edward Hanna, ltd. partner; Lee Hanna, ltd. partner. Lee Hanna has interest in KSAS-TV, Wichita, KS.

Began Operation: July 28, 1985.

Represented (sales): Seitel Inc.

Represented (legal): Wilner & Scheiner.

Personnel:

- GARY L. BRANDT, general manager.
- BRIDGET B. BOWEN, general sales manager.
- DON BARGMANN, chief engineer.
- RANDY BELK, program manager.
- JENNIFER LEVI, public service director.
- JOY BORUFF, promotion manager.
- KATHLEEN S. DeBOEUF, business manager.
- SUE PASSE, production director.
- PENNY FOY, traffic manager.

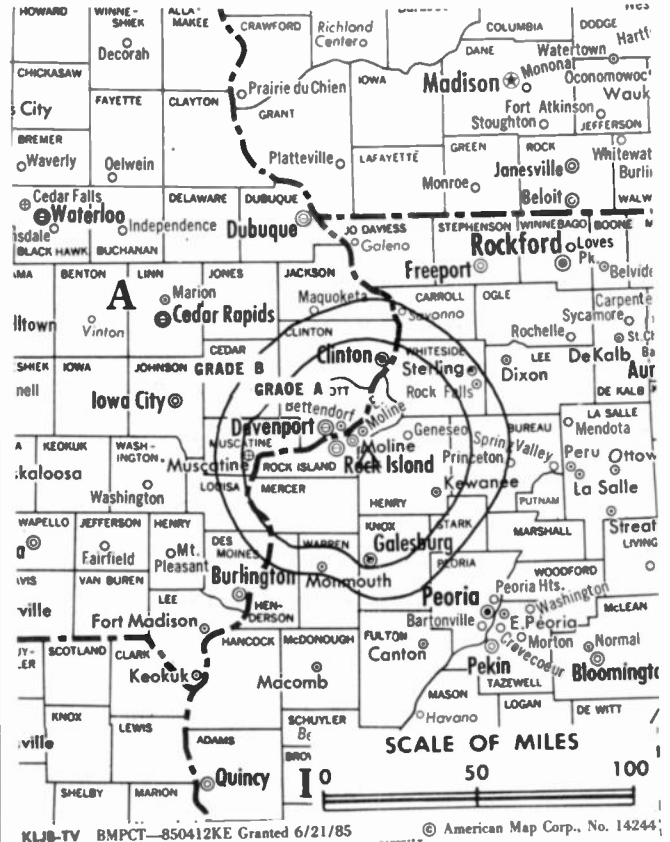
Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$900.

City of License: Davenport. **ADI:** Davenport, IA-Rock Island-Moline, IL. **Rank:** 77.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Muscatine	15,500	15,400	99
	Scott	63,200	62,700	99
	ILLINOIS			
	Henry	20,800	20,500	99
	Mercer	7,400	7,300	99
	Rock Island	63,200	62,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA			
	Cedar	7,400	7,300	99
	Clinton	21,100	20,900	99
	Louisa	4,600	4,500	98
	ILLINOIS			
	Carroll	6,900	6,800	99
	Henderson	3,500	3,400	97
	Warren	8,100	8,000	99
	Whiteside	24,300	23,900	98
Between 5-24%	IOWA			
	Des Moines	18,200	18,000	99
	Henry	7,100	7,000	99
	Jackson	8,500	8,400	99
	Jones	7,300	7,200	99
	Lee	16,600	16,400	99
	Washington	7,900	7,800	99
	ILLINOIS			
	Bureau	14,800	14,500	98
	Knox	23,100	22,800	99
	Lee	12,900	12,700	98
	Mc Donough	12,800	12,600	98
	Stark	2,800	2,800	100
Station Totals		378,000	373,500	99
Net Weekly Circulation (1988)			138,300	
Average Daily Circulation (1988)			55,100	

Iowa—Davenport

KWQC-TV

Ch. 6

Network Service: NBC.

Licensee: Palmer Communications Inc., 805 Brady St., Davenport, IA 52808.

Studio: 805 Brady St., Davenport, IA 52808.

Telephone: 319-383-7000. TWX: 910-525-1189.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1342-ft. above av. terrain, 1383-ft. above ground, 2049-ft. above sea level.

Latitude 41° 32' 49"
Longitude 90° 28' 35"

Transmitter: Middle Rd., 5-mi. E of Davenport.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 4 in operation; SatCom, 7-meter; M/A-Com, Harris receivers.

News Services: AP, UPI.

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

Began Operation: October 31, 1949.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

WILLIAM J. RYAN, president.
KENNETH MacQUEEN, vice president & general manager.
JOE LENTZ, station manager.
JOHN HEGEMAN, director of engineering.
TOM HESTON, sales manager.
RICK THEDWALL, program director.
JOHN JANES, news director.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1900.

City of License: Davenport. AOI: Davenport, IA-Rock Island-Moline, IL. Rank: 77.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	IOWA			
	Cedar	7,400	7,300	99
	Clinton	21,100	20,900	99
	Des Moines	18,200	18,000	99
	Henry	7,100	7,000	99
	Jackson	8,500	8,400	99
	Louisa	4,600	4,500	98
	Muscatine	15,500	15,400	99
	Scott	63,200	62,700	99
	ILLINOIS			
	Bureau	14,800	14,500	98
	Carroll	6,900	6,800	99
	Henderson	3,500	3,400	97
Henry	20,800	20,500	99	
Knox	23,100	22,800	99	



KWQC-TV BPCT-810430KG Granted 7/6/81

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Lee	12,900	12,700	98
	Mercer	7,400	7,300	99
	Rock Island	63,200	62,600	99
	Warren	8,100	8,000	99
	Whiteside	24,300	23,900	98
Between 25-49%	IOWA			
	Lee	16,600	16,400	99
	ILLINOIS			
	Jo Daviess	9,100	8,800	97
	Mc Donough	12,800	12,600	98
Between 5-24%	Putnam	2,400	2,300	96
	Stark	2,800	2,800	100
	IOWA			
	Dubuque	31,200	30,800	99
	Jefferson	6,400	6,300	98
	Johnson	33,800	33,200	98
	Jones	7,300	7,200	99
	Van Buren	3,300	3,200	97
	Washington	7,900	7,800	99
	ILLINOIS			
	Hancock	9,400	9,200	98
La Salle	43,200	42,300	98	
Ogle	17,700	17,400	98	
Station Totals		534,500	527,000	99
Net Weekly Circulation (1988)				328,100
Average Daily Circulation (1988)				221,500

Iowa—Des Moines

KCCI-TV

Ch. B

Network Service: CBS.

Licensee: H & C Communications Inc., 3050 Post Oak Blvd., Suite 1330, Houston, TX 77056.

Studio: 888 9th St., Des Moines, IA 50309.

Mailing Address: Box 10305, Des Moines, IA 50306.

Telephone: 515-247-8888. **TWX:** 910-520-2618.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1953-ft. above av. terrain, 1997-ft. above ground, 2967-ft. above sea level.

Latitude 41° 48' 35"
Longitude 93° 37' 16"

Transmitter: 1-mi. SW of Alleman, IA.

Satellite Earth Stations: Prodelin, 5-meter C-band; RCA Americom, 3.6-meter Ku-band; KLM, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: H & C Communications Inc., 100%. See Group Ownership of Television Stations.

Began Operation: July 31, 1955. Merger of Cowles Bcstg. into H & C Communications approved by FCC Oct. 24, 1984 (**Television Digest**, Vol. 24:26, 35).

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

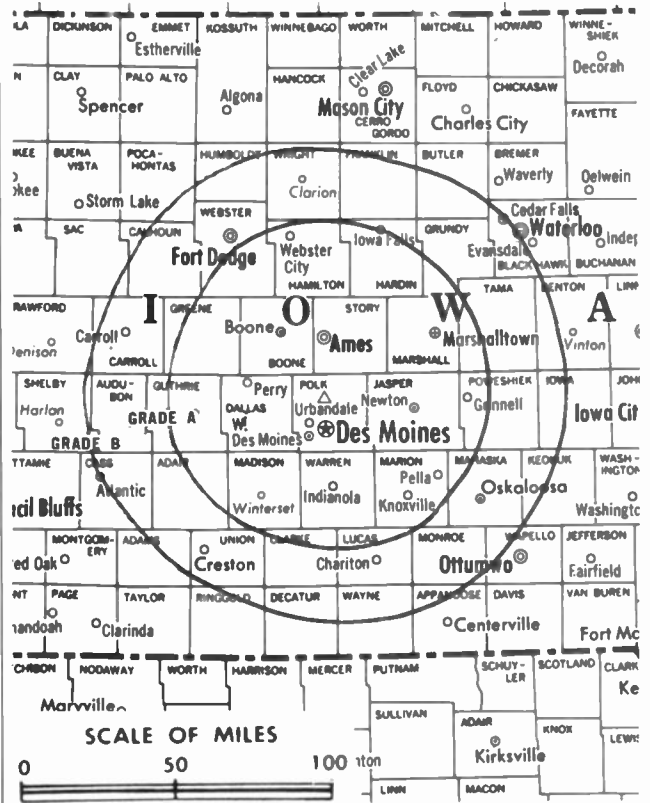
- PAUL FREDERICKSEN, president & general manager.
- RON BRIGGS, general & national sales manager.
- MAX RAUER, local sales manager.
- GUY KOENIGSBERGER, vice president, programs & community affairs.
- JOHN PASCUZZI, vice president, operations.
- PAUL RHOADES, vice president, news & public affairs.
- BILL HUEY, vice president & chief engineer.
- ROBERT DAY, programming director.
- PAM KULIK, director, promotion & community affairs.
- IRMA DAVIS, business manager.

Rates: On request.

City of License: Des Moines. **ADI:** Des Moines. **Rank:** 66.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,800	3,800	100
	Adams	2,200	2,200	100
	Appanoose	6,200	6,100	98
	Audubon	3,200	3,200	100
	Boone	10,200	10,100	99
	Calhoun	4,900	4,800	98
	Carroll	8,400	8,300	99
	Cass	7,000	6,900	99
	Clarke	3,500	3,500	100
	Dallas	12,100	12,000	99
	Davis	3,400	3,400	100
	Decatur	3,500	3,400	97
	Greene	4,700	4,700	100
	Guthrie	4,700	4,600	98
	Hamilton	6,900	6,800	99
	Hardin	8,300	8,200	99
	Humboldt	5,100	5,000	98
	Jasper	14,200	14,100	99



KCCI-TV BMPCT-7477 Granted 7/31/73

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Lucas	4,300	4,200	98	
	Madison	4,600	4,600	100	
	Mahaska	9,200	9,100	99	
	Marion	11,200	11,100	99	
	Marshall	16,100	16,000	99	
	Monroe	3,500	3,500	100	
	Palo Alto	4,700	4,600	98	
	Pocahontas	4,200	4,100	98	
	Polk	129,100	128,000	99	
	Poweshiek	7,200	7,100	99	
	Ringgold	2,400	2,400	100	
	Sac	5,400	5,300	98	
	Story	25,800	25,500	99	
	Taylor	3,300	3,200	97	
	Union	5,500	5,400	98	
	Wapello	15,800	15,600	99	
	Warren	13,500	13,400	99	
	Wayne	3,400	3,300	97	
	Webster	17,000	16,800	99	
	Wright	6,400	6,300	98	
	MISSOURI				
	Mercer	1,700	1,700	100	
	Between 25-49%	IOWA			
		Buena Vista	8,100	8,000	99
		Franklin	5,300	5,300	100
		Grundy	5,500	5,500	100
		Keokuk	5,000	4,900	98
Kossuth		8,100	8,000	99	
Tama		7,000	6,900	99	
MISSOURI					
Putnam		2,200	2,200	100	
Worth		1,100	1,100	100	

(Continued on page A-453)

Station Totals	513,900	508,200	99
Net Weekly Circulation (1988)			382,700
Average Daily Circulation (1988)			248,600

Iowa—Des Moines

KDSM-TV

Ch. 17

Network Service: Fox.

Licensee: Duchossois Communications Co. of Iowa, 4023 Fleur Dr., Des Moines, IA 50321.

Studio: 4023 Fleur Dr., Des Moines, IA 50321.

Telephone: 515-284-1717.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 3110-kw max. visual, 311-kw max. aural. Antenna: 1516-ft. above av. terrain, 1539-ft. above ground, 2509-ft. above sea level.

Latitude 41° 48' 01.20"
Longitude 93° 36' 27.00"

Transmitter: 0.4-mi. W of U.S. 69, 0.4-mi. S of N.E. 134th Ave.

Satellite Earth Stations: 2 in operation; Prodelin, 5-meter; Microwave Assoc. receivers.

News Service: INN.

Ownership: The Duchossois Group Inc., 100.0%. Richard L. Duchossois, pres., 54.4%; R. Bruce Duchossois, v.p.-secy; Craig J. Duchossois, v.p.-treas.; Dayle P. Duchossois, v.p.; Kimberly D. Lenczuk, v.p.; John M. Hartigan, asst. secy.; remainder held on behalf of various trusts. DGI also owns WASK-AM-FM Lafayette, IN; KDAL(FM), Duluth MN; KAIR & KJYK(FM), Tucson, AZ; WNAV & WHFS(FM), Annapolis, MD; KEBR(FM), Sacramento, CA.

Began Operation: March 14, 1983. Sale to present owners by William J. Trout, Raymond J. Gazzo & Carl G. Goldsberry, approved by FCC April 19, 1985 (Television Digest, Vol. 25:8).

Represented (sales): Seltel Inc.

Represented (legal): Tierney & Swift.

Personnel:

TOMMY THOMPSON, vice president & general manager.
TED STEPHENS, general sales manager.
PERRY GARDNER, production manager.
HELMUT LENZ, operations manager.
JERRY JOHNSON, promotion manager.
MARTIN MOHRFIELD, chief engineer.
CANDY FREEMAN, business manager.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$300.

City of License: Des Moines. ADI: Des Moines. Rank: 66.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %	
50% & Over	IOWA				
	Boone	10,200	10,100	99	
	Calhoun	4,900	4,800	98	
	Dallas	12,100	12,000	99	
	Greene	4,700	4,700	100	
	Guthrie	4,700	4,600	98	
	Jasper	14,200	14,100	99	
	Lucas	4,300	4,200	98	
	Madison	4,600	4,600	100	
	Marion	11,200	11,100	99	
	Polk	129,100	128,000	99	
	Story	25,800	25,500	99	
	Between 25-49%	IOWA			
		Adair	3,800	3,800	100
Carroll		8,400	8,300	99	
	Clarke	3,500	3,500	100	



KDSM-TV BNPCT-821006KE Granted 10/29/82

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %	
Between 25-49%	Hamilton	6,900	6,800	99	
	Hardin	8,300	8,200	99	
	Humboldt	5,100	5,000	98	
	Mahaska	9,200	9,100	99	
	Marshall	16,100	16,000	99	
	Monroe	3,500	3,500	100	
	Pocahontas	4,200	4,100	98	
	Poweshiek	7,200	7,100	99	
	Union	5,500	5,400	98	
	Warren	13,500	13,400	99	
	Webster	17,000	16,800	99	
	Wright	6,400	6,300	98	
	Between 5-24%	IOWA			
		Adams	2,200	2,200	100
Audubon		3,200	3,200	100	
Crawford		7,000	6,900	99	
Davis		3,400	3,400	100	
Decatur		3,500	3,400	97	
Franklin		5,300	5,300	100	
Grundy		5,500	5,500	100	
Hancock		5,600	5,500	98	
Keokuk		5,000	4,900	98	
Montgomery		5,600	5,500	98	
Page		7,700	7,600	99	
Ringgold		2,400	2,400	100	
Sac		5,400	5,300	98	
Tama	7,000	6,900	99		
Taylor	3,300	3,200	97		
Wapello	15,800	15,600	99		
Wayne	3,400	3,300	97		
Station Totals		435,700	431,100	99	
Net Weekly Circulation (1988)			196,200		
Average Daily Circulation (1988)			79,400		

Iowa—Des Moines

WHO-TV

Ch. 13

Network Service: NBC.

Licensee: Palmer Communications Inc., 1801 Grand Ave., Des Moines, IA 50308.

Studio: 1801 Grand Ave., Des Moines, IA 50308.

Telephone: 515-242-3500. **TWX:** 910-520-2549.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw max. & 224-kw horizontal visual, 47.4-kw max. & 33.5-kw horizontal aural. Antenna: 1970-ft. above av. terrain, 1955-ft. above ground, 2988-ft. above sea level.

Latitude 41° 48' 33"
Longitude 93° 36' 53"

Transmitter: 1-mi. S of Alleman.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Transmit/receive SatCom, 7-meter; Microwave Assoc., Scientific-Atlanta receivers.

AM Affiliate: WHO, 50-kw, 1040 kHz (NBC).

FM Affiliate: KLYF, 100-kw, 100.3 MHz (No. 262), 1700-ft.

News Services: AP, NBC.

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

Began Operation: April 15, 1954.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates, P.C.; A. D. Ring & Associates.

Personnel:

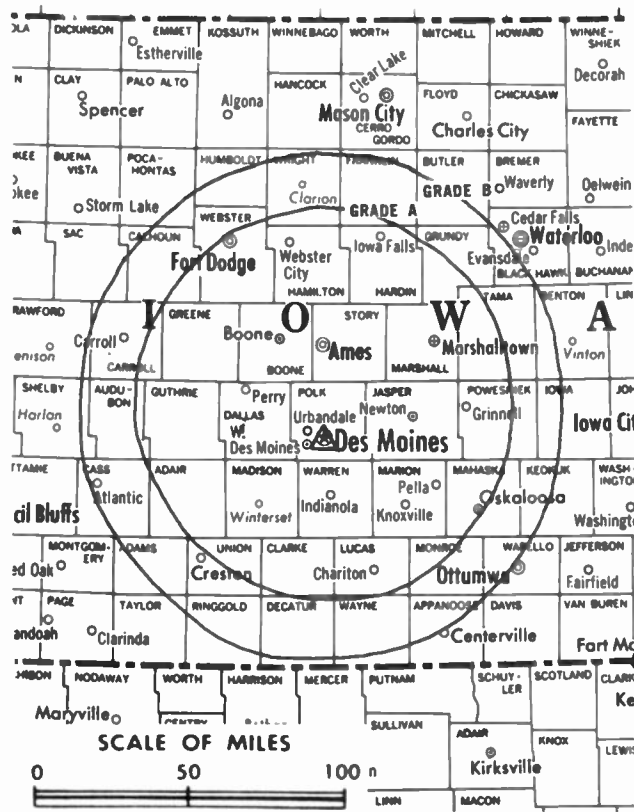
JOHN LEIFHEIT, station manager.
TOM HESTON, general sales manager.
KEN ERICKSON, director of engineering.
JON JANES, news director.
MARY BRACKEN, program manager.
PHIL HUFFMAN, promotion manager.
DAN ADAMS, controller.

Rates: Not available.

City of License: Des Moines. **AOI:** Des Moines. **Rank:** 66.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,800	3,800	100
	Adams	2,200	2,200	100
	Appanoose	6,200	6,100	98
	Audubon	3,200	3,200	100
	Boone	10,200	10,100	99
	Calhoun	4,900	4,800	98
	Carroll	8,400	8,300	99
	Clarke	3,500	3,500	100
	Dallas	12,100	12,000	99
	Davis	3,400	3,400	100
	Decatur	3,500	3,400	97
	Greene	4,700	4,700	100
	Guthrie	4,700	4,600	98
	Hamilton	6,900	6,800	99
	Hardin	8,300	8,200	99
	Humboldt	5,100	5,000	98
	Jasper	14,200	14,100	99
	Kossuth	8,100	8,000	99
	Lucas	4,300	4,200	98
	Madison	4,600	4,600	100
Mahaska	9,200	9,100	99	



WHO-TV BPCT-5011 Granted 7/27/77

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Marion	11,200	11,100	99	
	Marshall	16,100	16,000	99	
	Monroe	3,500	3,500	100	
	Pocahontas	4,200	4,100	98	
	Polk	129,100	128,000	99	
	Poweshiek	7,200	7,100	99	
	Ringgold	2,400	2,400	100	
	Story	25,800	25,500	99	
	Taylor	3,300	3,200	97	
	Union	5,500	5,400	98	
	Wapello	15,800	15,600	99	
	Warren	13,500	13,400	99	
	Wayne	3,400	3,300	97	
	Webster	17,000	16,800	99	
	Wright	6,400	6,300	98	
	MISSOURI	Mercer	1,700	1,700	100
		Putnam	2,200	2,200	100
IOWA					
Between 25-49%	Cass	7,000	6,900	99	
	Franklin	5,300	5,300	100	
	Grundy	5,500	5,500	100	
	Hancock	5,600	5,500	98	
	Jefferson	6,400	6,300	98	
	Keokuk	5,000	4,900	98	
	Sac	5,400	5,300	98	
Tama	7,000	6,900	99		
MISSOURI	Worth	1,100	1,100	100	
	IOWA				
Between 5-24%	Benton	9,100	9,000	99	
	Butler	6,500	6,400	98	
(Continued on page A-453)					
Station Totals		513,000	507,400	99	
Net Weekly Circulation (1988)				371,800	
Average Daily Circulation (1988)				229,700	

Iowa—Ames-Des Moines

WOI-TV

Ch. 5

Network Service: ABC.

Licensee: Iowa State University Bcstg. Corp., Ames, IA 50011.

Studio: Iowa State U. of Science, Ames, IA 50011.

Telephone: 515-294-5555. TWX: 910-520-1152.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1850-ft. above av. terrain, 1995-ft. above ground, 2980-ft. above sea level.

Latitude 41° 48' 33"
Longitude 93° 36' 53"

Transmitter: 1-mi. S of Alleman.

Satellite Earth Stations: Transmit/receive Harris, 9-meter & Microdyne, 4.5-meter Ku-band; Andrew, 7.3-meter; Scientific-Atlanta, 7-meter; Andrew, 4.5-meter; Microdyne, 3.7-meter Ku-band; Avantek, Harris, Scientific-Atlanta, M/A-Corn receivers.

News Services: AP, ABC.

Ownership: Iowa State University Bcstg. Corp., 100%. Robert G. Helmers, pres.; John D. Shors, secy.; Margaret S. Pickett, treas.

Began Operation: February 21, 1950.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

- ROBERT G. HELMERS, president & general manager.
- RAY JOHNSON, general sales manager.
- ED A. POWERS, chief engineer.
- TERRY BYNUM, news director.
- JANIS MARVIN, programming coordinator.
- BETTY LOU VARNUM, public affairs coordinator.
- TERRY McFARLANE, promotion director.
- DAN WIRTH, business manager.
- MEL CRIPPEN, marketing director.

Highest One Hour Rate: \$4000.

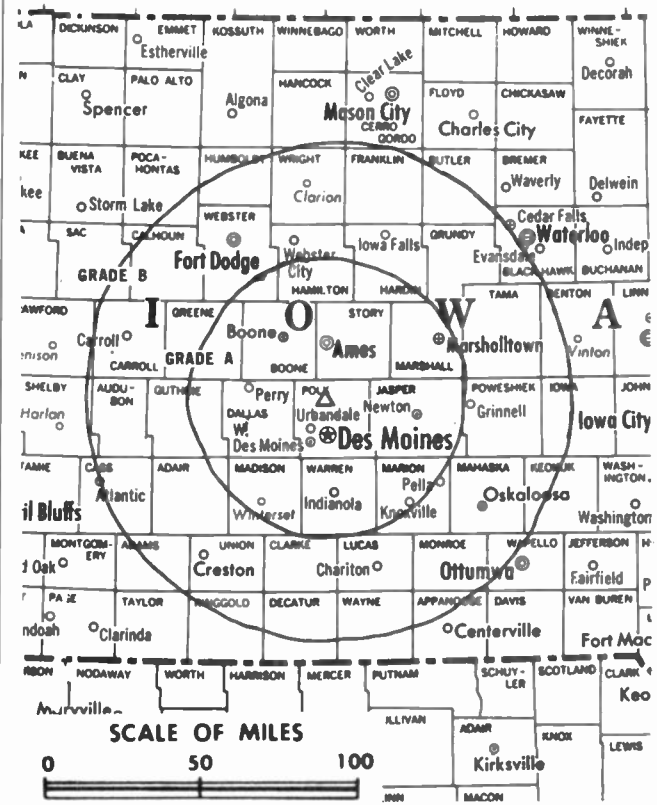
Highest 30 Sec. Rate: \$850.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Ames. AOI: Des Moines. Rank: 66.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
IOWA				
50% & Over	Adair	3,800	3,800	100
	Adams	2,200	2,200	100
	Appanoose	6,200	6,100	98
	Audubon	3,200	3,200	100
	Boone	10,200	10,100	99
	Calhoun	4,900	4,800	98
	Carroll	8,400	8,300	99
	Clarke	3,500	3,500	100
	Dallas	12,100	12,000	99
	Decatur	3,500	3,400	97
	Greene	4,700	4,700	100
	Guthrie	4,700	4,600	98
	Hamilton	6,900	6,800	99
	Hardin	8,300	8,200	99
	Humboldt	5,100	5,000	98
	Jasper	14,200	14,100	99
	Lucas	4,300	4,200	98
	Madison	4,600	4,600	100
	Mahaska	9,200	9,100	99



WOI-TV BMPCT-7324 Granted 12/20/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	11,200	11,100	99
	Marshall	16,100	16,000	99
	Monroe	3,500	3,500	100
	Pocahontas	4,200	4,100	98
	Polk	129,100	128,000	99
	Poweshiek	7,200	7,100	99
	Ringgold	2,400	2,400	100
	Story	25,800	25,500	99
	Union	5,500	5,400	98
	Warren	13,500	13,400	99
	Wayne	3,400	3,300	97
	Webster	17,000	16,800	99
	Wright	6,400	6,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
IOWA				
Between 25-49%	Cass	7,000	6,900	99
	Davis	3,400	3,400	100
	Emmet	5,100	5,000	98
	Franklin	5,300	5,300	100
	Grundy	5,500	5,500	100
	Hancock	5,600	5,500	98
	Keokuk	5,000	4,900	98
	Kossuth	8,100	8,000	99
	Palo Alto	4,700	4,600	98
	Sac	5,400	5,300	98
	Tama	7,000	6,900	99
	Taylor	3,300	3,200	97
	Wapello	15,800	15,600	99
MISSOURI				
	Mercer	1,700	1,700	100
	Putnam	2,200	2,200	100

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA Buena Vista	8,100	8,000	99

(Continued on page A-453)

Station Totals	494,500	489,100	99
Net Weekly Circulation (1988)			343,000
Average Daily Circulation (1988)			188,800

Iowa—Dubuque

KDUB-TV

Ch. 40

Network Service: ABC.

Licensee: Sage Bcstg. Corp. of Dubuque, One Cycare Plaza, Dubuque, IA 52001.

Studio: 9th Floor, One Cycare Plaza, Dubuque, IA 52001.

Telephone: 319-556-4040.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 537-kw visual, 53.7-kw aural. Antenna: 841-ft. above av. terrain, 837-ft. above ground, 1661-ft. above sea level.

Latitude 42° 31' 05"
Longitude 90° 37' 16"

Transmitter: 0.7-mi. N of IL state line, 0.75-mi. W of Hwy. 35, Grant County, WI.

Satellite Earth Stations: Calstar, 4.6-meter; Prodelin, 4.2-meter; Avantek, Scientific-Atlanta receivers.

News Services: ABC, UPI.

Ownership: Leonard I. Fassler, chmn., 11.9%; Gerald A. Poch, pres., 8.3%; Gerald M. LeBow, v.p., 6.7%; Asher S. Levitsky, secy.; Josef A. Bauer, 6.7%; SLK-1986-87, 17.5%. SLK-1986-87 Ownership: Gen. partnership of 28, each with no more than 10.2%. SBC owns WLVH(FM) Hartford, KKHT(AM) Manchester & WNAQ(AM) Naugatuck, CT; WTAX(AM) & WDBR(FM) Springfield, IL; KMNS(AM) & KSEZ(FM) Sioux City, IA; WBSM(AM) New Bedford, MA; WKOL(AM) & WMVQ(AM) Amsterdam, WZFM(FM) Briarcliff Manor, NY; WACO-AM-FM Waco, TX; WJJK(AM) & WBIZ(FM) Eau Claire, WI.

Began Operation: June 1, 1970. Left air Oct. 3, 1974. Sale to Lloyd Hearing Aid Corp. approved by FCC June 29, 1976. Resumed operation Sept. 12, 1976. Sale to The Commercial Dispatch Publishing Co. approved by FCC Sept. 13, 1979. Sale to Dubuque TV Ltd. Partnership approved Feb. 8, 1985. FCC approved to present owner March 25, 1988.

Represented (sales): Seltel Inc.

Personnel:

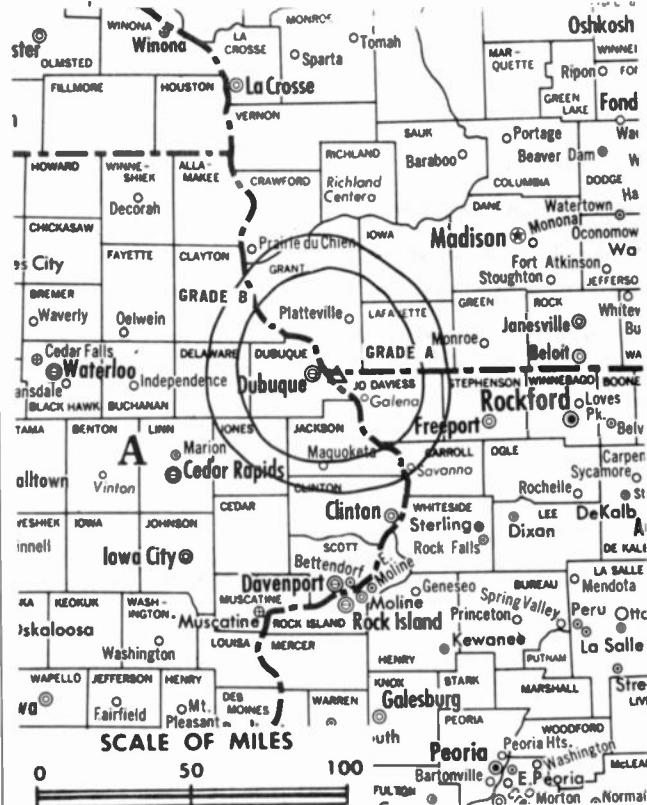
THOMAS G. BOND, general manager & general sales manager.
DAVE BASINGER, program director, operations & business manager.
GARY HAVERLAND, chief engineer.
MARSHALL PORTER, local sales manager.
JOE DENK, news director.

Highest 30 Sec. Rate: \$135.

NETWORK BASE HOURLY RATE: \$75.

City of License: Dubuque. ADI: Cedar Rapids-Waterloo-Dubuque. Rank: 78.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KDUB-TV BPCT-4978 Granted 2/11/77

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	IOWA Dubuque	31,200	30,800	99
	ILLINOIS Jo Daviess	9,100	8,800	97
Between 25-49%	IOWA Jackson	8,500	8,400	99
	WISCONSIN Grant Lafayette	17,900 6,200	17,300 6,100	97 98
Between 5-24%	IOWA Clayton	8,300	8,200	99
	Delaware	6,800	6,700	99
Station Totals		88,000	86,300	98
Net Weekly Circulation (1988)				44,200
Average Daily Circulation (1988)				24,800

Iowa—Mason City

KIMT

Ch. 3

Network Service: CBS.

Licensee: Spartan Radiocasting Inc., Box 1717, Spartanburg, SC 29304.

Studio: 2nd & Pennsylvania Ave., Mason City, IA 50401.

Telephone: 515-423-2540. **Fax:** 515-423-7960.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 97.7-kw visual, 20-kw aural. Antenna: 1550-ft. above av. terrain, 1565-ft. above ground, 2801-ft. above sea level.

Latitude 43° 22' 25"
Longitude 92° 50' 00"

Transmitter: 3.5-mi. E of St. Ansgar, IA.

Satellite Earth Stations: Scientific-Atlanta, 3.7-meter; Scientific-Atlanta, 3.9-meter; 2 Scientific-Atlanta, 4.5-meter; Scientific-Atlanta, 7.5-meter; Scientific-Atlanta, DX Antenna, Harris, M/A-Com receivers.

News Service: AP.

Ownership: Spartan Radiocasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: May 15, 1954. Sale to Daily Telegraph Printing Co. by Lee Enterprises approved by FCC April 22, 1980 (*Television Digest*, Vol. 20:1). Sale to present owner approved by FCC June 12, 1984 (Vol. 24:15).

Represented (sales): Katz Television.

Represented (legal): Covington & Burling.

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

Personnel:

- JOHN SHINE, general manager.
- DICK AJUNE, general sales manager.
- DAVE PRESSLER, local/regional sales manager.
- BART CURRAN, program director.
- MARY ELLEN SCHULTZ, promotions manager.
- LARRY HUEGLI, news director.
- DALE BYRE, chief engineer.
- KAREN BIRD, business manager.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$615.

City of License: Mason City. **ADI:** Rochester, MN-Mason City, IA-Austin, MN. **Rank:** 147.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cerro Gordo	19,800	19,600	99
	Chickasaw	5,500	5,400	98
	Floyd	7,300	7,200	99
	Franklin	5,300	5,300	100
	Hancock	5,600	5,500	98
	Howard	4,200	4,100	98
	Kossuth	8,100	8,000	99
	Mitchell	4,600	4,500	99
	Winnebago	5,300	5,200	98
Worth	3,600	3,600	100	



KIMT BMPCT-7648 Granted 8/31/76

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Dodge	5,500	5,400	98
	Fillmore	7,900	7,800	99
	Freeborn	13,500	13,400	99
	Mower	15,100	15,000	99
Between 25-49%	IOWA			
	Butler	6,500	6,400	98
Between 5-24%	MINNESOTA			
	Olmsted	36,500	36,200	99
	IOWA			
	Bremer	9,000	8,900	99
	Emmet	5,100	5,000	98
	Grundy	5,500	5,500	100
	Hardin	8,300	8,200	99
	Humboldt	5,100	5,000	98
	Winneshiek	7,700	7,600	99
	Wright	6,400	6,300	98
	MINNESOTA			
	Faribault	7,400	7,300	99
	Goodhue	14,700	14,500	99
	Houston	6,400	6,300	98
	Le Sueur	8,700	8,600	99
Steele	11,000	10,900	99	
Wabasha	7,500	7,400	99	
Waseca	6,900	6,800	99	
Winona	16,200	15,900	98	
WISCONSIN				
Buffalo	5,400	5,300	98	
Station Totals		285,600	282,100	99
Net Weekly Circulation (1988)			134,800	
Average Daily Circulation (1988)			75,100	

Iowa—Ottumwa

KOIA-TV

Ch. 15

Network Service: Fox.

Licensee: Public Interest Broadcast Group Inc., 12334 Summerport Lane, Windermere, FL 32786.

Studio: 820 W. Second St., Ottumwa, IA 52501.

Telephone: 515-684-5415.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 166-kw max. visual, 16.6-kw max. aural. Antenna: 410-ft. above av. terrain, 417-ft. above ground, 1157-ft. above sea level.

Latitude 40° 57' 50"
Longitude 92° 23' 50"

Transmitter: 3.4-mi. SSE of intersection of Hwys. 63 & 34, Keokuk Twp.

Satellite Earth Stations: KLM, 4.8-meter C-band; KLM, 3.9-meter C-band; AFC Ku-band; ADM Ku & C-band; KLM, M/A-Com, General Instrument receivers.

Ownership: Public Interest Broadcast Group Inc. Dean C. Engstrom, chmn., 100%; Dirk Engstrom, v.p. Dean Engstrom has interest in applicant for Ch. 25, Carlsbad, NM.

Began Operation: June 2, 1986. Left air 1986; resumed operation June 29, 1987.

Represented (sales): Adam Young Inc.

Personnel:

- DIRK ENGSTROM, president & general manager.
- AL CROUNSE, sales manager.
- PHIL BENJAMIN, chief engineer.
- A. J. COFFIN, business manager.
- LINDA HEADY, traffic manager.

Highest One Hour Rate: \$500.

Highest 30 Sec. Rate: \$240.

City of License: Ottumwa. ADI: Ottumwa, IA-Kirksville, MO. Rank: 204.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	IOWA Wapello	15,800	15,600	99
	IOWA Davis	3,400	3,400	100
Between 5-24%	Jefferson	6,400	6,300	98
	Keokuk	5,000	4,900	98
	Van Buren	3,300	3,200	97
Station Totals		33,900	33,400	99
Net Weekly Circulation (1988)				6,900
Average Daily Circulation (1988)				3,500

Iowa—Ottumwa-Kirksville, Missouri

KTVO

Ch. 3

Network Service: ABC.

Licensee: Federal Bcstg., Hwy. 63 North, Box 949, Kirksville, MO 63501.

Studios: Broadcast Center, Ottumwa, IA 52501; Hwy. 63 North, Kirksville, MO 63501.

Mailing Address: Box 949, Kirksville, MO 63501.

Telephones: 816-627-3333; 515-682-4535. TWX: 910-777-7950.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1973-ft. above av. terrain, 1937-ft. above ground, 2685-ft. above sea level.

Latitude 40° 13' 32''
Longitude 92° 00' 54''

Transmitter: 5.5-mi. N of Knox City on State Rte. V.

Satellite Earth Stations: Andrew, 4.5-meter; Andrew, 7.3-meter; Simulcast, 5.5-meter; Avantek, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: Federal Bcstg. Co., 100%. See Group Ownership of Television Stations.

Began Operation: November 21, 1955. Sale to Gillett Group Inc. by Post Corp. approved by FCC June 19, 1984. Sale to Post by James J. Conroy & Raymond E. Russell approved Jan. 6, 1964 by FCC (Television Digest, Vol. 4:2). Sale to present owner by Gillett Group Inc. approved by FCC July 17, 1987 (Vol. 27:20).

Represented (sales): MMT Marketing.

Represented (legal): Hogan & Hartson.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

- JERRY HEILMAN, president & general manager.
- DAN HAVENS, general sales manager.
- ERIK STORCK, local sales manager.
- KEITH REYNOLDS, chief engineer.
- ROY CLEM, news director.
- ED SPELL, promotion director.
- GREG WITTLAND, business manager.

Highest One Hour Rate: \$4000.

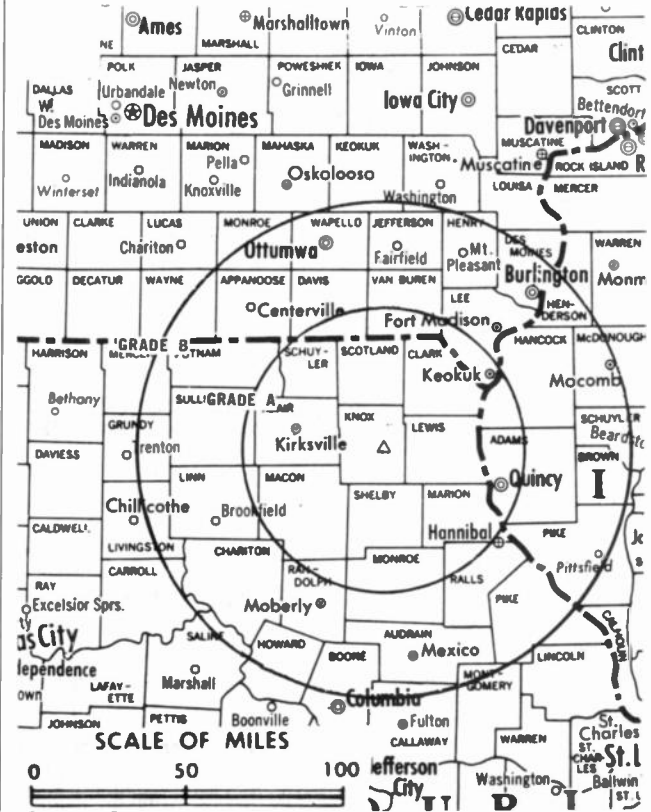
Highest 30 Sec. Rate: \$315.

NETWORK BASE HOURLY RATE: \$637.

City of License: Kirksville, MO. ADI: Ottumwa, IA-Kirksville, MO. Rank: 204.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	IOWA			
	Appanoose	6,200	6,100	98
	Davis	3,400	3,400	100
	Henry	7,100	7,000	99
	Jefferson	6,400	6,300	98
	Lee	16,600	16,400	99
	Van Buren	3,300	3,200	97
	Wapello	15,800	15,600	99
	ILLINOIS			
	Adams	27,300	26,900	99
	MISSOURI			
	Adair	9,300	9,200	99
	Clark	3,000	2,900	97
	Knox	2,100	2,100	100
	Lewis	3,900	3,800	97
	Linn	6,300	6,200	98
	Macon	6,300	6,200	98



KTVO BMPCT-860411KF Granted 5/7/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Mercer	1,700	1,700	100
	Putnam	2,200	2,200	100
	Schuyler	2,000	1,900	95
	Scotland	2,100	2,100	100
	Shelby	3,000	3,000	98
	Sullivan	2,900	2,900	100
IOWA				
Between 25-49%				
	Monroe	3,500	3,500	100
	Wayne	3,400	3,300	97
ILLINOIS				
	Hancock	9,400	9,200	98
MISSOURI				
	Grundy	4,700	4,600	98
	Monroe	3,500	3,500	100
	Ralls	3,500	3,500	100
IOWA				
Between 5-24%				
	Des Moines	18,200	18,000	99
	Keokuk	5,000	4,900	98
	Lucas	4,300	4,200	98
	Mahaska	9,200	9,100	99
	Washington	7,900	7,800	99
ILLINOIS				
	Henderson	3,500	3,400	97
	Pike	7,500	7,300	97
	Schuyler	3,200	3,100	97
MISSOURI				
	Chariton	4,000	3,900	98
	Harrison	4,200	4,100	98
	Marion	10,700	10,600	99
	Pike	5,900	5,800	98
	Randolph	9,800	9,600	98
Station Totals		252,300	248,500	98
Net Weekly Circulation (1988)				121,700
Average Daily Circulation (1988)				66,700

Iowa—Sioux City

KCAU-TV

Ch. 9

(Operates satellite KCAN, Albion, NE)

Network Service: ABC.

Licensee: Citadel Communications Co. Ltd., 7th & Douglas Sts., Sioux City, IA 51101.

Studio: 7th & Douglas Sts., Sioux City, IA 51101.

Telephone: 712-277-2345. **TWX:** 910-520-0007.

Fax: 712-277-3733.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 310-kw visual, 48-kw aural. Antenna: 2020-ft. above av. terrain, 2000-ft. above ground, 3368-ft. above sea level.

Latitude 42° 35' 12.39"
Longitude 96° 13' 56.98"

Transmitter: 4-mi. E, 0.75-mi. N of James, IA.

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

News Service: AP.

Ownership: Citadel Communications Co. Ltd., 100%. See Group Ownership of Television Stations.

Began Operation: March 29, 1953. Sale to Wesray Corp. by Forward Communications Corp. approved by FCC August 16, 1984. Previous sale to Forward by People's Bcstg. Corp. approved Oct. 27, 1965 by FCC (*Television Digest*, Vol. 5:30). Sale to People's by Cowles Bcstg. Co. approved Nov. 27, 1957 (Vol. 13:41, 44, 49). Sale to Citadel Communications approved Oct. 1, 1985 (Vol. 25:30).

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

PHILIP J. LOMBARDO, president.
RAY COLE, vice president & general manager.
DON HALE, general sales manager.
GARY SEABERG, local sales manager.
MARK LeVALLEY, chief engineer.
JOE CORCORAN, news director.
JIM HUGHES, business manager.
JOEL WALLS, operations manager.

Highest One Hour Rate: \$3000.

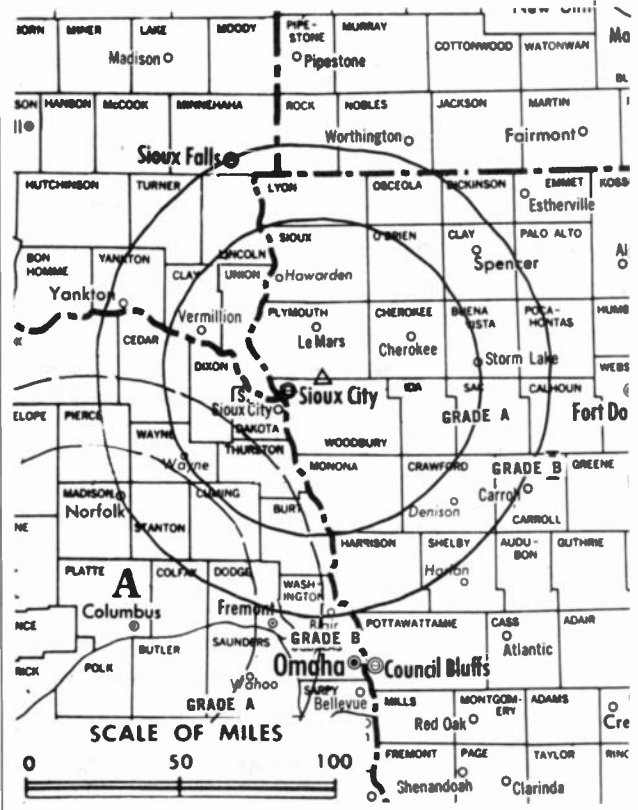
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1050.

City of License: Sioux City. **ADI:** Sioux City. **Rank:** 125.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Buena Vista	8,100	8,000	99
	Cherokee	6,100	6,000	98
	Clay	8,000	7,900	99
	Crawford	7,000	6,900	99
	Dickinson	6,600	6,500	98
	Emmet	5,100	5,000	98
	Ida	3,500	3,500	100
	Lyon	4,600	4,500	98
	Monona	4,500	4,400	98
	O'Brien	6,400	6,300	99
	Osceola	3,200	3,200	100
	Palo Alto	4,700	4,600	98
	Plymouth	9,100	9,000	99
	Pocahontas	4,200	4,100	98
	Sac	5,400	5,300	98
	Sioux	10,900	10,700	98
Woodbury	38,300	38,000	99	



KCAU-TV BPC1-3128 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NEBRASKA				
	Antelope	3,200	3,100	97	
	Cedar	4,000	4,000	100	
	Dakota	6,700	6,700	100	
	Dixon	2,700	2,700	100	
	Knox	4,000	3,900	98	
	Madison	12,800	12,600	98	
	Pierce	3,100	3,100	100	
	Stanton	2,400	2,400	100	
	Thurston	2,400	2,400	100	
	Wayne	3,400	3,400	100	
	SOUTH DAKOTA				
	Clay	4,900	4,800	98	
	Union	4,300	4,300	100	
	Yankton	7,100	7,000	99	
	Between 25-49%	IOWA			
		Carroll	8,400	8,300	99
MINNESOTA					
Nobles	7,800	7,700	99		
Rock	3,800	3,800	100		
Between 5-24%	NEBRASKA				
	Cuming	4,100	4,000	98	
	Holt	5,200	5,000	96	
SOUTH DAKOTA					
Lincoln	5,200	5,100	98		
Station Totals	IOWA				
	Calhoun	4,900	4,800	98	
	Harrison	6,100	6,000	98	
	Humboldt	5,100	5,000	98	
	MINNESOTA				
	Jackson	4,900	4,800	98	
Pipestone	4,200	4,100	98		
(Continued on page A-453)					
Station Totals		348,400	344,200	99	
Net Weekly Circulation (1988)				182,300	
Average Daily Circulation (1988)				104,100	

Iowa—Sioux City

KMEG

Ch. 14

Network Service: CBS.

Licensee: KMEG Television Inc., Box 657, Sioux City, IA 51105.

Studio: 700 Floyd Blvd., Sioux City, IA 51102.

Mailing Address: Box 657, Sioux City, IA 51102.

Telephone: 712-277-3554. TWX: 910-968-1742.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1000-kw max. & 380-kw horizontal visual, 200-kw max. & 75.90-kw horizontal aural. Antenna: 1152-ft. above av. terrain, 1000-ft. above ground, 2420-ft. above sea level.

Latitude 42° 30' 53"
Longitude 96° 18' 14"

Transmitter: Rural Rte. 2, 1-mi. E of city limits.

Satellite Earth Stations: Prodelin, 4.5-meter; Comtech, 5-meter; Scientific-Atlanta, 7-meter; Pinzno, Microwave Assoc., Scientific-Atlanta receivers.

News Service: AP.

Ownership: Maine Radio & Television Co., 100%. See Group Ownership of Television Stations.

Began Operation: September 5, 1967. Sale to present owner by Gillett Communications Group approved by FCC Sept. 23, 1986. Sale to Gillett by Fetzer Communications approved by FCC Oct. 29, 1985. Sale to Fetzer by Medallion Bcstrs. (Robert B. Donovan, Edgar F. Pechacek, et al.) approved by FCC Aug. 13, 1969 (Television Digest, Vol. 9:33).

Represented (sales): MMT Marketing.

Represented (legal): Wilkinson, Barker, Knauer & Quinn.

Personnel:

- BRUCE LEWIS, general manager.
- LYLE JOHNSON, chief engineer.
- BRENDA WANKUM, promotion manager.
- GREG FUNK, business manager.
- LISA McMULLEN, community service director.

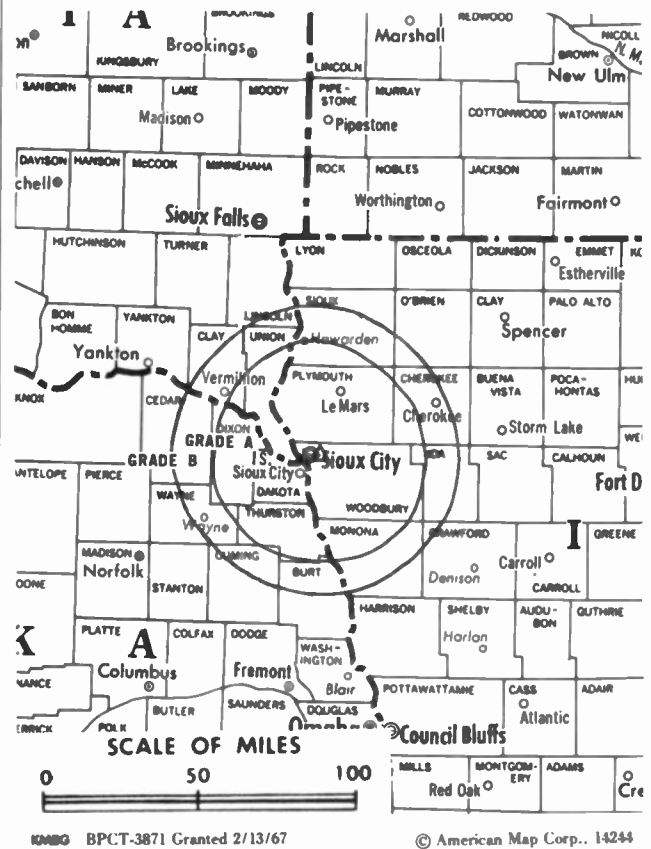
Highest 30 Sec. Rate: \$220.

NETWORK BASE HOURLY RATE: \$200.

City of License: Sioux City. ADI: Sioux City. Rank: 125.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Buena Vista	8,100	8,000	99
	Cherokee	6,100	6,000	98
	Ida	3,500	3,500	100
	Plymouth	9,100	9,000	99
	Woodbury	38,300	38,000	99
	NEBRASKA			
	Dakota	6,700	6,700	100
	Dixon	2,700	2,700	100
	Thurston	2,400	2,400	100
	Wayne	3,400	3,400	100



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	IOWA				
	Monona	4,500	4,400	98	
	O'Brien	6,400	6,300	99	
	Sac	5,400	5,300	98	
	Sioux	10,900	10,700	98	
	NEBRASKA				
	Cedar	4,000	4,000	100	
	Madison	12,800	12,600	98	
	SOUTH OAKOTA				
	Clay	4,900	4,800	98	
	Union	4,300	4,300	100	
	Between 5-24%	IOWA			
		Clay	8,000	7,900	99
		Crawford	7,000	6,900	99
Lyon		4,600	4,500	98	
Osceola		3,200	3,200	100	
NEBRASKA					
Burt		3,600	3,600	100	
Cuming		4,100	4,000	98	
Pierce		3,100	3,100	100	
Stanton		2,400	2,400	100	
Washington		5,800	5,800	100	
SOUTH OAKOTA					
Lincoln		5,200	5,100	98	
Yankton		7,100	7,000	99	
Station Totals		187,600	185,600	99	
Net Weekly Circulation (1988)				93,800	
Average Daily Circulation (1988)				50,400	

Iowa—Sioux City

KTIV

Ch. 4

Network Service: NBC.

Licensee: American Family Broadcast Group Inc., 3135 Floyd Blvd., Sioux City, IA 51105.

Studio: Signal Hill, Sioux City, IA 51105.

Telephone: 712-239-4100. **TWX:** 910-968-1708.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1915-ft. above av. terrain, 2000-ft. above ground, 3368-ft. above sea level.

Latitude 42° 35' 12.39"
Longitude 96° 13' 56.98"

Transmitter: 4-mi. E, 0.75-mi. N of James, IA.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: ADM, 6.2-meter; Avcom, Harris receivers.

News Service: NBC.

Ownership: American Family Corp., 100%. See Group Ownership of Television Stations.

Began Operation: October 9, 1954. Merger of Black Hawk Bcstg. with American Family Corp. approved by FCC Sept. 17, 1980. Sale by Perkins Bros. Co. approved March 28, 1974. Sale of 50%, giving Perkins Bros. 100% control, approved May 26, 1965 by FCC (*Television Digest*, Vol. 5:24).

Represented (sales): Blair Television.

Represented (legal): Schnader, Harrison, Segal & Lewis.

Personnel:

- MIKE SMITH, vice president & general manager.
- DAVE MADSEN, vice president, program & operations manager.
- PAUL O'BRYAN, vice president & general sales manager.
- DALE RUSSELL, vice president & chief engineer.
- PAULA JACOBSEN, production manager.
- VAN CARTER, news director.

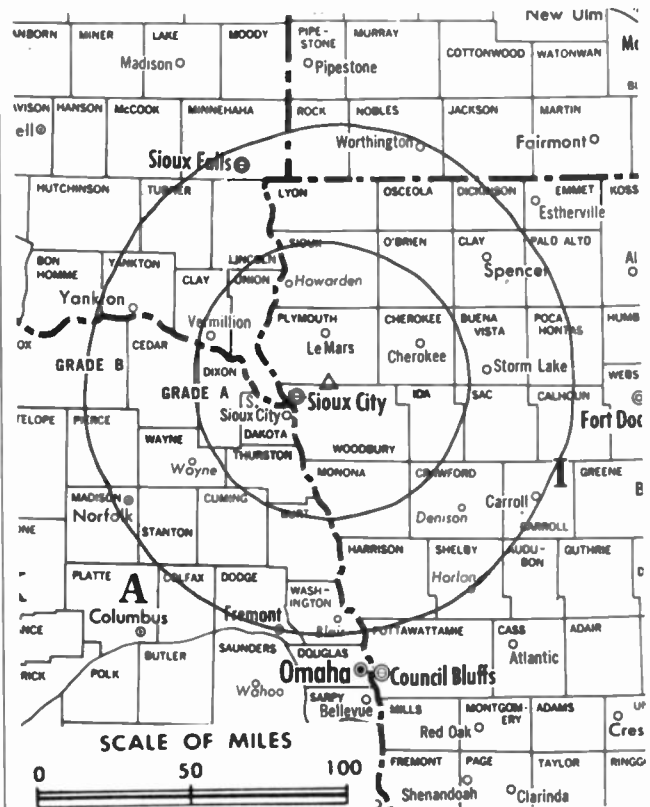
Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$750.

City of License: Sioux City. **AOI:** Sioux City. **Rank:** 125.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	IOWA				
	Buena Vista	8,100	8,000	99	
	Cherokee	6,100	6,000	98	
	Clay	8,000	7,900	99	
	Crawford	7,000	6,900	99	
	Dickinson	6,600	6,500	98	
	Emmet	5,100	5,000	98	
	Ida	3,500	3,500	100	
	Lyon	4,600	4,500	98	
	Monona	4,500	4,400	98	
	O'Brien	6,400	6,300	99	
	Osceola	3,200	3,200	100	
	Palo Alto	4,700	4,600	98	
	Plymouth	9,100	9,000	99	
	Pocahontas	4,200	4,100	98	
	Sac	5,400	5,300	98	
	Sioux	10,900	10,700	98	
	Woodbury	38,300	38,000	99	
		MINNESOTA			
		Nobles	7,800	7,700	99
	NEBRASKA				
	Antelope	3,200	3,100	97	
	Cedar	4,000	4,000	100	



KTIV BPCT-3127 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dakota	6,700	6,700	100
	Dixon	2,700	2,700	100
	Holt	5,200	5,000	96
	Knox	4,000	3,900	98
	Madison	12,800	12,600	98
	Pierce	3,100	3,100	100
	Stanton	2,400	2,400	100
	Thurston	2,400	2,400	100
	Wayne	3,400	3,400	100
		SOUTH OAKOTA		
	Clay	4,900	4,800	98
	Union	4,300	4,300	100
	Yankton	7,100	7,000	99
	NEBRASKA			
Between 25-49%	Cuming	4,100	4,000	98
	SOUTH DAKOTA			
	Lincoln	5,200	5,100	98
Between 5-24%	IOWA			
	Carroll	8,400	8,300	99
	Harrison	6,100	6,000	98
	Shelby	5,500	5,500	100
	MINNESOTA			
	Jackson	4,900	4,800	98
	Murray	3,900	3,900	100
	Pipestone	4,200	4,100	98
	Rock	3,800	3,800	100
	NEBRASKA			
	Boone	2,600	2,600	100
	Burt	3,600	3,600	100
	SOUTH DAKOTA			
	Bon Homme	3,100	3,000	97
	Turner	3,500	3,500	100
Station Totals		268,600	265,200	99
Net Weekly Circulation (1988)			185,900	
Average Daily Circulation (1988)			125,700	

Iowa

WOI-TV, Des Moines (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	IOWA		
	Butler	6,500	6,400 98
	Crawford	7,000	6,900 99
	Iowa	6,100	6,000 98
	Montgomery	5,600	5,500 98
	Shelby	5,500	5,500 100
	MISSOURI		
Harrison	4,200	4,100 98	
Worth	1,100	1,100 100	

KCAU-TV, Sioux City (Arbitron Data Continued)

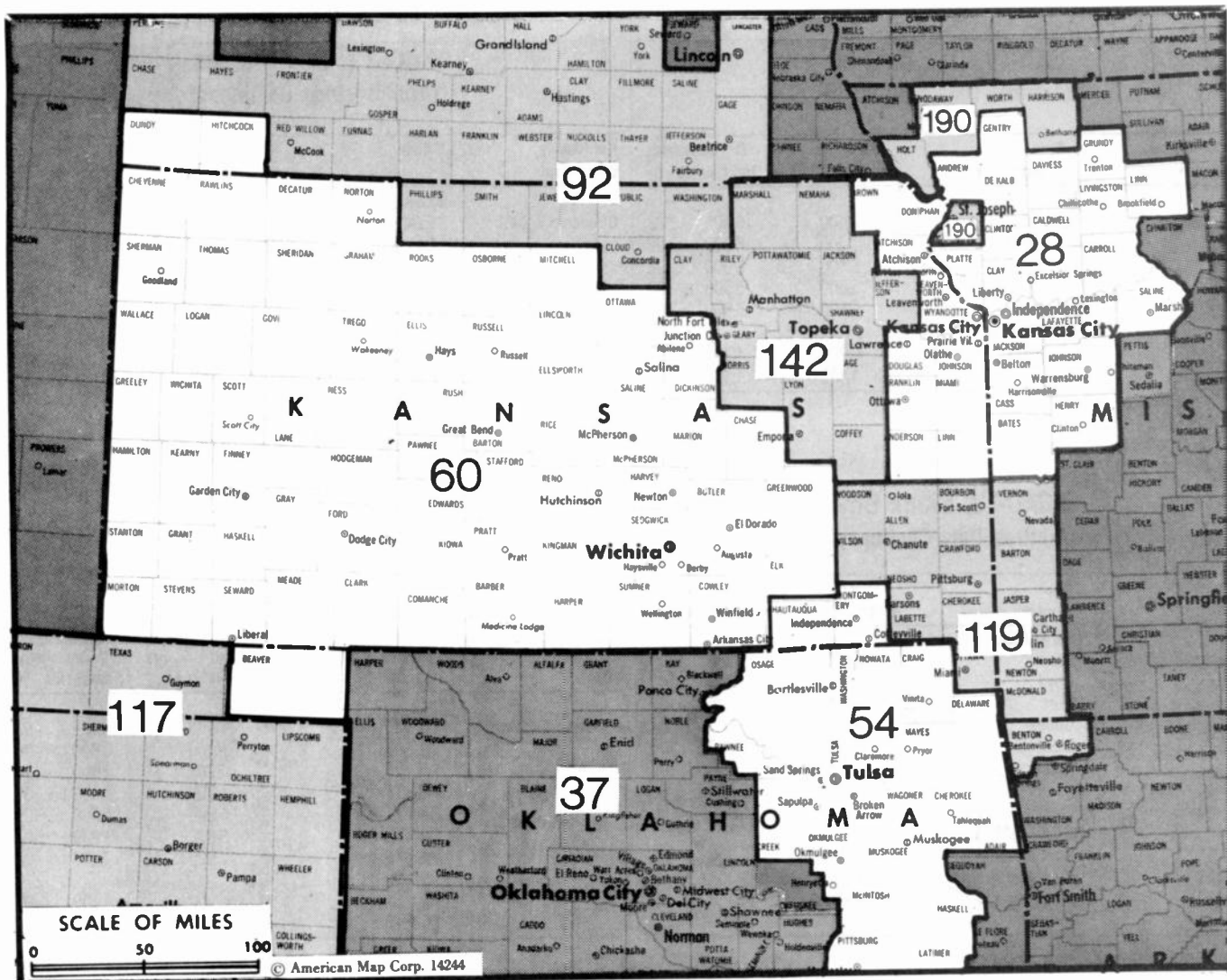
Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	NEBRASKA		
	Boone	2,600	2,600 100
	Boyd	1,300	1,300 100
	Burt	3,600	3,600 100
	Coffax	3,700	3,600 97
	Merrick	3,200	3,200 100
	Nance	1,700	1,700 100
	Platte	11,000	10,900 99
	Washington	5,800	5,800 100
	SOUTH DAKOTA		
	Bon Homme	3,100	3,000 97
	Hutchinson	3,400	3,300 97
	Minnehaha	49,100	48,800 99
	Turner	3,500	3,500 100

KCCI-TV, Des Moines (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	IOWA		
	Benton	9,100	9,000 99
	Crawford	7,000	6,900 99
	Emmet	5,100	5,000 98
	Hancock	5,600	5,500 98
	Iowa	6,100	6,000 98
	Jefferson	6,400	6,300 98
	Montgomery	5,600	5,500 98
	Page	7,700	7,600 99
	Winnebago	5,300	5,200 98
	MISSOURI		
	Harrison	4,200	4,100 98
	Sullivan	2,900	2,900 100

WHO-TV, Des Moines (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	IOWA		
	Crawford	7,000	6,900 99
	Iowa	6,100	6,000 98
	Page	7,700	7,600 99
	Palo Alto	4,700	4,600 98
	Shelby	5,500	5,500 100
	Van Buren	3,300	3,200 97
	Washington	7,900	7,800 99
	MISSOURI		
	Harrison	4,200	4,100 98
	Sullivan	2,900	2,900 100



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Kansas City, MO	723,400	28	KCTV (5), KMBC-TV (9), KMCI (38), KSHB-TV (41), KYFC (50), KZKC (62), WDAF-TV (4)
Oklahoma City, OK	616,200	37	KAUT (43), KGMC (34), KOCO-TV (5), KOKH-TV (25), KTBO-TV (14), KTVY (4), KWTW (9)
Tulsa, OK	461,600	54	KDOR (17), KGCT-TV (41), KJRH (2), KOKI-TV (23), KOTV (6), KTUL-TV (8), KWHB (47)
Wichita-Hutchinson, KS	427,400	60	KAAS-TV (18), KAKE-TV (10), KAYS-TV (7), KLBV (4), KLOE-TV (10), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KTVC (6), KUPK-TV (13), KWCH-TV (12)
Lincoln-Hastings-Kearney, NE	257,200	92	KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6)
Amarillo, TX	181,900	117	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVII-TV (7), KVIJ-TV (8)
Joplin, MO-Pittsburg, KS	176,300	119	KOAM-TV (7), KODE-TV (12), KSNF (16)
Topeka, KS	150,900	142	KSNT (27), KTKA-TV (49), WIBW-TV (13)
St. Joseph, MO	46,900	190	KOTV (2), KTAJ (16)

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

KWCH-TV, Hutchinson	See Wichita, KS
KSNK, Oberlin	See McCook, NE
KODE-TV, Pittsburg	See Joplin, MO
KSNF, Pittsburg	See Joplin, MO

Kansas Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	12	5	17
Educational Television Stations	3	0	3
	15	5	20

Kansas—Colby

KLBY

Ch. 4

(Satellite of KAKE-TV, Wichita, KS)

Network Service: ABC.

Licensee: Chronicle Bcstg. Co., 1001 Van Ness Ave., San Francisco, CA 94109.

Studio: 900 S. Range, Colby, KS 67701.

Telephone: 913-462-8644.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 748-ft. above av. terrain, 770-ft. above ground, 4190-ft. above sea level.

Latitude 39° 15' 25"
Longitude 101° 21' 10"

Transmitter: 7.2-mi. SSE of Brewster.

News Services: AP, Group W Newsfeed.

Ownership: Chronicle Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: September 4, 1984. Sale to Smoky Hills Public Television Corp. approved by FCC March 5, 1986, but not consummated. Sale to present owner by Sheraton Colby Convention Inc. approved by FCC Oct. 10, 1986. Station returned to air Feb. 11, 1987.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

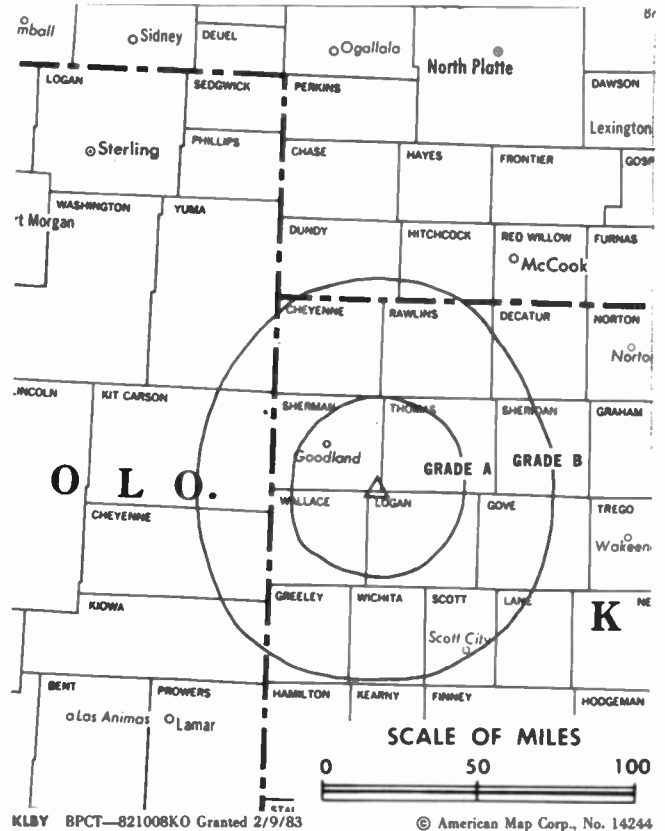
WAYNE ROBERTS, station manager.
DEB SCHWANKE, business manager.
DICK WELLMAN, chief engineer.

Highest 30 Sec. Rate: \$200.

City of License: Colby. **ADI:** Wichita-Hutchinson. **Rank:** 60.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Gove	1,400	1,400	100
	Logan	1,400	1,400	100
	Sheridan	1,300	1,300	100
	Sherman	2,900	2,900	100
	Thomas	3,300	3,200	97
	Wallace	700	700	100



KLBY BPCT—821008KO Granted 2/9/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	COLORADO			
	Kit Carson	2,900	2,700	93
	KANSAS			
	Cheyenne	1,500	1,500	100
	Wichita	1,000	1,000	100
Between 5-24%	COLORADO			
	Kiowa	700	700	100
	KANSAS			
	Decatur	1,800	1,800	100
	Graham	1,500	1,500	100
	Greeley	700	700	100
	Lane	1,000	1,000	100
	Rawlins	1,500	1,500	100
	Scott	2,200	2,200	100
Trego	1,700	1,700	100	
Station Totals		27,500	27,200	99
Net Weekly Circulation (1988)				10,400
Average Daily Circulation (1988)				4,900

Kansas—Ensign

KTVC

Ch. 6

(Operates in affiliation with KWCH-TV, Hutchinson-Wichita, KS)

Network Service: CBS.

Licensee: Southwest Kansas TV Co. Inc., Ensign, KS 67841.

Studio: State Hwy. 23, 20-mi. SW of Dodge City.

Office: Box 157, Dodge City, KS 67801.

Telephone: 316-227-3121.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 717-ft. above av. terrain, 683-ft. above ground, 3473-ft. above sea level.

Latitude 37° 38' 26"
Longitude 100° 20' 33"

Transmitter: State Hwy. 23, 20-mi. SW of Dodge City.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 3.66-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: NUCO TV Inc., 100%. See Kansas Bcstg. System in Group Ownership of TV Stations.

Began Operation: July 24, 1957. Acquisition of positive control by Leigh Warner approved by FCC Dec. 16, 1969. Transfer of control to present owner approved May 19, 1988.

Represented (sales): Kansas Bcstg. System.

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

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

Personnel:

W. H. BAILEY, general manager.
BEN DAVIDSON, chief engineer.

Highest One Hour Rate: \$300.

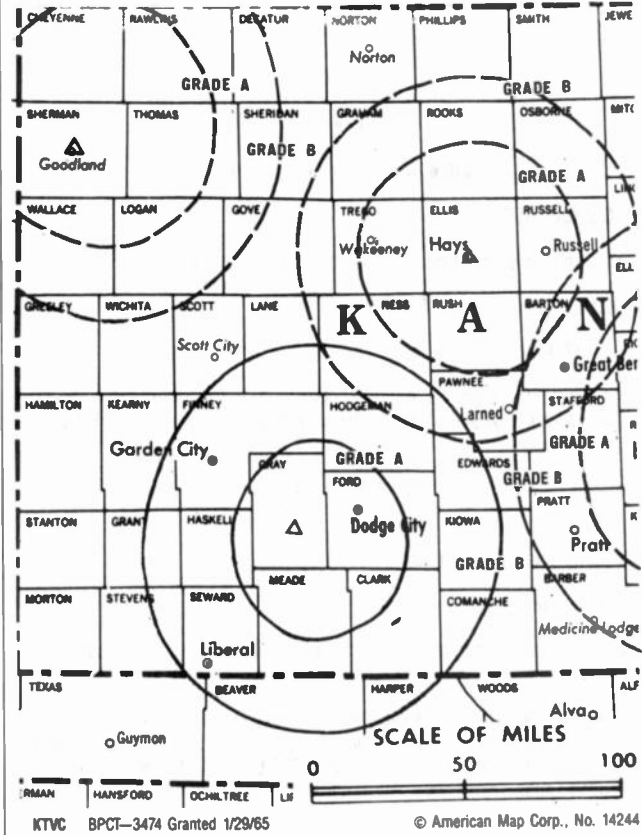
Highest 30 Sec. Rate: \$60.

NETWORK BASE HOURLY RATE: \$165.

City of License: Ensign. AOI: Wichita-Hutchinson. Rank: 60.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Clark	1,000	1,000	100
	Comanche	1,000	1,000	100
	Finney	10,400	10,300	99
	Ford	10,000	9,900	99
	Grant	2,600	2,600	100
	Gray	1,900	1,900	100
	Haskell	1,400	1,400	100
	Hodgeman	900	900	100



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Kearny	1,200	1,200	100	
	Lane	1,000	1,000	100	
	Meade	1,800	1,800	100	
	Stanton	800	800	100	
	Stevens	1,700	1,700	97	
	OKLAHOMA				
	Beaver	3,000	3,000	100	
	Between 25-49%	KANSAS			
		Hamilton	1,100	1,100	100
		Kiowa	1,500	1,500	100
Seward	6,700	6,600	98		
Between 5-24%	KANSAS				
	Edwards	1,700	1,700	100	
	Morton	1,200	1,200	100	
	Ness	1,800	1,800	100	
	Scott	2,200	2,200	100	
	Wichita	1,000	1,000	100	
	OKLAHOMA				
Ellis	2,200	2,100	95		
Harper	1,800	1,800	100		
Texas	6,700	6,600	98		
Station Totals		66,600	66,100	99	
Net Weekly Circulation (1988)				39,900	
Average Daily Circulation (1988)				22,300	

Kansas—Garden City

KSNB

Ch. 11

(Satellite of KSNW, Wichita, KS)

Network Service: NBC.

Licenses: KSN Inc., Box 333, Wichita, KS 67201.

Studio: Star S Rte., Garden City, KS 67846.

Telephone: 316-276-2311.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 200-kw visual, 24.5-kw aural. Antenna: 800-ft. above av. terrain, 834-ft. above ground, 3711-ft. above sea level.

Latitude 37° 46' 40"
Longitude 100° 52' 08"

Transmitter: U.S. Hwy. 83, 12.6-mi. S of Garden City.

Satellite Earth Station: RCA Americom, 3.6-meter Ku-band.

News Services: AP, Conus, CNN, KSN.

Ownership: SJL of Kansas Corp., 100%. See SJL Broadcast Management Corp. in Group Ownership of Television Stations.

Began Operation: November 5, 1958. For sale to present owners, see KSNW, Wichita, KS.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

Personnel:

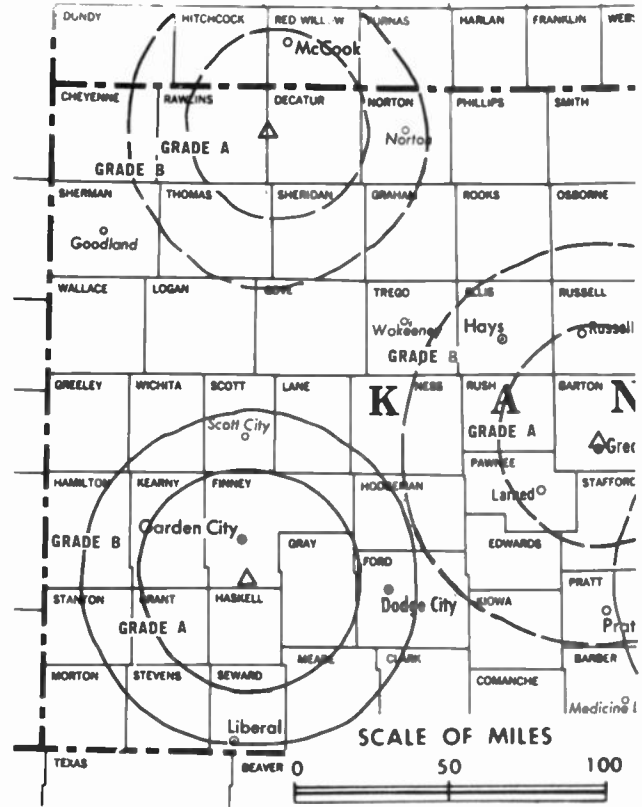
DON LONG, vice president & general manager.
SHELDON MARCUS, chief engineer.
SCOTT COOPER, news director.

Rates: Offered as a bonus with KSNW, Wichita and its other satellites (KSN Inc.) KSNB, Great Bend and KSNK, McCook, NE.

City of License: Garden City. **AOI:** Wichita-Hutchinson. **Rank:** 60.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS				
50% & Over	Clark	1,000	1,000	100
	Finney	10,400	10,300	99
	Ford	10,000	9,900	99
	Grant	2,600	2,600	100
	Gray	1,900	1,900	100
	Greeley	700	700	100
	Hamilton	1,100	1,100	100
	Haskell	1,400	1,400	100
	Hodgeman	900	900	100



KSNB BPCT-3371 Granted 8/20/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kearny	1,200	1,200	100
	Lane	1,000	1,000	100
	Meade	1,800	1,800	100
	Morton	1,200	1,200	100
	Scott	2,200	2,200	100
	Seward	6,700	6,600	98
	Stanton	800	800	100
	Stevens	1,700	1,700	97
	Wichita	1,000	1,000	100
	OKLAHOMA			
Beaver	3,000	3,000	100	
KANSAS				
Between 25-49%	Ness	1,800	1,800	100
COLORADO				
Between 5-24%	Baca	1,900	1,700	89
	Prowers	5,500	5,200	94
KANSAS				
	Wallace	700	700	100
OKLAHOMA				
	Harper	1,800	1,800	100
	Texas	6,700	6,600	98
Station Totals		69,000	68,100	99
Net Weekly Circulation (1988)				45,200
Average Daily Circulation (1988)				29,200

Kansas—Garden City

KUPK-TV

Ch. 13

(Satellite of KAKE-TV, Wichita, KS)

Network Service: ABC.

Licensee: Chronicle Bcstg. Co., 1001 Van Ness Ave., San Francisco, CA 94109.

Studio: See KAKE-TV, Wichita.

Telephone: 316-668-5513.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 224-kw visual, 44.7-kw aural. Antenna: 870-ft. above av. terrain, 847-ft. above ground, 3687-ft. above sea level.

Latitude 37° 39' 01"
Longitude 100° 40' 06"

Transmitter: 8-mi. NW of Copeland, KS.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Luxor, 3.65-meter; Luxor, M/A-Com receivers.

News Services: AP, Group W Newsfeed.

Ownership: Chronicle Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: October 28, 1964.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

BOB SURBER, general manager.
BRYCE BAKER, sales manager.
PAUL HINDERLITER, chief engineer.
ROXIE TUCKER, program director & farm director.

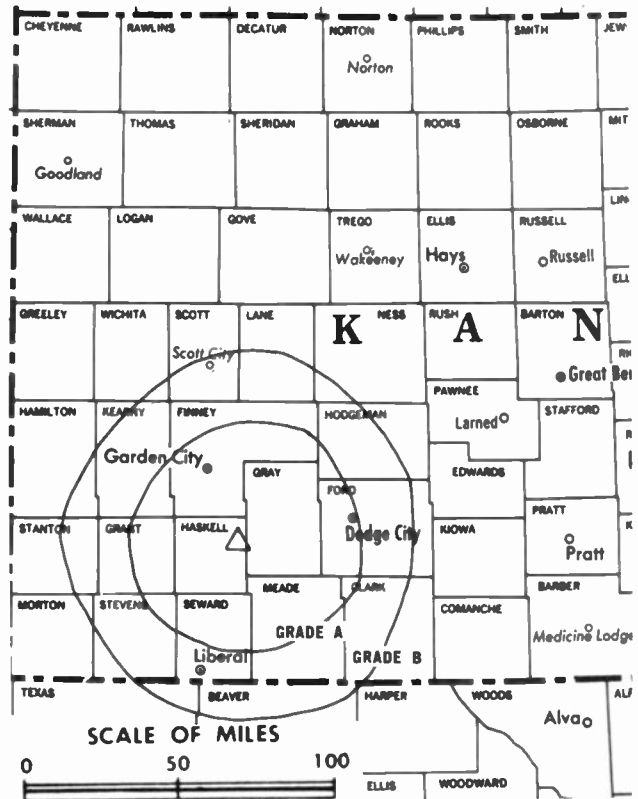
Highest 30 Sec. Rate: \$200.

Note: Combination rates with KAKE-TV, Wichita also available.

City of License: Garden City. ADI: Wichita-Hutchinson. Rank: 60.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Clark	1,000	1,000	100
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Finney	10,400	10,300	99
	Ford	10,000	9,900	99
	Grant	2,600	2,600	100
	Gray	1,900	1,900	100
	Hamilton	1,100	1,100	100
	Haskell	1,400	1,400	100
Hodgeman		900	900	100



KUPK-TV BMPCT—831216KF Granted 1/11/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Kearny	1,200	1,200	100
	Lane	1,000	1,000	100
	Meade	1,800	1,800	100
	Ness	1,800	1,800	100
	Scott	2,200	2,200	100
	Seward	6,700	6,600	98
	Stanton	800	800	100
	Stevens	1,700	1,700	97
	Wichita	1,000	1,000	100
OKLAHOMA	Beaver	3,000	3,000	100
	KANSAS			
	Morton	1,200	1,200	100
OKLAHOMA	Harper	1,800	1,800	100
	KANSAS			
Between 25-49%	Greeley	700	700	100
	Pawnee	3,200	3,200	100
	OKLAHOMA			
Texas	6,700	6,600	98	
Station Totals		66,800	66,400	99
Net Weekly Circulation (1988)				42,200
Average Daily Circulation (1988)				23,700

Kansas—Goodland

KLOE-TV

Ch. 10

(Satellite of KAYS-TV, Hays, KS)

Network Service: CBS.

Licensee: KAYS Inc., Box 817, Hays, KS 67601.

Studio: See KAYS-TV, Hays.

Telephone: 913-899-2309.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 976-ft. above ground, 4526-ft. above sea level.

Latitude 39° 28' 09"
Longitude 101° 33' 20"

Transmitter: 9-mi. N of Edson.

AM Affiliate: KLOE, 1-kw, 730 kHz.

News Service: UPI.

Ownership: KAYS Inc., 100%. See Kansas Bcstg. System in Group Ownership of TV Stations.

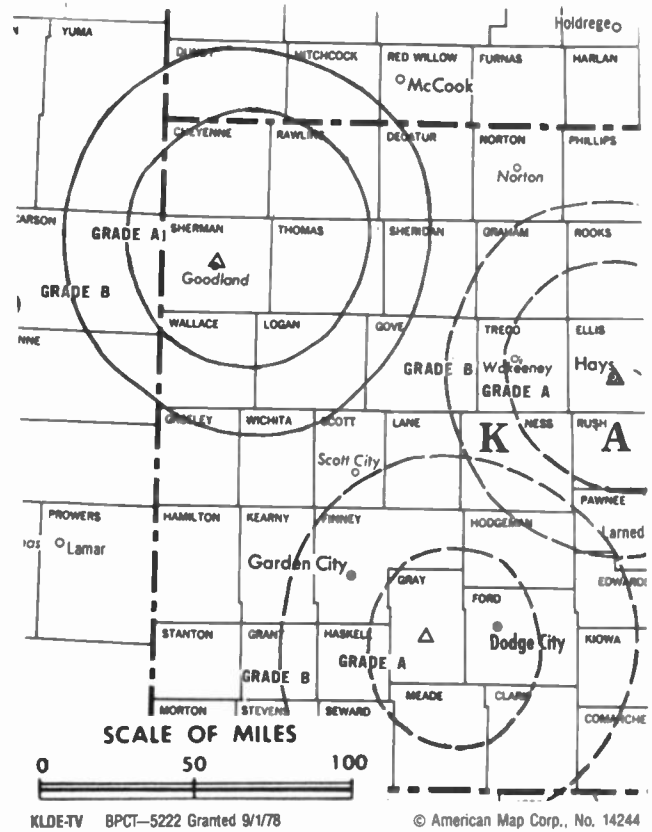
Began Operation: Test programming Sept. 11, 1958; full operation April 26, 1959. Sale to KAYS Inc. approved by FCC Aug. 1, 1962. Transfer to Standard Electronics Corp. from Max Jones, trustee in bankruptcy, approved Nov. 2, 1960 by FCC (*Television Digest*, Vol. 16:39, 45). Jones took over station from Leslie E. Whittemore and associates following bankruptcy (Vol. 16:24). Whittemore group acquired station from James E. Blair (Vol. 15:16, 27).

Represented (legal): A. L. Stein.

Personnel:

KAY MELIA, resident manager.

Rates: Sold in combination with KAYS-TV, Hays, KS and as part of Kansas Bcstg. System which includes KWCH-TV, Hutchinson-Wichita; KTVC, Ensign; KAYS-TV, Hays, KS.



NETWORK BASE HOURLY RATE: \$138.

Arbitron Data: Included with KAYS-TV, Hays.

City of License: Goodland. ADI: Wichita-Hutchinson. Rank: 60.

Kansas—Great Bend

KSNK

Ch. 2

(Satellite of KSNW, Wichita, KS)

Network Service: NBC.

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

Studio: See KSNW, Wichita.

Telephone: 316-793-7868.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 17.8-kw aural. Antenna: 970-ft. above av. terrain, 1006-ft. above ground, 2875-ft. above sea level.

Latitude 38° 25' 54"
Longitude 98° 46' 24"

Transmitter: U.S. Hwy. 281, 4-mi. N of city limits.

Satellite Earth Station: RCA Americom, 3.6-meter Ku-band.

News Services: AP, CNN, Conus, KSN.

Ownership: SJL of Kansas Corp., 100%. See SJL Broadcast Management Corp. in Group Ownership of Television Stations.

Began Operation: November 28, 1954. Sale (with satellites KSNK, Garden City, KS and KSNK, McCook, NE) by Central Kansas Television Co. Inc. approved by FCC June 13, 1962 (*Television Digest*, Vol. 2:25). For sale to present owners, see KSNW, Wichita, KS.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

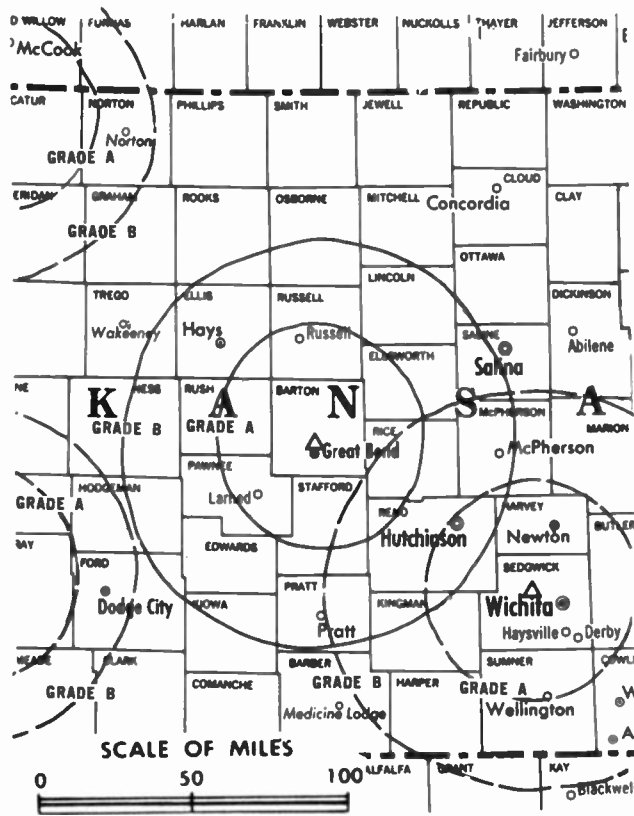
BILL RANKER, station manager.
TIM McQUADE, news director.
JAMES BOWERS, chief engineer.

Rates: Not available.

City of License: Great Bend. **ADI:** Wichita-Hutchinson. **Rank:** 60.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS				
50% & Over	Barton	12,800	12,700	99
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Ellis	10,600	10,500	99
	Ellsworth	2,900	2,800	97
	Kiowa	1,500	1,500	100
	Lincoln	1,600	1,600	100



KSNK BPCT-1838 Granted 3/3/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mitchell	3,400	3,300	97
	Ness	1,800	1,800	100
	Osborne	2,300	2,200	96
	Ottawa	2,300	2,200	96
	Pawnee	3,200	3,200	100
	Rush	1,700	1,700	100
	Russell	3,600	3,500	97
	Stafford	2,500	2,500	100
	Trego	1,700	1,700	100
KANSAS				
Between 25-49%	Rice	4,800	4,800	99
	Rooks	2,600	2,600	100
KANSAS				
Between 5-24%	Cloud	4,700	4,600	98
	Ford	10,000	9,900	99
	Hodgeman	900	900	100
	Jewell	2,000	1,900	95
	Kingman	3,400	3,400	100
	Pratt	4,300	4,200	98
	Republic	2,900	2,800	97
	Saline	20,100	19,900	99
	Scott	2,200	2,200	100
	Smith	2,300	2,300	100
Station Totals		114,800	113,400	99
Net Weekly Circulation (1988)				56,700
Average Daily Circulation (1988)				36,200

Kansas—Hays

KAYS-TV

Ch. 7

(Operates satellite KLOE-TV, Goodland, KS)

Network Service: CBS.

Licensee: KAYS Inc., Box 817, Hays, KS 67601.

Studio: 2300 Hall St., Hays, KS 67601.

Telephone: 913-625-2578.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 32.4-kw aural. Antenna: 710-ft. above av. terrain, 816-ft. above ground, 2840-ft. above sea level.

Latitude 38° 53' 05"
Longitude 99° 20' 21"

Transmitter: 2300 Hall St.

Satellite Earth Stations: 2 in operation.

AM Affiliate: KAYS, 1-kw, 1400 kHz.

News Service: UPI.

Ownership: KAYS Inc., 100%. See Kansas Bcstg. System in Group Ownership of Television Stations.

Began Operation: September 2, 1958.

Represented (sales): TeleRep Inc.

Represented (legal): A. L. Stein.

Personnel:

BERNARD BROWN, station manager.

DENNIS MASSIER, director of engineering.

GREG CRAWFORD, news director.

Highest One Hour Rate: \$350.

Highest 30 Sec. Rate: \$85.

Rates: Include KLOE-TV, Goodland.

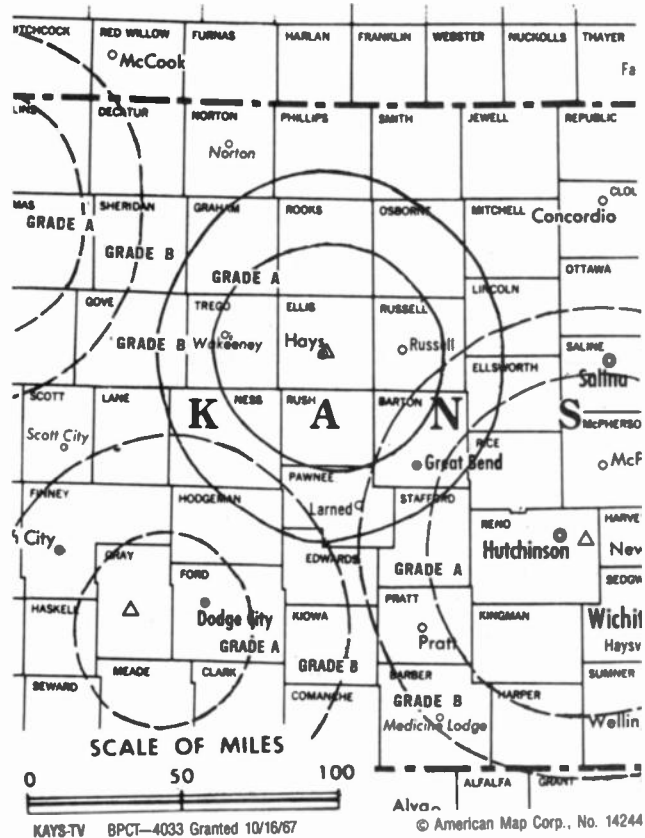
NETWORK BASE HOURLY RATE: \$296.

Arbitron Data: Figures include KLOE-TV, Goodland, KS

City of License: Hays. ADI: Wichita-Hutchinson. Rank: 60.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Kit Carson	2,900	2,700	93
	KANSAS			
	Cheyenne	1,500	1,500	100
	Decatur	1,800	1,800	100
	Ellis	10,600	10,500	99
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Greeley	700	700	100
	Logan	1,400	1,400	100
	Ness	1,800	1,800	100
	Norton	2,700	2,700	100
	Osborne	2,300	2,200	96
	Pawnee	3,200	3,200	100
	Phillips	2,900	2,800	97
	Rawlins	1,500	1,500	100
	Rooks	2,600	2,600	100
Rush	1,700	1,700	100	
Russell	3,600	3,500	97	
Scott	2,200	2,200	100	
Sheridan	1,300	1,300	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sherman	2,900	2,900	100
	Smith	2,300	2,300	100
	Thomas	3,300	3,200	97
	Trego	1,700	1,700	100
	Wallace	700	700	100
	Wichita	1,000	1,000	100
	NEBRASKA			
	Dundy	1,200	1,200	100
	Hitchcock	1,500	1,500	100
	KANSAS			
Between 25-49%	Hodgeman	900	900	100
	Lane	1,000	1,000	100
	Lincoln	1,600	1,600	100
	Mitchell	3,400	3,300	97
	NEBRASKA			
Chase	1,900	1,900	100	
Red Willow	5,100	5,000	98	
Between 5-24%	COLORADO			
	Cheyenne	1,000	900	90
	Kiowa	700	700	100
	Yuma	4,000	3,800	95
	KANSAS			
	Barton	12,800	12,700	99
	Comanche	1,000	1,000	100
	Ellsworth	2,900	2,800	97
	Jewell	2,000	1,900	95
	Republic	2,900	2,800	97
NEBRASKA				
Hayes	500	500	100	
Station Totals		103,900	102,300	98
Net Weekly Circulation (1988)				60,800
Average Daily Circulation (1988)				39,200

Kansas—Lawrence

KMCI

Ch. 38

Network Service: Home Shopping Network.

Grantee: Miller Bcstg. Inc., 9191 Barton, Overland Park, KS 66214.

Studio: 9191 Barton, Overland Park, KS 66214.

Telephone: 913-749-3388.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual. Antenna: 1099-ft. above av. terrain, 1007-ft. above ground, 2017-ft. above sea level.

Latitude	38°	53'	46"
Longitude	95°	10'	29"

Transmitter: 5.77-mi. SE of Lawrence.

Ownership: Miller Bcstg. Inc., 100% Miller Bcstg. Inc. Ownership: Monte Miller, pres., 25.50%; Doris J. Miller, secy.-treas., 25.50%; Willard W. Garvey revocable trust, 49.00%. Millers have interest in The Baldwin Ledger, Baldwin, KS weekly.

Began Operation: February 1, 1988.

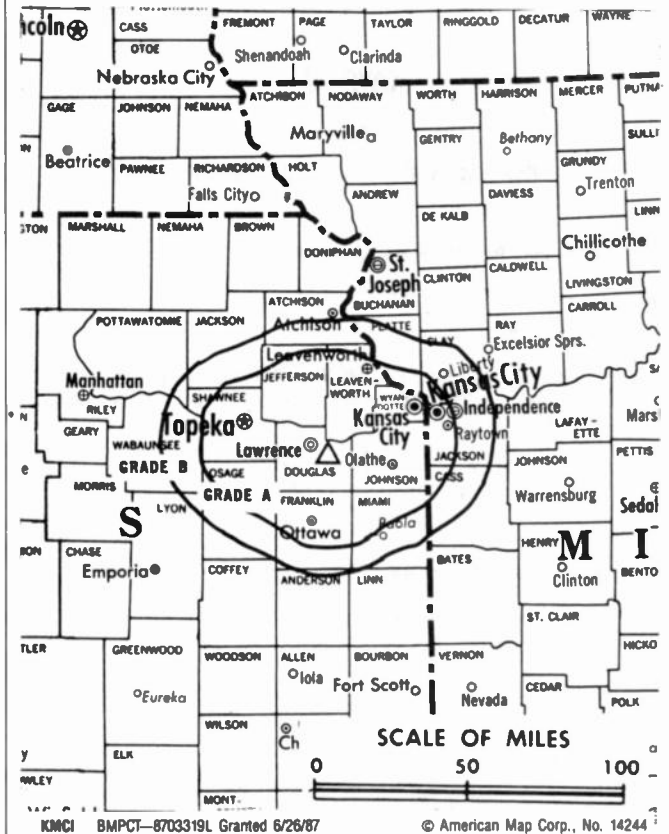
Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

Represented (engineering): John B. Heffelfinger (Kansas City, MO).

Personnel:

MONTE MILLER, general manager.
ROBERT NELSON, chief engineer.

Rates: Not available.



Arbitron Data: Not available **ADI:** Kansas City. **Rank:** 28.

Kansas—Pittsburg-Joplin, Missouri

KOAM-TV

Ch. 7

Network Service: CBS.

Licensee: KOAM Ltd. Partnership, 45 Milk St., Boston, MA 02109.

Studio: Intersection of U.S. 69 & Lawton Rd., 11-mi. S of Pittsburg.

Mailing Address: Box 659, Pittsburg, KS 66762.

Telephones: 316-231-0400; 417-624-0233. TWX: 910-740-1392.

Telex: 417-624-2729. Fax: 417-624-3115.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1092-ft. above av. terrain, 1156-ft. above ground, 2046-ft. above sea level.

Latitude 37° 13' 15"
Longitude 94° 42' 25"

Transmitter: Intersection of U.S. 69 & Lawton Rd., 11-mi. S of Pittsburg, KS.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: RCA Americom, 4.6-meter Ku-band; 2 Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4-meter C-band; M/A-Com, Scientific-Atlanta receivers.

News Service: UPI.

Ownership: KOAM Ltd. Partnership, 100%. KOAM License Partnership Ownership: KOAM L.P., 99.0%; Sippican Bcstg. Inc., 38.36%; Shiretown Bcstg. Inc., 19.8%; Lincoln Bcstg. Inc., 18.56%; Taurus Bcstg. Inc., 12.38%; David D. Croll, 2.89%; Christopher Gaffney, 2.5%; James Wade, 2.5%; Stephen F. Gormley, 0.2%; Richard H. Churchill, 0.19%; William D. Collatos, 0.13%; KOAM Partners Inc., 1.0%. Churchill is sole shareholder of Lincoln Bcstg. Inc. Collatos is sole shareholder of Taurus Bcstg. Inc.

Began Operation: December 5, 1953. Sale to Draper Communications by Mid-Continent Telecastings Inc. approved by FCC Sept. 27, 1984 (*Television Digest*, Vol. 24:34). FCC approved sale to present owners Oct. 28, 1987.

Represented (sales): MMT Sales Inc.

Represented (legal): Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

- DONALD J. HICKS, general manager.
- LISA SKEENS, operations & program director.
- DANNY N. THOMAS, general sales manager.
- VICTOR I. CASTENS, acting chief engineer.
- SCOTT BINNS, promotion manager.
- SHIRLEY BEER, news director.
- DEBBIE AUMAN, business manager.

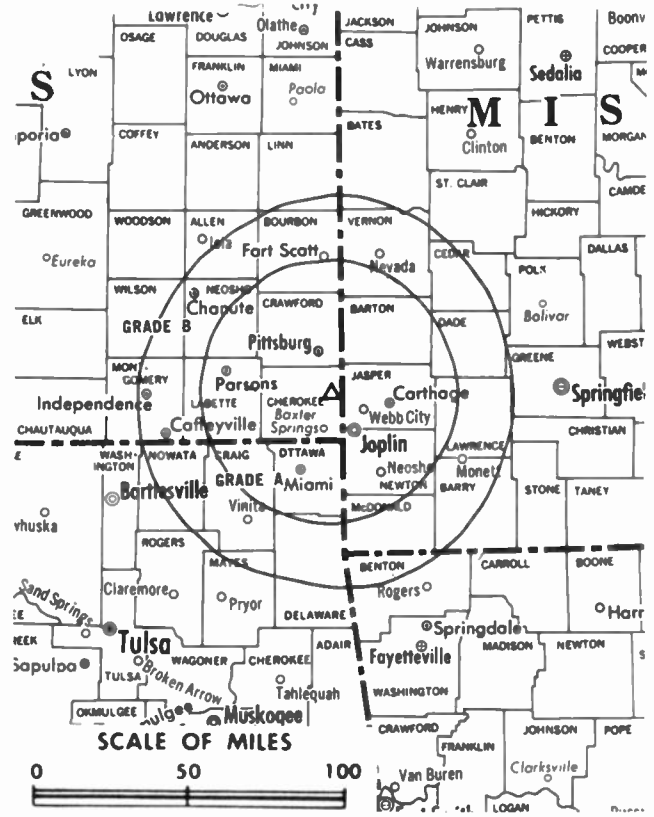
Rates: On request.

NETWORK BASE HOURLY RATE: \$1566.

City of License: Pittsburg. **ADI:** Joplin, MO-Pittsburg, KS. **Rank:** 119.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Benton	35,300	34,600	98
	KANSAS			
	Allen	6,400	6,300	98
	Bourbon	6,600	6,500	98
	Cherokee	9,100	9,000	99
Crawford	15,600	15,400	99	
Elk	1,600	1,600	100	



KOAM-TV BPTC-2863 Granted 5/29/61

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Labette	9,800	9,600	98
	Montgomery	16,600	16,300	98
	Neosho	7,200	7,100	99
	Wilson	4,800	4,700	98
	Woodson	1,800	1,800	100
	MISSOURI			
	Barton	4,700	4,600	98
	Jasper	34,500	34,000	99
	Mc Donald	6,000	5,900	98
	Newton	16,300	16,100	99
Vernon	7,700	7,500	97	
OKLAHOMA				
Ottawa	13,200	13,100	99	
Between 25-49%	MISSOURI			
	Barry	10,100	9,900	98
	Dade	3,100	3,100	100
	Lawrence	11,900	11,700	98
	OKLAHOMA			
Craig	5,700	5,600	98	
Delaware	11,100	10,800	97	
Between 5-24%	KANSAS			
	Chautauqua	2,300	2,300	100
	Linn	3,400	3,300	97
	Miami	8,400	8,300	99
	MISSOURI			
Cedar	5,100	5,000	98	
OKLAHOMA				
Nowata	4,500	4,500	100	
Station Totals		262,800	258,600	98
Net Weekly Circulation (1988)			176,900	
Average Daily Circulation (1988)			107,700	

Kansas—Salina

KAAS-TV

Ch. 18

(Satellite of KSAS-TV, Wichita, KS)

Network Service: Fox.

Licensee: Channel 24 Ltd., 316 North West St., Wichita, KS 67203.

Studio: See KSAS-TV, Wichita.

Telephone: 316-942-2424.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 612.3-kw max. visual. Antenna: 1040-ft. above av. terrain, 866-ft. above ground, 2361-ft. above sea level.

Latitude	39°	06'	16''
Longitude	97°	23'	15''

Transmitter: Ottawa County 282 T&O from Manchester.

Ownership: Channel 24 Ltd. See KSAS-TV, Wichita, KS.

Began Operation: April 3, 1988.

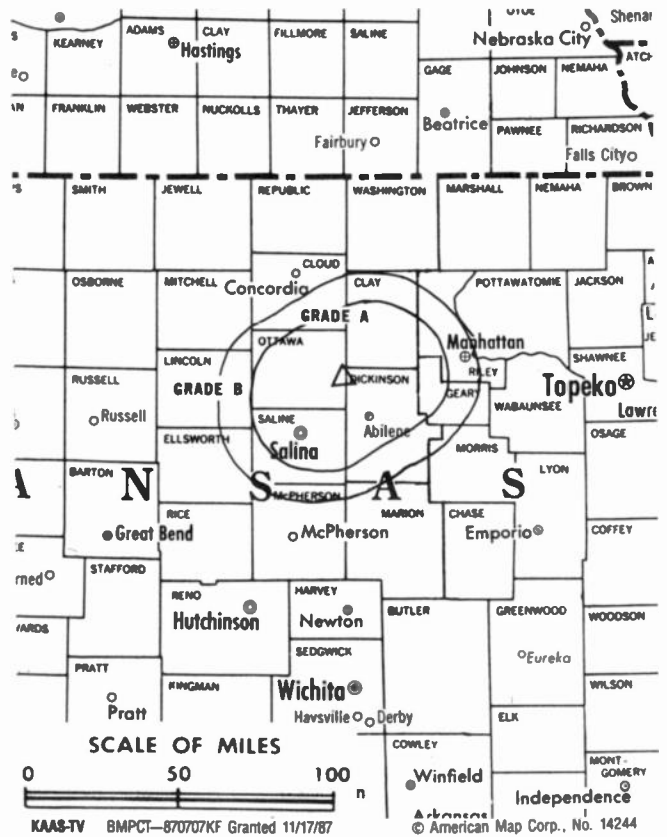
Represented (legal): Wilner & Scheiner.

Represented (engineering): Glenn L. Bell.

Personnel:

HARLAN REAMS, general manager.
 JOHN FRIEND, sales manager.
 MICHAEL McSHANE, chief engineer.

Rates: Not available.



Arbitron Data: Not available. ADI: Wichita-Hutchinson. Rank: 60.

Kansas—Topeka

KSNT

Ch. 27

Network Service: NBC.

Licensee: Topeka Television Corp.

Studio: 6835 N.W. US Hwy. 24, Topeka, KS 66618.

Mailing Address: Box 2700, Topeka, KS 66601.

Telephone: 913-582-4000. **TWX:** 910-749-6600.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1094-kw max. & 912-kw horizontal visual, 165-kw max. & 138-kw horizontal aural. Antenna: 1047-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 39° 05' 33.50"
Longitude 95° 47' 04.10"

Transmitter: 6835 Northwest U.S. Hwy. 24.

Satellite Earth Stations: Transmit/receive; Harris, 11-meter C-band; Harris, 4.6-meter C-band; RCA Americom, 3-meter Ku-band; Harris, Scientific-Atlanta; M/A-Com receivers.

News Services: AP, Conus, KSN, NBC.

Ownership: SJL of Kansas Corp., 100%. See SJL Broadcast Management Corp. in Group Ownership of Television Stations.

Began Operation: December 28, 1967. Sale to present owners by Standard Corp. approved by FCC Aug. 5, 1988 (*Television Digest*, Vol. 28:20).

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

- JOHN CASERTA, general manager.
- HERBERT L. BROWN, general sales manager.
- BILL PERKIN, local/regional sales manager.
- DOUG RETHERFORD, director of news.
- RICHARD L. PEXTON, operations manager.

Highest One Hour Rate: \$2000.

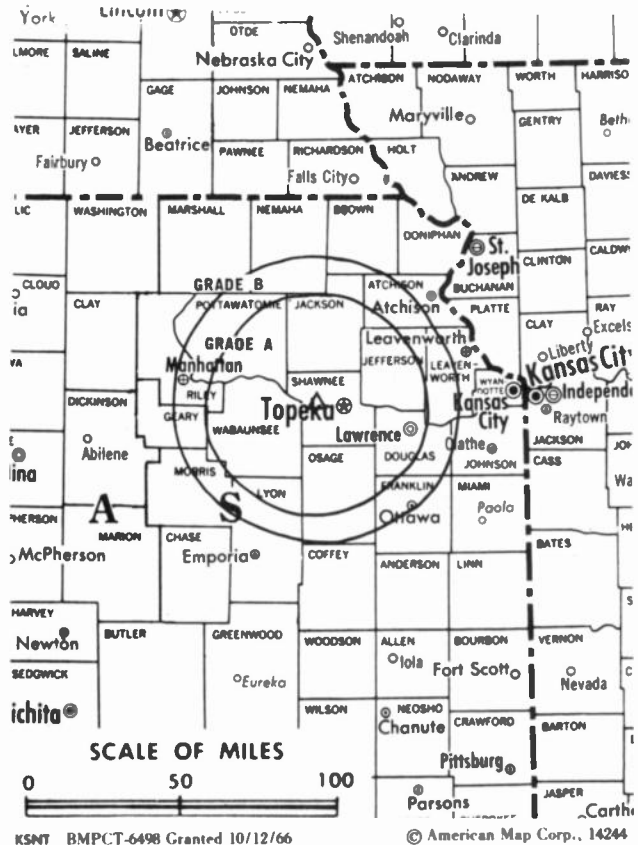
Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$750.

City of License: Topeka. **ADI:** Topeka. **Rank:** 142.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS				
50% & Over	Brown	4,800	4,700	98
	Clay	3,900	3,800	97
	Coffey	3,900	3,800	97
	Geary	10,500	10,400	99
	Jackson	4,400	4,300	98
	Jefferson	5,800	5,700	98
	Lyon	14,500	14,200	98
	Marshall	5,200	5,100	98
	Morris	2,600	2,500	96
	Nemaha	4,200	4,100	98
	Osage	6,100	6,000	98
	Pottawatomie	6,000	5,900	98
	Riley	20,600	20,200	98
	Shawnee	63,400	62,800	99
	Wabaunsee	2,500	2,400	96



Net Weekly Circulation	State County	Total Households	TV Households	%
	Washington	3,100	3,000	97
KANSAS				
Between 25-49%	Anderson	3,400	3,300	97
	Atchison	6,500	6,400	98
	Chase	1,300	1,300	100
	Cloud	4,700	4,600	98
	Dickinson	8,000	7,900	99
	Douglas	25,800	25,400	98
	Franklin	8,700	8,600	99
KANSAS				
Between 5-24%	Doniphan	3,400	3,300	97
	Johnson	120,400	119,800	100
	Leavenworth	18,900	18,700	99
	Miami	8,400	8,300	99
	Wyandotte	64,600	64,000	99
MISSOURI				
	Andrew	5,300	5,200	98
	Buchanan	32,000	31,600	99
Station Totals		472,900	467,300	99
Net Weekly Circulation (1988)			177,900	
Average Daily Circulation (1988)			92,700	



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Kansas—Topeka

KTKA-TV

Ch. 49

Network Service: ABC.

Licensee: Northeast Kansas Broadcast Service Inc.

Studio: 101 S.E. Monroe, Topeka, KS 66603.

Mailing Address: Box 2229, Topeka, KS 66601.

Telephone: 913-234-4949.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 3475-kw max. & 1042-kw horizontal visual, 347.5-kw max. & 104-kw horizontal aural. Antenna: 1476-ft. above av. terrain, 1439-ft. above ground, 2549-ft. above sea level.

Latitude 39° 01' 34"
Longitude 95° 54' 58"

Transmitter: 2280 W. Union Rd., Dover.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 4.5-meter C-band; M/A-Com, 3.7-meter C-band; 3.7-meter Ku-band; Pinzone receivers.

News Service: AP.

Ownership: Joseph L. Brechner, pres., 51.0%; Berl Brechner, exec. v.p.-asst. secy.; Marion B. Brechner, secy.-treas., 49.0%. See Group Ownership of Television Stations.

Began Operation: June 20, 1983. Transfer of control to Larry D. Hudson approved by FCC Feb. 11, 1985. Sale to present owners approved by FCC April 28, 1986 (*Television Digest*, Vol. 25:15).

Represented (sales): Seltel Inc.

Represented (legal): Cohn & Marks.

Represented (engineering): Stanley Lapin Associates.

Personnel:

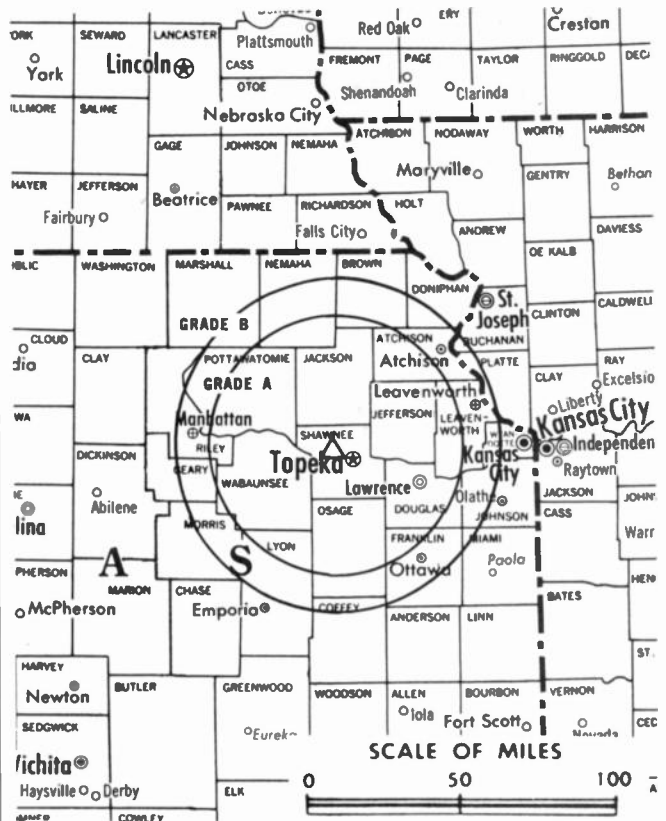
DENNIS CZECHANSKI, general manager.
SANDI WILBER, general sales manager.
BARBARA BOUSUM, national sales manager.
GARY KROHE, chief engineer.
BOB TOTTEEN, news director.
KEVIN GOODMAN, promotion & marketing director.
PAMALA ALLISON, business manager.

Highest 30 Sec. Rate: \$250.

City of License: Topeka. ADI: Topeka. Rank: 142.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Jackson	4,400	4,300	98
	Lyon	14,500	14,200	98
	Morris	2,600	2,500	96
	Nemaha	4,200	4,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Osage	6,100	6,000	98
	Pottawatomie	6,000	5,900	98
	Riley	20,600	20,200	98
	Shawnee	63,400	62,800	99
	Wabaunsee	2,500	2,400	96
Between 25-49%	KANSAS			
	Coffey	3,900	3,800	97
	Geary	10,500	10,400	99
	Jefferson	5,800	5,700	98
	Marshall	5,200	5,100	98
Between 5-24%	KANSAS			
	Anderson	3,400	3,300	97
	Brown	4,800	4,700	98
	Chase	1,300	1,300	100
	Clay	3,900	3,800	97
	Dickinson	8,000	7,900	99
	Douglas	25,800	25,400	98
	Franklin	8,700	8,600	99
Washington	3,100	3,000	97	
Station Totals		208,700	205,400	98
Net Weekly Circulation (1988)				104,300
Average Daily Circulation (1988)				47,300

Kansas—Topeka

WIBW-TV

Ch. 13

Network Service: CBS.

Licensee: Stauffer Communications Inc., Box 119, Topeka, KS 66601.

Studio: 5600 W. Sixth St., Topeka, KS 66608.

Mailing Address: Box 119, Topeka, KS 66601.

Telephone: 913-272-3456. TWX: 910-744-6709.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 1380-ft. above av. terrain, 1255-ft. above ground, 2549-ft. above sea level.

Latitude 39° 00' 18.50"
Longitude 96° 02' 57.50"

Transmitter: 18-mi. W of Topeka & 5.5-mi. S of Maple Hill, KS.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microdyne, 7-meter; Simulsat, 5-meter; Microdyne, RCA, Scientific-Atlanta, Simulsat receivers.

AM Affiliate: WIBW, 5-kw, 580 kHz (CBS).

FM Affiliate: WIBW-FM, 47-kw, 97.3 MHz (No. 247), 1220-ft.

News Services: AP, CNN.

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

Began Operation: November 15, 1953. Sale of WIBW-TV-AM to present owner by Capper Publications approved Dec. 19, 1956 by FCC (Television Digest, Vol. 12:51).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

JERRY HOLLEY, vice president, broadcasting.
GEORGE LOGAN, general manager.
VINCE FRYE, general sales manager.
PAUL WINDERS, director of engineering.
KENT CORNISH, operations manager.
KELLY LENZ, farm director.
RON PARADIS, sports director.
JAMES HOLLIS, news director.
LARRY SLAWSON, creative director.
BEVERLY ANDERSON, business manager.
BOBBI ATHON, promotion manager.
ELMER GUNDERSON, chief engineer.

Highest One Hour Rate: \$1150.

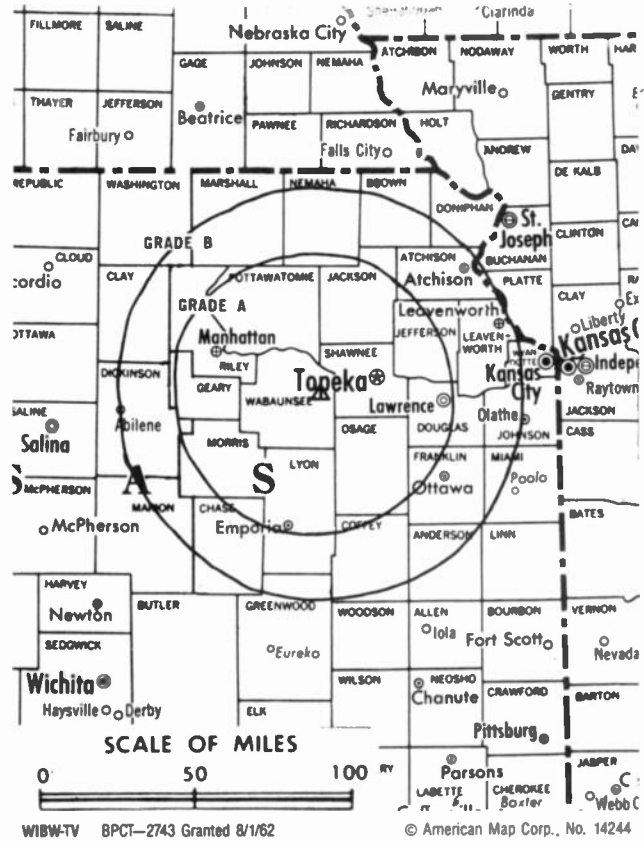
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Topeka. ADI: Topeka. Rank: 142.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS				
50% & Over	Anderson	3,400	3,300	97
	Brown	4,800	4,700	98
	Clay	3,900	3,800	97
	Coffey	3,900	3,800	97
	Geary	10,500	10,400	99
	Jackson	4,400	4,300	98
	Jefferson	5,800	5,700	98
	Lyon	14,500	14,200	98
	Marshall	5,200	5,100	98
	Morris	2,600	2,500	96
	Nemaha	4,200	4,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Osage	6,100	6,000	98
	Pottawatomie	6,000	5,900	98
	Riley	20,600	20,200	98
	Shawnee	63,400	62,800	99
	Wabaunsee	2,500	2,400	96
	Washington	3,100	3,000	97
	Woodson	1,800	1,800	100
KANSAS				
Between 25-49%	Atchison	6,500	6,400	98
	Chase	1,300	1,300	100
	Cloud	4,700	4,600	98
	Dickinson	8,000	7,900	99
	Douglas	25,800	25,400	98
	Greenwood	3,600	3,500	97
KANSAS				
Between 5-24%	Allen	6,400	6,300	98
	Doniphan	3,400	3,300	97
	Franklin	8,700	8,600	99
	Jewell	2,000	1,900	95
	Johnson	120,400	119,800	100
	Leavenworth	18,900	18,700	99
	Marion	5,200	5,100	98
	Miami	8,400	8,300	99
	Mitchell	3,400	3,300	97
	Neosho	7,200	7,100	99
	Ottawa	2,300	2,200	96
	Republic	2,900	2,800	97
	Saline	20,100	19,900	99
	Wilson	4,800	4,700	98
	Wyandotte	64,600	64,000	99
NEBRASKA				
Gage	9,000	8,900	99	
Pawnee	1,500	1,500	100	
Richardson	4,300	4,200	98	
Station Totals		510,100	503,700	99
Net Weekly Circulation (1988)				187,300
Average Daily Circulation (1988)				105,700

Kansas—Wichita

KAKE-TV

Ch. 10

(Operates satellites KUPK-TV, Garden City & KLBV-TV, Colby, KS)

Network Service: ABC.

Licensee: Chronicle Bcstg. Co., 1001 Van Ness Ave., San Francisco, CA 94109.

Studio: 1500 N. West St., Wichita, KS 67203.

Mailing Address: Box 10, Wichita, KS 67201.

Telephone: 316-943-4221. **TWX:** 510-741-6926.

Fax: 316-943-5374.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 44.7-kw aural. Antenna: 1030-ft. above av. terrain, 1079-ft. above ground, 2449-ft. above sea level.

Latitude 37° 46' 54"
Longitude 97° 31' 10"

Transmitter: W. 53rd St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Andrew, 7.2-meter; Andrew, 5.6-meter Ku-band; Andrew, 4.5-meter; Dalsat 3.7-meter, Ku-band Scientific-Atlanta, 7-meter; Avantek, M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed.

Ownership: Chronicle Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: October 19, 1954. Sale to present owner by KAKE-TV & Radio approved by FCC Jan. 21, 1980 (Television Digest, Vol. 19:14).

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

- RON COLLINS, president & general manager.
- JERRY WATSON, vice president & general sales manager.
- LARRY HATTEBERG, executive news director.
- MIKE FLOODMAN, local sales manager.
- PEGGY LAW, national sales manager.
- MARK CHAMBERLIN, marketing director.
- DALE MORRELL, chief engineer.
- DON GOLLEDGE, director of programming & operations.
- TOM McBROOM, controller.
- VICKI HECKMAN, traffic director.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$3000.

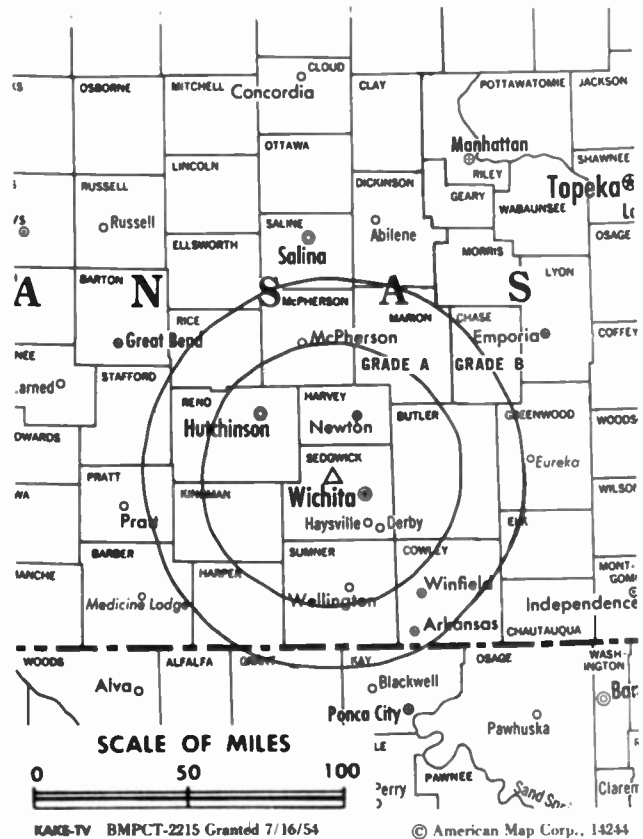
NETWORK BASE HOURLY RATE: \$1150.

Arbitron Data: Figures do not include KUPK-TV, Garden City or KLBV-TV, Colby, KS.

City of License: Wichita. **AOI:** Wichita-Hutchinson. **Rank:** 60.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	KANSAS			
	Barber	2,900	2,800	97
	Barton	12,800	12,700	99
	Butler	17,600	17,400	99
	Chase	1,300	1,300	100
	Cowley	14,600	14,400	99
	Dickinson	8,000	7,900	99
	Elk	1,600	1,600	100
	Ellsworth	2,900	2,800	97
	Greenwood	3,600	3,500	97
	Harper	3,200	3,200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Harvey	11,600	11,400	98
	Kingman	3,400	3,400	100
	Kiowa	1,500	1,500	100
	Mc Pherson	10,500	10,300	98
	Marion	5,200	5,100	98
	Pawnee	3,200	3,200	100
	Pratt	4,300	4,200	98
	Reno	26,000	25,700	99
	Rice	4,800	4,800	99
	Saline	20,100	19,900	99
	Sedgwick	151,100	149,800	99
	Stafford	2,500	2,500	100
	Sumner	9,800	9,700	99
KANSAS				
Between 25-49%				
	Chautauqua	2,300	2,300	100
	Edwards	1,700	1,700	100
	Ellis	10,600	10,500	99
	Lyon	14,500	14,200	98
	Morris	2,600	2,500	96
	Ottawa	2,300	2,200	96
	Russell	3,600	3,500	97
	Woodson	1,800	1,800	100
OKLAHOMA				
	Grant	2,600	2,600	100
	Kay	20,900	20,700	99
KANSAS				
Between 5-24%				
	Clay	3,900	3,800	97
	Geary	10,500	10,400	99
	Lincoln	1,600	1,600	100
	Rush	1,700	1,700	100
	Wilson	4,800	4,700	98
OKLAHOMA				
	Alfalfa	2,600	2,600	100
	Woods	4,100	4,000	98
Station Totals		414,600	409,900	99
Net Weekly Circulation (1988)				298,500
Average Daily Circulation (1988)				172,400

Kansas—Wichita

KSNW

Ch. 3

(Operates KSN Inc., including satellites KSNC, Great Bend, KS; KSNG, Garden City, KS & KSNK, McCook, NE-Oberlin, KS)

Network Service: NBC.

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

Studio: 833 N. Main St., Wichita, KS 67203.

Mailing Address: Box 333, Wichita, KS 67201.

Telephone: 316-265-3333. TWX: 910-741-6976.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1071-ft. above av. terrain, 1079-ft. above ground, 2449-ft. above sea level.

Latitude 37° 46' 37"
Longitude 97° 31' 01"

Transmitter: Colwich, KS.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter; Harris, 3-meter; RCA Americom, 36-meter; Scientific-Atlanta, 4.6-meter; Harris, Microdyne, Scientific-Atlanta receivers.

News Services: AP, CNN, NBC, KSN, Conus.

Ownership: SJL of Kansas Corp., 100%. See SJL Broadcast Management Corp. in Group Ownership of Television Stations.

Began Operation: September 1, 1955. Sale to The Standard Corp. approved by FCC Dec. 30, 1980 (Television Digest, Vol. 19:35, 48). Sale to SJL of Kansas Corp. approved by FCC Aug. 8, 1988 (Vol. 28:15, 20).

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

ALLAN BUCH, general manager.
GARY GORE, local sales manager.
WILLIAM SIKES, director of programming.
GARY SOTIR, national sales manager.
BOB LOCKE, chief engineer.
JONNA BUCH, promotion director.
ROBERT YUNA, news director.
GEORGIANNA DEVORE, business manager.

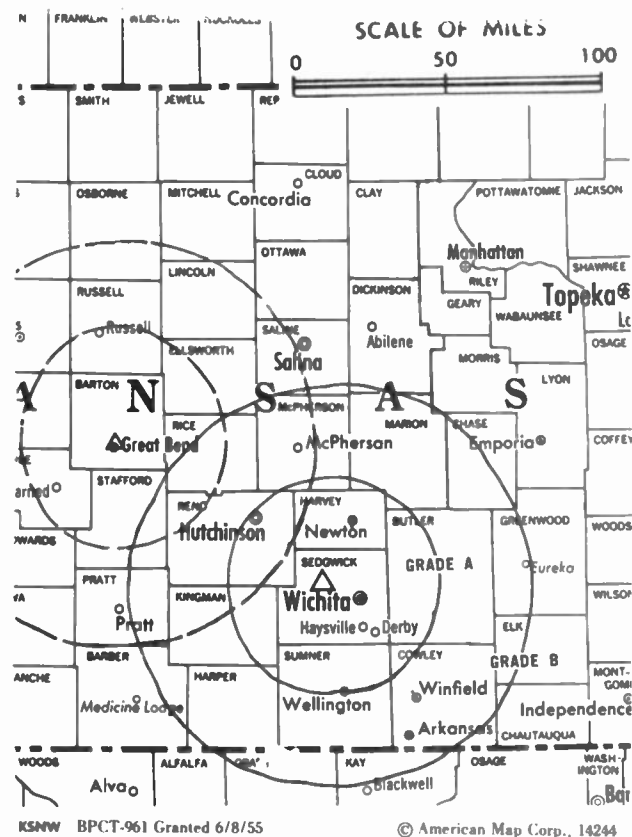
Highest 30 Sec. Rate: \$3500.

NETWORK BASE HOURLY RATE: \$4000.

City of License: Wichita. ADI: Wichita-Hutchinson. Rank: 60.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barber	2,900	2,800	97
	Butler	17,600	17,400	99
	Chase	1,300	1,300	100
	Cowley	14,600	14,400	99
	Greenwood	3,600	3,500	97
	Harper	3,200	3,200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Harvey	11,600	11,400	98
	Kingman	3,400	3,400	100
	Mc Pherson	10,500	10,300	98
	Marion	5,200	5,100	98
	Pratt	4,300	4,200	98
	Reno	26,000	25,700	99
	Saline	20,100	19,900	99
	Sedgwick	151,100	149,800	99
	Sumner	9,800	9,700	99
	KANSAS			
Between 25-49%	Dickinson	8,000	7,900	99
	Edwards	1,700	1,700	100
	Elk	1,600	1,600	100
	Rice	4,800	4,800	99
OKLAHOMA				
	Grant	2,600	2,600	100
	Kay	20,900	20,700	99
	Woods	4,100	4,000	98
KANSAS				
Between 5-24%	Barton	12,800	12,700	99
	Lyon	14,500	14,200	98
	Morris	2,600	2,500	96
	Stafford	2,500	2,500	100
Station Totals		361,300	357,300	99
Net Weekly Circulation (1988)			262,600	
Average Daily Circulation (1988)			146,000	

Kansas—Wichita-Hutchinson

KWCH-TV

Ch. 12

(Operates Kansas Broadcasting System, including KTVC, Ensign; KAYS-TV, Hays & KLOE-TV, Goodland, KS)

Network Service: CBS.

Licensee: Kansas Broadcasting System Inc., Box 12, Wichita, KS 67201.

Studios: 2815 E. 37th St. N, Wichita, KS 67219; 1800 N. Plum St., Hutchinson, KS 67501.

Mailing Address: Box 12, Wichita, KS 67201.

Telephones: 316-838-1212, Wichita; 316-665-5503, Hutchinson.

TWX: 910-741-6998.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1522-ft. above av. terrain, 1504-ft. above ground, 3049-ft. above sea level.

Latitude 38° 03' 16.50"
Longitude 97° 46' 40.50"

Transmitter: 9-mi. E of Hutchinson.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Midwest Communications, 2.8-meter Ku-band; AFC, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 3-meter Ku & C-band; Microband, Scientific-Atlanta, Winegard receivers.

News Services: AP, UPI.

Ownership: KAYS Inc., 100%. See Kansas Bcstg. System in Group Ownership of Television Stations. Note: Sale to Smith Bcstg. Group pends.

Began Operation: June 22, 1953. FCC approved sale of 80% to Minneapolis Star and Tribune (Cowles) with former owners retaining 20% Oct. 19, 1955 (Television Digest, Vol. 11:28, 43). Sale to present owners by Minneapolis Star and Tribune approved by FCC Nov. 24, 1982.

Represented (sales): TeleRep Inc.

Represented (legal): Marmet & McCombs.

Personnel:

RON BERGAMO, vice president & general manager.
JOHN MILEHAM, vice president, administration.
STEVE MERRIN, director of sales & programming.
JIM MARTIN, local sales manager.
SANDY EVENSON, national sales manager.
JAY ZACHARIAS, chief engineer.
SUSAN KIMMELL, promotion manager.
SHARON MCKITTRICK, EDP manager.
TERRY COLE, news director.
BOB WINE, business manager.

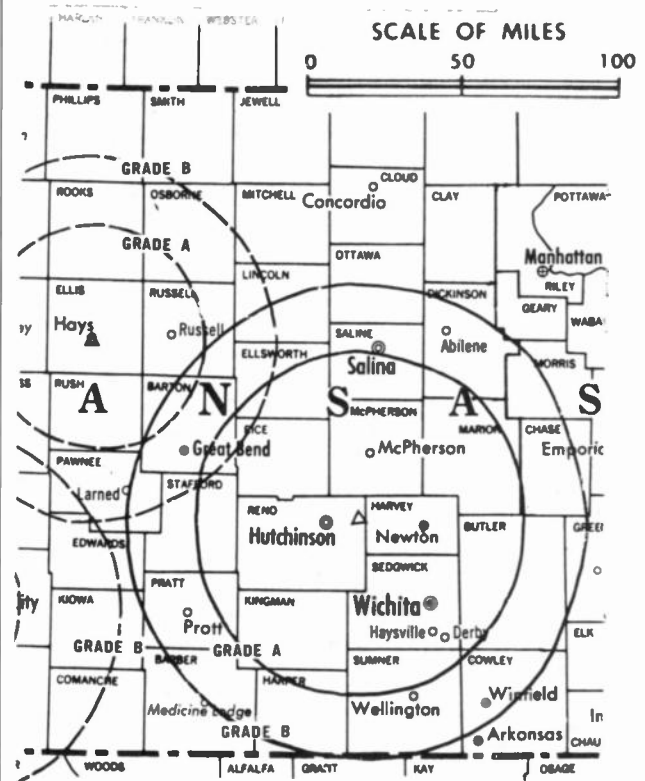
Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$948.

City of License: Hutchinson. ADI: Wichita-Hutchinson. Rank: 60.

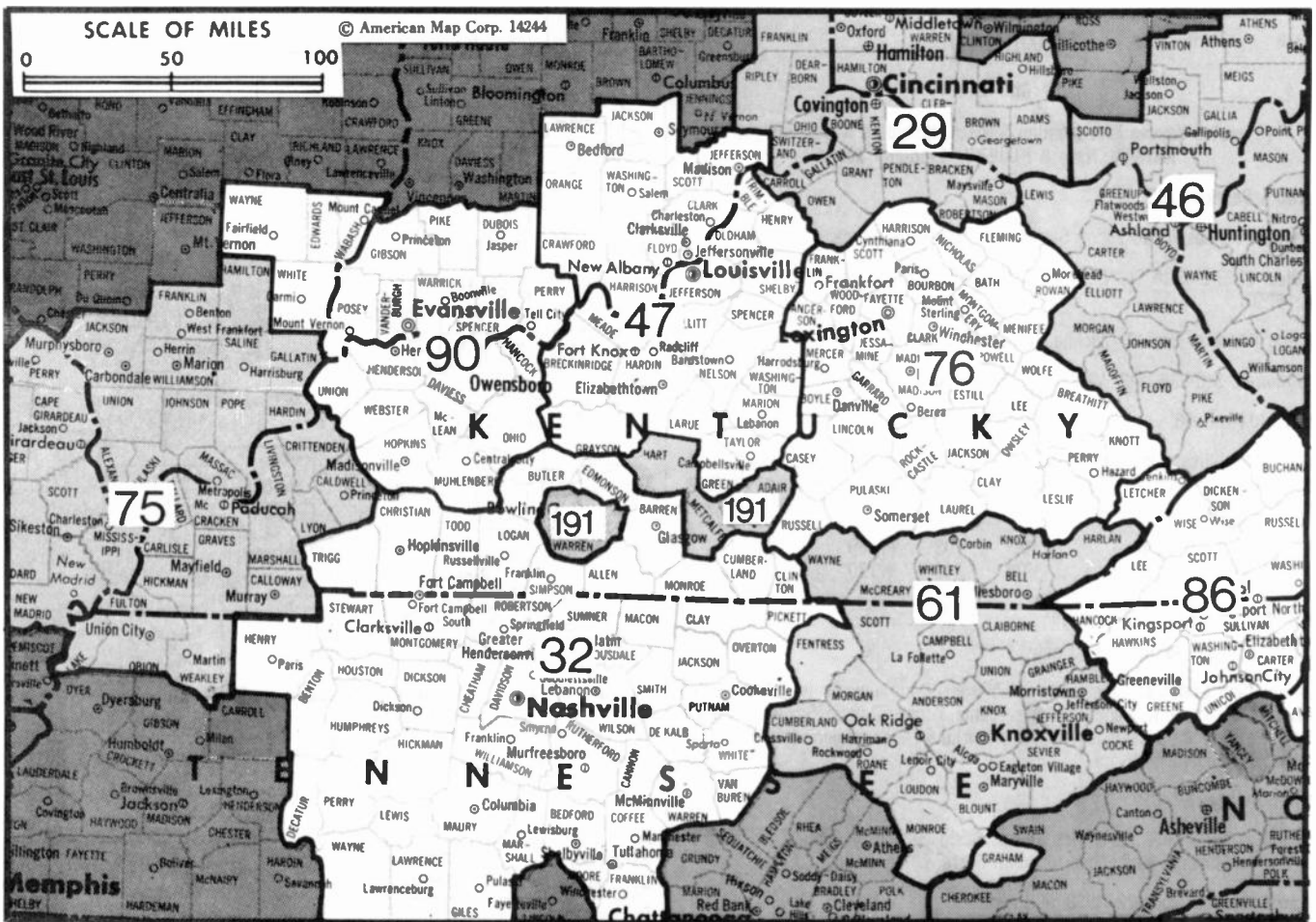
Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KWCH-TV BPCT-2884 Granted 6/29/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ellsworth	2,900	2,800	97
	Greenwood	3,600	3,500	97
	Harper	3,200	3,200	100
	Harvey	11,600	11,400	98
	Kingman	3,400	3,400	100
	Kiowa	1,500	1,500	100
	Lincoln	1,600	1,600	100
	Mc Pherson	10,500	10,300	98
	Marion	5,200	5,100	98
	Ottawa	2,300	2,200	96
	Pratt	4,300	4,200	98
	Reno	26,000	25,700	99
	Rice	4,800	4,800	99
	Saline	20,100	19,900	99
	Sedgwick	151,100	149,800	99
Stafford	2,500	2,500	100	
Sumner	9,800	9,700	99	
Between 25-49%	KANSAS			
	Comanche	1,000	1,000	100
	Lyon	14,500	14,200	98
	Mitchell	3,400	3,300	97
Pawnee	3,200	3,200	100	
Between 5-24%	KANSAS			
	Chautauqua	2,300	2,300	100
	Clay	3,900	3,800	97
	Cloud	4,700	4,600	98
	Elk	1,600	1,600	100
	Morris	2,600	2,500	96
	Russell	3,600	3,500	97
	Wabaunsee	2,500	2,400	96
	OKLAHOMA			
	Grant	2,600	2,600	100
Kay	20,900	20,700	99	
Woods	4,100	4,000	98	
Station Totals		394,200	389,500	99
Net Weekly Circulation (1988)			291,600	
Average Daily Circulation (1988)			185,600	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Cincinnati, OH	716,000	29	WCPO-TV (9), WIII (64), WKRC-TV (12), WLWT (5), WXIX-TV (19)
Nashville, TN	686,500	32	WCAY-TV (30), WHTN (39), WJFB (66), WKRN-TV (2), WSMV (4), WTVF (5), WZTV (17)
Charleston-Huntington, WV	517,700	46	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WUXA (30), WVAH-TV (11)
Louisville, KY	514,700	47	WAVE (3), WBNA (21), WDRB-TV (41), WGRB (34), WHAS-TV (11), WLKY-TV (32)
Knoxville, TN	423,000	61	WATE-TV (6), WBIR-TV (10), WINT-TV (20), WKCH-TV (43), WTVK (26)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	332,800	75	KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27)
Lexington, KY	329,700	76	WDKY-TV (56), WKYF-TV (27), WLEX-TV (18), WLJC-TV (65), WLKT (62), WTVQ-TV (36), WYMT-TV (57)
Bristol, VA-Kingsport-Johnson City, TN	281,000	86	WCYB-TV (5), WETO (39), WJHL-TV (11), WKPT-TV (19)
Evansville, IN	260,500	90	WEHT (25), WEVV (44), WFIE-TV (14), WLCN (19), WTVW (7)
Bowling Green, KY	45,500	191	WBKO (13)

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

WDKY-TV, Lexington See Danville, KY

Kentucky Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	4	13	17
Educational Television Stations	0	16	16
	4	29	33

Kentucky—Ashland

WTSF

Ch. 61

Network Service: None, independent.

Licensee: Tri-State Family Broadcasting, 3100 Bath Ave., Ashland, KY 41101.

Studio: 3100 Bath Ave., Ashland, KY 41101.

Telephone: 606-329-2700.

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 1963-kw max. & 1610-kw horizontal visual, 196.3-kw max. & 161-kw horizontal aural. Antenna: 631-ft. above av. terrain, 499-ft. above ground, 1352-ft. above sea level.

Latitude 38° 25' 11"
Longitude 82° 24' 06"

Transmitter: Rotary Park, Huntington, WV.

Satellite Earth Stations: Paracclipse, 3.6-meter; Automation Techniques receivers.

Ownership: Claude Messinger, chief exec. officer, 49.6%; Charles Stewart, 18.9%; John Alley, 9.03%; G. O. McClellan, 9.03%; 3 others with less than 5.2% each.

Began Operation: April 30, 1983.

Personnel:

CLAUDE H. MESSINGER, general manager & chief exec. officer.
RICK MELTON, general sales manager.
VIRGIL ADKINS, chief engineer.
ANN BLEDSOE, program director.

Highest One Hour Rate: \$500.

Highest 30 Sec. Rate: \$50.

City of License: Ashland. **ADI:** Charleston-Huntington. **Rank:** 46.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Boyd	20,600	20,500	100
	Greenup	13,700	13,600	99
	OHIO			
	Lawrence	23,600	23,200	98



WTSF BMPCT-810928KF Granted 12/11/81

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
WEST VIRGINIA				
Between 5-24%	Lincoln	7,900	7,800	99
	Logan	17,700	17,500	99
Station Totals		83,500	82,600	99
Net Weekly Circulation (1988)			12,600	
Average Daily Circulation (1988)			4,300	

Kentucky—Beattyville

WLJC-TV

Ch. 65

Network Service: None, independent.

Licensee: Hour of Harvest Inc., Station WLJC(FM), c/o Rev. Forest Drake, Beattyville, KY 41311.

Studio: Rte. 11, Beattyville, KY 41311.

Telephone: 606-464-8672.

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 73.4-kw max. visual, 7.34-kw max. aural. Antenna: 632-ft. above av. terrain, 501-ft. above ground, 1578-ft. above sea level.

Latitude 37° 36' 23"
Longitude 83° 41' 16"

Transmitter: 2.4-mi. N on Route 11, Beattyville.

Satellite Earth Stations: 3 in operation C-band; Automation Techniques receivers.

Ownership: Hour of Harvest Inc., non-stock corp. Forest Drake, pres.; Margaret Drake, v.p.-secy.-treas. F. Drake is licensee of WLJC(FM), Beattyville, KY.

Began Operation: October 18, 1982.

Represented (legal): Reddy, Begley & Martin.

Represented (engineering): E. Harold Munn Jr. & Associates.

Personnel:
FOREST DRAKE, president & general manager.

Highest One Hour Rate: \$152.

Highest 30 Sec. Rate: \$7.92.

City of License: Beattyville. **ADI:** Lexington. **Rank:** 76.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY Estill	5,300	5,200	98



WLJC-TV BMPCT-870212KX Granted 4/30/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Jackson	4,300	4,200	98
	Lee	2,900	2,800	97
	Owsley	1,800	1,700	94
	Wolfe	2,500	2,400	96
Station Totals		16,800	16,300	97
Net Weekly Circulation (1988)				2,700
Average Daily Circulation (1988)				900

Kentucky—Bowling Green

WBKO

Ch. 13

Network Service: ABC.

Licensee: Bluegrass Television Inc., 2727 Russellville Rd., Box 13000, Bowling Green, KY 42101.

Studio: 2727 Russellville Rd., Bowling Green, KY 42101.

Telephone: 502-781-1313. TWX: 810-531-3667.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 740-ft. above av. terrain, 603-ft. above ground, 1343-ft. above sea level.

Latitude 37° 03' 52"
Longitude 86° 26' 07"

Transmitter: Off State Hwy. 185, 5-mi. NE of Bowling Green, KY.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Darkstar, 4-meter C-band; M/A-Corn, 3.66-meter Ku-band; Avantek, Cyclesat, Drake, M/A-Corn receivers.

News Services: ABC, AP, NIWS.

Ownership: A. Richard Benedek, 100%. See Group Ownership of Television Stations.

Began Operation: June 3, 1962. Sale to present owner by Bluegrass Media Inc. approved by FCC Feb. 14, 1983. Sale to Bluegrass by Professional Telecasting Systems approved July 14, 1976. Previous sale by Argus Bcstg. Co. (George A. Brown Jr., et al.) approved by FCC June 11, 1970.

Represented (sales): Katz Television.

Represented (legal): Crowell & Moring.

Personnel:

- CLYDE G. PAYNE, vice president & general manager.
- DENNIS BRADFORD, general sales manager.
- MARY NICOLL, local sales manager.
- DAVID L. CHUMLEY, director of engineering.
- GENE PRATHER, operations manager.
- BLAIR PAYNE, production manager.
- STEVE CRABTREE, news director.
- NELLIE BROWN, business manager.

Highest One Hour Rate: \$1200.

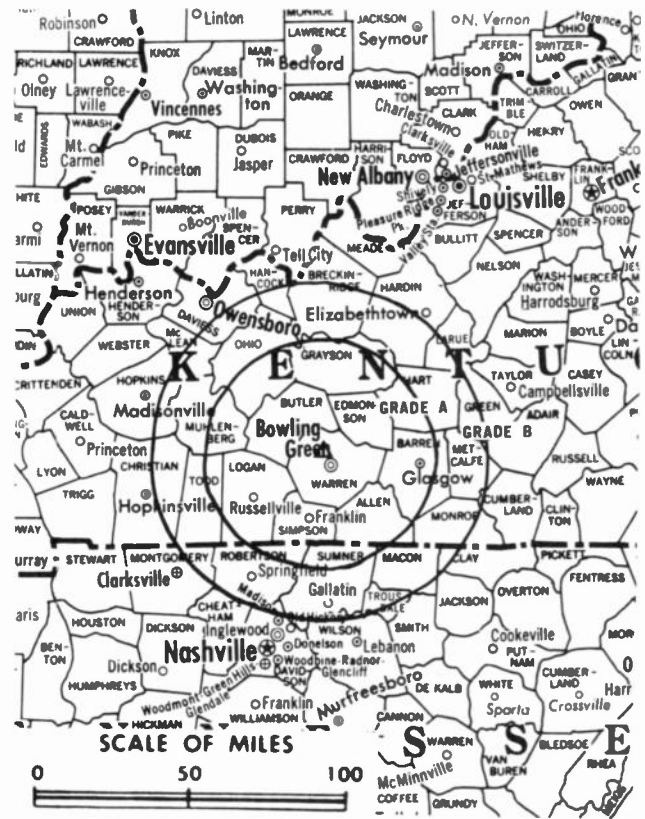
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$350.

City of License: Bowling Green. AOI: Bowling Green. Rank: 191.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	KENTUCKY			
	Adair	5,800	5,700	98
	Allen	5,800	5,700	98
	Barren	13,000	12,900	99
	Butler	4,300	4,300	99
	Cumberland	2,800	2,800	98
	Edmonson	3,700	3,600	97
	Grayson	8,300	8,200	99
	Green	4,100	4,000	98
	Hart	6,200	6,100	98
	Logan	9,900	9,800	99
	Metcalfe	3,900	3,800	99



WBKO BPC1-4372 Granted 7/27/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Muhlenberg	11,700	11,600	99
	Ohio	8,500	8,400	99
	Simpson	5,500	5,500	99
	Warren	29,500	29,300	99
BETWEEN 25-49%				
KENTUCKY				
	Clinton	3,500	3,400	97
	Monroe	4,800	4,800	100
	Russell	5,700	5,600	98
	Taylor	8,700	8,600	99
TENNESSEE				
	Clay	3,200	3,100	98
	Macon	6,100	6,000	98
	Pickett	1,600	1,600	100
BETWEEN 5-24%				
KENTUCKY				
	Breckinridge	6,100	6,000	98
	Casey	5,800	5,700	98
	Christian	21,000	20,800	99
	Hardin	26,900	26,800	99
	Larue	4,500	4,500	100
	Mc Lean	3,500	3,500	100
	Todd	4,200	4,200	100
	Wayne	6,600	6,400	97
TENNESSEE				
	Overton	6,600	6,500	98
	Robertson	14,400	14,300	99
	Sumner	33,900	33,700	99
Station Totals		290,100	287,200	99
Net Weekly Circulation (1988)				133,000
Average Daily Circulation (1988)				80,100

Kentucky—Campbellsville

WGRB

Ch. 34

Network Service: None, independent.

Licensee: Green River Bcstg. Co. Inc., Box 400, Campbellsville, KY 42718.

Studio: Rte. 1, Cane Valley, KY 42720.

Telephone: 502-465-2223; 502-384-4738.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 600-kw max. visual, 108-kw max. aural. Antenna: 1027-ft. above av. terrain, 954-ft. above ground, 1848-ft. above sea level.

Latitude 37° 10' 05"
Longitude 85° 18' 32"

Transmitter: Hwy. 55, 4.1-mi. N of Columbia.

Satellite Earth Stations: 3 C-band; 1 Ku-band; ChannelMaster, Scientific-Atlanta receivers.

Ownership: Billy Speer, pres.-secy.-treas., 100%

Began Operation: April 7, 1983.

Represented (sales): Mutual Telesales Inc.

Represented (legal): Schwartz, Woods & Miller.

Personnel:

- MIKE HARDING, general manager.
- GLORIA DAVIS, general sales manager.
- LARRY NELSON, chief engineer.
- JOE DeSPAIN, news director.
- ANITA BEGLEY, business manager.

Highest 30 Sec. Rate: \$60.

City of License: Campbellsville. ADI: Louisville. Rank: 47.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Adair	5,800	5,700	98
	Casey	5,800	5,700	98
	Clinton	3,500	3,400	97
	Green	4,100	4,000	98
	Hart	6,200	6,100	98
	Larue	4,500	4,500	100
	Metcalfe	3,900	3,800	99
	Russell	5,700	5,600	98
	Taylor	8,700	8,600	99
	Wayne	6,600	6,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Barren	13,000	12,900	99
	Boyle	9,500	9,400	99
	Cumberland	2,800	2,800	98
	Edmonson	3,700	3,600	97
	Grayson	8,300	8,200	99
	Hardin	26,900	26,800	99
	Lincoln	6,800	6,700	99
	Marion	5,900	5,900	100
	Mercer	7,500	7,400	99
	Nelson	9,900	9,800	99
Pulaski	18,500	18,200	98	
Washington	3,400	3,400	100	
TENNESSEE				
Pickett	1,600	1,600	100	
Station Totals		172,600	170,500	99
Net Weekly Circulation (1988)				36,100
Average Daily Circulation (1988)				13,900

Kentucky—Danville-Lexington

WDKY-TV

Ch. 56

Network Service: Fox.

Licensee: WDKY-TV Inc., 434 Interstate Ave., Lexington, KY 40505.

Studio: 434 Interstate Ave., Lexington, KY 40505.

Mailing Address: Box 12650, Lexington, KY 40583.

Telephone: 606-299-3856.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 3390-kw max. visual, 339-kw max. aural. Antenna: 1151-ft. above av. terrain, 1099-ft. above ground, 2044-ft. above sea level.

Latitude 37° 47' 18"
Longitude 84° 40' 49"

Transmitter: Approx. 3-mi. SE of High Bridge at bend in Kentucky River.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 3.6-meter Ku-band; 2 Andrew, 4.6-meter C-band; Andrew, 3-meter C-band; M/A-Com, Scientific-Atlanta receivers.

Ownership: Backe Group Inc., 100%. Jack Backe, chmn.-pres. & chief exec. officer; Edward Carroll, secy.-treas.

Began Operation: February 10, 1986.

Represented (sales): Seltel Inc.

Represented (legal): Hogan & Hartson.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

- DAVID GODBOUT, general manager.
- DALE REMY, national sales manager.
- STEPHEN JONES, chief engineer.
- KERRI SAVAGE, program director.
- JODI BERRY, promotion director.
- JOANNE Q. PARKER, business manager.
- JOHN KEEL, operations manager.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$250.

City of License: Danville. ADI: Lexington. Rank: 76.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	KENTUCKY			
	Garrard	4,100	4,100	99
	Jessamine	10,200	10,000	99
	Lincoln	6,800	6,700	99
	Mercer	7,500	7,400	99
	Montgomery	7,800	7,700	99
	Scott	8,100	8,000	99
Between 25-49%	KENTUCKY			
	Anderson	4,900	4,900	100
	Bath	3,600	3,500	97
	Bourbon	7,000	6,900	99
	Boyle	9,500	9,400	99
	Clark	11,000	10,900	99
	Estill	5,300	5,200	98
	Fayette	83,200	82,700	99
	Franklin	17,200	17,100	99
	Harrison	5,500	5,500	100



WDKY-TV BNPCT-860905KG Granted 11/18/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	Jackson	4,300	4,200	98
	Laurel	15,100	14,900	98
	Lee	2,900	2,800	97
	Madison	18,500	18,200	98
	Marion	5,900	5,900	100
	Nicholas	2,700	2,700	100
	Rockcastle	5,300	5,200	98
	Washington	3,400	3,400	100
	Woodford	6,600	6,500	98
	BETWEEN 5-24%	Breathitt	5,400	5,200
Casey		5,800	5,700	98
Clay		7,700	7,500	97
Fleming		4,700	4,600	98
Grant		4,900	4,900	100
Green		4,100	4,000	98
Harlan		14,500	14,300	99
Henry		4,800	4,800	100
Menifee		1,600	1,600	100
Nelson		9,900	9,800	99
Owen		3,500	3,500	100
Owsley		1,800	1,700	94
Perry		11,900	11,700	98
Powell		4,000	3,900	97
Pulaski		18,500	18,200	98
Robertson	800	800	100	
Russell	5,700	5,600	98	
Shelby	8,700	8,600	99	
Spencer	2,200	2,200	100	
Wayne	6,600	6,400	97	
Station Totals		383,500	378,800	99
Net Weekly Circulation (1988)				131,700
Average Daily Circulation (1988)				52,400

Kentucky—Hazard

WYMT-TV

Ch. 57

Network Service: CBS.

Licensee: Kentucky Central Television Inc., Hwy. 15 Bypass, Box 1299, Hazard, KY 41701.

Studio: Box 1299, Hwy. 15 Bypass, Hazard, KY 41701.

Telephone: 606-436-5757.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 2630-kw max. visual, 250-kw max. aural. Antenna: 1560-ft. above av. terrain, 1005-ft. above ground, 2925-ft. above sea level.

Latitude 37° 11' 38"
Longitude 83° 10' 52"

Transmitter: Buffalo Mountain, Hazard.

Satellite Earth Station: Harris, 7-meter; Harris receivers.

News Services: AP, CBS.

Ownership: Bluegrass Bcstg. Co. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 20, 1969. Sale to present owner by William D. Gorman, et al., approved by FCC May 22, 1985.

Represented (legal): Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

- RALPH W. GABBARD, exec. vice president & general manager.
- WAYNE M. MARTIN, station manager.
- KEVIN E. KIDD, general sales manager.
- JIM COMBS, chief engineer.
- TONY TURNER, news director.
- E. SCOTT MASON, program director.
- TIM MAYS, promotion director.
- BETTYE WHITAKER, business manager.

Highest 30 Sec. Rate: \$340.

City of License: Hazard. **ADI:** Lexington. **Rank:** 76.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	KENTUCKY			
	Breathitt	5,400	5,200	97
	Floyd	18,200	18,000	99
	Knott	6,100	5,900	98
	Leslie	5,100	4,900	97
	Letcher	11,000	10,800	98
	Perry	11,900	11,700	98
	Pike	29,900	29,500	99



WYMT-TV BMPCT-851220KF Granted 2/28/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
KENTUCKY				
	Bell	12,000	11,800	98
	Harlan	14,500	14,300	99
	Johnson	9,000	8,900	99
	Magoffin	4,900	4,800	98
	Wolfe	2,500	2,400	96
Between 5-24%				
KENTUCKY				
	Clay	7,700	7,500	97
	Knox	10,900	10,700	98
	Lee	2,900	2,800	97
	Martin	4,700	4,600	98
	Menifee	1,600	1,600	100
	Morgan	4,300	4,200	98
	Owsley	1,800	1,700	94
	Whitley	13,500	13,300	99
Station Totals		177,900	174,600	98
Net Weekly Circulation (1988)				81,900
Average Daily Circulation (1988)				47,000

Kentucky—Lexington

WKYT-TV

Ch. 27

Network Service: CBS.

Licensee: Kentucky Central Television Inc., Box 5037, Lexington, KY 40555.

Studio: Rte. 4, Winchester Rd., Lexington, KY 40555.

Mailing Address: Box 5037, Lexington, KY 40555.

Telephone: 606-299-0411. TWX: 510-476-8850.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2360-kw max. & 1382-kw horizontal visual, 472-kw max. & 276-kw horizontal aural. Antenna: 980-ft. above av. terrain, 992-ft. above ground, 1983-ft. above sea level.

Latitude 38° 02' 22"
Longitude 84° 24' 11"

Transmitter: N Side of U.S. Rte. 60, 2.8-mi. E of New Circle Rd.

Satellite Earth Stations: Harris, 6.1-meter; Scientific-Atlanta, 7-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, CBS, NIWS.

Ownership: Bluegrass Bcstg. Co. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: September 30, 1957. Sale to present owner by Taft Bcstg. approved April 26, 1967 by FCC (Television Digest, Vol. 7:6, 18). Sale to Taft by Frederic Gregg, Charles Wright & Harry Feingold approved May 14, 1958 (Vol. 14:12, 20). Gregg, et al., acquired Ch. 27 CP when they purchased radio WLAP from Gilmore N. Nunn in 1957 (Vol. 13:13).

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

Represented (legal): Latham & Watkins.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

- RALPH W. GABBARD, exec. vice president & general manager.
- JERE FIGUE, vice president & station manager.
- KEN KURTZ, vice president, news.
- MIKE KANAREK, vice president & director of operations.
- CHARLES CALLAWAY, engineering director & production manager.
- SHARON HELTON, traffic manager.
- BARBARA CARDEN, program director.
- EDWINA ISERT, business manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1200.

City of License: Lexington. **ADI:** Lexington. **Rank:** 76.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
KENTUCKY				
50% & Over	Anderson	4,900	4,900	100
	Bath	3,600	3,500	97
	Bourbon	7,000	6,900	99
	Boyle	9,500	9,400	99
	Breathitt	5,400	5,200	97
	Casey	5,800	5,700	98
	Clark	11,000	10,900	99
	Clay	7,700	7,500	97
	Estill	5,300	5,200	98
	Fayette	83,200	82,700	99
	Fleming	4,700	4,600	98
	Franklin	17,200	17,100	99
	Garrard	4,100	4,100	99
	Harlan	14,500	14,300	99
	Harrison	5,500	5,500	100
	Jackson	4,300	4,200	98
	Jessamine	10,200	10,000	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Knott	6,100	5,900	98
	Laurel	15,100	14,900	98
	Lee	2,900	2,800	97
	Lincoln	6,800	6,700	99
	Madison	18,500	18,200	98
	Mason	6,400	6,300	98
	Menifee	1,600	1,600	100
	Mercer	7,500	7,400	99
	Montgomery	7,800	7,700	99
	Morgan	4,300	4,200	98
	Nicholas	2,700	2,700	100
	Owsley	1,800	1,700	94
	Perry	11,900	11,700	98
	Powell	4,000	3,900	97
	Pulaski	18,500	18,200	98
	Robertson	800	800	100
	Rockcastle	5,300	5,200	98
	Rowan	6,300	6,200	98
	Scott	8,100	8,000	99
	Wolfe	2,500	2,400	96
	Woodford	6,600	6,500	98

KENTUCKY				
Between 25-49%	Bell	12,000	11,800	98
	Boyd	20,600	20,500	100
	Greenup	13,700	13,600	99
	Knox	10,900	10,700	98
	Lewis	5,000	4,900	98
	Magoffin	4,900	4,800	98
	Marion	5,900	5,900	100
	Owen	3,500	3,500	100
	Russell	5,700	5,600	98

(Continued on page A-490)

Station Totals	702,300	694,500	99
Net Weekly Circulation (1988)			351,200
Average Daily Circulation (1988)			206,600

Kentucky—Lexington

WLEX-TV

Ch. 18

Network Service: NBC.

Licensee: WLEX-TV Inc., 1065 Russell Cave Rd., Box 1457, Lexington, KY 40591.

Studio: 1065 Russell Cave Rd., Lexington, KY 40505.

Mailing Address: Box 1457, Lexington, KY 40591.

Telephone: 606-255-4404. TWX: 510-476-8896.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1104-kw max. & 1000-kw horizontal visual, 221-kw max. & 200-kw horizontal aural. Antenna: 640-ft. above av. terrain, 670-ft. above ground, 1620-ft. above sea level.

Latitude 38° 03' 56"
Longitude 84° 29' 13"

Transmitter: Russell Cave Pike.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Comtech, 5-meter; Harris, Pinzone receivers.

News Service: UPI.

Ownership: First Security National Bank & Trust Co. of Lexington, executor of J. D. Gay Jr. estate, 54.45%; Jean Allen Bell, et al., 10.6%; Corinne Gay, 7.07%; William B. Gess, 5.69%; J. G. Atchison, secy., 0.03%; 6 others, with less than 2%.

Began Operation: March 15, 1955.

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

HARRY C. BARFIELD, president & general manager.
JOE OLIVER, vice president & general sales manager.
JOHN A. DUVALL, vice president, broadcast operations.
ALBERT W. SCHEER, vice president, engineering.
SIMUEL WILSON, vice president, finance & administration.
AL GREENFIELD, production manager.
PAUL FAST, local sales manager.
SUE WYLIE, director, public affairs.
BILL CRAWFORD, director, station promotion.
JIM ALLISON, news director.

Highest One Hour Rate: \$4100.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Lexington. ADI: Lexington. Rank: 76.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	4,900	4,900	100
	Bath	3,600	3,500	97
	Bourbon	7,000	6,900	99
	Boyle	9,500	9,400	99
	Breathitt	5,400	5,200	97
	Casey	5,800	5,700	98
	Clark	11,000	10,900	99
	Clay	7,700	7,500	97
	Estill	5,300	5,200	98
	Fayette	83,200	82,700	99
	Fleming	4,700	4,600	98
	Franklin	17,200	17,100	99
	Garrard	4,100	4,100	99
	Harlan	14,500	14,300	99
	Harrison	5,500	5,500	100
	Jackson	4,300	4,200	98



WLEX-TV BPCT-4123 Granted 5/27/88

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jessamine	10,200	10,000	99
	Laurel	15,100	14,900	98
	Lee	2,900	2,800	97
	Lincoln	6,800	6,700	99
	Madison	18,500	18,200	98
	Menifee	1,600	1,600	100
	Mercer	7,500	7,400	99
	Montgomery	7,800	7,700	99
	Morgan	4,300	4,200	98
	Nicholas	2,700	2,700	100
	Owsley	1,800	1,700	94
	Perry	11,900	11,700	98
	Powell	4,000	3,900	97
	Pulaski	18,500	18,200	98
	Robertson	800	800	100
	Rockcastle	5,300	5,200	98
	Rowan	6,300	6,200	98
	Scott	8,100	8,000	99
	Taylor	8,700	8,600	99
Whitley	13,500	13,300	99	
Woodford	6,600	6,500	98	

KENTUCKY				
Between 25-49%	Adair	5,800	5,700	98
	Bell	12,000	11,800	98
	Green	4,100	4,000	98
	Knox	10,900	10,700	98
	Mc Creary	5,700	5,600	98
	Magoffin	4,900	4,800	98
	Mason	6,400	6,300	98
	Russell	5,700	5,600	98
	Wayne	6,600	6,400	97
	Wolfe	2,500	2,400	96

(Continued on page A-490)

Station Totals	512,800	506,100	99
Net Weekly Circulation (1988)			320,600
Average Daily Circulation (1988)			186,700

Kentucky—Lexington

WLKT

Ch. 62

Network Service: None, independent.

Grantee: FBC Inc., 124 New Circle Rd. NE, Lexington, KY 40505.

Studio: 124 New Circle Rd. NE, Lexington, KY 40505.

Telephone: 606-252-6200.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 2333-kw visual, 233.3-kw aural. Antenna: 1067-ft. above av. terrain, 1129-ft. above ground, 2049-ft. above sea level.

Latitude	38°	03'	29"
Longitude	84°	23'	51"

Requests modification of CP for change to 5000-kw max. visual, 514-ft. above av. terrain, 436-ft. above ground, 1456-ft. above sea level, lat. 38° 03' 53", long. 84° 16' 56", transmitter to 0.6-mi. W of Clintonville, 1.4-mi. S of intrscn with Kentucky Hwy. 57. BMPCT-871102KF.

Transmitter: Royster Rd., Lexington.

Ownership: Ian N. Wheeler, pres., 11.0%; Stephen Kesten, v.p., 11.0%; Mrs. Robert S. Miller, secy.; Steven Caller, treas.; Robert J. Rosenstein, asst. secy.; Irving Rosenstein, 11.0%; James M. Clifton, 11.0%; Penny M. Miller, 11.0%; David Stevens, 11.0%; Louise H. Ward, 11.0%. See Family Group in Group Ownership of Television Stations.

Scheduled to Begin Operation: October 15, 1988.

Represented (sales): Independent TV Sales.

Represented (legal): Tierney & Swift.

Represented (engineering): B. Scott Baxter & Associates.

Personnel:

TOM WATSON, general manager.
 ARCH CHAPMAN, station manager.
 STEVE KESTEN, general sales manager.



RON CATOE, business manager.

Rates: Not available.

City of License: Lexington. **ADI:** Lexington. **Rank:** 76.

Kentucky—Lexington

WTVQ-TV

Ch. 36

Network Service: ABC.

Licensee: Shamrock Bcstg. Inc., Box 5590, Lexington, KY 40555.

Studio: 2940 Bryant Rd., Lexington, KY 40511.

Telephone: 606-233-3600. **TWX:** 510-476-8806.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2240-kw max. & 1700-kw horizontal visual, 224-kw max. & 170-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 994-ft. above ground, 1994-ft. above sea level.

Latitude 38° 02' 03"
Longitude 84° 23' 39"

Transmitter: 2940 Bryant Rd.

Satellite Earth Stations: 4 in operation; Andrew, Harris receivers.

News Services: ABC, AP, Newsone, UPI.

Ownership: Shamrock Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: June 2, 1968 on Ch. 62; began on Ch. 36 June 20, 1980. Sale to present owner by Starr Bcstg. Group approved by FCC June 7, 1979. Sale to Starr by Roy B. White Jr. & Reeves Telecom Corp. approved Nov. 14, 1973.

Represented (sales): Katz Television.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Hammett & Edison Inc.

Personnel:

- WILLIAM SERVICE, vice president & general manager.
- JEB BAKER, general sales manager.
- CRAIG ALEXANDER, news director.
- CAROLYN DOOLEY, business manager.
- JOHN LACKEY, chief engineer.
- JERRY FOX, station manager.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$650.

City of License: Lexington. **AOI:** Lexington. **Rank:** 76.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. Country coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	4,900	4,900	100
	Bath	3,600	3,500	97
	Bourbon	7,000	6,900	99
	Boyle	9,500	9,400	99
	Casey	5,800	5,700	98
	Clark	11,000	10,900	99
	Clay	7,700	7,500	97
	Estill	5,300	5,200	98
	Fayette	83,200	82,700	99
	Fleming	4,700	4,600	98
	Franklin	17,200	17,100	99
	Garrard	4,100	4,100	99
	Harrison	5,500	5,500	100
	Jackson	4,300	4,200	98
	Jessamine	10,200	10,000	99
	Laurel	15,100	14,900	98
	Lee	2,900	2,800	97
	Lincoln	6,800	6,700	99
	Madison	18,500	18,200	98
	Mason	6,400	6,300	98
	Menifee	1,600	1,600	100
	Mercer	7,500	7,400	99
Montgomery	7,800	7,700	99	
Morgan	4,300	4,200	98	
Nicholas	2,700	2,700	100	
Owsley	1,800	1,700	94	
Perry	11,900	11,700	98	
Powell	4,000	3,900	97	
Pulaski	18,500	18,200	98	



WTVQ-TV Doc-21392 Granted 4/18/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Robertson	800	800	100
	Rockcastle	5,300	5,200	98
	Rowan	6,300	6,200	98
	Scott	8,100	8,000	99
	Whitley	13,500	13,300	99
	Wolfe	2,500	2,400	96
	Woodford	6,600	6,500	98
KENTUCKY				
Between 25-49%	Breathitt	5,400	5,200	97
	Knott	6,100	5,900	98
	Knox	10,900	10,700	98
	Magoffin	4,900	4,800	98
	Owen	3,500	3,500	100
	Russell	5,700	5,600	98
Wayne	6,600	6,400	97	
KENTUCKY				
Between 5-24%	Bracken	2,700	2,700	100
	Carter	9,000	8,900	99
	Grant	4,900	4,900	100
	Harlan	14,500	14,300	99
	Henry	4,800	4,800	100
	Leslie	5,100	4,900	97
	Letcher	11,000	10,800	98
	Lewis	5,000	4,900	98
	Marion	5,900	5,900	100
	Nelson	9,900	9,800	99
	Pendleton	3,900	3,900	100
	Shelby	8,700	8,600	99
	Spencer	2,200	2,200	100
	Taylor	8,700	8,600	99
Washington	3,400	3,400	100	
OHIO				
Adams	9,200	8,800	96	
Station Totals		488,900	482,100	99
Net Weekly Circulation (1988)			295,300	
Average Daily Circulation (1988)			160,700	

Kentucky—Louisville

WAVE

Ch. 3

Network Service: NBC.

Licensee: Cosmos Broadcasting Corp., 725 S. Floyd St., Louisville, KY 40203.

Studio: 725 S. Floyd St., Louisville, KY 40203.

Mailing Address: Box 32970, Louisville, KY 40232.

Telephone: 502-585-2201. TWX: 810-535-3142.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw max. visual, 20-kw max. aural. Antenna: 914-ft. above av. terrain, 600-ft. above ground, 1585-ft. above sea level.

Latitude 38° 22' 09"
Longitude 85° 49' 48"

Holds CP for change to 1820-ft. above av. terrain, 1690-ft. above ground, 2500-ft. above sea level; lat. 38° 27' 23", long. 85° 25' 28"; transmitter to 4.1-mi. NW of LaGrange, N of Hwy. 42, W of Hwy. 53. BPCT-850211KJ.

Transmitter: Floyds Knob, New Albany, IN.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

News Services: NBC, UPI.

Ownership: Cosmos Bcstg. Corp. See Group Ownership of Television Stations.

Began Operation: November 24, 1948. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (Television Digest, Vol. 20:24; 21:4).

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

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

- GUY HEMPEL, vice president & general manager.
- STEPHEN P. LANGFORD, general sales manager.
- JOHN R. KAREM, national sales manager.
- ED GODFREY, news director.
- MARK YOUNG, advertising/marketing supervisor.
- ROGER ROEBUCK, program director.
- MARGARET SHADBOURNE, creative services director.

Highest One Hour Rate: \$6500.

Highest 30 Sec. Rate: \$2900.

NETWORK BASE HOURLY RATE: \$3863.

City of License: Louisville. ADI: Louisville. Rank: 47.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	INDIANA		
	Clark	33,100	32,600 98
	Crawford	3,600	3,400 94
	Floyd	22,700	22,400 99
	Harrison	10,200	10,000 98
	Jackson	13,700	13,500 99
	Jefferson	10,600	10,400 98
	Jennings	7,900	7,700 97
	Lawrence	16,400	16,100 98
	Orange	7,000	6,800 97
	Perry	6,700	6,500 97
	Scott	7,400	7,200 97
	Washington	8,200	7,900 96
	KENTUCKY		
	Anderson	4,900	4,900 100
	Breckinridge	6,100	6,000 98
	Bullitt	15,400	15,300 99



WAVE BPCT-850211KJ Granted 3/28/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	Carroll	3,500	3,500 100
	Franklin	17,200	17,100 99
	Grayson	8,300	8,200 99
	Green	4,100	4,000 98
	Hardin	26,900	26,800 99
	Hart	6,200	6,100 98
	Henry	4,800	4,800 100
	Jefferson	258,000	257,000 100
	Larue	4,500	4,500 100
	Marion	5,900	5,900 100
	Meade	7,900	7,900 100
	Nelson	9,900	9,800 99
	Oldham	10,200	10,100 99
	Shelby	8,700	8,600 99
Spencer	2,200	2,200 100	
Taylor	8,700	8,600 99	
Trimble	2,200	2,200 100	
Washington	3,400	3,400 100	
Between 25-49%	INDIANA		
	Dubois	12,900	12,500 97
	KENTUCKY		
	Adair	5,800	5,700 98
	Boyle	9,500	9,400 99
Hancock	2,900	2,900 100	
Mercer	7,500	7,400 99	
Owen	3,500	3,500 100	
Between 5-24%	INDIANA		
	Bartholomew	24,400	24,000 98
	Brown	5,200	5,100 98
	Martin	3,900	3,800 97
	Spencer	6,900	6,700 97
Switzerland	2,900	2,800 96	
(Continued on page A-490)			
Station Totals		752,900	745,300 99
Net Weekly Circulation (1988)			532,300
Average Daily Circulation (1988)			341,900

Kentucky—Louisville

WBNA

Ch. 21

Network Service: None, independent.

Licensee: Word Bcstg. Network Inc., Drawer 21, Louisville, KY 40219.

Studio: 3701 Fern Valley Rd., Louisville, KY 40219.

Telephones: 502-964-2121; 502-968-2000.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 2000-kw max. visual, 200-kw max. aural. Antenna: 750-ft. above av. terrain, 549-ft. above ground, 1349-ft. above sea level.

Latitude 38° 01' 59"
Longitude 85° 45' 16"

Transmitter: Prayer Mountain, Sheperdsville.

Ownership: Word Bcstg. Network Inc., non-stock, non-profit corp. Robert W. Rodgers, pres.; Donald L. Miller, v.p.-secy.; Rhea C. Morgan, treas.

Began Operation: April 2, 1986.

Represented (sales): Independent TV Sales.

Represented (legal): Pepper & Corazzini.

Personnel:

- ROBERT W. RODGERS, general manager.
- STEVE RAYBORN, station manager.
- ROBERT GORDON, general sales manager.
- CARL PICCUITO, local sales manager.
- TERRELL SMITH, chief engineer.
- CLARENCE HENSON, engineering.
- BRYAN BAILEY, program & promotion director.
- CHARLES RAGLAND, business manager.

Highest One Hour Rate: \$900.

Highest 30 Sec. Rate: \$250.

City of License: Louisville. **ADI:** Louisville. **Rank:** 47.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	INDIANA Harrison	10,200	10,000	98
	Scott	7,400	7,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY				
Between 5-24%	Anderson	4,900	4,900	100
	Bullitt	15,400	15,300	99
	Hardin	26,900	26,800	99
	Jefferson	258,000	257,000	100
	Nelson	9,900	9,800	99
	Shelby	8,700	8,600	99
Station Totals		341,400	339,600	99
Net Weekly Circulation (1988)			31,600	
Average Daily Circulation (1988)			8,800	

Kentucky—Louisville

WDRB-TV

Ch. 41

Network Service: Fox.

Licensee: Independence Television Co., 624 West Muhammad Ali Blvd., Louisville, KY 40203.

Studio: 624 W. Muhammad Ali Blvd., Louisville, KY 40203.

Telephone: 502-584-6441. **TWX:** 810-535-3328.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1150-kw max. & 303-kw horizontal visual, 115-kw max. & 30.30-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 995-ft. above ground, 1960-ft. above sea level.

Latitude 38° 21' 00.0"
Longitude 85° 50' 56.5"

Transmitter: W side of Christian Rd., 4-mi. NW of New Albany, IN.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; Microdyne, 4.7-meter C-band; AFC, 3.6-meter Ku-band; Microdyne receivers.

News Service: AP.

Ownership: Blade Communications Inc. See Group Ownership of Television Stations.

Began Operation: February 28, 1971. Sale to present owner by Cowles Media Co. approved by FCC Dec. 5, 1983 (*Television Digest*, Vol. 23:26). Sale to Cowles by Owsley & Egerton Welch, J. P. Morgan, Arlie Howard, et al., approved by FCC Oct. 25, 1977 (Vol. 17:21, 51).

Represented (sales): Pety Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

Personnel:

ELMER F. JASPAN, president & general manager.
JERRY STAGGS, general sales manager.
GARY BOCKHORST, operations manager.
PATTIE KIRAY, controller.
ANGELA DANIELS, traffic supervisor.
RAY FOUSHEE, promotion director.
GLEN COOK, chief engineer.

Highest One Hour Rate: \$3500.

Highest 30 Sec. Rate: \$400.

City of License: Louisville. **ADI:** Louisville. **Rank:** 47.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	33,100	32,600	98
	Crawford	3,600	3,400	94
	Floyd	22,700	22,400	99
	Harrison	10,200	10,000	98
	Scott	7,400	7,200	97
	KENTUCKY			
	Bullitt	15,400	15,300	99
	Hardin	26,900	26,800	99
	Henry	4,800	4,800	100
	Jefferson	258,000	257,000	100
	Larue	4,500	4,500	100
	Meade	7,900	7,900	100
	Nelson	9,900	9,800	99
	Oldham	10,200	10,100	99
	Shelby	8,700	8,600	99
	Spencer	2,200	2,200	100
Taylor	8,700	8,600	99	
Trimble	2,200	2,200	100	
Between 25-49%	INDIANA			
	Dubois	12,900	12,500	97
	Jackson	13,700	13,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Jefferson	10,600	10,400	98
	Jennings	7,900	7,700	97
	Perry	6,700	6,500	97
	Washington	8,200	7,900	96
	KENTUCKY			
	Adair	5,800	5,700	98
	Anderson	4,900	4,900	100
	Boyle	9,500	9,400	99
	Breckinridge	6,100	6,000	98
	Franklin	17,200	17,100	99
	Grayson	8,300	8,200	99
	Green	4,100	4,000	98
	Hart	6,200	6,100	98
	Marion	5,900	5,900	100
	Mercer	7,500	7,400	99
	Washington	3,400	3,400	100
	Woodford	6,600	6,500	98
Between 5-24%	INDIANA			
	Lawrence	16,400	16,100	98
	Martin	3,900	3,800	97
	Orange	7,000	6,800	97
	Spencer	6,900	6,700	97
	KENTUCKY			
	Barren	13,000	12,900	99
Bourbon	7,000	6,900	99	
Carroll	3,500	3,500	100	
Casey	5,800	5,700	98	
Daviess	32,700	32,500	99	
Edmonson	3,700	3,600	97	
Garrard	4,100	4,100	99	
Hancock	2,900	2,900	100	
Jessamine	10,200	10,000	99	
Lincoln	6,800	6,700	99	
Madison	18,500	18,200	98	
Metcalf	3,900	3,800	99	
Station Totals		728,200	720,700	99
Net Weekly Circulation (1988)				336,100
Average Daily Circulation (1988)				137,700

Kentucky—Louisville

WHAS-TV

Ch. 11

Network Service: CBS.

Licensee: Journal Bcstg. of Kentucky Inc., 75 Fountain St., Providence, RI 02902.

Studio: 520 W. Chestnut St., Louisville, KY 40202.

Telephone: 502-582-7840. TWX: 810-535-3326.

Fax: 502-582-7279.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 135-kw visual, 13.5-kw aural. Antenna: 1280-ft. above av. terrain, 984-ft. above ground, 1960-ft. above sea level.

Latitude 38° 21' 23''
Longitude 85° 50' 52''

Transmitter: Christian Rd., 3.6-mi. N of New Albany, IN.

Satellite Earth Stations: Transmit/receive Harris, 9-meter; Harris receivers.

News Services: AP, UPI, Group W Newsfeed.

Ownership: Providence Journal Broadcasting Corp. See Group Ownership of Television Stations.

Began Operation: March 27, 1950. Sale to Providence Journal Co. by Louisville Courier-Journal & Times approved by FCC July 30, 1986 (Television Digest, Vol. 26:2, 23).

Represented (sales): TeleRep Inc.

Represented (legal): Sidley & Austin.

Personnel:

N. NEIL KUVIN, president & general manager.
TOM BORNHAUSER, local sales manager.
DOUG ROBERTS, national sales manager.
WILLIAM F. BRATTON, engineering manager.
LARRY SMITH, news director.
RICHARD SWEENEY, program director.
VICKI CHRISTENSEN, promotion director.
TIM HOGAN, business manager.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$2712.

City of License: Louisville. ADI: Louisville. Rank: 47.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	33,100	32,600	98
	Crawford	3,600	3,400	94
	Floyd	22,700	22,400	99
	Harrison	10,200	10,000	98
	Jackson	13,700	13,500	99
	Jefferson	10,600	10,400	98
	Jennings	7,900	7,700	97
	Lawrence	16,400	16,100	98
	Orange	7,000	6,800	97
	Perry	6,700	6,500	97
	Scott	7,400	7,200	97
	Washington	8,200	7,900	96
	KENTUCKY			
	Adair	5,800	5,700	98
	Breckinridge	6,100	6,000	98
	Bullitt	15,400	15,300	99
Carroll	3,500	3,500	100	
Franklin	17,200	17,100	99	
Grayson	8,300	8,200	99	
Green	4,100	4,000	98	
Hardin	26,900	26,800	99	



WHAS-TV BPCT-820506KF Granted 7/30/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hart	6,200	6,100	98
	Henry	4,800	4,800	100
	Jefferson	258,000	257,000	100
	Larue	4,500	4,500	100
	Marion	5,900	5,900	100
	Meade	7,900	7,900	100
	Nelson	9,900	9,800	99
	Oldham	10,200	10,100	99
	Shelby	8,700	8,600	99
	Spencer	2,200	2,200	100
	Taylor	8,700	8,600	99
Trimble	2,200	2,200	100	
Washington	3,400	3,400	100	
Between 25-49%	INDIANA			
	Bartholomew	24,400	24,000	98
	Dubois	12,900	12,500	97
	KENTUCKY			
Anderson	4,900	4,900	100	
Barren	13,000	12,900	99	
Mercer	7,500	7,400	99	
Owen	3,500	3,500	100	
Between 5-24%	INDIANA			
	Brown	5,200	5,100	98
	Martin	3,900	3,800	97
	Monroe	36,400	35,300	97
	Spencer	6,900	6,700	97
	Switzerland	2,900	2,800	96
	KENTUCKY			
Boyle	9,500	9,400	99	
Casey	5,800	5,700	98	
Edmonson	3,700	3,600	97	
(Continued on page A-490)				
Station Totals		801,800	792,700	99
Net Weekly Circulation (1988)			551,900	
Average Daily Circulation (1988)			343,600	

Kentucky—Louisville

WLKY-TV

Ch. 32

Network Service: ABC.

Licensee: Pulitzer Broadcasting Co., 1918 Mellwood Ave., Louisville, KY 40206.

Studio: 1918 Mellwood Ave., Louisville, KY 40206.

Telephone: 502-893-3671. TWX: 810-535-3212.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 4300-kw max. & 1290-kw horizontal visual, 860-kw max. & 257-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 985-ft. above ground, 1945-ft. above sea level.

Latitude 38° 22' 10"
Longitude 85° 50' 02"

Transmitter: Floyds Knob, near New Albany, IN.

Satellite Earth Stations: In operation.

News Service: AP.

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

Began Operation: September 16, 1961. Sale to present owner by Gannett Co. approved by FCC May 12, 1983 (*Television Digest*, Vol. 23:2). Merger of Combined Communications & Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20, 38; 19:24). Sale to Combined by Sonderling Bcstg. approved April 4, 1973 (Vol. 12:33, 41; 3:17). Transfer of control to Sonderling Bcstg. from George E. Egger, William S. Cutchins, Richard F. Shively, Dillman A. Rash & Archibald P. Cochran granted Dec. 13, 1967 (Vol. 7:51).

Represented (sales): Katz Television.

Represented (legal): Marmet & McCombs, P.C.

Personnel:

- LYN STOYER, general manager.
- JIM OETKEN, general sales manager.
- JACK SHAFER, program director.
- STEVE LAKEY, promotion director.
- ANDREW BARTON, news director.
- PAUL KELLEY, chief engineer.
- LORA BRADSHAW, community affairs director.
- PAT KELLOGG, national sales manager.

Highest One Hour Rate: \$10,400.

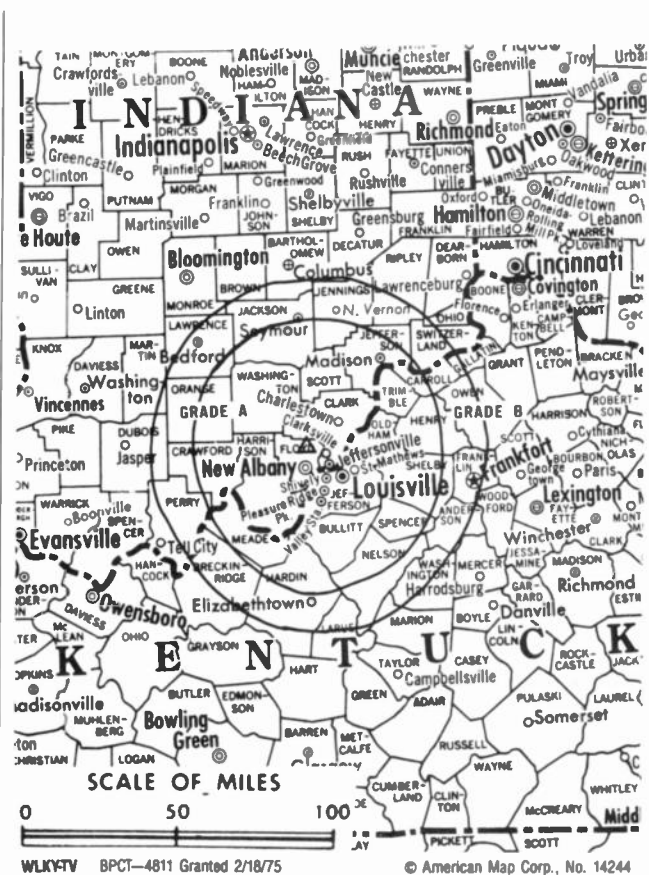
Highest 30 Sec. Rate: \$950.

NETWORK BASE HOURLY RATE: \$800.

City of License: Louisville. ADI: Louisville. Rank: 47.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	INDIANA			
	Clark	33,100	32,600	98
	Crawford	3,600	3,400	94
	Floyd	22,700	22,400	99
	Harrison	10,200	10,000	98
	Jackson	13,700	13,500	99
	Jefferson	10,600	10,400	98
	Jennings	7,900	7,700	97
	Lawrence	16,400	16,100	98
	Orange	7,000	6,800	97
	Scott	7,400	7,200	97
	Washington	8,200	7,900	96
	KENTUCKY			
	Breckinridge	6,100	6,000	98
Bullitt	15,400	15,300	99	
Green	4,100	4,000	98	
Hardin	26,900	26,800	99	
Henry	4,800	4,800	100	
Jefferson	258,000	257,000	100	
Larue	4,500	4,500	100	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Marion	5,900	5,900	100
	Meade	7,900	7,900	100
	Nelson	9,900	9,800	99
	Oldham	10,200	10,100	99
	Shelby	8,700	8,600	99
	Spencer	2,200	2,200	100
	Taylor	8,700	8,600	99
	Trimble	2,200	2,200	100
	Washington	3,400	3,400	100
Between 25-49%	INDIANA			
	Bartholomew	24,400	24,000	98
	Perry	6,700	6,500	97
Between 5-24%	KENTUCKY			
	Adair	5,800	5,700	98
	Anderson	4,900	4,900	100
	Carroll	3,500	3,500	100
	Franklin	17,200	17,100	99
	Grayson	8,300	8,200	99
	Hart	6,200	6,100	98
	Mercer	7,500	7,400	99
	INDIANA			
	Dubois	12,900	12,500	97
KENTUCKY				
Barren	13,000	12,900	99	
Boyle	9,500	9,400	99	
Hancock	2,900	2,900	100	
Lincoln	6,800	6,700	99	
Madison	18,500	18,200	98	
Metcalfe	3,900	3,800	99	
Owen	3,500	3,500	100	
Station Totals		675,200	668,400	99
Net Weekly Circulation (1988)				461,100
Average Daily Circulation (1988)				253,500

Kentucky—Madisonville

WLCN

Ch. 19

Network Service: None, independent.

Licensee: Zoe Bcstg. Corp., Box 1087, Madisonville, KY 42431.

Studio: 721 Princeton Pike, Madisonville, KY 42431.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1143-kw max. & 953-kw horizontal visual, 114.3-kw max. & 95.3-kw horizontal aural. Antenna: 1194-ft. above av. terrain, 1057-ft. above ground, 1667-ft. above sea level.

Latitude 37° 17' 02"
Longitude 87° 33' 42"

Holds CP for change to 215-kw max. visual, 285-ft. above av. terrain, 248-ft. above ground, 728-ft. above sea level; lat. 37° 19' 11", long. 87° 30' 58"; transmitter to 721 Princeton Pike, Madisonville. BMPCT-870623KF.

Transmitter: 1-mi. SE of Hwy. 70, 0.55-mi. NE of Sugar Creek, near Madisonville.

Ownership: Zoe Broadcasting Corp., non-stock corp. John W. Stalls, pres.; John R. Price, v.p.; Linda M. Stalls, secy-treas.

Began Operation: October 15, 1983.

Represented (legal): Baraff, Koerner, Olender & Hochberg, P.C.

Represented (engineering): Edward F. Lorentz.

Personnel:
HERB CAMPBELL, general manager.

Rates: Not available.

City of License: Madisonville. ADI: Evansville. Rank: 90.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY				
Between 5-24%	Hopkins	17,900	17,700	99
Station Totals		17,900	17,700	99
Net Weekly Circulation (1988)			2,300	
Average Daily Circulation (1988)			800	

Kentucky—Paducah

WPSD-TV

Ch. 6

Network Service: NBC.

Licensee: Paducah Newspapers Inc., 408 Kentucky Ave., Paducah, KY 42001.

Studio: 100 Television Lane, Paducah, KY 42001.

Mailing Address: Box 1197, Paducah, KY 42002-1197.

Telephone: 502-442-8214. **TWX:** 510-546-2047.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 1585-ft. above av. terrain, 1623-ft. above ground, 2000-ft. above sea level.

Latitude 37° 11' 31"
Longitude 88° 58' 53"

Transmitter: Approx. 23-mi. NW of Paducah near Monkey's Eyebrow, KY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 6-meter; Harris, 3-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, CNN, UPI.

Ownership: Paducah Newspapers Inc. publishes The Paducah Sun. Fred Paxton, pres.

Began Operation: May 28, 1957.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Represented (engineering): Jules Cohen & Associates.

Personnel:

- FRED PAXTON, president.
- JOHN WILLIAMS, vice president & general manager.
- DAN STEELE, program director & administrative manager.
- ANN EAVES, national sales manager.
- JOHANNA COMISAK, news director.
- DON BROWN, chief engineer.

Highest One Hour Rate: \$3500.

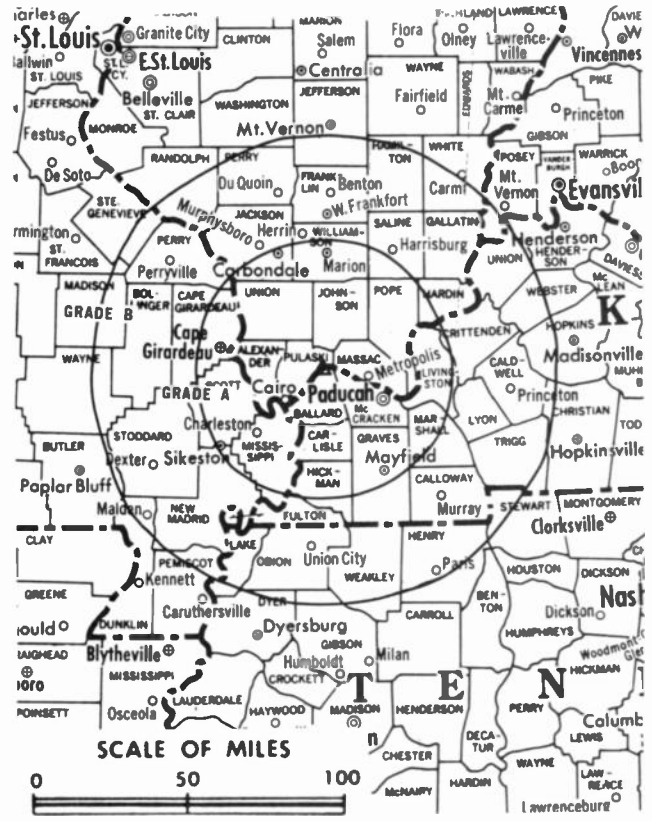
Highest 30 Sec. Rate: \$2400.

NETWORK BASE HOURLY RATE: \$2700.

City of License: Paducah. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 75.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Alexander	4,900	4,700	96
	Franklin	18,000	17,500	97
	Gallatin	3,000	2,900	97
	Hamilton	3,900	3,700	95
	Hardin	2,200	2,100	95
	Jackson	24,100	23,400	97
	Johnson	4,100	4,000	98
	Massac	6,300	6,100	97
	Pope	1,800	1,700	94
	Pulaski	3,500	3,300	94
	Saline	12,200	11,800	97
	Union	7,700	7,500	97
	Williamson	25,100	24,400	97
	KENTUCKY			
	Ballard	3,300	3,300	100
	Caldwell	5,000	4,900	98
Calloway	12,300	12,200	99	
Carlisle	2,100	2,100	100	
Crittenden	3,400	3,400	100	
Fulton	3,200	3,200	100	



WPSD-TV BPC1-2823 Granted 12/8/60 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Graves	13,200	13,100	99
	Hickman	2,100	2,100	100
	Livingston	3,700	3,700	100
	Lyon	2,500	2,500	100
	Mc Cracken	24,300	24,200	100
	Marshall	10,400	10,300	99
	Trigg	3,600	3,600	100
	MISSOURI			
	Bollinger	4,100	4,000	98
	Butler	15,000	14,600	97
Between 25-49%	Cape Girardeau	22,600	22,300	99
	Mississippi	5,300	5,200	98
	New Madrid	7,900	7,700	97
	Scott	14,700	14,500	99
	Stoddard	11,100	10,900	98
	TENNESSEE			
	Carroll	10,800	10,700	99
	Henry	11,700	11,500	99
	Lake	2,600	2,600	100
	Obion	13,100	13,000	99
Weakley	12,400	12,300	99	
Between 5-24%	MISSOURI			
	Dunklin	13,300	13,000	98
Wayne	4,800	4,700	98	
Between 5-24%	ARKANSAS			
	Clay	7,900	7,800	98
	ILLINOIS			
	Jefferson	16,000	15,500	97
	Perry	9,100	8,800	97
Wayne	7,700	7,300	95	
White	7,500	7,100	95	

(Continued on page A-490)

Station Totals	514,200	504,500	98
Net Weekly Circulation (1988)			315,100
Average Daily Circulation (1988)			199,100

Kentucky

WKYT-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	KENTUCKY			
	Taylor	8,700	8,600	99
	Washington	3,400	3,400	100
	Wayne	6,600	6,400	97
	Whitley	13,500	13,300	99
Between 5-24%	KENTUCKY			
	Adair	5,800	5,700	98
	Boone	17,600	17,600	100
	Bracken	2,700	2,700	100
	Campbell	28,800	28,700	100
	Carter	9,000	8,900	99
	Floyd	18,200	18,000	99
	Grant	4,900	4,900	100
	Hardin	26,900	26,800	99
	Henry	4,800	4,800	100
	Johnson	9,000	8,900	99
	Kenton	50,700	50,600	100
	Leslie	5,100	4,900	97
	Letcher	11,000	10,800	98
	Mc Creary	5,700	5,600	98
	Nelson	9,900	9,800	99
	Pendleton	3,900	3,900	100
	Shelby	8,700	8,600	99
	Spencer	2,200	2,200	100
	TENNESSEE			
	Campbell	13,600	13,400	99

WLEX-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Carroll	3,500	3,500	100
	Grant	4,900	4,900	100
	Hardin	26,900	26,800	99
	Henry	4,800	4,800	100
	Knott	6,100	5,900	98
	Leslie	5,100	4,900	97
	Lewis	5,000	4,900	98
	Marion	5,900	5,900	100
	Nelson	9,900	9,800	99
	Owen	3,500	3,500	100
	Pendleton	3,900	3,900	100
	Shelby	8,700	8,600	99
	Washington	3,400	3,400	100

WHAS-TV, Louisville (Arbitron Data Continued)

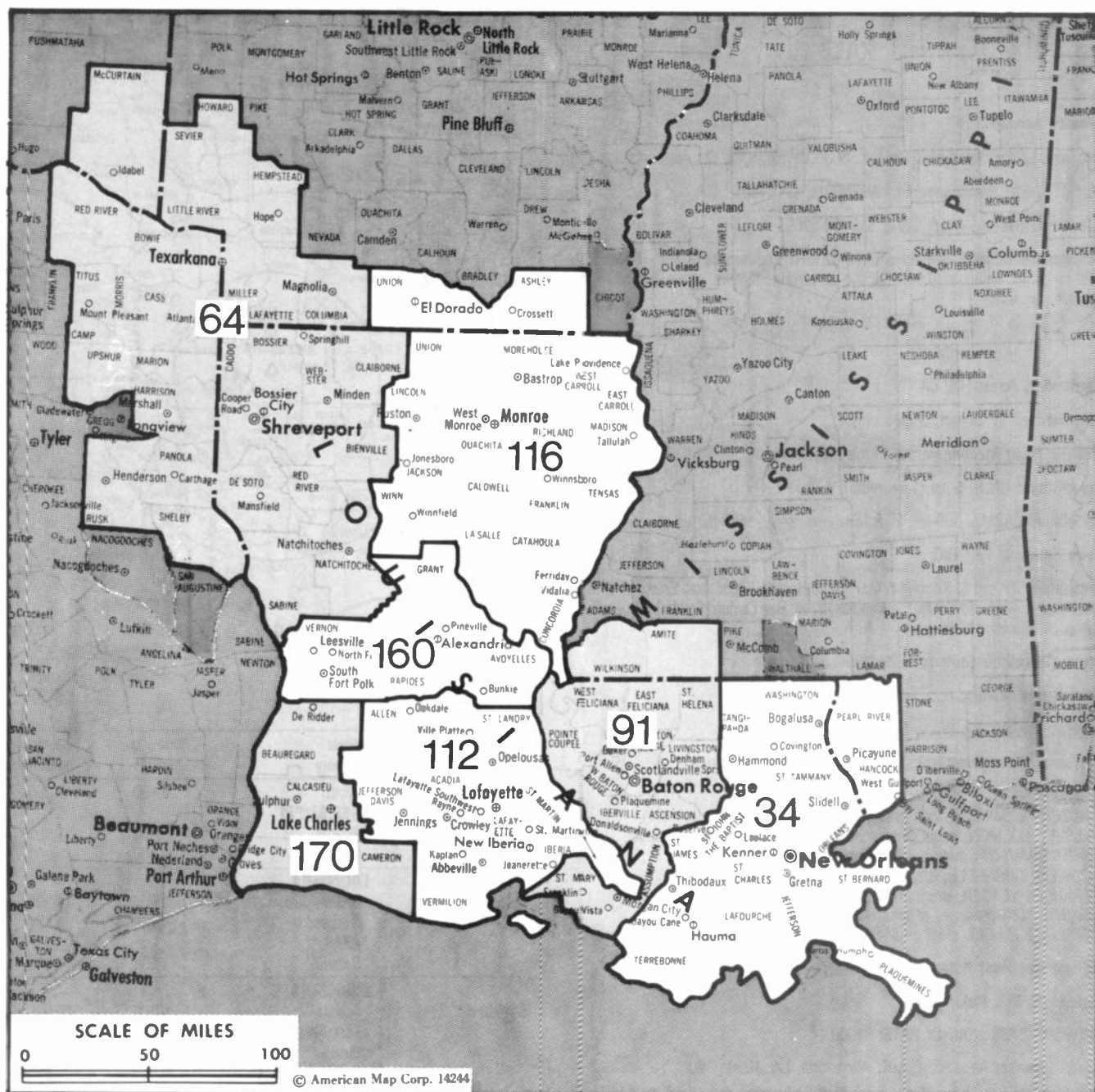
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Gallatin	1,900	1,900	100
	Garrard	4,100	4,100	99
	Hancock	2,900	2,900	100
	Lincoln	6,800	6,700	99
	Madison	18,500	18,200	98
	Metcalfe	3,900	3,800	99
	Ohio	8,500	8,400	99
	Russell	5,700	5,600	98
	Simpson	5,500	5,500	99
	Warren	29,500	29,300	99
	Woodford	6,600	6,500	98

WPSD-TV, Paducah (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Christian	21,000	20,800	99
	Hopkins	17,900	17,700	99
	Union	5,700	5,700	99
	Webster	5,700	5,600	98
	MISSOURI			
	Madison	4,500	4,400	98
	Pemiscot	8,500	8,300	98
	Perry	6,100	6,000	98
	Reynolds	2,900	2,800	96
	TENNESSEE			
	Benton	6,200	6,100	98
	Dyer	13,300	13,200	99
Gibson	18,900	18,700	99	

WAVE, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Bourbon	7,000	6,900	99
	Daviess	32,700	32,500	99
	Edmonson	3,700	3,600	97
	Garrard	4,100	4,100	99
	Grant	4,900	4,900	100
	Lincoln	6,800	6,700	99
	Russell	5,700	5,600	98
	Warren	29,500	29,300	99
	Woodford	6,600	6,500	98



Market	Arbitron ADI TV Households	Rank
New Orleans, LA	645,900	34
Shreveport, LA- <i>Texarkana, TX</i>	407,600	64
Baton Rouge, LA	258,800	91
Lafayette, LA	197,900	112
Monroe, LA- <i>El Dorado, AR</i>	182,600	116
Alexandria, LA	89,600	160
Lake Charles, LA	76,400	170

Market Area	Commercial TV Stations
New Orleans, LA	WCCF (49), WDSU-TV (6), WGND (26), WNDL-TV (38), WVUE (8), WWL-TV (4)
Shreveport, LA- <i>Texarkana, TX</i>	KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Baton Rouge, LA	WAFB (9), WBRZ (2), WVLA (33)
Lafayette, LA	KADN (15), KATC (3), KLFY-TV (10)
Monroe, LA- <i>El Dorado, AR</i>	KARD (14), KMCTV (39), KNDE-TV (8), KTVE (10)
Alexandria, LA	KALB-TV (5), KLAX-TV (31)
Lake Charles, LA	KPLC-TV (7), KVHP (29)

State Cross Reference List	
Communities That Receive Programs of Stations That are Located Elsewhere	
KARD, West Monroe	See Monroe, LA
KMCTV, West Monroe	See Monroe, LA

Louisiana Station Totals as of October 1, 1988			
	VHF	UHF	TOTAL
Commercial Television Stations	14	9	23
Educational Television Stations	2	6	8
	16	15	31

Louisiana—Alexandria

KALB-TV

Ch. 5

Network Service: NBC.

Licensee: Lanford Telecasting Co. Inc., 605-21 Washington St., Alexandria, LA 71301.

Studio: 605-21 Washington St., Alexandria, LA 71301.

Telephone: 318-445-2456. TWX: 510-976-5709.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1590-ft. above av. terrain, 1586-ft. above ground, 1749-ft. above sea level.

Latitude 31° 02' 15"
Longitude 92° 29' 45"

Transmitter: Forest Hill, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris; Harris receivers.

AM Affiliate: KALB, 5-kw (1-kw night), 580 kHz.

FM Affiliate: KZMZ, 100-kw, 96.9 MHz (No. 245), 1450-ft.

News Services: AP, NBC.

Ownership: Tedford E. Kimbell & Mary Jane Harper, Executors, Estate of T. B. Lanford, 55%; Bill L. Fox, 29%; Sylvan Fox, 16%. See Lanford Estate in Group Ownership of Television Stations.

Began Operation: September 29, 1954.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

ROBERT E. MILLER, vice president & general manager.
LESLEY GOLMON, asst. general manager & general sales manager.
BERT CHAUDOIR, national & regional sales manager.
DOWELL BUSHNELL, local sales manager.
FRANCES YEAGER, program & promotion director.
JIMMIE FOX, manager of creative services.
WILLIAM T. HOLT, chief engineer.

Highest One Hour Rate: \$2800.

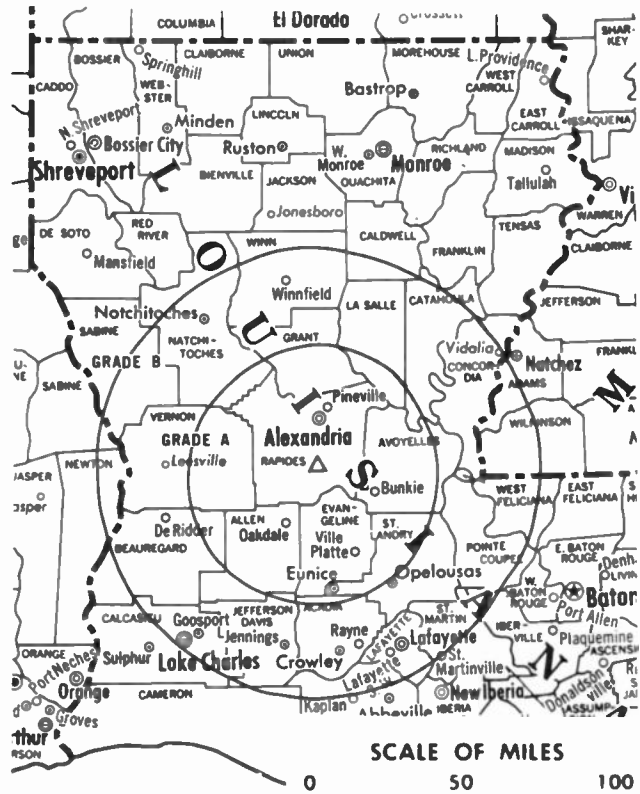
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Alexandria. ADI: Alexandria, LA. Rank: 160.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	LOUISIANA			
	Allen	7,600	7,400	98
	Avoyelles	15,200	14,900	98
	Catahoula	4,600	4,400	97
	Concordia	8,200	8,000	98
	Evangeline	12,300	12,000	98
	Grant	6,600	6,500	98
	La Salle	6,700	6,600	98
	Natchitoches	14,300	13,800	97
	Rapides	50,600	50,100	99
	Sabine	10,700	10,300	97
	St Landry	30,200	29,500	98
	Vernon	18,600	18,200	98



KALB-TV BPCT-3449 Granted 1/13/65

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Winn	6,400	6,200	98
	MISSISSIPPI			
	Adams	13,800	13,600	99
	Wilkinson	3,300	3,200	97
Between 25-49%				
	LOUISIANA			
	Beauregard	11,500	11,200	97
	Caldwell	4,700	4,600	98
	TEXAS			
	Sabine	4,300	4,200	98
Between 5-24%				
	LOUISIANA			
	Acadia	20,300	20,000	99
	East Feliciana	5,900	5,700	97
	Iberia	22,400	22,100	99
	Jefferson Davis	11,100	10,900	98
	Lafayette	62,700	62,100	99
	Pointe Coupee	8,500	8,300	98
	Red River	3,800	3,700	97
	St Martin	15,000	14,800	99
	St Mary	21,000	20,700	99
	Tensas	3,000	2,900	97
	Vermilion	18,800	18,600	99
	West Feliciana	2,700	2,600	96
	MISSISSIPPI			
	Amite	4,600	4,500	98
	Claiborne	3,900	3,800	97
	Franklin	3,200	3,100	97
	TEXAS			
	Newton	5,200	5,000	97
Station Totals		441,700	433,500	98
Net Weekly Circulation (1988)				205,600
Average Daily Circulation (1988)				127,100

Louisiana—Alexandria

KLAX-TV

Ch. 31

Network Service: ABC.

Licensee: Pollack/Belz Communications Co. Inc., Box 3824, Memphis, TN 38173.

Studio: 1811 England Dr., Alexandria, LA 71303.

Mailing Address: Box 8818, Alexandria, LA 71303.

Telephone: 318-473-0031. TWX: 510-976-5704.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1619.8-kw max. visual, 161.98-kw max. aural. Antenna: 204-ft. above av. terrain, 250-ft. above ground, 332-ft. above sea level.

Latitude 31° 18' 58"
Longitude 92° 29' 00"

Holds CP for change to 1216-kw max. visual, 122-kw max. aural, 1357-ft. above av. terrain, 1292-ft. above ground, 1517-ft. above sea level; lat. 31° 33' 54", long. 92° 33' 00"; transmitter to 1.5-mi. SW of Dry Prong. BPCT-850528KH.

Requests modification of CP for change to 1320-kw max. visual, 1093-ft. above av. terrain, 1027-ft. above ground, 1253-ft. above sea level. BMPCT-880718KK.

Transmitter: 1811 England Dr., Alexandria.

Satellite Earth Stations: RCA Americom Ku-band; Scientific-Atlanta C-band; Microdyne, Standard Components receivers.

News Service: AP.

Ownership: William H. Pollack, pres., 33.33%; Martin Belz, exec. v.p., 33.33%; David Pollack, secy.-treas., 33.33%. William & David Pollack have interest in KOSE(AM) & KWLN(FM) Osceola, AR.

Began Operation: March 3, 1983. Sale of station to G. Russell Chambers, et al., approved by FCC Dec. 24, 1986, but not consummated. Sale to present owners by James Richards, Ben Johnson, et al., approved May 13, 1988.

Represented (sales): Seitel Inc.

Represented (engineering): Lechman & Johnson Inc.

Personnel:

- GARY F. HALLELAND, general manager.
- FRANK COE, operations manager.
- GIFFORD EDGERTON, general sales manager.
- TRACY MATTHEWS, national sales executive.
- DARREL B. JORDAN, chief engineer.
- MAX TOOKER, news director.
- CHARLOTTE GUNN, promotion director.
- DAVID L. CARLSON, business manager.

Highest 30 Sec. Rate: \$300.

City of License: Alexandria. ADI: Alexandria, LA. Rank: 160.



Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Rapides	50,600	50,100	99
Between 25-49%	LOUISIANA			
	Grant	6,600	6,500	98
	Vernon	18,600	18,200	98
Between 5-24%	LOUISIANA			
	Avoyelles	15,200	14,900	98
	Catahoula	4,600	4,400	97
	La Salle	6,700	6,600	98
	Natchitoches	14,300	13,800	97
Station Totals		116,600	114,500	98
Net Weekly Circulation (1988)			47,700	
Average Daily Circulation (1988)			19,800	

Louisiana—Baton Rouge

WAFB

Ch. 9

Network Service: CBS.

Licensee: WAFB Television Inc., 1932 Wynnton Rd., Columbus, GA 31999.

Studio: 844 Government St., Baton Rouge, LA 70802.

Telephone: 504-383-9999. TWX: 510-993-3406.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1670-ft. above av. terrain, 1726-ft. above ground, 1746-ft. above sea level.

Latitude 30° 21' 58"
Longitude 91° 12' 47"

Transmitter: E of River Rd. & S of Baton Rouge on Duncan Point.

Satellite Earth Stations: 8 in operation; Comtech, Microdyne, Scientific-Atlanta receivers.

News Services: AP, CBS, CNN, CNN Headline News, UPI.

Ownership: American Family Corp., 100%. See Group Ownership of Television Stations.

Began Operation: April 19, 1953 on Ch. 28. Shifted to Ch. 9 Aug. 9, 1960 (Television Digest, Vol. 17:7). Sale to Guaranty Bcstg. by WDSU-TV Bcstg. Corp. and associated stockholders approved Jan. 14, 1964 by FCC (Vol. 4:3). FCC approved sale to American Family Corp., March 23, 1988.

Represented (sales): Katz Television.

Represented (engineering): David Steel & Associates.

Personnel:

RONALD E. WINDERS, general manager.
DAVE WARD, assistant general manager.
WAYNE BETTONEY, general sales manager.
BILL COMEAUX, chief engineer.
ED LAMY JR., program director.
RONNIE MELANCON, operations manager.
MARGIE LARSON, public affairs director.
ANDREE BOYD, promotions manager.
CARLTON CREMEENS, news director.

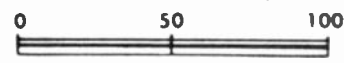
Highest 30 Sec. Rate: \$1100.

NETWORK BASE HOURLY RATE: \$845.

City of License: Baton Rouge. ADI: Baton Rouge. Rank: 91.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	LOUISIANA			
	Ascension	20,100	19,700	98
	Assumption	6,900	6,700	98
	East Baton Rouge	144,600	143,300	99
	East Feliciana	5,900	5,700	97
	Iberia	22,400	22,100	99
	Iberville	10,400	10,200	98
	Livingston	24,700	24,200	98
	Pointe Coupee	8,500	8,300	98
	St Helena	3,300	3,200	97
	St Mary	21,000	20,700	99
	Tangipahoa	32,000	31,400	98



WAFB BPCT-3437 Granted 1/22/65 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	West Baton Rouge	6,700	6,600	99
	West Feliciana	2,700	2,600	96
MISSISSIPPI	Amite	4,600	4,500	98
	Wilkinson	3,300	3,200	97
Between 25-49%	LOUISIANA			
	Avoyelles	15,200	14,900	98
	Lafayette	62,700	62,100	99
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
	St Landry	30,200	29,500	98
	St Martin	15,000	14,800	99
Vermilion	18,800	18,600	99	
MISSISSIPPI	Pike	13,700	13,500	99
	Walthall	4,800	4,700	98
	LOUISIANA			
Between 5-24%	Acadia	20,300	20,000	99
	Allen	7,600	7,400	98
	Concordia	8,200	8,000	98
	Jefferson Davis	11,100	10,900	98
	Lafourche	29,300	29,000	99
	St Charles	14,500	14,300	99
	Terrebonne	34,300	33,900	99
	Washington	16,700	16,400	98
	MISSISSIPPI			
	Adams	13,800	13,600	99
Franklin	3,200	3,100	97	
Pearl River	13,500	13,400	99	
Station Totals		670,200	660,400	99
Net Weekly Circulation (1988)			359,900	
Average Daily Circulation (1988)			212,400	

Louisiana—Baton Rouge

WBRZ

Ch. 2

Network Service: ABC.

Licensee: Louisiana Television Bcstg., 1650 Highland Rd., Baton Rouge, LA 70802.

Studio: 1650 Highland Rd., Baton Rouge, LA 70802.

Mailing Address: Box 2906, Baton Rouge, LA 70821.

Telephone: 504-387-2222. **TWX:** 504-993-3576. **Easylink:** 628-44170.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1682-ft. above av. terrain, 1724-ft. above ground, 1749-ft. above sea level.

Latitude 30° 17' 49"
Longitude 91° 11' 40"

Transmitter: Plaquemine Point, LA.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter; Andrew, 7.3-meter; Andrew, 4.5-meter; SatCom, 5.5-meter; Avantek, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WJBO, 5-kw, 1150 kHz (NBC).

FM Affiliate: WFMF, 100-kw, 102.5 MHz (No. 251), 730-ft.

News Services: ABC, AP, Conus, UPI.

Ownership: Douglas L. Manship, pres., 35%; Charles P. Manship Jr., secy.-treas., 35%; Richard F. Manship, 10%; David C. Manship, 10%; Douglas L. Manship Jr., 10%. See Group Ownership of Television Stations.

Began Operation: April 14, 1955.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

- DOUGLAS L. MANSHIP, president.
- RICHARD MANSHIP, general manager.
- PATRICIA L. CHERAMIE, assistant general manager & director of sales.
- FRED RENO, sales manager.
- JAMES DABOVAL III, national sales manager.
- WILLIAM YORDY, director of engineering.
- JAMIE POLITZ, personnel director.
- DENISE AKERS, marketing director.
- BARBARA BREE SHAAB, program & community affairs director.
- RAYMOND J. DRAGO, production manager.
- JOHN SPAIN, news director.
- KIM KIRKENDOLL, business manager.

Highest 30 Sec. Rate: \$2000.

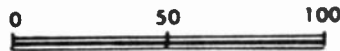
City of License: Baton Rouge. **ADI:** Baton Rouge. **Rank:** 91.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	LOUISIANA			
	Ascension	20,100	19,700	98
	Assumption	6,900	6,700	98
	East Baton Rouge	144,600	143,300	99
	East Feliciana	5,900	5,700	97
	Iberville	10,400	10,200	98
	Livingston	24,700	24,200	98
	Pointe Coupee	8,500	8,300	98
	St Helena	3,300	3,200	97
	St James	6,800	6,700	99
	St Martin	15,000	14,800	99



SCALE OF MILES



WBRZ BPCT-4173 Granted 3/5/70

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	St Mary	21,000	20,700	99
	Tangipahoa	32,000	31,400	98
	West Baton Rouge	6,700	6,600	99
	West Feliciana	2,700	2,600	96
MISSISSIPPI				
	Adams	13,800	13,600	99
	Amite	4,600	4,500	98
	Wilkinson	3,300	3,200	97
LOUISIANA				
Between 25-49%	Avoyelles	15,200	14,900	98
	Concordia	8,200	8,000	98
	Iberia	22,400	22,100	99
	Lafayette	62,700	62,100	99
	Lafourche	29,300	29,000	99
	St Landry	30,200	29,500	98
	Terrebonne	34,300	33,900	99
	Washington	16,700	16,400	98
MISSISSIPPI				
	Franklin	3,200	3,100	97
	Pike	13,700	13,500	99
	Walthall	4,800	4,700	98
LOUISIANA				
Between 5-24%	Allen	7,600	7,400	98
	Catahoula	4,600	4,400	97
	Evangeline	12,300	12,000	98
	La Salle	6,700	6,600	98
	Rapides	50,600	50,100	99
	St John The Baptist	13,400	13,200	99
	Vermilion	18,800	18,600	99
Station Totals		685,000	674,900	99
Net Weekly Circulation (1988)			392,700	
Average Daily Circulation (1988)			215,900	

Louisiana—Baton Rouge

WVLA

Ch. 33

Network Service: NBC.

Licensee: Vetter Communications Co. Inc., Box 14685, Baton Rouge, LA 70898.

Studio: 5220 Essen Lane, Baton Rouge, LA 70809.

Mailing Address: Box 14685, Baton Rouge, LA 70898.

Telephone: 504-766-3233. **Fax:** 504-766-4112.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1713-ft. above av. terrain, 1735-ft. above ground, 1749-ft. above sea level.

Latitude 30° 19' 34.61"
Longitude 91° 16' 36.10"

Transmitter: 1.9-mi. W of Hwy. 1 on Hwy. 1148, Addis, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Microdyne, 7-meter C-band; Microwave Assoc., 5-meter C-band; Harris, Microdyne, Microwave Assoc. receivers.

News Services: AP, National Weather Service, NBC, Skycom.

Ownership: Cyril E. Vetter, pres., 100% Cyril E Vetter: Vetter also owns WTGE-AM-FM, Baton Rouge.

Began Operation: January 16, 1971. Sale to present owner by Richard O. Rush, et al., approved by FCC March 12, 1976.

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Philip W. Cary.

Personnel:

- CYRIL E. VETTER, president & general manager.
- WILLIAM HATHORN, vice president & general sales manager.
- COURTNEY B. WESTBROOK, vice president, administration.
- LARRY DIETZ, vice president, news & production.
- ALLEN McCARTY, local sales manager.
- JOYCE HARVEY, program director.
- ED LAKIN, promotion manager.
- VAN L. PENTECOST, chief engineer.
- FELTON COLEMAN, public affairs manager.
- JOHN GALLIGAN, research & development.

Highest One Hour Rate: \$3000.

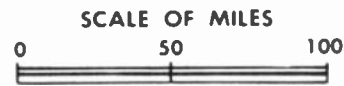
Highest 30 Sec. Rate: \$1300.

NETWORK BASE HOURLY RATE: \$900.

City of License: Baton Rouge. **ADI:** Baton Rouge. **Rank:** 91.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
LOUISIANA				
50% & Over	Ascension	20,100	19,700	98
	Assumption	6,900	6,700	98
	East Baton Rouge	144,600	143,300	99



WVLA BPCT-860814KE Granted 9/30/86

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	East Feliciana	5,900	5,700	97
	Iberia	22,400	22,100	99
	Iberville	10,400	10,200	98
	Livingston	24,700	24,200	98
	Pointe Coupee	8,500	8,300	98
	St Mary	21,000	20,700	99
	West Baton Rouge	6,700	6,600	99
	West Feliciana	2,700	2,600	96
LOUISIANA				
Between 25-49%	St Helena	3,300	3,200	97
	St James	6,800	6,700	99
	St Martin	15,000	14,800	99
LOUISIANA				
Between 5-24%	Avoyelles	15,200	14,900	98
	Lafourche	29,300	29,000	99
	St John The Baptist	13,400	13,200	99
	St Landry	30,200	29,500	98
	Tangipahoa	32,000	31,400	98
	Terrebonne	34,300	33,900	99
	Vermilion	18,800	18,600	99
MISSISSIPPI				
	Amite	4,600	4,500	98
	Wilkinson	3,300	3,200	97
Station Totals		480,100	473,000	99
Net Weekly Circulation (1988)			260,500	
Average Daily Circulation (1988)			140,800	

Louisiana—Lafayette

KADN

Ch. 15

Network Service: Fox.

Licensee: KADN Broadcasting Inc., 1500 Eraste Landry Rd., Lafayette, LA 70506.

Studio: 1500 Eraste Landry Rd., Lafayette, LA 70506.

Telephone: 318-237-1500.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 2630-kw max. visual, 263-kw max. aural. Antenna: 1180-ft. above av. terrain, 1178-ft. above ground, 1218-ft. above sea level.

Latitude 30° 21' 44"
Longitude 92° 12' 53"

Transmitter: 3-mi. S of Church Point.

Satellite Earth Stations: KLM, 4.6-meter C-band; 2 Scientific-Atlanta, 4.6-meter C-band; Vertex, 5.2-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: CNN, INN.

Ownership: Communications Bcstg. Corp., 100%. Charles H. Chatelain, 82.1%; Dr. Paul J. Azar Jr., 17.9%.

Began Operation: February 27, 1980.

Represented (sales): Busby, Finch, Lathom & Widman.

Represented (legal): Mullin, Rhyne, Emmons & Topel, P.C.

Represented (engineering): du Treil, Lundin & Rackley.

Personnel:

CHARLES CHATELAIN, general manager.
EDDIE BLANCHARD, station manager & program director.
CLARK WHITE, general sales manager.
DAVE PIERCE, local sales manager.
PAT NEWBURG, national sales manager.

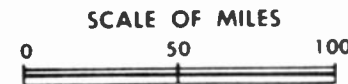
Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$150.

City of License: Lafayette. ADI: Lafayette, LA. Rank: 112.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
LOUISIANA				
50% & Over	Acadia	20,300	20,000	99
	Evangeline	12,300	12,000	98



KADN BPCT-85127KF Granted 2/24/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Iberia	22,400	22,100	99
	Lafayette	62,700	62,100	99
	St Landry	30,200	29,500	98
	St Martin	15,000	14,800	99
	Vermilion	18,800	18,600	99
Between 25-49%	LOUISIANA			
	Jefferson Davis	11,100	10,900	98
Between 5-24%	LOUISIANA			
	Allen	7,600	7,400	98
	Avoyelles	15,200	14,900	98
	Cameron	3,400	3,300	97
	Pointe Coupee	8,500	8,300	98
	St Mary	21,000	20,700	99
Station Totals		248,500	244,600	98
Net Weekly Circulation (1988)			135,700	
Average Daily Circulation (1988)			65,500	

Louisiana—Lafayette

KATC

Ch. 3

Network Service: ABC.

Licensee: KATC Associates.

Studio: 1103 Eraste Landry Rd., Lafayette, LA 70506.

Mailing Address: Box 93133, Lafayette, LA 70509.

Telephone: 318-235-3333. **Easylink:** 62014722.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1740-ft. above av. terrain, 1793-ft. above ground, 1800-ft. above sea level.

Latitude 30° 02' 19.10"
Longitude 92° 22' 14.90"

Transmitter: 25-mi. SW of city limits.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Microdyne, 5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; AvanteK, Microdyne, Scientific-Atlanta receivers.

News Services: ABC, AP, NIWS.

Ownership: ML Media Partners Ltd. Partnership, 100%. See Group Ownership of Television Stations.

Began Operation: September 19, 1962. Sale to Loyola University approved by FCC April 29, 1982. Sale to present owners approved Nov. 28, 1986.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

PAUL J. CASSIDY, general manager.
TIMOTHY GILBERT, general sales manager.
JOEY CORMIER, director of broadcast operations.
BILL RUMSEY, chief engineer.
LINDA LEVY, news director.
KAREN GRANADO, promotion director.
JOHN GRANDON, business manager.

Highest One Hour Rate: \$2150.

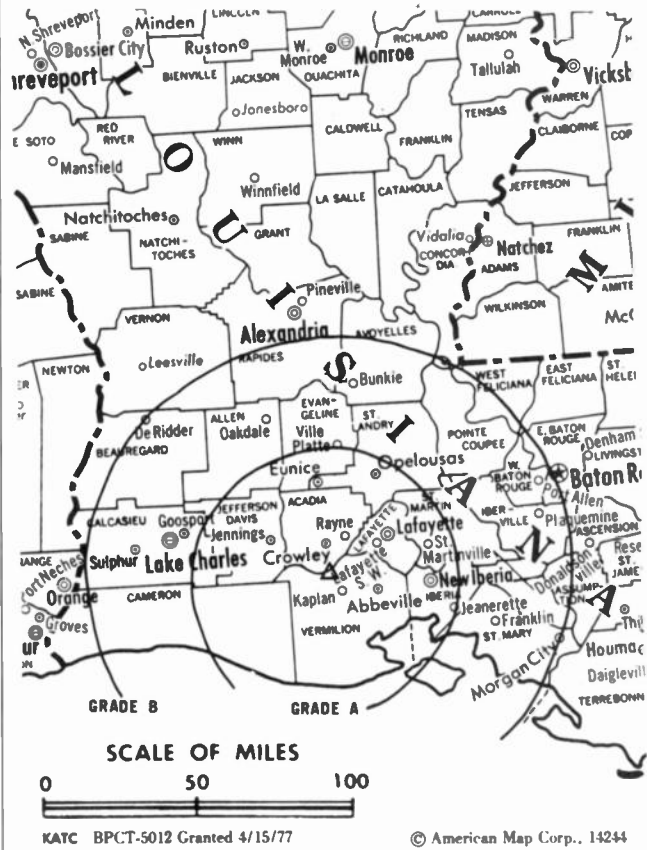
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$625.

City of License: Lafayette. **ADI:** Lafayette, LA. **Rank:** 112.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	20,300	20,000	99
	Allen	7,600	7,400	98
	Calcasieu	62,600	62,000	99
	Evangeline	12,300	12,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Iberia	22,400	22,100	99
	Jefferson Davis	11,100	10,900	98
	Lafayette	62,700	62,100	99
	St Landry	30,200	29,500	98
	St Martin	15,000	14,800	99
	St Mary	21,000	20,700	99
	Vermilion	18,800	18,600	99
Between 25-49%	LOUISIANA			
	Avoyelles	15,200	14,900	98
	Beauregard	11,500	11,200	97
Between 5-24%	LOUISIANA			
	Assumption	6,900	6,700	98
	Pointe Coupee	8,500	8,300	98
	Rapides	50,600	50,100	99
	Vernon	18,600	18,200	98
	TEXAS			
	Newton	5,200	5,000	97
Station Totals		403,900	397,800	98
Net Weekly Circulation (1988)			239,700	
Average Daily Circulation (1988)			138,300	

Louisiana—Lafayette

KLFY-TV

Ch. 10

Network Service: CBS.

Licensee: Young Broadcasting of Louisiana Inc., 3 E. 54th St., New York, NY 10022.

Studio: 2410 Eraste Landry Rd., Lafayette, LA 70506.

Telephone: 318-981-4823. TWX: 510-975-5052.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 45.7-kw aural. Antenna: 1748-ft. above av. terrain, 1771-ft. above ground, 1800-ft. above sea level.

Latitude 30° 19' 18"
Longitude 92° 22' 41"

Holds CP for change to 316-kw max. visual, 31.6-kw max. aural, 1740-ft. above av. terrain. BPCT-791231KG.

Transmitter: State Hwy. 98, 1.8-mi. E of Maxie, LA.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta, 3.0-meter C-band; Scientific-Atlanta, 3.0-meter Ku & C-band; Vintex, 4.5-meter Ku-band; Cyclesat, M/A-Corn, Scientific-Atlanta receivers.

News Service: AP, Group W Newsfeed.

Ownership: Young Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: June 3, 1955. Transfer of control to individual stockholders of KWTX Bcstg. which held 80% approved by FCC Jan. 22, 1968. Previously, sale by Camellia Bcstg. Co. Inc., Paul H. DeClouet and associates approved Jan. 27, 1965 by FCC (*Television Digest*, Vol. 4:48; 5:6). FCC approved sale to present owners by Texoma Bcstrs. Inc., Feb. 3, 1988.

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- JOSEPH VARHOLY, vice president & general manager.
- JIM BARONET, vice president, news.
- TERRY DOVER, operations manager & program director.
- MIKE BARRAS, general sales manager.
- HARRIET LANDRY, national sales manager.
- MARIA PLACER, news director.
- DAVE HEBERT, chief engineer.
- MIKE HARRELSON, promotion director.

Highest One Hour Rate: \$1800.

Highest 30 Sec. Rate: \$775.

NETWORK BASE HOURLY RATE: \$1994.

City of License: Lafayette. ADI: Lafayette, LA. Rank: 112.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	20,300	20,000	99
	Allen	7,600	7,400	98
	Avoyelles	15,200	14,900	98
	Beauregard	11,500	11,200	97



KLFY-TV BPCT-791231KG Granted 7/28/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Calcasieu	62,600	62,000	99
	Cameron	3,400	3,300	97
	Evangeline	12,300	12,000	98
	Iberia	22,400	22,100	99
	Jefferson Davis	11,100	10,900	98
	Lafayette	62,700	62,100	99
	St Landry	30,200	29,500	98
	St Martin	15,000	14,800	99
	St Mary	21,000	20,700	99
	Vermilion	18,800	18,600	99
Vernon	18,600	18,200	98	
Between 25-49%	LOUISIANA			
	Assumption	6,900	6,700	98
	Pointe Coupee	8,500	8,300	98
	Rapides	50,600	50,100	99
Between 5-24%	LOUISIANA			
	Catahoula	4,600	4,400	97
	East Feliciana	5,900	5,700	97
	Grant	6,600	6,500	98
	Iberville	10,400	10,200	98
	Lafourche	29,300	29,000	99
	West Feliciana	2,700	2,600	96
	MISSISSIPPI			
Wilkinson	3,300	3,200	97	
TEXAS				
	Jasper	12,600	12,400	98
Station Totals		474,100	466,800	98
Net Weekly Circulation (1988)			310,800	
Average Daily Circulation (1988)			195,300	

Louisiana—Lake Charles

KPLC-TV

Ch. 7

Network Service: NBC.

Licensee: Cosmos Corp., Box 1488, Lake Charles, LA 70602.

Studio: 320 Division St., Lake Charles, LA 70601.

Telephone: 318-439-9071. TWX: 510-971-7570.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 295-kw visual, 55-kw aural. Antenna: 1480-ft. above av. terrain, 1519-ft. above ground, 1549-ft. above sea level.

Latitude 30° 23' 47"
Longitude 93° 00' 08"

Transmitter: Near Fenton, LA.

Satellite Earth Stations: Harris, 10-meter Ku-band; Harris, 3-meter Ku-band; Harris, 3-meter C-band; Harris receivers.

News Service: AP.

Ownership: Cosmos Corp., 100%. See Group Ownership of Television Stations.

Began Operation: September 29, 1954. Sale to present owner approved by FCC Nov. 13, 1986 (*Television Digest*, Vol. 26:39). Sale to Channel Communications by G. Russell Chambers approved by FCC March 31, 1986. Previous sale by Calcasieu TV & Radio Inc. approved by FCC Feb. 18, 1971. Sale to Calcasieu by T. B. Lanford & L. M. Sepaugh Sr. & Jr. approved June 30, 1964 (Vol. 4:18, 27).

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

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

RONALD LOEWEN, vice president & general manager.
JAMES D. SERRA, general sales manager.
DOLores TUTT, local sales manager.
RON BLANSETT, chief engineer.
JAMES SMITH, news director.
PAULA DUPUIS, marketing director.
JIM BRANDENBURG, operations manager.
SANDRA BARROW, business manager.
ROBIN DAUGEREAU, program director.
BETTINA BUXTON, community services manager.

Highest One Hour Rate: \$5000.

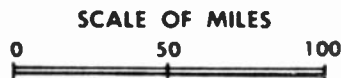
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$550.

City of License: Lake Charles. **ADI:** Lake Charles. **Rank:** 170.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	20,300	20,000	99
	Allen	7,600	7,400	98
	Beauregard	11,500	11,200	97



KPLC-TV BPCT-4012 Granted 12/12/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Calcasieu	62,600	62,000	99
	Cameron	3,400	3,300	97
	Jefferson Davis	11,100	10,900	98
	Lafayette	62,700	62,100	99
	Vermilion	18,800	18,600	99
	Vernon	18,600	18,200	98
Between 25-49%	LOUISIANA			
	Evangeline	12,300	12,000	98
	St Landry	30,200	29,500	98
	TEXAS			
	Newton	5,200	5,000	97
	Sabine	4,300	4,200	98
Between 5-24%	LOUISIANA			
	Avoyelles	15,200	14,900	98
	Iberia	22,400	22,100	99
	Rapides	50,600	50,100	99
	Sabine	10,700	10,300	97
	St Martin	15,000	14,800	99
	TEXAS			
	Jasper	12,600	12,400	98
Station Totals		395,100	389,000	98
Net Weekly Circulation (1988)			214,600	
Average Daily Circulation (1988)			126,800	

Louisiana—Lake Charles

KVHP

Ch. 29

Network Service: Fox.

Licensee: KVHP-TV Partners, 3638 Camino Del Rio N, Suite 102, San Diego, CA 92108.

Studio: 129 W. Prien Lake Rd., Lake Charles, LA 70605.

Telephone: 318-474-1316.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 747.6-kw max. visual, 112.1-kw max. aural. Antenna: 432-ft. above av. terrain, 457-ft. above ground, 471-ft. above sea level.

Latitude 30° 11' 50"
Longitude 93° 13' 12"

Holds CP for change to 1260-kw max. visual, 1293-ft. above av. terrain, 1289-ft. above ground, 1319-ft. above sea level; lat. 30° 17' 26", long. 93° 34' 35", transmitter to State Rte. 379, 6-mi. NW of Edgerly. BPCT-880316KE.

Transmitter: SW of Ryan St. & Prien Lake Rd. intersection, Lake Charles.

Satellite Earth Stations: 2 in operation; Simulcast receivers.

News Service: CNN.

Ownership: KVHP-TV Partners KVHP-TV Partners Ownership: Calcasieu Communications Inc., gen. partner, 5%; Donald R. Dombrow, ltd. partner, 37.94%; Michael S. Dillon, ltd. partner, 10.97%; Charles P. Muckenthaler, ltd. partner, 10.97%; Gary D. Hardesty, ltd. partner, 7.13%; Sol Gerber, ltd. partner, 5%; Bernard J. Kurtin, ltd. partner, 5%; Jon R. Kurtin, ltd. partner, 2%; TV 29 Assoc., ltd. partner, 16%.

Began Operation: January 18, 1983. Sale to Herschell Hardesty & J. W. DiGiglia by Hugh Van Eaton approved by FCC March 3, 1984. Sale to Marvin Gorman Ministries Inc. from receivership approved by FCC July 16, 1986. Sale to present owners approved March 12, 1987.

Represented (sales): Seitel Inc.

Represented (legal): Baraff, Koerner, Olender & Hochberg, P.C.

Represented (engineering): Peter V. Gureckis & Associates.

Personnel:
GARY HARDESTY, president.

Highest 30 Sec. Rate: \$185.

City of License: Lake Charles. **ADI:** Lake Charles. **Rank:** 170.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	LOUISIANA			
	Calcasieu	62,600	62,000	99
Between 25-49%	LOUISIANA			
	Cameron	3,400	3,300	97
	Jefferson Davis	11,100	10,900	98
Between 5-24%	LOUISIANA			
	Allen	7,600	7,400	98
	Beauregard	11,500	11,200	97
	TEXAS			
	Orange	31,200	30,900	99
Station Totals		127,400	125,700	99
Net Weekly Circulation (1988)				50,700
Average Daily Circulation (1988)				19,500

Louisiana—West Monroe-Monroe

KARD

Ch. 14

Network Service: ABC.

Licensee: WTVY Inc., 701 Parkwood Dr., West Monroe, LA 71291.

Studio: 701 Parkwood Dr., West Monroe, LA 71291.

Telephone: 318-323-1972.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1876-ft. above av. terrain, 1888-ft. above ground, 2008-ft. above sea level.

Latitude 32° 05' 41"
Longitude 92° 10' 39"

Transmitter: 5.5-mi. W of Columbia, 1.5-mi. S of Hwy. 4.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter; Andrew, 3.5-meter; Andrew, Microwave Assoc. receivers.

Ownership: Charles Woods, 100%. See Group Ownership of Television Stations.

Began Operation: August 19, 1967 on Ch. 39 as KUZN-TV, left air Dec. 12, 1968; resumed operation under new ownership Aug. 13, 1970, left air Aug. 16, 1971. Resumed operation Oct. 6, 1974. Transfer of control to Kenneth E. Meyer, et al., approved by FCC Jan. 31, 1978. Sale to present owner approved Nov. 2, 1984.

Represented (sales): Seitel Inc.

Represented (legal): Kenkel, Bamard & Edmundson.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

GWEN KIDD, general manager.
JOE CURRIE, local sales manager.
RODNEY EVANS, chief engineer.
LAURINDA JORDAN, promotion director.

Highest One Hour Rate: \$1600.

Highest 30 Sec. Rate: \$300.

City of License: West Monroe. A01: Monroe, LA-EI Dorado, AR. Rank: 116.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Caldwell	4,700	4,600	98
	Catahoula	4,600	4,400	97
	Franklin	8,400	8,200	98
	Lincoln	14,100	13,900	99
	Morehouse	12,800	12,600	98
	Ouachita	51,800	51,200	99
	Richland	7,700	7,500	97
	Tensas	3,000	2,900	97



KARD BPCT-851118KE Granted 5/27/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Ashley	9,400	9,200	98
	LOUISIANA			
	Jackson	6,800	6,700	99
	La Salle	6,700	6,600	98
	Madison	5,800	5,600	97
	Union	8,300	8,200	99
Between 5-24%	LOUISIANA			
	West Carroll	4,700	4,600	98
	Winn	6,400	6,200	98
	LOUISIANA			
	Bienville	6,300	6,200	98
	Claiborne	6,500	6,300	98
	Concordia	8,200	8,000	98
MISSISSIPPI	East Carroll	3,700	3,600	97
	Grant	6,600	6,500	98
	Sabine	10,700	10,300	97
	Adams	13,800	13,600	99
Jefferson	3,000	2,900	97	
Station Totals		214,000	209,800	98
Net Weekly Circulation (1988)			105,900	
Average Daily Circulation (1988)			54,000	

Louisiana—West Monroe

KMCT-TV

Ch. 39

Network Service: None, independent.

Licensee: Carolina Christian Bcstg. Inc., Box 1616, Greenville, SC 29602.

Studio: 701 Parkwood Dr., West Monroe, LA 71291.

Telephone: 318-322-1399.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 560-kw max. visual, 56-kw max. aural. Antenna: 498-ft. above av. terrain, 514-ft. above ground, 583-ft. above sea level.

Latitude 32° 30' 21"
Longitude 92° 08' 54"

Transmitter: 701 Parkwood Dr., West Monroe.

Satellite Earth Stations: 2 in operation.

News Service: INN.

Ownership: Carolina Christian Broadcasting Inc. See Group Ownership of Television Stations.

Began Operation: April 7, 1986.

Personnel:

JAMES H. THOMPSON, president.
BEN F. JONES, general manager.
SKIP GARRET, sales manager.
CHARLES REED, sales.
NORVIN DUNCAN, general counsel.
GENE GIBSON, chief engineer.

Rates: Not available.

City of License: West Monroe. **ADI:** Monroe, LA-El Dorado, AR. **Rank:** 116.



KMCT-TV BNPCT-850920KG Granted 11/25/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
LOUISIANA				
Between 5-24%	Tensas	3,000	2,900	97
Station Totals		3,000	2,900	97
Net Weekly Circulation (1988)				2,400
Average Daily Circulation (1988)				800

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Louisiana—Monroe-El Dorado, Arkansas

KTVE

Ch. 10

Network Service: NBC.

Licensee: KTVE Inc., 2909 Kilpatrick Blvd., Monroe, LA 71201.

Studios: 2909 Kilpatrick Blvd., Monroe, LA 71201; 400 W. Main St., El Dorado, AR 71730.

Telephones: 318-323-1300, Monroe; 501-862-6651, El Dorado.

TWX: 510-977-5386. **Easylink:** 62801263.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 2000-ft. above av. terrain, 1980-ft. above ground, 2106-ft. above sea level.

Latitude 33° 04' 41.00"
Longitude 92° 13' 40.60"

Transmitter: 0.5-mi. S of Bolding, on Missouri Pacific RR spur.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 7-meter; Harris, 3.5-meter; Harris, 3-meter; Satcom Technologies, 8.3-meter; Harris, Microdyne receivers.

News Service: AP.

Ownership: Gray Communications Systems Inc., 100%. See Group Ownership of Television Stations.

Began Operation: December 18, 1955. Sale to present owner by Fuqua National Inc. approved Dec. 4, 1967. Previous sale to Fuqua by William Simon and WVET-TV approved Nov. 29, 1963 by FCC (*Television Digest*, Vol. 3:49). Sale to William Simon (52%) and WVET-TV (48%) by co-equal owners Dr. Joe F. Rushton, W. C. Blewster Jr. & W. M. Bigley approved July 6, 1960 (Vol. 16:25, 28). Transfer of 32% from Simon to WVET-TV approved Sept. 8, 1960 (Vol. 16:34).

Represented (sales): Katz Television.

Represented (legal): Schnader, Harrison, Segal & Lewis.

Represented (engineering): Smith & Powstenko.

Personnel:

GEORGE SINGLETON, general manager.
MIKE CARUSO, chief engineer.
DAVID BROWN, general sales manager.
FRAN ROGERS, national sales manager.
TOMMY WALKER, production manager.
JERRY MAYER, news director.
HELEN JOHNSON, program director.
RENAE WILLIS, promotion director.
JUDY FUTCH, business director.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$1400.

City of License: El Dorado, AR. **ADI:** Monroe, LA-El Dorado, AR. **Rank:** 116.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	ARKANSAS			
	Ashley	9,400	9,200	98
	Bradley	5,200	5,100	98
	Calhoun	2,200	2,200	100
	Chicot	5,700	5,500	96
	Ouachita	12,600	12,300	98
	Union	18,500	18,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	LOUISIANA			
	Caldwell	4,700	4,600	98
	East Carroll	3,700	3,600	97
	Franklin	8,400	8,200	98
	Jackson	6,800	6,700	99
	Lincoln	14,100	13,900	99
	Morehouse	12,800	12,600	98
	Ouachita	51,800	51,200	99
	Richland	7,700	7,500	97
	Union	8,300	8,200	99
	West Carroll	4,700	4,600	98
Between 25-49%				
	ARKANSAS			
	Desha	6,600	6,400	97
	Drew	6,500	6,300	97
	LOUISIANA			
	Claiborne	6,500	6,300	98
	Madison	5,800	5,600	97
MISSISSIPPI				
	Washington	23,700	23,300	98
Between 5-24%				
	ARKANSAS			
	Cleveland	2,900	2,800	97
	Columbia	9,700	9,500	98
	Dallas	4,000	3,900	98
	LOUISIANA			
	Bienville	6,300	6,200	98
	Catahoula	4,600	4,400	97
	Tensas	3,000	2,900	97
	Webster	17,100	16,800	98
	Winn	6,400	6,200	98
	MISSISSIPPI			
	Bolivar	14,300	14,000	98
	Sharkey	2,300	2,300	98
Station Totals		296,300	290,500	98
Net Weekly Circulation (1988)				169,500
Average Daily Circulation (1988)				95,400

Louisiana—Monroe-West Monroe

KNOE-TV

Ch. 8

Network Service: CBS.

Licensee: NOE Enterprises Inc., 1400 Oliver Rd., Monroe, LA 71211.

Studio: Knoe Rd., Monroe, LA 71201.

Mailing Address: Box 4067, Monroe, LA 71211.

Telephone: 318-388-8888. TWX: 510-977-5384.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 1890-ft. above av. terrain, 1989-ft. above ground, 2049-ft. above sea level.

Latitude 32° 11' 45"
Longitude 92° 04' 10"

Transmitter: 2.5-mi. N of Riverton, LA.

Satellite Earth Stations: RCA, 3.7-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4-meter C-band; Simulsat, 7-meter C-band; Comsat, Harris, Pinzone receivers.

AM Affiliate: KNOE, 5-kw, 540 kHz.

FM Affiliate: KNOE-FM, 100-kw, 101.9 MHz (No. 270), 1670-ft.

News Services: AP, CBS, CNN, CNN Headline News, Colorgraphics, National Weather Service, Potomac News Service.

Ownership: Noe Corp., 100%. Noe Corp. Ownership: James A. Noe Jr., pres., 66.70%; James A. Noe Jr., as trustee for M. E. Noe Deane, J. A. Noe III, jointly; J. E. Noe, G. M. Noe & C. L. Noe, 33.33%; Betty S. Noe, v.p.; Paul K. Kirkpatrick Jr., secy.-treas. Noe Corp. owns licensees of KNOE-AM-FM, Monroe; WNOE-AM-FM, New Orleans.

Began Operation: September 27, 1953.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

Personnel:

JAMES A. NOE JR., president.
JACK N. FISHER, general manager.
RONALD SHELBY, controller.
LLOYD VOORHEES, local & regional sales manager.
ALLEN JONES, national sales manager & personnel director.
JACK McCALL, program director.
DAVID PRICE, promotion director.
RAY BOYD, head of engineering & technical director.
PATRICIA LEWIS, head of sales, service & copy.
ANSEL SMITH, operations & production manager.
JAMIE PATRICK, news director.
LEON NOLAND JR., chief photographer.
FREDDY ROBERTS, chief engineer.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$500.

City of License: Monroe. ADI: Monroe, LA-EI Dorado, AR. Rank: 116.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	ARKANSAS			
	Ashley	9,400	9,200	98
	Chicot	5,700	5,500	96
	Union	18,500	18,200	98
LOUISIANA	Caldwell	4,700	4,600	98
	Catahoula	4,600	4,400	97
	Concordia	8,200	8,000	98
	East Carroll	3,700	3,600	97
	Franklin	8,400	8,200	98
	Grant	6,600	6,500	98



KNOE-TV BPCT-3313 Granted 10/2/64

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Jackson	6,800	6,700	99
	La Salle	6,700	6,600	98
	Lincoln	14,100	13,900	99
	Madison	5,800	5,600	97
	Morehouse	12,800	12,600	98
	Natchitoches	14,300	13,800	97
	Ouachita	51,800	51,200	99
	Rapides	50,600	50,100	99
	Richland	7,700	7,500	97
	Tensas	3,000	2,900	97
	Union	8,300	8,200	99
	West Carroll	4,700	4,600	98
	Winn	6,400	6,200	98
	MISSISSIPPI	Adams	13,800	13,600
Jefferson		3,000	2,900	97
LOUISIANA				
Between 25-49%	Bienville	6,300	6,200	98
	Claiborne	6,500	6,300	98
MISSISSIPPI	Issaquena	800	800	100
Between 5-24%	ARKANSAS			
	Bradley	5,200	5,100	98
	Calhoun	2,200	2,200	100
	Ouachita	12,600	12,300	98
	LOUISIANA			
	Avoynes	15,200	14,900	98
Red River	3,800	3,700	97	
Sabine	10,700	10,300	97	
Webster	17,100	16,800	98	
MISSISSIPPI	Claiborne	3,900	3,800	97
	Franklin	3,200	3,100	97
	Warren	19,200	19,000	99
	Wilkinson	3,300	3,200	97
	Station Totals		389,600	382,300
Net Weekly Circulation (1988)			251,900	
Average Daily Circulation (1988)			168,500	

Louisiana—New Orleans

WCCL

Ch. 49

Network Service: None, independent.

Grantee: Crescent City Communications Co., 1047 World Trade Center, New Orleans, LA 70130.

Studio: 620 Desire St., New Orleans, LA 70117.

Telephone: 504-945-4949.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 889-ft. above av. terrain, 889-ft. above ground, 889-ft. above sea level.

Latitude	29°	55'	11"
Longitude	90°	01'	29"

Transmitter: Intersection of Behrman Hwy. & Garden Oaks Dr., New Orleans.

Satellite Earth Stations: Transmit/receive Vertex, 11-meter C-band & Vertex, 7.2-meter Ku-band; Comtech, 5-meter C-band; Comtech, 5-meter Ku-band; Microdyne receivers.

Ownership: Barbara Lamont, pres.-secy.-treas., 100%

Scheduled to Begin Operation: October 16, 1988.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): du Treil, Lundin & Rackley.

Personnel:

BARBARA LAMONT, general manager.
 GEORGE STANTIS, station manager.
 BOB BECHIR, general sales manager.
 DEXTER MERRY, chief engineer.
 GENE WILKIN, program director.



WCCL BMPCT-880105KH Granted 2/29/88

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JIM McDANIEL, promotion director.
 ROGER HINES, business manager.

Rates: Not available. **ADI:** New Orleans. **Rank:** 34.

Louisiana—New Orleans

WDSU-TV

Ch. 6

Network Service: NBC.

Licensee: Cosmos Broadcasting Corp., 520 Royal St., New Orleans, LA 70130.

Studio: 520 Royal St., New Orleans, LA 70130.

Telephone: 504-527-0666. TWX: 810-951-6077.

Fax: 504-529-3349.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 932-ft. above av. terrain, 972-ft. above ground, 975-ft. above sea level.

Latitude 29° 57' 01.00"
Longitude 89° 57' 28.50"

Transmitter: Tournefort St., Chalmette, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 8-meter Ku-band; Harris, 3.5-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, Scientific-Atlanta receivers.

News Services: AP, CNN, UPI.

Ownership: Cosmos Bcstg. Corp. See Group Ownership of Television Stations.

Began Operation: December 18, 1948. Sale to present owner by Royal Street Corp. approved by FCC Nov. 29, 1972 (Television Digest, Vol. 12:15, 49).

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

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

- JAMES M. KEELOR, vice president & general manager.
- MIKE KIBBEY, general sales manager.
- ANNE COLEMAN, station manager.
- SKIP WELLER, local sales manager.
- BROOKS HOGG, national sales manager.
- BILL LAUGHLIN, chief engineer.
- MARY MCCARTHY, news director.
- EVAN WIGGINS, operations manager.
- STEVE MOHAMMED, business manager.
- LINDA NIX, marketing director.

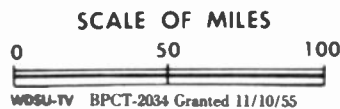
Rates: Not available.

NETWORK BASE HOURLY RATE: \$2200.

City of License: New Orleans. ADI: New Orleans. Rank: 34.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Assumption	6,900	6,700	98
	Jefferson	177,800	176,700	99
	Lafourche	29,300	29,000	99
	Orleans	218,700	216,400	99
	Plaquemines	8,200	8,100	99
	St Bernard	24,000	23,900	100
St Charles	14,500	14,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
	St Tammany	52,500	51,900	99
	Tangipahoa	32,000	31,400	98
	Terrebonne	34,300	33,900	99
	Washington	16,700	16,400	98
	MISSISSIPPI			
	Hancock	11,200	11,100	99
	Harrison	61,700	61,300	99
	Pearl River	13,500	13,400	99
Between 25-49%	LOUISIANA			
	St Mary	21,000	20,700	99
	MISSISSIPPI			
	Jackson	43,700	43,400	99
	Stone	3,400	3,400	100
Between 5-24%	LOUISIANA			
	Ascension	20,100	19,700	98
	Livingston	24,700	24,200	98
	St Helena	3,300	3,200	97
	MISSISSIPPI			
	Lamar	9,600	9,500	99
	Marion	9,300	9,200	98
	Walthall	4,800	4,700	98
Station Totals		861,400	852,400	99
Net Weekly Circulation (1988)				667,900
Average Daily Circulation (1988)				390,300

Louisiana—New Orleans

WGNO

Ch. 26

Network Service: None, independent.

Licensee: WGNO Inc., 2 Canal St., Suite 2800, New Orleans, LA 70130.

Studio: World Trade Center, Suite 2800, New Orleans, LA 70130.

Telephone: 504-581-2600. **TWX:** 810-954-6158.

Fax: 504-522-1885.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2690-kw max. & 1100-kw horizontal visual, 269-kw max. & 111-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 58' 55"
Longitude 89° 56' 58"

Transmitter: Paris Rd. & Bayou Bienvenue, New Orleans.

Satellite Earth Stations: 2 in operation; C-band; Ku-band; Harris, Scientific-Atlanta receivers.

News Service: INN.

Ownership: Tribune Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: October 14, 1967. Sale to Tribune Bcstg. Co. by General Media Corp. approved by FCC July 22, 1983. Sale to General Media by Seymour Smith, et al., approved June 30, 1978. Previous sale by Receiver in Bankruptcy approved by FCC Dec. 29, 1971. Station was originally owned by David W. Wagenvoord, et al.

Represented (sales): TeleRep Inc.

Represented (legal): Schnader, Harrison, Segal & Lewis.

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

Personnel:

- BOB GREMILLION, station manager.
- BILL ROSS, director of sales.
- BERL GOLJUB, program director.
- RANDY DAVIS, chief engineer.
- LOUISE WELCH, national sales manager.
- JOSEPH WARNECKE, local sales manager.
- TERRY EAGAN, controller.
- DEBORAH MABRY, director of community affairs.
- KATHY BURNS, promotion director.

Rates: On request.

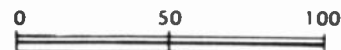
City of License: New Orleans. **ADI:** New Orleans. **Rank:** 34.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	LOUISIANA			
	St Bernard	24,000	23,900	100
	St Charles	14,500	14,300	99
	St James	6,800	6,700	99



SCALE OF MILES



WGNO BPCT-790523KE Granted 1/30/80

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Net Weekly Circulation	State County	Total Households	TV Households	Households %	
50% & Over	St John The Baptist	13,400	13,200	99	
	St Tammany	52,500	51,900	99	
	Terrebonne	34,300	33,900	99	
	Washington	16,700	16,400	98	
	MISSISSIPPI	Hancock	11,200	11,100	99
Between 25-49%	LOUISIANA				
	Ascension	20,100	19,700	98	
	St Mary	21,000	20,700	99	
	Tangipahoa	32,000	31,400	98	
	MISSISSIPPI	Harrison	61,700	61,300	99
	Pearl River	13,500	13,400	99	
Between 5-24%	LOUISIANA				
	Assumption	6,900	6,700	98	
	St Helena	3,300	3,200	97	
	MISSISSIPPI	Walthall	4,800	4,700	98
Station Totals		336,700	332,500	99	
Net Weekly Circulation (1988)			432,400		
Average Daily Circulation (1988)			190,300		

Louisiana—New Orleans

WNOL-TV

Ch. 38

Network Service: Fox.

Licensee: TVX of New Orleans Inc., 1661 Canal St., New Orleans, LA 70112.

Studio: 1661 Canal St., New Orleans, LA 70112.

Telephone: 504-525-3838.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1019-ft. above av. terrain, 1018-ft. above ground, 1019-ft. above sea level.

Latitude 29° 58' 41"
Longitude 89° 56' 26"

Transmitter: 0.37-mi. SE of intersection of Rte. 47 & St. Bernard Parish boundry, Chalmette.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Simulsat, 7-meter; Harris, M/A-Corn receivers.

Ownership: TVX Broadcast Group, 100%. See Group Ownership of Television Stations.

Began Operation: March 25, 1984. Sale to present owner by Channel 38 Assoc. Inc. approved by FCC Feb. 28, 1986 (*Television Digest*, Vol. 25:50).

Represented (sales): Seltel Inc.

Represented (legal): Kenkel, Barnard & Edmundson.

Personnel:

MADELYNE MIX BONNOT, vice president & general manager.
CHERYL FAUST, general sales manager.
LAURA HARGIS, national sales manager.
RAYMOND ROE, chief engineer.
JOHN MASON, program director.
PAULA COUSINS, promotion director.
LINDA RAE TUCKER, business manager.

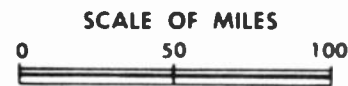
Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$400.

City of License: New Orleans. **ADI:** New Orleans. **Rank:** 34.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Jefferson	177,800	176,700	99
	Lafourche	29,300	29,000	99
	Orleans	218,700	216,400	99
	Plaquemines	8,200	8,100	99
	St Bernard	24,000	23,900	100
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99



WNOL-TV BMPCT—83124K1 Granted 1/26/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	LOUISIANA			
	St Charles	14,500	14,300	99
	St Tammany	52,500	51,900	99
	Tangipahoa	32,000	31,400	98
	Terrebonne	34,300	33,900	99
	Washington	16,700	16,400	98
MISSISSIPPI	Hancock	11,200	11,100	99
	Pearl River	13,500	13,400	99
	LOUISIANA			
Between 5-24%	Livingston	24,700	24,200	98
	St Helena	3,300	3,200	97
	MISSISSIPPI			
	Harrison	61,700	61,300	99
Walthall	4,800	4,700	98	
Station Totals		747,400	739,800	99
Net Weekly Circulation (1988)				329,000
Average Daily Circulation (1988)				127,800

Louisiana—New Orleans

WVUE

Ch. 8

Network Service: ABC.

Licensee: Burnham Broadcasting Co. Ltd. Partnership, 980 N. Michigan Ave., Chicago, IL 60611.

Studio: 1025 S. Jefferson Davis Parkway, New Orleans, LA 70125.

Telephone: 504-486-6161.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 1046-ft. above ground, 1049-ft. above sea level.

Latitude 29° 57' 14"
Longitude 89° 56' 58"

Transmitter: Paris Rd., near Chalmette, LA.

Satellite Earth Stations: Andrew, 9-meter C-band; Andrew, 7-meter C-band; Scientific-Atlanta, 9-meter C-band; Satcom Technologies, 7-meter Ku-band; AvanteK, Microdyne, Scientific-Atlanta receivers.

News Service: AP.

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

Began Operation: December 17, 1958 on Ch. 13, and on Jan. 28, 1959 FCC granted temporary Ch. 13 operation by New Orleans Television Corp. (*Television Digest*, Vol. 14:51; 15:5). Supreme Bcstg. Co. started operation on Ch. 20 Nov. 1, 1953, using WJMR-TV call letters. In Oct. 1957, WJMR-TV began experimental operation on Ch. 12 but FCC ruled in 1958 that this operation was to close by Jan. 1, 1959 but WVUE did not begin on Ch. 12 until Sept. 1, 1962. Sale of 60% by New Orleans Television Inc. (Joseph A. Paretti and associates) to Screen Gems and contingent transfer by Rust Craft of its 40% to Screen Gems approved June 2, 1965 by FCC (Vol. 5:8, 23). Switched to Ch. 8 June 8, 1970. Sale to Gaylord Bcstg. approved by FCC June 30, 1977 (Vol. 16:26; 17:28). Sale to Burnham Bcstg. L.P. by Gaylord approved by FCC June 8, 1987 (Vol. 26:47; 27:3).

Represented (sales): Petry Television Inc.

Represented (legal): Pierson, Ball & Dowd.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

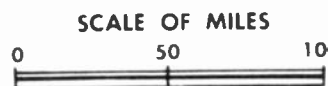
PHILIP NYE, president & general manager.
RON JONES, general sales manager.
SUSAN WHATLEY, program director.
JIM GOODLAD, local sales manager.
FRED BARRETT, chief engineer.
KEVIN BRENNAN, news director.
JACK VILLARRUBIA, business manager.
JOHN NAGEL, director of finance.
GREG BUISSON, marketing director.

Rates: Available on request.

City of License: New Orleans. **ADI:** New Orleans. **Rank:** 34.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Assumption	6,900	6,700	98
	Jefferson	177,800	176,700	99
	Lafourche	29,300	29,000	99
	Orleans	218,700	216,400	99
	Plaquemines	8,200	8,100	99



WVUE Doc-18390 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Bernard	24,000	23,900	100
	St Charles	14,500	14,300	99
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
	St Tammany	52,500	51,900	99
	Tangipahoa	32,000	31,400	98
	Terrebonne	34,300	33,900	99
Washington	16,700	16,400	98	
Between 25-49%	MISSISSIPPI			
	Hancock	11,200	11,100	99
	Pearl River	13,500	13,400	99
Between 5-24%	LOUISIANA			
	Ascension	20,100	19,700	98
	MISSISSIPPI			
	Harrison	61,700	61,300	99
	LOUISIANA			
	Livingston	24,700	24,200	98
	St Helena	3,300	3,200	97
St Mary	21,000	20,700	99	
Station Totals	MISSISSIPPI			
	Jackson	43,700	43,400	99
	Pike	13,700	13,500	99
	Stone	3,400	3,400	100
Waithall	4,800	4,700	98	
Station Totals		856,200	847,200	99
Net Weekly Circulation (1988)				600,100
Average Daily Circulation (1988)				319,800

Louisiana—New Orleans

WWL-TV

Ch. 4

Network Service: CBS.

Licensee: Loyola University, 6363 St. Charles Ave., New Orleans, LA 70118.

Studio: 1024 N. Rampart St., New Orleans, LA 70176.

Telephone: 504-529-4444.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1009-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 54' 22.50"
Longitude 90° 02' 23.30"

Transmitter: Cooper Rd. near Gretna, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 2 in operation; Harris, Scientific-Atlanta receivers.

AM Affiliate: WWL, 50-kw, 870 kHz (CBS).

FM Affiliate: WAJY-FM, 95-kw, 101.9 MHz (No. 270), 830-ft.

News Services: AP, UPI.

Ownership: Loyola University. Rev. James Carter, S. J., pres.

Began Operation: September 7, 1957.

Represented (sales): Katz Television.

Represented (legal): Marmet & McCombs, P.C.

Personnel:

J. MICHAEL EARLY, vice president, broadcasting & general manager.
PHIL JOHNSON, assistant manager.
JERROLD WHALEY, general sales manager.
JIMMIE B. PHILLIPS, local sales manager.
PASCAL GLAVIANO, finance director.
JOE DUKE, news director.
HUGH BURNEY, chief engineer.
DEE JOYCE, promotion director.

Highest One Hour Rate: \$4500.

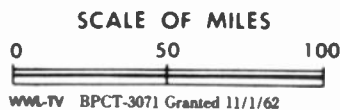
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1200.

City of License: New Orleans. ADI: New Orleans. Rank: 34.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	LOUISIANA			
	Assumption	6,900	6,700	98
	Jefferson	177,800	176,700	99
	Lafourche	29,300	29,000	99
	Orleans	218,700	216,400	99
	Plaquemines	8,200	8,100	99
	St Bernard	24,000	23,900	100
	St Charles	14,500	14,300	99
St James	6,800	6,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	St John The Baptist	13,400	13,200	99
	St Tammany	52,500	51,900	99
	Tangipahoa	32,000	31,400	98
	Terrebonne	34,300	33,900	99
	Washington	16,700	16,400	98
	MISSISSIPPI			
Hancock	11,200	11,100	99	
Harrison	61,700	61,300	99	
Pearl River	13,500	13,400	99	
Walthall	4,800	4,700	98	
Between 25-49%	LOUISIANA			
	Ascension	20,100	19,700	98
	St Mary	21,000	20,700	99
	MISSISSIPPI			
Jackson	43,700	43,400	99	
Pike	13,700	13,500	99	
Stone	3,400	3,400	100	
Between 5-24%	LOUISIANA			
	Livingston	24,700	24,200	98
MISSISSIPPI				
Marion	9,300	9,200	98	
Station Totals		862,200	853,200	99
Net Weekly Circulation (1988)			697,300	
Average Daily Circulation (1988)			482,700	

Louisiana—Shreveport

KMSS-TV

Ch. 33

Network Service: None, independent.

Licensee: SWMM/Shreveport Corp., 6100 Corporate Dr., Suite 130, Houston, TX 77036.

Studio: 3519 Jewella Ave., Shreveport, LA 71109.

Mailing Address: Box 30033, Shreveport, LA 71109.

Telephone: 318-631-5677.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 4532-kw max. visual, 453.2-kw max. aural. Antenna: 1813-ft. above av. terrain, 1749-ft. above ground, 2014-ft. above sea level.

Latitude 32° 40' 00"
Longitude 93° 56' 02"

Transmitter: 0.57-mi. S of KSLA-TV transmitter site on St. John's Church Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; 2 Comtech, 5-meter C-band; Agile, M/A-Com, Pinzone receivers.

Ownership: SouthWest MultiMedia Corp., 100%. See Group Ownership of Television Stations.

Began Operation: October 6, 1985. Sale by J. D. Waggoner & G. Teekell, et al., to present owner approved by FCC June 24, 1987.

Represented (sales): Independent TV Sales.

Represented (legal): Wiener & Scheiner.

Personnel:

ART LANHAM, vice president & general manager.
SUSAN NEWMAN, general sales manager.
DONALD ADAMS, engineering director.
DOUG GINN, program coordinator.
HOLLAND McDANIEL, promotion manager.
PHYLISS PHILLIPS, business coordinator.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$300.

City of License: Shreveport. ADI: Shreveport, LA-Texarkana, TX. Rank: 64.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Bossier	32,200	31,900	99
	Caddo	105,100	103,900	99
	Webster	17,100	16,800	98
Between 25-49%	ARKANSAS			
	Miller	14,300	14,100	99
	LOUISIANA			
	Bienville	6,300	6,200	98
	Claiborne	6,500	6,300	98
De Soto	10,000	9,800	98	
Red River	3,800	3,700	97	



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	TEXAS				
	Bowie	30,800	30,400	99	
	Cass	11,500	11,300	98	
	Gregg	42,800	42,300	99	
	Harrison	20,400	20,100	98	
	Marion	4,300	4,200	98	
	Panola	8,600	8,400	98	
	Upshur	12,300	12,100	98	
	Between 5-24%	ARKANSAS			
		Columbia	9,700	9,500	98
Hempstead		8,700	8,500	98	
Howard		5,200	5,100	98	
Lafayette		3,700	3,600	97	
TEXAS	Sevier	5,600	5,500	98	
	Camp	4,000	3,900	97	
	Morris	5,500	5,400	98	
	Rusk	17,100	16,800	98	
	Shelby	9,500	9,300	98	
Titus	8,900	8,700	98		
Station Totals		403,900	397,800	98	
Net Weekly Circulation (1988)				151,300	
Average Daily Circulation (1988)				67,200	

Louisiana—Shreveport

KSLA-TV

Ch. 12

Network Service: CBS.

Licensee: VSC Communications Inc., Box 4812, Shreveport, LA 71104.

Studio: 1812 Fairfield Ave., Shreveport, LA 71101.

Telephone: 318-222-1212. TWX: 510-973-4013.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1800-ft. above av. terrain, 1794-ft. above ground, 2049-ft. above sea level.

Latitude 32° 40' 29"
Longitude 93° 55' 59"

Transmitter: 2-mi. ESE of Mooringsport.

Satellite Earth Stations: RCA Ku-band; 2 Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS, Group W Newsfeed.

Ownership: Viacom Broadcasting. See Group Ownership of Television Stations.

Began Operation: December 22, 1953 as KSLA. Interim Television Corp., equally owned by KRMD, KCIJ and grantee. On May 19, 1955, final decision was granted to Shreveport Television Co. (Television Digest, Vol. 11:21). Sale to KSLA-TV by Mrs. George et al., who retained minority interest, approved May 25, 1960 (Vol. 16:6, 24). Sale to present owner approved by FCC March 29, 1983 (Vol. 23:3).

Represented (sales): TeleRep Inc.

Represented (legal): Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

DAN BATES, vice president & general manager.
DAVID LOVELAND, general sales manager.
JERRY BLACK, local sales manager.
JIM WOMACK, chief engineer.
JACK HODGES, news director.
BILL WOMBLE, program, promotion & marketing director.
CINDY TOWNSEND, business manager.

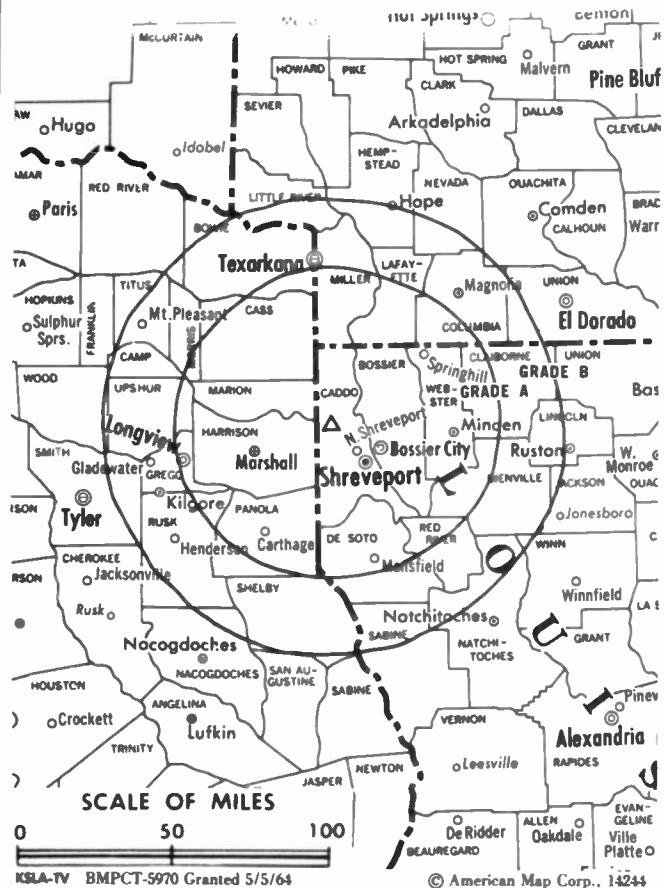
Rates: Not available.

NETWORK BASE HOURLY RATE: \$1733.

City of License: Shreveport. ADI: Shreveport, LA-Texarkana, TX. Rank: 64.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	ARKANSAS			
	Columbia	9,700	9,500	98
	Hempstead	8,700	8,500	98
	Howard	5,200	5,100	98
	Lafayette	3,700	3,600	97
	Little River	5,100	5,000	98
	Miller	14,300	14,100	99
	Sevier	5,600	5,500	98
	LOUISIANA			
	Bienville	6,300	6,200	98
	Bossier	32,200	31,900	99
	Caddo	105,100	103,900	99
	Claiborne	6,500	6,300	98
	De Soto	10,000	9,800	98
Natchitoches	14,300	13,800	97	
Red River	3,800	3,700	97	
Sabine	10,700	10,300	97	
Webster	17,100	16,800	98	
TEXAS				
Bowie	30,800	30,400	99	
Camp	4,000	3,900	97	
Cass	11,500	11,300	98	
Franklin	3,200	3,100	97	
Gregg	42,800	42,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Harrison	20,400	20,100	98
	Marion	4,300	4,200	98
	Morris	5,500	5,400	98
	Nacogdoches	19,300	18,800	98
	Panola	8,600	8,400	98
	Rusk	17,100	16,800	98
	San Augustine	3,300	3,200	97
	Shelby	9,500	9,300	98
	Titus	8,900	8,700	98
	Upshur	12,300	12,100	98
Between 25-49%	ARKANSAS			
	Nevada	3,800	3,700	97
	Ouachita	12,600	12,300	98
LOUISIANA	Jackson	6,800	6,700	99
	Lincoln	14,100	13,900	99
	Winn	6,400	6,200	98
	OKLAHOMA			
Mc Curtain	13,200	12,900	98	
TEXAS	Red River	6,500	6,300	97
	Sabine	4,300	4,200	98
	Wood	11,500	11,300	98
Between 5-24%	ARKANSAS			
	Pike	4,200	4,100	98
	Union	18,500	18,200	98
	TEXAS			
	Angelina	25,000	24,600	99
Cherokee	15,500	15,100	98	
Hopkins	11,300	11,100	98	
Smith	58,000	57,300	99	
Station Totals		671,500	659,900	98
Net Weekly Circulation (1988)			418,200	
Average Daily Circulation (1988)			258,000	

Louisiana—Shreveport-Texarkana, Texas

KTAL-TV

Ch. 6

Network Service: NBC.

Licensee: KTAL-TV Inc., 3227 Summerhill Rd., Texarkana, TX.

Studios & Offices: 3227 Summerhill Rd., Texarkana, TX; 3150 N. Market St., Shreveport, LA 71107.

Telephone: 214-793-1133, Texarkana; 318-425-2422, Shreveport.

TWX: 510-973-4169.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1580-ft. above av. terrain, 1553-ft. above ground, 1849-ft. above sea level.

Latitude 32° 54' 11"
Longitude 94° 00' 22"

Transmitter: 2.3-mi. NNW of Vivian, LA, W of County Rd.

Satellite Earth Stations: In operation.

AM Affiliate: KCMC, 1-kw, 740 kHz (ABC).

FM Affiliate: KTAL-FM, 100-kw, 98.1 MHz (No. 251), 1447-ft.

News Service: AP.

Ownership: Walter E. Hussman Jr., trustee of Hussman Family Trusts, 100%. For other interests, see Texarkana Gazette and News under Newspaper Ownership of TV Stations.

Began Operation: August 16, 1953.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Personnel:

WALTER E. HUSSMAN, president.
H. LEE BRYANT, vice president & general manager.
DOUG YODER, sales manager.
JEAN BYRD, program director.
GORDON GRAFTON, news director.
GEORGE TRACY, chief engineer.

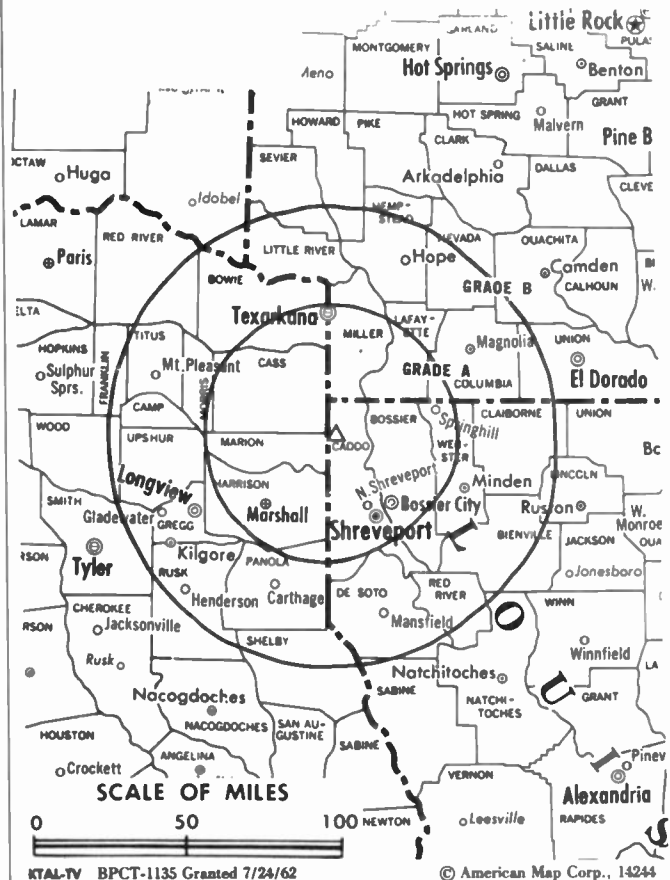
Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$750.

City of License: Texarkana, TX. ADI: Shreveport, LA-Texarkana, TX. Rank: 64.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	9,700	9,500	98
	Hempstead	8,700	8,500	98
	Howard	5,200	5,100	98
	Lafayette	3,700	3,600	97
	Little River	5,100	5,000	98
	Miller	14,300	14,100	99
	Nevada	3,800	3,700	97
	Sevier	5,600	5,500	98
	LOUISIANA			
	Bienville	6,300	6,200	98
	Bossier	32,200	31,900	99
	Caddo	105,100	103,900	99
	Claiborne	6,500	6,300	98
De Soto	10,000	9,800	98	
Red River	3,800	3,700	97	
Webster	17,100	16,800	98	
OKLAHOMA				
Mc Curtain	13,200	12,900	98	
TEXAS				
Bowie	30,800	30,400	99	
Camp	4,000	3,900	97	



KTAL-TV BPCT-1135 Granted 7/24/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cass	11,500	11,300	98
	Franklin	3,200	3,100	97
	Gregg	42,800	42,300	99
	Harrison	20,400	20,100	98
	Marion	4,300	4,200	98
	Morris	5,500	5,400	98
	Panola	8,600	8,400	98
	Red River	6,500	6,300	97
	Rusk	17,100	16,800	98
	Shelby	9,500	9,300	98
	Titus	8,900	8,700	98
	Upshur	12,300	12,100	98
	Between 25-49%	ARKANSAS		
Ouachita		12,600	12,300	98
Pike		4,200	4,100	98
Union		18,500	18,200	98
LOUISIANA				
Sabine		10,700	10,300	97
Between 5-24%	TEXAS			
	Wood	11,500	11,300	98
	ARKANSAS			
	Polk	6,700	6,500	97
	LOUISIANA			
	Jackson	6,800	6,700	99
	Lincoln	14,100	13,900	99
	Natchitoches	14,300	13,800	97
	TEXAS			
	Cherokee	15,500	15,100	98
Hopkins	11,300	11,100	98	
Nacogdoches	19,300	18,800	98	
Sabine	4,300	4,200	98	
San Augustine	3,300	3,200	97	
Smith	58,000	57,300	99	
Station Totals		646,800	635,600	98
Net Weekly Circulation (1988)				394,200
Average Daily Circulation (1988)				232,600

Louisiana—Shreveport

KTBS-TV

Ch. 3

Network Service: ABC.

Licensee: KTBS Inc., 312 E. Kings Hwy., Shreveport, LA 71104.

Studio: 312 E. Kings Hwy., Shreveport, LA 71104.

Mailing Address: Box 44227, Shreveport, LA 71134-4227.

Telephone: 318-868-3644. TWX: 510-973-4076.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1781-ft. above av. terrain, 1801-ft. above ground, 2049-ft. above sea level.

Latitude 32° 41' 08"
Longitude 93° 56' 00"

Transmitter: 1.5-mi. SE of Mooringsport, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 73-meter; Andrew, 4.5-meter; RCA, 3.7-meter; AvanteK, Scientific-Atlanta receivers.

News Services: ABC, AP, UPI.

Ownership: E. Newton Wray, pres., 37.5%; George D. Wray Jr., v.p., 26.3%; Charles W. Wray, secy.-treas., 26.3%; Evelyn Wray Smith, 4.16%; Lois Wray Rowe, 2.77%; Edwin N. Wray Jr., 2.77%

Began Operation: September 3, 1955.

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

E. NEWTON WRAY, president.
EDWIN N. WRAY JR., vice president & general manager.
ALLAN STOLL, national sales manager.
ORAL LINK, production manager.
MARVIN L. PERRY JR., program manager.
DON WIEGEL, promotion manager.
DAVE HENDRICKS, chief engineer.
ANDREW PONTZ, news director.
CAROLYN LOWRY, traffic manager.
A. DALE BEASLEY, business manager.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1150.

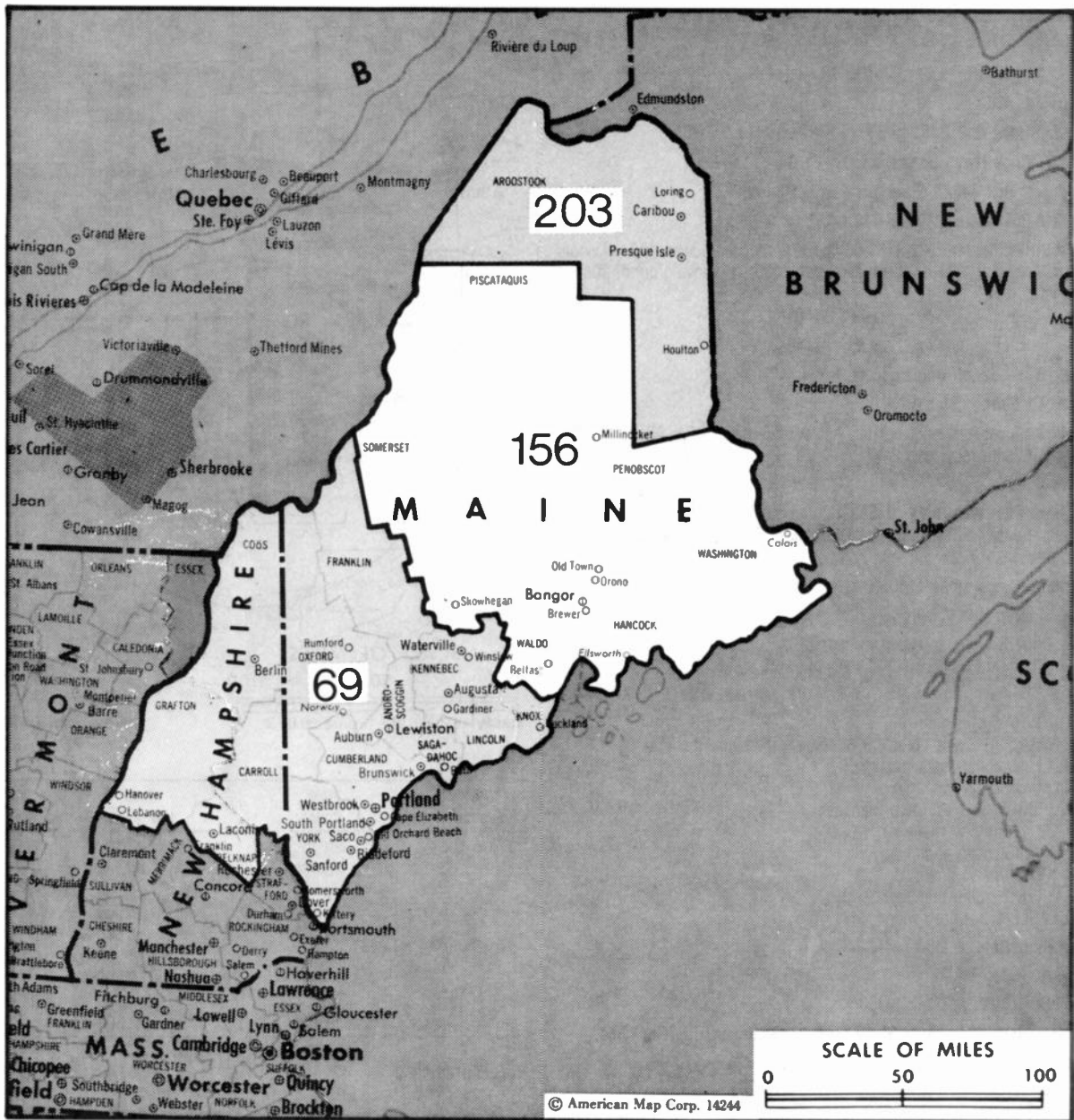
City of License: Shreveport. ADI: Shreveport, LA-Texarkana, TX. Rank: 64.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	9,700	9,500	98
	Hempstead	8,700	8,500	98
	Howard	5,200	5,100	98
	Lafayette	3,700	3,600	97
	Little River	5,100	5,000	98
	Miller	14,300	14,100	99
	Nevada	3,800	3,700	97
	Sevier	5,600	5,500	98
	LOUISIANA			
	Bienville	6,300	6,200	98
	Bossier	32,200	31,900	99
	Caddo	105,100	103,900	99
	Claiborne	6,500	6,300	98
De Soto	10,000	9,800	98	
Natchitoches	14,300	13,800	97	
Red River	3,800	3,700	97	
Sabine	10,700	10,300	97	
Webster	17,100	16,800	98	
TEXAS				
Bowie	30,800	30,400	99	
Camp	4,000	3,900	97	
Cass	11,500	11,300	98	
Franklin	3,200	3,100	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Arkansas			
	Gregg	42,800	42,300	99
	Harrison	20,400	20,100	98
	Marion	4,300	4,200	98
	Morris	5,500	5,400	98
	Panola	8,600	8,400	98
	Rusk	17,100	16,800	98
	Shelby	9,500	9,300	98
	Titus	8,900	8,700	98
	Upshur	12,300	12,100	98
Between 25-49%	ARKANSAS			
	Union	18,500	18,200	98
	LOUISIANA			
	Jackson	6,800	6,700	99
	Lincoln	14,100	13,900	99
Winn	6,400	6,200	98	
Between 5-24%	OKLAHOMA			
	Mc Curtain	13,200	12,900	98
	TEXAS			
	Nacogdoches	19,300	18,800	98
	Red River	6,500	6,300	97
Sabine	4,300	4,200	98	
San Augustine	3,300	3,200	97	
Station Totals	ARKANSAS			
	Ouachita	12,600	12,300	98
	Pike	4,200	4,100	98
	Polk	6,700	6,500	97
	LOUISIANA			
	Union	8,300	8,200	99
	TEXAS			
	Anderson	15,100	14,800	98
	Cherokee	15,500	15,100	98
	Hopkins	11,300	11,100	98
Smith	58,000	57,300	99	
Wood	11,500	11,300	98	
Station Totals		676,600	664,800	98
Net Weekly Circulation (1988)			429,300	
Average Daily Circulation (1988)			271,300	



Market	Arbitron ADI TV Households	Rank
Portland-Poland Spring, ME	362,100	69
Bangor, ME	112,400	156
Presque Isle, ME	29,100	203

Market Area Commercial TV Stations
WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51)
WABI-TV (5), WLBS-TV (2), WVII-TV (7)
WAGM-TV (8)

State Cross Reference List Communities That Receive Programs of Stations That are Located Elsewhere	
WMTW-TV, Portland	See Poland Spring, ME

Maine Station Totals as of October 1, 1988			
	VHF	UHF	TOTAL
Commercial Television Stations	7	1	8
Educational Television Stations	4	1	5
	11	2	13

Maine—Bangor

WABI-TV

Ch. 5

Network Service: CBS.

Licensee: Diversified Communications, Five Milk St., Portland, ME 04412.

Studio: 35 Hildreth St., Bangor, ME 04401.

Telephone: 207-947-8321. **TWX:** 910-240-1221.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 40-kw visual, 6.0-kw aural. Antenna: 1316-ft. above av. terrain, 490-ft. above ground, 1710-ft. above sea level.

Latitude 44° 42' 13"
Longitude 69° 04' 47"

Transmitter: Pickard Mtn., near Maine Rte. 9.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; M/A-Com Ku-band; M/A-Com, Scientific-Atlanta receivers.

AM Affiliate: WABI, 5-kw, 910 kHz.

FM Affiliate: WYOU-FM, 5-kw, 97.1 MHz (No. 246), 1250-ft. (ABC).

News Service: AP.

Ownership: Diversified Communications, 100%. See Group Ownership of Television Stations.

Began Operation: January 25, 1953.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

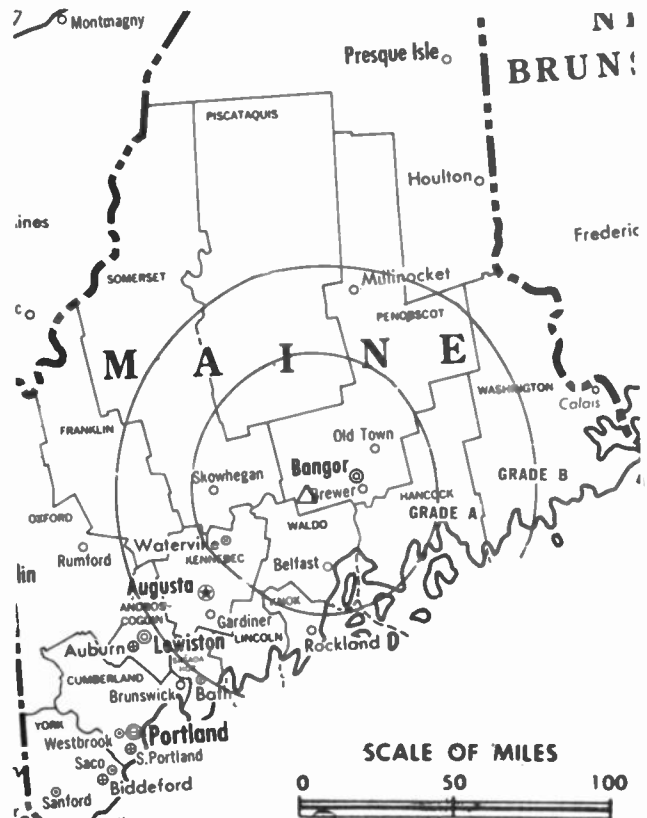
GEORGE GONYAR, general manager & national sales manager.
JOSEPH CARR, operations manager.
FRED MORSE, local sales manager.
DON COLSON, news director.
DALE CARTER, chief engineer.
BETTI LAVERTY, promotion director.

Highest 30 Sec. Rate: \$575.

NETWORK BASE HOURLY RATE: \$1028.

City of License: Bangor. **ADI:** Bangor. **Rank:** 156.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WABI-TV BPCT—840518KI Granted 7/10/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Franklin	11,000	10,600	96
	Hancock	17,700	17,400	98
	Kennebec	43,100	42,200	98
	Knox	13,700	13,300	97
	Penobscot	48,700	47,900	98
	Piscataquis	6,700	6,600	99
	Somerset	16,600	16,300	98
Between 5-24%	Waldo	11,300	11,000	97
	Washington	13,300	12,900	97
	MAINE			
Station Totals	Aroostook	29,600	28,900	97
	Lincoln	11,000	10,800	98
	Oxford	19,100	18,800	98
Net Weekly Circulation (1988)		241,800	236,700	98
Average Daily Circulation (1988)				149,900
				94,200

Maine—Bangor

WLBZ-TV

Ch. 2

Network Service: NBC.

Licensee: WLBZ Television Inc., Box 934, Bangor, ME 04401.

Studio: 329 Mt. Hope Ave., Bangor, ME 04401.

Mailing Address: Box 934, Bangor, ME 04401.

Telephone: 207-942-4822. TWX: 710-222-1877.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 51.3-kw visual, 10.2-kw aural. Antenna: 640-ft. above av. terrain, 99-ft. above ground, 941-ft. above sea level.

Latitude 44° 44' 10"
Longitude 68° 40' 17"

Transmitter: Riders Peak, near Holden, ME.

Satellite Earth Stations: In operation.

News Services: AP, NBC, Group W Newsfeed.

Ownership: Maine Radio & Television Co., 100%. See Group Ownership of Television Stations.

Began Operation: September 12, 1954. Sale as WTWO to present owners by Murray Carpenter & wife approved May 14, 1958 by FCC (Television Digest, Vol. 14:12, 16, 20).

Represented (sales): Katz Television.

Represented (legal): Wilkinson, Barker, Knauer & Quinn.

Represented (engineering): Jules Cohen & Associates.

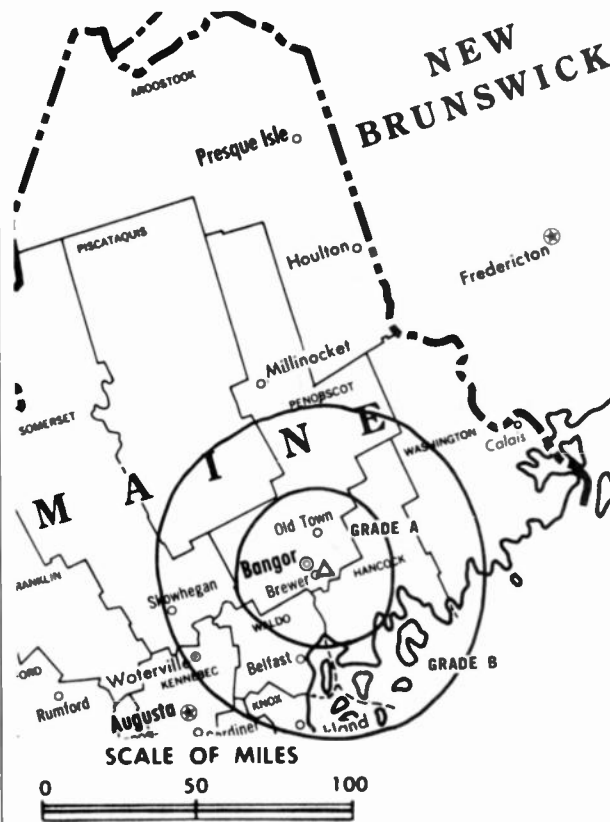
Personnel:

MARY RINES THOMPSON, chairman of board.
FREDERIC THOMPSON, president.
BRUCE MCGORRILL, executive vice president.
MARGO COBB, general manager.
JIM HOPKINS, chief engineer.
JIM BARTLETT, general sales manager.
PHIL GILDART, local sales manager.
SHARON GOSS, national sales manager.
DON CARRIGAN, new director.
LAURA JOYNER, promotion director.
MARIA KREIL KAMP, business manager.

Rates: On request.

City of License: Bangor. ADI: Bangor. Rank: 156.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WLBZ-TV BPCT-2555 Granted 12/22/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Hancock	17,700	17,400	98
	Penobscot	48,700	47,900	98
	Piscataquis	6,700	6,600	99
	Somerset	16,600	16,300	98
	Waldo	11,300	11,000	97
	Washington	13,300	12,900	97
Between 25-49%	MAINE			
	Aroostook	29,600	28,900	97
	Franklin	11,000	10,600	96
	Kennebec	43,100	42,200	98
	Knox	13,700	13,300	97
Station Totals		211,700	207,100	98
Net Weekly Circulation (1988)				140,400
Average Daily Circulation (1988)				94,900

Maine—Bangor

WVII-TV

Ch. 7

Network Service: ABC.

Licensee: Bangor Communications Inc., 371 Target Industrial Circle, Bangor, ME 04401.

Studio: 371 Target Industrial Circle, Bangor, ME 04401.

Telephone: 207-954-6457. TWX: 710-222-1742.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw max. visual, 31.6-kw max. aural. Antenna: 819-ft. above av. terrain, 137-ft. above ground, 1134-ft. above sea level.

Latitude 44° 45' 35"
Longitude 68° 34' 01"

Transmitter: Black Cap Mtn., Eddington, ME.

Satellite Earth Stations: Andrew, 4.5-meter C-band; Comtech, 5-meter C-band; Andrew, Pinzone receivers.

News Service: AP.

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

Began Operation: October 15, 1965. Sale to present owners by John J. Pineau approved by FCC July 23, 1982. Sale to Pineau by Downeast TV Inc., Debtor-in-possession, approved by FCC Jan. 20, 1976.

Represented (sales): Seltel Inc.; Metrospot Television Ltd. (Canada).

Represented (legal): Mullin, Rhyne, Emmons & Topel, P.C.

Personnel:

BARBARA CYR, vice president & general manager.
JUDITH L. VARDAMIS, program director & national sales manager.
RON WOLFE, news director.
MIKE STAPLES, chief engineer.
MICHELE A. SLATER, local sales manager.
BERNARD E. CHASE, business manager.
V. STEPHEN ROBBINS, marketing director.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$250.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1988): 577,000.

City of License: Bangor. **ADI:** Bangor. **Rank:** 156.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WVII-TV BPCT-861010KN Granted 1/29/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	MAINE			
	Hancock	17,700	17,400	98
	Knox	13,700	13,300	97
	Penobscot	48,700	47,900	98
	Piscataquis	6,700	6,600	99
	Somerset	16,600	16,300	98
	Waldo	11,300	11,000	97
Washington	13,300	12,900	97	
Between 25-49%	MAINE			
	Aroostook	29,600	28,900	97
	Franklin	11,000	10,600	96
Between 5-24%	MAINE			
	Kennebec	43,100	42,200	98
	Lincoln	11,000	10,800	98
	Oxford	19,100	18,800	98
Station Totals		241,800	236,700	98
Net Weekly Circulation (1988)				122,600
Average Daily Circulation (1988)				60,300

Maine—Portland-Poland Spring

WMTW-TV

Ch. 8

Network Service: ABC.

Licensee: Harron Communications Corp., Poland Spring, ME 04274.

Studio: Box 8, Auburn, ME 04210.

Sales Office: 119 Middle St., Portland, ME 04412-9501.

Telephones: 207-775-1800, Portland; 207-782-1800, Auburn.

TWX: 710-221-1708.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 105-kw visual, 17.4-kw aural. Antenna: 3871-ft. above av. terrain, 120-ft. above ground, 6374-ft. above sea level.

Latitude 44° 16' 13"
Longitude 71° 18' 13"

Transmitter: Mt. Washington, NH.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 5-meter C-band; Prodelin, 5-meter C-band; RCA, 5-meter Ku-band; Avantek, M/A-Corn receivers.

News Services: AP, ABC.

Ownership: Harron Communications Corp. See Group Ownership of Television Stations.

Began Operation: August 31, 1954. Sale of 80% control to Dolphin Enterprises approved April 15, 1964 by FCC (*Television Digest*, Vol. 3:40, 41; 4:16). Sale to Mid New York Bcstg. (Harron) approved by FCC Nov. 8, 1967 (Vol. 7:46).

Represented (sales): Petry Television Inc.

Represented (legal): Hogan & Hartson.

Personnel:

ALFRED P. RITTER, vice president & general manager.
BERNARD AIELLO, program & operations manager.
MARY JO SNYDER, local sales manager.
DAVID KAUFMAN, national sales manager.
KAREN PEDERSEN, promotion manager.
JOHN RICKER, director of engineering.
DICK CUSHMAN, assistant chief engineer.
ROBYN ROSSER, production manager.
PHYLLIS BOUCHLES, traffic manager, Auburn.
DARLENE STERLING, traffic manager, Portland.

Highest One Hour Rate: \$3200.

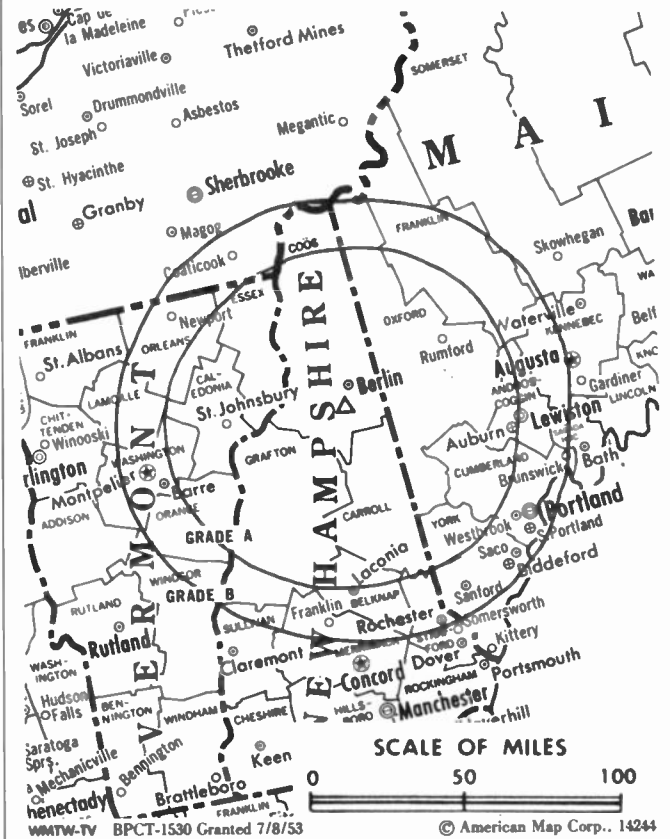
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$750.

City of License: Poland Spring. AOI: Portland-Poland Spring. Rank: 69.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over				
MAINE				
	Androscoggin	37,400	36,900	99
	Cumberland	88,200	86,900	99
	Franklin	11,000	10,600	96
	Kennebec	43,100	42,200	98
	Knox	13,700	13,300	97
	Lincoln	11,000	10,800	98
	Oxford	19,100	18,800	98
	Sagadahoc	12,000	11,700	98
	Somerset	16,600	16,300	98
	York	60,000	59,200	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over				
NEW HAMPSHIRE				
	Carroll	13,800	13,600	98
	Coos	13,100	12,900	98
	Grafton	25,700	24,900	97
	Strafford	33,400	32,800	98
VERMONT				
	Caledonia	10,300	10,100	98
	Essex	2,500	2,500	100
	Orange	9,100	8,900	98
	Orleans	8,900	8,800	99
	Washington	20,400	20,000	98
Between 25-49%				
NEW HAMPSHIRE				
	Belknap	18,200	18,000	99
	Merrimack	39,900	39,100	98
VERMONT				
	Lamoille	6,900	6,800	99
	Windsor	21,400	20,800	97
Between 5-24%				
MAINE				
	Piscataquis	6,700	6,600	99
	Waldo	11,300	11,000	97
NEW HAMPSHIRE				
	Hillsborough	115,100	113,600	99
	Rockingham	83,000	81,900	99
	Sullivan	14,800	14,400	97
NEW YORK				
	Essex	14,200	13,900	98
VERMONT				
	Chittenden	44,900	44,200	98
	Franklin	13,000	12,900	99
	Rutland	23,100	22,500	98
	Windham	16,000	15,300	96
Station Totals		877,800	862,200	98
Net Weekly Circulation (1988)				383,600
Average Daily Circulation (1988)				190,700

Maine—Portland

WCSH-TV

Ch. 6

Network Service: NBC.

Licensee: Maine Radio & Television Co., One Congress Square, Portland, ME 04101.

Studio: One Congress Square, Portland, ME 04101.

Telephone: 207-772-0181. TWX: 710-221-1988.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1274-ft. above ground, 2503-ft. above sea level.

Latitude 43° 51' 32"
Longitude 70° 42' 40"

Transmitter: Winn Mtn., Sebago, ME.

Satellite Earth Stations: 3 in operation; Satcom Technologies, 7-meter; M/A-Com receivers.

News Services: AP, Group W Newsfeed, NBC.

Ownership: Maine Radio & Television Co., 100%. See Group Ownership of Television Stations.

Began Operation: December 1, 1953.

Represented (sales): Katz Television.

Represented (legal): Wilkinson, Barker, Knauer & Quinn.

Represented (engineering): Jules Cohen & Associates.

Personnel:

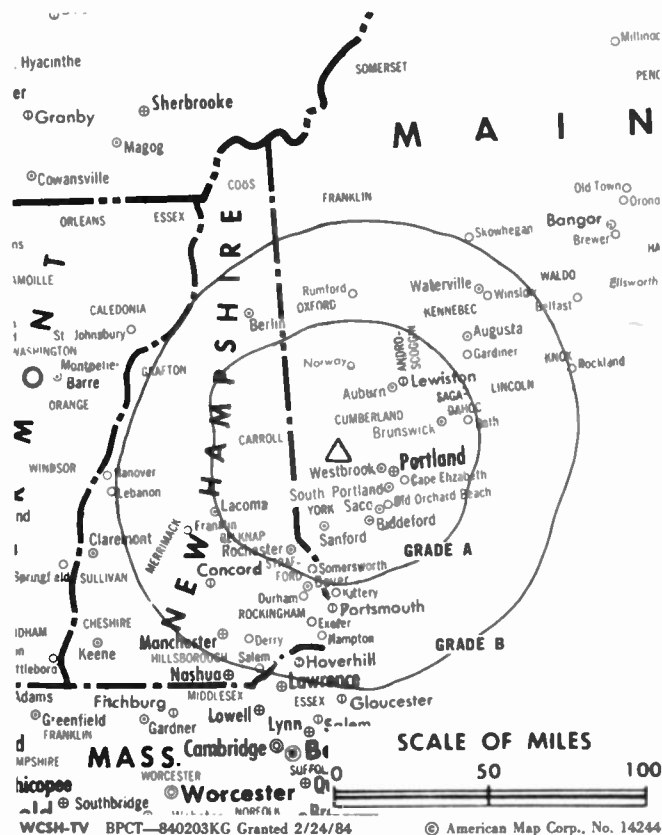
- FREDERIC L. THOMPSON, president.
- BRUCE MCGORRILL, executive vice president.
- LEW COLBY, general manager.
- FRED NUTTER, public affairs & editorial director.
- JEFFREY MARKS, news director.
- CLEM PAYEUR, chief engineer.
- RICK BASSETT, film director.

Rates: Not available.

City of License: Portland. **ADI:** Portland-Poland Spring. **Rank:** 69.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	37,400	36,900	99
	Cumberland	88,200	86,900	99
	Franklin	11,000	10,600	96
	Kennebec	43,100	42,200	98
	Knox	13,700	13,300	97
	Lincoln	11,000	10,800	98
	Oxford	19,100	18,800	98
	Sagadahoc	12,000	11,700	98
	York	60,000	59,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW HAMPSHIRE			
	Belknap	18,200	18,000	99
	Carroll	13,800	13,600	98
	Coos	13,100	12,900	98
	Strafford	33,400	32,800	98
Between 25-49%	MAINE			
	Somerset	16,600	16,300	98
	NEW HAMPSHIRE			
	Merrimack	39,900	39,100	98
Between 5-24%	VERMONT			
	Caledonia	10,300	10,100	98
Station Totals	MAINE			
	Waldo	11,300	11,000	97
	NEW HAMPSHIRE			
	Grafton	25,700	24,900	97
	Hillsborough	115,100	113,600	99
	Rockingham	83,000	81,900	99
	Sullivan	14,800	14,400	97
Net Weekly Circulation (1988)		690,700	679,000	98
Average Daily Circulation (1988)				358,700
				223,900

Maine—Portland

WGME-TV

Ch. 13

Network Service: CBS.

Licensee: Guy Gannett Publishing Co., Broadcast Center, Northport Business Park, Portland, ME 04104.

Studio: Broadcast Center, Northport Business Park, Portland, ME 04104.

Telephone: 207-797-9330.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 29.5-kw aural. Antenna: 1610-ft. above av. terrain, 1619-ft. above ground, 2049-ft. above sea level.

Latitude 43° 55' 28"
Longitude 70° 29' 28"

Transmitter: Brown Hill, Raymond.

Satellite Earth Stations: 3 C-band; 1 Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Guy Gannett Publishing Co. See Group Ownership of Television Stations.

Began Operation: May 16, 1954.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

DAVID KING, vice president & general manager.
WILLIAM WHITTEN, general sales manager.
FRED DESJARDINS, chief engineer.
TOWLE TOMPKINS, operations manager.
JEANNINE LEFEVRE, national sales manager.
JIM SANDERS, news director.
CASSANDRA SPUDIC, promotion director.
WAYNE BEAROR, business manager.

Highest One Hour Rate: \$5500.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Portland. **ADI:** Portland-Poland Spring. **Rank:** 69.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MAINE				
50% & Over	Androscoggin	37,400	36,900	99
	Cumberland	88,200	86,900	99
	Kennebec	43,100	42,200	98
	Knox	13,700	13,300	97
	Lincoln	11,000	10,800	98



WGME-TV BMPCT—2508 Granted 11/1/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Oxford	19,100	18,800	98
	Sagadahoc	12,000	11,700	98
	York	60,000	59,200	99
NEW HAMPSHIRE				
	Coos	13,100	12,900	98
MAINE				
Between 25-49%	Franklin	11,000	10,600	96
	Somerset	16,600	16,300	98
NEW HAMPSHIRE				
	Belknap	18,200	18,000	99
	Carroll	13,800	13,600	98
	Strafford	33,400	32,800	98
MAINE				
Between 5-24%	Waldo	11,300	11,000	97
NEW HAMPSHIRE				
	Grafton	25,700	24,900	97
	Merrimack	39,900	39,100	98
	Rockingham	83,000	81,900	99
Station Totals		550,500	540,900	98
Net Weekly Circulation (1988)			282,600	
Average Daily Circulation (1988)			159,400	

Maine—Portland

WPXT

Ch. 51

Network Service: Fox.

Licensee: Portland Broadcasting Inc., 2320 Congress St., Portland, ME 04102.

Studio: 2320 Congress St., Portland, ME 04102.

Telephone: 207-774-0051.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 3011-kw max. visual, 301-kw max. aural. Antenna: 917-ft. above av. terrain, 697-ft. above ground, 1177-ft. above sea level.

Latitude 43° 51' 05.50"
Longitude 70° 19' 40.00"

Transmitter: 2.5-mi. S of Gray.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech C-band; Vertex Ku-band; Chapparral C-band; M/A-Com, Pinzone, Standard Communications, Scientific-Atlanta receivers.

Ownership: Bride Communications Inc., 100%. John W. Bride, pres.-treas., 79.00%; John W. Bride Trustee, for Christopher M. Bride & John H. Bride, 21.00%; Douglas P. Finck, exec. v.p.-secy. Bride has interest in WKSQ(FM), Ellsworth, ME.

Began Operation: September 14, 1986. FCC approved transfer of control to present owner Oct 6, 1986.

Represented (sales): Seltel Inc.

Represented (legal): Hopkins, Sutter, Hamel & Park.

Represented (engineering): Ray Goudreau.

Personnel:

JOSH MCGRAW, general manager.
TONY PALMINTERI, general sales manager.
MARK BECK, chief engineer.
JENNIFER DENNISON, program & operations manager.
DOREEN MORGAN, promotion manager.

Highest 30 Sec. Rate: \$350.

City of License: Portland. ADI: Portland-Poland Spring. Rank: 69.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
MAINE				
50% & Over	Androscoggin	37,400	36,900	99
MAINE				
Between 25-49%	Cumberland	88,200	86,900	99
	Kennebec	43,100	42,200	98
	Sagadahoc	12,000	11,700	98
	York	60,000	59,200	99
MAINE				
Between 5-24%	Franklin	11,000	10,600	96
	Knox	13,700	13,300	97
	Lincoln	11,000	10,800	98
	Oxford	19,100	18,800	98
Station Totals		295,500	290,400	98
Net Weekly Circulation (1988)			101,300	
Average Daily Circulation (1988)			39,700	

Maine—Presque Isle

WAGM-TV

Ch. 8

Network Service: CBS, NBC, ABC.

Licensee: NEPSK Inc., 56 W. 45th St., New York, NY 10039.

Studio: U.S. Hwy. 1 & Parkhurst Road, Presque Isle, ME 04769.

Mailing Address: Box 1149, Presque Isle, ME 04769.

Telephone: 207-764-4461. TWX: 710-229-1631.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 58.9-kw visual, 12.9-kw aural. Antenna: 350-ft. above av. terrain, 292-ft. above ground, 962-ft. above sea level.

Latitude	46°	43'	44"
Longitude	68°	00'	07"

Transmitter: U.S. Hwy. 1 & Parkhurst Rd.

Satellite Earth Stations: Comtech, 5-meter C-band; 3 Harris, 4.6-meter Ku-band; Star, 3.6-meter; M/A-Com, Standard Communications receivers.

Ownership: NEPSK Inc. Thomas P. Shelburne III, chmn.-pres., 52.90%; Peter P. Kozloski, v.p.-secy.-treas., 39.80%.

Began Operation: October 13, 1956. Sale of 94.8% to Hildreth family by Harold Glidden approved Sept. 19, 1956 by FCC (*Television Digest*, Vol. 13:39). Sale to present owner approved Feb. 8, 1984.

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates.

Personnel:

THOMAS P. SHELburne III, chief operating officer.
 NORMAN W. JOHNSON, v.p., general manager & national sales manager.
 EDGAR DERY, chief engineer.
 RON MADORE, sales manager, northern district.

Highest 30 Sec. Rate: \$300.

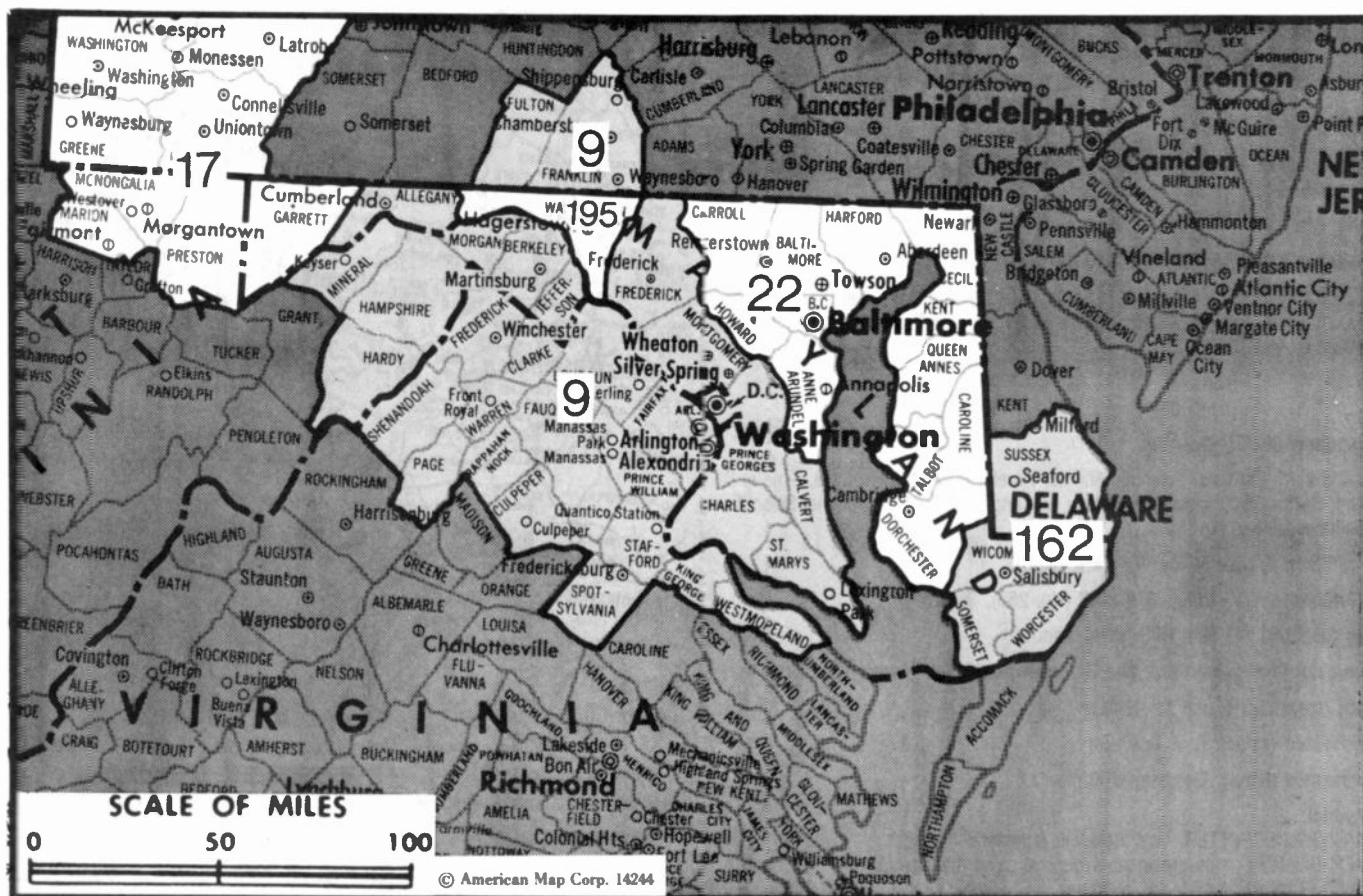
NETWORK BASE HOURLY RATE: \$450.

City of License: Presque Isle. **ADI:** Presque Isle. **Rank:** 203.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
MAINE				
50% & Over	Aroostook	29,600	28,900	97
Station Totals		29,600	28,900	98
Net Weekly Circulation (1988)			26,000	
Average Daily Circulation (1988)			20,100	



Market	Arbitron ADI TV Households	Rank
Washington, DC	1,592,800	9
Pittsburgh, PA	1,192,200	17
Baltimore, MD	902,800	22
Salisbury, MD	88,300	162
Hagerstown, MD	40,900	195

Market Area Commercial TV Stations
WDCATV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9) KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4) WBAL-TV (11), WBFF (45), WHSV (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54) WBDC-TV (16), WMDT (47) WHAG-TV (25), WJAL (68)

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Maryland Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	3	7	10
Educational Television Stations	0	6	6
	3	13	16

Maryland—Baltimore

WBAL-TV

Ch. 11

Network Service: CBS.

Licensee: Hearst Corp., Radio & TV Division, Maryland's Broadcast Center, Baltimore, MD 21211.

Studio: Maryland's Broadcast Center, Baltimore, MD 21211.

Telephone: 301-467-3000. **TWX:** 710-234-1086.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 05"
Longitude 76° 39' 03"

Transmitter: 3800 Hooper Ave.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microdyne, 7-meter C-band; Satcom Technologies, 5.5-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WBAL, 50-kw, 1090 kHz (NBC).

FM Affiliate: WIYY, 20-kw, 97.9 MHz (No. 250), 960-ft.

News Services: AP, UPI, CBS, CNN, Conus.

Ownership: The Hearst Corp. See Group Ownership of Television Stations.

Began Operation: March 11, 1948.

Represented (sales): Blair Television.

Represented (legal): Dempsey & Koplovitz.

Personnel:

MALCOLM D. POTTER, vice president & general manager.
JACK GILMORE, vice president & general sales manager.
DAVID ELMORE, local sales manager.
KRISTIN LONG, national sales manager.
LYNN McINTYRE, program director.
KERRY RICHARDS, promotion director.
FRANK GRAHAM, news director.
JOHN COOKE, executive producer.
J. SYDNEY KING, community services manager.
TOM BENTSEN, director of engineering.
GORDON JONES, business manager.
KAREN MEEKINS, marketing director.

Rates: Not available.

City of License: Baltimore. **ADI:** Baltimore. **Rank:** 22.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Anne Arundel	142,700	142,000	100
	Baltimore	257,700	256,600	100
	Caroline	9,100	9,000	99
	Carroll	38,900	38,700	99
	Cecil	23,100	23,000	100
	Dorchester	11,400	11,300	99
	Harford	54,400	54,100	99
	Howard	55,100	54,800	100
	Kent	6,600	6,500	98
	Queen Annes	10,700	10,600	99
	Talbot	11,200	11,100	99
	Baltimore City	281,700	280,400	100
	PENNSYLVANIA			
	Adams	24,900	24,300	98
	Between 25-49%	DELAWARE		
Kent		36,800	36,500	99
Sussex		41,100	40,600	99
MARYLAND				
Calvert		14,500	14,300	99
Frederick	46,000	45,700	99	
Wicomico	26,100	25,900	99	
Worcester	14,300	14,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Franklin	44,700	43,300	97
	VIRGINIA			
	Warren	8,900	8,800	99
Between 5-24%	DISTRICT OF COLUMBIA			
	Dist Of Columbia	253,100	250,600	99
	MARYLAND			
	Charles	27,800	27,500	99
	Montgomery	245,500	244,600	100
	Prince Georges	240,600	239,800	100
	St Marys	22,500	22,300	99
	Somerset	6,800	6,700	99
	Washington	40,900	40,600	99
	NEW JERSEY			
	Salem	25,000	24,600	98
	PENNSYLVANIA			
	Cumberland	71,800	70,500	98
	Dauphin	95,900	94,100	98
	Lancaster	141,800	137,100	97
York	126,100	123,800	98	
VIRGINIA				
Arlington	129,800	129,200	99	
Fairfax	266,400	265,500	100	
Frederick	20,600	20,400	99	
King George	4,000	4,000	100	
Loudoun	23,900	23,600	99	
Page	7,600	7,600	100	
Prince William	60,600	60,200	99	
Shenandoah	11,300	11,200	99	
Stafford	16,200	16,000	99	
WEST VIRGINIA				
Berkeley	19,700	19,600	99	
Jefferson	12,300	12,200	99	
Morgan	4,500	4,400	98	
Station Totals		3,034,600	3,007,700	99
Net Weekly Circulation (1988)				1,094,600
Average Daily Circulation (1988)				556,600

Maryland—Baltimore

WBFF

Ch. 45

Network Service: Fox.

Licensee: Chesapeake Television Inc., 3500 Parkdale Ave., Baltimore, MD 21211.

Studio: 3500 Parkdale Ave., Baltimore, MD 21211.

Telephone: 301-462-4500. **TWX:** 710-234-1009.

Fax: 301-462-5647.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 1589-kw visual. Antenna: 1056-ft. above av. terrain, 1039-ft. above ground, 1329-ft. above sea level.

Latitude 39° 20' 10"
Longitude 76° 38' 59"

Holds CP for change to 1292-kw max. visual, 1238-ft. above av. terrain, 1259-ft. above ground, 1549-ft. above sea level. BMPCT-870422KH.

Transmitter: 0.24-mi. NNW of intersection of Hooper Ave. & 41st St., Baltimore.

Ownership: Commercial Radio Institute Inc., 100%. See Group Ownership of Television Stations.

Began Operation: April 11, 1971.

Represented (sales): Seltel Inc.

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

Represented (engineering): Carl T. Jones Corp.

Personnel:

- CAROLYN C. SMITH, president.
- DAVID D. SMITH, executive vice president.
- BRUCE LUMPKIN, general manager.
- KEN WALTER, general sales manager.
- KIM LAXTON, national sales manager.
- DWIGHT WEEMS, production manager.
- GEORGE LEWIS, special programs manager.
- SHARON WYLIE, public affairs manager.
- DENNIS WINTERS, chief engineer.
- MIKE SCHROEDER, promotion manager.
- DAVID B. AMY, controller.

Highest 30 Sec. Rate: \$750.

City of License: Baltimore. **ADI:** Baltimore. **Rank:** 22.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Baltimore City	281,700	280,400	100
Between 25-49%	MARYLAND			
	Anne Arundel	142,700	142,000	100
	Baltimore	257,700	256,600	100
	Carroll	38,900	38,700	99
	Harford	54,400	54,100	99
	Howard	55,100	54,800	100
	Kent	6,600	6,500	98
	Queen Annes	10,700	10,600	99
Between 5-24%	DELAWARE			
	Kent	36,800	36,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MARYLAND			
	Calvert	14,500	14,300	99
	Caroline	9,100	9,000	99
	Cecil	23,100	23,000	100
	Charles	27,800	27,500	99
	Dorchester	11,400	11,300	99
	Frederick	46,000	45,700	99
	Montgomery	245,500	244,600	100
	Prince Georges	240,600	239,800	100
	St Marys	22,500	22,300	99
	Washington	40,900	40,600	99
	PENNSYLVANIA	Adams	24,900	24,300
Cumberland		71,800	70,500	98
Franklin		44,700	43,300	97
Lancaster		141,800	137,100	97
Perry		14,800	14,400	98
York		126,100	123,800	98
VIRGINIA	Arlington	129,800	129,200	99
	Clarke	3,900	3,900	100
	Fairfax	266,400	265,500	100
	Frederick	20,600	20,400	99
	Shenandoah	11,300	11,200	99
WEST VIRGINIA	Warren	8,900	8,800	99
	Jefferson	12,300	12,200	99
Station Totals		2,454,500	2,434,000	99
Net Weekly Circulation (1988)				577,700
Average Daily Circulation (1988)				201,700

Maryland—Baltimore

WHSW

Ch. 24

Network Service: Home Shopping Network.

Licensee: Silver King Bcstg. of Maryland, 4820 Seton Dr., Baltimore, MD 21215.

Studio: 4820 Seton Dr., Baltimore, MD 21215.

Telephone: 301-358-2400. **Fax:** 301-764-7232.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1180-kw max. visual, 118-kw max. aural. Antenna: 1073-ft. above av. terrain, 900-ft. above ground, 1405-ft. above sea level.

Latitude	39°	17'	15"
Longitude	76°	45'	38"

Transmitter: WNUV-TV transmitter site.

Satellite Earth Stations: Weatherscan, 3.9-meter C-band; M/A-Com, 3-meter C-band; DX Engineering, M/A-Com receivers.

Ownership: Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: December 24, 1985. Sale to present owner by Sam Moore, et al., approved by FCC Nov. 6, 1986 (*Television Digest*, Vol. 26:33, 45).

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

KENNETH BECKER, vice president & station manager.
 BARBARA JOSLIN, sales manager.
 BRAD FOLTYN, program manager.
 JAMES VEST, chief engineer.
 SUE BUSCHMAN, business manager.

Highest One Hour Rate: \$5000.



Highest 30 Sec. Rate: \$400.

Arbitron Data: Not available.

City of License: Baltimore. **ADI:** Baltimore. **Rank:** 22.

Maryland—Baltimore

WJZ-TV

Ch. 13

Network Service: ABC.

Licensee: Group W Television Inc., Television Hill, Baltimore, MD 21211.

Studio: Television Hill, Baltimore, MD 21211.

Telephone: 301-466-0013. **TWX:** 301-955-1178.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 4.30"
Longitude 76° 39' 2.80"

Transmitter: Television Hill.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: Group W—Westinghouse Broadcasting. See Group Ownership of Television Stations.

Began Operation: November 2, 1948. Sale to present owner by Ben & Herman Cohen families approved June 27, 1957, by FCC (Television Digest, Vol. 13:18, 19, 26).

Represented (sales): Group W Television Sales.

Personnel:

- JONATHAN KLEIN, vice president & general manager.
- DANA FITZGERALD, general sales manager.
- PATRICK GIAMMARISE, local sales manager.
- RUTH HELTNE, national sales manager.
- MICHAEL EASTERLING, program director.
- KAREN SOBEK, operations manager.
- NATALEA BROWN, news director.
- PHIL ARRINGTON, creative services, marketing & promotion manager.
- JENNIFER POWELL, human resources manager.
- BOB ROSS, director of broadcast operations & engineering.
- LYNN ALFORD, controller/business manager.
- PHYLLIS SHELTON, community affairs manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1925.

City of License: Baltimore. **ADI:** Baltimore. **Rank:** 22.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Anne Arundel	142,700	142,000	100
	Baltimore	257,700	256,600	100
	Caroline	9,100	9,000	99
	Carroll	38,900	38,700	99
	Cecil	23,100	23,000	100
	Dorchester	11,400	11,300	99
	Harford	54,400	54,100	99
	Howard	55,100	54,800	100
	Kent	6,600	6,500	98
	Queen Annes	10,700	10,600	99
	Talbot	11,200	11,100	99
	Baltimore City	281,700	280,400	100
	Between 25-49%	DELAWARE		
Kent		36,800	36,500	99
Sussex		41,100	40,600	99
MARYLAND	Allegany	29,200	29,000	99
	Calvert	14,500	14,300	99
	Frederick	46,000	45,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Wicomico	26,100	25,900	99
	Worcester	14,300	14,100	99
PENNSYLVANIA	Adams	24,900	24,300	98
	Franklin	44,700	43,300	97
	York	126,100	123,800	98
	DISTRICT OF COLUMBIA			
Between 5-24%	Dist Of Columbia	253,100	250,600	99
	MARYLAND			
Charles	27,800	27,500	99	
Montgomery	245,500	244,600	100	
Prince Georges	240,600	239,800	100	
St Marys	22,500	22,300	99	
Somerset	6,800	6,700	99	
Washington	40,900	40,600	99	
NEW JERSEY	Salem	25,000	24,600	98
PENNSYLVANIA	Cumberland	71,800	70,500	98
	Lancaster	141,800	137,100	97
VIRGINIA	Arlington	129,800	129,200	99
Culpeper	8,500	8,400	99	
Fairfax	266,400	265,500	100	
Fauquier	14,400	14,200	99	
Frederick	20,600	20,400	99	
Loudoun	23,900	23,600	99	
Prince William	60,600	60,200	99	
Spotsylvania	20,200	20,000	99	
Stafford	16,200	16,000	99	
Warren	8,900	8,800	99	
WEST VIRGINIA	Berkeley	19,700	19,600	99
Jefferson	12,300	12,200	99	
Mineral	10,300	10,200	99	
Station Totals		2,993,900	2,968,200	99
Net Weekly Circulation (1988)			1,140,700	
Average Daily Circulation (1988)			624,200	

Maryland—Baltimore

WMAR-TV

Ch. 2

Network Service: NBC.

Licensee: Gillett Bcstg. of Maryland Inc., 6400 York Rd., Baltimore, MD 21212.

Studio: 6400 York Rd., Baltimore, MD 21212.

Telephone: 301-377-2222. TWX: 310-374-6564.

Fax: 301-377-0493.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 11-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 1319-ft. above sea level.

Latitude 39° 20' 04.30"
Longitude 76° 39' 02.80"

Transmitter: Television Hill, 3724 Parkdale Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Dalsat, 3.2-meter Ku-band; AFC, 3.2-meter Ku-band; Harris, 3-meter Ku-band; Harris, 6-meter Ku-band; Scientific-Atlanta, 7-meter C-band; DX Engineering, Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, NBC, UPI.

Ownership: Gillett Communications Co. See Group Ownership of Television Stations.

Began Operation: October 27, 1947. Sale to present owner by Times Mirror approved by FCC Sept. 4, 1986 (Television Digest, Vol. 26:28). Previous sale to Times Mirror by Abell Communications approved simultaneously.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Personnel:

ARNOLD J. KLEINER, president & general manager.
HOWARD ZEIDEN, vice president, sales.
JOSEPH M. BRUNO, vice president, engineering.
EMILY BARR, director, broadcast operations.
GARY WORDLAW, news director.
LEN WEINSTEIN, local sales manager.
MARK PISTLER, national sales manager.
ROBERT IMHOFF, business manager.

Highest 30 Sec. Rate: \$5000.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Sussex	41,100	40,600	99
	MARYLAND			
	Anne Arundel	142,700	142,000	100
	Baltimore	257,700	256,600	100
	Caroline	9,100	9,000	99
	Carroll	38,900	38,700	99
	Cecil	23,100	23,000	100
	Dorchester	11,400	11,300	99
	Harford	54,400	54,100	99
	Howard	55,100	54,800	100
	Kent	6,600	6,500	98
	Queen Annes	10,700	10,600	99
	Talbot	11,200	11,100	99
	Wicomico	26,100	25,900	99
	Worcester	14,300	14,100	99
	Baltimore City	281,700	280,400	100
Between 25-49%	DELAWARE			
	Kent	36,800	36,500	99
	MARYLAND			
	Calvert	14,500	14,300	99
	Frederick	46,000	45,700	99
	St Marys	22,500	22,300	99
	Somerset	6,800	6,700	99
	Washington	40,900	40,600	99
	PENNSYLVANIA			
	Adams	24,900	24,300	98
Franklin	44,700	43,300	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	York	126,100	123,800	98
	VIRGINIA			
	Rappahannock	2,500	2,500	100
	Warren	8,900	8,800	99
	WEST VIRGINIA			
Jefferson	12,300	12,200	99	
Between 5-24%	DISTRICT OF COLUMBIA			
	Dist Of Columbia	253,100	250,600	99
	DELAWARE			
	New Castle	148,200	147,600	100
	MARYLAND			
	Charles	27,800	27,500	99
	Montgomery	245,500	244,600	100
	Prince Georges	240,600	239,800	100
	NEW JERSEY			
	Salem	25,000	24,600	98
	PENNSYLVANIA			
	Cumberland	71,800	70,500	98
	Fulton	5,400	5,100	95
	Lancaster	141,800	137,100	97
	VIRGINIA			
Arlington	129,800	129,200	99	
Culpeper	8,500	8,400	99	
Fairfax	266,400	265,500	100	
Fauquier	14,400	14,200	99	
Frederick	20,600	20,400	99	
Loudoun	23,900	23,600	99	
Page	7,600	7,600	100	
Prince William	60,600	60,200	99	
Stafford	16,200	16,000	99	
Westmoreland	5,800	5,700	98	
WEST VIRGINIA				
Berkeley	19,700	19,600	99	
Hampshire	5,900	5,800	98	
Station Totals		3,109,600	3,083,300	99
Net Weekly Circulation (1988)			1,164,100	
Average Daily Circulation (1988)			638,600	

Maryland—Baltimore

WNUV-TV

Ch. 54

Network Service: None, independent.

Licensee: New-Vision Associates Ltd. Partnership, 6317 Park Heights Ave., Baltimore, MD 21215.

Studio: 3001 Druid Park Dr., Baltimore, MD 21215.

Telephone: 301-462-5400. TWX: 910-333-6575.

Fax: 301-523-4319.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 4680-kw max. visual, 468-kw max. aural. Antenna: 1150-ft. above av. terrain, 1000-ft. above ground, 1505-ft. above sea level.

Latitude 39° 17' 15"
Longitude 76° 45' 38"

Transmitter: 0.37-mi. W of Rolling Rd., 0.16-mi. N of U.S. 40, Catonsville.

Satellite Earth Stations: Microdyne, 3.7-meter; Microdyne, 5-meter; Microdyne, 7-meter; Microdyne, M/A-Com receivers.

Ownership: Samuel S. Kravetz, pres., 27.0%; Isaac S. Blonder, v.p., 12.5%; Frances C. Gaguine, 12.5%; Estate of Bernard Salditch, 12.5%; Ben H. Tongue, 12.5%; Dorothy H. Kravetz, secy., 9.20%; Diane F. Kravetz, 4.60%; Richard Kravetz, 4.60%; Katherine Kravetz, 4.60%

Began Operation: July 1, 1982.

Represented (sales): Katz Independent TV Sales.

Represented (engineering): Moffet, Larson & Johnson.

Personnel:

SAMUEL KRAVETZ, general manager.
MANNY PAIGE, general sales manager.
MARK SALDITCH, program director.
PAUL GARNET, chief engineer.
GERALD LISS, associate general manager.
ANNA COSBY, promotion director.
COLLETTE LEONARD, business manager.

Highest 30 Sec. Rate: \$400.

City of License: Baltimore. **ADI:** Baltimore. **Rank:** 22.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MARYLAND			
	Anne Arundel	142,700	142,000	100
	Baltimore	257,700	256,600	100
	Caroline	9,100	9,000	99
	Carroll	38,900	38,700	99
	Harford	54,400	54,100	99
	Queen Annes	10,700	10,600	99
	Talbot	11,200	11,100	99
	Baltimore City	281,700	280,400	100



WNUV-TV BNPCT-810116KH Granted 8/11/81 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	DISTRICT OF COLUMBIA			
	Dist Of Columbia	253,100	250,600	99
	MARYLAND			
	Calvert	14,500	14,300	99
	Cecil	23,100	23,000	100
	Dorchester	11,400	11,300	99
	Howard	55,100	54,800	100
	Kent	6,600	6,500	98
	Montgomery	245,500	244,600	100
	Prince Georges	240,600	239,800	100
	VIRGINIA			
	Fairfax	266,400	265,500	100
	Loudoun	23,900	23,600	99
	Stafford	16,200	16,000	99
	WEST VIRGINIA			
Jefferson	12,300	12,200	99	
Station Totals		1,975,100	1,964,700	99
Net Weekly Circulation (1988)			436,900	
Average Daily Circulation (1988)			155,800	

Maryland—Hagerstown

WHAG-TV

Ch. 25

Network Service: NBC.

Licensee: Great Trails Bcstg. Corp., 717 E. David Rd., Dayton, OH 45429.

Studio: 13 E. Washington St., Hagerstown, MD 21740.

Telephone: 301-797-4400. TWX: 898123.

Fax: 301-733-1735.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 676-kw max. & 436-kw horizontal visual, 67.6-kw max. & 43.6-kw horizontal aural. Antenna: 1229-ft. above av. terrain, 454-ft. above ground, 1894-ft. above sea level.

Latitude 39° 39' 35"
Longitude 77° 57' 57"

Requests CP for change to 1358-kw max. visual, 135.8-kw max. aural, 1230-ft. above av. terrain, 427-ft. above ground, 1864-ft. above sea level. BPCT-880601LE.

Transmitter: 1.8-mi. W of Clear Spring, Fairview Mtn.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Harris, Pinzone receivers.

News Services: NBC, UPI, Group W Newsfeed.

Ownership: Great Trails Broadcasting Corp., 100%. See Group Ownership of Television Stations.

Began Operation: January 3, 1970. Sale to present owners by Richard Henson, et al., approved by FCC July 30, 1981 (Television Digest, Vol. 21:6). Transfer of control by Adler Communications Corp. granted by FCC Sept. 18, 1972.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

HUGH BRESLIN III, vice president & general manager.
WAYNE YOUNKINS, chief engineer.
BOB BORNGESSER, news director.
CHUCK NOLAND, program & promotion director.
MARK GREEN, business manager.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$145.

City of License: Hagerstown. ADI: Hagerstown. Rank: 195.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Allegany	29,200	29,000	99
	Washington	40,900	40,600	99
	PENNSYLVANIA			
	Franklin	44,700	43,300	97



WHAG-TV BPCT-4626 Granted 8/29/73

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WEST VIRGINIA			
	Mineral	10,300	10,200	99
	Morgan	4,500	4,400	98
Between 25-49%	PENNSYLVANIA			
	Fulton	5,400	5,100	95
	WEST VIRGINIA			
	Berkeley	19,700	19,600	99
	Hampshire	5,900	5,800	98
Between 5-24%	MARYLAND			
	Garrett	10,000	9,900	99
	PENNSYLVANIA			
	Bedford	17,600	17,100	97
	Huntingdon	15,300	14,900	97
	VIRGINIA			
	Clarke	3,900	3,900	100
	Frederick	20,600	20,400	99
	Page	7,600	7,600	100
	Shenandoah	11,300	11,200	99
Warren	8,900	8,800	99	
WEST VIRGINIA				
Hardy	3,700	3,600	97	
Jefferson	12,300	12,200	99	
Station Totals		271,800	267,600	98
Net Weekly Circulation (1988)			120,500	
Average Daily Circulation (1988)			66,000	

Maryland—Hagerstown

WJAL

Ch. 68

Network Service: None, independent.

Grantee: Channel 68 Bcstg. Corp., 11 N. Carlisle St., Greencastle, PA 17225.

Studio: 16948 Buchanan Trail Rest, Mercersburg, PA 17326.

Mailing Address: Box 219, Greencastle, PA 17225.

Telephone: 717-597-4076.

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 3910-kw max. visual. Antenna: 1293-ft. above av. terrain, 276-ft. above ground, 2277-ft. above sea level.

Latitude 39° 53' 31"
Longitude 77° 58' 02"

Transmitter: State Rd. 16, 3-mi. SSE of McConnellsburg, PA.

Satellite Earth Stations: Paraclipse, 3-meter Ku & C-band; Winegard, 3-meter Ku & C-band.

News Service: INN.

Ownership: Good Companion Broadcasting Co., 100%. James M. Resh, pres., 16.66%; W. Donald Diehl, secy.-treas., 16.66%; William S. Dick, 16.66%; Jerry Foreman, 16.66%; Roy Grove, 16.66%; Jerry Jacobs, 16.66%.

Began Operation: May 5, 1987.

Represented (sales): Landin Media Sales.

Represented (legal): John Midlen Jr.

Represented (engineering): E. Harold Munn Jr. & Associates Inc.

Personnel:

LOUIS J. CASTRIOTA, general manager.
JEROME FOREMAN, chief engineer.
PAT FOREMAN, business manager.

Highest One Hour Rate: \$450.

Highest 30 Sec. Rate: \$250.

City of License: Hagerstown. **ADI:** Hagerstown. **Rank:** 195.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	MARYLAND Allegany	29,200	29,000	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	Frederick	46,000	45,700	99
	Washington	40,900	40,600	99
	PENNSYLVANIA			
	Franklin	44,700	43,300	97
	Fulton	5,400	5,100	95
	VIRGINIA			
	Frederick	20,600	20,400	99
	Loudoun	23,900	23,600	99
	WEST VIRGINIA			
	Berkeley	19,700	19,600	99
	Mineral	10,300	10,200	99
Station Totals		240,700	237,500	99
Net Weekly Circulation (1988)			40,700	
Average Daily Circulation (1988)			8,500	

Maryland—Salisbury

WBOC-TV

Ch. 16

Network Service: CBS, NBC.

Licensee: WBOC-TV Inc., 1729 N. Salisbury Blvd., Salisbury, MD 21801.

Studio: Radio-TV Park, Salisbury, MD 21801.

Telephone: 301-749-1111. TWX: 301-344-4947.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 4070-kw max. & 933-kw horizontal visual, 407-kw max. & 93.30-kw horizontal aural. Antenna: 980-ft. above av. terrain, 1003-ft. above ground, 1049-ft. above sea level.

Latitude 38° 30' 16"
Longitude 75° 38' 35"

Transmitter: 1.2-mi. S of intersection of Rtes. 24 & 347, approx. 5-mi. SE of Sharptown.

Satellite Earth Station: ADM, 6.8-meter; Scientific-Atlanta receivers.

News Service: AP.

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

Began Operation: July 15, 1954. Sale to present owners by The A. S. Abell Co. approved by FCC Sept. 5, 1980.

Represented (sales): Katz Television.

Represented (legal): Arent, Fox, Kintner, Plotkin & Kahn.

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

Personnel:

WILLIAM K. KENTON, vice president & general manager.
ROBERT GETZ, general sales manager.
CAROL HESS, program director.
SALLY CANNON, news director.
VINCENT E. DONOVAN, chief engineer.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$850.

City of License: Salisbury. **ADI:** Salisbury. **Rank:** 162.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	DELAWARE			
	Kent	36,800	36,500	99
	Sussex	41,100	40,600	99
	MARYLAND			
	Dorchester	11,400	11,300	99



WBOC-TV BNPCT-820805KE Granted 8/16/82

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Somerset	6,800	6,700	99
	Wicomico	26,100	25,900	99
	Worcester	14,300	14,100	99
	VIRGINIA			
	Accomack	11,600	11,400	98
	MARYLAND			
Between 25-49%	Caroline	9,100	9,000	99
	MARYLAND			
Between 5-24%	Talbot	11,200	11,100	99
	VIRGINIA			
	Northampton	5,500	5,400	98
Station Totals		173,900	172,000	99
Net Weekly Circulation (1988)			125,600	
Average Daily Circulation (1988)			81,000	

Maryland—Salisbury

WMDT

Ch. 47

Network Service: ABC, NBC.

Licensee: Delmarva Broadcast Service General Partnership, Box 4009, Salisbury, MD 21801.

Studio: 202 Downtown Plaza, Salisbury, MD 21801.

Telephone: 301-742-4747. **TWX:** 710-864-7044.

Fax: 301-742-5767.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 3470-kw max. & 676-kw horizontal visual, 347-kw max. & 67.60-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude 38° 30' 06"
Longitude 75° 44' 09"

Transmitter: Snethen Church Rd. near Sharptown, MD.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 6-meter C-band; Andrew, 4.5-meter C-band; AFC, 3.9-meter Ku-band; Avantek, Microdyne receivers.

News Services: ABC, AP.

Ownership: Joseph L. Brechner, gen. partner, 53.7%; Marion B. Brechner, gen. partner, 46.2%. See Group Ownership of Television Stations.

Began Operation: April 11, 1980. Sale to present owners approved by FCC May 5, 1982.

Represented (sales): Seitel Inc.

Represented (legal): Cohn & Marks.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

FRANK PILGRIM, general manager.
CLAY SPURRIER, director of engineering.
RICH DIPILLA, national/regional sales manager.
SUSAN KELLY, local sales manager.
RAY CARTER, news director.
KAREN CANNON, traffic manager.
TERESA CLARK, promotion director.
JOHN ELLIS, comptroller.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$275.

City of License: Salisbury. **ADI:** Salisbury. **Rank:** 162.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WMDT BHPCT-791207KF Granted 3/28/80

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	DELAWARE			
	Kent	36,800	36,500	99
	Sussex	41,100	40,600	99
	MARYLAND			
	Somerset	6,800	6,700	99
	Wicomico	26,100	25,900	99
	Worcester	14,300	14,100	99
Between 25-49%	MARYLAND			
	Caroline	9,100	9,000	99
	Dorchester	11,400	11,300	99
	VIRGINIA			
	Accomack	11,600	11,400	98
Between 5-24%	MARYLAND			
	Kent	6,600	6,500	98
Station Totals		163,800	162,000	99
Net Weekly Circulation (1988)			103,700	
Average Daily Circulation (1988)			54,300	



Market	Arbitron ADI TV Households	Rank
Boston, MA	2,050,700	6
Providence, RI-New Bedford, MA	542,300	44
Albany-Schenectady-Troy, NY	481,600	52
Springfield, MA	213,800	108

Market Area Commercial TV Stations
WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHLL (27), WHRC (46), WSHS (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WNEV-TV (7), WNHT (21), WQTV (68), WSBK-TV (38)
WCVX (58), WJAR (10), WLNE (6), WNAC-TV (64), WPRI-TV (12)
WCDC (19), WNYT (13), WOCD (55), WRGB (6), WTEN (10), WXXX-TV (23)
WGGB-TV (40), WWLP (22)

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

WHSB, Boston	See Marlborough, MA
WHLL, Boston	See Worcester, MA
WLVI-TV, Cambridge	See Boston, MA
WCVX, New Bedford	See Vineyard Haven, MA
WLNE, New Bedford	See Providence, RI

Massachusetts Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	3	12	15
Educational Television Stations	1	2	3
	4	14	18

— NEW AREA CODES —

State	Before	After	Effective Date
Colorado	303	303 LATA 1 (North)	March 5, 1988
		719 LATA 2 (South)	
Florida	305	305 Broward, Monroe & Dade Counties	April 16, 1988
		407 Remaining counties formerly 305	
Massachusetts	617	617 Boston & immediate suburbs	July 16, 1988
		508 Remaining exchanges formerly 617	

Massachusetts—Adams

WCDC

Ch. 19

(Satellite of WTEN, Albany, NY)

Network Service: ABC.

Licensee: Knight-Ridder Broadcasting Inc.

Studio: See WTEN, Albany.

Telephone: 518-436-4822. **Fax:** 518-462-6065.

News Services: AP, UPI.

Ownership: Knight-Ridder Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: February 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to Capital Cities Bcstg. by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (*Television Digest*, Vol. 12:49; 13:6, 8). Sale to present owner by Poole Bcstg. Co. approved by FCC 1977.

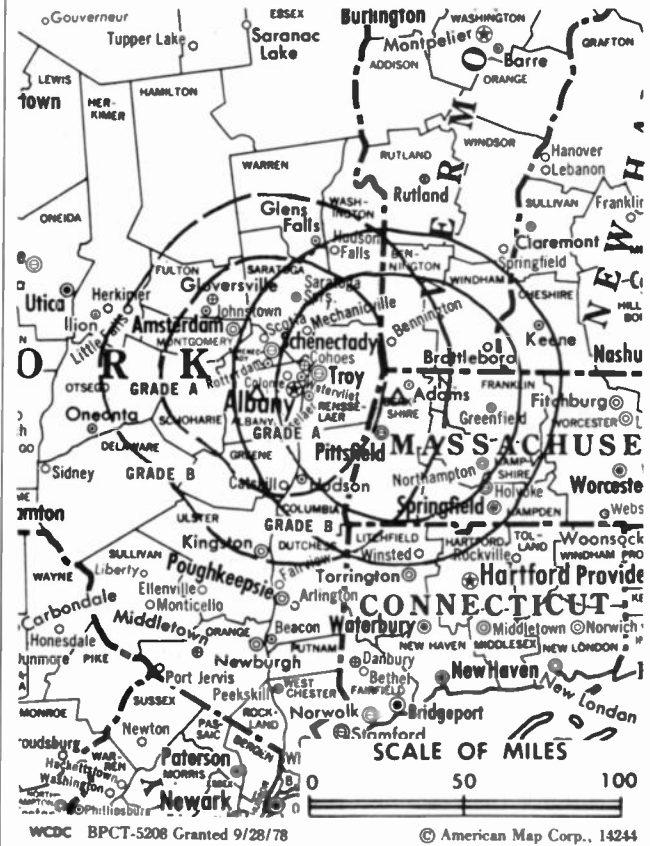
Represented (sales): Harrington, Righter & Parsons Inc.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Smith & Powstenko.

Personnel: See WTEN, Albany, NY.

Rates: Sold in combination with WTEN, Albany, NY.



Arbitron Data: Included with parent WTEN, Albany, NY

City of License: Adams. **ADI:** Albany-Schenectady-Troy. **Rank:** 52.

NETWORK BASE HOURLY RATE: Bonus to WTEN Albany, NY.

Massachusetts—Boston

WBZ-TV

Ch. 4

Network Service: NBC.

Licensee: Group W Television Inc. (Massachusetts), 1170 Soldiers Field Rd., Boston, MA 02134.

Studio: 1170 Soldiers Field Rd., Boston, MA 02134.

Telephone: 617-787-7000. TWX: 710-330-0283.

Fax: 617-787-5969.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 60.3-kw visual, 9.75-kw aural. Antenna: 1160-ft. above av. terrain, 1199-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 37"
Longitude 71° 14' 14"

Transmitter: 350 Cedar St., Needham Heights, MA 02194.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter; Comsat Ku-band; Satcom Technologies Ku-band; Harris, Scientific-Atlanta, Agile, Omni receivers.

AM Affiliate: WBZ, 50-kw, 1030 kHz.

News Services: AP, Group W Newsfeed, NBC, UPI.

Ownership: Westinghouse Electric Corp. See Group W under Group Ownership of TV Stations

Began Operation: June 9, 1948.

Represented (sales): Group W Television Sales.

Represented (legal): Wilkes, Artis, Hedrick & Lane.

Personnel:

- JOHN J. SPINOLA, vice president & general manager.
- TONY VINCIQUERRA, general sales manager.
- PAM MASTERS, national sales manager.
- SCOTT BRADY, local sales manager.
- BARRY SCHULMAN, program manager.
- FRANCINE ACHBAR, executive producer.
- ERIC GOLDSTEIN, promotion director.
- NANCE GUILMARTIN, public relations director.
- STAN HOPKINS, news director.
- BOB HOUGHTON, controller.
- GEORGE ST. ANDRE, engineering manager.
- JOSEPH BLAKE, assistant engineering manager.

Rates: Not available.

City of License: Boston. AOI: Boston. Rank: 6.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Windham	35,300	34,600	98
	MASSACHUSETTS			
	Barnstable	74,300	73,000	98
	Bristol	181,800	179,700	99
	Dukes	5,000	4,800	96
	Essex	248,100	245,400	99
	Middlesex	502,500	496,800	99
	Nantucket	2,600	2,500	96
	Norfolk	222,300	220,300	99
	Plymouth	151,300	149,400	99
	Suffolk	266,000	260,000	98
	Worcester	244,400	241,100	99
	NEW HAMPSHIRE			
Belknap	18,200	18,000	99	
Cheshire	24,300	23,700	97	
Hillsborough	115,100	113,600	99	



WBZ-TV BPCT-2072 Granted 2/8/56

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MERRIMACK	39,900	39,100	98
	Rockingham	83,000	81,900	99
	Strafford	33,400	32,800	98
	Sullivan	14,800	14,400	97
	VERMONT			
Windham	16,000	15,300	96	
Between 25-49%	CONNECTICUT			
	New London	90,200	88,300	98
	MASSACHUSETTS			
	Franklin	27,200	26,400	97
	MAINE			
	York	60,000	59,200	99
	NEW HAMPSHIRE			
	Grafton	25,700	24,900	97
	RHOE ISLAND			
	Newport	30,300	29,900	99
Providence	217,700	215,100	99	
VERMONT				
Caledonia	10,300	10,100	98	
Windsor	21,400	20,800	97	
Between 5-24%	CONNECTICUT			
	Tolland	40,900	40,200	98
	MASSACHUSETTS			
	Berkshire	54,900	53,900	98
	Hampden	166,600	164,200	99
	Hampshire	49,300	48,300	98
	NEW HAMPSHIRE			
	Carroll	13,800	13,600	98
	RHOE ISLAND			
	Bristol	15,800	15,700	99
Kent	58,700	58,200	99	
Washington	36,200	35,600	98	
Station Totals		3,197,300	3,150,800	99
Net Weekly Circulation (1988)			2,104,600	
Average Daily Circulation (1988)			1,235,000	

Massachusetts—Boston

WCVB-TV

Ch. 5

Network Service: ABC.

Licensee: The Hearst Corp., 5 TV Place, Needham Branch, Boston, MA 02192.

Studio: 5 TV Place, Needham Branch, Boston, MA 02192.

Telephone: 617-449-0400. **Telex:** 710-325-0773.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 960-ft. above av. terrain, 1199-ft. above ground, 1200-ft. above sea level.

Latitude 42° 18' 37"
Longitude 71° 14' 14"

Transmitter: 352 Cedar St., Needham, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Andrew, 4.5-meter C-band; Harris, 6.1-meter C-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; AvanteK, Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: The Hearst Corp. See Group Ownership of Television Stations.

Began Operation: March 19, 1972. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Boston Broadcasters approved April 1, 1982 (*Television Digest*, Vol. 21:30, 31; 22:1, 14).

Represented (sales): Katz Television.

Represented (legal): Dempsey & Koplovitz.

Personnel:

- S. JAMES COPPERSMITH, vice president & general manager.
- DEBORAH J. SINAY, vice president & sales director.
- PAUL LA CAMERA, vice president & station manager.
- PHILIP S. BALBONI, vice president & director of news.
- THOMAS J. BRINGOLA, vice president & business manager.
- ROSS KAUFFMAN, vice president & director of engineering.
- JUDITH ROSENFELD, design director.
- EDWARD AARONSON, creative services director.
- BRUCE SUTTON, director of commercial operations.
- WILLIAM FINE, local sales manager.
- BURT PERETSKY, public relations manager.
- ANDREW HOFFMAN, national sales manager.
- CAROL BOLLING, human resources manager.
- GLORIA LEE, promotion manager.

Rates: On request.

City of License: Boston. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	CONNECTICUT			
	Windham	35,300	34,600	98
	MASSACHUSETTS			
	Barnstable	74,300	73,000	98
	Bristol	181,800	179,700	99
	Essex	248,100	245,400	99
	Middlesex	502,500	496,800	99
	Nantucket	2,600	2,500	96
	Norfolk	222,300	220,300	99
	Plymouth	151,300	149,400	99
	Suffolk	266,000	260,000	98
	Worcester	244,400	241,100	99
	NEW HAMPSHIRE			
	Cheshire	24,300	23,700	97
	Hillsborough	115,100	113,600	99
Merrimack	39,900	39,100	98	
Rockingham	83,000	81,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	CONNECTICUT			
	Stratford	33,400	32,800	98
	Between 25-49%			
	CONNECTICUT			
	New London	90,200	88,300	98
	MASSACHUSETTS			
	Berkshire	54,900	53,900	98
	Dukes	5,000	4,800	96
	Franklin	27,200	26,400	97
	MAINE			
	York	60,000	59,200	99
	NEW HAMPSHIRE			
	Belknap	18,200	18,000	99
	RHODE ISLAND			
	Bristol	15,800	15,700	99
Kent	58,700	58,200	99	
Providence	217,700	215,100	99	
VERMONT				
Windham	16,000	15,300	96	
Between 5-24%				
CONNECTICUT				
Tolland	40,900	40,200	98	
MASSACHUSETTS				
Hampden	166,600	164,200	99	
Hampshire	49,300	48,300	98	
NEW HAMPSHIRE				
Carroll	13,800	13,600	98	
Grafton	25,700	24,900	97	
Sullivan	14,800	14,400	97	
RHODE ISLAND				
Newport	30,300	29,900	99	
Washington	36,200	35,600	98	
VERMONT				
Windsor	21,400	20,800	97	
Station Totals		3,187,000	3,140,700	99
Net Weekly Circulation (1988)				2,001,600
Average Daily Circulation (1988)				1,100,500

Massachusetts—Boston

WFXT

Ch. 25

Network Service: Fox.

Licensee: Fox Television Stations, 5151 Wisconsin Ave. NW, Washington, DC 20016.

Studio: 100 2nd Ave., Needham, MA 02192.

Telephone: 617-449-4200.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1950-kw max. & 1380-kw horizontal visual, 201.4-kw max. & 142.6-kw horizontal aural. Antenna: 1174-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"
Longitude 71° 13' 08"

Transmitter: 0.33-mi. E of Highland Ave. & Rte. 128, Needham.

Satellite Earth Station: Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

News Service: UPI.

Ownership: Fox Television Station Group. See Group Ownership of Television Stations. **Note:** Transfer to trustees application is pending before FCC (*Television Digest*, Vol. 28:11, 17, 25).

Began Operation: October 10, 1977. FCC approved sale by CBN Bcstg. Network Inc. to present owners Nov. 18, 1986 (*Television Digest*, Vol. 26:33).

Represented (sales): Petry Television Inc.

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

Personnel:

- JOE R. ROBINOWITZ, vice president & general manager.
- GREG KELLEY, general sales manager.
- CHRIS McWADE, national sales manager.
- DEBBY SMITH, local sales manager.
- BOB BADEAUX, chief engineer.
- CANDACE FISHER, program director.
- JAMES PLATT, promotion director.
- PAUL HERRIGAN, business manager.
- JACK MULLANEY, research director.

Highest 30 Sec. Rate: \$3000.

City of License: Boston. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MASSACHUSETTS			
	Bristol	181,800	179,700	99
	Essex	248,100	245,400	99
	Middlesex	502,500	496,800	99
	Norfolk	222,300	220,300	99
	Plymouth	151,300	149,400	99
	Suffolk	266,000	260,000	98
	Worcester	244,400	241,100	99
	NEW HAMPSHIRE			
	Hillsborough	115,100	113,600	99
Rockingham	83,000	81,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	RHODE ISLAND			
	Bristol	15,800	15,700	99
	Newport	30,300	29,900	99
	Providence	217,700	215,100	99
Between 5-24%	MASSACHUSETTS			
	Barnstable	74,300	73,000	98
	Dukes	5,000	4,800	96
	Hampden	166,600	164,200	99
	Hampshire	49,300	48,300	98
NEW HAMPSHIRE				
	Cheshire	24,300	23,700	97
	Merrimack	39,900	39,100	98
	Strafford	33,400	32,800	98
	RHODE ISLAND			
	Kent	58,700	58,200	99
	Washington	36,200	35,600	98
	VERMONT			
	Windham	16,000	15,300	96
Station Totals		2,782,000	2,743,900	99
Net Weekly Circulation (1988)			840,200	
Average Daily Circulation (1988)			269,400	

Massachusetts—Cambridge-Boston

WLVI-TV

Ch. 56

Network Service: None, independent.

Licensee: Gannett Massachusetts Bcstg. Inc., 75 Morrissey Blvd., Boston, MA 02125.

Studio: 75 Morrissey Blvd., Boston, MA 02125.

Telephone: 617-265-5656. **Fax:** 617-265-2538.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 2240-kw max. & 1660-kw horizontal visual, 226-kw max. & 166-kw horizontal aural. Antenna: 1186-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"
Longitude 71° 13' 08"

Transmitter: 140 Cabot St., Needham, MA.

Satellite Earth Stations: Microdyne, 5-meter C-band; Microdyne, 5-meter Ku-band; Microdyne, 4.5-meter Ku-band; Microdyne, 4-meter Ku-band; M/A-Com receivers.

News Services: CNN, INN.

Ownership: Gannett Co. Inc., 100%. See Group & Newspaper Ownership of TV Stations.

Began Operation: August 31, 1953; left air March 30, 1956. Sale to Harvey Radio Labs by Middlesex Bcstg. approved by FCC Sept. 1, 1959. Harvey operated station experimentally from May 17 to Nov. 17, 1962. Sale to Kaiser Bcstg. approved Oct. 20, 1966 (*Television Digest*, Vol. 6:26, 43) and station resumed operation Dec. 21, 1966. Sale to Field by Kaiser approved June 22, 1977 (Vol. 16:51; 17:26). Sale to present owner by Field Communications approved by FCC May 12, 1983 (Vol. 22:47).

Represented (sales): Blair Television.

Personnel:

GERALD R. WALSH, president & general manager.
THOM NEESON, vice president & general sales manager.
RON BECKER, vice president, news & operations.
MICHAEL J. IZOR, controller.
DENIS DOWDLE, national sales manager.
ROBERT McCAUGHEY, local sales manager.
GUNNAR RIEGER, engineering manager.
JAMES BYRNE, creative services director.
NATALIE McIVER, public affairs manager.
SUSAN BYRNE, research director.
JACK FITZGERALD, news director.
GAIL SATZ, production manager.

Highest 30 Sec. Rate: \$10,000.

City of License: Cambridge. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CONNECTICUT			
	New London	90,200	88,300	98
	MASSACHUSETTS			
	Barnstable	74,300	73,000	98
	Bristol	181,800	179,700	99
	Essex	248,100	245,400	99
	Middlesex	502,500	496,800	99
	Norfolk	222,300	220,300	99
	Plymouth	151,300	149,400	99
	Suffolk	266,000	260,000	98
	Worcester	244,400	241,100	99
	MAINE			
	Sagadahoc	12,000	11,700	98
	NEW HAMPSHIRE			
	Belknap	18,200	18,000	99
Cheshire	24,300	23,700	97	
Coos	13,100	12,900	98	
Hillsborough	115,100	113,600	99	
Merrimack	39,900	39,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Rockingham	83,000	81,900	99
	Strafford	33,400	32,800	98
	RHOODE ISLAND			
	Bristol	15,800	15,700	99
	Kent	58,700	58,200	99
	Newport	30,300	29,900	99
	Providence	217,700	215,100	99
	Washington	36,200	35,600	98
	CONNECTICUT			
	Windham	35,300	34,600	98
MASSACHUSETTS				
Hampshire	49,300	48,300	98	
MAINE				
Cumberland	88,200	86,900	99	
Franklin	11,000	10,600	96	
Hancock	17,700	17,400	98	
Kennebec	43,100	42,200	98	
Oxford	19,100	18,800	98	
Penobscot	48,700	47,900	98	
Piscataquis	6,700	6,600	99	
Somerset	16,600	16,300	98	
Waldo	11,300	11,000	97	
York	60,000	59,200	99	
NEW HAMPSHIRE				
Carroll	13,800	13,600	98	
Grafton	25,700	24,900	97	
Sullivan	14,800	14,400	97	
VERMONT				
Windham	16,000	15,300	96	
Windsor	21,400	20,800	97	
Station Totals		3,177,300	3,131,000	99
Net Weekly Circulation (1988)			1,167,100	
Average Daily Circulation (1988)			390,600	

Massachusetts—Boston

WNEV-TV

Ch. 7

WNEV BOSTON



TELEREP, INC.

Network Service: CBS.

Licensee: New England Television Corp., Govt. Center, Boston, MA 02114.

Studio: 7 Bulfinch Pl., Govt. Center, Boston, MA 02114.

Telephone: 617-725-0777. **TWX:** 710-321-0361.

Fax: 617-227-4782.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1000-ft. above av. terrain, 1069-ft. above ground, 1184-ft. above sea level.

Latitude 42° 18' 40"
Longitude 71° 13' 00"

Transmitter: Tower Rd., Newton, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 9-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Avantek, Scientific-Atlanta receivers.

News Services: AP, UPI, CBS.

Ownership: Paul F. Beatty, custodial voting trustee, 56.01%; Robert Kraft, 11.5%; Philip C. Haughey, v.p., 1.01%; others, none more than, 1%.

Began Operation: June 21, 1948 owned by RKO General Inc. Following loss of station license, combination of two competing applicants began operation May 22, 1982 (*Television Digest*, Vol. 18:17, 36; 21:49; 22:1, 4, 19).

Represented (sales): TeleRep Inc.

Represented (legal): Fitch, Miller & Tourse.

Personnel:

SEYMOUR YANOFF, president & general manager.
MIKE WACH, vice president, sales.
BRUCE MARSON, vice president, programming.
RICHARD WEISBERG, vice president, marketing & creative services.
JIM THISTLE, vice president, news.
KARL RENWANZ, vice president, engineering & operations.
VICTOR LAI, vice president, finance & administration.
JACKIE COMEAU, vice president, research.
JENNIFER GILLESPIE, director, public relations.
LEONARD GOLDMAN, local sales manager.
PETER DADOMO, national sales manager.
DAVID TING, controller.
ED BELL, managing editor, news.
RANDAL TOLBERT, design director.

Highest 30 Sec. Rate: \$12,000.

City of License: Boston. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MASSACHUSETTS				
50% & Over	Barnstable	74,300	73,000	98
	Bristol	181,800	179,700	99
	Essex	248,100	245,400	99
	Middlesex	502,500	496,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Nantucket	2,600	2,500	96
	Norfolk	222,300	220,300	99
	Plymouth	151,300	149,400	99
	Suffolk	266,000	260,000	98
	Worcester	244,400	241,100	99
NEW HAMPSHIRE				
	Belknap	18,200	18,000	99
	Cheshire	24,300	23,700	97
	Hillsborough	115,100	113,600	99
	Merrimack	39,900	39,100	98
	Rockingham	83,000	81,900	99
	Strafford	33,400	32,800	98
MASSACHUSETTS				
Between 25-49%	Dukes	5,000	4,800	96
MAINE				
	York	60,000	59,200	99
RHODE ISLAND				
	Bristol	15,800	15,700	99
	Kent	58,700	58,200	99
	Providence	217,700	215,100	99
CONNECTICUT				
Between 5-24%	Windham	35,300	34,600	98
MASSACHUSETTS				
	Franklin	27,200	26,400	97
	Hampshire	49,300	48,300	98
NEW HAMPSHIRE				
	Carroll	13,800	13,600	98
	Grafton	25,700	24,900	97
	Sullivan	14,800	14,400	97
RHODE ISLAND				
	Newport	30,300	29,900	99
	Washington	36,200	35,600	98
VERMONT				
	Windham	16,000	15,300	96
	Windsor	21,400	20,800	97
Station Totals		2,834,400	2,794,100	99
Net Weekly Circulation (1988)				1,884,900
Average Daily Circulation (1988)				895,000

Massachusetts—Boston

WQTV

Ch. 68

Network Service: None, independent.

Licensee: Monitor Television Inc., 1660 Soldiers Field Rd., Boston, MA 02135.

Studio: 1660 Soldiers Field Rd., Boston, MA 02135.

Telephone: 617-787-6868.

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 1337-kw visual, 200-kw aural. Antenna: 785-ft. above av. terrain, 887-ft. above ground, 897-ft. above sea level.

Latitude 42° 20' 50"
Longitude 71° 04' 59"

Transmitter: Prudential Center, Boston.

Satellite Earth Stations: Andrew, 4.5-meter Ku & C-band; Vertex, 3.5-meter Ku-band; Vertex, 1.5-meter C-band; Andrew, Harris, M/A-Com receivers.

Ownership: Christian Science Monitor Syndicate, 100%.

Began Operation: January 3, 1979. Sale to present owner by Arlington Broadcast Group approved by FCC Oct. 6, 1986 (*Television Digest*, Vol. 26:23). Sale to Arlington approved by FCC March 22, 1982.

Represented (sales): Independent TV Sales.

Personnel:

DAVID MORSE, general manager.
BILL SPITZER, station manager.
MIKE ROESSLER, general sales manager.
DAVID FOLSOM, chief engineer.
CHRISTINE HOWE, business manager.

Rates: Not available.

City of License: Boston. ADI: Boston. Rank: 6.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	MASSACHUSETTS Suffolk	266,000	260,000	98
Between 5-24%	MASSACHUSETTS Bristol Essex Middlesex Norfolk	181,800 248,100 502,500 222,300	179,700 245,400 496,800 220,300	99 99 99 99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	Plymouth Worcester	151,300 244,400	149,400 241,100	99 99
	NEW HAMPSHIRE Rockingham	83,000	81,900	99
	RHODE ISLAND Newport Providence Washington	30,300 217,700 36,200	29,900 215,100 35,600	99 99 98
Station Totals		2,183,600	2,155,200	99
Net Weekly Circulation (1988)			387,500	
Average Daily Circulation (1988)			115,700	

Massachusetts—Boston

WSBK-TV

Ch. 38

Network Service: None, independent.

Licensee: Gillett Communications of Boston Inc., 83 Leo Birmingham Pkwy., Boston, MA 02135.

Studio: 83 Leo Birmingham Pkwy., Brighton, MA 02135.

Telephone: 617-783-3838.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 3160-kw max. & 1170-kw horizontal visual, 316-kw max. & 117-kw horizontal aural. Antenna: 1180-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"
Longitude 71° 13' 08"

Transmitter: 0.33-mi. E of Highland Ave. & Rte. 128, Needham.

Satellite Earth Station: Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

News Service: AP.

Ownership: Gillett Communications Co. See Group Ownership of Television Stations.

Began Operation: October 12, 1964. Transfer of control to Storer Bcstg. by Catholic TV Center approved July 29, 1966 by FCC (Television Digest, Vol. 6:15, 31). Transfer of control to present owner approved Oct. 29, 1987.

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

Represented (legal): Pepper & Corazzini.

Personnel:

DANIEL J. BERKERY, president & general manager.
VIRGINIA C. JONES, controller.
STUART P. TAUBER, assistant general manager.
FRANK X. COMERFORD, national sales manager.
THOMAS S. WARNER, local sales manager.
JOHN ANDERSON, director, sales development.
JOHN S. VIALI, director of operations.
JAMES McCARTHY, director of technical services.
LESLIE SAVAGE, program director.
VICTORIA KENDALL, promotion director.

Highest 30 Sec. Rate: \$5000.

City of License: Boston. ADI: Boston. Rank: 6.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 25-49%	CONNECTICUT		
	New London	90,200	88,300 98
	Windham	35,300	34,600 98
	MASSACHUSETTS		
	Barnstable	74,300	73,000 98
	Berkshire	54,900	53,900 98
	Bristol	181,800	179,700 99
	Essex	248,100	245,400 99
	Franklin	27,200	26,400 97
	Hampden	166,600	164,200 99
Hampshire	49,300	48,300 98	
Middlesex	502,500	496,800 99	
Norfolk	222,300	220,300 99	
Plymouth	151,300	149,400 99	
Suffolk	266,000	260,000 98	
Worcester	244,400	241,100 99	
MAINE			
Androscoggin	37,400	36,900 99	
Kennebec	43,100	42,200 98	
York	60,000	59,200 99	
NEW HAMPSHIRE			
Belknap	18,200	18,000 99	
Cheshire	24,300	23,700 97	
Coos	13,100	12,900 98	



Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 25-49%	Grafton	25,700	24,900 97
	Hillsborough	115,100	113,600 99
	Merrimack	39,900	39,100 98
	Rockingham	83,000	81,900 99
	Strafford	33,400	32,800 98
	NEW YORK		
Fulton	21,600	21,200 98	
Onondaga	173,900	171,700 99	
Warren	20,700	20,200 98	
RHODE ISLAND			
Bristol	15,800	15,700 99	
Kent	58,700	58,200 99	
Newport	30,300	29,900 99	
Providence	217,700	215,100 99	
CONNECTICUT			
Between 5-24%	Fairfield	296,700	293,200 99
	Hartford	310,500	305,700 98
	Litchfield	61,300	60,200 98
	Middlesex	51,600	50,700 98
	New Haven	286,100	282,300 99
Tolland	40,900	40,200 98	
MASSACHUSETTS			
Dukes	5,000	4,800 96	
MAINE			
Cumberland	88,200	86,900 99	
Franklin	11,000	10,600 96	
Hancock	17,700	17,400 98	
Knox	13,700	13,300 97	
Lincoln	11,000	10,800 98	
Oxford	19,100	18,800 98	
Penobscot	48,700	47,900 98	
Piscataquis	6,700	6,600 99	

(Continued on page A-552)

Station Totals	6,996,600	6,900,100 99
Net Weekly Circulation (1988)		1,785,300
Average Daily Circulation (1988)		579,900

Massachusetts—Lawrence

WMFP

Ch. 62

Network Service: None, independent.

Licensee: MFP Inc., One Parker St., Lawrence, MA 01843.

Studio: One Parker St., Lawrence, MA 01843.

Telephone: 508-975-3053.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 20-kw max. visual, 2.0-kw max. aural. Antenna: 505-ft. above av. terrain, 271-ft. above ground, 600-ft. above sea level.

Latitude	42°	42'	25"
Longitude	71°	00'	54"

Requests modification of CP for change to 5000-kw max. visual, 650-ft. above av. terrain, 643-ft. above ground, 699-ft. above sea level, lat. 42° 21' 29", long. 71° 03' 40", transmitter to One Beacon St., Boston. BMPCT-871203KJ.

Transmitter: Baldpate Hill, approx. 1-mi. SSW of intersection with Hwy. 133.

Satellite Earth Station: Paraclipse, 3.8-meter.

Ownership: Avi Nelson, pres.-treas.-secy., 35%; Richard Morley, 4.8%; Claudette Pendleton, 5.5%

Began Operation: October 16, 1987.

Represented (legal): Hopkins, Sutter, Hamel & Park.

Represented (engineering): Moffet, Larson & Johnson P.C.

Personnel:

ROBERTA E. SMITH, station manager.

Highest One Hour Rate: \$250.



Highest 30 Sec. Rate: \$85.

Arbitron Data: Not available.

City of License: Lawrence. ADI: Boston. Rank: 6.

Massachusetts—Marlborough

WHSH

Ch. 66

Network Service: Home Shopping Network.

Licensee: Silver King Bcstg. of Massachusetts Inc., 111 Speen St., Framingham, MA 01701.

Studio: 111 Speen St., Framingham, MA 01701.

Telephones: 617-350-6666; 508-879-6666.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 3630-kw visual, 363-kw aural. Antenna: 1070-ft. above av. terrain, 1249-ft. above ground, 1449-ft. above sea level.

Latitude	42°	23'	01"
Longitude	71°	29'	35"

Transmitter: Parmenter Rd., Hudson, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 6.1-meter C-band; RCA, 3.5-meter Ku-band.

News Service: AP.

Ownership: Silver King Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: February 12, 1985. Sale to present owner by Arnold Ginsburg & John Garabedian approved by FCC Sept. 23, 1986 (*Television Digest*, Vol. 26:32, 45).

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

MERRIL BUCHHALTER, vice president & station manager.
 ANDREW LURIE, sales manager.
 MARY JO McCLELLAND, program director.
 JOSEPH J. CENTORINO, chief engineer.



WHSH BMPCT-830822KI Granted 4/1-0/84

Highest 30 Sec. Rate: \$200.

Arbitron Data: Not available.

City of License: Marlborough. ADI: Boston. Rank: 6.

Massachusetts—Norwell

WHRC
(formerly WRYT)
Ch. 46

Network Service: None, independent.

Licensee: Massachusetts Channel 46 Corp., 2080 Washington St., Hanover, MA 02339.

Studio: 2080 Washington St., Hanover, MA 02339.

Telephone: 617-878-6804.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 66-kw max. visual, 0.66-kw max. aural. Antenna: 272-ft. above av. terrain, 128-ft. above ground, 328-ft. above sea level.

Latitude	42°	09'	45''
Longitude	70°	48'	52''

Holds CP for change to 5000-kw max. visual, 942-ft. above av. terrain, 955-ft. above ground, 1024-ft. above sea level; lat. 42° 01' 06'', long. 70° 58' 36'', transmitter to S of West St. at intersection with Spring St. in East Bridgewater Twp. BPCT-880315KG.

Transmitter: Paradise Hill, approx. 1-mi. W of Norwell.

Ownership: The Alan & Lina Lee Lidow Revocable Trust, 70.5%; Robert Howe, v.p., 25.0%. Howe has interest in Macoupin County Cablevision, cable TV operator in Carlinville, IL.

Began Operation: December 6, 1986.

Personnel:

ROLFE AUERBACH, general manager.
BETSY LYNCH, station manager.
LAURIE GOUETT, sales manager.



Arbitron Data: Not available.

City of License: Norwell. **ADI:** Boston. **Rank:** 6.

Massachusetts—Springfield-Holyoke

WGGB-TV

Ch. 40

Network Service: ABC.

Licensee: Guy Gannett Publishing Co., Box 40, Springfield, MA 01102 0040.

Studio: 1300 Liberty St., Springfield, MA 01104.

Telephone: 413-733-4040. TWX: 710-304-0005.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 4270-kw visual. Antenna: 1056-ft. above av. terrain, 167-ft. above ground, 1378-ft. above sea level.

Latitude 42° 14' 30"
Longitude 72° 38' 57"

Transmitter: Top of Mt. Tom, Holyoke, MA.

Satellite Earth Stations: Andrew, 7.5-meter C-band; Andrew, 4.5-meter C-band; AFC, 3.5-meter Ku-band; Comtech, 3.5-meter C-band; AvanteK, M/A-Com, Microdyne receivers.

News Services: AP, ABC.

Ownership: Guy Gannett Publishing Co. See Group Ownership of Television Stations.

Began Operation: April 14, 1953. Sale with AM & FM affiliates to present owner by Hampden-Hampshire Corp. approved June 7, 1967 by FCC (Television Digest, Vol. 6:44). Previous sale of 50% to Republican TV Inc. approved July 21, 1954 (Vol. 10:10, 30).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

GILBERT M. LEFKOVICH, vice president & general manager.
JOSEPH MARCOE, general sales manager.
RICHARD WYLIE, national sales manager.
BEN BRENNAN, local sales manager.
TED GRATKOWSKI, chief engineer.
BRADLEY BRANCH, promotion manager.
DEREK JARVIS, production manager.
DEBRA HUNT, program manager.
ROGER BALL, news director.

Highest 30 Sec. Rate: \$1600.

NETWORK BASE HOURLY RATE: \$750.

City of License: Springfield. **AOI:** Springfield, MA. **Rank:** 108.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Franklin	27,200	26,400	97
	Hampden	166,600	164,200	99
	Hampshire	49,300	48,300	98
Between 25-49%	VERMONT			
	Windham	16,000	15,300	96
Between 5-24%	CONNECTICUT			
	Hartford	310,500	305,700	98
	Tolland	40,900	40,200	98
Station Totals		610,500	600,100	98
Net Weekly Circulation (1988)				257,200
Average Daily Circulation (1988)				129,500

Massachusetts—Springfield

WWLP

Ch. 22

Network Service: NBC.

Licensee: Adams TV of Springfield Inc., Box 2210, Springfield, MA 01102-2210.

Studio: Provin Mountain, Feeding Hills, MA 01030.

Mailing Address: Box 2210, Springfield, MA 01102-2210.

Telephone: 413-786-2200. **Easylink:** 621-475-20.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 3420-kw max. visual, 342-kw max. aural. Antenna: 877-ft. above av. terrain, 495-ft. above ground, 1135-ft. above sea level.

Latitude 42° 05' 00"
Longitude 72° 42' 16"

Transmitter: Provin Mountain, Agawam, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Microdyne, 7-meter; ChannelMaster, Harris receivers.

News Service: AP.

Ownership: Adams Television Corp. I. See Group Ownership of Television Stations.

Began Operation: March 17, 1953. Sale to present owner by Springfield TV Corp. approved by FCC Jan. 9, 1984 (*Television Digest*, Vol. 23:35).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

WILLIAM PEPIN, president & general manager.
DANIEL T. SULLIVAN JR., vice president & general sales manager.
E. HOLLAND LOW, vice president & national sales manager.
FRANCIS KOZLOWSKI JR., traffic manager.
MAX MAREK, chief engineer.
ANNA GIZA, promotion manager.
RICH TETTEMER, director, sports.
CONSTANCE O'BRIEN, business manager.

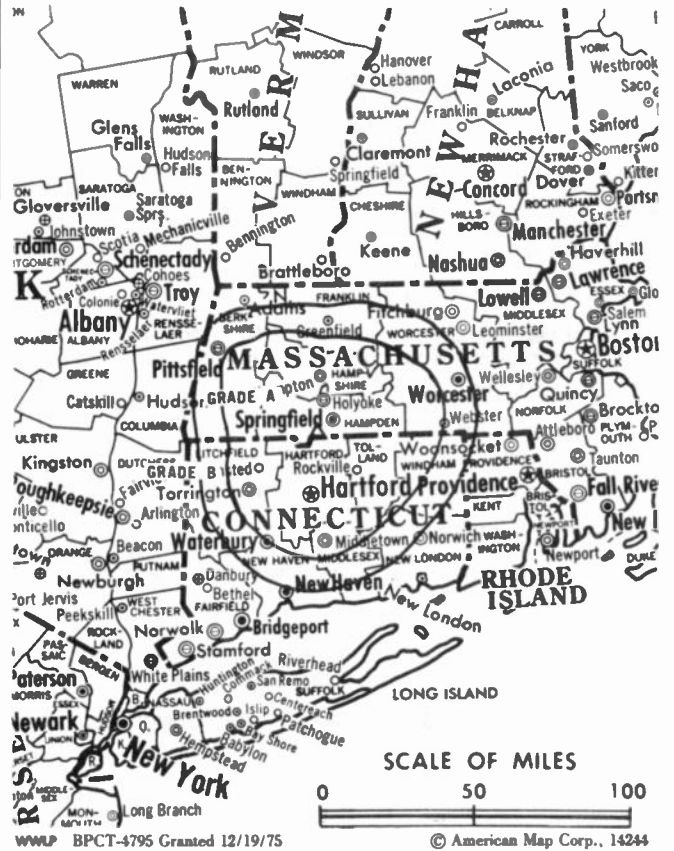
Highest One Hour Rate: \$1750.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$725.

City of License: Springfield. **ADI:** Springfield, MA. **Rank:** 108.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WWLP BPCT-4795 Granted 12/19/75

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Franklin	27,200	26,400	97
	Hampden	166,600	164,200	99
	Hampshire	49,300	48,300	98
Between 25-49%	MASSACHUSETTS	54,900	53,900	98
	CONNECTICUT			
Between 5-24%	Hartford	310,500	305,700	98
	Middlesex	51,600	50,700	98
	Tolland	40,900	40,200	98
MASSACHUSETTS	Worcester	244,400	241,100	99
	NEW HAMPSHIRE			
	Cheshire	24,300	23,700	97
Station Totals		969,700	954,200	98
Net Weekly Circulation (1988)				319,600
Average Daily Circulation (1988)				185,000

Massachusetts—Vineyard Haven

WCVX

Ch. 58

Network Service: None, independent.

Licensee: Cape Cod Television Inc.

Studio: 29 Bassett Lane, Hyannis, MA 02601.

Telephones: 617-775-4242; 617-693-5458.

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 1191-kw max. visual, 119.1-kw max. aural. Antenna: 439-ft. above av. terrain, 370-ft. above ground, 495-ft. above sea level.

Latitude	41°	41'	19"
Longitude	70°	20'	49"

Transmitter: Oak St., 0.6-mi. N of Rte. 6, Barnstable.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Microdyne, 5-meter C-band; Microdyne receivers.

News Service: AP.

Ownership: Sentry Services Corp., 100%. Gerald G. Shuck pres.; Richard Rowe, Jr. v.p./treas. SSC ownership: Sentry Federal Savings Bank, a non-stock corp.

Began Operation: July 19, 1985. Sale to present owner by Donald Moore, et al., approved by FCC Dec. 3, 1987.

Represented (sales): Creed & Associates.

Represented (legal): Arter & Hadden.

Represented (engineering): Silliman & Silliman.

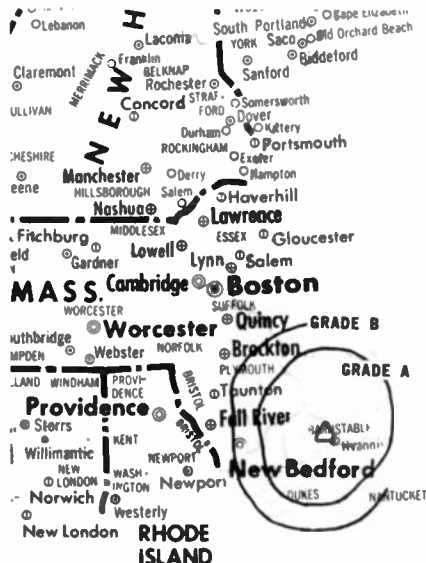
Personnel:

DANIEL N. CARNEY, general manager.
 BEN EMERY, sales manager.
 GREG BUSH, news director.

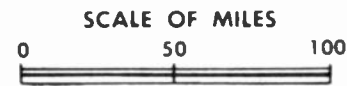
Highest 30 Sec. Rate: \$200.

City of License: Vineyard Haven. **ADI:** Providence, RI-New Bedford, MA. **Rank:** 44.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



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WCVX BNPCT—850607KH Granted 6/21/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
MASSACHUSETTS				
Between 5-24%	Barnstable	74,300	73,000	98
	Dukes	5,000	4,800	96
Station Totals		79,300	77,800	98
Net Weekly Circulation (1988)			13,400	
Average Daily Circulation (1988)			3,800	

Massachusetts—Worcester

WHLL

Ch. 27

Network Service: None, independent.

Licensee: Corridor Bcstg. Corp., Box 27, Shrewsbury, MA 01545.

Studio: 276 Boston Turnpike, Shrewsbury, MA 01545.

Telephone: 617-799-2727.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2301-kw max. visual, 230-kw max. aural. Antenna: 1531-ft. above av. terrain, 1315-ft. above ground, 2015-ft. above sea level.

Latitude 42° 20' 01"
Longitude 71° 42' 53"

Transmitter: Stiles Hill, Cross St., Boylston.

Satellite Earth Station: Microdyne, 7-meter.

News Service: CNN.

Ownership: Corridor Bcstg. Corp. See Group Ownership of Television Stations.

Began Operation: January 2, 1970. Sale to present owners by Melvin & Fred Simon, Gerald & Irwin Katz approved by FCC Oct. 18, 1983. Previous sale by America Group Management Corp. approved April 21, 1977. Began subscription TV operation Sept. 8, 1980. Resumed independent operation Jan. 1, 1986.

Represented (sales): Adam Young Inc.

Represented (legal): Sanford, Adams, McCullough & Beard.

Personnel:

- ROBERT THURBER, general manager.
- MICHAEL JONES, sales manager.
- MOSES PRIMO, chief engineer.
- CHRISTINE CIOCIOLO, film director.

Highest 30 Sec. Rate: \$360.

City of License: Worcester. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CONNECTICUT			
	Windham	35,300	34,600	98
	MASSACHUSETTS			
	Bristol	181,800	179,700	99
	Essex	248,100	245,400	99
	Middlesex	502,500	496,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Norfolk	222,300	220,300	99
	Plymouth	151,300	149,400	99
	Suffolk	266,000	260,000	98
	Worcester	244,400	241,100	99
	NEW HAMPSHIRE			
	Cheshire	24,300	23,700	97
	Hillsborough	115,100	113,600	99
	RHODE ISLAND			
	Bristol	15,800	15,700	99
	Newport	30,300	29,900	99
	Providence	217,700	215,100	99
Station Totals		2,254,900	2,225,300	99
Net Weekly Circulation (1988)				310,000
Average Daily Circulation (1988)				73,600

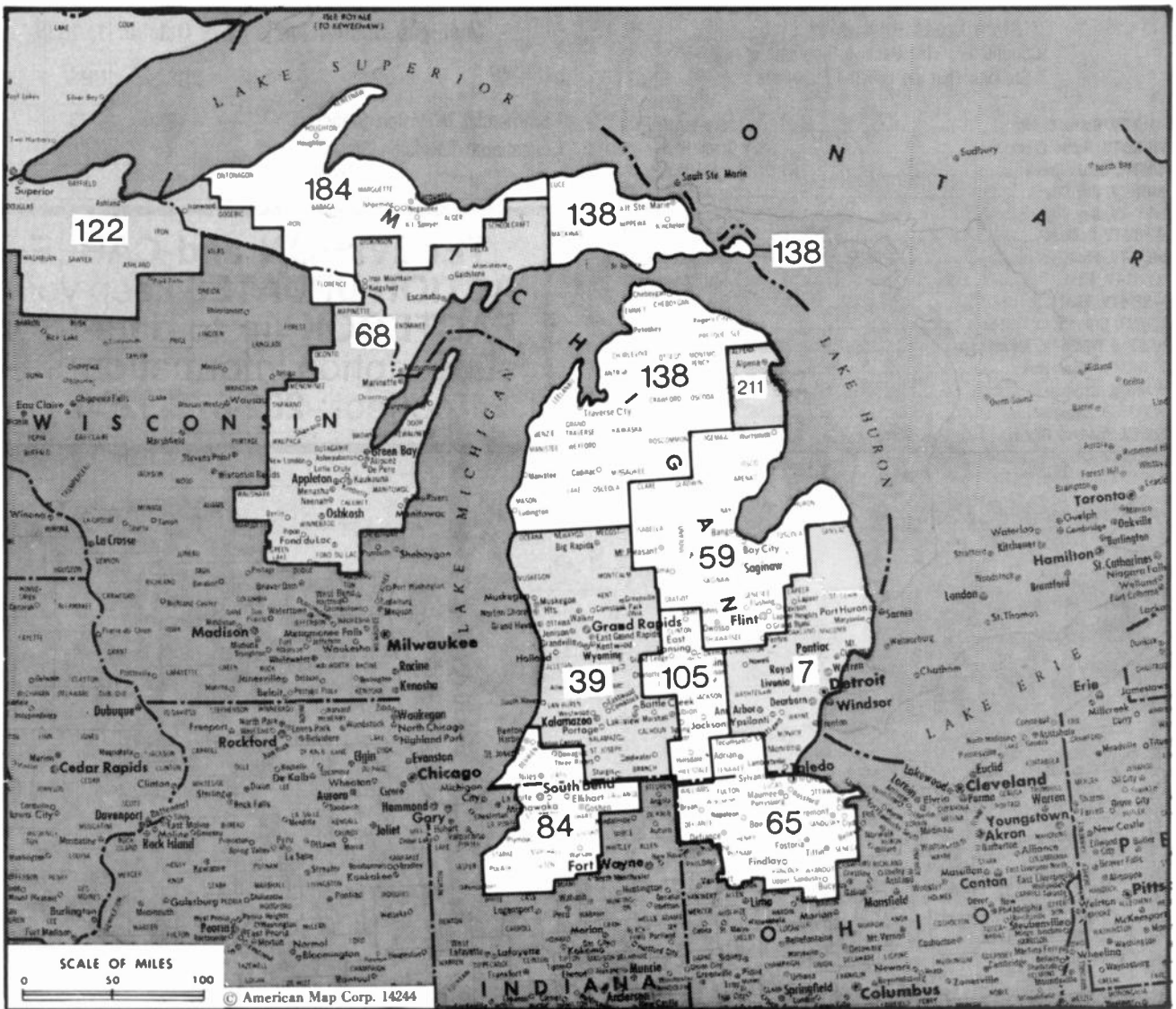
Massachusetts

WSBK-TV, Boston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	MAINE			
	Sagadahoc	12,000	11,700	98
	Somerset	16,600	16,300	98
	Waldo	11,300	11,000	97
	NEW HAMPSHIRE			
	Carroll	13,800	13,600	98
	Sullivan	14,800	14,400	97
	NEW JERSEY			
	Bergen	317,600	315,400	99
	Passaic	164,400	162,500	99
	NEW YORK			
	Albany	112,700	110,900	98
	Broome	80,700	79,600	99
Cayuga	29,000	28,400	98	
Columbia	24,000	23,500	98	
Erie	361,700	357,500	99	
Greene	16,600	16,300	98	

WSBK-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Montgomery	20,400	20,000	98
	Oneida West	34,500	34,000	99
	Otsego	22,100	21,500	97
	Rensselaer	56,000	54,900	98
	Rockland	87,200	85,900	99
	Saratoga	59,200	58,500	99
	Schenectady	58,500	57,700	99
	Suffolk	430,100	425,900	99
	Washington	19,900	19,600	98
	Westchester	321,700	317,900	99
	RHODE ISLAND			
	Washington	36,200	35,600	98
	VERMONT			
	Bennington	13,600	13,300	98
	Caledonia	10,300	10,100	98
	Windham	16,000	15,300	96
	Windsor	21,400	20,800	97



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Detroit, MI	1,697,400	7	WDIV (4), WGPR-TV (62), WIHT (31), WJBK-TV (2), WKBD-TV (50), WXON (20), WXYZ-TV (7)
Grand Rapids-Kalamazoo-Battle Creek, MI	595,800	39	WLLA (64), WOTV (8), WTLJ (54), WUHQ-TV (41), WWMT (3), WXMI (17), WZZM-TV (13)
Flint-Saginaw-Bay City, MI	429,400	59	WAQP (49), WEYI-TV (25), WJRT-TV (12), WNEM-TV (5), WSMH (66)
Toledo, OH	400,500	65	WGGN-TV (52), WNNW-TV (24), WTOL-TV (11), WTVG (13), WUPW (36)
Green Bay-Appleton, WI	369,600	68	WBAY-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLUC-TV (11), WXGZ-TV (32)
South Bend-Elkhart, IN	285,700	84	WHME-TV (46), WNDU-TV (16), WSBT-TV (22), WSJV (28)
Lansing, MI	216,300	105	WILX-TV (10), WLNS-TV (6), WSYM-TV (47)
Duluth, MN-Superior, WI	171,100	122	KBJR-TV (6), KDLH-TV (3), WDIO-TV (10), WIRT (13)
Traverse City-Cadillac, MI	155,800	136	WGKI (33), WGTQ (8), WGTU (29), WPBN-TV (7), WTMO-TV (4), WWTW (9), WWUP-TV (10)
Marquette, MI	54,600	184	WLUC-TV (6)
Alpena, MI	15,000	211	WBKB-TV (11)

State Cross Reference List

Communities That Receive Programs of
Stations That are Located Elsewhere

WILX-TV, Battle Creek	See Lansing, MI
WUHQ-TV, Battle Creek	See Grand Rapids, MI
WWMT, Battle Creek	See Kalamazoo, MI
WJRT-TV, Bay City	See Flint, MI
WEYI-TV, Bay City	See Saginaw, MI
WPBN-TV Cadillac	See Traverse City, MI
WEYI-TV, Flint	See Saginaw, MI
WLNS-TV, Flint	See Lansing, MI
WNEM-TV, Flint	See Bay City, MI
WWMT, Grand Rapids	See Kalamazoo, MI
WOTV & WZZM-TV, Kalamazoo	See Grand Rapids, MI
WUHQ-TV, Kalamazoo	See Grand Rapids, MI
WJRT-TV, Saginaw	See Flint, MI
WNEM-TV, Saginaw	See Bay City, MI
WWTV, Traverse City	See Cadillac, MI

Michigan Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	19	13	32
Educational Television Stations	2	10	12
	21	23	44

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Michigan—Alpena-Oscoda-Tawas City- East Tawas

WBKB-TV

Ch. 11

Network Service: CBS.

Licensee: Thunder Bay Broadcasting Corp., 1390 Bagley St., Alpena, MI 49707.

Studio: 1390 Bagley St., Alpena, MI 49707.

Telephone: 517-356-3434.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 670-ft. above av. terrain, 500-ft. above ground, 1510-ft. above sea level.

Latitude 44° 42' 25.00"
Longitude 83° 31' 22.50"

Transmitter: Hubbard Lake Rd., 3-mi. N of M-72.

Satellite Earth Stations: RCA Americom, 4.5-meter Ku-band; 3.8-meter G-band; M/A-Com, Standard Communications receivers.

News Services: UPI, CBS.

Ownership: Stephen A. Marks, pres., 88.5%; Thunder Bay Broadcasting Corp., 11.4%; others

Began Operation: September 22, 1975.

Represented (sales): Seltel Inc.

Represented (legal): Cohn & Marks.

Represented (engineering): Cohen, Dippell & Everist, P.C.

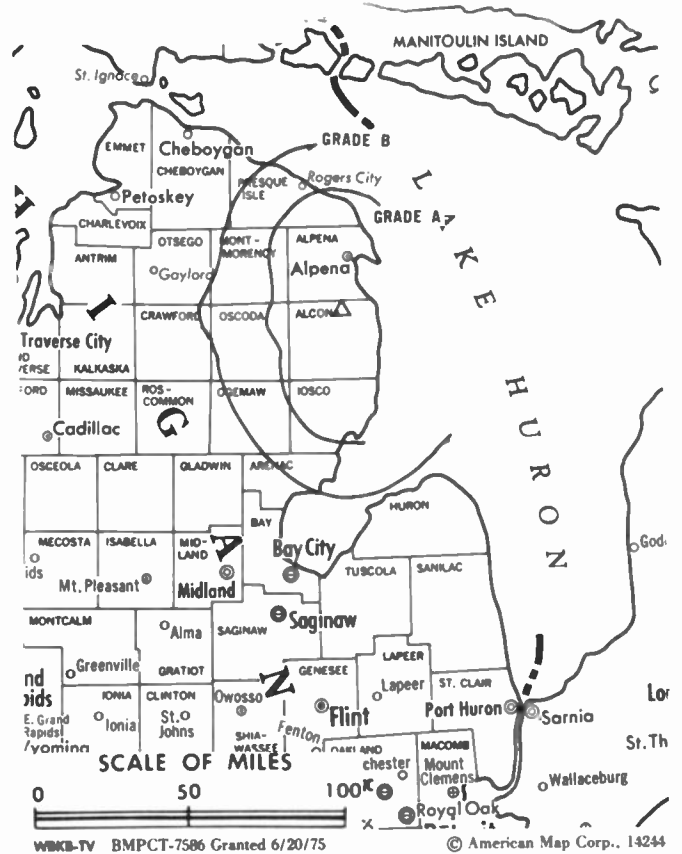
Personnel:

STEPHEN A. MARKS, president & general manager.
THERESA H. STOPPA, station manager.
CHER ALLEN, local sales manager.
BARB BOWEN, national & regional sales manager.
DANIEL SPRINGER, news director.
MARK NOWAK, chief engineer.
MICHAEL CAMPBELL, production manager.
JODIE BRYANT, program director.

Rates: On request.

City of License: Alpena. **ADI:** Alpena. **Rank:** 211.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
MICHIGAN				
50% & Over	Alcona	4,300	4,100	95
	Alpena	11,400	10,900	96
	Iosco	11,500	11,300	98
	Oscoda	2,900	2,800	97
	Presque Isle	5,300	5,100	96
MICHIGAN				
Between 25-49%	Montmorency	3,200	3,100	97
	Ogemaw	7,000	6,800	98
MICHIGAN				
Between 5-24%	Arenac	5,800	5,700	98
	Huron	13,400	13,100	98
Station Totals		64,800	62,900	97
Net Weekly Circulation (1988)			33,500	
Average Daily Circulation (1988)			17,200	

Michigan—Ann Arbor

WIHT

Ch. 31

Network Service: None, independent.

Licensee: Satellite Television Systems Inc., Box 45684, Tulsa, OK 74145.

Studio: 3975 Varsity Dr., Ann Arbor, MI 48108.

Mailing Address: Box 2267, Ann Arbor, MI 48106.

Telephone: 313-973-7900. **TWX:** 810-221-0038.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1230-kw max. & 1222-kw horizontal visual, 200-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 1044-ft. above ground, 2049-ft. above sea level.

Latitude 42° 22' 25.00"
Longitude 84° 01' 13.50"

Transmitter: RFD M-52, Lyndon Twp.

Satellite Earth Stations: 4 in operation; Gardiner, 5.6-meter; AFC, 3.5-meter; Micro-dyne receivers.

News Service: CNN.

Ownership: Tempo Enterprises Inc., 100%. Edward L. Taylor, chmn.-chief exec. officer. Tempo Enterprises Inc. owns LPTV stations, is a multiple cable TV system operator; produces cable programming.

Began Operation: January 12, 1981.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Lohnes & Culver.

Personnel:

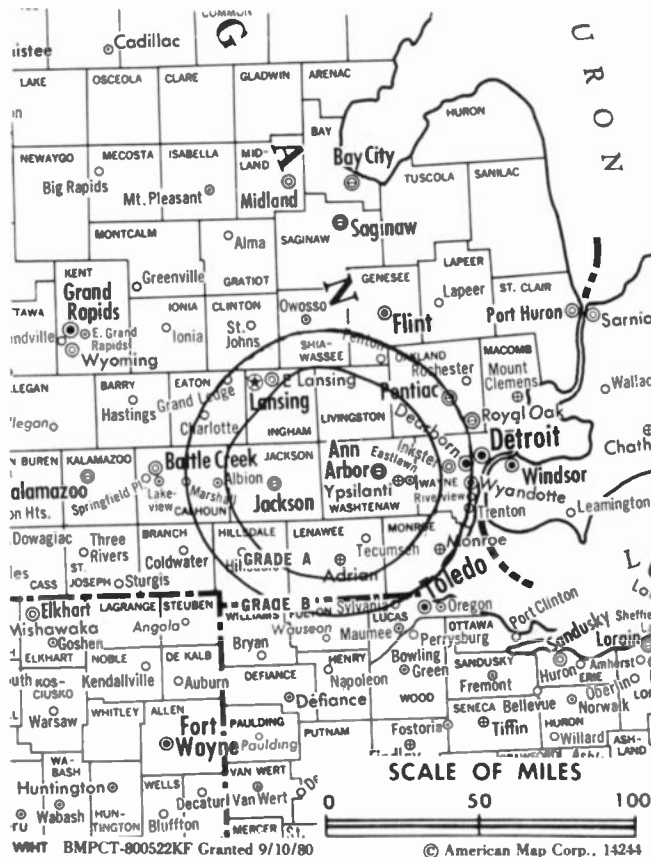
CHRISTOPHER WEBB, general manager.
ROBERT THOMPSON, chief engineer.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$100.

City of License: Ann Arbor. **ADI:** Detroit. **Rank:** 7.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 5-24%	Eaton	34,400	34,000	99
	Hillsdale	14,800	14,500	98
	Jackson	51,300	50,700	99
	Lenawee	31,100	30,700	99
	Livingston	36,100	35,700	99
	Washtenaw	99,200	97,000	98
Station Totals		266,900	262,600	98
Net Weekly Circulation (1988)			42,400	
Average Daily Circulation (1988)			9,800	

Michigan—Bay City-Saginaw-Flint

WNEM-TV

Ch. 5

Network Service: NBC.

Licensee: Meredith Corp., 107 N. Franklin St., Box 531, Saginaw, MI 48606.

Studio: 107 N. Franklin St., Saginaw, MI 48606.

Office: G-3426 Miller Rd., Flint, MI 48507.

Telephones: 517-755-8191, Saginaw; 313-732-2050, Flint.

TWX: 810-265-1203, Saginaw; 810-235-1190, Flint.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1036-ft. above av. terrain, 1049-ft. above ground, 1635-ft. above sea level.

Latitude 43° 28' 13"
Longitude 83° 50' 35"

Transmitter: 5700 Becker Rd., Saginaw, MI.

Satellite Earth Station: Harris; Drake, Harris receivers.

News Services: UPI, NIWS.

Ownership: Meredith Corp., 100%. See Group Ownership of Television Stations.

Began Operation: February 16, 1954. Sale to present owner by James Gerity Jr. approved by FCC April 16, 1969 (*Television Digest*, Vol. 9:15).

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

PAUL VIRCIGLIO, vice president & general manager.
PAULA MORRISSEY, general sales manager.
BILL AVERY, program director.
MICHELLE KEILITZ, promotion director.
GREG SURMA, chief engineer.
BARB HANDLEY-MILLER, news director.
JOHN HAUPRICHT, production manager.
MARC WESLEY, sports director.
PAT DeCORTE, business manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Bay City. **ADI:** Flint-Saginaw-Bay City. **Rank:** 59.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
50% & Over	Alcona	4,300	4,100	95
	Alpena	11,400	10,900	96
	Arenac	5,800	5,700	98
	Bay	41,300	40,800	99
	Clare	10,300	10,100	98
	Genesee	159,000	157,300	99
	Gladwin	8,600	8,400	98
	Gratiot	13,800	13,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Huron	13,400	13,100	98
	Iosco	11,500	11,300	98
	Isabella	17,800	17,400	98
	Lapeer	23,600	23,300	99
	Midland	26,700	26,500	99
	Ogemaw	7,000	6,800	98
	Roscommon	8,200	8,100	99
	Saginaw	77,200	76,300	99
	Sanilac	15,000	14,700	98
	Shiawassee	23,900	23,600	99
	Tuscola	19,100	18,800	98
MICHIGAN				
Between 25-49%	Oscoda	2,900	2,800	97
MICHIGAN				
Between 5-24%	Chippewa	9,900	9,700	97
	Clinton	18,700	18,500	99
	Crawford	3,700	3,600	97
	Emmet	9,200	8,900	97
	Livingston	36,100	35,700	99
	Mecosta	12,300	12,000	98
	Montcalm	18,100	17,800	98
	Osceola	7,500	7,300	97
Station Totals		616,300	607,100	99
Net Weekly Circulation (1988)			448,800	
Average Daily Circulation (1988)			289,200	

Michigan—Cadillac

WGKI

Ch. 33

Network Service: None, independent.

Grantee: GRK Productions Joint Venture, 202 Stimson St., Box 128, Cadillac, MI 49601.

Studio: 202 Stimson St., Cadillac, MI 49601.

Mailing Address: Box 128, Cadillac, MI 49601.

Telephones: 616-775-9813; 616-775-9820.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 100-kw max. visual, 10-kw max. aural. Antenna: 945-ft. above av. terrain, 584-ft. above ground, 2153-ft. above sea level.

Latitude	44°	08'	53"
Longitude	85°	20'	45"

Transmitter: 6.5-mi. SSE of Cadillac.

Satellite Earth Station: Uniden, 10-meter.

Ownership: GRK Productions Joint Venture. Gary Knapp, pres., 50.00%; Constance M. Knapp, v.p., 50.00%.

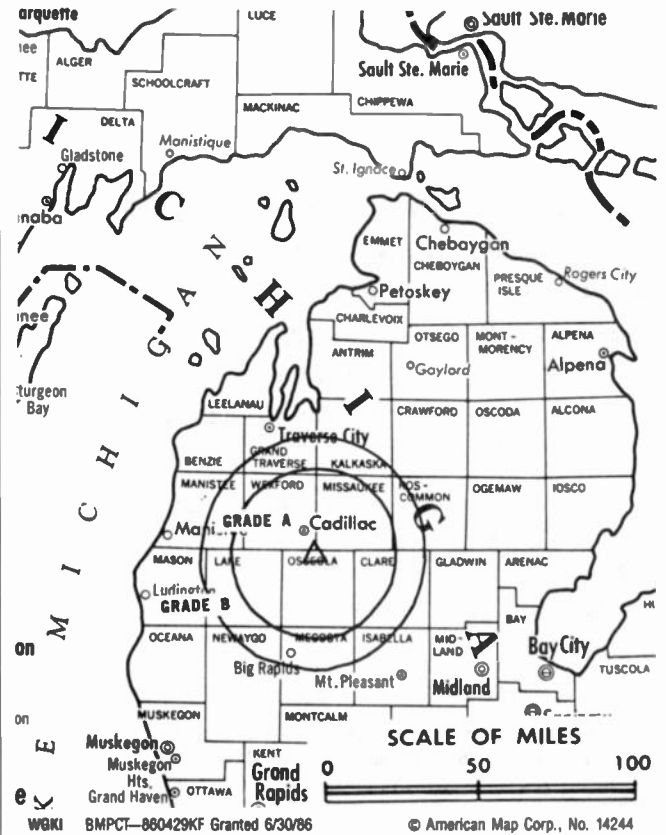
Scheduled to Begin Operation: November 1, 1988.

Represented (legal): Reddy, Begley & Martin.

Represented (engineering): E. Harold Munn Jr. & Associates Inc.

Personnel:

- GARY KNAPP, general manager.
- GLEN WALKER, chief engineer.
- PAT ANDERSON, news director.
- JOYCE BASSETTE, program director.
- DONNA HORNING, promotion director.



Rates: Not available.

City of License: Cadillac. **ADI:** Traverse City-Cadillac. **Rank:** 138.

Michigan—Cadillac-Traverse City

WWTV

Ch. 9

(Operates satellite WWUP-TV, Sault Ste. Marie, MI)

Network Service: CBS.

Licensee: Wilson Communications Inc., Box 627, Cadillac, MI 49601.

Studios: 11360 N. 130th Ave., Cadillac, MI 49601; 3920 U.S. 31 South, Traverse City, MI 49684-0627.

Mailing Address: Box 627, Cadillac, MI 49601.

Telephone: 616-775-3478.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1635-ft. above av. terrain, 1295-ft. above ground, 2999-ft. above sea level.

Latitude 44° 08' 12"
Longitude 85° 20' 33"

Transmitter: 9-mi. SE of Cadillac.

Satellite Earth Stations: Microwave General, 5-meter C-band; RCA, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Pinzone, Scientific-Atlanta receivers.

News Services: AP, Michigan News Exchange, UPI, CBS.

Ownership: Inland Tool & Manufacturing Inc. See Ralph C. Wilson Jr. in Group Ownership of Television Stations.

Began Operation: December 11, 1953. Sale to present owner by Fetzer Bcstg. Co. approved by FCC Dec. 28, 1978 (Television Digest, Vol. 19:14). Sale to Fetzer by Spartan Corp. approved July 23, 1958 (Vol. 14:25, 27).

Represented (sales): Blair Television.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Lohnes & Culver.

Personnel:

- J. A. (SKIP) SIMMS, general manager.
- RICHARD SCHAPPA, general sales manager.
- LOWELL SHORE, chief engineer.
- BOB LEE, director of news, community & public affairs.
- LINDA KIMBEL, national sales manager.
- BOB FAULL, promotion director.
- VIRGINIA BURKE, business manager.

Highest One Hour Rate: \$2100.

Highest 30 Sec. Rate: \$400.

Rates: WWTV is sold in combination with WWUP-TV.

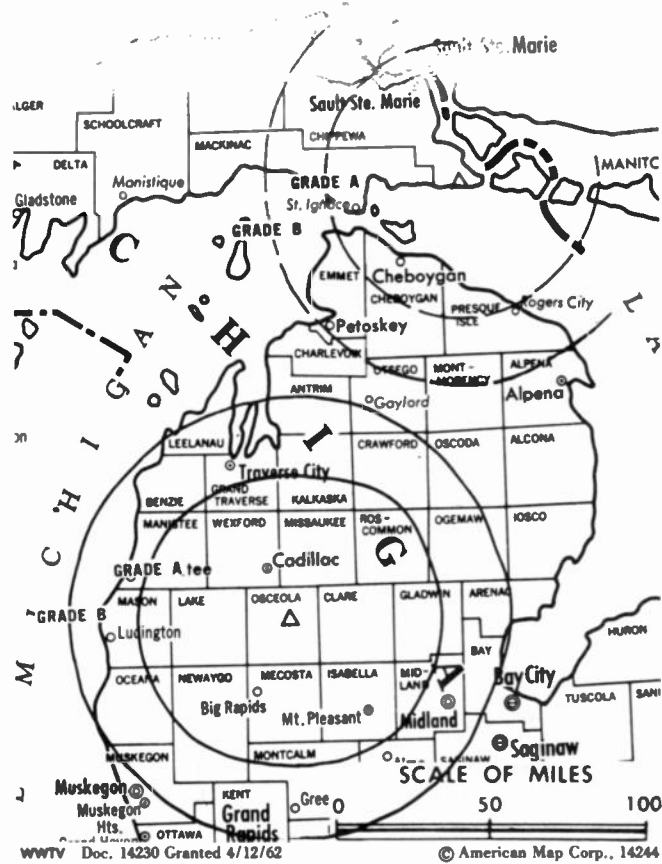
NETWORK BASE HOURLY RATE: \$1000.

Arbitron Data: Figures include WWUP-TV, Sault Ste. Marie.

City of License: Cadillac. **ADI:** Traverse City-Cadillac. **Rank:** 138.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Antrim	6,600	6,500	98
	Benzie	4,500	4,400	98
	Charlevoix	7,900	7,700	97
	Cheboygan	8,100	7,800	96
	Chippewa	9,900	9,700	97
	Clare	10,300	10,100	98
	Crawford	3,700	3,600	97
	Emmet	9,200	8,900	97
	Gladwin	8,600	8,400	98
	Grand Traverse	22,100	21,600	98
	Isabella	17,800	17,400	98
	Kalkaska	4,900	4,800	98
	Lake	3,600	3,500	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Leelanau	5,800	5,700	98
	Luce	2,100	2,000	95
	Mackinac	3,700	3,600	97
	Manistee	9,400	9,200	98
	Mason	10,500	10,100	96
	Mecosta	12,300	12,000	98
	Missaukee	3,900	3,800	97
	Montmorency	3,200	3,100	97
	Oceana	8,200	7,900	96
	Osceola	7,500	7,300	97
Between 25-49%	Oscoda	2,900	2,800	97
	Otsego	5,700	5,600	98
	Presque Isle	5,300	5,100	96
	Roscommon	8,200	8,100	99
	Wexford	10,200	10,000	98
	MICHIGAN			
	Gratiot	13,800	13,600	98
	Midland	26,700	26,500	99
	Montcalm	18,100	17,800	98
	Newaygo	14,000	13,700	98
Ogemaw	7,000	6,800	98	
Between 5-24%	MICHIGAN			
	Alger	3,200	3,100	97
	Alpena	11,400	10,900	96
	Arenac	5,800	5,700	98
	Delta	13,900	13,600	98
	Dickinson	10,400	10,200	98
	Marquette	25,300	25,000	99
	Schoolcraft	3,000	2,900	97
	WISCONSIN			
	Florence	1,400	1,400	100
Station Totals		370,100	361,900	98
Net Weekly Circulation (1988)			232,100	
Average Daily Circulation (1988)			135,600	

Michigan—Cheboygan

WTOM-TV

Ch. 4

(Satellite of WPBN-TV, Traverse City, MI)

Network Service: NBC.

Licensee: Beam Communications Holding Co. Inc., 50 W. Mashta Dr., Key Biscayne, FL 33149.

Studio: U.S. Rte. 23, 6.7-mi. E of Cheboygan.

Mailing Address: Box 546, Traverse City, MI 49684.

Telephone: 616-947-7770.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw max. visual, 20-kw max. aural. Antenna: 620-ft. above av. terrain, 590-ft. above ground, 1290-ft. above sea level.

Latitude	45°	39'	01''
Longitude	84°	20'	37''

Transmitter: U. S. Rte. 23, 6.7-mi. E of Cheboygan.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Roscor, 2.4-meter mobile Ku-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Vertex, 4.6-meter Ku-band; ADM, 4-meter C-band; Harris, M/A-Com receivers.

News Services: AP, NBC, CNN Headline News, Sun World Satellite News, A-News.

Ownership: Beam Communications Corp., 100%. See Group Ownership of Television Stations.

Began Operation: May 16, 1959.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Lohnes & Culver.



Personnel:

PETER GOOD, vice president & general manager.
LEON BUSH, chief engineer.

Rates: See WPBN-TV, Traverse City.

Arbitron Data: Included with WPBN-TV, Traverse City

City of License: Cheboygan. ADI: Traverse City-Cadillac. Rank: 138.

Michigan—Detroit

WDIV

Ch. 4

Network Service: NBC.

Licensee: Post-Newsweek Stations Michigan Inc., 550 Lafayette Blvd., Detroit, MI 48231.

Studio: 550 Lafayette Blvd., Detroit, MI 48231.

Telephone: 313-222-0444. **TWX:** 810-221-1623.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 9.77-kw aural. Antenna: 1010-ft. above av. terrain, 1068-ft. above ground, 1753-ft. above sea level.

Latitude 42° 28' 59"
Longitude 83° 12' 20"

Holds CP for change to 100-kw max. visual, 10-kw max. aural, 1004-ft. above av. terrain, 1020-ft. above ground, 1706-ft. above sea level. BPC-880308KF.

Transmitter: 15700 Lincoln Dr., Southfield, MI.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 4.5-meter Ku-band; Harris, 6.1-meter C-band; Microdyne, Scientific-Atlanta receivers.

News Services: CNN, Group W Newsfeed, NBC.

Ownership: Post-Newsweek Stations Inc., 100%. See Group Ownership of Television Stations.

Began Operation: June 3, 1947. Exchange for WTOV-TV (now WUSA), Washington, DC approved by FCC May 18, 1978 (*Television Digest*, Vol. 17:50; 18:21).

Represented (sales): Petry Television Inc.

Represented (legal): Covington & Burling.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

- ALAN FRANK, vice president & general manager.
- CHRISTOPHER ROHRS, vice president, marketing & station manager.
- ROBERT WARFIELD, vice president & director, broadcast operations.
- KEITH SIMMONS, local sales manager.
- BILL BURKE, national sales manager.
- HENRY MALDONADO, program manager.
- EILEEN WUNDERLICH, press & publicity manager.
- MARCUS WILLIAMS, engineering manager.
- MARCIA ETIENNE, director of business & administrative affairs.
- DENISE CUNNINGHAM, operations manager.
- KATHY LANSING, business manager.
- TERRI TURPIN-AMATO, manager, promotion projects.
- DEBORAH WROBLEWSKI, research analyst.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3802.

City of License: Detroit. **AOI:** Detroit. **Rank:** 7.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Lapeer	23,600	23,300	99
	Livingston	36,100	35,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MACOMB	247,000	245,600	99
	MONROE	45,500	45,000	99
	OAKLAND	382,100	379,500	99
	ST CLAIR	50,000	49,300	99
	SANILAC	15,000	14,700	98
	WASHTENAW	99,200	97,000	98
	WAYNE	810,300	801,000	99
Between 25-49%	MICHIGAN			
	GENESSEE	159,000	157,300	99
	JACKSON	51,300	50,700	99
	LENAWEE	31,100	30,700	99
Between 5-24%	MICHIGAN			
	HILLSDALE	14,800	14,500	98
	HURON	13,400	13,100	98
	SHIAWASSEE	23,900	23,600	99
	MISSOURI			
	RIPLEY	5,100	4,800	94
OHIO	FULTON	14,200	13,900	98
	LUCAS	177,500	175,500	99
	OTTAWA	15,200	15,000	99
	WOOD	39,200	38,700	99
	SOUTH OAKOTA	LYMAN	1,300	1,300
POTTER		1,300	1,300	100
Station Totals		2,256,100	2,231,500	99
Net Weekly Circulation (1988)			1,687,400	
Average Daily Circulation (1988)			1,083,600	

Michigan—Detroit

WGPR-TV

Ch. 62

Network Service: None, independent.

Licensee: WGPR Inc., 3140 E. Jefferson Ave., Detroit, MI 48207.

Studio: 3140-46 E. Jefferson Ave., Detroit, MI 48207.

Telephone: 313-259-8862.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 759-kw horizontal visual, 75.9-kw horizontal aural. Antenna: 970-ft. above av. terrain, 1000-ft. above ground, 1662-ft. above sea level.

Latitude 42° 27' 13"
Longitude 83° 09' 50"

Transmitter: One Radio Plaza, Royal Oak Twp., MI.

Satellite Earth Stations: M/A-Com, 3.3-meter; Harris, 4.6-meter; Harris, 5-meter; M/A-Com, Harris, Pinzone receivers.

Ownership: WGPR Inc., non-profit organization, licensee of WGPR(FM), Detroit. George Mathews, pres. & gen. mgr.; Michelle DeSouza, v.p.; James W. Panagos, v.p.

Began Operation: September 29, 1975.

Represented (sales): R. A. Lazar Co.

Represented (legal): Hogan & Hartson.

Personnel:

- GEORGE MATHEWS, president & general manager.
- JAMES W. PANAGOS, vice president & general sales manager.
- MICHELLE DeSOUZA, vice president, traffic & production manager.
- CELESTINE HARRIS, public relations & promotion director.
- ALBERT RUEDEMANN, chief engineer.
- TERESA CAYTON, news director.
- JOE SPENCER, program director.
- ROGER WILLIAMS, business manager.

Highest 30 Sec. Rate: \$100.

City of License: Detroit. **ADI:** Detroit. **Rank:** 7.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 5-24%	Macomb	247,000	245,600	99
	Monroe	45,500	45,000	99
	Oakland	382,100	379,500	99
	St Clair	50,000	49,300	99
	Washtenaw	99,200	97,000	98
	Wayne	810,300	801,000	99
Station Totals		1,634,100	1,617,400	99
Net Weekly Circulation (1988)			201,500	
Average Daily Circulation (1988)			52,500	

Michigan—Detroit

WJBK-TV

Ch. 2

Network Service: CBS.

Licensee: Gillett Communications of Detroit Inc., 16550 W. Nine Mile Rd., Southfield, MI 48075.

Studio: 16550 West 9 Mile Rd., Southfield, MI 48075.

Mailing Address: Box 2000, Southfield, MI 48037.

Telephone: 313-557-2000. TWX: 810-224-4876.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

Latitude 42° 27' 38"
Longitude 83° 12' 47"

Transmitter: Southfield, MI.

Satellite Earth Station: Microdyne, 9-meter; Scientific-Atlanta receivers.

News Services: AP, UPI, CBS, Storer Washington Bureau.

Ownership: Gillett Communications Co., 100%. See Group Ownership of Television Stations.

Began Operation: October 24, 1948.

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

Represented (legal): Pepper & Corazzini.

Personnel:

GEORGE U. LYONS, president & general manager.
STEVE ANTONIOTTI, vice president, broadcasting.
JAMES CLAYTON, general sales manager.
KEN RYCYZYN, national sales manager.
D. J. WILSON, local sales manager.
DEBRA LAWSON, community affairs director.
JEFF FORSTER, operations manager.
CAROLYN WOLFORD, program manager.
GLORIA PETERSON, controller.
MORT MEISNER, acting news director.
KATY BAETZ, promotion director.

Rates: On request.

City of License: Detroit. **ADI:** Detroit. **Rank:** 7.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
50% & Over	Lapeer	23,600	23,300	99
	Livingston	36,100	35,700	99
	Macomb	247,000	245,600	99
	Monroe	45,500	45,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Oakland	382,100	379,500	99
	St Clair	50,000	49,300	99
	Sanilac	15,000	14,700	98
	Washtenaw	99,200	97,000	98
	Wayne	810,300	801,000	99
MICHIGAN				
Between 25-49%	Genesee	159,000	157,300	99
MICHIGAN				
Between 5-24%	Jackson	51,300	50,700	99
	Lenawee	31,100	30,700	99
	Shiawassee	23,900	23,600	99
OHIO				
	Lucas	177,500	175,500	99
	Ottawa	15,200	15,000	99
	Wood	39,200	38,700	99
Station Totals		2,206,000	2,182,600	99
Net Weekly Circulation (1988)			1,552,300	
Average Daily Circulation (1988)			837,500	

Michigan—Detroit

WKBD-TV

Ch. 50

Network Service: Fox.

Licensee: WKBD Inc., Box 50, Southfield, MI 48037.

Studio: 26905 West 11 Mile Rd., Southfield, MI 48037.

Mailing Address: Box 50, Southfield, MI 48037.

Telephone: 313-444-8500. **TWX:** 810-224-4897.

Fax: 313-355-2692.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 2340-kw max. & 2090-kw horizontal visual, 234-kw max. & 209-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1053-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"
Longitude 83° 18' 44"

Transmitter: 26955 West 11 Mile Rd., Southfield, MI.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

News Services: AP, CNN Headline News.

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

Began Operation: January 10, 1965. Sale of Kaiser Industries Corp.'s 77.5% interest approved by FCC June 22, 1977 (Television Digest, Vol. 16:51; 17:26). Sale by Field Enterprises Holdings Ltd. to Cox approved by FCC Jan. 30, 1984 (Vol. 23:21, 40).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

- GEORGE H. WILLIAMS, vice president & general manager.
- DUANE G. KELL, station manager.
- ELLEN M. BRAMSON, general sales manager.
- J. PATRICK O'DONNELL, national sales manager.
- JAMES HUMPHREYS, local sales manager.
- PAUL A. PRANGE, program director.
- BOB FITZGERALD, business manager.
- DAVID L. JERRELL, director of operations.
- GENE FAULKNER, chief engineer.
- HELEN PASA KARNIS, news director.
- GARY SCHLAFF, marketing director.
- TOBY CUNNINGHAM, director of creative services.

Highest 30 Sec. Rate: \$5000.

City of License: Detroit. **ADI:** Detroit. **Rank:** 7.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
MICHIGAN				
	Gogebic	7,300	7,100	97
	Livingston	36,100	35,700	99
	Macomb	247,000	245,600	99
	Oakland	382,100	379,500	99
	St Clair	50,000	49,300	99
	Washtenaw	99,200	97,000	98
	Wayne	810,300	801,000	99
Between 25-49%				
MICHIGAN				
	Alger	3,200	3,100	97
	Alpena	11,400	10,900	96
	Bay	41,300	40,800	99
	Calhoun	51,600	51,000	99
	Delta	13,900	13,600	98
	Dickinson	10,400	10,200	98
	Genesee	159,000	157,300	99
	Grand Traverse	22,100	21,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	Houghton	13,300	12,900	97
	Ingham	99,300	97,900	99
	Iosco	11,500	11,300	98
	Iron	5,600	5,500	98
	Jackson	51,300	50,700	99
	Kalamazoo	80,900	79,800	99
	Keweenaw	700	700	100
	Lapeer	23,600	23,300	99
	Lenawee	31,100	30,700	99
	Luce	2,100	2,000	95
	Marquette	25,300	25,000	99
	Monroe	45,500	45,000	99
	Muskegon	56,400	55,600	99
	Sanilac	15,000	14,700	98
	Schoolcraft	3,000	2,900	97
	Shiawassee	23,900	23,600	99
	Wexford	10,200	10,000	98
OHIO				
	Fulton	14,200	13,900	98
	Hancock	24,800	24,500	99
	Lucas	177,500	175,500	99
	Wood	39,200	38,700	99
WISCONSIN				
	Ashland	6,400	6,300	98
Between 5-24%				
MICHIGAN				
	Alcona	4,300	4,100	95
	Antrim	6,600	6,500	98
	Baraga	3,000	2,900	97
	Branch	14,600	14,400	99
	Charlevoix	7,900	7,700	97
	Cheboygan	8,100	7,800	96
	Chippewa	9,900	9,700	97
(Continued on page A-588)				
Station Totals		3,410,100	3,367,700	99
Net Weekly Circulation (1988)			1,578,500	
Average Daily Circulation (1988)			668,100	

Michigan—Detroit

WXON

Ch. 20



WXON-DETROIT

TVB

MMT MARKETING DIVISION

Network Service: None, independent.

Licensee: WXON-TV Inc., 27777 Franklin Rd., Suite 708, Southfield, MI 48034.

Studio: 26935 West 11 Mile Rd., Southfield, MI 48034.

Telephone: 313-355-2900.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 1200-kw max. & 1000-kw horizontal visual, 120-kw aural. Antenna: 961-ft. above av. terrain, 1050-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"
Longitude 83° 18' 44"

Transmitter: 26935 W. 11 Mile Rd., Southfield.

Satellite Earth Station: M/A-Com, 4.7-meter Ku-band.

News Service: UPI.

Ownership: Aben E. Johnson Jr., trustee, 97.2%

Began Operation: September 15, 1968 on Ch. 62. Ch. 20 (as WJMY) began operation Oct. 1962, left air June 10, 1963. Station was then sold to United Bcstg. Co. by Triangle Bcstg. Co. Sale to present owner approved June 1972. Began operation Dec. 9, 1972.

Represented (sales): MMT Sales Inc.

Represented (legal): Arthur V. Belendiuk.

Represented (engineering): E. Harold Munn Jr. & Associates Inc.

Personnel:

DOUGLAS JOHNSON, vice president & general manager.
MICHAEL BERMAN, general sales manager.
SANDEE HENRY, local sales manager.
HOWARD LEVINSON, national sales manager.
A. J. SCHWEIZER, operations manager.
GARY KING, chief engineer.



TRACEY NICHOL, program manager.
MELANIE CHURELLA, news director.

Highest 30 Sec. Rate: \$400.

City of License: Detroit. ADI: Detroit. Rank: 7.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Livingston	36,100	35,700	99
	Macomb	247,000	245,600	99
	Wayne	810,300	801,000	99
Between 25-49%	MICHIGAN			
	Lapeer	23,600	23,300	99
	Monroe	45,500	45,000	99
	Oakland	382,100	379,500	99
	St Clair	50,000	49,300	99
	Sanilac	15,000	14,700	98
	Washtenaw	99,200	97,000	98
Between 5-24%	MICHIGAN			
	Genesee	159,000	157,300	99
	Jackson	51,300	50,700	99
	Lenawee	31,100	30,700	99
	Shiawassee	23,900	23,600	99
	OHIO			
	Fulton	14,200	13,900	98
	Ottawa	15,200	15,000	99
Station Totals		2,003,500	1,982,300	99
Net Weekly Circulation (1988)				915,000
Average Daily Circulation (1988)				369,900

Michigan—Detroit

WXYZ-TV

Ch. 7

Network Service: ABC.

Licensee: Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 20777 W. Ten Mile Rd., Southfield, MI 48037.

Mailing Address: Box 789, Southfield, MI 48037.

Telephone: 313-827-7777. **TWX:** 810-224-4924.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1737-ft. above sea level.

Latitude 42° 28' 15"
Longitude 83° 15' 00"

Transmitter: Broadcast House, 20777 W. Ten Mile Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 5 in operation; AvanteK, Standard Communications receivers.

News Services: AP, UPI, ABC.

Ownership: Scripps Howard Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: October 9, 1948. FCC approved sale to present owner by American Bcstg. Cos. Nov. 14, 1985.

Represented (sales): Katz Television.

Represented (legal): Baker & Hostetler.

Personnel:

THOMAS GRIESDORN, general manager.
GRACE GILCHRIST, general sales manager.
JOE TRONDLE, local sales manager.
ROBERT SLIVA, national sales manager.
MILDA SKORUPSKAS, traffic manager.
WALLACE RODAMMER, director of engineering.
TOM ROSENBAUM, news director.
LARRY G. ALT, program director.
JAN QUALTIERE, business manager.
MIMMI MATHIS, promotion director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3600.

City of License: Detroit. **AOI:** Detroit. **Rank:** 7.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	MICHIGAN			
	Jackson	51,300	50,700	99
	Lapeer	23,600	23,300	99
	Lenawee	31,100	30,700	99
	Livingston	36,100	35,700	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	MACOMB	247,000	245,600	99
	MONROE	45,500	45,000	99
	OAKLAND	382,100	379,500	99
	ST. CLAIR	50,000	49,300	99
	SANILAC	15,000	14,700	98
	WASHTENAW	99,200	97,000	98
	WAYNE	810,300	801,000	99
Between 25-49%	MICHIGAN			
	Genesee	159,000	157,300	99
Between 5-24%	MICHIGAN			
	Hillsdale	14,800	14,500	98
	Ingham	99,300	97,900	99
	Shiawassee	23,900	23,600	99
	NORTH OAKOTA			
	Hettinger	1,500	1,500	100
	OHIO			
Fulton	14,200	13,900	98	
Lucas	177,500	175,500	99	
Ottawa	15,200	15,000	99	
Wood	39,200	38,700	99	
Station Totals		2,335,800	2,310,400	99
Net Weekly Circulation (1988)			1,694,600	
Average Daily Circulation (1988)			1,019,800	

Michigan-Detroit-Windsor, Ontario

CBET

Ch. 9

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, ON K1G 3J5.

Studio: 825 Riverside Drive W., Windsor, ON N9A 5K9.

Mailing Address: Box 1609, Windsor, ON N9A 1K7.

Telephone: 519-255-3411. **Telex:** 064-77622.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 325-kw visual, 32.5-kw aural. Antenna: Directional. 621-ft. above av. terrain, 623-ft. above ground, 1208-ft. above sea level.

Latitude 42° 18' 59"
Longitude 83° 02' 58"

Transmitter: 825 Riverside Dr. W, Windsor.

Ownership: Canadian Bcstg. Corp., 100% Canadian Bcstg. Corp.: Operates CBET(TV), Detroit, MI-Windsor, Ont.

Began Operation: September 16, 1954, as CKLW-TV. Transferred from RKO General Inc. July 24, 1970 in accordance with CRTC's direction on Canadian ownership. Purchased by CBC Sept. 1, 1975.

Represented (sales): Canadian Standard Broadcast Sales Inc. (U.S.); CBC National Selective Television Sales (Canada).

Personnel:

BRUCE TAYLOR, director of television, CBC Windsor.
FRED STECHER, plant manager.
R. J. KRYGER, manager, TV technical facilities.
RON SUTHERLAND, sales manager.
TERRY BROWN, executive producer, news.
R. SUAVE, supervisor, TV technical production services.
JIM MOLNAR, communications officer.

Rates: Available on request.

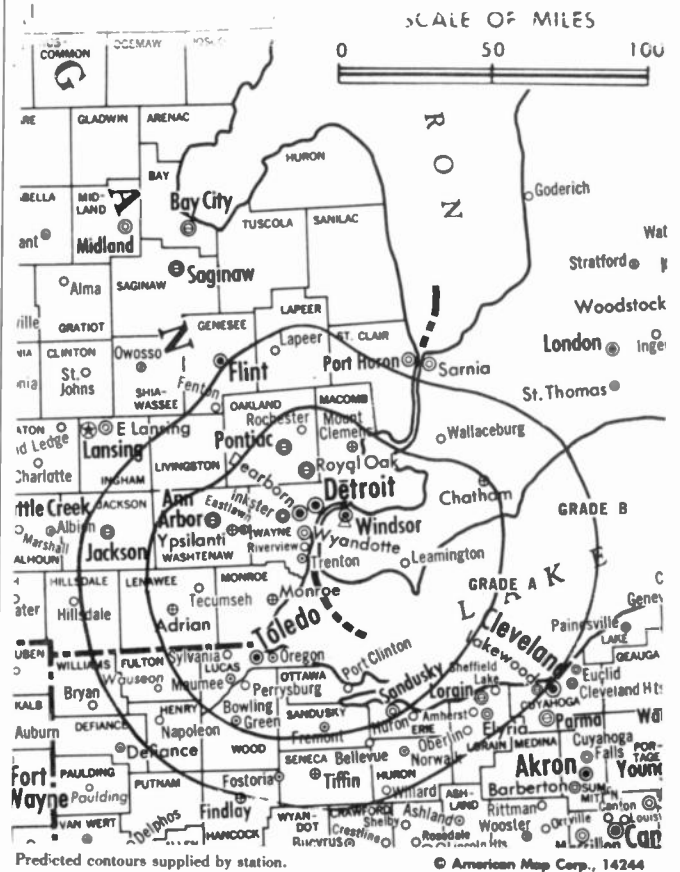
Station also received in Canadian markets.

BBM Weekly Reach (Spring 1988): 267,000.

City of License: Windsor.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MICHIGAN Monroe	45,500	45,000	99
	MICHIGAN Alpena	11,400	10,900	96
Between 5-24%	Charlevoix	7,900	7,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Genesee	159,000	157,300	99
	Lenawee	31,100	30,700	99
	Livingston	36,100	35,700	99
	Macomb	247,000	245,600	99
	Oakland	382,100	379,500	99
	St Clair	50,000	49,300	99
	Washtenaw	99,200	97,000	98
Wayne	810,300	801,000	99	
OHIO				
	Lucas	177,500	175,500	99
	Ottawa	15,200	15,000	99
	Seneca	21,700	21,400	99
	Wood	39,200	38,700	99
Station Totals		2,133,200	2,110,300	99
Net Weekly Circulation (1988)			398,400	
Average Daily Circulation (1988)			106,800	

Michigan—Escanaba

WJMN-TV

Ch. 3

(Satellite of WFRV-TV, Green Bay, WI)

Network Service: ABC.

Licensee: WFRV Television Inc., 107 S. Broadway, De Pere, WI 54115.

Studio: See WFRV-TV, Green Bay, WI.

Telephone: 414-437-5411.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1192-ft. above av. terrain, 1252-ft. above ground, 2077-ft. above sea level.

Latitude	46°	08'	04"
Longitude	86°	56'	52"

Transmitter: 4.3-mi. S of Trenary, MI.

News Services: AP, UPI.

Ownership: Midwest Radio-Television Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 7, 1969.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Personnel: See WFRV-TV, Green Bay, WI.

Highest 30 Sec. Rate: \$550.

Rates: See WFRV-TV, Green Bay, WI.



Arbitron Data: Included with WFRV-TV, Green Bay, WI.

City of License: Escanaba. **ADI:** Green Bay-Appleton. **Rank:** 68.

Michigan—Flint-Saginaw-Bay City

WJRT-TV

Ch. 12

Network Service: ABC.

Licensee: Knight-Ridder Broadcasting Inc., 2302 Lapeer Rd., Flint, MI 48502.

Studio: 2302 Lapeer Rd., Flint, MI 48502.

Telephone: 313-233-3130. **Fax:** 313-257-2834.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level.

Latitude 43° 13' 48"
Longitude 84° 03' 35"

Transmitter: Chesaning, MI.

Satellite Earth Stations: Scientific-Atlanta, 5-meter; Harris, 4.6-meter Ku-band; Harris, 6.1-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Knight-Ridder Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 12, 1958. Sale to present owner by Poole Bcstg. approved by FCC Dec. 21, 1977 (*Television Digest*, Vol. 17:26). Poole acquired station when Goodwill Stations Inc. sold all its other properties to Capital Cities Bcstg. Corp. This was approved July 29, 1964 by FCC (Vol. 4:18, 19, 31).

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

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

THOMAS BRYSON, president & general manager.
DAN AUBE, general sales manager.
RICHARD POGGENBURG, local sales manager.
RAY SCOTT, national sales manager.
JAMES BLEICHER, news director.
ROBERT E. SWAYZE, director of operations.
SARA JO GALLOCK, program director & marketing director.
JO-JO SHUTTY-MacGREGOR, promotion director.
RICHARD GARRISON, business manager.

Highest One Hour Rate: \$3500.

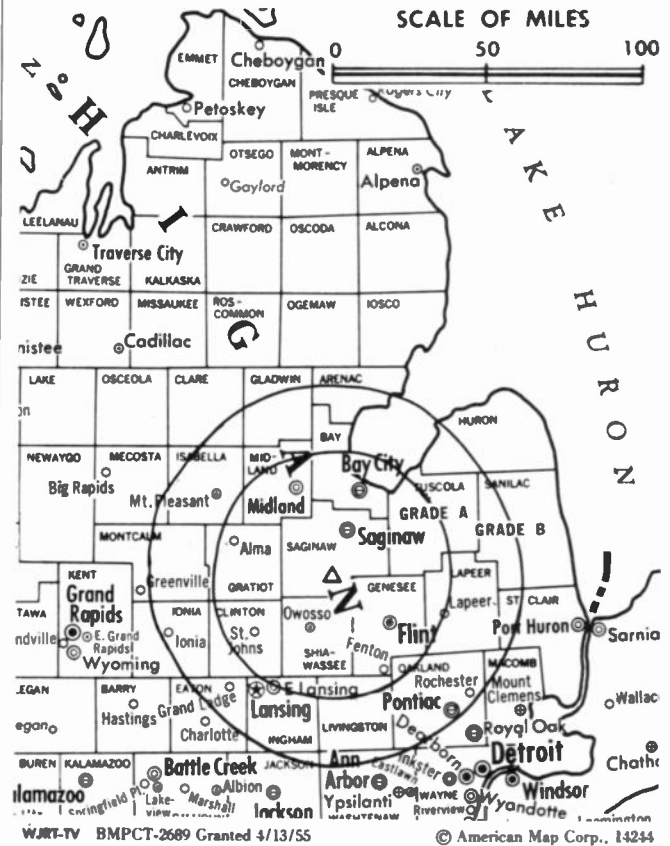
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1650.

City of License: Flint. **ADI:** Flint-Saginaw-Bay City. **Rank:** 59.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over				
	ALPENA	11,400	10,900	96
	ARENAC	5,800	5,700	98
	BAY	41,300	40,800	99
	CLARE	10,300	10,100	98
	CLINTON	18,700	18,500	99
	GENESEE	159,000	157,300	99
	GLADWIN	8,600	8,400	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over				
	GRATIOT	13,800	13,600	98
	HURON	13,400	13,100	98
	INGHAM	99,300	97,900	99
	OSCO	11,500	11,300	98
	ISABELLA	17,800	17,400	98
	LAPEER	23,600	23,300	99
	MIDLAND	26,700	26,500	99
	OGEMAW	7,000	6,800	98
	SAGINAW	77,200	76,300	99
	SHIawassee	23,900	23,600	99
	TUSCOLA	19,100	18,800	98
MICHIGAN				
Between 25-49%				
	EATON	34,400	34,000	99
	ROSCOMMON	8,200	8,100	99
	SANILAC	15,000	14,700	98
MICHIGAN				
Between 5-24%				
	ALCONA	4,300	4,100	95
	CHIPPewa	9,900	9,700	97
	IONIA	17,100	16,900	99
	LIVINGSTON	36,100	35,700	99
	Mecosta	12,300	12,000	98
	Montcalm	18,100	17,800	98
	OSceola	7,500	7,300	97
	OSCODA	2,900	2,800	97
Station Totals		754,200	743,400	99
Net Weekly Circulation (1988)			544,900	
Average Daily Circulation (1988)			309,900	

Michigan—Flint

WSMH

Ch. 66

Network Service: Fox.

Licensee: Flint Television Inc., 2250 Seymour Ave., Cincinnati, OH 45212.

Studio: G-2288 S. Ballenger Hwy., Flint, MI 48503.

Mailing Address: Box 1556, Flint, MI 48501.

Telephone: 313-767-8866.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 1170-kw max. visual, 117-kw max. aural. Antenna: 943-ft. above av. terrain, 967-ft. above ground, 1577-ft. above sea level.

Latitude 43° 13' 18"
Longitude 84° 03' 14"

Requests modification of CP for change to 1309-ft. above ground, 2049-ft. above sea level, lat. 43° 13' 24", long. 83° 39' 49", transmitter NW corner of Willard Rd., Tuscola. BMPCT-880525KE.

Transmitter: 7114 Gary Road, Chesaning.

Multichannel TV Sound: Separate audio program.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 3-meter C-band; Harris receivers.

Ownership: Gerald J. Robinson, 100%. See Group Ownership of Television Stations.

Began Operation: April 8, 1985. Sale to present owner by Flint Family TV Inc., et al., approved by FCC April 21, 1986.

Represented (sales): Independent TV Sales.

Represented (legal): McCambell & Young.

Represented (engineering): Sterling Communications Inc.

Personnel:

- WILLIAM W. HARPER, general manager.
- ROBERT FRENCH, local sales manager.
- ANNE KNICKERBOCKER, program manager.
- MELISSA McLAREN, business manager.
- JOHN GROVER, chief engineer.

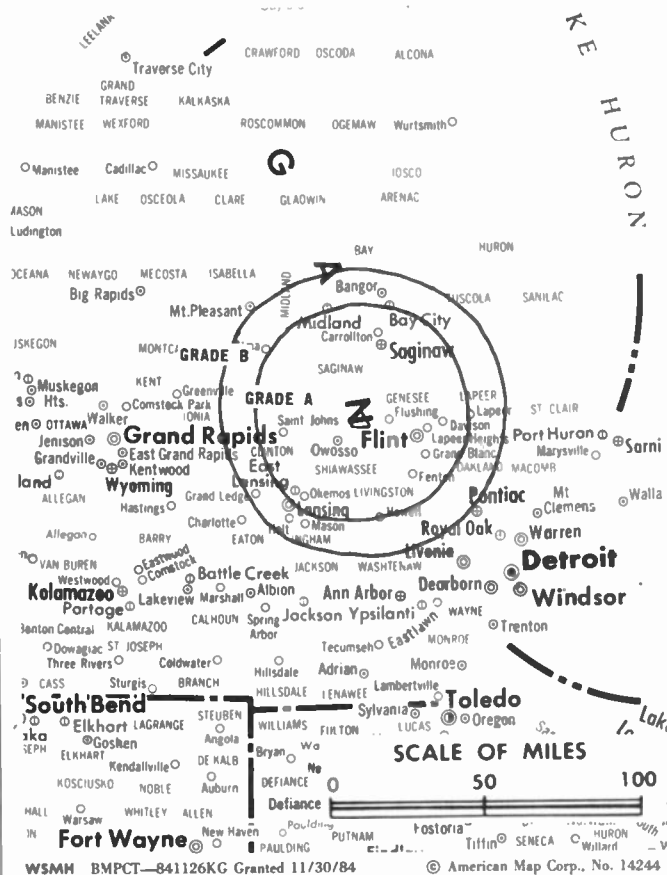
Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$250.

City of License: Flint. ADI: Flint-Saginaw-Bay City. Rank: 59.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN Saginaw	77,200	76,300	99
Between 25-49%	MICHIGAN Arenac	5,800	5,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Bay	41,300	40,800	99
	Clare	10,300	10,100	98
	Genesee	159,000	157,300	99
	Griiot	13,800	13,600	98
	Huron	13,400	13,100	98
	Isabella	17,800	17,400	98
	Lapeer	23,600	23,300	99
	Midland	26,700	26,500	99
	Shiawassee	23,900	23,600	99
Tuscola	19,100	18,800	98	
Between 5-24%	MICHIGAN Clinton	18,700	18,500	99
	Gladwin	8,600	8,400	98
	Ionia	17,100	16,900	99
	Livingston	36,100	35,700	99
	Montcalm	18,100	17,800	98
	Sanilac	15,000	14,700	98
Station Totals		545,500	538,500	99
Net Weekly Circulation (1988)				215,000
Average Daily Circulation (1988)				87,900

Michigan—Grand Rapids-Kalamazoo

WOTV

Ch. 8

Network Service: NBC.

Licensee: LIN-Central Bcstg. Corp., 1370 Ave. of the Americas, New York, NY 10019.

Studio: 120 College Ave. SE, Grand Rapids, MI 49503.

Telephone: 616-456-8888. **TWX:** 810-273-6920.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 970-ft. above av. terrain, 1015-ft. above ground, 1835-ft. above sea level.

Latitude 42° 41' 13"
Longitude 85° 30' 35"

Transmitter: 2.5-mi. S of Middleville, MI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 3-meter Ku-band; Harris, 6-meter Ku-band; Harris, 6-meter C-band; Harris receivers.

News Services: AP, Group W Newsfeed, Michigan News Exchange, NIWS, UPI.

Ownership: LIN Broadcasting Corp., 100%. See Group Ownership of Television Stations.

Began Operation: August 15, 1949. Sale to present owner by Time Inc. approved by FCC Feb. 10, 1983 (*Television Digest*, Vol. 22:46). Sale to Time-Life by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group's purchase of station, then called WLAV-TV, from Leonard A. Versluis approved by FCC in Sept. 1951 (Vol. 7:19, 38).

Represented (sales): Blair Television.

Represented (engineering): Jansky & Bailey.

Personnel:

- BOB GROOTHAND, president & general manager.
- SUE McDONNELL, general sales manager.
- RICHARD McKAY, national sales manager.
- JOE HEMPSTEAD, local sales manager.
- TOM RICHARDS, program manager.
- JAMES THOMAS, promotion director.
- DAN SPAULDING, news director.
- DON GALLAGHER, chief engineer.
- LIL CLARY, business manager.

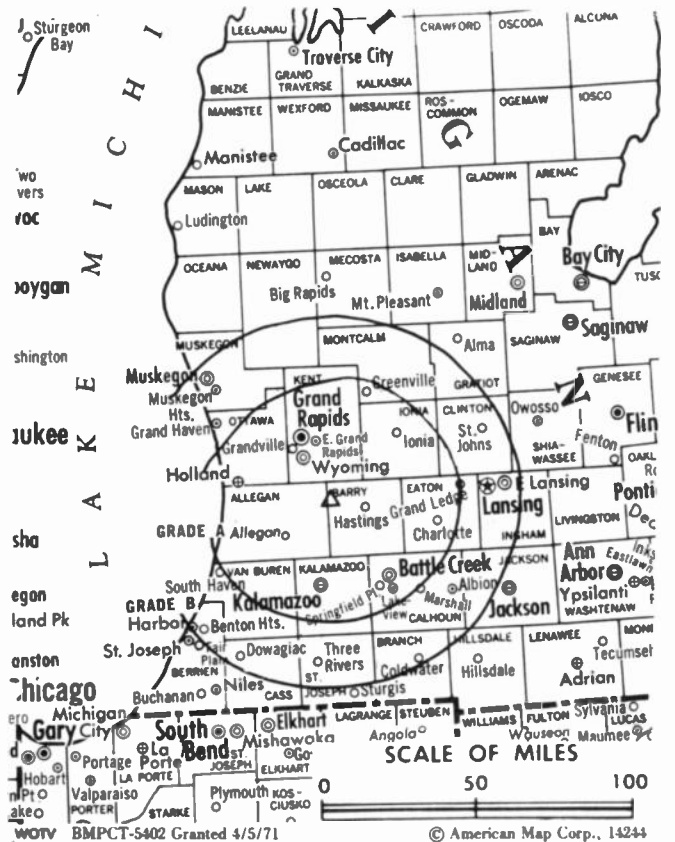
Highest 30 Sec. Rate: \$2400.

NETWORK BASE HOURLY RATE: \$2400.

City of License: Grand Rapids. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 39.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over				
	MICHIGAN	30,700	30,300	99
	Allegan	17,000	16,800	99
	Barry	14,600	14,400	99
	Branch	51,600	51,000	99
	Calhoun			



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over				
	Eaton	34,400	34,000	99
	Ionia	17,100	16,900	99
	Kalamazoo	80,900	79,800	99
	Kent	174,200	171,400	98
	Montcalm	18,100	17,800	98
	Muskegon	56,400	55,600	99
	Newaygo	14,000	13,700	98
	Ottawa	57,800	56,900	99
	St Joseph	21,600	21,300	99
	Van Buren	25,400	25,100	99
MICHIGAN				
Between 25-49%				
	Clinton	18,700	18,500	99
	Ingham	99,300	97,900	99
	Mecosta	12,300	12,000	98
MICHIGAN				
Between 5-24%				
	Berrien	61,000	59,900	98
	Cass	18,100	17,800	98
	Gratiot	13,800	13,600	98
	Hillsdale	14,800	14,500	98
	Isabella	17,800	17,400	98
	Jackson	51,300	50,700	99
	Oceana	8,200	7,900	96
Station Totals		929,100	915,200	99
Net Weekly Circulation (1988)			585,500	
Average Daily Circulation (1988)			342,600	

Michigan—Grand Rapids-Kalamazoo- Battle Creek

WUHQ-TV

Ch. 41

Network Service: ABC.

Licensee: Channel 41 Inc., Box 1616, Battle Creek, MI 49016.

Studio: 5200 Dickman Rd., Battle Creek, MI 49016.

Telephone: 616-968-9341. TWX: 810-276-2201.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 2000-kw max. & 891-kw horizontal visual, 89.1-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 963-ft. above ground, 1952-ft. above sea level.

Latitude 42° 34' 15"
Longitude 85° 28' 11"

Transmitter: Mullen & Norris Rds., Orangeville.

Satellite Earth Stations: RCA, 4.5-meter Ku-band; Microdyne, 5-meter C-band; Andrew, 5-meter C-band; Andrew, 7.3-meter C-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Channel 41 Inc. John W. Lawrence, 58%; William J. Lawrence Jr., 39%; Dr. H. Lewis Batts Jr., 2%.

Began Operation: July 24, 1971.

Represented (sales): Seitel Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

JERRY P. COLVIN, executive vice president & general manager.
MICHAEL J. LAEMERS, vice president & station manager.
ROBERT CARPENTER, vice president & national sales manager.
MARK FEATHERSTON, vice president & local sales manager.
MARK CRAWFORD, vice president & director of communications.
ROB PENNOCK, accounting supervisor.
PHIL HARTMAN, program & promotion director.
KATHY LONG, traffic manager.

Highest One Hour Rate: \$1300.

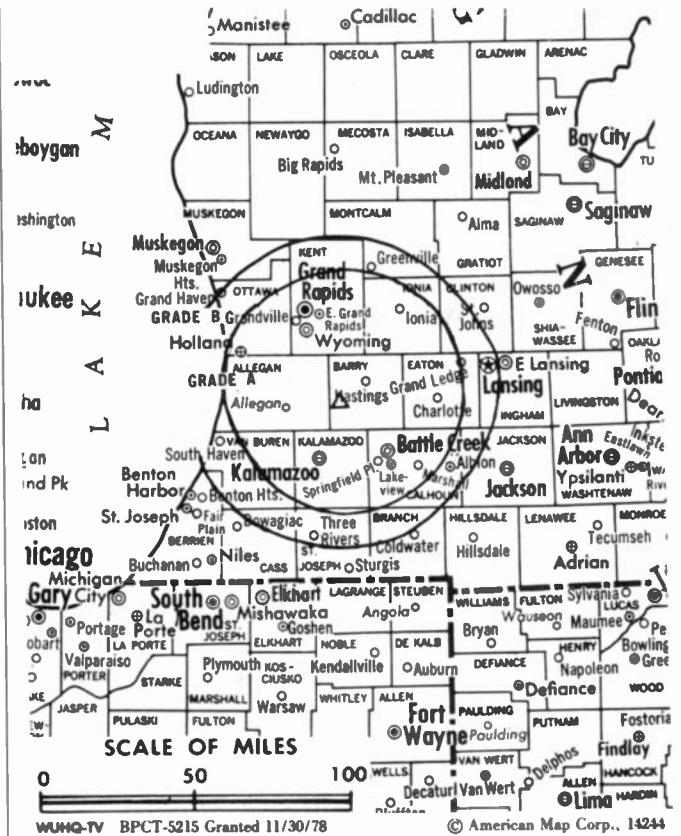
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$475.

City of License: Battle Creek. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 39.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	MICHIGAN			
	Barry	17,000	16,800	99
	Branch	14,600	14,400	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Calhoun	51,600	51,000	99
	Eaton	34,400	34,000	99
	Ionia	17,100	16,900	99
	Kalamazoo	80,900	79,800	99
Between 25-49%	MICHIGAN			
	Allegan	30,700	30,300	99
	Hillsdale	14,800	14,500	98
	Kent	174,200	171,400	98
	Ottawa	57,800	56,900	99
Between 5-24%	St Joseph	21,600	21,300	99
	Van Buren	25,400	25,100	99
	INDIANA			
	Steuben	10,100	9,900	98
	MICHIGAN			
	Cass	18,100	17,800	98
	Clinton	18,700	18,500	99
	Ingham	99,300	97,900	99
	Jackson	51,300	50,700	99
	Montcalm	18,100	17,800	98
Muskegon	56,400	55,600	99	
Newaygo	14,000	13,700	98	
Station Totals		826,100	814,300	99
Net Weekly Circulation (1988)			319,000	
Average Daily Circulation (1988)			129,300	

Michigan—Grand Rapids-Kalamazoo-Battle Creek

WWMT

Ch. 3

(Also serves Muskegon)

Network Service: CBS.

Licensee: KOLN Inc., 590 W. Maple St., Kalamazoo, MI 49008.

Studio: 590 W. Maple St., Kalamazoo, MI 49008.

Telephone: 616-388-3333.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1130-ft. above ground, 1900-ft. above sea level.

Latitude 42° 37' 56"
Longitude 85° 32' 16"

Transmitter: 0.25-mi. E of Bradley Rd. & Patterson Rd., Yankee Springs area, MI.

Satellite Earth Stations: In operation; Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Busse Bcstg. Corp. See Group Ownership of Television Stations.

Began Operation: June 1, 1950. FCC approved sale to Gillett Bcstg. by Fetzer TV Corp. Oct. 29, 1985. Sale to present owners approved July 31, 1987.

Represented (sales): MMT Sales Inc.

Personnel:

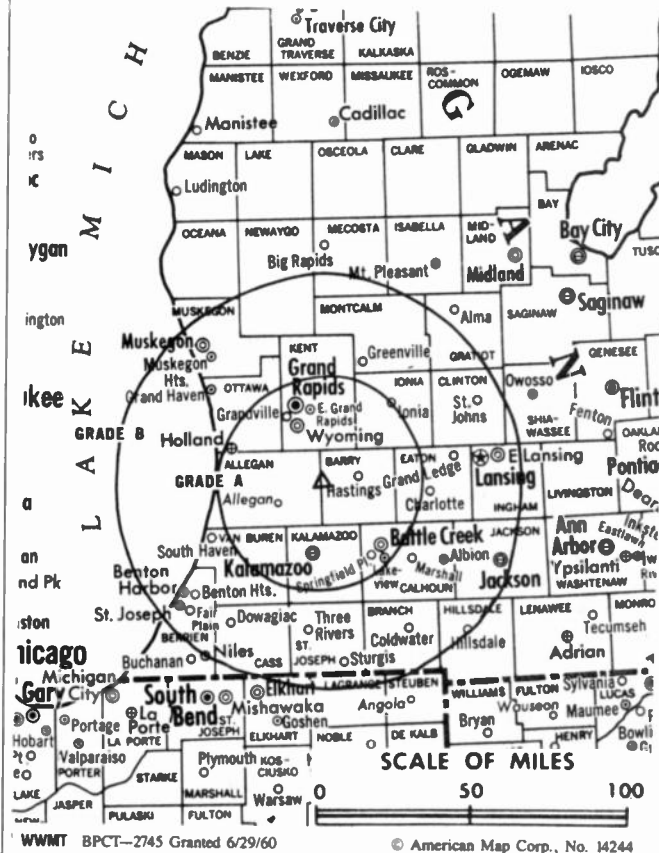
- LAWRENCE BUSSE, president & general manager.
- GIL BUETTNER, station manager.
- MIKE BRUNETTE, general sales manager.
- SUSAN SCOLLARD, national sales manager.
- CHRIS CORNELIUS, local sales manager.
- JOHN LANSING, news director.
- TOM TIBBLE, business manager.
- JEFF WATTS, production manager.
- DAVID COMISAR, program manager.
- JAMES GARRETT, chief engineer.
- PHIL PARSONS, promotion manager.

Rates: On request.

City of License: Kalamazoo. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 39.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Allegan	30,700	30,300	99
	Barry	17,000	16,800	99
	Branch	14,600	14,400	99
	Calhoun	51,600	51,000	99
	Ionia	17,100	16,900	99
	Kalamazoo	80,900	79,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kent	174,200	171,400	98
	Montcalm	18,100	17,800	98
	Muskegon	56,400	55,600	99
	Newaygo	14,000	13,700	98
	Ottawa	57,800	56,900	99
	St Joseph	21,600	21,300	99
	Van Buren	25,400	25,100	99
Between 25-49%	MICHIGAN			
	Cass	18,100	17,800	98
	Eaton	34,400	34,000	99
	Hillsdale	14,800	14,500	98
Between 5-24%	INDIANA			
	Steuben	10,100	9,900	98
	MICHIGAN			
	Berrien	61,000	59,900	98
	Clinton	18,700	18,500	99
	Gratiot	13,800	13,600	98
	Ingham	99,300	97,900	99
	Jackson	51,300	50,700	99
	Mecosta	12,300	12,000	98
	Oceana	8,200	7,900	96
Osceola	7,500	7,300	97	
	Shiawassee	23,900	23,600	99
Station Totals		952,800	938,600	99
Net Weekly Circulation (1988)			551,600	
Average Daily Circulation (1988)			295,200	

Michigan—Grand Rapids

WXMI

Ch. 17

Network Service: Fox.

Licensee: TV 17 Unlimited Inc., 3117 Plaza Dr. NE, Grand Rapids, MI 49505.

Studio: 3117 Plaza Dr. NE, Grand Rapids, MI 49505.

Telephone: 616-364-8722. TWX: 810-273-6084.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1300-kw visual, 130-kw aural. Antenna: 1081-ft. above av. terrain, 1083-ft. above ground, 1884-ft. above sea level.

Latitude 42° 41' 15"
Longitude 85° 31' 57"

Transmitter: Davis Rd., 1-mi. W of Cherry Valley Rd.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 4-meter Ku-band; 3-meter C-band; Harris receivers.

Ownership: TV 17 Unlimited Inc. Harold O. Shively, pres.; Peter Cook, v.p.; Grant Gruel, v.p.; Kenneth Hungerford II, treas. TV 17 Unlimited Inc. Ownership: Harold O. Shively, pres., 8.86%; Peter Cook, v.p., 20.92%; Grant Gruel, v.p., 1.83%; Kenneth Hungerford II, treas., 2.7%; Stewart Kniff, secy., 2.02%; Richard F. Shively, 24.56%; John Shepard, 5.4%; John Reilly, 2.7%; 23 others, none with more than, 5.00%. See R. F. Shively in Group Ownership of TV Stations.

Began Operation: March 18, 1982.

Represented (sales): Petry Television Inc.

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

Personnel:

- HAROLD O. SHIVELY, president & general manager.
- DICK STAWICKI, director of operations.
- PAT MULLEN, director of sales.
- DALE SCHOLTEN, director of engineering.
- JACK HOGAN, director, public affairs.
- JUDY KENNEY, national sales manager.
- PAM SWENK, promotion director.
- BONNIE HUNTER, business manager.

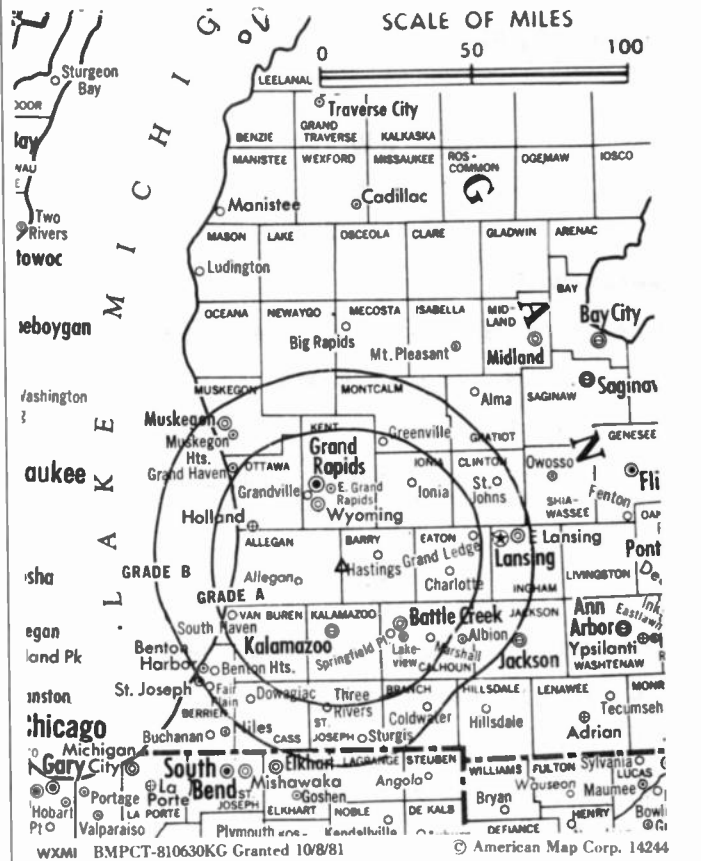
Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$600.

City of License: Grand Rapids. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 39.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	MICHIGAN			
	Allegan	30,700	30,300	99
	Barry	17,000	16,800	99
	Calhoun	51,600	51,000	99
	Ionia	17,100	16,900	99
	Kent	174,200	171,400	98
	Montcalm	18,100	17,800	98
	Ottawa	57,800	56,900	99
	Van Buren	25,400	25,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	MICHIGAN			
	Branch	14,600	14,400	99
	Eaton	34,400	34,000	99
	Kalamazoo	80,900	79,800	99
	Muskegon	56,400	55,600	99
	St Joseph	21,600	21,300	99
Between 5-24%				
	MICHIGAN			
	Cass	18,100	17,800	98
	Clinton	18,700	18,500	99
	Graiot	13,800	13,600	98
	Hillsdale	14,800	14,500	98
	Isabella	17,800	17,400	98
	Mecosta	12,300	12,000	98
	Newaygo	14,000	13,700	98
	Oceana	8,200	7,900	96
Station Totals		717,500	706,700	98
Net Weekly Circulation (1988)			325,400	
Average Daily Circulation (1988)			134,300	

Michigan—Grand Rapids

WZZM-TV

Ch. 13

Network Service: ABC.

Licensee: Western Michigan Bcstg. Corp., Box Z, Grand Rapids, MI 49501.

Studio: 645 Three Mile Rd., Walker, MI 49504.

Mailing Address: Box Z, Grand Rapids, MI 49501.

Telephone: 616-784-4200.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 59-kw aural. Antenna: 1000-ft. above av. terrain, 991-ft. above ground, 1783-ft. above sea level.

Latitude 43° 18' 34"
Longitude 85° 54' 44"

Transmitter: 6-mi. SW of Grant, ML

Satellite Earth Stations: Harris, 6.1-meter; RCA, 4.5-meter Ku-band; Harris, M/A-Com receivers.

News Services: AP, UPI, ABC.

Ownership: Price Communications Corp., 100%. See Group Ownership of Television Stations.

Began Operation: November 1, 1962 on interim basis with all four applicants operating on a cooperative basis. Began operation as West Michigan Telecasters Inc. on Jan. 25, 1965. Transfer of control to Synercom Communications Corp. approved by FCC Sept. 17, 1969. Split-off to Lewis V. Chamberlin, et al., Dec. 31, 1973. Sale to Wometco Enterprises Inc. approved by FCC Dec. 8, 1977 (*Television Digest*, Vol. 16:36; 17:50). Sale to KKR approved April 11, 1984 (Vol. 23:39, 52; 24:14, 16). Sale to present owner approved Dec. 19, 1985.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

JOHN T. (JACK) MAZZIE, vice president & general manager.
EDWARD (BUSS) KUNST, general sales manager.
TIM SIEGEL, national sales manager.
MIKE SEAGLY, operations manager.
DALE WOLTERS, chief engineer.
KEN KOLBE, news director.
GAREN VANDEBEEK, promotion director.
TOM PANIK, controller.

Highest One Hour Rate: \$7500.

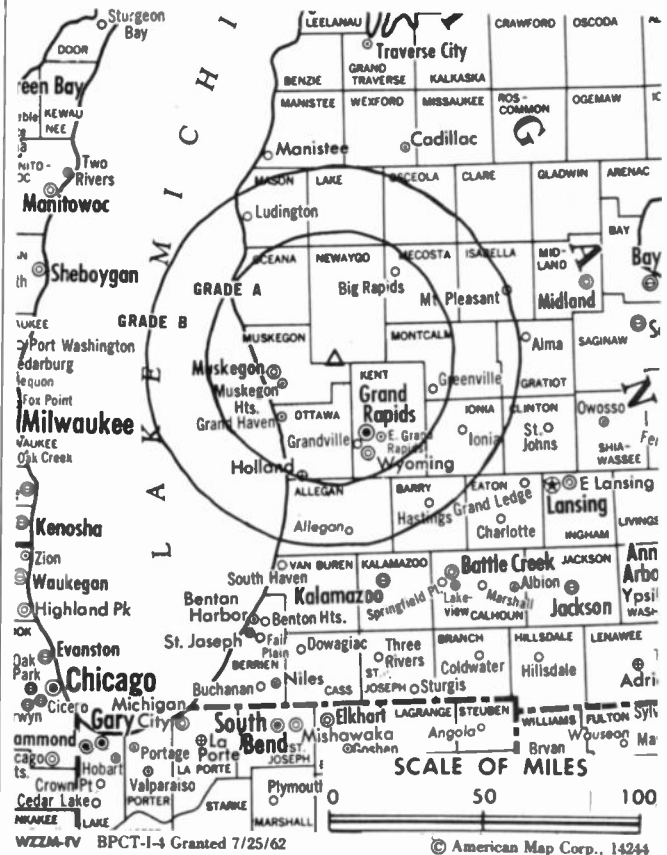
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Grand Rapids. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 39.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
MICHIGAN				
50% & Over	Allegan	30,700	30,300	99
	Kent	174,200	171,400	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over				
	Lake	3,600	3,500	97
	Manistee	9,400	9,200	98
	Mason	10,500	10,100	96
	Mecosta	12,300	12,000	98
	Montcalm	18,100	17,800	98
	Muskegon	56,400	55,600	99
	Newaygo	14,000	13,700	98
	Oceana	8,200	7,900	96
	Osceola	7,500	7,300	97
	Ottawa	57,800	56,900	99
MICHIGAN				
Between 25-49%				
	Barry	17,000	16,800	99
	Ionia	17,100	16,900	99
	Isabella	17,800	17,400	98
	Van Buren	25,400	25,100	99
	Wexford	10,200	10,000	98
MICHIGAN				
Between 5-24%				
	Clare	10,300	10,100	98
	Grand Traverse	22,100	21,600	98
	Gratiot	13,800	13,600	98
	Kalamazoo	80,900	79,800	99
Station Totals		617,300	607,000	98
Net Weekly Circulation (1988)			397,900	
Average Daily Circulation (1988)			251,200	

Michigan—Kalamazoo

WLLA

Ch. 64

Network Service: None, independent.

Licensee: Christian Faith Broadcast Inc., 3809 Maple Ave., Box 247, Castalia, OH 44824.

Studio: 6940 Kilgore Rd., Kalamazoo, MI 49001.

Telephone: 419-684-5311; 616-345-6421.

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 1450-kw max. visual, 145-kw max. aural. Antenna: 1000-ft. above av. terrain, 903-ft. above ground, 1847-ft. above sea level.

Latitude	42°	34'	15"
Longitude	85°	28'	11"

Transmitter: 5800 Norris Rd., Delton, MI.

Ownership: Wayside Temple, 100%, non-profit corp. Shelby Gillam, pres.; James Gray, treas. Wayside Temple owns licensee of WGGN-TV Sandusky & WGGN-FM Castalia, OH.

Began Operation: June 30, 1987.

Represented (sales): Landin Media Sales.

Represented (legal): May & Dunne, Chartered.

Represented (engineering): Smith Electronics.

Personnel:

RICHARD HAWKINS, general manager.
 RUSTY YOST, chief engineer.
 DANIEL BEHRMANN, program director.

Highest One Hour Rate: \$800.00.



Highest 30 Sec. Rate: \$32.60.

Arbitron Data: Not available.

City of License: Kalamazoo. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 39.

Michigan—Lansing-Onondaga

WILX-TV

Ch. 10

(Also serves Battle Creek & Jackson, MI)

Network Service: NBC.

Licensee: Adams TV of Lansing Inc., Box 30380, Lansing, MI 48909.

Studio: 1510 Springport Rd., Jackson, MI 49202.

Mailing Address: Box 30380, Lansing, MI 48909.

Telephones: 517-482-0721, Lansing; 517-783-2621, Jackson, MI.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 980-ft. above av. terrain, 993-ft. above ground, 1957-ft. above sea level.

Latitude 42° 36' 33"
Longitude 84° 34' 21"

Transmitter: Rossman Rd., Onondaga.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ChannelMaster, 3.3-meter C-band; Comtech, 5-meter C-band; Vertex, 4.6-meter Ku-band; Harris, 4.6-meter Ku-band; Harris, 6-meter Ku-band; Harris, ChannelMaster, Pinzone, M/A-Com receivers.

News Services: AP, NBC.

Ownership: Adams Communications Corp., 100%. See Group Ownership of Television Stations.

Began Operation: March 15, 1959. Sale to present owner by Figgie International Inc. approved by FCC April 8, 1983. Sale to Figgie by Edward E. Wilson & Lansing Bcstg. Co. approved by FCC Sept. 6, 1978 (Television Digest, Vol. 18:23).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): John H. Mullaney & Associates.

Personnel:

- WILLIAM SNIDER, general manager.
- STEVE DANOWSKI, general sales manager.
- SANDRA K. CARSON, national sales manager.
- JAMES F. MYERS, chief engineer.
- DAN TAMBELLINI, news director.
- NANCIE GEE, program/public affairs director.
- STEVEN L. REYNOLDS, production manager.
- STEVEN D. HILLMAN, operations manager.
- PAM BOBZIEN, business manager.

Highest One Hour Rate: \$5000.

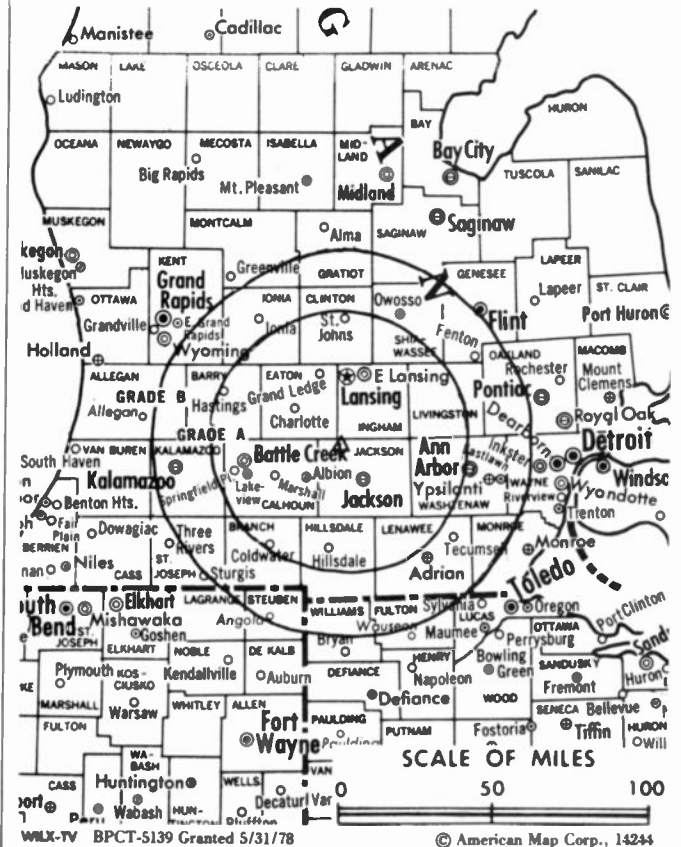
Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1050.

City of License: Onondaga. **ADI:** Lansing. **Rank:** 105.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
MICHIGAN				
50% & Over	Branch	14,600	14,400	99
	Calhoun	51,600	51,000	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Clinton	18,700	18,500	99
	Eaton	34,400	34,000	99
	Hillsdale	14,800	14,500	98
	Ingham	99,300	97,900	99
	Jackson	51,300	50,700	99
Between 25-49%	MICHIGAN			
	Gratiot	13,800	13,600	98
	Ionia	17,100	16,900	99
	Livingston	36,100	35,700	99
Between 5-24%	Shiawassee	23,900	23,600	99
	INDIANA			
	Steuben	10,100	9,900	98
	MICHIGAN			
	Barry	17,000	16,800	99
	Kalamazoo	80,900	79,800	99
	Lenawee	31,100	30,700	99
	Montcalm	18,100	17,800	98
	St Joseph	21,600	21,300	99
	Washtenaw	99,200	97,000	98
OHIO				
Fulton	14,200	13,900	98	
Williams	14,000	13,700	98	
Station Totals		681,800	671,700	99
Net Weekly Circulation (1988)				311,000
Average Daily Circulation (1988)				170,000

Michigan—Lansing

WLNS-TV

Ch. 6

(Also serves Flint & Jackson, MI)

Network Service: CBS.

Licensee: Young Broadcasting of Lansing Inc., 3 East 54th St., New York, NY 10022.

Studio: 2820 East Saginaw, Lansing, MI 48912.

Telephone: 517-372-8282. TWX: 810-251-0805.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above sea level.

Latitude 42° 41' 14"
Longitude 84° 22' 35"

Transmitter: Vanatta Rd. near Jolly Rd.

Satellite Earth Stations: 2 Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta receivers.

News Services: AP, Sports News Satellite.

Ownership: Young Broadcasting Inc., 100%. See Group Ownership of Television Stations.

Began Operation: May 1, 1950. Sale to present owner by Backe Communications approved by FCC May 14, 1986 (*Television Digest*, Vol. 26:15). Sale to Backe approved by FCC April 26, 1984 (Vol. 24:12, 12).

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

RONALD J. KWASNICK, president.
ROBERT E. SERRE, general sales manager.
CARL ONKEN, chief engineer.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$1214.

City of License: Lansing. **ADI:** Lansing. **Rank:** 105.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Clinton	18,700	18,500	99
	Eaton	34,400	34,000	99
	Genesee	159,000	157,300	99
	Gratiot	13,800	13,600	98
Hillsdale	14,800	14,500	98	



WLNS-TV BPCT—2041 Granted 11/23/55

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ingham	99,300	97,900	99
	Ionia	17,100	16,900	99
	Jackson	51,300	50,700	99
	Shiawassee	23,900	23,600	99
Between 25-49%	MICHIGAN			
	Barry	17,000	16,800	99
	Branch	14,600	14,400	99
	Calhoun	51,600	51,000	99
	Livingston	36,100	35,700	99
Montcalm	18,100	17,800	98	
Between 5-24%	MICHIGAN			
	Isabella	17,800	17,400	98
	Lapeer	23,600	23,300	99
	Lenawee	31,100	30,700	99
	Mecosta	12,300	12,000	98
	Saginaw	77,200	76,300	99
Washtenaw	99,200	97,000	98	
Station Totals		830,900	819,400	99
Net Weekly Circulation (1988)			394,100	
Average Daily Circulation (1988)			197,800	

Michigan—Lansing

WSYM-TV

Ch. 47

Network Service: None, independent.

Licensee: WTMJ Inc., 600 W. St. Joseph St., Suite 47, Lansing, MI 48933.

Studio: 600 W. St. Joseph St., Lansing, MI 48933.

Telephone: 517-484-7747.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1350-kw max. & 813-kw horizontal visual, 135-kw max. & 81.30-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1036-ft. above ground, 1956-ft. above sea level.

Latitude 42° 28' 03"
Longitude 84° 39' 06"

Transmitter: 9447 Holmes Hwy., Eaton Rapids.

Satellite Earth Stations: 7-meter C-band; 3.2-meter C-band; 4.6-meter Ku-band; M/A-Com, Microdyne receivers.

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

Began Operation: December 1, 1982. Sale to present owner by F & S Development Group approved by FCC Nov. 9, 1984 (Television Digest, Vol. 24:34, 39).

Represented (sales): MMT Sales Inc.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

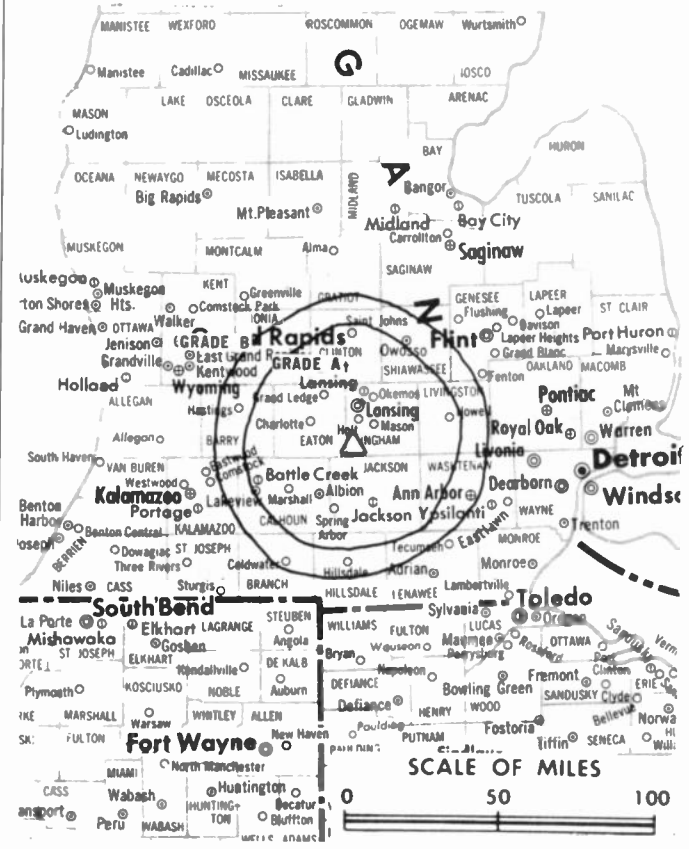
DALE PARKER, vice president & general manager.
PETE BANNISTER, local sales manager.
W. B. SHIPLEY, operations manager.

Highest 30 Sec. Rate: \$500.

City of License: Lansing. ADI: Lansing. Rank: 105.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Eaton	34,400	34,000	99
	Hillsdale	14,800	14,500	98
	Ingham	99,300	97,900	99
	Jackson	51,300	50,700	99
Between 25-49%	MICHIGAN			
	Barry	17,000	16,800	99
	Branch	14,600	14,400	99
	Calhoun	51,600	51,000	99



WSYM-TV BMPCT—821004KF Granted 10/15/82 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Clinton	18,700	18,500	99
	Ionia	17,100	16,900	99
	Livingston	36,100	35,700	99
	Shiawassee	23,900	23,600	99
Between 5-24%	INDIANA			
	Steuben	10,100	9,900	98
	MICHIGAN			
	Gratiot	13,800	13,600	98
	Kalamazoo	80,900	79,800	99
Montcalm	18,100	17,800	98	
St Joseph	21,600	21,300	99	
Station Totals		523,300	516,400	99
Net Weekly Circulation (1988)			194,100	
Average Daily Circulation (1988)			76,700	

Michigan—Marquette

WLUC-TV

Ch. 6

Network Service: CBS, NBC.

Licensee: Federal Bcstg Co., 29201 Telegraph Rd., Suite 300, Southfield, MI 48034.

Studio: U.S. Hwy. 41 & County Airport Rd.

Mailing Address: Box 460, Marquette, MI 49855.

Telephone: 906-475-4161. **TWX:** 810-278-4880.

Fax: 906-475-4824.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 978-ft. above av. terrain, 1018-ft. above ground, 2495-ft. above sea level.

Latitude 46° 20' 11"
Longitude 87° 50' 55"

Transmitter: 3-mi. W of Rte. 581, 14-mi. SW of Ishpeming.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed.

Ownership: Federal Bcstg. Co., 100%. See Group Ownership of Television Stations.

Began Operation: March 23, 1956. Sale to present owner approved by FCC July 17, 1987 (*Television Digest*, Vol. 27:20). Sale to Gillett Group by Post Corp. approved by FCC June 19, 1984. Sale to Post Corp. with WLUC-TV, Green Bay, WI by M & M Bcstg. Co. approved Jan. 6, 1965 by FCC (Vol. 4:41; 5:2). Sale of 52% control to M & M Bcstg. by original licensee Lake Superior Bcstg. approved July 8, 1959 (Vol. 15:24, 28). In 1960 Lake Superior sold remaining 48% to M & M Bcstg. for \$40,000.

Represented (sales): MMT Marketing.

Represented (legal): Hogan & Hartson.

Personnel:

- JAMES KIZER, general manager.
- JACK LaFOREST, program manager.
- BRAD VAN SLUYTERS, local sales manager.
- JUDY RICHER, traffic manager.
- ED KEARNEY, news director.
- JOHN TRUITT, chief engineer.
- STEVE HEIKKINEN, production manager.
- KIM PARKER, promotion & public service director.
- SUE McQUAID, community relations director.

Highest One Hour Rate: \$2000.

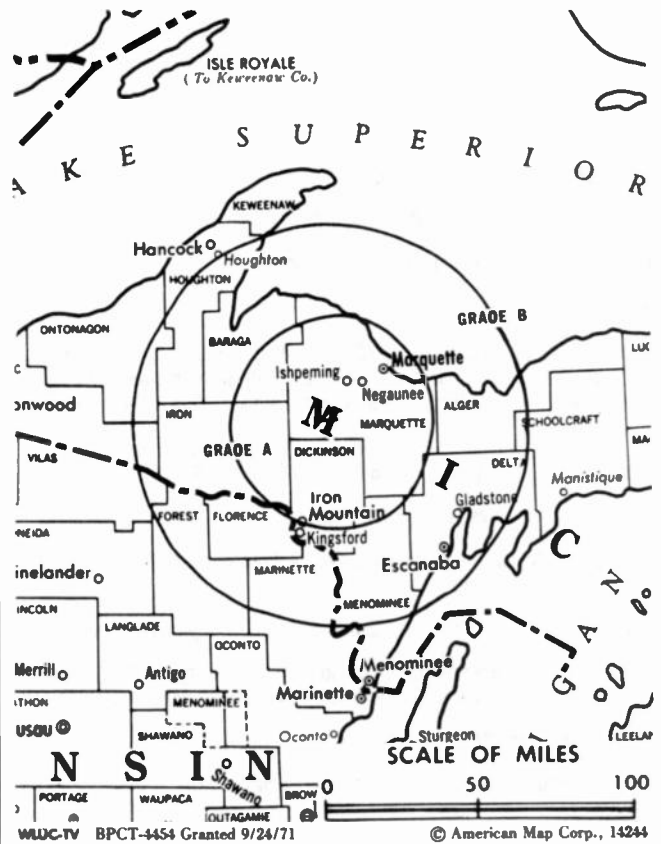
Highest 30 Sec. Rate: \$575.

NETWORK BASE HOURLY RATE: \$882.

City of License: Marquette. **ADI:** Marquette. **Rank:** 184.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN Alger	3,200	3,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Baraga	3,000	2,900	97
	Delta	13,900	13,600	98
	Dickinson	10,400	10,200	98
	Gogebic	7,300	7,100	97
	Houghton	13,300	12,900	97
	Iron	5,600	5,500	98
	Keweenaw	700	700	100
	Marquette	25,300	25,000	99
	Menominee	9,600	9,400	98
	Ontonagon	3,500	3,400	97
WISCONSIN	Schoolcraft	3,000	2,900	97
	Florence	1,400	1,400	100
Between 25-49%	WISCONSIN Forest	3,500	3,400	97
	Iron	2,700	2,700	100
Between 5-24%	MICHIGAN Luce	2,100	2,000	95
	WISCONSIN Marinette	15,800	15,600	99
	Oneida	12,900	12,600	98
	Vilas	7,500	7,300	97
	Station Totals		144,700	141,700
Net Weekly Circulation (1988)				93,800
Average Daily Circulation (1988)				66,300

Michigan—Muskegon

WTLJ

Ch. 54

Network Service: None, independent.

Licensee: Miami Valley Christian Television Inc., 2675 Dayton Rd., Springfield, OH 45506.

Studio: 10290 48th Ave., Allendale, MI 49401.

Telephone: 616-895-6054.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 4395-kw max. visual, 440-kw max. aural. Antenna: 966-ft. above av. terrain, 962-ft. above ground, 1642-ft. above sea level.

Latitude 42° 57' 25"
Longitude 85° 54' 07"

Transmitter: 3-mi. ESE at SE corner of 48th & Pierce Sts., Allendale.

Satellite Earth Station: Comtech, 5-meter C-band; Harris receivers.

Ownership: Miami Valley Christian Television Inc. See Group Ownership of Television Stations.

Began Operation: November 3, 1986.

Represented (legal): Miller & Fields, P.C.

Represented (engineering): R. L. Purcell.

Personnel:

MARVIN D. SPARKS, president & general manager.
ROBERT KORNSTADT, station manager & chief engineer.
KEN BRASWELL, news director.
RICK WOODBY, business manager.

Rates: Not available.

City of License: Muskegon. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 39.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WTLJ BNPCT-860214KE Granted 4/28/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 5-24%	Kent	174,200	171,400	98
	Newaygo	14,000	13,700	98
	Ottawa	57,800	56,900	99
Station Totals		246,000	242,000	98
Net Weekly Circulation (1988)				17,700
Average Daily Circulation (1988)				5,500

Michigan—Saginaw

WAQP

Ch. 49

Network Service: None, independent.

Licensee: Tri-State Christian TV, Box 1010, Marion, IL 62959.

Studio: 707 Federal Ave., Saginaw, MI 48606.

Mailing Address: Box 2215, Saginaw, MI 48607.

Telephone: 618-997-9333.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 1000-kw max. & 833.68-kw horizontal visual, 100-kw max. & 83.37-kw horizontal aural. Antenna: 940-ft. above av. terrain, 964-ft. above ground, 1574-ft. above sea level.

Latitude 43° 13' 18"
Longitude 84° 03' 14"

Transmitter: 7114 W. Gary Rd., Chesaning.

Satellite Earth Stations: Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; SatCom, Scientific-Atlanta receivers.

Ownership: Tri-State Christian TV, 100%. See Group Ownership of Television Stations.

Began Operation: March 26, 1985.

Represented (legal): Baraff, Koerner, Olender & Hochberg, P.C.

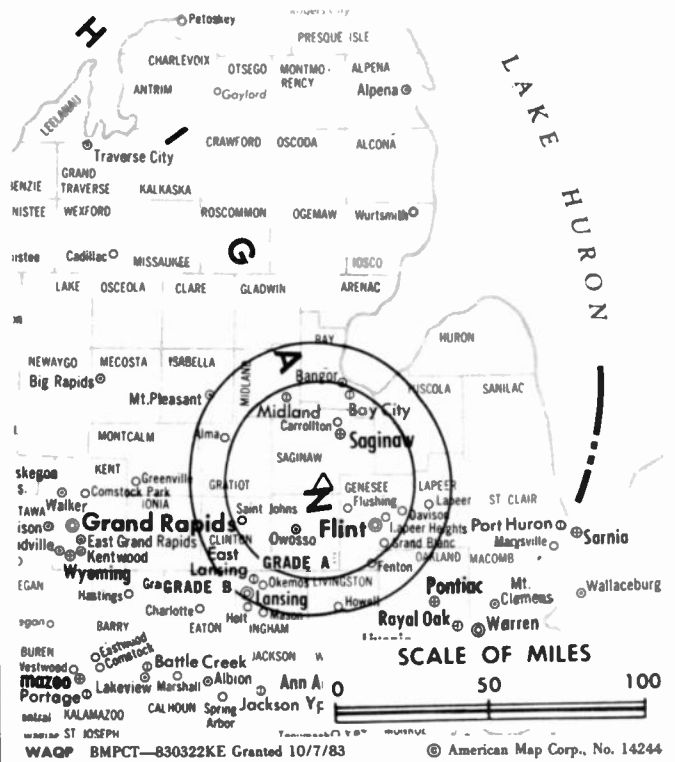
Personnel:

- GARTH COONCE, general manager.
- CHRIS GABRIEL, local sales manager & news director.
- KEN BIGELOW, chief engineer.
- TINA COONCE, program director.
- MIKE SOCIER, office manager.

Rates: Not available.

City of License: Saginaw. **ADI:** Flint-Saginaw-Bay City. **Rank:** 59.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	% Households
MICHIGAN				
Between 5-24%	Saginaw	77,200	76,300	99
Station Totals		77,200	76,300	99
Net Weekly Circulation (1988)			14,600	
Average Daily Circulation (1988)			6,400	

Michigan—Saginaw-Flint-Bay City-Midland

WEYI-TV

Ch. 25

Network Service: CBS.

Licensee: WEYI Associates, 2225 W. Willard Rd., Box 250, Clio, MI 48420.

Studio: 2225 W. Willard Rd., Clio, MI 48420.

Telephones: 313-687-1000; 517-755-0525. TWX: 810-235-1132.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2035-kw max. & 675-kw horizontal visual, 204-kw max. & 68-kw horizontal aural. Antenna: 1320-ft. above av. terrain, 1359-ft. above ground, 2049-ft. above sea level.

Latitude 43° 13' 01"
Longitude 83° 43' 17"

Transmitter: 2225 W. Willard Rd., Clio, MI.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 9-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Harris receivers.

News Service: AP.

Ownership: Television Station Partners, 100%. See Group Ownership of Television Stations.

Began Operation: April 5, 1953 on Ch. 57. Sept. 14, 1965 it shifted to Ch. 25. Sale of 33.333% by estate of Alvin Bentley to William J. Edwards & Howard H. Wolfe increasing their holdings to 50% each approved by FCC March 6, 1970. Sale to Rust Craft approved Feb. 16, 1972 (*Television Digest*, Vol. 11:43; 12:8). For subsequent sales, see Sales & Transfers of TV Stations.

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

RALPH E. BECKER, president.
ROBERT EPSTEIN, vice president & general manager.
LYNDA PETERSON, regional sales manager.
BILL BECKWITH, national sales manager.
JON BENGTON, program manager.
MIKE HAMILTON, news director.

Highest One Hour Rate: \$7000.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$569.

City of License: Saginaw. ADI: Flint-Saginaw-Bay City. Rank: 59.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
MICHIGAN				
50% & Over	Arenac	5,800	5,700	98
	Bay	41,300	40,800	99
	Genesee	159,000	157,300	99
	Huron	13,400	13,100	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Lapeer	23,600	23,300	99
	Midland	26,700	26,500	99
	Saginaw	77,200	76,300	99
	Sanilac	15,000	14,700	98
	Tuscola	19,100	18,800	98
MICHIGAN				
Between 25-49%	Gratiot	13,800	13,600	98
	Shiawassee	23,900	23,600	99
MICHIGAN				
Between 5-24%	Alcona	4,300	4,100	95
	Clare	10,300	10,100	98
	Clinton	18,700	18,500	99
	Gladwin	8,600	8,400	98
	Iosco	11,500	11,300	98
	Isabella	17,800	17,400	98
	Livingston	36,100	35,700	99
	Ogemaw	7,000	6,800	98
Station Totals		533,100	526,000	99
Net Weekly Circulation (1988)				289,100
Average Daily Circulation (1988)				125,500

Michigan—Sault Ste. Marie

WGTV

Ch. 8

(Satellite of WGTU, Traverse City, MI)

Network Service: ABC.

Licensee: Michigan Center Bcstg., 201 E. Front St., Traverse City, MI 49684.

Studio: See WGTU, Traverse City.

Mailing Address: 300 Court St., Sault Ste. Marie, MI 49783.

Telephones: 906-632-3333; 616-946-2900. TWX: 810-291-1972.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.6-kw aural. Antenna: 978-ft. above av. terrain, 864-ft. above ground, 1654-ft. above sea level.

Latitude	46°	03'	09''
Longitude	84°	06'	28''

Transmitter: 0.9-mi. W of Goetzville, Chippewa County.

Satellite Earth Stations: In operation; Scientific-Atlanta receivers.

Ownership: Michigan Center Broadcasting, 100%. See Adams Communications Corp. in Group Ownership of Television Stations.

Began Operation: October 29, 1976.

Represented (sales): Seltel Inc.

Represented (legal): Koteen & Naftain.

Personnel:
 PAUL ANDARY, WGTV sales.
 DENNIS BERNARD, engineer-in-charge.



WGTV BPCT-4685 Granted 12/2/75

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Rates: Sold in combination with WGTU, Traverse City, MI.

Arbitron Data: Included with WGTU, Traverse City, MI.

City of License: Sault Ste. Marie. **ADI:** Traverse City-Cadillac. **Rank:** 138.

Michigan—Sault Ste. Marie

WWUP-TV

Ch. 10

(Satellite of WWTV, Cadillac, MI)

Network Service: CBS.

Licensee: Wilson Communications Inc., Box 627, Cadillac, MI 49601.

Studio: See WWTV, Cadillac.

Telephone: 616-775-3478.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1214-ft. above av. terrain, 1094-ft. above ground, 1844-ft. above sea level.

Latitude	46°	03'	49''
Longitude	84°	06'	08''

Transmitter: Goetzville, MI.

Satellite Earth Stations: In operation, Ku-band.

News Services: AP, UPI, CBS.

Ownership: Ralph C. Wilson Jr., 100%. See Group Ownership of Television Stations.

Began Operation: June 15, 1962.

Represented (sales): Blair Television.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Lohnes & Culver.

Personnel: See WWTV, Cadillac, MI.

Rates: Sold as one rate with WWTV, Cadillac, MI.



Arbitron Data: Included with WWTV, Cadillac, MI.

City of License: Sault Ste. Marie. ADI: Traverse City-Cadillac. Rank: 138.

Michigan—Traverse City

WGTV

Ch. 29

(Operates satellite WGTV, Sault St. Marie, MI)

Network Service: ABC.

Licensee: Michigan Center Bcstg., 201 E. Front St., Traverse City, MI 49684.

Studio: 201 E. Front St., Traverse City, MI 49684.

Telephone: 616-946-2900. TWX: 810-291-1972.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1000-kw max. & 776-kw horizontal visual, 200-kw max. & 74.10-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1242-ft. above ground, 2469-ft. above sea level.

Latitude 44° 44' 54"
Longitude 85° 04' 08"

Transmitter: 5.3-mi. N, 0.078-mi. E of Kalkaska on Hagni Rd., Excelsior Twp.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, Avantek receivers.

Ownership: Michigan Center Broadcasting, 100%. See Adams Communications Corp. in Group Ownership of Television Stations.

Began Operation: August 23, 1971. Sale to present owner approved by FCC May 21, 1982.

Represented (sales): Seltel Inc.

Represented (legal): Koteen & Naftalin.

Personnel:

THOMAS SCANLAN, president & general sales manager.
JERRY K. MOORE, vice president & general manager.
NANCY SUNDSTROM, program & promotion director.
RONALD R. STARK, engineering supervisor.

Rates: On request.

Arbitron Data: Figures include WGTV, Sault Ste. Marie, MI.

City of License: Traverse City. **ADI:** Traverse City-Cadillac. **Rank:** 138.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Antrim	6,600	6,500	98
	Charlevoix	7,900	7,700	97
	Cheboygan	8,100	7,800	96
	Chippewa	9,900	9,700	97
	Crawford	3,700	3,600	97
	Emmet	9,200	8,900	97
	Grand Traverse	22,100	21,600	98
	Kalkaska	4,900	4,800	98
	Leelanau	5,800	5,700	98
	Mackinac	3,700	3,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Missaukee	3,900	3,800	97
	Otsego	5,700	5,600	98
	Presque Isle	5,300	5,100	96
	Roscommon	8,200	8,100	99
	Wexford	10,200	10,000	98
Between 25-49%	MICHIGAN			
	Benzie	4,500	4,400	98
	Luce	2,100	2,000	95
	Manistee	9,400	9,200	98
	Montmorency	3,200	3,100	97
Between 5-24%	MICHIGAN			
	Alcona	4,300	4,100	95
	Alpena	11,400	10,900	96
	Clare	10,300	10,100	98
	Mason	10,500	10,100	96
Station Totals		173,800	169,200	97
Net Weekly Circulation (1988)				97,700
Average Daily Circulation (1988)				53,700

Michigan—Traverse City-Cadillac

WPBN-TV

Ch. 7

(Affiliated with WTOM-TV, Cheboygan, MI)

Network Service: NBC.

Licensee: Beam Communications Holding Co. Inc., 50 W. Mashta Dr., Key Biscayne, FL 33149.

Studio: 3-mi. W of center of, Traverse City, MI 49684.

Mailing Address: Box 546, Traverse City, MI 49685-0546.

Telephone: 616-947-7770.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1349-ft. above av. terrain, 1129-ft. above ground, 2549-ft. above sea level.

Latitude 44° 16' 33"
Longitude 85° 42' 45"

Transmitter: 2-mi. S of Harrietta, 33-mi. S of Traverse City.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Roscor, 2.4-meter mobile Ku-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Vertex, 4.6-meter Ku-band; ADM, 4-meter C-band; Harris, M/A-Com receivers.

News Services: Accu-Weather, CNN Headline News, NBC, Sun World Satellite News.

Ownership: Beam Communications Corp., 100%. See Group Ownership of Television Stations.

Began Operation: September 13, 1954. Sale to present owner by U.S. Tobacco Co. approved by FCC Sept. 18, 1985 (*Television Digest*, Vol. 25:33). Sale by Les Biederman, et al., approved by FCC Sept. 12, 1979.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Lohnes & Culver.

Personnel:

PETER S. GOOD, vice president & general manager.
LEON BUSH, chief engineer.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$800.

Arbitron Data: Figures include WTOM-TV, Cheboygan, MI.

City of License: Traverse City. **ADI:** Traverse City-Cadillac. **Rank:** 138.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Antrim	6,600	6,500	98
	Benzie	4,500	4,400	98
	Charlevoix	7,900	7,700	97
	Cheboygan	8,100	7,800	96
	Chippewa	9,900	9,700	97
	Clare	10,300	10,100	98
	Crawford	3,700	3,600	97
	Emmet	9,200	8,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grand Traverse	22,100	21,600	98
	Kalkaska	4,900	4,800	98
	Lake	3,600	3,500	97
	Leelanau	5,800	5,700	98
	Mackinac	3,700	3,600	97
	Manistee	9,400	9,200	98
	Mason	10,500	10,100	96
	Mecosta	12,300	12,000	98
	Missaukee	3,900	3,800	97
	Montmorency	3,200	3,100	97
	Oceana	8,200	7,900	96
	Osceola	7,500	7,300	97
	Oscoda	2,900	2,800	97
	Otsego	5,700	5,600	98
Presque Isle	5,300	5,100	96	
Roscommon	8,200	8,100	99	
Wexford	10,200	10,000	98	
Between 25-49%	MICHIGAN			
	Alcona	4,300	4,100	95
	Alpena	11,400	10,900	96
Between 5-24%	MICHIGAN			
	Gladwin	8,600	8,400	98
	Isabella	17,800	17,400	98
	Newaygo	14,000	13,700	98
	Ogemaw	7,000	6,800	98
Schoolcraft	3,000	2,900	97	
Station Totals		255,800	249,100	97
Net Weekly Circulation (1988)				166,900
Average Daily Circulation (1988)				100,900

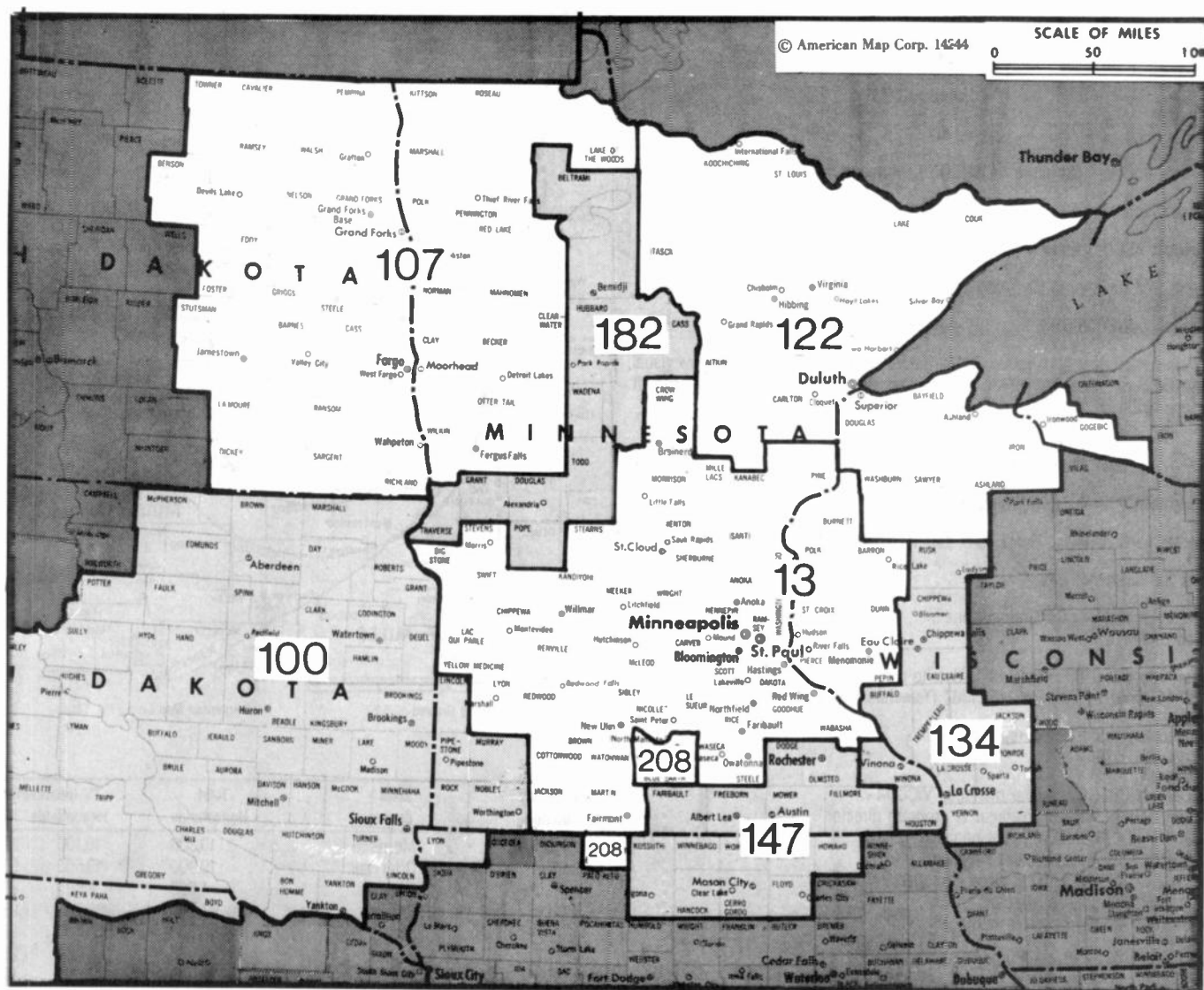
Michigan

WKBD-TV, Detroit (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	MICHIGAN			
	Clinton	18,700	18,500	99
	Crawford	3,700	3,600	97
	Eaton	34,400	34,000	99
	Emmet	9,200	8,900	97
	Gratiot	13,800	13,600	98
	Hillsdale	14,800	14,500	98
	Isabella	17,800	17,400	98
	Kalkaska	4,900	4,800	98
	Kent	174,200	171,400	98
	Leelanau	5,800	5,700	98
	Mackinac	3,700	3,600	97
	Menominee	9,600	9,400	98
	Midland	26,700	26,500	99
	Montcalm	18,100	17,800	98

WKBD-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Ortonagon	3,500	3,400	97
	Otsego	5,700	5,600	98
	Ottawa	57,800	56,900	99
	Saginaw	77,200	76,300	99
	St Joseph	21,600	21,300	99
	Tuscola	19,100	18,800	98
	OHIO			
	Henry	10,400	10,300	99
	Huron	20,300	20,000	99
	Ottawa	15,200	15,000	99
Sandusky	23,600	23,400	99	
Seneca	21,700	21,400	99	
WISCONSIN				
Iron	2,700	2,700	100	
Marinette	15,800	15,600	99	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Minneapolis-St. Paul, MN.....	1,238,300	13	KARE (11), KITN (29), KMSP-TV (9), KRWF (43), KSTP-TV (5), KTMA-TV (23), KXLI (41), WCCD-TV (4)
Sioux Falls-Mitchell, SD.....	217,900	100	KABY-TV (9), KDLO-TV (3), KDLT (5), KELD-TV (11), KPLD-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW (17)
Fargo, ND.....	214,200	107	KBRR (10), KJRR (7), KNRR (12), KTHI-TV (11), KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Duluth, MN-Superior, WI.....	171,100	122	KBJR-TV (6), KDLH-TV (3), WDID-TV (10), WIRT (13)
La Crosse-Eau Claire, WI.....	156,200	134	WEAU-TV (13), WKBT (8), WLAX (25), WQOW-TV (18), WXOW-TV (19)
Rochester, MN-Mason City, IA-Austin, MN.....	143,300	147	KAAL (6), KIMT (3), KTTC (10), KXLT (47)
Alexandria, MN.....	59,300	182	KCCD-TV (7), KCCW-TV (12), KSAX (42)
Mankato, MN.....	23,200	208	KEYC-TV (12)

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

KIMT, Austin.....	See Mason City, IA
KTTC, Austin.....	See Rochester, MN
KXLI, Minneapolis.....	See St. Cloud, MN
KVRR, Moorhead.....	See Fargo, ND
KAAL, Rochester.....	See Austin, MN
KIMT, Rochester.....	See Mason City, IA
KSTP-TV, St. Paul.....	See Minneapolis MN

Minnesota Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	14	6	20
Educational Television Stations	4	3	7
	18	9	27

Minnesota—Alexandria

KCCO-TV

(formerly KCMT)

Ch. 7

(Satellite of WCCO-TV, Minneapolis, MN)

Network Service: CBS.

Licensee: KCCO Television Inc., 720 Hawthorne St., Alexandria, MN 56308.

Studio: 720 Hawthorne St., Alexandria, MN 56308.

Telephone: 612-763-5166.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1120-ft. above av. terrain, 1130-ft. above ground, 2525-ft. above sea level.

Latitude 45° 41' 03"
Longitude 95° 08' 14"

Transmitter: 2.5-mi. SE of Westport, MN.

Satellite Earth Station: Harris, 6-meter; Harris, M/A-Com receivers.

News Services: AP, UPI.

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

Began Operation: October 8, 1958. Sale to present owner by Central Minnesota TV Co. approved by FCC Oct. 15, 1987 (Television Digest, Vol. 26:45; 27:43).

Represented (sales): TeleRep Inc.

Personnel:

RON HANDBERG, general manager, WCCO-TV.
VERN MUZIK, station manager & program director.
WAYNE QUERNEMOEN, chief engineer.
JOHN GINTHER, local sales manager.
KEVIN CUDDIHY, national sales manager, WCCO-TV.
JOHN FROYEL, news director.
DUANE TINGUM, business manager.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$600.

Combination rates: KCCO-TV, Alexandria & KCCW-TV, Walker, MN.

NETWORK BASE HOURLY RATE: \$980.

City of License: Alexandria. ADI: Alexandria, MN. Rank: 182.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Beltrami	11,600	11,100	96
	Big Stone	2,900	2,900	100
	Cass	8,500	8,100	96
	Chippewa	5,600	5,500	98
	Clearwater	3,200	3,100	97
	Crow Wing	17,400	17,000	98
	Douglas	11,500	11,300	98
	Grant	2,700	2,700	100
	Hubbard	5,700	5,500	96
	Itasca	16,500	16,200	98
	Lac Qui Parle	3,800	3,700	97



KCCO-TV BPCT-2398 Granted 12/5/57

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Morrison	10,300	10,100	98	
	Otter Tail	19,900	19,500	98	
	Pope	4,600	4,500	98	
	Stearns	36,200	35,700	98	
	Stevens	3,700	3,600	97	
	Swift	4,700	4,600	98	
	Todd	9,400	9,200	97	
	Traverse	1,800	1,800	100	
	Wadena	5,000	4,800	96	
	Yellow Medicine	4,600	4,400	96	
	Between 25-49%	MINNESOTA			
		Aitkin	5,400	5,300	98
Becker		11,000	10,800	98	
Benton		9,600	9,500	99	
Kandiyohi		14,100	13,800	98	
SOUTH DAKOTA	Renville	7,400	7,200	97	
	Grant	3,300	3,200	97	
	Roberts	3,900	3,800	97	
Between 5-24%	MINNESOTA				
	Koochiching	6,200	6,000	97	
	Lyon	9,000	8,800	98	
	Meeker	7,800	7,700	99	
	Sherburne	11,300	11,200	99	
SOUTH DAKOTA	Deuel	1,900	1,900	100	
Station Totals		280,500	274,500	98	
Net Weekly Circulation (1988)				166,700	
Average Daily Circulation (1988)				105,000	

Minnesota—Alexandria

KSAX

Ch. 42

(Satellite of KSTP-TV, St. Paul-Minneapolis)

Network Service: ABC.

Licensee: KSAX-TV Inc., 415 Fillmore Ave., Box 637, Alexandria, MN 56308.

Studio: 415 Fillmore Ave., Alexandria, MN 56308.

Telephones: 612-763-5729; 612-642-4200.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 2770-kw max. visual, 277-kw max. aural. Antenna: 1176-ft. above av. terrain, 1164-ft. above ground, 2523-ft. above sea level.

Latitude 45° 41' 59"
Longitude 95° 10' 36"

Transmitter: E side Rte. 33, approx. 0.6-mi. S of intersection with Rte. 28, near Westport.

Ownership: Hubbard Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: September 15, 1987.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

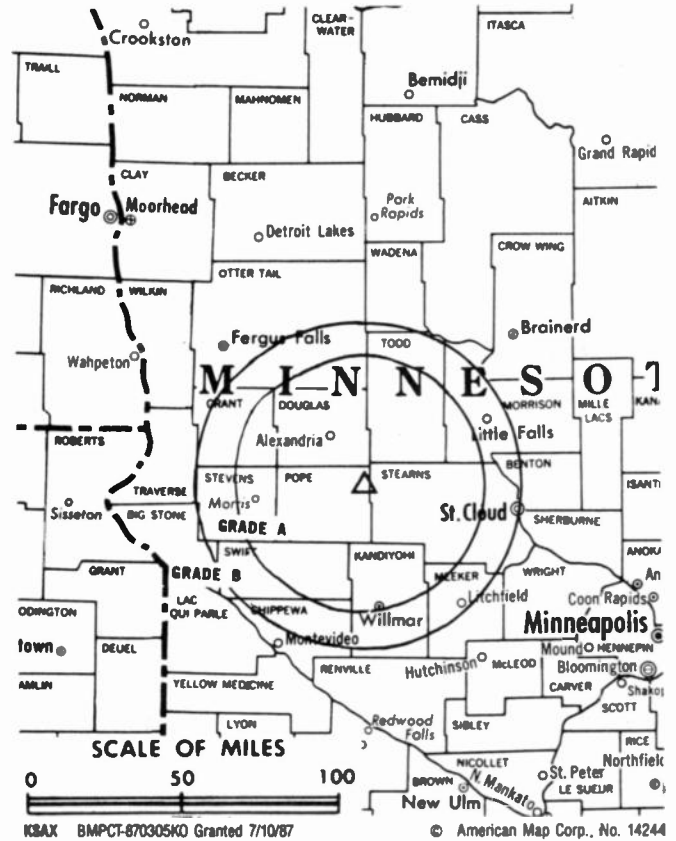
MIKE BURGESS, station manager & national/local sales manager.
REX NIELSON, chief engineer.
DAVE TAYLOR, news director.
DONNA CORLE, traffic manager.

Rates: On request.

City of License: Alexandria. ADI: Alexandria, MN. Rank: 182.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
Between 25-49%	Douglas	11,500	11,300	98
	Grant	2,700	2,700	100
	Pope	4,600	4,500	98
	Wadena	5,000	4,800	96



Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
Between 5-24%	Big Stone	2,900	2,900	100
	Cass	8,500	8,100	96
	Meeker	7,800	7,700	99
	Morrison	10,300	10,100	98
	Otter Tail	19,900	19,500	98
	Stevens	3,700	3,600	97
	Swift	4,700	4,600	98
	Todd	9,400	9,200	97
	Traverse	1,800	1,800	100
Station Totals		92,800	90,800	98
Net Weekly Circulation (1988)				17,000
Average Daily Circulation (1988)				10,200

Minnesota—Austin

KAAL

Ch. 6

Network Service: ABC.

Licensee: MDM Bcstg. Inc., 212 E. Liberty St., Wooster, OH 44691.

Studio: 1701 10th Place NE, Austin, MN 55912.

Telephone: 507-433-8836.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1050-ft. above av. terrain, 1026-ft. above ground, 2321-ft. above sea level.

Latitude 43° 37' 42"
Longitude 93° 09' 12"

Transmitter: 4.4-mi. N of Myrtle, MN.

Satellite Earth Stations: Andrew; Miralite; Pinzone, Avantek receivers.

News Services: AP, ABC.

Ownership: The Wooster Republican Printing Co., 100%. See Group Ownership of Television Stations.

Began Operation: July 27, 1953. Sale to present owner by News Press & Gazette Co. approved by FCC Dec. 13, 1985 (Television Digest, Vol. 25:44). Sale to News Press & Gazette by Black Hawk Bcstg. approved by FCC Sept. 17, 1980. Previous sale by Chester A. Weseman and associates approved Oct. 29, 1958 (Vol. 13:6).

Represented (sales): Blair Television.

Represented (legal): Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

- CLARK CIPRA, general manager.
- JOHN SAMPSON, general sales manager.
- JERALD JONES, vice president, engineering.
- JANET ANDERSON, program director.
- GREG GRIMLEY, production manager.
- DENNIS FISHER, news director.
- GREGG GAFFNEY, assistant chief engineer.
- LORA LEE BAUER, data processing manager.

Rates: On request.

City of License: Austin. **ADI:** Rochester, MN-Mason City, IA-Austin, MN. **Rank:** 147.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cerro Gordo	19,800	19,600	99
	Floyd	7,300	7,200	99
	Hancock	5,600	5,500	98
	Howard	4,200	4,100	98
	Kossuth	8,100	8,000	99
	Mitchell	4,600	4,500	99
	Winnebago	5,300	5,200	98
	Worth	3,600	3,600	100
	MINNESOTA			
	Dodge	5,500	5,400	98
	Faribault	7,400	7,300	99
	Fillmore	7,900	7,800	99
	Freeborn	13,500	13,400	99
	Mower	15,100	15,000	99



KAAL BPCT-4528 Granted 7/12/72 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Olmsted	36,500	36,200	99
	IOWA			
	Emmet	5,100	5,000	98
	Franklin	5,300	5,300	100
	MINNESOTA			
	Blue Earth	18,600	18,300	98
	Martin	9,700	9,600	99
	Nicollet	9,800	9,700	99
	Steele	11,000	10,900	99
	Waseca	6,900	6,800	99
Between 25-49%	IOWA			
	Chickasaw	5,500	5,400	98
	Palo Alto	4,700	4,600	98
	Winneshiek	7,700	7,600	99
	Wright	6,400	6,300	98
	MINNESOTA			
	Brown	10,200	10,000	98
Between 5-24%	IOWA			
	Goodhue	14,700	14,500	99
	Houston	6,400	6,300	98
	Le Sueur	8,700	8,600	99
	Rice	16,000	15,800	99
	Wabasha	7,500	7,400	99
	Winona	16,200	15,900	98
	WISCONSIN			
	La Crosse	35,300	34,800	99
	Station Totals		350,100	345,600
Net Weekly Circulation (1988)				152,900
Average Daily Circulation (1988)				83,000

Minnesota—Duluth-Superior, Wisconsin

KBJR-TV

Ch. 6

Network Service: NBC.

Licensee: RJR Communications Inc., 230 E. Superior St., Duluth, MN 55802.

Studio: 230 E. Superior St., Duluth, MN 55802.

Telephone: 218-727-8484. **TWX:** 910-561-2490.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1010-ft. above av. terrain, 804-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 21"
Longitude 92° 06' 51"

Transmitter: 5th Ave. W & 10th St., Duluth.

Satellite Earth Stations: Harris, 3-meter Ku-band; Harris, 6-meter Ku-band; Paracclipse, 3.6-meter C-band; Vertex, 4.5-meter Ku-band; Harris, M/A-Com receivers.

News Services: UPI, NBC.

Ownership: Granite Bcstg. Corp. W. Don Cornwell, pres., 55.00%; Stuart J. Beck, secy., 45.00%. Cornwell & Beck are non-voting shareholders of Comserv Broadcast Group Inc.

Began Operation: February 23, 1954. Sale to RJR Communications by Northwest Publications Inc. approved by FCC Sept. 5, 1974 (*Television Digest*, Vol. 14:28, 30). Sale to present owners approved Sept. 12, 1988.

Represented (sales): Katz Television; Target Broadcast Sales (Canada).

Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

ROBERT J. RICH, general manager.
JOHN RICH, general sales manager.
DAVE JENSCH, news director.
BOB WILMERS, engineering director.
STEVEN J. RICH, director, promotion & programming.
CAROL BARNES, traffic manager.

Highest One Hour Rate: \$3000.

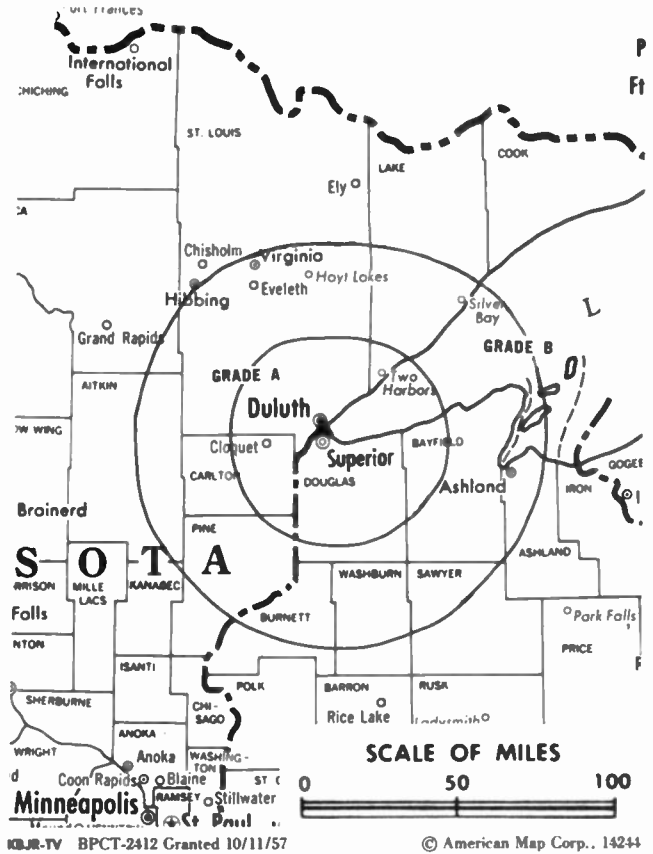
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$800.

City of License: Superior, WI. **ADI:** Duluth, MN-Superior, WI. **Rank:** 122.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Gogebic	7,300	7,100	97
	MINNESOTA			
	Aitkin	5,400	5,300	98
	Beltrami	11,600	11,100	96
	Carlton	10,500	10,400	99
	Cook	1,800	1,800	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Itasca	16,500	16,200	98
	Koochiching	6,200	6,000	97
	Lake	4,400	4,400	100
	St Louis	80,400	79,500	99
	WISCONSIN			
	Ashland	6,400	6,300	98
	Bayfield	5,600	5,500	98
	Douglas	16,500	16,300	99
	Iron	2,700	2,700	100
	Sawyer	5,500	5,300	96
	Washburn	5,700	5,600	98
Between 25-49%	MINNESOTA			
	Cass	8,500	8,100	96
	Pine	7,600	7,400	97
Between 5-24%	MINNESOTA			
	Crow Wing	17,400	17,000	98
	Hubbard	5,700	5,500	96
	Wadena	5,000	4,800	96
Station Totals		230,700	226,300	98
Net Weekly Circulation (1988)				162,600
Average Daily Circulation (1988)				106,100

Minnesota—Duluth-Superior, Wisconsin

KDLH-TV

Ch. 3

Network Service: CBS.

Licensee: Benedek Bcstg. of Minnesota, 425 W. Superior St., Duluth, MN 55802.

Studio: 425 W. Superior St., Duluth, MN 55802.

Telephone: 218-727-8911. TWX: 910-561-2522.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 990-ft. above av. terrain, 816-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 07"
Longitude 92° 07' 15"

Transmitter: 3 Observation Rd. & 11th St.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; M/A-Com, 5-meter C-band; Harris, 3.8-meter Ku-band; Scientific-Atlanta, Microdyne receivers.

News Services: AP, Group W Newsfeed.

Ownership: A. Richard Benedek, pres.-treas., 100%; Laura Benedek, v.p.-secy. See Group Ownership of Television Stations.

Began Operation: March 14, 1954. Sale to WGN by Red River Bcstg. (Dalton LeMasurier family) approved Dec. 7, 1960 (Vol. 16:34, 50). Sale to Palmer by WGN Inc. approved Jan. 10, 1979 (Vol. 18:30). Sale to present owner by Palmer Bcstg. approved by FCC May 23, 1985 (Television Digest, Vol. 25:24).

Represented (sales): MMT Sales Inc.; Glen-Warren Broadcast Sales (Canada).

Represented (legal): Crowell & Moring.

Personnel:

JOHN LaFORGE, vice president & general manager.
JAMES J. GOLDEN, general sales manager.
JIM CUZZO, program director.
KEN FLANNERY, operations manager.
WALT LEDINGHAM, local sales manager.
STEVE HASSKAMP, chief engineer.
STU LUNSFORD, national sales manager.
RON LUND, news director.
CAL JORGENSEN, promotion director.
JULIE TOLAND, business manager.

Highest One Hour Rate: \$2000.

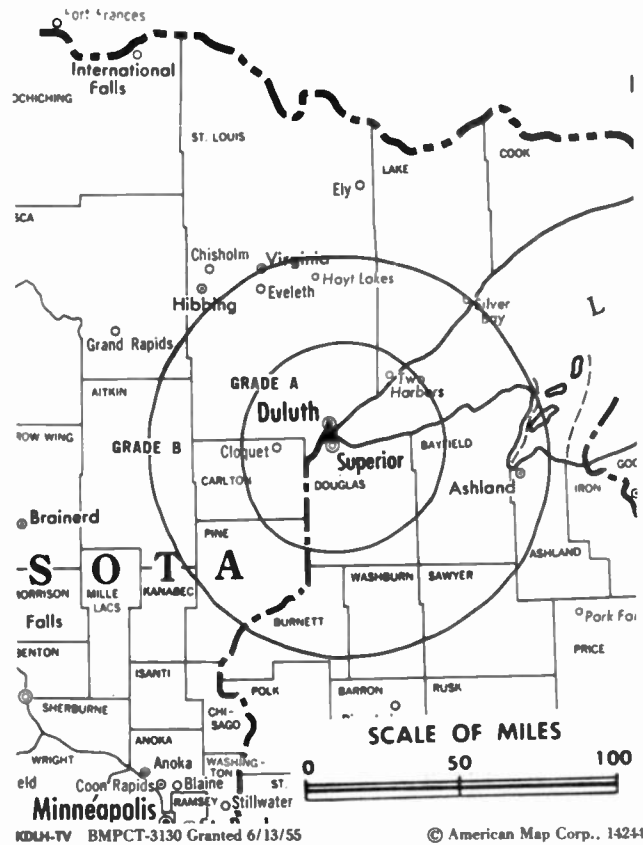
Highest 30 Sec. Rate: (June 25, 1987) \$700.

NETWORK BASE HOURLY RATE: \$1060.

City of License: Duluth. **AOI:** Duluth, MN-Superior, WI. **Rank:** 122.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN Gogebic	7,300	7,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Aitkin	5,400	5,300	98
	Carlton	10,500	10,400	99
	Cook	1,800	1,800	100
	Itasca	16,500	16,200	98
	Koochiching	6,200	6,000	97
	Lake	4,400	4,400	100
	St Louis	80,400	79,500	99
	WISCONSIN			
	Ashland	6,400	6,300	98
Bayfield	5,600	5,500	98	
Douglas	16,500	16,300	99	
Iron	2,700	2,700	100	
Sawyer	5,500	5,300	96	
Washburn	5,700	5,600	98	
Between 25-49%	MINNESOTA			
	Pine	7,600	7,400	97
Between 5-24%	MICHIGAN			
	Ontonagon	3,500	3,400	97
	MINNESOTA			
Beltrami	11,600	11,100	96	
WISCONSIN				
Burnett	5,400	5,200	96	
Station Totals		203,000	199,500	98
Net Weekly Circulation (1988)			152,100	
Average Daily Circulation (1988)			93,700	

Minnesota—Duluth

WDIO-TV

Ch. 10

(Operates satellite WIRT, Hibbing, MN)

Network Service: ABC.

Licensee: WDIO-TV Inc., 3415 University Ave., St. Paul, MN 55114.

Studio: 10 Observation Rd., Duluth, MN 55811.

Telephone: 218-727-6864. TWX: 910-561-2539.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1010-ft. above av. terrain, 859-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 13"
Longitude 92° 07' 17"

Transmitter: 10 Observation Rd.

Satellite Earth Stations: Andrew, 7.3-meter C-band; 5-meter Ku-band; 5-meter C-band; Avantek receivers.

News Service: UPI.

Ownership: Hubbard Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: January 24, 1966. Sale to Harcourt Brace Jovanovich Inc. by Frank P. Befera, et. al., approved by FCC March 32, 1978 (Television Digest, Vol. 17:28). FCC approved sale to Hubbard Bcstg. Nov. 27, 1987 (Vol. 27:33).

Represented (sales): Petry Television Inc.

Represented (legal): Cohen & Berfield.

Represented (engineering): Smith & Powstenko.

Personnel:

GEORGE COUTURE, station manager & general sales manager.
SUSAN ANDERSON, local sales manager.
DAVE POIRIER, program manager.
GEORGE W. WOODY, chief engineer.
JOEL ANDERSON, news director.
BRUCE GIANUNZIO, film director.
LUCY REICHERT, on-station promotion.

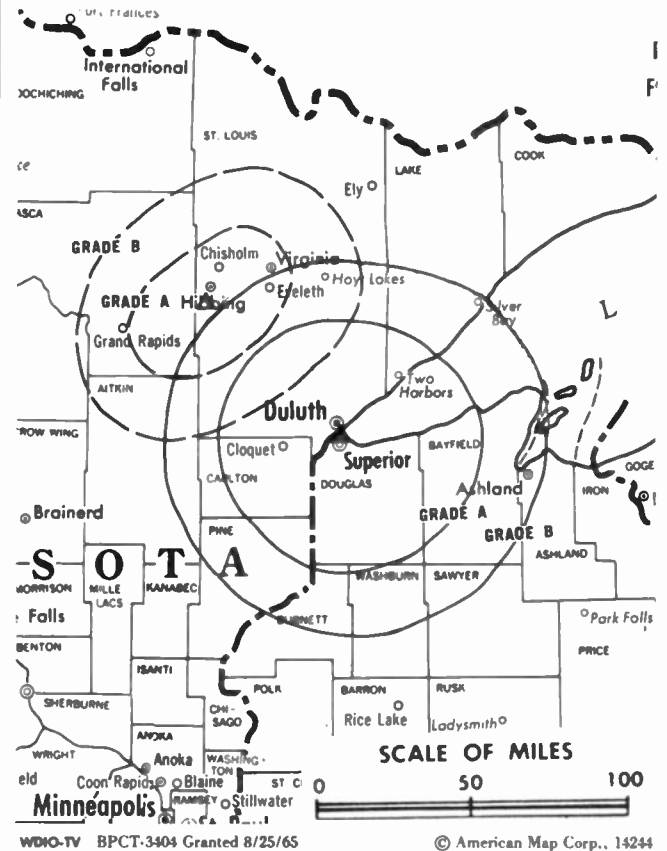
Highest One Hour Rate: \$850.

Highest 30 Sec. Rate: \$375.

NETWORK BASE HOURLY RATE: \$850.

City of License: Duluth. ADI: Duluth, MN-Superior, WI. Rank: 122.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %	
50% & Over	Itasca	16,500	16,200	98	
	Koochiching	6,200	6,000	97	
	Lake	4,400	4,400	100	
	St Louis	80,400	79,500	99	
	WISCONSIN				
	Ashland	6,400	6,300	98	
	Bayfield	5,600	5,500	98	
	Douglas	16,500	16,300	99	
	Iron	2,700	2,700	100	
	Sawyer	5,500	5,300	96	
Washburn	5,700	5,600	98		
Between 25-49%	MINNESOTA				
	Aitkin	5,400	5,300	98	
	Beltrami	11,600	11,100	96	
	Pine	7,600	7,400	97	
Between 5-24%	MICHIGAN				
	Ontonagon	3,500	3,400	97	
Station Totals	MINNESOTA				
	Cass	8,500	8,100	96	
	Net Weekly Circulation (1988)	206,100	202,400	98	
Average Daily Circulation (1988)			159,700		
			103,400		

Minnesota—Hibbing

WIRT

Ch. 13

(Satellite of WDIO-TV, Duluth, MN)

Network Service: ABC.

Licensee: WDIO-TV Inc., 3415 University Ave., St. Paul, MN 55114.

Studio: See WDIO-TV, Duluth.

Telephone: 218-727-6864. TWX: 910-561-2539.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 125-kw max. visual, 12.5-kw max. aural. Antenna: 666-ft. above av. terrain, 473-ft. above ground, 2123-ft. above sea level.

Latitude	47°	22'	52''
Longitude	92°	57'	18''

Transmitter: Maple Hill.

Ownership: Hubbard Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: August 31, 1967. Sale to present owner approved by FCC Nov. 27, 1987.

Represented (sales): Petry Television Inc.

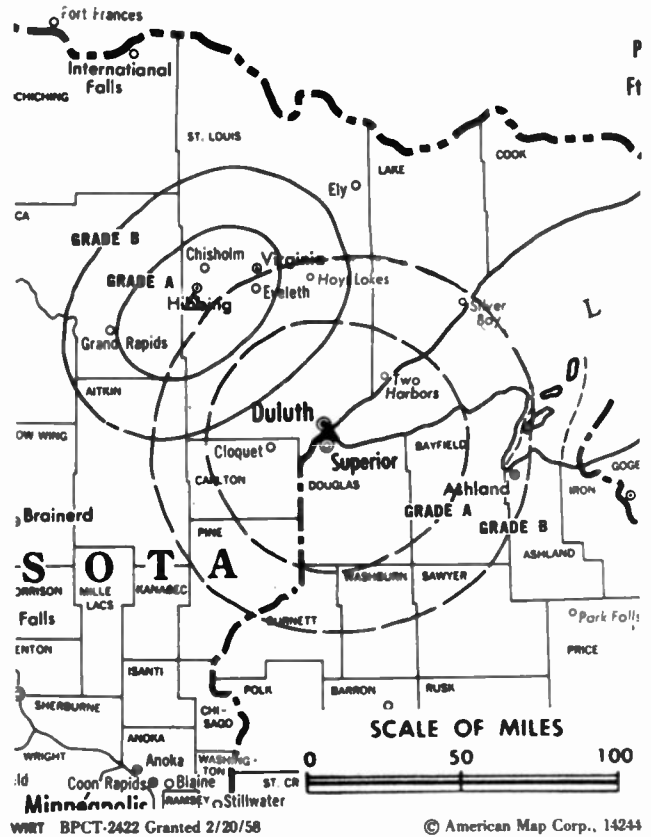
Represented (legal): Cohen & Berfield.

Represented (engineering): Smith & Powstenko.

Personnel: See WDIO-TV, Duluth, MN.

Rates: Sold in combination with WDIO-TV, Duluth.

NETWORK BASE HOURLY RATE: Bonus.



Arbitron Data: Figures are included with parent WDIO-TV, Duluth.

City of License: Hibbing. ADI: Duluth, MN-Superior, WI. Rank: 122.

Minnesota—Mankato

KEYC-TV

Ch. 12

Network Service: CBS.

Licensee: United Communications Corp., Box 128, Mankato, MN 56001.

Studio: 1570 Lookout Dr., North Mankato, MN 56001.

Telephone: 507-625-7905. **Easylink:** 62421740.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1040-ft. above av. terrain, 1116-ft. above ground, 2163-ft. above sea level.

Latitude 43° 56' 14"
Longitude 94° 24' 41"

Transmitter: 1.6-mi. NE of Lewisville, MN.

Satellite Earth Stations: 2 in operation; M/A-Corn, Scientific-Atlanta receivers.

News Services: CBS, UPI.

Ownership: United Communications Corp. See Group Ownership of Television Stations.

Began Operation: October 5, 1960. Sale to present owners by Lee Enterprises approved by FCC Aug. 26, 1977 (*Television Digest*, Vol. 17:25).

Represented (sales): Katz Television.

Represented (legal): Jones, Waldo, Holbrook & McDonough.

Personnel:

DENNIS WAHLSTROM, general manager.
ELAINE PETERSON, operations manager.
GORDON LUNDIN, production manager.
DAVID HOOGE, chief engineer.
JOHN HUSAK, news director.
LLOYD MILLER, local sales manager.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$491.

City of License: Mankato. **ADI:** Mankato. **Rank:** 208.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	IOWA			
	Dickinson	6,600	6,500	98
	Emmet	5,100	5,000	98
	Kossuth	8,100	8,000	99
	Palo Alto	4,700	4,600	98
	MINNESOTA			
	Blue Earth	18,600	18,300	98
	Brown	10,200	10,000	98
	Cottonwood	5,300	5,100	96
	Faribault	7,400	7,300	99
	Jackson	4,900	4,800	98
	Martin	9,700	9,600	99
	Nicollet	9,800	9,700	99
Redwood	6,700	6,500	97	



KEYC-TV BPCT-2433 Granted 6/11/58

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Waseca	6,900	6,800	99
	Watonwan	4,800	4,700	98
Between 25-49%	MINNESOTA			
	Freeborn	13,500	13,400	99
	Le Sueur	8,700	8,600	99
	Sibley	5,500	5,400	98
	Steele	11,000	10,900	99
Between 5-24%	IOWA			
	Pocahontas	4,200	4,100	98
	Winnebago	5,300	5,200	98
	Worth	3,600	3,600	100
MINNESOTA	Carver	14,300	14,200	99
	Chippewa	5,600	5,500	98
	Dodge	5,500	5,400	98
	Lyon	9,000	8,800	98
	Renville	7,400	7,200	97
	Rice	16,000	15,800	99
	Station Totals		218,400	215,000
Net Weekly Circulation (1988)				96,400
Average Daily Circulation (1988)				53,100

Minnesota—Minneapolis-St. Paul

KARE

Ch. 11

Network Service: NBC.

Licensee: Combined Communications Corp., 8811 Olson Memorial Hwy., Minneapolis, MN 55427.

Studio: 8811 Olson Memorial Hwy., Minneapolis, MN 55427.

Telephone: 612-546-1111. **TWX:** 910-576-2825.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1440-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 44.00"
Longitude 93° 08' 21.30"

Transmitter: 960 West County Rd. F, Shoreview, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6-meter; Harris, 3-meter; Scientific-Atlanta, 10-meter; Vertex, 6-meter; DX Engineering, Harris, Scientific-Atlanta receivers.

News Services: AP, UPI, Nexus.

Ownership: Gannett Co. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: September 1, 1953. Sale to present owner by Metromedia Inc. approved by FCC Feb. 17, 1983 (*Television Digest*, Vol. 22:35). Sale to Metromedia by Chris-Craft Industries approved June 14, 1972 (Vol. 11:31; 12:26). Previous sale by Time-Life Bcstg. Inc. was approved Aug. 24, 1964 (Vol. 4:35). Sale to Time-Life by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group acquired time-sharing WTCN-TV & WMIN-TV, with radio WTCN, and made WTCN-TV into full-time outlet after FCC approved sale April 6, 1955 (Vol. 11:5, 15).

Represented (sales): Blair Television.

Represented (legal): Pierson, Ball & Dowd.

Personnel:

JOSEPH FRANZGROTE, president.
ELLIOT A. BASS, vice president & general sales manager.
ARTHUR LUDWIG, vice president & program director.
RICHARD MODIG, vice president, broadcast operations.
MIKE HANRAHAN, local sales manager.
JEANNE KOSEK, promotion manager.
H. G. (SKIP) ALDRICH, vice president & chief engineer.
JOHN REMES, national sales manager.
JANET MASON, news director.
MERVEN JENSEN, controller.
KATHRYN BARDINS, community affairs manager.

Rates: Not available.

City of License: Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Anoka	73,000	72,800	100
	Benton	9,600	9,500	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,600	18,300	98
	Brown	10,200	10,000	98
	Carver	14,300	14,200	99
	Chippewa	5,600	5,500	98
	Chisago	10,100	10,000	99
	Cottonwood	5,300	5,100	96
	Dakota	80,900	80,400	99
	Goodhue	14,700	14,500	99
	Hennepin	402,900	399,300	99
	Isanti	9,100	9,000	99
	Jackson	4,900	4,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kanabec	5,000	4,900	98
	Kandiyohi	14,100	13,800	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,700	8,600	99
	Lyon	9,000	8,800	98
	Mc Leod	11,200	11,100	99
	Martin	9,700	9,600	99
	Meeker	7,800	7,700	99
	Mille Lacs	7,300	7,200	99
	Morrison	10,300	10,100	98
	Nicollet	9,800	9,700	99
	Pine	7,600	7,400	97
	Ramsey	183,900	182,400	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	97
	Rice	16,000	15,800	99
	Scott	16,900	16,800	99
	Sherburne	11,300	11,200	99
	Sibley	5,500	5,400	98
	Stearns	36,200	35,700	98
	Steele	11,000	10,900	99
	Stevens	3,700	3,600	97
	Swift	4,700	4,600	98
	Wabasha	7,500	7,400	99
	Waseca	6,900	6,800	99
	Washington	42,700	42,400	99
	Watsonwan	4,800	4,700	98
	Wright	21,800	21,500	99
	Yellow Medicine	4,600	4,400	96
WISCONSIN				
	Barron	15,700	15,200	97
	Burnett	5,400	5,200	96

(Continued on page A-610)

Station Totals	1,435,500	1,418,600	99
Net Weekly Circulation (1988)		1,091,300	
Average Daily Circulation (1988)		614,600	

Minnesota—Minneapolis-St. Paul

KITN

Ch. 29

Network Service: None, independent.

Licensee: Nationwide Communications Inc., 7325 Aspen Lane N., Brooklyn Park, MN 55428.

Studio: 7325 Aspen Lane N., Brooklyn Park, MN 55428.

Telephone: 612-424-2929.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1811-kw max. visual, 181.1-kw max. aural. Antenna: 1226-ft. above av. terrain, 1466-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.50"
Longitude 93° 07' 27.00"

Transmitter: Gramsie Rd., 0.4-mi. E of Victoria, Shoreview Village.

Satellite Earth Stations: SatCom, 7-meter C-band; Vertex, 3.7-meter Ku-band; M/A-Com receivers.

News Service: CNN.

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

Began Operation: October 6, 1982. Sale to present owner by Beverly Hills Hotel Corp. approved by FCC July 30, 1985. Previous sale by Jonathan E. Byrd, et al., approved March 20, 1984.

Represented (sales): MMT Sales Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

- GAIL L. BREKKE, general manager.
- GENE STEINBERG, station manager.
- MARTIN SOKOLER, general sales manager.
- KYM REDMOND, sales manager.
- PHILL DUFF, production manager.
- DON KIRBY, chief engineer.
- MARK GRAY, promotion director.

Rates: On request.

City of License: Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
Between 25-49%	Anoka	73,000	72,800	100
	Blue Earth	18,600	18,300	98
	Brown	10,200	10,000	98
	Carver	14,300	14,200	99
	Chisago	10,100	10,000	99
	Cottonwood	5,300	5,100	96
	Dakota	80,900	80,400	99
	Goodhue	14,700	14,500	99
	Hennepin	402,900	399,300	99
	Isanti	9,100	9,000	99
	Kandiyohi	14,100	13,800	98
	Le Sueur	8,700	8,600	99
	McLeod	11,200	11,100	99
	Nicollet	9,800	9,700	99
	Ramsey	183,900	182,400	99
	Rice	16,000	15,800	99
	Scott	16,900	16,800	99
	Sherburne	11,300	11,200	99
	Sibley	5,500	5,400	98
	Steele	11,000	10,900	99
	Washington	42,700	42,400	99
	Watsonwan	4,800	4,700	98
	Wright	21,800	21,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN				
Between 25-49%	Pierce	11,300	11,100	98
	St Croix	16,300	16,100	99
MINNESOTA				
Between 5-24%	Benton	9,600	9,500	99
	Chippewa	5,600	5,500	98
	Dodge	5,500	5,400	98
	Jackson	4,900	4,800	98
	Kanabec	5,000	4,900	98
	Lyon	9,000	8,800	98
	Martin	9,700	9,600	99
	Meeker	7,800	7,700	99
	Mille Lacs	7,300	7,200	99
	Morrison	10,300	10,100	98
	Pine	7,600	7,400	97
	Renville	7,400	7,200	97
	Stearns	36,200	35,700	98
	Swift	4,700	4,600	98
	Wabasha	7,500	7,400	99
	Yellow Medicine	4,600	4,400	96
WISCONSIN				
	Barron	15,700	15,200	97
	Burnett	5,400	5,200	96
	Pepin	2,800	2,700	96
	Polk	13,200	13,000	98
Station Totals		1,204,200	1,191,400	99
Net Weekly Circulation (1988)				461,500
Average Daily Circulation (1988)				156,700

Our firm acted as financial advisor and broker in the 1986 sale of **KITN-TV**

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road, Palm Beach, Florida 33480 (407) 863-8995
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

Minnesota—Minneapolis-St. Paul

KMSP-TV

Ch. 9

Network Service: None, independent.

Licenses: United Television Inc., 8501 Wilshire Blvd., Suite 340, Beverly Hills, CA 90211.

Studio: 6975 York Ave. S, Minneapolis, MN 55435.

Telephone: 612-926-9999. TWX: 910-576-2926.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual. Antenna: 1427-ft. above av. terrain, 1430-ft. above ground, 2339-ft. above sea level.

Latitude 45° 03' 30"
Longitude 93° 07' 27"

Transmitter: 5509 Gramsie Rd., Shoreview.

Satellite Earth Stations: Microdyne, 7-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 5-meter C-band; Harris, Microdyne, Scientific-Atlanta receivers.

News Service: CNN.

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

Began Operation: January 9, 1955. Sale to United Television Inc. by Minneapolis Tower Co. (Morris T. Baker) approved May 23, 1956 by FCC (Television Digest, Vol. 12:14, 16, 21). Sale of 75% to National Telefilm Assoc. Inc. approved Nov. 20, 1957 (Vol. 13:34, 47). NTA also purchased 25% held by Loew's Inc. (MGM) in Feb. 1958 (Vol. 14:7). Sale to 20th Century-Fox TV Inc. by NTA approved Oct. 29, 1959 by FCC (Vol. 15:34, 44). United Television Inc. acquired 100% of stock from 20th Century-Fox June 8, 1981.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Lohnes & Culver.

Personnel:

EVAN THOMPSON, president.
GARTH S. LINDSEY, vice president, finance.
STUART SWARTZ, general manager.
ROGER WERNER, general sales manager.
RICH AMBROSE, national sales manager.
STEPHANIE PETERSON, local sales manager.
JAMES ZERWEKH, program director.
DARRELL SCHMIDT, business manager.
BARBARA TEELE, traffic manager.
PENNY PARRISH, director of news.
JOE CARNEY, director of operations.
SUSAN ARNESSON, manager, program services.
DAROLD ARVIDSON, director of engineering.
PAMELA SPRINGER, promotion manager.
LEILA LARSON, administrative assistant.

Highest 30 Sec. Rate: \$2500.

City of License: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Anoka	73,000	72,800	100
	Benton	9,600	9,500	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,600	18,300	98
	Brown	10,200	10,000	98
	Carver	14,300	14,200	99
	Chippewa	5,600	5,500	98
	Chisago	10,100	10,000	99
	Cottonwood	5,300	5,100	96
	Dakota	80,900	80,400	99
	Dodge	5,500	5,400	98
	Douglas	11,500	11,300	98



KMSP-TV BPCT-860116KE Granted 9/30/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Goodhue	14,700	14,500	99
	Grant	2,700	2,700	100
	Hennepin	402,900	399,300	99
	Isanti	9,100	9,000	99
	Jackson	4,900	4,800	98
	Kanabec	5,000	4,900	98
	Kandiyohi	14,100	13,800	98
	Le Sueur	8,700	8,600	99
	Lyon	9,000	8,800	98
	McLeod	11,200	11,100	99
	Martin	9,700	9,600	99
	Meeker	7,800	7,700	99
	Mille Lacs	7,300	7,200	99
	Nicollet	9,800	9,700	99
	Pine	7,600	7,400	97
	Pope	4,600	4,500	98
	Ramsey	183,900	182,400	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	97
	Rice	16,000	15,800	99
	Scott	16,900	16,800	99
	Sherburne	11,300	11,200	99
	Sibley	5,500	5,400	98
	Stearns	36,200	35,700	98
	Steele	11,000	10,900	99
	Stevens	3,700	3,600	97
	Swift	4,700	4,600	98
	Todd	9,400	9,200	97
	Wabasha	7,500	7,400	99
	Washington	42,700	42,400	99
	Watowan	4,800	4,700	98
	Wright	21,800	21,500	99
	Yellow Medicine	4,600	4,400	96

(Continued on page A-610)

Station Totals	1,803,000	1,780,500	99
Net Weekly Circulation (1988)			1,065,600
Average Daily Circulation (1988)			485,500

Minnesota—St. Paul-Minneapolis

KSTP-TV

Ch. 5

(Also operates KSAX, Alexandria & KRWF, Redwood Falls, MN)

Network Service: ABC.

Licensee: Hubbard Broadcasting Inc., 3415 University Ave., St. Paul, MN 55114.

Studio: 3415 University Ave., St. Paul, MN 55114.

Telephone: 612-646-5555. Telex: 59-0244.

Fax: 612-642-4172. Easylink: 62790871.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45"
Longitude 93° 08' 22"

Transmitter: 960 W. County Rd. F, Shoreview, MN.

Satellite Earth Stations: Scientific-Atlanta, 11-meter; 2 Scientific-Atlanta, 4.5-meter; Scientific-Atlanta, 3.7-meter; Scientific-Atlanta, 5.5-meter; Andrew, Scientific-Atlanta receivers.

AM Affiliate: KSTP, 50-kw, 1500 kHz.

FM Affiliate: KSTP-FM, 100-kw, 94.5 MHz (No. 233), 1220-ft.

News Services: AP, UPI, ABC, Conus.

Ownership: Hubbard Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: April 23, 1948.

Represented (sales): Pety Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

ROBERT REGALBUTO, president & general manager.
KARL GENSHEIMER, sales director.
JOHN MISNER, national sales manager.
PAT NIEKAMP, local sales manager.
JOHN M. DEGAN, station manager.
MENDES NAPOLI, vice president, news.
DIXIE HANSEN, program director & business manager.
RALPH LEE, chief engineer.
GINNY MORRIS, promotion manager.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1800.

City of License: St. Paul. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Anoka	73,000	72,800	100
	Benton	9,600	9,500	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,600	18,300	98
	Brown	10,200	10,000	98
	Carver	14,300	14,200	99
	Chippewa	5,600	5,500	98
	Chisago	10,100	10,000	99
	Cottonwood	5,300	5,100	96
	Crow Wing	17,400	17,000	98
	Dakota	80,900	80,400	99
	Goodhue	14,700	14,500	99
	Hennepin	402,900	399,300	99
	Isanti	9,100	9,000	99
	Kanabec	5,000	4,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kandiyohi	14,100	13,800	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,700	8,600	99
	Lyon	9,000	8,800	98
	Mc Leod	11,200	11,100	99
	Martin	9,700	9,600	99
	Meeker	7,800	7,700	99
	Mille Lacs	7,300	7,200	99
	Morrison	10,300	10,100	98
	Nicollet	9,800	9,700	99
	Pine	7,600	7,400	97
	Ramsey	183,900	182,400	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	97
	Rice	16,000	15,800	99
	Scott	16,900	16,800	99
	Sherburne	11,300	11,200	99
	Sibley	5,500	5,400	98
	Stearns	36,200	35,700	98
	Steele	11,000	10,900	99
	Stevens	3,700	3,600	97
	Swift	4,700	4,600	98
	Todd	9,400	9,200	97
	Wabasha	7,500	7,400	99
	Wadena	5,000	4,800	96
	Waseca	6,900	6,800	99
	Washington	42,700	42,400	99
	Watsonwan	4,800	4,700	98
	Wright	21,800	21,500	99
	Yellow Medicine	4,600	4,400	96
WISCONSIN				
	Barron	15,700	15,200	97
	Burnett	5,400	5,200	96

(Continued on page A-611)

Station Totals	1,516,700	1,497,900	99
Net Weekly Circulation (1988)		1,135,500	
Average Daily Circulation (1988)		641,600	

Minnesota—Minneapolis-St. Paul

KTMA-TV

Ch. 23

Network Service: None, independent.

Licensee: KTMA Acquisition Corp., 905 Hightower Trail, Atlanta, GA 30338.

Studio: 2505 Kennedy St. NE, Minneapolis, MN 55413-2819.

Telephone: 612-623-0200. TWX: 910-576-0078.

Fax: 612-623-8369.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1740-kw max. visual, 347-kw max. aural. Antenna: 1170-ft. above av. terrain, 1466-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.50"
Longitude 93° 07' 27.00"

Transmitter: 570 Gramsie Rd., Shoreview, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; Scientific-Atlanta, 3.6-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; M/A-Com, Pinzone, Scientific-Atlanta receivers.

Ownership: KTMA Holdings Corp., 100%. KTMA Holdings Corp. ownership: Edward Herlihy, 50.00%.

Began Operation: September 22, 1982. Sale to United Cable TV Corp., et al., by Buford Television approved by FCC Sept. 5, 1984. Sale to present owner approved Sept. 30, 1986 (*Television Digest*, Vol. 26:36).

Represented (sales): Seltel Inc.

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

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

DONALD W. O'CONNOR, president & general manager.
JAMES B. CLARK, general sales manager.
CAROLYN GREENE, local sales manager.
STEVEN LUNDE, chief engineer.
HEIDE A. LECLERC, news director.
MARY A. O'NEILL, promotion director.
CAROL MAUDER, business manager.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$1500.

City of License: Minneapolis. **AOI:** Minneapolis-St. Paul. **Rank:** 13.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
Between 25-49%	Anoka	73,000	72,800	100
	Carver	14,300	14,200	99
	Chisago	10,100	10,000	99
	Dakota	80,900	80,400	99
	Hennepin	402,900	399,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	Isanti	9,100	9,000	99	
	Ramsey	183,900	182,400	99	
	Sibley	5,500	5,400	98	
	Washington	42,700	42,400	99	
	Wright	21,800	21,500	99	
WISCONSIN					
	St Croix	16,300	16,100	99	
Between 5-24%	MINNESOTA				
	Benton	9,600	9,500	99	
	Blue Earth	18,600	18,300	98	
	Goodhue	14,700	14,500	99	
	Le Sueur	8,700	8,600	99	
	McLeod	11,200	11,100	99	
	Mille Lacs	7,300	7,200	99	
	Rice	16,000	15,800	99	
	Scott	16,900	16,800	99	
	Sherburne	11,300	11,200	99	
	Steams	36,200	35,700	98	
	WISCONSIN				
	Pierce	11,300	11,100	98	
Polk	13,200	13,000	98		
Station Totals		1,035,500	1,026,300	99	
Net Weekly Circulation (1988)			287,600		
Average Daily Circulation (1988)			85,700		

Minnesota—Minneapolis-St. Paul

WCCO-TV

Ch. 4

(Also operates KCCD-TV, Alexandria & KCCW-TV Walker, MN)

Network Service: CBS.

Licensee: WCCO Television Inc., WCCO Television Bldg., Minneapolis, MN 55403.

Studio: 90 South 11th St., Minneapolis, MN 55403.

Telephone: 612-339-4444. TWX: 910-576-3401.

Teletypewriter: 612-330-2767.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45.00"
Longitude 93° 08' 21.30"

Transmitter: County Rd. F, 0.4-mi. E of Lexington Ave., Shoreview.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Dalsat, 4.3-meter Ku-band; Microdyne, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; Vertex, 4.6-meter Ku-band; DX Engineering, Harris, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WCCO, 50-kw, 830 kHz.

FM Affiliate: WLTE, 100-kw, 102.9 MHz (No. 275), 1150-ft.

News Services: AP, UPI.

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

Began Operation: July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (Television Digest, Vol. 8:10, 33); CBS sold 47% interest to Minneapolis Star & Tribune Co. in November 1954 (Vol. 10:45). Transfer of control of Mid-Continent Radio-Television Inc. (equally owned by MTC Properties & Northwest Publications Inc.) to MTC Properties approved by FCC June 30, 1976 following merger of Ridder Publications with Knight Newspapers & spin-off of Ridder broadcast properties (Vol. 14:28, 30). Acquisition of Minneapolis Star-Tribune interest by MTC Properties was accomplished Aug. 16, 1976.

Represented (sales): TeleRep Inc.

Represented (legal): Oppenheimer, Wolf & Donnelly.

Personnel:

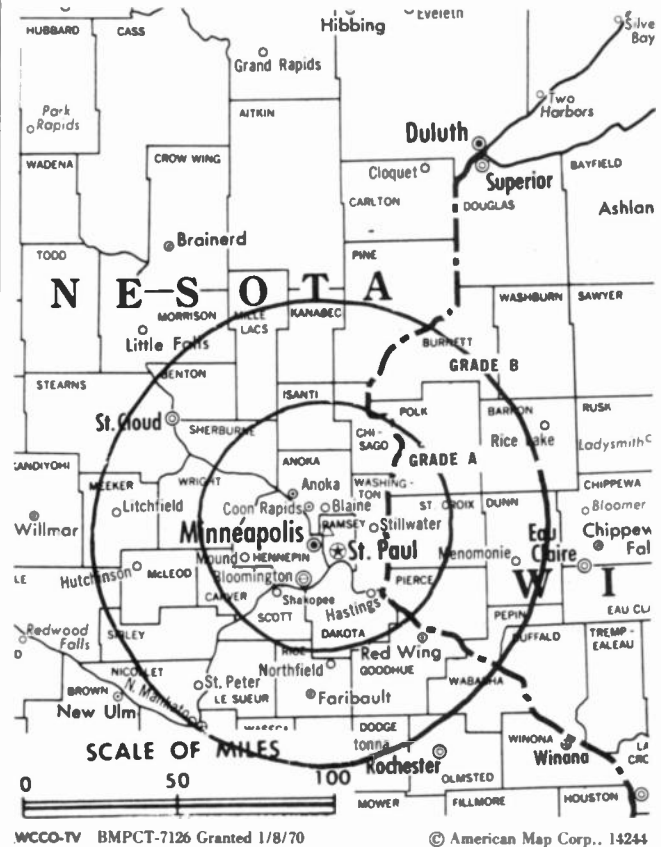
RON HANDBERG, vice president & general manager.
ROBERT G. MCGANN, vice president & station manager.
BETTY MAY, program coordinator.
JOHN FOGLE, director of graphic design.
REID JOHNSON, director of news.
MARVIN J. DANIELSKI, director of advertising & promotion.
KEN REES, director of creative services.
MIKE SULLIVAN, director, public affairs, public service & special.
DAVE HIGGINS, director of broadcast operations.
BILL SANDS, engineering manager.
GREG KECK, controller.

Rates: On request.

City of License: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
MINNESOTA				
50% & Over	Anoka	73,000	72,800	100
	Benton	9,600	9,500	99
	Blue Earth	18,600	18,300	98
	Brown	10,200	10,000	98
	Carver	14,300	14,200	99
	Chippewa	5,600	5,500	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Chisago	10,100	10,000	99
	Cottonwood	5,300	5,100	96
	Dakota	80,900	80,400	99
	Dodge	5,500	5,400	98
	Goodhue	14,700	14,500	99
	Hennepin	402,900	399,300	99
	Isanti	9,100	9,000	99
	Kanabec	5,000	4,900	98
	Kandiyohi	14,100	13,800	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,700	8,600	99
	Lyon	9,000	8,800	98
	McLeod	11,200	11,100	99
	Martin	9,700	9,600	99
	Meeker	7,800	7,700	99
	Mille Lacs	7,300	7,200	99
	Morrison	10,300	10,100	98
	Nicollet	9,800	9,700	99
	Olmsted	36,500	36,200	99
	Pine	7,600	7,400	97
	Ramsey	183,900	182,400	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	97
	Rice	16,000	15,800	99
	Scott	16,900	16,800	99
	Sherburne	11,300	11,200	99
	Sibley	5,500	5,400	98
	Stearns	36,200	35,700	98
	Steele	11,000	10,900	99
	Swift	4,700	4,600	98
	Wabasha	7,500	7,400	99
	Waseca	6,900	6,800	99
	Washington	42,700	42,400	99

(Continued on page A-610)

Station Totals	1,484,100	1,466,000	99
Net Weekly Circulation (1988)		1,150,400	
Average Daily Circulation (1988)		682,700	

Minnesota—Redwood Falls

KRWF

Ch. 43

(Satellite of KSTP-TV, St. Paul-Minneapolis)

Network Service: ABC.

Licensee: KSAX-TV Inc., 415 Fillmore Ave., Box 637, Alexandria, MN 56308.

Studio: See KSTP-TV, St. Paul.

Telephone: 612-642-4200; 612-763-5729.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 1220-kw max. visual, 122-kw max. aural. Antenna: 547-ft. above av. terrain, 535-ft. above ground, 1619-ft. above sea level.

Latitude	44°	29'	03''
Longitude	95°	29'	27''

Transmitter: 3.6-mi. ENE of intersection of Hwys. 68 & 19.

Ownership: Hubbard Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: April 14, 1987.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

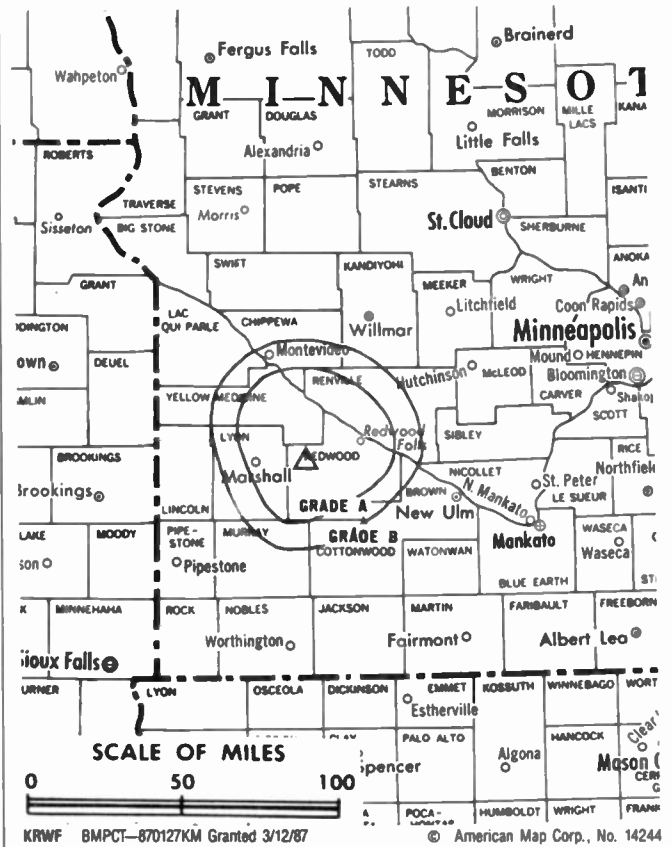
Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

See KSTP-TV, St. Paul.

Rates: Sold in combination with KSTP-TV, Minneapolis-St. Paul, MN.

Arbitron Data: Included with KSTP-TV, St. Paul-Minneapolis, MN



City of License: Redwood Falls. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Minnesota—Rochester

KTTC

Ch. 10

Network Service: NBC.

Licensee: KTTC Television Inc., 601 1st Ave. SW, Rochester, MN 55902.

Studio: 601 1st Ave. SW, Rochester, MN 55902.

Telephone: 507-288-4444. **TWX:** 910-565-2477.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1250-ft. above av. terrain, 1314-ft. above ground, 2646-ft. above sea level.

Latitude 43° 34' 15.30"
Longitude 92° 25' 36.90"

Transmitter: 3.2-mi. S of Ostrander, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 5-meter; DH Satellite, 5-meter; Harris, 3-meter; Harris, 6-meter; ChannelMaster, Gardiner, Harris receivers.

News Services: AP, NBC, Conus.

Ownership: Quincy Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: July 14, 1953. Sale to present owner by G. David Gentling approved by FCC May 6, 1976 (*Television Digest*, Vol. 16:6). Transfer of control to Gentling by Agnes P. Gentling, Marvin O. Foss, Philip H. & Allan A. Gentling approved April 2, 1963.

Represented (sales): Seltel Inc.; Hyett/Ramsland Inc.

Represented (legal): Wilkinson, Barker, Knauer & Quinn.

Represented (engineering): Lohnes & Culver.

Personnel:

CLARK L. WIDEMAN, vice president & general manager.
RUSS HAMILTON, general sales manager.
RONALD E. GRUBER, operations manager.
C. H. (BUD) SANDERS, chief engineer.
JOHN WADE, local sales manager.
GENE CARLSON, news director.

Highest One Hour Rate: \$550.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$490.

City of License: Rochester. **ADI:** Rochester, MN-Mason City, IA-Austin, MN. **Rank:** 147.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	IOWA				
		Cerro Gordo	19,800	19,600	99
		Floyd	7,300	7,200	99
		Hancock	5,600	5,500	98
		Howard	4,200	4,100	98
		Mitchell	4,600	4,500	99
		Winnebago	5,300	5,200	98
		Winneshiek	7,700	7,600	99
		Worth	3,600	3,600	100
	MINNESOTA				
		Dodge	5,500	5,400	98
		Faribault	7,400	7,300	99
		Fillmore	7,900	7,800	99
		Freeborn	13,500	13,400	99
		Houston	6,400	6,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mower	15,100	15,000	99
	Olmsted	36,500	36,200	99
	Wabasha	7,500	7,400	99
	Winona	16,200	15,900	98
Between 25-49%	IOWA			
	Chickasaw	5,500	5,400	98
	Franklin	5,300	5,300	100
	Kossuth	8,100	8,000	99
	MINNESOTA			
Steele	11,000	10,900	99	
Waseca	6,900	6,800	99	
Between 5-24%	IOWA			
	Allamakee	5,500	5,400	98
	Emmet	5,100	5,000	98
	Fayette	9,400	9,300	99
	Grundy	5,500	5,500	100
Wright	6,400	6,300	98	
MINNESOTA				
Blue Earth	18,600	18,300	98	
Goodhue	14,700	14,500	99	
Nicollet	9,800	9,700	99	
WISCONSIN				
Dunn	12,100	11,800	98	
Monroe	13,100	12,800	98	
Richland	6,600	6,400	97	
Station Totals		374,500	369,300	99
Net Weekly Circulation (1988)			184,300	
Average Daily Circulation (1988)			102,600	

Minnesota—Rochester

KXLT

Ch. 47

(Satellite of KXLI, St. Cloud, MN)

Network Service: Fox.

Licensee: L.E.O. Broadcasting Inc., 800 St. Germain St., St. Cloud, MN 56301.

Studio: See KXLI, St. Cloud.

Telephone: 612-252-0110.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 107.2-kw max. visual, 10.72-kw max. aural. Antenna: 341-ft. above av. terrain, 256-ft. above ground, 1496-ft. above sea level.

Latitude	44°	02'	39"
Longitude	92°	23'	56"

Transmitter: 0.7-mi. SE of Haverhill.

Ownership: See KXLI, St. Cloud, MN.

Began Operation: August 10, 1987.

Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

Represented (engineering): David L. Steel & Associates.

Personnel: See KXLI, St. Cloud, MN.

Rates: Not available.



City of License: Rochester. **ADI:** Rochester, MN-Mason City, IA-Austin, MN. **Rank:** 147.

Minnesota—St. Cloud

KXLI

Ch. 41

(Operates satellite KXLT, Rochester, MN)

Network Service: Fox.

Licensee: L.E.O. Broadcasting Inc., Box 1776, St. Cloud, MN 56302.

Mailing Address: Box 1776, St. Cloud, MN 56302.

Telephone: 612-252-0110.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 2770-kw max. visual, 277-kw max. aural. Antenna: Circularly polarized, 1470-ft. above av. terrain, 1499-ft. above ground, 2449-ft. above sea level.

Latitude 45° 23' 00"
Longitude 93° 42' 30"

Transmitter: 3.7-mi. NE of Big Lake.

Satellite Earth Stations: 2 in operation; Scientific-Atlanta, Zebra receivers.

News Services: AP, CNN.

Ownership: Dale W. Lang, pres., 40%; Ronald O. Eikens, v.p.-treas.; Richard Primuth, secy.; Richard Messina, 12.5%; Charles Russel, 12.5%; N. Walter Goins, 12%; John J. Gorra, 11%; John P. Kramer, 3%; Glen Hardyman, 3%; JEMS Partnership, 6%. L.E.O. Bcstg. also owns KXLT(TV), Rochester, MN.

Began Operation: November 24, 1982.

Represented (sales): Adam Young Inc.

Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

Represented (engineering): David L. Steel & Associates.

Personnel:

DOUG McMONAGLE, general manager.
JOHN MUNYON, production manager.
DIANA FUHRMAN, operations manager.

Rates: Not available.

Arbitron Data: Includes KXLT, Rochester, MN

City of License: St. Cloud. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
MINNESOTA				
Between 25-49%	Benton	9,600	9,500	99
	Morrison	10,300	10,100	98
	Sherburne	11,300	11,200	99
	Wright	21,800	21,500	99
	MINNESOTA			
Between 5-24%	Anoka	73,000	72,800	100
	Carver	14,300	14,200	99
	Chisago	10,100	10,000	99
	Dakota	80,900	80,400	99
	Hennepin	402,900	399,300	99
	Isanti	9,100	9,000	99
	Kanabec	5,000	4,900	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	Kandiyohi	14,100	13,800	98
	Le Sueur	8,700	8,600	99
	Mc Leod	11,200	11,100	99
	Meeker	7,800	7,700	99
	Mille Lacs	7,300	7,200	99
	Pine	7,600	7,400	97
	Ramsey	183,900	182,400	99
	Renville	7,400	7,200	97
	Rice	16,000	15,800	99
	Scott	16,900	16,800	99
	Sibley	5,500	5,400	98
	Stearns	36,200	35,700	98
	Todd	9,400	9,200	97
	Washington	42,700	42,400	99
WISCONSIN				
Pierce	11,300	11,100	98	
Polk	13,200	13,000	98	
St Croix	16,300	16,100	99	
Station Totals		1,063,800	1,053,800	99
Net Weekly Circulation (1988)			156,800	
Average Daily Circulation (1988)			37,800	

Minnesota—Thief River Falls

KBRR

Ch. 10

(Satellite of KVRR, Fargo, ND)

Network Service: None, independent.

Licensee: Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

Studio: See KVRR, Fargo.

Telephone: 701-277-1515.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 240-kw max. visual, 24-kw max. aural. Antenna: 600-ft. above av. terrain, 604-ft. above ground, 1764-ft. above sea level.

Latitude	48°	17'	39"
Longitude	95°	44'	25"

Holds CP for change to 130-kw max. visual, 13-kw max. aural, 554-ft. above av. terrain, 442-ft. above ground, 1499-ft. above sea level; lat. 48° 01' 19", long. 96° 22' 12"; transmitter to 227-ft. NE of intersection of Hwys. 2 & 12, 1463-ft. W of St. Hilaire Mtn. BPCT-860626KE.

Transmitter: 0.5-mi. S of intersection of Hwys. 219 & 89, near Grygla.

Ownership: Red River Broadcast Corp. See Group Ownership of Television Stations.

Began Operation: October 25, 1985.

Represented (sales): Independent TV Sales.

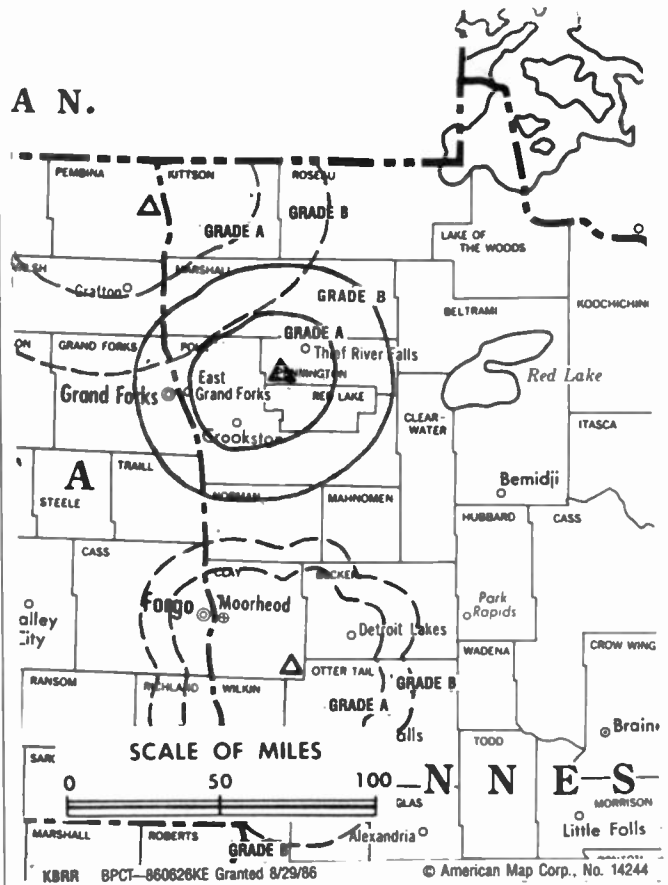
Represented (legal): Wilkinson, Barker, Knauer & Quinn.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

See KVRR(TV), Fargo, ND.

Rates: Not available.



Arbitron Data: Included with KVRR, Fargo, ND.

City of License: Thief River Falls. **ADI:** Fargo. **Rank:** 107.

Minnesota—Walker

KCCW-TV

(formerly KNMT)

Ch. 12

(Satellite of WCCO-TV, Minneapolis, MN)

Network Service: CBS.

Licensee: KCCO Television Inc., 720 Hawthorne St., Alexandria, MN 56308.

Studio: 720 Hawthorne St., Alexandria, MN 56308.

Telephone: 612-763-5166. TWX: 910-578-0003.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 933-ft. above av. terrain, 996-ft. above ground, 2383-ft. above sea level.

Latitude	46°	56'	03"
Longitude	94°	27'	25"

Transmitter: 3-mi. E of Hackensack.

Satellite Earth Stations: In operation; Harris receivers.

News Services: AP, UPI.

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

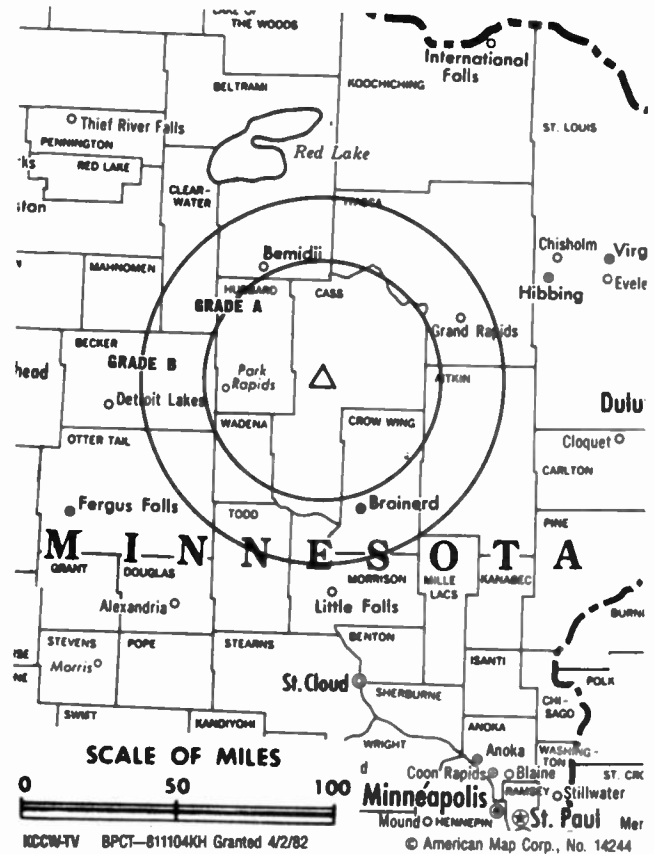
Began Operation: January 1, 1964. Sale to present owner approved by FCC Oct. 15, 1987 (*Television Digest*, Vol.26:45; 27:43).

Represented (sales): Seitel Inc.; Hyett/Ramsland Inc. (regional).

Represented (legal): Pierson, Ball & Dowd.

Personnel:

JOHN GINTHER, sales manager.
CARL IVERSON, chief engineer.



Rates: Sold in combination with KCCO-TV, Alexandria, MN.

Arbitron Data: Included with KCCO-TV, Alexandria, MN.

City of License: Walker. ADI: Alexandria, MN. Rank: 182.

Minnesota

KMSP-TV, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	WISCONSIN			
	Barron	15,700	15,200	97
	Burnett	5,400	5,200	96
	Dunn	12,100	11,800	98
	Pepin	2,800	2,700	96
	Pierce	11,300	11,100	98
	Polk	13,200	13,000	98
	St Croix	16,300	16,100	99
Between 25-49%	IOWA			
	Emmet	5,100	5,000	98
	MINNESOTA			
	Clay	17,200	17,100	99
	Faribault	7,400	7,300	99
	Freeborn	13,500	13,400	99
	Kittson	2,400	2,300	96
	Lac Qui Parle	3,800	3,700	97
	Lincoln	2,900	2,900	98
	Morrison	10,300	10,100	98
	Murray	3,900	3,900	100
	Olmsted	36,500	36,200	99
	Otter Tail	19,900	19,500	98
	Pennington	5,700	5,600	97
	Roseau	4,800	4,500	94
	St Louis	80,400	79,500	99
	Traverse	1,800	1,800	100
	Waseca	6,900	6,800	99
	Wilkin	2,800	2,800	100
	Winona	16,200	15,900	98
	NORTH DAKOTA			
	Grand Forks	24,000	23,800	99
	Richland	7,100	7,000	99
	SOUTH DAKOTA			
	Brown	14,400	14,300	99
	Codington	8,600	8,500	99
	Grant	3,300	3,200	97
	Roberts	3,900	3,800	97
WISCONSIN				
Buffalo	5,400	5,300	98	
Chippewa	18,700	18,400	98	
Douglas	16,500	16,300	99	
Eau Claire	31,600	31,000	98	
Between 5-24%	MINNESOTA			
	Aitkin	5,400	5,300	98
	Becker	11,000	10,800	98
	Beltrami	11,600	11,100	96
	Carlton	10,500	10,400	99
	Cass	8,500	8,100	96
	Clearwater	3,200	3,100	97
	Crow Wing	17,400	17,000	98
	Fillmore	7,900	7,800	99
	Itasca	16,500	16,200	98
	Lake	4,400	4,400	100
	Lake Of The Woods	1,500	1,400	93
	Marshall	4,500	4,400	98
	Mower	15,100	15,000	99
	Nobles	7,800	7,700	99
	Pipestone	4,200	4,100	98
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
	Rock	3,800	3,800	100
	Wadena	5,000	4,800	96
	SOUTH DAKOTA			
	Brookings	8,900	8,800	99
	Deuel	1,900	1,900	100
	WISCONSIN			
	Rusk	5,900	5,700	97
	Sawyer	5,500	5,300	96
	Washburn	5,700	5,600	98

WCCO-TV, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	MINNESOTA			
	Watonwan	4,800	4,700	98
	Wright	21,800	21,500	99
	Yellow Medicine	4,600	4,400	96
	WISCONSIN			
	Barron	15,700	15,200	97
	Burnett	5,400	5,200	96
	Dunn	12,100	11,800	98
	Pepin	2,800	2,700	96
	Pierce	11,300	11,100	98
	Polk	13,200	13,000	98
St Croix	16,300	16,100	99	
Washburn	5,700	5,600	98	
Between 25-49%	MINNESOTA			
	Aitkin	5,400	5,300	98
	Crow Wing	17,400	17,000	98
	Faribault	7,400	7,300	99
	Jackson	4,900	4,800	98
	Pope	4,600	4,500	98
	Stevens	3,700	3,600	97
	Todd	9,400	9,200	97
	Winona	16,200	15,900	98
	WISCONSIN			
	Buffalo	5,400	5,300	98
Chippewa	18,700	18,400	98	
Eau Claire	31,600	31,000	98	
Rusk	5,900	5,700	97	
Between 5-24%	MINNESOTA			
	Big Stone	2,900	2,900	100
	Cass	8,500	8,100	96
	Douglas	11,500	11,300	98
	Freeborn	13,500	13,400	99
	Lincoln	2,900	2,900	98
	Murray	3,900	3,900	100
	Nobles	7,800	7,700	99
	Pipestone	4,200	4,100	98
	Rock	3,800	3,800	100
	Wadena	5,000	4,800	96
	SOUTH DAKOTA			
	Grant	3,300	3,200	97
	WISCONSIN			
	Sawyer	5,500	5,300	96
	Trempealeau	9,700	9,400	97

KARE-TV, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	WISCONSIN			
	Dunn	12,100	11,800	98
	Pepin	2,800	2,700	96
	Pierce	11,300	11,100	98
	Polk	13,200	13,000	98
St Croix	16,300	16,100	99	
Between 25-49%	MINNESOTA			
	Crow Wing	17,400	17,000	98
	Dodge	5,500	5,400	98
	Douglas	11,500	11,300	98
	Murray	3,900	3,900	100
	Olmsted	36,500	36,200	99
	Pope	4,600	4,500	98
	Todd	9,400	9,200	97
Traverse	1,800	1,800	100	

Minnesota

KARE—(Continued) (Arbitron Data Continued)

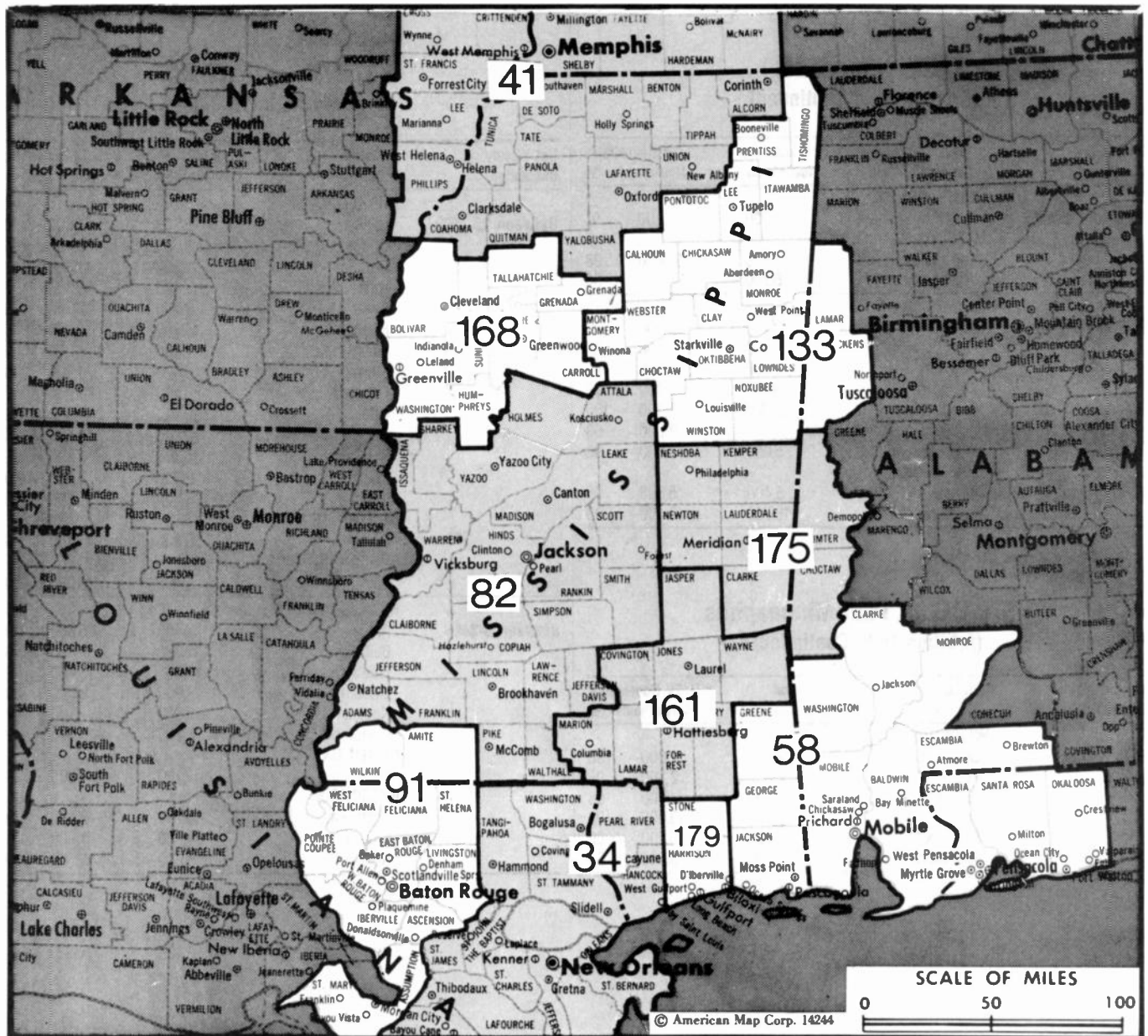
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	SOUTH DAKOTA			
	Grant	3,300	3,200	97
	WISCONSIN			
	Eau Claire	31,600	31,000	98
	Washburn	5,700	5,600	98
Between 5-24%	MINNESOTA			
	Aitkin	5,400	5,300	98
	Cass	8,500	8,100	96
	Faribault	7,400	7,300	99
	Freeborn	13,500	13,400	99
	Grant	2,700	2,700	100
	Lincoln	2,900	2,900	98
	Wadena	5,000	4,800	96
	WISCONSIN			
	Buffalo	5,400	5,300	98
	Chippewa	18,700	18,400	98

KSTP-TV, St. Paul-Minneapolis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	WISCONSIN			
	Dunn	12,100	11,800	98
	Pepin	2,800	2,700	96
	Pierce	11,300	11,100	98
	Polk	13,200	13,000	98
	St Croix	16,300	16,100	99
	Washburn	5,700	5,600	98

KSTP-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	MINNESOTA			
	Cass	8,500	8,100	96
	Dodge	5,500	5,400	98
	Douglas	11,500	11,300	98
	Faribault	7,400	7,300	99
	Grant	2,700	2,700	100
	Hubbard	5,700	5,500	96
	Jackson	4,900	4,800	98
	Murray	3,900	3,900	100
	Olmsted	36,500	36,200	99
	Otter Tail	19,900	19,500	98
	Pope	4,600	4,500	98
	Traverse	1,800	1,800	100
	Wilkin	2,800	2,800	100
	Winona	16,200	15,900	98
	SOUTH DAKOTA			
	Grant	3,300	3,200	97
WISCONSIN				
Buffalo	5,400	5,300	98	
Between 5-24%	MINNESOTA			
	Aitkin	5,400	5,300	98
	Beltrami	11,600	11,100	96
	Freeborn	13,500	13,400	99
	Lincoln	2,900	2,900	98
	Nobles	7,800	7,700	99
	Pipestone	4,200	4,100	98
	NORTH DAKOTA			
	Richland	7,100	7,000	99
	WISCONSIN			
	Chippewa	18,700	18,400	98
Eau Claire	31,600	31,000	98	
Rusk	5,900	5,700	97	



Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
New Orleans, LA	645,900	34	WCCL (49), WDSU-TV (6), WGNO (26), WNOL-TV (38), WVUE (8), WWL-TV (4)
Memphis, TN	583,700	41	WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3)
Mobile, AL-Pensacola, FL	440,800	58	WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRG-TV (5), WMPV-TV (21), WPAN (53), WPMI (15)
Jackson, MS	291,100	82	WAPT (16), WDBD (40), WJTV (12), WLBT-TV (3)
Baton Rouge, LA	258,800	91	WAFB (9), WBRZ (2), WVLA (33)
Columbus-Tupelo, MS	156,700	133	WCBI-TV (4), WTVA (9), WWSB-TV (27)
Laurel-Hattiesburg, MS	89,200	161	WDAM-TV (7), WHLT (22)
Greenwood-Greenville, MS	81,300	168	WABG-TV (6), WXVT (15)
Meridian, MS	67,100	175	WLBM-TV (30), WTOK-TV (11), WTZH (24)
Biloxi-Gulfport-Pascagoula, MS	65,300	179	WLOX-TV (13), WXXV-TV (25)

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

WTVA, Columbus	See Tupelo, MS
WWSB-TV, Columbus	See West Point, MS
WDAM-TV, Hattiesburg	See Laurel, MS
WHLT, Laurel	See Hattiesburg, MS

Mississippi Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	8	8	16
Educational Television Stations	2	6	8
	10	14	24

Mississippi—Biloxi-Gulfport-Pascagoula

WLOX-TV

Ch. 13

Network Service: ABC.

Licensee: WLOX Television Inc., Box 4596, Biloxi, MS 39535-4596.

Studio: 208 Debuys Rd., Biloxi, MS 39531.

Mailing Address: Box 4596, West Biloxi Station, Biloxi, MS 39535-4596.

Telephone: 601-896-1313. TWX: 510-997-1090.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1340-ft. above av. terrain, 1319-ft. above ground, 1549-ft. above sea level.

Latitude 30° 43' 25"
Longitude 89° 05' 29"

Transmitter: 3-mi. NE of McHenry, MS.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter; Andrew, 4.5-meter; Microdyne, 5-meter; RCA, 4.5-meter; Avantek, M/A-Com, Microdyne receivers.

News Services: ABC, AP, NIWS.

Ownership: Love Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: September 15, 1962.

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

JOHN HASH, president.
LEON D. LONG, vice president & general manager.
DON F. MOORE, vice president, director of operations.
BOBBY EDWARDS, general sales manager.
RALPH CAUDILL, local sales manager.
JAMES S. FLEMING, chief engineer.
DAVID VINCENT, news director.
DARLENE DUFFANO, program director.
JOHN PATES, promotion director.
GENE FAUCETT, business manager.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$550.

City of License: Biloxi. ADI: Biloxi-Gulfport-Pascagoula. Rank: 179.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Forrest	26,000	25,800	99
	George	5,500	5,500	100
	Greene	3,300	3,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hancock	11,200	11,100	99
	Harrison	61,700	61,300	99
	Jackson	43,700	43,400	99
	Jones	23,100	22,900	99
	Lamar	9,600	9,500	99
	Marion	9,300	9,200	98
	Pearl River	13,500	13,400	99
	Perry	3,600	3,600	99
	Stone	3,400	3,400	100
	Walthall	4,800	4,700	98
Between 25-49%	MISSISSIPPI			
	Covington	5,800	5,700	98
	Jefferson Davis	4,600	4,500	98
	Wayne	6,900	6,800	99
Between 5-24%	ALABAMA			
	Mobile	138,700	137,900	99
	LOUISIANA			
	Washington	16,700	16,400	98
Station Totals		391,400	388,300	99
Net Weekly Circulation (1988)			204,000	
Average Daily Circulation (1988)			119,100	

Mississippi—Columbus

WCBI-TV

Ch. 4

Network Service: CBS.

Licensee: Columbus Television Inc., Box 271, Columbus, MS 39703.

Studio: Hwy. 12 & Television Rd., Columbus, MS 38701.

Mailing Address: Box 271, Columbus, MS 39703.

Telephone: 601-327-4444. TWX: 62522560.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 608-ft. above av. terrain, 535-ft. above ground, 695-ft. above sea level.

Latitude 33° 45' 07"
Longitude 88° 52' 44"

Transmitter: Hwy. 47, 4-mi. NE of Montpelier.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ChannelMaster, 7-meter; Scientific-Atlanta, 7-meter; ChannelMaster, 5-meter; Scientific-Atlanta, 4.6-meter; M/A-Com, 4-meter; Gardiner, M/A-Com, Scientific-Atlanta receivers.

AM Affiliate: WCBI, 1-kw (0.5-kw night), 550 kHz.

News Services: AP, CBS.

Ownership: Birney Imes Jr., 25.0%; Birney Imes III, 12.5%; Nancy T. Imes, 12.5%; Stephen B. Imes, 12.5%; Eugene B. Imes, 12.5%; Frank B. Imes, 12.5%; George S. Imes, 12.5%. See Birney Imes Jr. in Group Ownership of Television Stations.

Began Operation: July 13, 1956.

Represented (sales): Seltel Inc.

Represented (legal): Arent, Fox, Kintner, Plotkin & Kahn.

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

Personnel:

W. W. WHITFIELD, group manager.
FRANK IMES, general manager.
WESLEY ADCKOCK, local sales manager.
BILL CARTER, news director.
BILL DOSS, chief engineer.

Highest One Hour Rate: \$2000.

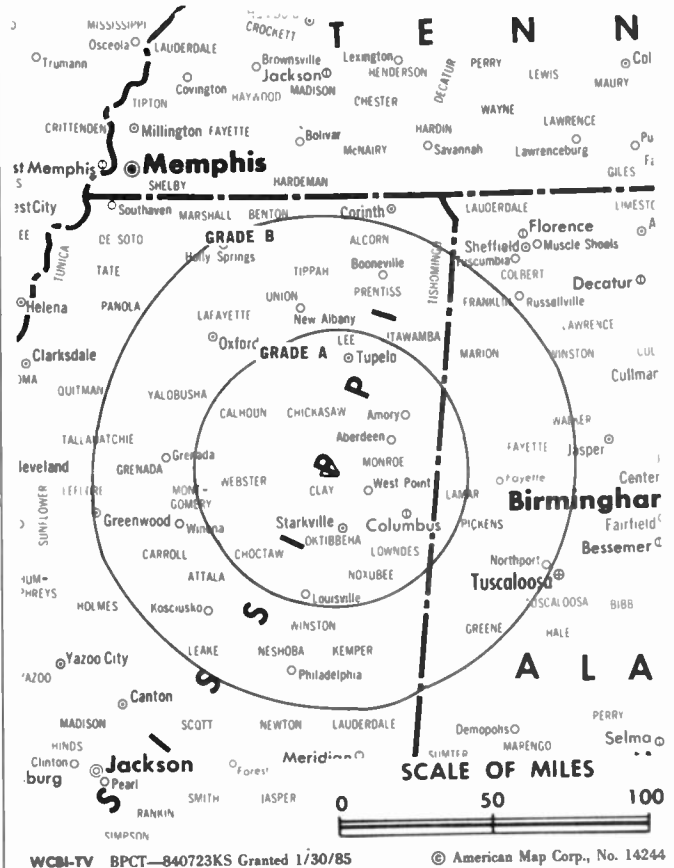
Highest 30 Sec. Rate: (April 28, 1987) \$400.

NETWORK BASE HOURLY RATE: \$1075.

City of License: Columbus. ADI: Columbus-Tupelo. Rank: 133.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Fayette	7,200	7,100	99
	Lamar	6,200	6,100	98
	Pickens	7,300	7,100	98
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Chickasaw	6,200	6,100	98
	Choctaw	3,200	3,100	97
	Clay	7,400	7,300	99
	Itawamba	7,900	7,800	99
	Lee	23,900	23,600	99
	Lowndes	21,400	21,200	99
	Monroe	12,900	12,800	99
	Noxubee	4,100	4,000	98
Oktibbeha	12,400	12,200	98	
Pontotoc	8,400	8,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Prentiss	9,200	9,100	99
	Webster	3,700	3,600	97
	Winston	6,900	6,800	99
	Yalobusha	5,000	4,900	98
Between 25-49%	ALABAMA			
	Greene	3,700	3,600	97
	Marion	12,300	12,200	99
	MISSISSIPPI			
	Carroll	3,400	3,300	97
	Kemper	3,500	3,400	97
	Lafayette	11,600	11,400	99
	Montgomery	4,500	4,400	98
	Tishomingo	7,200	7,100	99
Union	8,900	8,800	99	
Between 5-24%	ALABAMA			
	Bibb	6,000	5,900	98
	Colbert	21,200	20,900	99
	Franklin	11,300	11,100	99
	Perry	5,000	4,900	98
	Sumter	5,400	5,300	98
	Tuscaloosa	52,900	52,400	99
	MISSISSIPPI			
	Alcorn	13,200	13,000	98
	Attala	7,100	7,000	99
	Benton	2,700	2,700	100
	Grenada	7,600	7,500	99
	Marshall	10,300	10,100	98
Neshoba	9,200	9,100	99	
Panola	9,800	9,700	99	
Tallahatchie	5,400	5,300	98	
Tippah	7,300	7,200	99	
TENNESSEE				
Fayette	8,100	8,000	98	
Mc Nairy	9,400	9,300	99	
Station Totals		406,000	400,300	99
Net Weekly Circulation (1988)				175,900
Average Daily Circulation (1988)				100,900

Mississippi—Greenville

WXVT

Ch. 15

Network Service: CBS.

Licensee: Big River Broadcasting Co., 3015 E. Reed Rd., Greenville, MS 38703.

Studio: 3015 E. Reed Rd., Greenville, MS 38703.

Telephone: 601-334-1500. TWX: 510-992-9308.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 2750-kw max. & 891-kw horizontal visual, 178-kw horizontal aural. Antenna: 890-ft. above av. terrain, 919-ft. above ground, 1049-ft. above sea level.

Latitude 33° 39' 26.00"
Longitude 90° 42' 17.50"

Transmitter: 4.9-mi. SSE of Cleveland, MS.

Satellite Earth Stations: 3 in operation; ADM, Harris, RCA receivers.

News Services: AP, CBS, Group W Newsfeed, Sports News Satellite.

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

Began Operation: November 7, 1980. Sale to present owner by Big River Broadcasting Co. approved by FCC March 5, 1984.

Represented (sales): Settel Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

- JOE MACIONE JR., vice president & general manager.
- JEFF MARTIN, general sales manager.
- PETE SPARKS, chief engineer.
- STAN SANDRONI, news director.
- SUE REDDEN, program director.
- ANDY GILLIAM, promotion director.
- ROBBIN MORGAN, business manager.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$225.

City of License: Greenville. ADI: Greenwood-Greenville. Rank: 168.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Bolivar	14,300	14,000	98
	Coahoma	12,100	11,800	98
	Grenada	7,600	7,500	99
	Leftore	13,500	13,300	98
	Sunflower	10,800	10,500	97
	Tallahatchie	5,400	5,300	98
	Washington	23,700	23,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Chicot	5,700	5,500	96
	Desha	6,600	6,400	97
	MISSISSIPPI			
	Carroll	3,400	3,300	97
Between 5-24%	Humphreys	4,600	4,500	98
	Montgomery	4,500	4,400	98
	ARKANSAS			
	Phillips	11,100	10,800	97
	MISSISSIPPI			
	Holmes	7,500	7,400	98
	Issaquena	800	800	100
Quitman	4,000	3,900	97	
Sharkey	2,300	2,300	98	
Tunica	3,000	2,900	97	
Yalobusha	5,000	4,900	98	
Station Totals		145,900	142,800	98
Net Weekly Circulation (1988)			76,400	
Average Daily Circulation (1988)			46,600	

Mississippi—Greenwood-Greenville

WABG-TV

Ch. 6

Network Service: ABC.

Licensee: Mississippi Telecasting Co. Inc., Box 720, Greenwood, MS 38930.

Studio: 2001 Garrard Ave., Box 720, Greenwood, MS 38930.

Auxiliary Studio: 849 Washington Ave., Greenville, MS 38701.

Telephone: 601-453-4001; 601-332-0949.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10.5-kw aural. Antenna: 1960-ft. above av. terrain, 2000-ft. above ground, 2115-ft. above sea level.

Latitude 33° 22' 23"
Longitude 90° 32' 31"

Transmitter: 2.3-mi. NE of city limits, near Inverness, MS.

Satellite Earth Stations: 2 in operation.

AM Affiliate: WABG, 1-kw (0.5-kw night), 960 kHz.

News Services: AP, ABC, CNN.

Ownership: Bahakel Communications Ltd., 100%. See Group Ownership of Television Stations.

Began Operation: October 20, 1959.

Represented (sales): Katz Television.

Personnel:

CY N. BAHAKEL, president.
GLENN YORK, general manager.
SHELLEY MARTIN, general sales manager.
ADA MITCHELL, office manager.
BOB ASKEW, chief engineer.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$550.

City of License: Greenwood. A01: Greenwood-Greenville. Rank: 168.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Chicot	5,700	5,500	96
	LOUISIANA			
	East Carroll	3,700	3,600	97
	MISSISSIPPI			
	Attala	7,100	7,000	99
	Bolivar	14,300	14,000	98
	Carroll	3,400	3,300	97
	Coahoma	12,100	11,800	98
	Grenada	7,600	7,500	99
	Holmes	7,500	7,400	98
	Humphreys	4,600	4,500	98
	Issaquena	800	800	100
	Leflore	13,500	13,300	98
	Montgomery	4,500	4,400	98
Sharkey	2,300	2,300	98	
Sunflower	10,800	10,500	97	
Tallahatchie	5,400	5,300	98	



WABG-TV BPCT-800303KG Granted 10/10/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	23,700	23,300	98
	Yalobusha	5,000	4,900	98
	Yazoo	9,400	9,200	98
Between 25-49%	ARKANSAS			
	Desha	6,600	6,400	97
	LOUISIANA			
	West Carroll	4,700	4,600	98
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
Panola	9,800	9,700	99	
Quitman	4,000	3,900	97	
Between 5-24%	ARKANSAS			
	Ashley	9,400	9,200	98
	Bradley	5,200	5,100	98
	Phillips	11,100	10,800	97
	LOUISIANA			
	Madison	5,800	5,600	97
	MISSISSIPPI			
	Choctaw	3,200	3,100	97
	Leake	6,900	6,800	99
	Madison	16,900	16,600	98
	Neshoba	9,200	9,100	99
	Newton	7,500	7,400	99
Noxubee	4,100	4,000	98	
Warren	19,200	19,000	99	
Webster	3,700	3,600	97	
Station Totals		274,400	269,100	98
Net Weekly Circulation (1988)			140,600	
Average Daily Circulation (1988)			82,900	

Mississippi—Gulfport

WXXV-TV

Ch. 25

Network Service: Fox.

Licensee: Four-O Inc., 673 Hwy. 80, Brandon, MS 39042.

Studio: Hwy. 49 North, Gulfport, MS 39505.

Mailing Address: Box 2500, Gulfport, MS 39505.

Telephone: 601-832-2525. **TWX:** 910-240-8412.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 1600-ft. above av. terrain, 1540-ft. above ground, 1780-ft. above sea level.

Latitude 30° 44' 48"
Longitude 89° 03' 30"

Transmitter: 4.7-mi. NE of McHenry.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Comtech, 5-meter C-band; Pinzone receivers.

News Service: CNN.

Ownership: Gulf Coast Television Ltd. Lewis C. Hopper, pres., 26.00%; Joe H. Sanderson, secy.-treas., 25.00%; Robert M. Buchanan, 25.00%. Hopper has interest in WLIN(FM), Jackson, MS; Buchanan owns WKKE(AM), Pearl, MS.

Began Operation: February 14, 1987.

Represented (sales): Independent TV Sales.

Represented (legal): Cordon & Kelly.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

DAVID C. HOPPER, general manager.
TERRY SMITH, chief engineer & station manager.
JOE BRISTER, general sales manager.
GREG STROUD, program & promotion director.

Highest One Hour Rate: \$2250.

Highest 30 Sec. Rate: (July 1, 1987) \$150.

Arbitron Data: Not available

City of License: Gulfport. **ADI:** Biloxi-Gulfport-Pascagoula. **Rank:** 179.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSISSIPPI				
50% & Over	George	5,500	5,500	100
	Jackson	43,700	43,400	99
	Stone	3,400	3,400	100



WXXV-TV BMPCT-840824KJ Granted 2/28/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSISSIPPI				
Between 25-49%	Forrest	26,000	25,800	99
	Greene	3,300	3,200	97
	Hancock	11,200	11,100	99
	Harrison	61,700	61,300	99
	Lamar	9,600	9,500	99
	Pearl River	13,500	13,400	99
	Perry	3,600	3,600	99
MISSISSIPPI				
Between 5-24%	Covington	5,800	5,700	98
	Jefferson Davis	4,600	4,500	98
	Jones	23,100	22,900	99
	Marion	9,300	9,200	98
	Wayne	6,900	6,800	99
Station Totals		231,200	229,300	99
Net Weekly Circulation (1988)			98,000	
Average Daily Circulation (1988)			44,700	

Mississippi—Hattiesburg-Laurel

WHLT

Ch. 22

Satellite of WJTV, Jackson, MS

Network Service: CBS.

Licensee: Broadcasters of Mississippi Inc., Box 8887, Jackson, MS 39204.

Studio: 990 Hardy St., Hattiesburg, MS 39701.

Mailing Address: Box 232, Hattiesburg, MS 39403-0232.

Telephone: 601-545-2077.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1200-kw max. visual, 120-kw max. aural. Antenna: 800-ft. above av. terrain, 707-ft. above ground, 1017-ft. above sea level.

Latitude 31° 24' 21"
Longitude 89° 14' 35"

Transmitter: 4-mi. NE of Petal on Lynn Ray Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 5-meter C-band.

Ownership: News Press & Gazette Co., 100%. See Group Ownership of Television Stations.

Began Operation: January 23, 1987.

Represented (sales): Petry Television Inc.

Personnel:

RANDY CLELLAND, general manager.
BUCK HOLSTON, chief engineer.
DOUG JOHNSON, news director.
LEO RIDGE, production manager.

Highest 30 Sec. Rate: \$250.

City of License: Hattiesburg. **ADI:** Laurel-Hattiesburg. **Rank:** 161.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Jones	23,100	22,900	99
	Lamar	9,600	9,500	99
	Perry	3,600	3,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSISSIPPI			
	Covington	5,800	5,700	98
	Forrest	26,000	25,800	99
	Jasper	6,200	6,100	98
	Marion	9,300	9,200	98
Wayne	6,900	6,800	99	
Between 5-24%	MISSISSIPPI			
	Clarke	6,400	6,300	98
	Greene	3,300	3,200	97
	Jefferson Davis	4,600	4,500	98
	Smith	5,600	5,500	98
Walthall	4,800	4,700	98	
Station Totals		115,200	113,800	99
Net Weekly Circulation (1988)				44,200
Average Daily Circulation (1988)				20,600

Mississippi—Jackson

WAPT

Ch. 16

Network Service: ABC.

Licensee: Magnolia Bcstg. Corp.

Studio: Channel 16 Way & Maddox Rd., Jackson.

Mailing Address: Box 10297, Jackson, MS 39209.

Telephone: 601-922-1607. **TWX:** 810-966-2734.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1047-kw max. & 794-kw horizontal visual, 276-kw max. & 158-kw horizontal aural. Antenna: 1166-ft. above av. terrain, 1072-ft. above ground, 1519-ft. above sea level.

Latitude 32° 16' 39"
Longitude 90° 17' 41"

Transmitter: Channel 16 Way & Maddox Rd.

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

News Service: AP.

Ownership: Price Communications Corp., 100%. See Group Ownership of Television Stations.

Began Operation: October 3, 1970. Sale by American Public Life Insurance Co. approved by FCC March 18, 1976. Sale to Clay Communications by Lewis C. Hopper, et al., approved by FCC March 18, 1979. Sale to present owner approved June 23, 1987 (*Television Digest*, Vol. 27:21).

Represented (sales): Seitel Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

GARY POWERS, vice president & general manager.
JOE ROOT, station manager.

Highest One Hour Rate: \$2800.

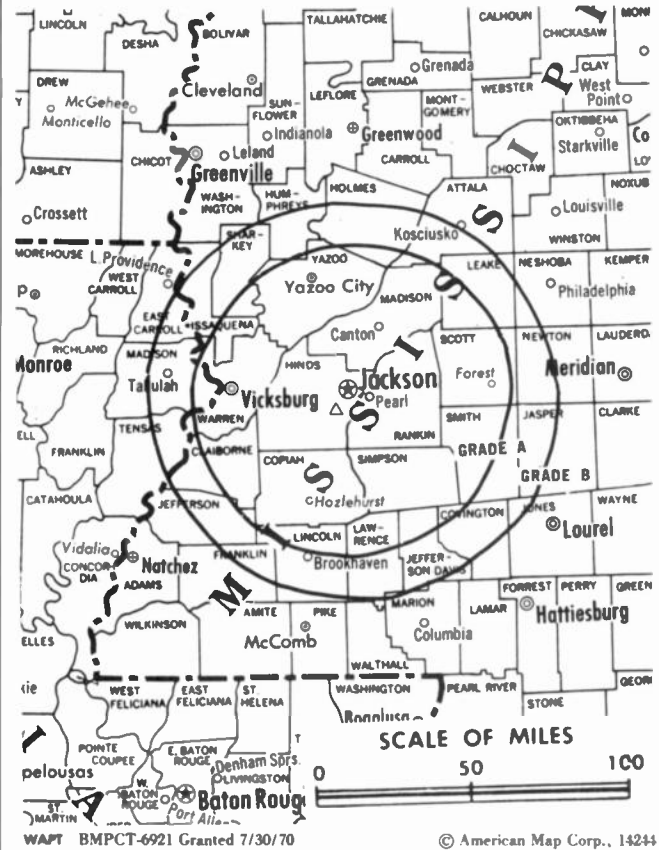
Highest 30 Sec. Rate: \$655.

NETWORK BASE HOURLY RATE: \$400.

City of License: Jackson. **ADI:** Jackson, MS. **Rank:** 82.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	MISSISSIPPI			
	Claiborne	3,900	3,800	97
	Copiah	9,300	9,200	99
	Hinds	98,800	98,100	99
	Holmes	7,500	7,400	98
	Jefferson	3,000	2,900	97
	Lawrence	4,500	4,400	98
	Lincoln	11,300	11,100	99
	Madison	16,900	16,600	98
	Rankin	28,100	27,800	99
	Scott	9,300	9,200	99
	Simpson	8,600	8,500	99
	Warren	19,200	19,000	99
	Yazoo	9,400	9,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	LOUISIANA			
	Madison	5,800	5,600	97
	MISSISSIPPI			
	Adams	13,800	13,600	99
	Attala	7,100	7,000	99
	Humphreys	4,600	4,500	98
	Issaquena	800	800	100
	Leake	6,900	6,800	99
	Pike	13,700	13,500	99
	Sharkey	2,300	2,300	98
Smith	5,600	5,500	98	
Between 5-24%	LOUISIANA			
	Catahoula	4,600	4,400	97
	Concordia	8,200	8,000	98
	East Carroll	3,700	3,600	97
	Tensas	3,000	2,900	97
	MISSISSIPPI			
	Carroll	3,400	3,300	97
	Covington	5,800	5,700	98
	Franklin	3,200	3,100	97
	Jefferson Davis	4,600	4,500	98
Leflore	13,500	13,300	98	
Montgomery	4,500	4,400	98	
Newton	7,500	7,400	99	
Station Totals		352,400	347,400	99
Net Weekly Circulation (1988)				212,800
Average Daily Circulation (1988)				116,300

Mississippi—Jackson

WDBD

Ch. 40

Network Service: Fox.

Licensee: Jackson Television Ltd., Debtor-in-Possession, Box 10888, Jackson, MS 39209.

Studio: Channel 16 Way, Jackson, MS 39209.

Mailing Address: Box 10888, Jackson, MS 39209.

Telephone: 601-922-1234.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1050-kw visual, 105-kw aural. Antenna: 1210-ft. above av. terrain, 1078-ft. above ground, 1522-ft. above sea level.

Latitude 32° 16' 53"
Longitude 90° 17' 41"

Transmitter: 1.8-mi. SW of intersection of Hwy. 18 & I-20.

Satellite Earth Stations: 3 in operation.

News Service: AP.

Ownership: Media Central Inc., 50.5%; H. Bernard Dixon, 0.50%; Jackson TV 40 Ltd., ltd. partner, 49.0%. See Media Central Inc. in Group Ownership of Television Stations.

Began Operation: December 27, 1984. Transfer of control of CP from Brenda Harrison to H. Bernard Dixon approved by FCC April 30, 1985. FCC approved transfer of control to Media Central Nov. 26, 1985.

Represented (sales): Independent TV Sales.

Represented (legal): McCampbell & Young.

Represented (engineering): B. Scott Baxter & Associates.

Personnel:

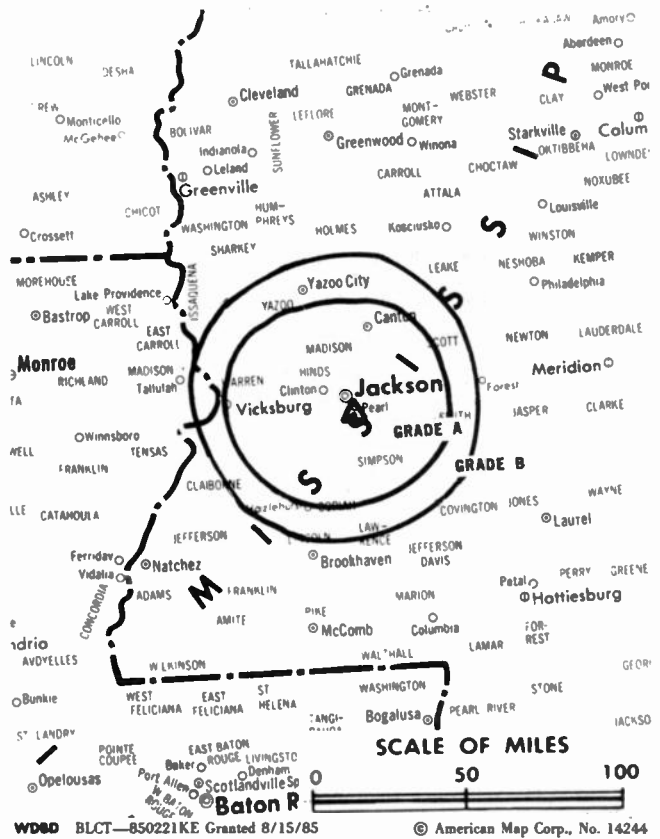
- SAM McLEOD, general manager.
- LYNN BOGGS, general sales manager.
- SHELLEY HUNT, program director.
- DON LONG, chief engineer.
- DAVID SELMAN, promotion director.
- MARA HARTMAN, news director.

Highest 30 Sec. Rate: \$150.

City of License: Jackson. ADI: Jackson, MS. Rank: 82.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	MISSISSIPPI			
	Copiah	9,300	9,200	99
	Hinds	98,800	98,100	99
	Holmes	7,500	7,400	98
	Issaquena	800	800	100
	Lawrence	4,500	4,400	98
	Madison	16,900	16,600	98
	Rankin	28,100	27,800	99
	Sharkey	2,300	2,300	98
	Simpson	8,600	8,500	99
	Yazoo	9,400	9,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	LOUISIANA			
	Madison	5,800	5,600	97
MISSISSIPPI				
	Claiborne	3,900	3,800	97
	Leake	6,900	6,800	99
	Lincoln	11,300	11,100	99
	Scott	9,300	9,200	99
	Warren	19,200	19,000	99
Between 5-24%				
	LOUISIANA			
	Tensas	3,000	2,900	97
MISSISSIPPI				
	Attala	7,100	7,000	99
	Carroll	3,400	3,300	97
	Covington	5,800	5,700	98
	Franklin	3,200	3,100	97
	Humphreys	4,600	4,500	98
	Jasper	6,200	6,100	98
	Jefferson	3,000	2,900	97
	Jefferson Davis	4,600	4,500	98
	Montgomery	4,500	4,400	98
	Smith	5,600	5,500	98
	Washington	23,700	23,300	98
Station Totals		317,300	313,000	99
Net Weekly Circulation (1988)				145,000
Average Daily Circulation (1988)				64,900

Mississippi—Jackson

WJTV

Ch. 12

(Operates satellite WHLT, Hattiesburg-Laurel, MS)

Network Service: CBS.

Licensee: News Press & Gazette Co., Box 8887, Jackson, MS 39204.

Studio: 1820 TV Road, Jackson, MS 39204.

Mailing Address: Box 8887, Jackson, MS 39204.

Telephone: 601-372-6311. TWX: 810-966-2735.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 43.7-kw aural. Antenna: 1630-ft. above av. terrain, 1615-ft. above ground, 1949-ft. above sea level.

Latitude 32° 14' 25.59"
Longitude 90° 24' 15.05"

Transmitter: 1.5-mi. SE of Raymond, 0.3-mi. S of Rte. 18.

Satellite Earth Stations: 7 in operation; BMS receivers.

News Service: AP.

Ownership: News Press & Gazette Co. See Group Ownership of Television Stations.

Began Operation: March 15, 1954 as WSLI-TV; in 1955, after WSLI-TV owners got permission to sell 40% interest to Mississippi Publishers Corp., latter took WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call letters to WJTV (*Television Digest*, Vol. 11:16, 21, 23). Sale to present owner by Capitol Bcstg. Co. approved by FCC March 7, 1983 (Vol. 22:50).

Represented (sales): Petry Television Inc.

Represented (legal): Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

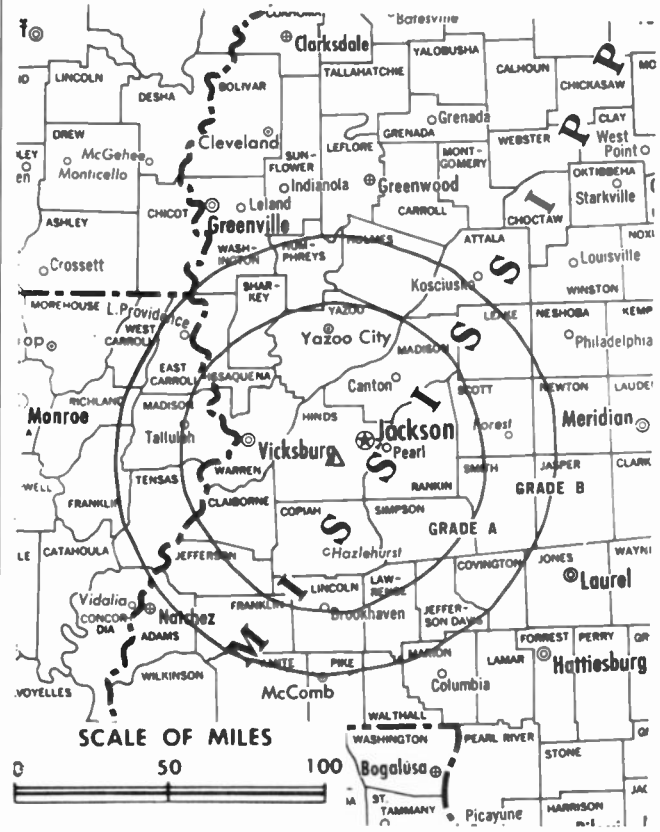
- JOHN A. MacGREGOR, president & general sales manager.
- WILLIAM H. DILDAY JR., exec. vice president & general manager.
- FRED HOWARD, local sales manager.
- MARGE WILSON, local sales manager.
- DIANN SULLIVAN, national sales manager.
- BOB ASKEW, chief engineer.
- WALTER SADDLER, news director.
- PHYLLIS QUALLS-BROOKS, program director.
- BOBBIE WALKER, public affairs director.

Rates: Not available.

City of License: Jackson. **ADI:** Jackson, MS. **Rank:** 82.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Madison	5,800	5,600	97
	MISSISSIPPI			
	Adams	13,800	13,600	99
	Attala	7,100	7,000	99
	Claiborne	3,900	3,800	97
	Copiah	9,300	9,200	99
	Franklin	3,200	3,100	97
	Hinds	98,800	98,100	99
	Holmes	7,500	7,400	98
	Humphreys	4,600	4,500	98
	Issaquena	800	800	100
	Jefferson	3,000	2,900	97
	Jefferson Davis	4,600	4,500	98
	Lawrence	4,500	4,400	98
	Leake	6,900	6,800	99
	Leflore	13,500	13,300	98
	Lincoln	11,300	11,100	99
	Madison	16,900	16,600	98
	Neshoba	9,200	9,100	99
	Pike	13,700	13,500	99
Rankin	28,100	27,800	99	
Scott	9,300	9,200	99	
Sharkey	2,300	2,300	98	
Simpson	8,600	8,500	99	



WJTV BPCT-2540 Granted 1/10/62 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Smith	5,600	5,500	98
	Warren	19,200	19,000	99
	Yazoo	9,400	9,200	98
Between 25-49%	LOUISIANA			
	Tensas	3,000	2,900	97
	MISSISSIPPI			
	Carroll	3,400	3,300	97
	Covington	5,800	5,700	98
	Grenada	7,600	7,500	99
	Jasper	6,200	6,100	98
	Marion	9,300	9,200	98
	Montgomery	4,500	4,400	98
	Newton	7,500	7,400	99
Sunflower	10,800	10,500	97	
Walthall	4,800	4,700	98	
Washington	23,700	23,300	98	
Between 5-24%	ARKANSAS			
	Chicot	5,700	5,500	96
	LOUISIANA			
	Catahoula	4,600	4,400	97
	Concordia	8,200	8,000	98
	East Carroll	3,700	3,600	97
	Franklin	8,400	8,200	98
	Richland	7,700	7,500	97
	West Carroll	4,700	4,600	98
	MISSISSIPPI			
	Amite	4,600	4,500	98
	Bolivar	14,300	14,000	98
	Choctaw	3,200	3,100	97
	Jones	23,100	22,900	99
	Lamar	9,600	9,500	99
Wilkinson	3,300	3,200	97	
Winston	6,900	6,800	99	
Station Totals		515,500	507,600	98
Net Weekly Circulation (1988)				320,100
Average Daily Circulation (1988)				199,300

Mississippi—Jackson

WLBT-TV

Ch. 3

Network Service: NBC.

Licensee: TV-3 Inc., Box 1712, Jackson, MS 39215-1712.

Studio: 715 S. Jefferson St., Jackson, MS 39202.

Telephone: 601-948-3333. **TWX:** 601-948-0726.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2050-ft. above av. terrain, 1999-ft. above ground, 2419-ft. above sea level.

Latitude 32° 12' 46"
Longitude 90° 22' 54"

Transmitter: 12-mi. SW of Jackson.

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

News Service: AP.

Ownership: Civic Communications Corp. Aaron E. Henry, chmn., 45.00%; Owen Cooper, pres., 5.00%; Charles L. Young, v.p., 45.00%; Frank E. Melton, exec. v.p., 5.00%. Also owns WLBM-TV, Meridian, MS.

Began Operation: December 20, 1953. Original licensee, Lamar Life Insurance Co., denied renewal of license by court decision June 20, 1969. Interim operating authority granted June 2, 1971 to Communications Improvement which began operation June 14, 1971. TV-3 began operation Feb. 1, 1980. Sale to present owners approved by FCC Dec. 13, 1983 (*Television Digest*, Vol. 1:52).

Represented (sales): Katz Television.

Represented (legal): Blair, Joyce & Silva.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

FRANK MELTON, president & chief executive officer.
DANIEL MODISSETT, general sales manager.
BRAD STREIT, station manager.
MARSHA POLLOCK, news director.
FLOYD KINARD, chief engineer.
JACQUELINE WARREN, promotion director.
JACQUELYN GARY, personnel director.
GOLDIA REVIES, public service director.
DUANE C. LEBL, business manager.

Highest One Hour Rate: \$7000.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1800.

City of License: Jackson. **ADI:** Jackson, MS. **Rank:** 82.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Madison	5,800	5,600	97
	Tensas	3,000	2,900	97
	MISSISSIPPI			
	Adams	13,800	13,600	99
	Amite	4,600	4,500	98
	Attala	7,100	7,000	99
	Claiborne	3,900	3,800	97
	Copiah	9,300	9,200	99
	Franklin	3,200	3,100	97
	Hinds	98,800	98,100	99
	Holmes	7,500	7,400	98
	Humphreys	4,600	4,500	98
	Issaquena	800	800	100
Jefferson	3,000	2,900	97	
Jefferson Davis	4,600	4,500	98	
Lawrence	4,500	4,400	98	
Leake	6,900	6,800	99	
Lincoln	11,300	11,100	99	
Madison	16,900	16,600	98	



WLBT-TV BPCT-3807 Granted 9/21/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	9,300	9,200	98
	Newton	7,500	7,400	99
	Pike	13,700	13,500	99
	Rankin	28,100	27,800	99
	Scott	9,300	9,200	99
	Sharkey	2,300	2,300	98
	Simpson	8,600	8,500	99
	Smith	5,600	5,500	98
	Walthall	4,800	4,700	98
	Warren	19,200	19,000	99
Washington	23,700	23,300	98	
Yazoo	9,400	9,200	98	
Between 25-49%	LOUISIANA			
	Concordia	8,200	8,000	98
	MISSISSIPPI			
	Carroll	3,400	3,300	97
	Covington	5,800	5,700	98
	Jasper	6,200	6,100	98
	Leflore	13,500	13,300	98
Montgomery	4,500	4,400	98	
Neshoba	9,200	9,100	99	
Sunflower	10,800	10,500	97	
Between 5-24%	ARKANSAS			
	Chicot	5,700	5,500	96
	LOUISIANA			
	East Carroll	3,700	3,600	97
	Franklin	8,400	8,200	98
	Richland	7,700	7,500	97
	MISSISSIPPI			
	Bolivar	14,300	14,000	98
	Clarke	6,400	6,300	98
	Jones	23,100	22,900	99
Webster	3,700	3,600	97	
Wilkinson	3,300	3,200	97	
Winston	6,900	6,800	99	
Station Totals		495,900	488,400	98
Net Weekly Circulation (1988)			332,600	
Average Daily Circulation (1988)			221,200	

Mississippi—Laurel-Hattiesburg

WDAM-TV

Ch. 7

Network Service: NBC.

Licensee: WDAM-TV Inc., 50 W. Mashta Dr., Key Biscayne, FL 33149.

Studio: Hwy. 11 N, Hattiesburg, MS 39401.

Mailing Address: Box 16269, Hattiesburg, MS 39404-6269.

Telephones: 601-544-4730, Hattiesburg; 601-649-3111, Laurel.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 529-ft. above av. terrain, 576-ft. above ground, 771-ft. above sea level.

Latitude 31° 27' 12"
Longitude 89° 17' 05"

Transmitter: U.S. Hwy. 11, approx. 1.2-mi. N of Eastabutchie.

Satellite Earth Stations: Harris, 8-meter; Harris, 3.5-meter; Avcom, Harris, M/A-Com receivers.

News Service: AP.

Ownership: Beam Communications Corp. See Group Ownership of Television Stations.

Began Operation: June 8, 1956 on Ch. 9. Two months later WDSU-TV, New Orleans, acquired 51% interest, with remaining 49% being held equally by 4 founding partners, Dave A. & Harold M. Matson and Milton J. & Alvin H. Fine (*Television Digest*, Vol. 12:31, 38). Plant was sold to owners, who held CP for Ch. 7, Laurel, MS; when WDSU-TV received FCC authorization to shift WAFB-TV, Baton Rouge from Ch. 28 to Ch. 9 pending outcome of hearings, new owners began operation on Ch. 7 Sept. 3, 1959 (Vol. 13:44; 15:36). Sale of 43.75% to S. A. Rosenbaum as well as stock to Marvin Reuben & Jerry P. Keith by William S. Smylie family approved Dec. 7, 1960 by FCC (Vol. 16:49, 50). Sale to present owners approved July 27, 1983.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Carl T. Jones Corp.

Personnel:

CLIFF BROWN, general manager & general sales manager.
BUD BORCHERT, national & regional sales manager.
DIANE SCHILLING, program & traffic director.
ALVIN EATON, community affairs director.
HENRY LENA, creative services director.
BILL TELL ZORTMAN, news director.
BOBBY SMITH, chief engineer.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$975.

City of License: Laurel. **ADI:** Laurel-Hattiesburg. **Rank:** 161.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Covington	5,800	5,700	98
	Forrest	26,000	25,800	99
	Jasper	6,200	6,100	98



WDAM-TV BPCT-2031 Granted 2/20/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson Davis	4,600	4,500	98
	Jones	23,100	22,900	99
	Lamar	9,600	9,500	99
	Marion	9,300	9,200	98
	Perry	3,600	3,600	99
	Smith	5,600	5,500	98
	Stone	3,400	3,400	100
	Walthall	4,800	4,700	98
	Wayne	6,900	6,800	99
Between 25-49%	MISSISSIPPI			
	Clarke	6,400	6,300	98
	Greene	3,300	3,200	97
	Pike	13,700	13,500	99
Between 5-24%	ALABAMA			
	Choctaw	5,800	5,700	98
	LOUISIANA			
	Washington	16,700	16,400	98
	MISSISSIPPI			
	George	5,500	5,500	100
	Jackson	43,700	43,400	99
	Lawrence	4,500	4,400	98
Newton	7,500	7,400	99	
	Pearl River	13,500	13,400	99
	Simpson	8,600	8,500	99
Station Totals		238,100	235,400	99
Net Weekly Circulation (1988)			119,000	
Average Daily Circulation (1988)			84,800	

Mississippi—Meridian

WTZH

Ch. 24

Network Service: CBS.

Licensee: Meridian Broadcasting Partnership, Box 5185, Meridian, MS 39301.

Studio: 1.8-mi. S of Meridian on Hwy. 45.

Mailing Address: Box 5185, Meridian, MS 39301.

Telephone: 601-693-2933.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 724-kw max. & 631-kw horizontal visual, 72.4-kw max. & 63.1-kw horizontal aural. Antenna: 610-ft. above av. terrain, 368-ft. above ground, 1049-ft. above sea level.

Latitude 32° 19' 40"
Longitude 88° 41' 28"

Transmitter: Bozeman Way.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Prodelin, 5-meter C-band; Prodelin, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Prodelin, 3-meter C-band; Vertex, 4.5-meter Ku-band; M/A-Com, Microdyme, Scientific-Atlanta receivers.

News Services: AP, CBS, CNN.

Ownership: Meridian Broadcasting Partnership. Honore A. LeBrun, 90%; Pete Diaz, 10%.

Began Operation: June 10, 1968; left air Oct. 13, 1970. Sale to Frank Spain, et al., by Delta Communications Corp. approved by FCC March 23, 1972. Resumed operation Dec. 6, 1972. FCC approved sale to present owners Aug. 15, 1985.

Represented (sales): Seitel Inc.

Represented (legal): Reddy, Begley & Martin.

Personnel:

- NORY Le BRUN, president & general manager.
- RAY B. DENTON, station manager.
- DAWN WALKER, program & promotion director.
- SCOTT SCHARLOW, news director.
- DONNA KNIGHT, regional sales manager.
- SHAWN TAYLOR, traffic manager.
- NEIL HATTEN, production manager.

Highest One Hour Rate: \$1000.

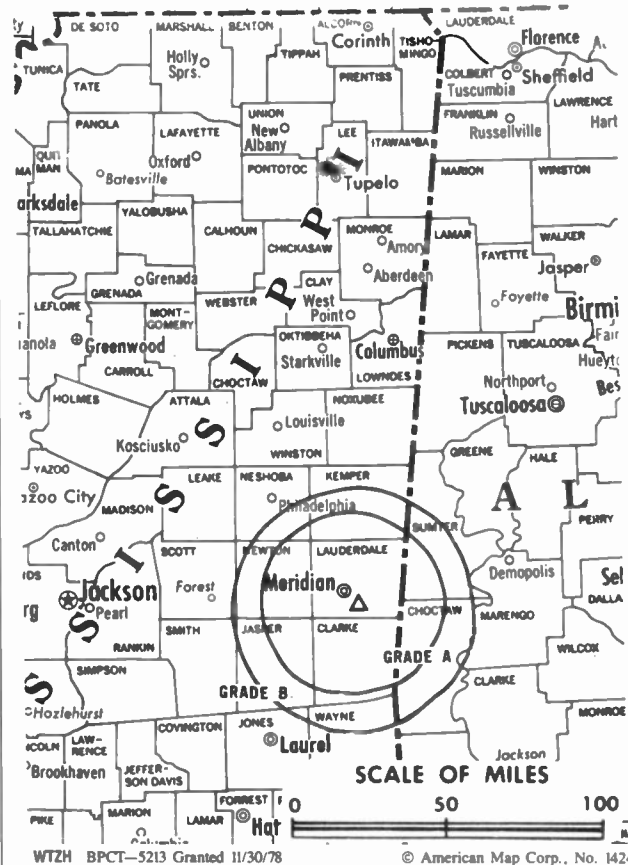
Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$355.

City of License: Meridian. **ADI:** Meridian. **Rank:** 175.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA Sumter	5,400	5,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI Clarke	6,400	6,300	98
	Kemper	3,500	3,400	97
	Lauderdale	30,100	29,900	99
	Newton	7,500	7,400	99
Between 25-49%	ALABAMA Choctaw	5,800	5,700	98
	MISSISSIPPI Jasper	6,200	6,100	98
Between 5-24%	ALABAMA Greene	3,700	3,600	97
	Marengo	8,500	8,300	98
	MISSISSIPPI Jones	23,100	22,900	99
	Neshoba	9,200	9,100	99
	Wayne	6,900	6,800	99
Station Totals		116,300	114,800	99
Net Weekly Circulation (1988)			51,400	
Average Daily Circulation (1988)			30,200	

Mississippi—Meridian

WLBM-TV

Ch. 30

Network Service: NBC.

Licensee: TV-3 Inc., 715 S. Jefferson St., Box 1712, Jackson, MS 39201.

Studio: 4608 Skyland Dr., Meridian, MS 39301.

Mailing Address: Box 5840, Meridian, MS 39302-5840.

Telephone: 601-485-3030.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 8901-kw max. & 35.9-kw horizontal visual, 8.91-kw max. & 3.59-kw horizontal aural. Antenna: 610-ft. above av. terrain, 405-ft. above ground, 1030-ft. above sea level.

Latitude 32° 19' 34"
Longitude 88° 41' 12"

Transmitter: 0.8-mi. S of Meridian at 4608 Skyland Dr.

News Services: AP, NBC.

Ownership: Civic Communications Corp. See WLBT-TV, Jackson, MS.

Began Operation: September 30, 1982.

Represented (sales): Brydson Media Sales International.

Represented (legal): Blair, Joyce & Silva.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

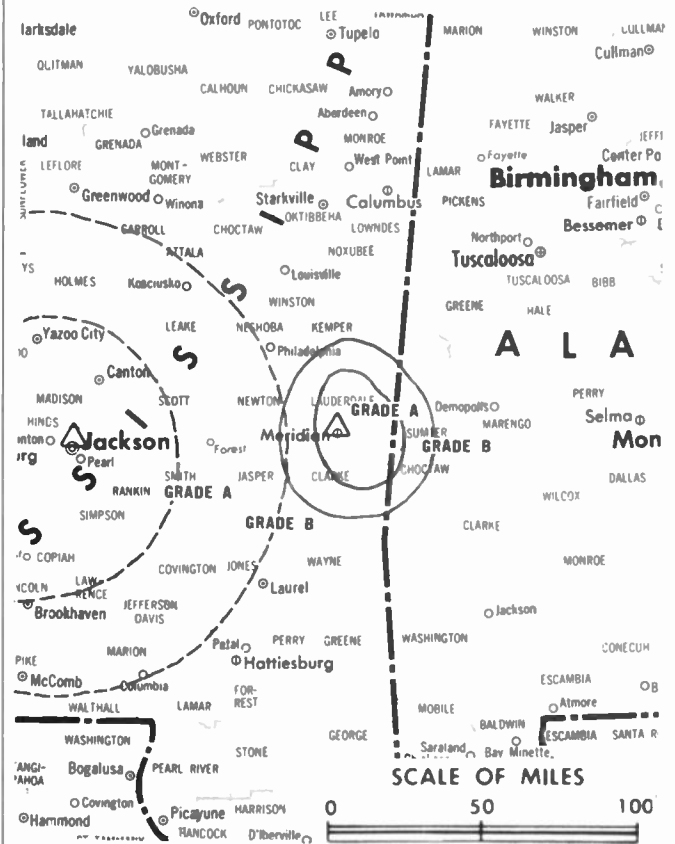
PLURIA MARSHALL JR., vice president & general manager.

Highest 30 Sec. Rate: \$400.

City of License: Meridian. ADI: Meridian. Rank: 175.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Clarke	6,400	6,300	98
	Lauderdale	30,100	29,900	99
Between 25-49%	ALABAMA			
	Sumter	5,400	5,300	98
	MISSISSIPPI			
	Kemper	3,500	3,400	97



WLBM-TV BPCT-801224KF Granted 9/14/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ALABAMA			
	Choctaw	5,800	5,700	98
	Marengo	8,500	8,300	98
	MISSISSIPPI			
	Jasper	6,200	6,100	98
	Neshoba	9,200	9,100	99
	Newton	7,500	7,400	99
Station Totals		82,600	81,500	99
Net Weekly Circulation (1988)				35,900
Average Daily Circulation (1988)				18,200

Mississippi—Meridian

WTOK-TV

Ch. 11

Network Service: ABC.

Licensee: Benedek Bcstg. Corp.

Studio: 9th St. & 23rd Ave., Meridian, MS 39301.

Mailing Address: Box 2988, Meridian, MS 39302.

Telephone: 601-693-1441. TWX: 501-961-1090.

Fax: 601-693-1441.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 46.5-kw aural. Antenna: 536-ft. above av. terrain, 319-ft. above ground, 984-ft. above sea level.

Latitude 32° 19' 38.30"
Longitude 88° 41' 27.80"

Transmitter: U.S. Hwy. 45, 1.8-mi. S of city.

Satellite Earth Stations: 2 in operation; Andrew, Avantek, RCA receivers.

News Services: ABC, AP.

Ownership: A. Richard Benedek, 100%. See Group Ownership of Television Stations.

Began Operation: September 25, 1953. Sale to H & C Communications by Robert F. Wright, et al., approved by FCC July 28, 1981 (*Television Digest*, Vol. 21:14). Sale to Southwest Media Inc. (later United Bcstg. Corp.) approved by FCC Oct. 24, 1984. (Vol. 24:26, 33). Sale to current owner approved May 10, 1988 (Vol. 28:15).

Represented (sales): Katz Television.

Represented (legal): Gammon & Grange.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

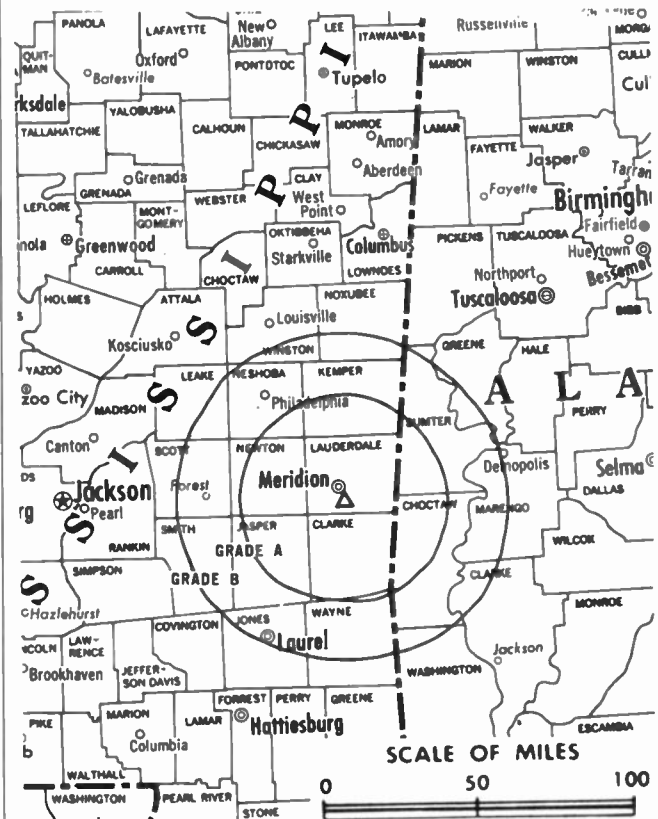
BRUCE R. MILLER, general manager.
TOM WALL, general sales manager.
BOB HOLLAND, station manager.
JOHN JOHNSON, news director.
EDNA LA SHANE, program manager.
PAUL N. BIRD JR., traffic manager.
CHRIS BURGBACHER, chief engineer.
LORI WALTON, business manager.

Highest 30 Sec. Rate: \$900.

City of License: Meridian. **ADI:** Meridian. **Rank:** 175.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Choctaw	5,800	5,700	98
	Greene	3,700	3,600	97
	Marengo	8,500	8,300	98
	Sumter	5,400	5,300	98



WTOK-TV BMPCT-3043 Granted 5/2/55

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Clarke	6,400	6,300	98
	Jasper	6,200	6,100	98
	Kemper	3,500	3,400	97
	Lauderdale	30,100	29,900	99
	Neshoba	9,200	9,100	99
	Newton	7,500	7,400	99
	Noxubee	4,100	4,000	98
	Wayne	6,900	6,800	99
	Between 25-49%	MISSISSIPPI		
Winston		6,900	6,800	99
Between 5-24%	ALABAMA			
	Clarke	9,500	9,300	98
	Hale	5,000	4,900	98
	Pickens	7,300	7,100	98
	MISSISSIPPI			
Jones	23,100	22,900	99	
Leake	6,900	6,800	99	
Scott	9,300	9,200	99	
Smith	5,600	5,500	98	
Station Totals		170,900	168,400	99
Net Weekly Circulation (1988)			92,500	
Average Daily Circulation (1988)			58,700	

Mississippi—Tupelo-Columbus

WTVA

Ch. 9

Network Service: NBC.

Licensee: WTWV Inc., Box 350, Tupelo, MS 38802.

Studio: Beach Spring Rd., Tupelo, MS 38801.

Mailing Address: Box 350, Tupelo, MS 38802.

Telephone: 601-842-7620.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1780-ft. above av. terrain, 1590-ft. above ground, 2170-ft. above sea level.

Latitude 33° 47' 40"
Longitude 89° 05' 16"

Transmitter: 2.1-mi. NW of Woodland.

Satellite Earth Stations: 3 in operation.

News Service: AP.

Ownership: Frank K. Spain, 35%; Letha M. Spain, 20%; Perrin Purvis, 10%; Margaret H. Spain, 35%. Same principals own WTVX(TV), Fort Pierce-Vero Beach, FL

Began Operation: March 18, 1957.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

Personnel:

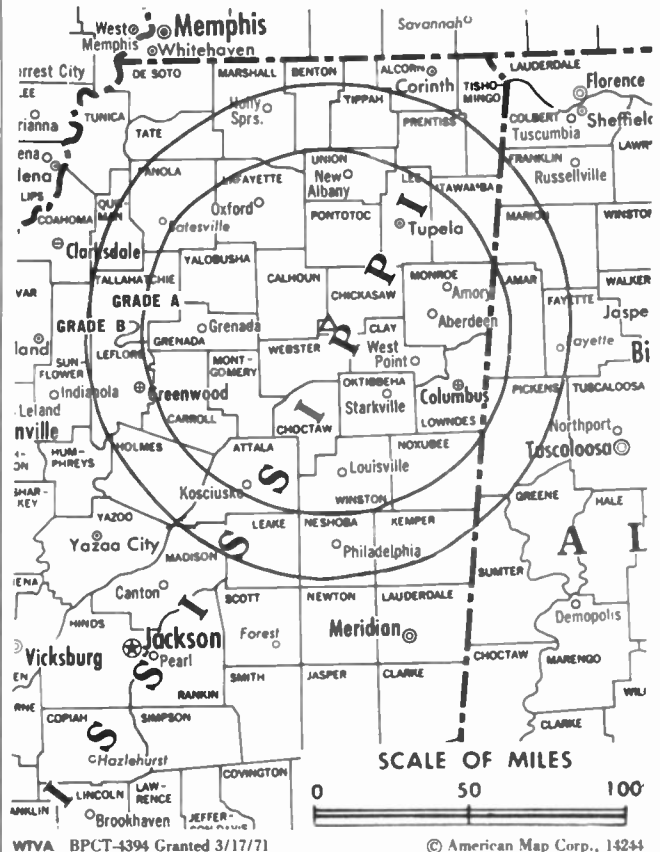
- FRANK K. SPAIN, president.
- MARK LEDBETTER, general manager.
- BOB LEECH, national sales director.
- JACK CRISTIL, local sales director.
- CHARLES ED BISHOP, program director.
- WENDELL ROBINSON, chief engineer.
- GERALD STANFORD, operations director.
- TERRY SMITH, news director.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$900.

City of License: Tupelo. **ADI:** Columbus-Tupelo. **Rank:** 133.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WTVA BPCT-4394 Granted 3/17/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Lamar	6,200	6,100	98
	MISSISSIPPI			
	Alcorn	13,200	13,000	98
	Attala	7,100	7,000	99
	Calhoun	5,700	5,600	98
	Carroll	3,400	3,300	97
	Chickasaw	6,200	6,100	98
	Choctaw	3,200	3,100	97
	Clay	7,400	7,300	99
	Grenada	7,600	7,500	99
	Itawamba	7,900	7,800	99
	Lafayette	11,600	11,400	99
	Lee	23,900	23,600	99
	Leflore	13,500	13,300	98
	Lowndes	21,400	21,200	99
	Monroe	12,900	12,800	99
	Montgomery	4,500	4,400	98
	Noxubee	4,100	4,000	98
Oktibbeha	12,400	12,200	98	
Pontotoc	8,400	8,300	99	
Prentiss	9,200	9,100	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tallahatchie	5,400	5,300	98
	Tishomingo	7,200	7,100	99
	Union	8,900	8,800	99
	Webster	3,700	3,600	97
	Winston	6,900	6,800	99
	Yalobusha	5,000	4,900	98
Between 25-49%	ALABAMA			
	Franklin	11,300	11,100	99
	Greene	3,700	3,600	97
	Marion	12,300	12,200	99
	Pickens	7,300	7,100	98
MISSISSIPPI	Coahoma	12,100	11,800	98
	Kemper	3,500	3,400	97
	Neshoba	9,200	9,100	99
	Tippah	7,300	7,200	99
Between 5-24%	ALABAMA			
	Colbert	21,200	20,900	99
	Fayette	7,200	7,100	99
	MISSISSIPPI			
	Benton	2,700	2,700	100
	Bolivar	14,300	14,000	98
	Holmes	7,500	7,400	98
	Humphreys	4,600	4,500	98
	Leake	6,900	6,800	99
	Marshall	10,300	10,100	98
	Panola	9,800	9,700	99
	Quitman	4,000	3,900	97
Sunflower	10,800	10,500	97	
Station Totals		392,900	386,700	98
Net Weekly Circulation (1988)			233,600	
Average Daily Circulation (1988)			156,800	

Mississippi—West Point

WWSB-TV

Ch. 27

Network Service: ABC.

Licensee: Venture Systems Inc., Box 777, West Point, MS 39773.

Studio: 310 E. Westbrook, West Point, MS.

Mailing Address: Box 777, West Point, MS 39773.

Telephone: 601-494-8327.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2000-kw max. & 468-kw horizontal visual, 200-kw max. & 46.80-kw horizontal aural. Antenna: 1680-ft. above av. terrain, 1441-ft. above ground, 2021-ft. above sea level.

Latitude 33° 47' 40"
Longitude 89° 05' 16"

Transmitter: 2.1-mi. NW of Woodland.

Satellite Earth Stations: In operation; Scientific-Atlanta receivers.

News Service: AP.

Ownership: John D. Dyer, chmn., 33.3%; David C. Hopper, pres., 6.66%; Lewis C. Hopper, v.p., 13.3%; Fred Beard, secy.-treas., 4.16%; H. N. Haggard, asst. treas., 8.30%; Richard D. McRae, 8.30%; Richard M. Hopper, 6.66%; Barbara M. Hopper, 6.66%; Stephen Townsend, 2.77%; Lewis Townsend, 2.77%. Lewis C. Hopper has interest in WXXV-TV, Gulfport & WLIN(FM), Jackson, MS.

Began Operation: May 29, 1983.

Represented (sales): Adam Young Inc.

Represented (legal): Cordon & Kelly.

Personnel:

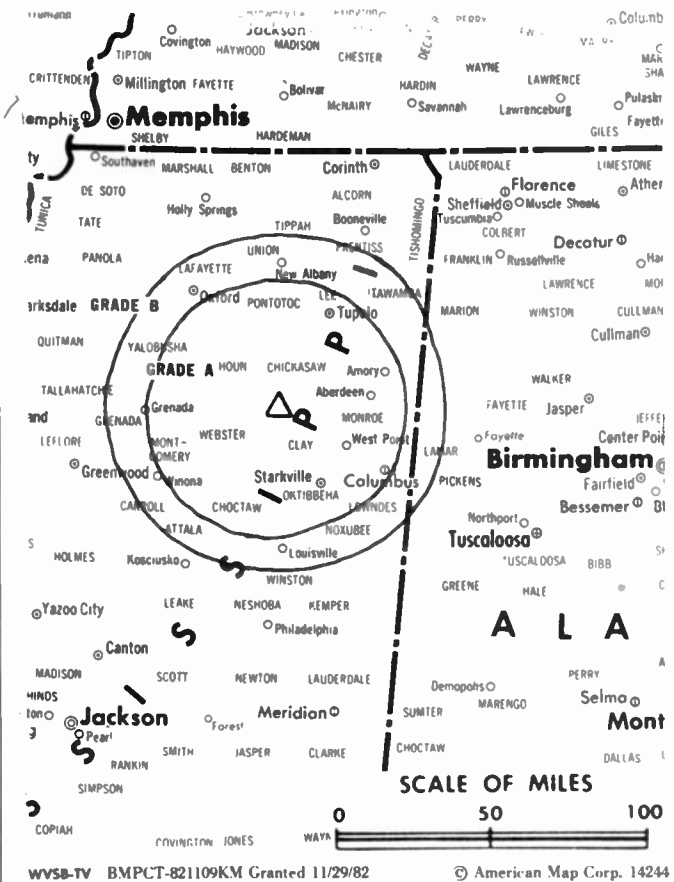
- DAVID C. HOPPER, president & general manager.
- LEWIS HOPPER, national sales manager.
- SAM TAYLOR, general sales manager.
- LYNDA MIZE, program director.
- ANDY COVINGTON, news director.
- STAN WEST, chief engineer.
- TRACY GRIFFIN, traffic.

Highest 30 Sec. Rate: \$180.

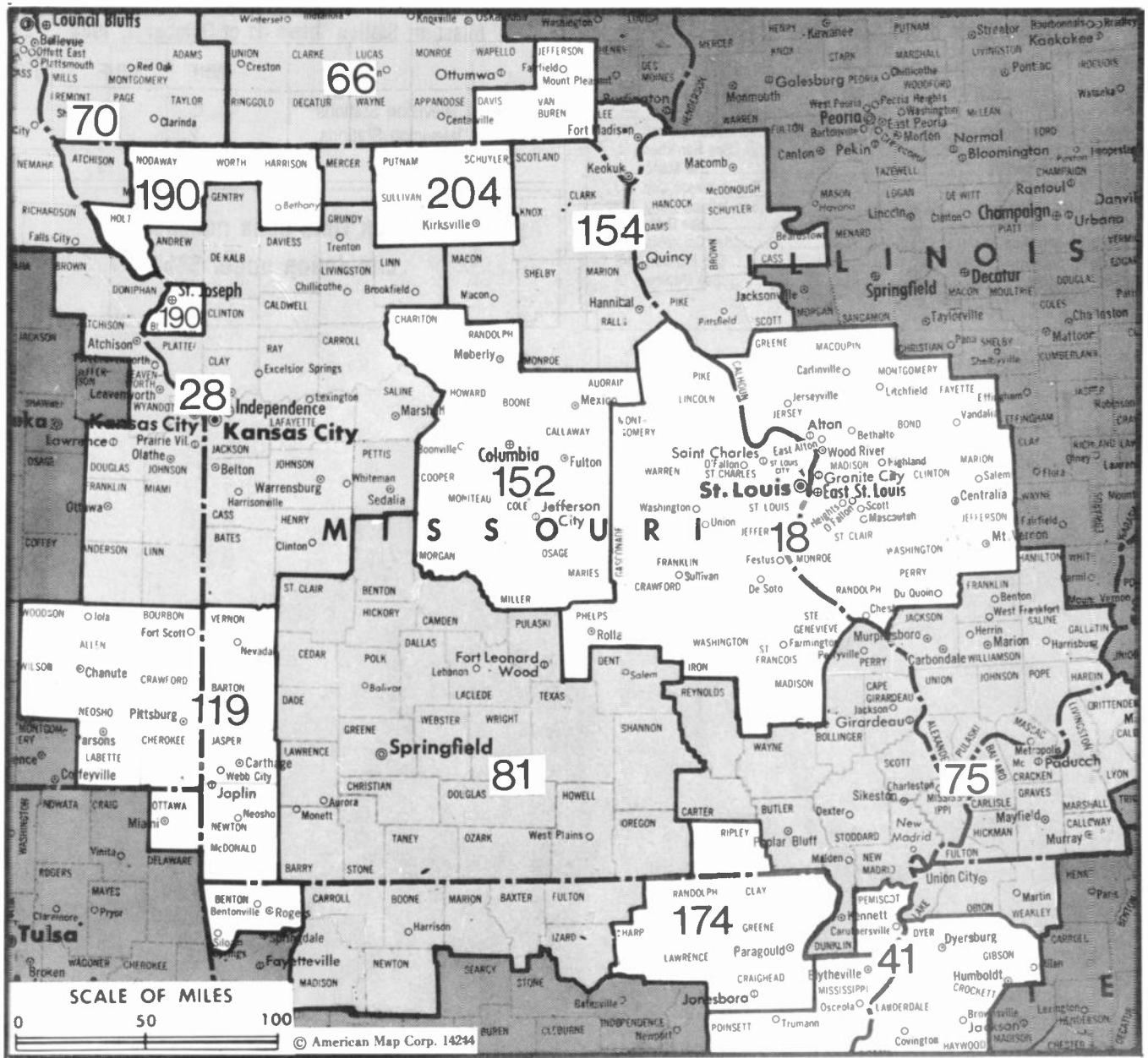
City of License: West Point. **ADI:** Columbus-Tupelo. **Rank:** 133.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Chickasaw	6,200	6,100	98
	Clay	7,400	7,300	99
	Lowndes	21,400	21,200	99
	Monroe	12,900	12,800	99
	Oktibbeha	12,400	12,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Choctaw	3,200	3,100	97
	Itawamba	7,900	7,800	99
	Lee	23,900	23,600	99
	Noxubee	4,100	4,000	98
	Pontotoc	8,400	8,300	99
	Tishomingo	7,200	7,100	99
Between 5-24%	ALABAMA			
	Lamar	6,200	6,100	98
	MISSISSIPPI			
	Lafayette	11,600	11,400	99
	Prentiss	9,200	9,100	99
Tippah	7,300	7,200	99	
Winston	6,900	6,800	99	
Yalobusha	5,000	4,900	98	
Station Totals		179,500	177,000	99
Net Weekly Circulation (1988)			75,200	
Average Daily Circulation (1988)			28,600	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
St. Louis, MO	1,084,200	18	KDNL-TV (30), KMOV (4), KNLC (24), KPLR-TV (11), KSDK (5), KTVI (2), WCEE (13)
Kansas City, MO	723,400	28	KCTV (5), KMBC-TV (9), KMCI (38), KSHB-TV (41), KYFC (50), KZKC (62), WDAF-TV (4)
Memphis, TN	583,700	41	WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3)
Des Moines, IA	375,800	66	KCCJ-TV (8), KDSS-TV (17), WHO-TV (13), WOI-TV (5)
Omaha, NE	351,100	70	KETV (7), KMTV (3), KPTM (42), WOWT (6)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	332,800	75	KBSI (23), KFVS-TV (12), KPQB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (17)
Springfield, MO	293,600	81	KDEB-TV (27), KOLR (10), KSPR (33), KYTV (3)
Joplin, MO-Pittsburg, KS	176,300	119	KOAM-TV (7), KODE-TV (12), KSNF (16)
Columbia-Jefferson City, MO	129,000	152	KMIZ (17), KNLJ (25), KOMU-TV (8), KRCC (13)
Quincy, IL-Hannibal, MO	122,200	154	KHQA-TV (7), WGEM-TV (10), WTJR (16)
Jonesboro, AR	67,900	174	KAITV (8)
St. Joseph, MO	46,900	190	KQTV (2), KTAJ (16)
Ottumwa, IA-Kirksville, MO	28,800	204	KOIA-TV (15), KTVO (3)

State Cross Reference List

Communities That Receive Programs of
Stations That are Located Elsewhere

WPSD-TV, Cape Girardeau	See Paducah, KY
WSIL-TV, Cape Girardeau	See Harrisburg, IL
WTCT, Cape Girardeau	See Marion, IL
KNLJ, Columbia	See Jefferson City, MO
KRCG, Columbia	See Jefferson City, MO
WGEM-TV, Hannibal	See Quincy, IL
KDMU-TV, Jefferson City	See Columbia, MO
KDAM-TV, Joplin	See Pittsburg, KS
KTVO, Kirksville	See Ottumwa, IA

Missouri Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	15	13	28
Educational Television Stations	2	3	5
	17	16	33

**Arbitron Data does not include
circulation under 5%.**

Missouri—Cape Girardeau

KBSI

Ch. 23

Network Service: Fox.

Licensee: Cape Girardeau Family TV Ltd. Partnership, Debtor-in-Possession.

Studio: 806 Enterprise, Cape Girardeau, MO 63701.

Telephone: 314-334-1223. TWX: 910-760-1494.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1870-kw max. visual, 187-kw max. aural. Antenna: 1770-ft. above av. terrain, 1567-ft. above ground, 2277-ft. above sea level.

Latitude 37° 24' 23"
Longitude 89° 33' 44"

Transmitter: E side of Perryville Rd., approx. 2.9-mi. SSW of Oriole.

Satellite Earth Stations: Zenith, 3-meter Ku & C-band; Gardiner, 7-meter C-band; Avcom, 10-meter C-band; M/A-Com, 7-meter Ku-band; Avcom, Gardiner, M/A-Com, Zenith receivers.

Ownership: Stephen Kent, gen. partner, 21% Cape Girardeau Family TV Ltd. Partnership, gen. partner, 1%; Mid-America TV 23 Ltd. Partnership, ltd. partner, 45%; Media Central Inc., ltd. partner, 32%. CGFT ownership: Media Central Inc., 60%; Stephen D. Kent, 40%. See S. D. Kent & Media Central Inc. in Group Ownership of TV Stations.

Began Operation: September 10, 1983.

Represented (sales): Seltel Inc.

Represented (legal): Seymour M. Chase, P.C.

Personnel:

- LINDA LAWTON, general manager & general sales manager.
- MARK CULBERTSON, program director.
- DAVID BIRDSONG, chief engineer.
- MIKE ZIKMUND, local sales manager.
- BRYAN UPTAIN, promotions director.
- CONNIE YEARGAIN, business manager.

Rates: On request.

City of License: Cape Girardeau. **AOI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 75.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Alexander	4,900	4,700	96
	Johnson	4,100	4,000	98
	Pulaski	3,500	3,300	94
	Union	7,700	7,500	97
	KENTUCKY			
	Carlisle	2,100	2,100	100
	MISSOURI			
	Bollinger	4,100	4,000	98
	Cape Girardeau	22,600	22,300	99
Mississippi	5,300	5,200	98	
Scott	14,700	14,500	99	
Between 25-49%	ILLINOIS			
	Franklin	18,000	17,500	97
	Hardin	2,200	2,100	95
	Jackson	24,100	23,400	97
	Massac	6,300	6,100	97



KBSI BMPCT:830107KE Granted 5/19/83 American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Pope	1,800	1,700	94
	Saline	12,200	11,800	97
	Williamson	25,100	24,400	97
	KENTUCKY			
	Ballard	3,300	3,300	100
	Fulton	3,200	3,200	100
	Graves	13,200	13,100	99
	Lyon	2,500	2,500	100
	Mc Cracken	24,300	24,200	100
	Marshall	10,400	10,300	99
MISSOURI	Dunkin	13,300	13,000	98
	New Madrid	7,900	7,700	97
	Stoddard	11,100	10,900	98
	TENNESSEE			
	Lake	2,600	2,600	100
Between 5-24%	ILLINOIS			
	Gallatin	3,000	2,900	97
	Hamilton	3,900	3,700	95
	Perry	9,100	8,800	97
	Randolph	12,800	12,500	98
	White	7,500	7,100	95
	KENTUCKY			
	Calloway	12,300	12,200	99
	Crittenden	3,400	3,400	100
	Hickman	2,100	2,100	100
Livingston	3,700	3,700	100	
MISSOURI				
Butler	15,000	14,600	97	
Pemiscot	8,500	8,300	98	
Perry	6,100	6,000	98	
Ste Genevieve	5,500	5,400	98	
Wayne	4,800	4,700	98	
TENNESSEE				
Obion	13,100	13,000	99	
Station Totals		361,300	353,800	98
Net Weekly Circulation (1988)			130,800	
Average Daily Circulation (1988)			52,700	

Missouri—Cape Girardeau

KFVS-TV

Ch. 12

Network Service: CBS.

Licensee: American Family Broadcast Group Inc., Box 100, Cape Girardeau, MO 63701.

Studio: 310 Broadway, Cape Girardeau, MO 63701.

Mailing Address: Box 100, Cape Girardeau, MO 63701.

Telephone: 314-335-1212.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 1676-ft. above ground, 2487-ft. above sea level.

Latitude 37° 25' 46''
Longitude 89° 30' 14''

Transmitter: 8.5-mi. N of Cape Girardeau, off county road V.

Satellite Earth Station: ADM, 7-meter; Avcom receivers.

News Service: AP.

Ownership: American Family Corp., 100%. See Group Ownership of Television Stations.

Began Operation: October 3, 1954. Sale to present owner by Oscar C. Hirsch, et al., approved by FCC April 4, 1979 (Television Digest, Vol. 18:41).

Represented (sales): Katz Television.

Represented (legal): Schnader, Harrison, Segal & Lewis.

Personnel:

JOE GOLENIOWSKI, vice president & general manager.

BISHOP ELLISON, operations manager.

MICHAEL BEECHER, news director.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$1500.

City of License: Cape Girardeau. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 75.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Clay	7,900	7,800	98
	ILLINOIS			
	Alexander	4,900	4,700	96
	Franklin	18,000	17,500	97
	Gallatin	3,000	2,900	97
	Hamilton	3,900	3,700	95
	Hardin	2,200	2,100	95
	Jackson	24,100	23,400	97
	Jefferson	16,000	15,500	97
	Johnson	4,100	4,000	98
	Massac	6,300	6,100	97
	Perry	9,100	8,800	97
	Pope	1,800	1,700	94
	Pulaski	3,500	3,300	94
	Saline	12,200	11,800	97
	Union	7,700	7,500	97
	Williamson	25,100	24,400	97
	KENTUCKY			
	Ballard	3,300	3,300	100
	Calloway	12,300	12,200	99
Carlisle	2,100	2,100	100	
Crittenden	3,400	3,400	100	
Fulton	3,200	3,200	100	
Graves	13,200	13,100	99	
Hickman	2,100	2,100	100	



KFVS-TV BPCT-2609 Granted 4/17/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Livingston	3,700	3,700	100
	Lyon	2,500	2,500	100
	Mc Cracken	24,300	24,200	100
	Marshall	10,400	10,300	99
	MISSOURI			
	Bollinger	4,100	4,000	98
	Butler	15,000	14,600	97
	Cape Girardeau	22,600	22,300	99
	Carter	2,100	2,000	95
	Dunklin	13,300	13,000	98
Between 25-49%	Iron	4,000	3,900	97
	Madison	4,500	4,400	98
	Mississippi	5,300	5,200	98
	New Madrid	7,900	7,700	97
	Pemiscot	8,500	8,300	98
	Perry	6,100	6,000	98
	Reynolds	2,900	2,800	96
	Ripley	5,100	4,800	94
	Scott	14,700	14,500	99
	Stoddard	11,100	10,900	98
TENNESSEE	Wayne	4,800	4,700	98
	Lake	2,600	2,600	100
	Obion	13,100	13,000	99
	Weakley	12,400	12,300	99
	ILLINOIS			
	Clay	6,200	5,900	95
	Randolph	12,800	12,500	98
	Wayne	7,700	7,300	95
	TENNESSEE			
	Henry	11,700	11,500	99

(Continued on page A-659)

Station Totals	550,300	538,500	98
Net Weekly Circulation (1988)			346,300
Average Daily Circulation (1988)			226,400

Missouri—Columbia

KMIZ

Ch. 17

Network Service: ABC.

Licensee: Stauffer Communications Inc., 501 Business 70 East, Columbia, MO 65201.

Studio: 501 Business 70 East, Columbia, MO 65201.

Telephone: 314-449-0917.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 750-kw max. & 562-kw horizontal visual, 147-kw max. & 112-kw horizontal aural. Antenna: 1130-ft. above av. terrain, 1100-ft. above ground, 1900-ft. above sea level.

Latitude 38° 46' 29"
Longitude 92° 33' 22"

Transmitter: 3.5-mi. W of Jamestown.

Satellite Earth Stations: Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; AFC, 3.66-meter Ku-band; Andrew receivers.

News Services: ABC, Sports News Satellite.

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

Began Operation: December 5, 1971. Sale to present owner by Richard E. & Robert H. Koenig approved by FCC Dec. 13, 1984 (*Television Digest*, Vol. 24:43).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- CARLOS FERNANDEZ, general manager.
- JUDY REICH, program director.
- RON WIDBIN, news director.
- BRAD STROMMEN, chief engineer.
- ALAN PARKER, local sales manager.
- JEAN VIOX, national sales manager.
- SHEILA CARPENTER, promotion director.
- GARY PEEL, business manager.

Rates: Not available.

City of License: Columbia. **ADI:** Columbia-Jefferson City. **Rank:** 152.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	MISSOURI			
	Audrain	9,600	9,500	99
	Boone	39,800	39,200	98
	Callaway	11,600	11,400	98
	Cole	21,900	21,700	99
	Cooper	5,400	5,300	98
	Howard	3,600	3,500	97
	Miller	7,900	7,800	99



KMIZ BMPCT-7323 Granted 7/14/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Moniteau	4,400	4,300	98
	Morgan	5,800	5,700	98
	Osage	4,100	4,000	98
	Randolph	9,800	9,600	98
Between 25-49%				
	MISSOURI			
	Camden	9,700	9,500	98
	Chariton	4,000	3,900	98
	Maries	3,000	2,900	97
	Monroe	3,500	3,500	100
	Pettis	13,900	13,600	98
	Saline	9,400	9,200	98
Between 5-24%				
	MISSOURI			
	Benton	5,300	5,100	96
	Montgomery	4,200	4,100	98
	Phelps	11,900	11,600	97
	Pike	5,900	5,800	98
	Pulaski	11,000	10,800	98
	Ralls	3,500	3,500	100
Station Totals		209,200	205,500	98
Net Weekly Circulation (1988)				109,300
Average Daily Circulation (1988)				50,400

Missouri—Columbia

KOMU-TV

Ch. 8

Network Service: NBC.

Licensee: The Curators of University of Missouri, Columbia, MO 65201.

Studio: Hwy. 63 South, Columbia, MO 65201.

Telephone: 314-442-1122. **TWX:** 910-760-1444.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw max. visual, 31.6-kw max. aural. Antenna: 793-ft. above av. terrain, 738-ft. above ground, 1575-ft. above sea level.

Latitude 38° 53' 16"
Longitude 92° 15' 48"

Transmitter: U. of Missouri South Farm, 6.2-mi. SE of Columbia.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; RCA, 2.5-meter Ku-band; Harris, 4.5-meter Ku-band; Harris, 6.5-meter; Scientific-Atlanta, Harris receivers.

News Service: AP.

Ownership: The Curators of the University of Missouri

Began Operation: December 21, 1953.

Represented (sales): Seltel Inc.

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

Personnel:

TOM GRAY, general manager.
DON RUGGLES, sales manager.
JOHN STRECKER, local sales manager.
BOB AUSTIN, program director.
COLLEEN BARTOK, promotion director.
KENT COLLINS, news director.
ROGER ALLBEE, operations manager.
JAMES MOORE, chief engineer.

Rates: On request.

City of License: Columbia. **ADI:** Columbia-Jefferson City. **Rank:** 152.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Audrain	9,600	9,500	99
	Boone	39,800	39,200	98
	Callaway	11,600	11,400	98
	Chariton	4,000	3,900	98
	Cole	21,900	21,700	99
	Cooper	5,400	5,300	98
	Howard	3,600	3,500	97
	Maries	3,000	2,900	97
	Miller	7,900	7,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Moniteau	4,400	4,300	98
	Monroe	3,500	3,500	100
	Montgomery	4,200	4,100	98
	Morgan	5,800	5,700	98
	Osage	4,100	4,000	98
	Pettis	13,900	13,600	98
	Randolph	9,800	9,600	98
Saline	9,400	9,200	98	
Between 25-49%	MISSOURI			
	Camden	9,700	9,500	98
	Macon	6,300	6,200	98
Between 5-24%	MISSOURI			
	Benton	5,300	5,100	96
	Crawford	7,300	7,100	97
	Gasconade	5,400	5,300	98
	Lincoln	8,500	8,400	99
	Linn	6,300	6,200	98
	Phelps	11,900	11,600	97
	Pike	5,900	5,800	98
Pulaski	11,000	10,800	98	
Ralls	3,500	3,500	100	
Shelby	3,000	3,000	98	
Station Totals		246,000	241,700	98
Net Weekly Circulation (1988)				143,100
Average Daily Circulation (1988)				93,600

Missouri—Hannibal-Quincy, Illinois

KHQV-TV

Ch. 7

Network Service: CBS.

Licensee: Benedek Bcstg. HQA Inc., 510 Maine St., Quincy, IL 62301.

Studios: 2333 Palmyra Rd., Hannibal, MO 63401; WCU Bldg., Quincy, IL 62301.

Telephones: 217-222-6200, Quincy; 314-221-2762, Hannibal.

TWX: 910-246-2204.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 269-kw visual, 48.4-kw aural. Antenna: 890-ft. above av. terrain, 804-ft. above ground, 1539-ft. above sea level.

Latitude 39° 58' 22"
Longitude 91° 19' 54"

Transmitter: Columbus Rd., Quincy, IL.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; AFC, 3.7-meter Ku-band; Harris, 3.5-meter C-band; Harris, Scientific-Atlanta, M/A-Com receivers.

News Service: AP.

Ownership: Benedek Broadcasting Corp., 100%. See Group Ownership of Television Stations.

Began Operation: August 27, 1953. FCC approved sale to present owner by Lee Enterprises Inc. Oct. 30, 1986 (Television Digest, Vol. 26:38).

Represented (sales): Katz Television.

Represented (legal): Wilner & Scheiner.

Represented (engineering): David Steel & Associates.

Personnel:

LOWELL JOHNSON, general manager.
RON HELLER, operations/news director.
TANA KENNY, national sales coordinator.
TIM THOMPSON, local sales manager.
NADINE MARTIN, business manager.
HANK MAYHALL, program/production manager.
LEE GRAY, chief engineer.
RON HENDREN, farm director.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$1158.

City of License: Hannibal. ADI: Quincy, IL-Hannibal, MO. Rank: 154.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Lee	16,600	16,400	99
	Van Buren	3,300	3,200	97
	ILLINOIS			
	Adams	27,300	26,900	99
	Brown	2,200	2,100	95
	Cass	5,500	5,400	98
	Hancock	9,400	9,200	98
	Mc Donough	12,800	12,600	98
	Morgan	14,500	14,100	97
Pike	7,500	7,300	97	
Schuyler	3,200	3,100	97	
Scott	2,300	2,300	100	



KHQV-TV BPCT-4746 Granted 10/9/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Adair	9,300	9,200	99
	Clark	3,000	2,900	97
	Knox	2,100	2,100	100
	Lewis	3,900	3,800	97
	Macon	6,300	6,200	98
	Marion	10,700	10,600	99
	Monroe	3,500	3,500	100
	Pike	5,900	5,800	98
	Ralls	3,500	3,500	100
	Schuyler	2,000	1,900	95
	Scotland	2,100	2,100	100
Shelby	3,000	3,000	98	
Between 25-49%	MISSOURI			
	Audrain	9,600	9,500	99
Between 5-24%	IOWA			
	Davis	3,400	3,400	100
	Des Moines	18,200	18,000	99
	Jefferson	6,400	6,300	98
	MISSOURI			
	Lincoln	8,500	8,400	99
Linn	6,300	6,200	98	
Montgomery	4,200	4,100	98	
Putnam	2,200	2,200	100	
Randolph	9,800	9,600	98	
Sullivan	2,900	2,900	100	
Station Totals		231,400	227,800	98
Net Weekly Circulation (1988)				139,900
Average Daily Circulation (1988)				82,900

Missouri—Jefferson City

KNLJ

Ch. 25

(Satellite of KNLC, St. Louis, MO)

Network Service: None, independent.

Licensee: New Life Evangelistic Center Inc., Rte. 2, Hwy. 54, Box 72, New Bloomfield, MO 65063.

Studio: Rte. 2, Hwy. 54, New Bloomfield, MO 65063.

Telephone: 314-896-5105.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2042-kw max. visual, 204.2-kw max. aural. Antenna: 1028-ft. above av. terrain, 916-ft. above ground, 1756-ft. above sea level.

Latitude 38° 42' 16"
Longitude 92° 05' 20"

Transmitter: Hwys. 54 & 232, New Bloomfield.

Satellite Earth Station: In operation.

News Service: INN.

Ownership: New Life Evangelistic Center Inc. See Group Ownership of Television Stations.

Began Operation: March 30, 1986.

Represented (legal): John Midlen Jr.

Personnel:

LARRY RICE, station manager.
PENNY RICE, sales.

Highest One Hour Rate: \$225.

Highest 30 Sec. Rate: \$100.

City of License: Jefferson City. **ADI:** Columbia-Jefferson City. **Rank:** 152.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



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Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI				
Between 5-24%				
	Boone	39,800	39,200	98
	Callaway	11,600	11,400	98
	Cole	21,900	21,700	99
	Maries	3,000	2,900	97
	Miller	7,900	7,800	99
	Moniteau	4,400	4,300	98
	Montgomery	4,200	4,100	98
	Morgan	5,800	5,700	98
	Osage	4,100	4,000	98
Station Totals		102,700	101,100	98
Net Weekly Circulation (1988)				10,500
Average Daily Circulation (1988)				3,900

Missouri—Jefferson City

KRCG

Ch. 13

Network Service: CBS.

Licensee: Price Communications Corp.

Studio: Hwy. 54, Jefferson City, MO 65102.

Mailing Address: Box 659, Jefferson City, MO 65102.

Telephone: 314-896-5144. TWX: 910-760-2923.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1012-ft. above av. terrain, 929-ft. above ground, 1773-ft. above sea level.

Latitude 38° 41' 28"
Longitude 92° 05' 43"

Transmitter: U.S. Hwy. 54, 2-mi. S of New Bloomfield.

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

News Services: AP, CBS.

Ownership: Price Communications Corp., 100%. See Group Ownership of Television Stations. Note: Sale to Mel Wheeler Inc. pends.

Began Operation: February 13, 1955. Sale to present owner by LDX Broadcast approved by FCC Nov. 15, 1984 (Television Digest, Vol. 24:36). Sale, including former satellite KMOS-TV, Sedalia, MO & KWOS(AM), to Mid-America TV by Jefferson TV Co. (Mrs. W. H. Weldon) approved July 13, 1966 by FCC (Vol. 5:52; 6:29).

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Represented (engineering): Lohnes & Culver.

Personnel:

- JOHN DEUSHANE, vice president & general manager.
- DUANE LAMMERS, sales manager.
- JOHN DEUSHANE, national sales manager.
- CLEON CRUM, chief engineer.
- LELAND GORDON, program director.
- ROGER WELLMAN, news director.
- SUSAN HARMON, promotion director.
- YVONNE SUGGETT, business manager.

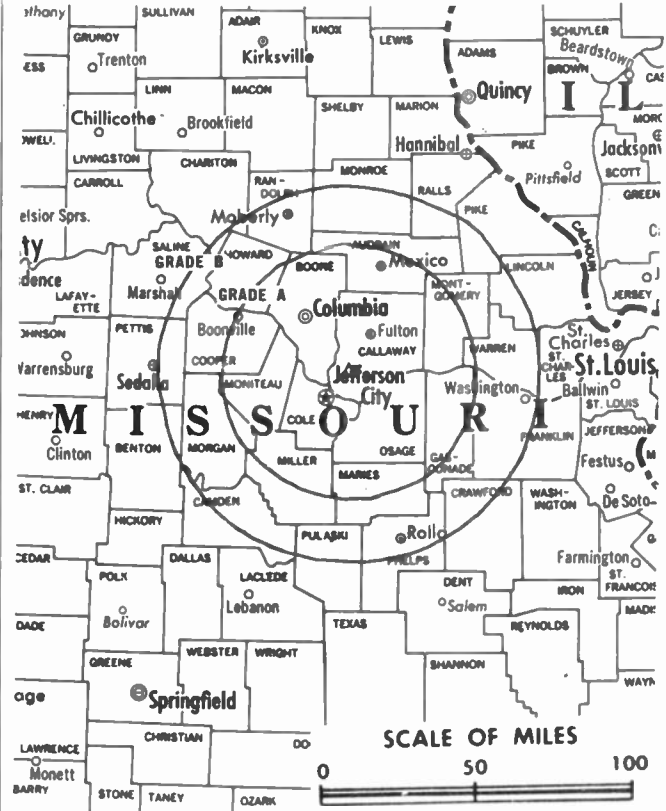
Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$750.

City of License: Jefferson City. ADI: Columbia-Jefferson City. Rank: 152.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI				
50% & Over	Audrain	9,600	9,500	99
	Boone	39,800	39,200	98
	Callaway	11,600	11,400	98
	Chariton	4,000	3,900	98
	Cole	21,900	21,700	99
	Cooper	5,400	5,300	98



KRCG BPCT-811221KE Granted 1/12/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Howard	3,600	3,500	97
	Maries	3,000	2,900	97
	Miller	7,900	7,800	99
	Moniteau	4,400	4,300	98
	Montgomery	4,200	4,100	98
	Morgan	5,800	5,700	98
	Osage	4,100	4,000	98
	Pettis	13,900	13,600	98
	Phelps	11,900	11,600	97
	Randolph	9,800	9,600	98
	Saline	9,400	9,200	98
MISSOURI				
Between 25-49%	Camden	9,700	9,500	98
	Gasconade	5,400	5,300	98
	Monroe	3,500	3,500	100
	Pulaski	11,000	10,800	98
MISSOURI				
Between 5-24%	Benton	5,300	5,100	96
	Crawford	7,300	7,100	97
	Dent	5,700	5,500	96
	Franklin	26,500	26,200	99
	Laclede	10,000	9,800	98
	Lincoln	8,500	8,400	99
	Linn	6,300	6,200	98
	Macon	6,300	6,200	98
	Ralls	3,500	3,500	100
Station Totals		279,300	274,400	98
Net Weekly Circulation (1988)			153,900	
Average Daily Circulation (1988)			94,100	

Missouri—Joplin

KODE-TV

Ch. 12

Network Service: ABC.

Licensee: Gilmore Broadcasting Corp., 1928 W. 13th St., Joplin, MO 64801.

Studio: 1928 W. 13th St., Joplin, MO 64801.

Mailing Address: Box 46, Joplin, MO 64801.

Telephone: 417-623-7260. TWX: 910-774-4516.

Fax: 417-623-3736.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1020-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 36"
Longitude 94° 32' 10"

Transmitter: 1928 W. 13th St.

Satellite Earth Stations: ADM, 3.7-meter C-band; Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; AFC, 3.66-meter Ku-band; Avantek, M/A-Com receivers.

News Services: AP, ABC.

Ownership: Gilmore Broadcasting Corp., 100%. See Group Ownership of Television Stations.

Began Operation: September 26, 1954. Sale to present owner by WSTV Inc. (United Printers & Publishers Inc.) approved by FCC May 23, 1962 (Television Digest, Vol. 2:22). Transfer of Friendly Stations to United Printers and Publishers Inc. from WSTV Inc., original owners, approved by FCC Nov. 8, 1961 (Vol. 17:30, 33; 2:14). Sale to WSTV Inc. by Austin Harrison approved Oct. 21, 1956 (Vol. 12:39, 44).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

BILL ACKER, general manager.
GARY HOOD, general sales manager.
KEN SWISHER, chief engineer.
AL CROUCH, news director.
KELLEY SHIELDS, program director.
BOB SHRYOCK, business manager.

Highest One Hour Rate: \$1100.

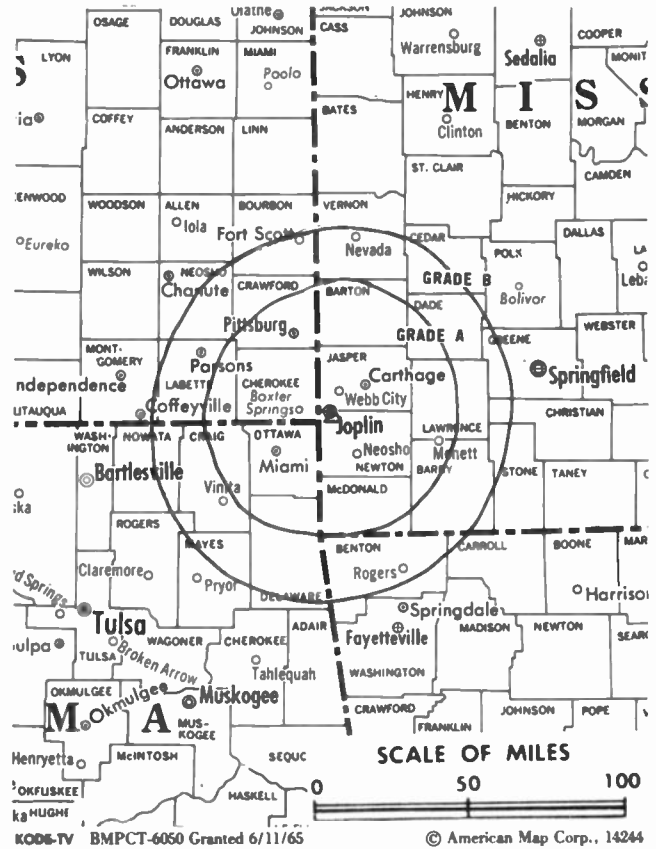
Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Joplin. ADI: Joplin, MO-Pittsburg, KS. Rank: 119.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Allen	6,400	6,300	98
	Bourbon	6,600	6,500	98
	Cherokee	9,100	9,000	99
	Crawford	15,600	15,400	99
	Labette	9,800	9,600	98
	Neosho	7,200	7,100	99
	Wilson	4,800	4,700	98
Woodson	1,800	1,800	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Barry	10,100	9,900	98
	Barton	4,700	4,600	98
	Jasper	34,500	34,000	99
	Lawrence	11,900	11,700	98
	Mc Donald	6,000	5,900	98
	Newton	16,300	16,100	99
Vernon	7,700	7,500	97	
Between 25-49%	OKLAHOMA			
	Ottawa	13,200	13,100	99
	ARKANSAS			
	Benton	35,300	34,600	98
Between 5-24%	KANSAS			
	Montgomery	16,600	16,300	98
	MISSOURI			
	Dade	3,100	3,100	100
OKLAHOMA				
Delaware	11,100	10,800	97	
Station Totals	ARKANSAS			
	Madison	4,600	4,400	96
	Washington	40,600	39,800	98
	KANSAS			
	Linn	3,400	3,300	97
	MISSOURI			
	Cedar	5,100	5,000	98
	Oregon	4,000	3,800	95
	St Clair	3,400	3,300	97
	OKLAHOMA			
Adair	7,000	6,800	97	
Craig	5,700	5,600	98	
Nowata	4,500	4,500	100	
Station Totals		310,100	304,500	98
Net Weekly Circulation (1988)				173,500
Average Daily Circulation (1988)				105,000

Missouri—Joplin

KSNF

Ch. 16

Network Service: NBC.

Licensee: Tri-State Bcstg. Corp., Box 1393, Joplin, MO 64801.

Studio: 1502 Cleveland Ave., Joplin, MO 64801.

Telephone: 417-781-2345. TWX: 910-774-4520.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 2600-kw visual, 260-kw aural. Antenna: 1060-ft. above av. terrain, 1017-ft. above ground, 2056-ft. above sea level.

Latitude 37° 04' 33"
Longitude 94° 33' 16"

Transmitter: 1502 Cleveland Ave.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter; RCA, 3.2-meter Ku-band; Harris, 6.2-meter Ku-band; Channel Master, M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: Price Communications Corp., 100%. See Group Ownership of Television Stations.

Began Operation: September 2, 1967. Sale to present owner approved by FCC Feb. 27, 1987. Previous sale to Kansas State Network by Virginia S. Hickey, et al., approved by FCC April 29, 1975. For sale of Kansas State Network, see KSNW(TV), Wichita, KS.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Personnel:

BILL BENGTON, vice president & general manager.
BILL WARD, general sales manager.
JIM LOBBEY, operations & production manager.
MELVIN BROOKS, chief engineer.
STEVE RUSSELL, news director.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Joplin. AOI: Joplin, MO-Pittsburg, KS. Rank: 119.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Benton	35,300	34,600	98
	KANSAS			
	Allen	6,400	6,300	98
	Bourbon	6,600	6,500	98
	Cherokee	9,100	9,000	99
	Crawford	15,600	15,400	99
	Labette	9,800	9,600	98
	Neosho	7,200	7,100	99
	Wilson	4,800	4,700	98
	MISSOURI			
	Barton	4,700	4,600	98
	Jasper	34,500	34,000	99
Mc Donald	6,000	5,900	98	



KSNF BPCT-810615LC Granted 9/10/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Newton	16,300	16,100	99
	Vernon	7,700	7,500	97
	OKLAHOMA			
	Ottawa	13,200	13,100	99
Between 25-49%	KANSAS			
	Elk	1,600	1,600	100
	Montgomery	16,600	16,300	98
	Woodson	1,800	1,800	100
	MISSOURI			
	Barry	10,100	9,900	98
Between 5-24%	OKLAHOMA			
	Delaware	11,100	10,800	97
	ARKANSAS			
	Washington	40,600	39,800	98
	KANSAS			
	Chautauqua	2,300	2,300	100
	MISSOURI			
	Bates	6,100	6,000	98
	Cedar	5,100	5,000	98
	Dade	3,100	3,100	100
	Lawrence	11,900	11,700	98
	OKLAHOMA			
Craig	5,700	5,600	98	
Nowata	4,500	4,500	100	
Station Totals		297,700	292,800	98
Net Weekly Circulation (1988)			162,900	
Average Daily Circulation (1988)			97,600	

Missouri—Kansas City

KCTV

Ch. 5

Network Service: CBS.

Licensee: Meredith Corp., Box 5555, Kansas City, MO 64109.

Studio: 4500 Shawnee Mission Pkwy., Fairway, KS 66205.

Telephone: 913-677-5555. TWX: 910-743-4180; 910-743-4181.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1131-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 14"
Longitude 94° 34' 59"

Transmitter: 125 E. 31st St.

Satellite Earth Stations: In operation; Scientific-Atlanta receivers.

News Services: CNN Headline News, Newscope.

Ownership: Meredith Corp., 100%. See Group Ownership of Television Stations.

Began Operation: September 27, 1953.

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

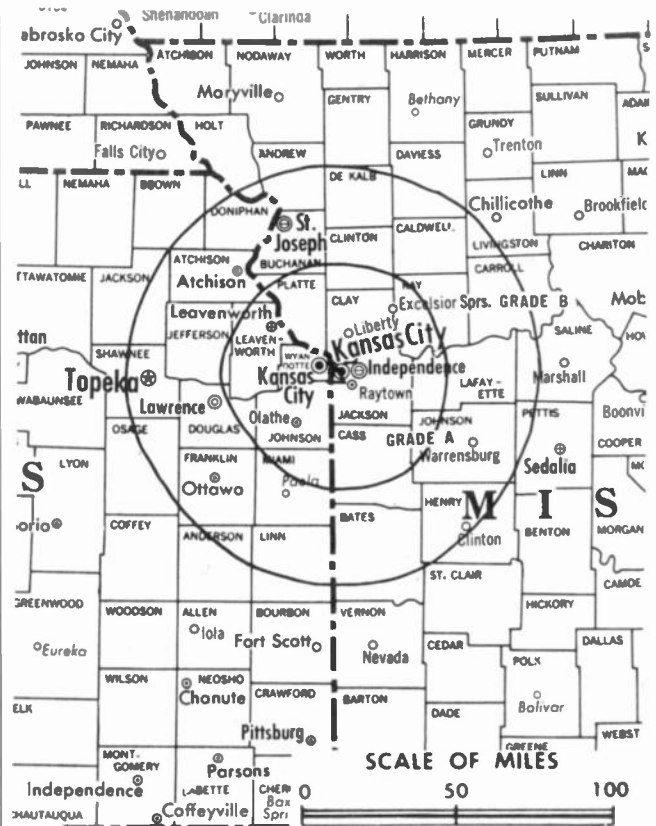
- PHILIP A. JONES, vice president & general manager.
- PAT NORTH, general sales manager.
- ED BRADLEY, national sales manager.
- JOE SNELSON, director of engineering.
- ERWIN PARTHE, station operations director.
- JOAN KOHN, program manager.
- JIM OVERBAY, news director.
- DUKE URIDGE, promotion director.

Rates: Not available.

City of License: Kansas City. ADI: Kansas City. Rank: 28.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	KANSAS			
	Anderson	3,400	3,300	97
	Atchison	6,500	6,400	98
	Brown	4,800	4,700	98
	Doniphan	3,400	3,300	97
	Douglas	25,800	25,400	98
	Franklin	8,700	8,600	99
	Jefferson	5,800	5,700	98
	Johnson	120,400	119,800	100
	Leavenworth	18,900	18,700	99
	Linn	3,400	3,300	97
	Miami	8,400	8,300	99
	Wyandotte	64,600	64,000	99
	MISSOURI			
	Andrew	5,300	5,200	98
	Bates	6,100	6,000	98
	Buchanan	32,000	31,600	99
	Caldwell	3,200	3,200	100
	Carroll	4,500	4,400	98
	Cass	19,600	19,400	99
Clay	54,500	54,100	99	
Clinton	6,100	6,000	98	
Daviess	3,400	3,300	97	
De Kalb	3,100	3,000	97	
Gentry	3,100	3,000	97	
Grundy	4,700	4,600	98	
Henry	8,000	7,900	99	
Holt	2,700	2,600	96	



KCTV BMPCT-2317 Granted 10/26/54

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Jackson	248,100	245,100	99
	Johnson	12,800	12,600	98
	Lafayette	11,500	11,400	99
	Linn	6,300	6,200	98
	Livingston	6,000	5,900	98
	Nodaway	7,700	7,600	99
	Platte	19,100	18,900	99
	Ray	8,200	8,100	99
	Saline	9,400	9,200	98
	NEBRASKA	Richardson	4,300	4,200
Between 25-49%	KANSAS			
	Bourbon	6,600	6,500	98
	Clay	3,900	3,800	97
	Geary	10,500	10,400	99
	Morris	2,600	2,500	96
	Osage	6,100	6,000	98
	Riley	20,600	20,200	98
	Saline	20,100	19,900	99
	Shawnee	63,400	62,800	99
	MISSOURI	Adair	9,300	9,200
Benton	5,300	5,100	96	
Chariton	4,000	3,900	98	
Harrison	4,200	4,100	98	
Pettis	13,900	13,600	98	
Vernon	7,700	7,500	97	
Between 5-24%	KANSAS			
	Coffey	3,900	3,800	97
	Dickinson	8,000	7,900	99
	Ellis	10,600	10,500	99
	Jackson	4,400	4,300	98

(Continued on page A-660)

Station Totals	1,022,300	1,009,300	99
Net Weekly Circulation (1988)			740,100
Average Daily Circulation (1988)			426,200

Missouri—Kansas City

KMBC-TV

Ch. 9

Network Service: ABC.

Licensee: The Hearst Corp., 1049 Central St., Kansas City, MO 64105.

Studio: 1049 Central St., Kansas City, MO 64105.

Telephone: 816-221-9999. TWX: 910-771-3138.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1070-ft. above av. terrain, 1023-ft. above ground, 1946-ft. above sea level.

Latitude 39° 05' 02"
Longitude 94° 30' 57"

Transmitter: 23rd & Topping.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Sat-Com, 5.5-meter Ku-band; Microdyne, 3.66-meter Ku-band; Andrew, DX Antenna, M/A-Com receivers.

News Services: AP, ABC.

Ownership: The Hearst Corp., 100%. See Group Ownership of Television Stations.

Began Operation: August 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. On June 9, 1954, FCC approved sale and WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV-AM & KFRM (Television Digest, Vol. 10:17, 20, 24). Sale to Metropolitan Bcstg. (div. of Metromedia Inc) approved July 26, 1961. Sale to present owner by Metromedia approved by FCC April 1, 1982 (Vol. 21:37; 22:14).

Represented (sales): Katz Television.

Represented (legal): Dempsey & Koplovitz.

Personnel:

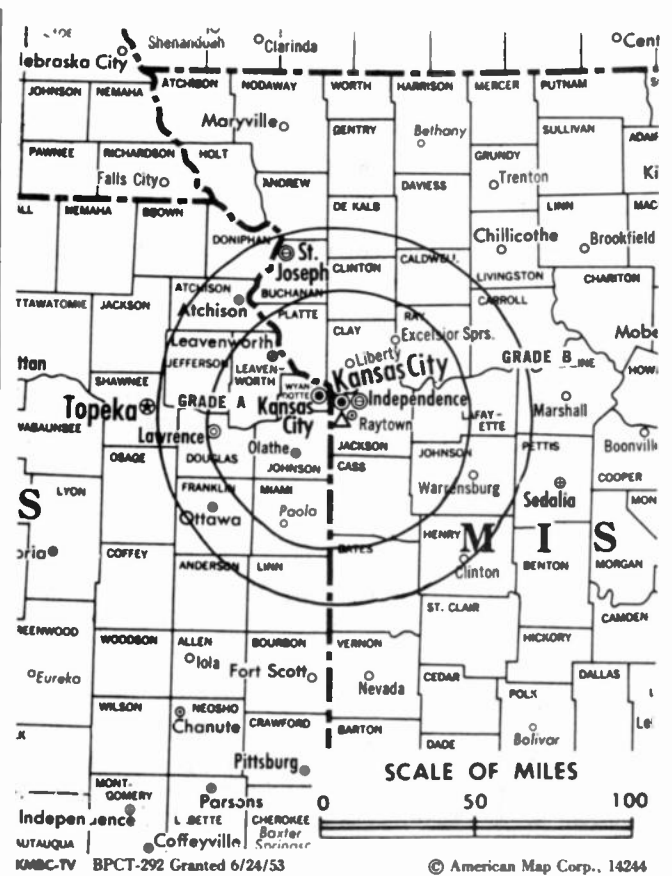
PAUL (DINO) DINOVIK, vice president & general manager.
CHERYL CRAIGIE-PARKER, general sales manager.
TRACY BOSCHERT, sales manager.
JOHN CALVER, promotion director.
GERALD GOLDEN, business manager.
PATRICK PATTON, program director.
BRIAN BRACCO, news director.
JERRY DIXON, chief engineer.
TERRI TUCKER, marketing director.
EVA PINON, traffic/computer operations manager.

Rates: Not available.

City of License: Kansas City. ADI: Kansas City. Rank: 28.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
KANSAS				
50% & Over	Anderson	3,400	3,300	97
	Atchison	6,500	6,400	98
	Doniphan	3,400	3,300	97
	Douglas	25,800	25,400	98
	Ellis	10,600	10,500	99
	Franklin	8,700	8,600	99
	Jefferson	5,800	5,700	98
	Johnson	120,400	119,800	100
	Leavenworth	18,900	18,700	99
	Linn	3,400	3,300	97
	Miami	8,400	8,300	99
	Osage	6,100	6,000	98
	Saline	20,100	19,900	99
Wyandotte	64,600	64,000	99	
MISSOURI				
	Andrew	5,300	5,200	98
	Bates	6,100	6,000	98
	Buchanan	32,000	31,600	99
	Caldwell	3,200	3,200	100



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Carroll	4,500	4,400	98
	Cass	19,600	19,400	99
	Chariton	4,000	3,900	98
	Clay	54,500	54,100	99
	Clinton	6,100	6,000	98
	Daviess	3,400	3,300	97
	De Kalb	3,100	3,000	97
	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Henry	8,000	7,900	99
	Jackson	248,100	245,100	99
	Johnson	12,800	12,600	98
	Lafayette	11,500	11,400	99
	Linn	6,300	6,200	98
	Livingston	6,000	5,900	98
Pettis	13,900	13,600	98	
Platte	19,100	18,900	99	
Ray	8,200	8,100	99	
Saline	9,400	9,200	98	

Net Weekly Circulation	State County	Total Households	TV Households	Households %
KANSAS				
Between 25-49%	Allen	6,400	6,300	98
	Bourbon	6,600	6,500	98
	Brown	4,800	4,700	98
	Clay	3,900	3,800	97
	Cloud	4,700	4,600	98
	Coffey	3,900	3,800	97
	Dickinson	8,000	7,900	99
	Geary	10,500	10,400	99
	Riley	20,600	20,200	98
	Shawnee	63,400	62,800	99
	Trego	1,700	1,700	100

(Continued on page A-660)

Station Totals	1,068,300	1,054,700	99
Net Weekly Circulation (1988)		721,200	
Average Daily Circulation (1988)		397,900	

Missouri—Kansas City

KSHB-TV

Ch. 41

Network Service: Fox.

Licensee: Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 4720 Oak St., Kansas City, MO 64112.

Telephone: 816-753-4141.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1320-kw max. & 1000-kw horizontal visual, 132-kw max. & 100-kw horizontal aural. Antenna: 1060-ft. above av. terrain, 1159-ft. above ground, 2045-ft. above sea level.

Latitude 39° 04' 20"
Longitude 94° 35' 45"

Transmitter: 3017 Belleview, Kansas City.

Satellite Earth Stations: Microwave General, 6-meter; Harris, 6.1-meter C-band; Microdyne, 3.6-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CNN.

Ownership: Scripps Howard Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: September 28, 1970. Transfer of control to Benno C. Schmidt from William D. Grant approved by FCC Dec. 1, 1971. Sale to present owner approved by FCC Sept. 15, 1977 (Television Digest, Vol. 16:50; 17:38).

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

Represented (engineering): Paul Godley Co.

Personnel:

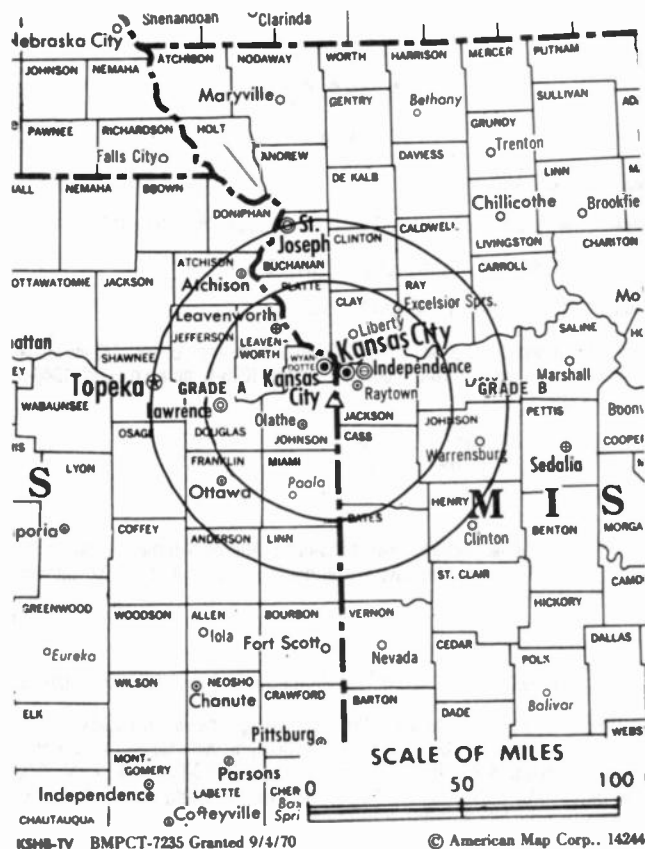
BOB WORMINGTON, vice president & general manager.
PETER BRAKE, assistant general manager.
JOANN CAMPO, general sales manager.
ALAN FUCHSMAN, local sales manager.
ALEX GEORGE, national sales manager.
HAROLD DeGOOD, chief engineer.
TOM CHRISTIANSEN, news director.
SANDY MARTIN, promotion director.
BILL HANKINS, business manager.

Rates: Not available.

City of License: Kansas City. **ADI:** Kansas City. **Rank:** 28.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Anderson	3,400	3,300	97
	Douglas	25,800	25,400	98
	Edwards	1,700	1,700	100
	Franklin	8,700	8,600	99
	Jefferson	5,800	5,700	98
	Johnson	120,400	119,800	100
	Leavenworth	18,900	18,700	99
	Linn	3,400	3,300	97
	Saline	20,100	19,900	99
	Wyandotte	64,600	64,000	99
	MISSOURI			
	Bates	6,100	6,000	98
	Buchanan	32,000	31,600	99
	Caldwell	3,200	3,200	100
	Cass	19,600	19,400	99
	Clay	54,500	54,100	99
Clinton	6,100	6,000	98	
De Kalb	3,100	3,000	97	
Gentry	3,100	3,000	97	
Jackson	248,100	245,100	99	
Johnson	12,800	12,600	98	



KSHB-TV BNPCT-7235 Granted 9/4/70

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lafayette	11,500	11,400	99
	Platte	19,100	18,900	99
	Ray	8,200	8,100	99
	Saline	9,400	9,200	98
Between 25-49%	KANSAS			
	Allen	6,400	6,300	98
	Atchison	6,500	6,400	98
	Bourbon	6,600	6,500	98
	Brown	4,800	4,700	98
	Cloud	4,700	4,600	98
	Coffey	3,900	3,800	97
	Dickinson	8,000	7,900	99
	Doniphan	3,400	3,300	97
	Ellis	10,600	10,500	99
	Geary	10,500	10,400	99
	Harvey	11,600	11,400	98
	Lyon	14,500	14,200	98
	Miami	8,400	8,300	99
	Morris	2,600	2,500	96
	Osage	6,100	6,000	98
	Pottawatomie	6,000	5,900	98
Pratt	4,300	4,200	98	
Riley	20,600	20,200	98	
Russell	3,600	3,500	97	
Shawnee	63,400	62,800	99	
Wabaunsee	2,500	2,400	96	
MISSOURI				
Andrew	5,300	5,200	98	
Atchison	3,200	3,200	100	
Benton	5,300	5,100	96	
Carroll	4,500	4,400	98	
Daviess	3,400	3,300	97	

(Continued on page A-659)

Station Totals	1,208,100	1,192,200	99
Net Weekly Circulation (1988)		573,700	
Average Daily Circulation (1988)		236,100	

Missouri—Kansas City

KYFC

Ch. 50

Network Service: None, independent.

Licensee: Kansas City Youth For Christ Inc., 4715 Rainbow Blvd., Shawnee Mission, KS 66205.

Studio: 4715 Rainbow Blvd., Shawnee Mission, KS 66205.

Telephone: 913-262-1700.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 1170-kw max. & 678-kw horizontal visual, 117-kw max. & 67.60-kw horizontal aural. Antenna: 1119-ft. above av. terrain, 1164-ft. above ground, 2049-ft. above sea level.

Latitude 39° 02' 36"
Longitude 94° 36' 40"

Transmitter: 6309 E. 56th St.

Satellite Earth Stations: Andrew, 5-meter C-band; Star, 5-meter C-band; Harris receivers.

News Service: CNN.

Ownership: Kansas City Youth for Christ Inc. Officers: Dr. Al Metsker, exec. dir.; J. Mark Armstrong, Josiah E. Smith, Donald E. Land, Roy M. Adams, Thomas L. Gaskell, Lowell L. Metsker, David R. Heinke, Fred C. Riley, Gayle Ludwig, Bob Schmid.

Began Operation: December 15, 1978.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

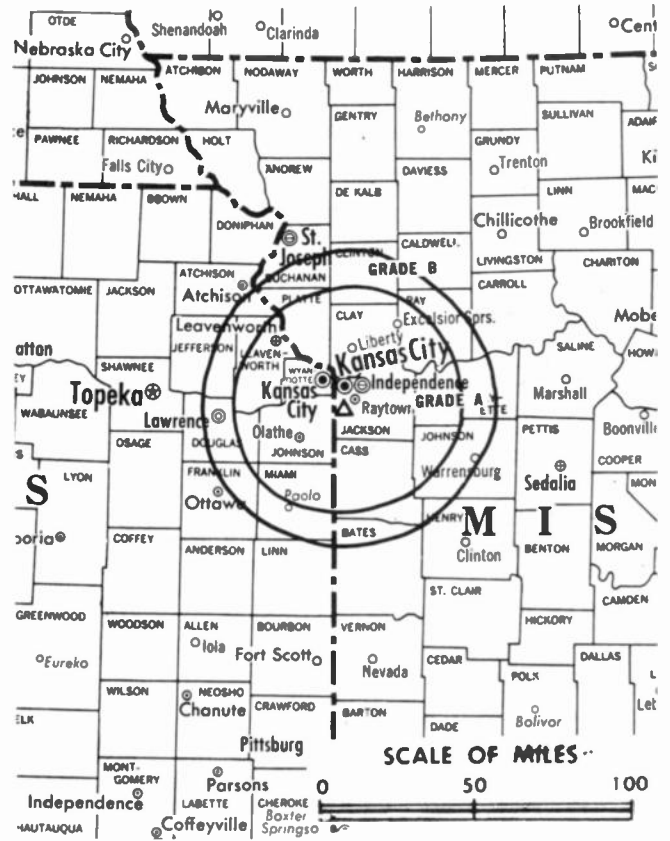
RONNIE METSKER, executive director.
SUE COPLING, program director.
GEORGE PUIA, marketing director.

Rates: Not available.

City of License: Kansas City. ADI: Kansas City. Rank: 28.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	MISSOURI			
	Carroll	4,500	4,400	98
Between 5-24%	KANSAS			
	Doniphan	3,400	3,300	97
	Franklin	8,700	8,600	99
	Johnson	120,400	119,800	100
	Leavenworth	18,900	18,700	99
	Miami	8,400	8,300	99
Wyandotte	64,600	64,000	99	



KYFC BPCT-4950 Granted 4/29/77 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	MISSOURI			
	Bates	6,100	6,000	98
	Caldwell	3,200	3,200	100
	Cedar	5,100	5,000	98
	Clay	54,500	54,100	99
	Clinton	6,100	6,000	98
	Daviess	3,400	3,300	97
	De Kalb	3,100	3,000	97
	Henry	8,000	7,900	99
	Jackson	248,100	245,100	99
	Johnson	12,800	12,600	98
Lafayette	11,500	11,400	99	
Platte	19,100	18,900	99	
Ray	8,200	8,100	99	
Station Totals		618,100	611,700	99
Net Weekly Circulation (1988)				51,500
Average Daily Circulation (1988)				16,300

Missouri—Kansas City

KZKC

Ch. 62

Network Service: None, independent.

Licensee: Kansas City Television Ltd., Debtor-in-Possession, 620 Osborne Office Center, Chattanooga, TN 37411.

Studio: 2111 Television Place, Kansas City, MO 64126.

Telephone: 816-254-6262.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 1660-kw max. & 88.13-kw horizontal visual, 166-kw max. & 8.81-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 1222-ft. above ground, 1969-ft. above sea level.

Latitude 39° 04' 59"
Longitude 94° 28' 49"

Requests CP for change to Ch. 32, 3581-kw max. visual, 358-kw max. aural, 850-ft. above av. terrain, 819-ft. above ground, 1829-ft. above sea level, lat. 38° 45' 26", long. 94° 26' 03", transmitter to 2.2-mi. N of Peculiar. BPCF-861216K8.

Transmitter: 21st St. & Stark Ave.

Satellite Earth Stations: Harris, 3-meter C-band; M/A-Com, 3-meter Ku-band; Harris, M/A-Com receivers.

News Service: AP.

Ownership: Choice Channel 62 Partnership, gen. partner, 49.47%; Kansas City TV 62 Ltd., ltd. partner, 49%; Mary Ellen Moore, ltd. partner, 0.0765%; Nicole Abrams, ltd. partner, 0.0765%. Choice Channel 62 Partnership Ownership: Edward D. Schneiderman, pres., 37.5%; Joseph M. Bemstein, v.p.; Debra L. Slotnick, 25%; David L. Block, 25%; Marvin L. Zembrosky, 12.5%. Kansas City TV 62 Ltd. Ownership: Southern Star Media Corp., gen. partner, 1%; George G. Everhart, gen. partner, 1%; Roberta L. Richardson, ltd. partner, 11.2%; Robert W. Boyd, ltd. partner, 5.6%; 49 other ltd. partners none with as much as 5%.

Began Operation: December 7, 1983.

Represented (sales): Seltel Inc.

Represented (legal): Seymour M. Chase, P.C.

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

Personnel:

- BOB HARRIS, general manager.
- JIM McDONALD, general sales manager.
- RICHARD DEUTSCH, national sales manager.
- GREGG FUGATE, chief engineer.
- TODD POWERS, program director.
- JOHN MERTZ, promotion director.

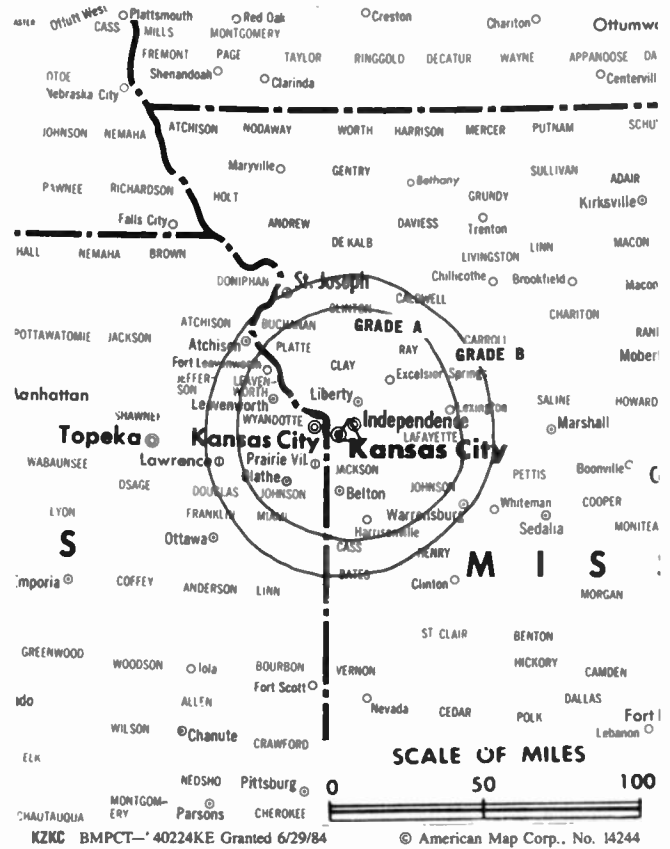
Highest One Hour Rate: \$7000.

Highest 30 Sec. Rate: \$1000.

City of License: Kansas City. **ADI:** Kansas City. **Rank:** 28.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS				
Between 25-49%	Douglas	25,800	25,400	98
	Jefferson	5,800	5,700	98
	Johnson	120,400	119,800	100
	Leavenworth	18,900	18,700	99
	Linn	3,400	3,300	97
	Wyandotte	64,600	64,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI				
Between 25-49%	Bates	6,100	6,000	98
	Buchanan	32,000	31,600	99
	Caldwell	3,200	3,200	100
	Carroll	4,500	4,400	98
	Cass	19,600	19,400	99
	Clay	54,500	54,100	99
	Clinton	6,100	6,000	98
	Gentry	3,100	3,000	97
	Jackson	248,100	245,100	99
	Johnson	12,800	12,600	98
	Lafayette	11,500	11,400	99
	Livingston	6,000	5,900	98
	Platte	19,100	18,900	99
Ray	8,200	8,100	99	
Saline	9,400	9,200	98	
KANSAS				
Between 5-24%	Atchison	6,500	6,400	98
	Doniphan	3,400	3,300	97
	Franklin	8,700	8,600	99
	Miami	8,400	8,300	99
MISSOURI				
	Daviess	3,400	3,300	97
	De Kalb	3,100	3,000	97
	Harrison	4,200	4,100	98
	Henry	8,000	7,900	99
	Pettis	13,900	13,600	98
Station Totals		742,700	734,300	99
Net Weekly Circulation (1988)			256,400	
Average Daily Circulation (1988)			87,100	

Missouri—Kansas City

WDAF-TV

Ch. 4

Network Service: NBC.

Licensee: Great American Television & Radio Co. Inc., Signal Hill, Kansas City, MO 64108.

Studio: Signal Hill, Kansas City, MO 64108.

Telephone: 816-753-4567. **TWX:** 910-771-2047.

Fax: 816-932-9202.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1130-ft. above av. terrain, 1163-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 20"
Longitude 94° 35' 45"

Transmitter: Signal Hill.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive 2 Harris, 9.2-meter C-band; Harris receivers.

AM Affiliate: WDAF, 5-kw, 610 kHz.

FM Affiliate: KYYS, 100-kw, 102.1 MHz (No. 271), 940-ft.

News Services: AP, UPI, NIWS, CNN.

Ownership: Great American Television & Radio Co. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 16, 1949. Sale to present owner approved Oct. 2, 1987 (Television Digest, Vol. 27:16, 18, 23, 30, 41). Sale to Taft TV & Radio by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Vol. 3:15, 16, 31; 4:8). Sale to Transcontinent by National-Missouri T.V. Inc. (wholly owned by National Theatres & Television Inc.) approved July 13, 1960 (Vol. 16:29). Sale to National Missouri TV Inc. by founding Kansas City Star in compliance with govt. anti-trust consent decree approved April 23, 1958 (Vol. 13:47, 48; 14:17).

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Personnel:

EARL BEALL, vice president & general manager.
CHERYL KERNS, general sales manager.
JOHN HEGEDUS, local sales manager.
GREG BLESSEN, national sales manager.
BUD TURNER, teleport manager.
JACK WINTER, chief engineer.
JOYCE REED, news director.
ED FULGINITI, program director.
ANDRE RENAUD II, promotion director.
THERMAL STEWART, business manager.
DEBORAH WEBER, manager, public relations & special projects.

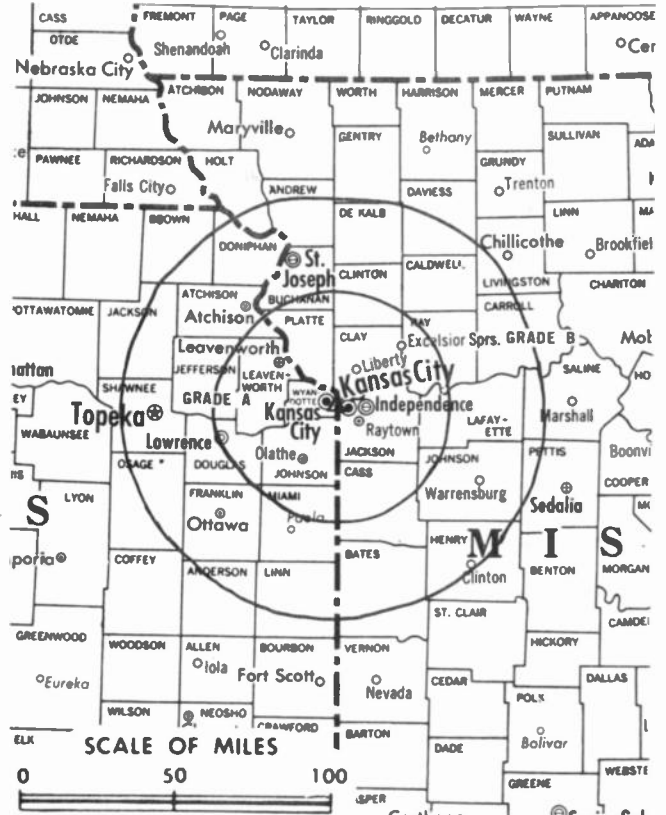
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1920.

City of License: Kansas City. **ADI:** Kansas City. **Rank:** 28.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Anderson	3,400	3,300	97
	Atchison	6,500	6,400	98
	Bourbon	6,600	6,500	98
	Doniphan	3,400	3,300	97
	Douglas	25,800	25,400	98
	Franklin	8,700	8,600	99
	Jefferson	5,800	5,700	98
	Johnson	120,400	119,800	100
	Leavenworth	18,900	18,700	99



WDAF-TV BMPCT-6552 Granted 7/7/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Linn	3,400	3,300	97
	Miami	8,400	8,300	99
	Saline	20,100	19,900	99
	Wyandotte	64,600	64,000	99
	MISSOURI			
	Andrew	5,300	5,200	98
	Bates	6,100	6,000	98
	Buchanan	32,000	31,600	99
	Caldwell	3,200	3,200	100
	Carroll	4,500	4,400	98
	Cass	19,600	19,400	99
	Clay	54,500	54,100	99
	Clinton	6,100	6,000	98
	Daviess	3,400	3,300	97
	De Kalb	3,100	3,000	97
	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Harrison	4,200	4,100	98
	Henry	8,000	7,900	99
	Holt	2,700	2,600	96
	Jackson	248,100	245,100	99
	Johnson	12,800	12,600	98
	Lafayette	11,500	11,400	99
	Linn	6,300	6,200	98
	Livingston	6,000	5,900	98
	Nodaway	7,700	7,600	99
	Pettis	13,900	13,600	98
	Platte	19,100	18,900	99
	Ray	8,200	8,100	99
	Saline	9,400	9,200	98
	Worth	1,100	1,100	100

(Continued on page A-659)

Station Totals	1,041,900	1,028,500	99
Net Weekly Circulation (1988)		776,100	
Average Daily Circulation (1988)		463,200	

Missouri—Poplar Bluff

KPOB-TV

Ch. 15

(Satellite of WSIL-TV, Harrisburg, IL)

Network Service: ABC.

Licensee: WSIL-TV Inc., 21 W. Poplar St., Harrisburg, IL 62946.

Studio: Oak Grove Community, U.S. Rte. 67.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 389-kw max. & 182-kw horizontal visual, 19.1-kw horizontal aural. Antenna: 600-ft. above av. terrain, 550-ft. above ground, 1050-ft. above sea level.

Latitude	36°	48'	02"
Longitude	90°	27'	03"

Transmitter: Oak Grove Community, U.S. Rte. 67.

Satellite Earth Station: Gardiner, 6-meter.

News Service: AP.

Ownership: Mel Wheeler Inc., 100%. See WSIL-TV, Harrisburg, IL.

Began Operation: September 2, 1961. Left air Sept. 21, 1966; returned Jan. 14, 1977.

Represented (sales): MMT Sales Inc.

Represented (legal): Pepper & Corazzini.

Rates: Sold in combination with WSIL-TV, Harrisburg, IL.

Arbitron Data: Included with parent WSIL-TV, Harrisburg, IL.



City of License: Poplar Bluff. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 75.

Missouri—St. Joseph

KQTV

Ch. 2

Network Service: ABC.

Licensee: Elba Development Corp., 270 Commerce Drive, Rochester, NY 14623.

Studio: 40th & Faraon Sts., St. Joseph, MO 64506.

Mailing Address: Box 247, Joseph, MO 64506.

Telephone: 816-364-2222. **Telex:** 910-777-7872.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level.

Latitude 39° 46' 12"
Longitude 94° 47' 53"

Transmitter: 40th & Faraon Sts.

Satellite Earth Stations: 2 ADM, 6.1-meter C-band; RCA, 3-meter Ku-band; Andrew, 7.3-meter C-band; Avcom, M/A-Com, Avantek receivers.

News Services: AP, ABC.

Ownership: Fabri Development Corp., 100%. See Malcolm I. Glazer in Group Ownership of Television Stations.

Began Operation: September 13, 1953. Sale to present owner by Amaturio Group approved by FCC Sept. 10, 1979 (*Television Digest*, Vol. 19:24). Previous sale by ISC Industries approved July 3, 1973 (Vol. 13:29). Sale to ISC by Panax Corp. approved July 2, 1969 (Vol. 8:49; 9:27). Sale by Jesse D. Fine family was approved Aug. 30, 1963 (Vol. 3:12). Sale to Fine family by Kenyon Brown-Bing Crosby group approved Sept. 19, 1957 (Vol. 13:34, 38). Their purchase of the station from Barton Pitts was approved Dec. 31, 1955 (Vol. 11:34, 47, 52).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

- GEORGE LOAR, senior vice president & general manager.
- DENISE DAILEY, general sales manager.
- HEATHER LAMAR, local sales manager.
- BILL STRAIN, director of engineering.
- DAVE TILLERY, news director.
- SALLY PIKE, program director.
- LIBBY CONNOR, promotion director.
- PATTY ZIESEL, business manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$700.

City of License: St. Joseph. **AOI:** St. Joseph. **Rank:** 190.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Brown	4,800	4,700	98
	Doniphan	3,400	3,300	97
	MISSOURI			
	Andrew	5,300	5,200	98
	Atchison	3,200	3,200	100
	Buchanan	32,000	31,600	99
	Clinton	6,100	6,000	98
	Daviess	3,400	3,300	97
	De Kalb	3,100	3,000	97



KQTV BPC2-2219 Granted 12/4/56

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Harrison	4,200	4,100	98
	Holt	2,700	2,600	96
	Nodaway	7,700	7,600	99
	Worth	1,100	1,100	100
	NEBRASKA			
	Richardson	4,300	4,200	98
Between 25-49%	KANSAS			
	Atchison	6,500	6,400	98
	Nemaha	4,200	4,100	98
	MISSOURI			
	Livingston	6,000	5,900	98
Between 5-24%	IOWA			
	Ringgold	2,400	2,400	100
	KANSAS			
	Jackson	4,400	4,300	98
	Jefferson	5,800	5,700	98
	Johnson	120,400	119,800	100
	Leavenworth	18,900	18,700	99
	MISSOURI			
	Caldwell	3,200	3,200	100
	Mercer	1,700	1,700	100
Platte	19,100	18,900	99	
Saline	9,400	9,200	98	
	NEBRASKA			
	Pawnee	1,500	1,500	100
Station Totals		292,600	289,300	99
Net Weekly Circulation (1988)				99,900
Average Daily Circulation (1988)				57,100

Missouri—St. Joseph

KTAJ

Ch. 16

Network Service: None, independent.

Licensee: All American TV Inc., 3047 Joy St., West Covina, CA 91791.

Studio: 1.5-mi. SW of intersection of Hwy. 31 & Rte. E, near Gower.

Telephone: 714-641-3222.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 507-ft. above av. terrain, 463-ft. above ground, 1448-ft. above sea level.

Latitude 39° 39' 03"
Longitude 94° 40' 11"

Holds CP for change to 1071-ft. above av. terrain, 1027-ft. above ground, 2012-ft. above sea level. BPCT-880523KJ.

Transmitter: 1.5-mi. SW of intersection of Hwy. 31 & Rte. E, near Gower.

Ownership: All America TV Inc. See Group Ownership of Television Stations.

Began Operation: October 7, 1986.

Represented (legal): May & Dunne, Chartered.

Represented (engineering): Smith & Powstenko.

Personnel:

GENE SEIBEL, station manager.

City of License: St. Joseph. **ADI:** St. Joseph. **Rank:** 190.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI				
Between 5-24%	De Kalb	3,100	3,000	97
Station Totals		3,100	3,000	97
Net Weekly Circulation (1988)				2,400
Average Daily Circulation (1988)				1,000

Missouri—St. Louis

KDNL-TV

Ch. 30

Network Service: Fox.

Licensee: KDNL Inc.

Studio: 1215 Cole St., St. Louis, MO 63106.

Telephone: 314-436-3030.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 2190-kw max. & 1950-kw horizontal visual, 218.5-kw aural. Antenna: 1135-ft. above av. terrain, 1155-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 48"
Longitude 90° 19' 43"

Transmitter: Kenrick Seminary Grounds, Shrewsbury, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; RCA Americom, 3.7-meter Ku-band; Scientific-Atlanta, M/A-Corn receivers.

News Service: AP.

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

Began Operation: June 8, 1969. Sale to present owner by Evans Bcstg. approved by FCC Nov. 25, 1981 (Television Digest, Vol. 21:10).

Represented (sales): MMT Sales Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

- WILLIAM VIANDS, vice president & general manager.
- BILL TYNAN, general sales manager.
- KAREN HENIGER, national sales manager.
- GREGORY A. ZEIGER, local sales manager.
- JIM WITHERS, director of station operations.
- JAMES K. LOWERY, chief engineer.
- ROBERT WEST, program director.
- WILMA MATTA, business manager.
- MARY PAT O'NEILL, traffic manager.
- SUSAN COLEMAN, research director.

Highest 30 Sec. Rate: \$1000.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	ILLINOIS				
	Greene	6,200	6,100	98	
	Jersey	7,300	7,100	97	
	St Clair	95,200	93,400	98	
	MISSOURI				
	Jefferson	54,300	53,900	99	
	St Louis	360,800	357,000	99	
	St Louis City	170,000	168,200	99	
	Between 25-49%	ILLINOIS			
		Bond	6,200	6,000	97
Clinton		12,000	11,800	98	
Macoupin		19,900	19,500	98	
Madison		93,900	92,600	99	
Marion		17,900	17,500	98	
Monroe		7,700	7,500	97	



KDNL-TV BPCT-790629KI Granted 10/30/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Montgomery	12,400	12,100	98
	Randolph	12,800	12,500	98
	Washington	6,000	5,800	97
	MISSOURI			
	Crawford	7,300	7,100	97
	Franklin	26,500	26,200	99
	Iron	4,000	3,900	97
	Lincoln	8,500	8,400	99
	Marion	10,700	10,600	99
	Montgomery	4,200	4,100	98
Perry	6,100	6,000	98	
Phelps	11,900	11,600	97	
Pike	5,900	5,800	98	
St Charles	59,000	58,500	99	
Ste Genevieve	5,500	5,400	98	
St Francois	16,400	16,200	99	
Warren	6,100	6,000	98	
Washington	6,600	6,500	98	
Between 5-24%	ILLINOIS			
	Calhoun	2,100	2,000	95
	Clay	6,200	5,900	95
	Fayette	8,500	8,200	96
	Jackson	24,100	23,400	97
	Jefferson	16,000	15,500	97
	Morgan	14,500	14,100	97
	Perry	9,100	8,800	97
	Pike	7,500	7,300	97
	MISSOURI			
Callaway	11,600	11,400	98	
Madison	4,500	4,400	98	
Wayne	4,800	4,700	98	
Station Totals		1,170,200	1,153,000	99
Net Weekly Circulation (1988)			525,600	
Average Daily Circulation (1988)			202,300	

Missouri—St. Louis

KMOV

Ch. 4

Network Service: CBS.

Licensee: Viacom Broadcasting of Missouri Inc., One Memorial Dr., St. Louis, MO 63102.

Studio: One Memorial Dr., St. Louis, MO 63102.

Telephone: 314-621-4444. TWX: 910-761-1024.

Telex: 44-7419.

Fax: 314-444-1859.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1110-ft. above av. terrain, 1214-ft. above ground, 1649-ft. above sea level.

Latitude 38° 31' 47"
Longitude 90° 17' 58"

Transmitter: 1900 Ave. H (Reavis Barracks Rd.), Lemay, MO.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; Vertex, 6.1-meter C-band; Vertex, 4.6-meter Ku-band; Scientific-Atlanta, Andrew receivers.

News Services: AP, CNN.

Ownership: Viacom Broadcasting, 100%. See Group Ownership of Television Stations.

Began Operation: July 8, 1954 as KWK-TV. Sale to present owner by CBS Inc. approved by FCC April 4, 1986 (Television Digest, Vol. 25:43, 49; 26:4, 6). Sale to CBS by group which included Robert T. Convey, Globe-Democrat Publishing Co. (Newhouse) and KTSP Inc. approved Oct. 30, 1957 by FCC, but did not begin operation as KMOX-TV until March 16, 1958 (Vol. 13:36, 43, 44, 48; 14:1, 2, 9).

Represented (sales): TeleRep Inc.

Personnel:

- ALLAN COHEN, vice president & general manager.
- PEGGY MILNER, business manager.
- ROBERT GRISSOM, general sales manager.
- JIM THEISS, national sales manager.
- MARK DORSEY, local sales manager.
- AL HOLZER, director of news.
- KERRY GARCIA, traffic manager.
- JULIE HEBERER, associate business manager.
- WILBUR ALLMEYER, engineer in charge.
- JIM ROTHSCHILD, director of operations.
- CHARLOTTE OTTLEY, director of community affairs.

Rates: On request.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,200	6,000	97
	Calhoun	2,100	2,000	95
	Clinton	12,000	11,800	98
	Fayette	8,500	8,200	96
	Greene	6,200	6,100	98
	Jefferson	16,000	15,500	97
	Jersey	7,300	7,100	97
	Macoupin	19,900	19,500	98
	Madison	93,900	92,600	99
	Marion	17,900	17,500	98
	Monroe	7,700	7,500	97
	Montgomery	12,400	12,100	98
	Perry	9,100	8,800	97
	Randolph	12,800	12,500	98
	St Clair	95,200	93,400	98
	Washington	6,000	5,800	97
	MISSOURI			
	Crawford	7,300	7,100	97
	Dent	5,700	5,500	96
Franklin	26,500	26,200	99	
Iron	4,000	3,900	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	54,300	53,900	99
	Lincoln	8,500	8,400	99
	Montgomery	4,200	4,100	98
	Perry	6,100	6,000	98
	Pike	5,900	5,800	98
	St Charles	59,000	58,500	99
	Ste Genevieve	5,500	5,400	98
	St Francois	16,400	16,200	99
	St Louis	360,800	357,000	99
	Warren	6,100	6,000	98
	Washington	6,600	6,500	98
	St Louis City	170,000	168,200	99

Between 25-49%	ILLINOIS			
	Pike	7,500	7,300	97
	MISSOURI			
	Audrain	9,600	9,500	99
	Butler	15,000	14,600	97
Gasconade	5,400	5,300	98	
Maries	3,000	2,900	97	

Between 5-24%	ILLINOIS			
	Adams	27,300	26,900	99
	Clay	6,200	5,900	95
	Jackson	24,100	23,400	97
	Morgan	14,500	14,100	97
	Scott	2,300	2,300	100
	MISSOURI			
	Boone	39,800	39,200	98
	Callaway	11,600	11,400	98
	Cole	21,900	21,700	99

Station Totals	1,296,500	1,277,100	99
Net Weekly Circulation (1988)		980,300	
Average Daily Circulation (1988)		577,500	

Missouri—St. Louis

KNLC

Ch. 24

(Operates satellite KNLJ, Jefferson City, MO)

Network Service: None, independent.

Licensee: New Life Evangelistic Center Inc., 1411 Locust St., St. Louis, MO 63103.

Studio: 1411 Locust St., St. Louis, MO 63103.

Mailing Address: Box 924, St. Louis, MO 63188.

Telephone: 314-436-2424.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3090-kw max. visual, 309-kw max. aural. Antenna: 1000-ft. above av. terrain, 706-ft. above ground, 1621-ft. above sea level.

Latitude 38° 21' 40"
Longitude 90° 32' 58"

Transmitter: 6091 Tower Rd., House Springs.

Ownership: New Life Evangelistic Center Inc. See Group Ownership of Television Stations.

Began Operation: September 12, 1982.

Represented (legal): John Midlen Jr.

Personnel:
JUDY REDLICH, acting general manager & program director.

Rates: Not available.

City of License: St. Louis. **AOI:** St. Louis. **Rank:** 18.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	ILLINOIS			
	Randolph	12,800	12,500	98
	St Clair	95,200	93,400	98
	MISSOURI			
	Crawford	7,300	7,100	97
	Franklin	26,500	26,200	99
	Iron	4,000	3,900	97
	Jefferson	54,300	53,900	99
	Lincoln	8,500	8,400	99
	Montgomery	4,200	4,100	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	Reynolds	2,900	2,800	96
	St Charles	59,000	58,500	99
	St Louis	360,800	357,000	99
	Warren	6,100	6,000	98
	Washington	6,600	6,500	98
	St Louis City	170,000	168,200	99
Station Totals		818,200	808,500	99
Net Weekly Circulation (1988)				59,800
Average Daily Circulation (1988)				16,400

Missouri—St. Louis

KPLR-TV

Ch. 11

Network Service: None, independent.

Licensee: Koplars Communications Inc., 4935 Lindell Blvd., St. Louis, MO 63108.

Studio: 4935 Lindell Blvd., St. Louis, MO 63108.

Telephone: 314-367-7211. **TWX:** 910-761-1093.

Fax: 314-454-6428.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1007-ft. above av. terrain, 1214-ft. above ground, 1506-ft. above sea level.

Latitude 38° 31' 47"
Longitude 90° 17' 58"

Transmitter: Reavis Barracks Rd. & Ave. H, Lemay, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 9.1-meter C-band; Harris, 11-meter C-band; Simulcast, 5-meter C-band; Microdyne, 3.66-meter Ku-band; Harris, Microdyne, Gardiner, M/A-Com receivers.

News Services: AP, CNN, UPI.

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

Began Operation: April 28, 1959.

Represented (sales): Petry Television Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates.

Personnel:

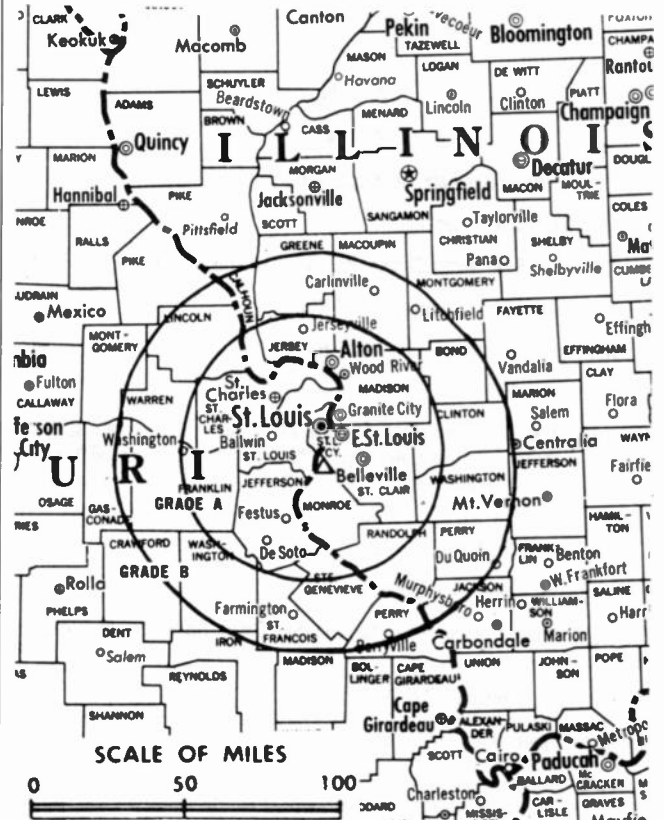
TED KOPLAR, president.
BARRY BAKER, senior vice president & director, broadcast division.
LARRY MARCUS, vice president of business affairs.
JIM WRIGHT, vice president of operations.
GREG FILANDRINOS, director of sales.
DENNY VAN VALKENBURGH, national sales manager.
TIM MCKERNAN, local sales manager.
BOB O'BOYLE, director of creative services.
DAN NEUMANN, business manager.
HOWARD STEVENS, director of programming.
JIM WINKLE, production manager.
GIL ENGLER, news director.
WADE LINK, director of design.
JAN PENDLETON, traffic manager.
KIM COVINGTON, public affairs director.

Highest 30 Sec. Rate: \$3000.

City of License: St. Louis. **ADI:** St. Louis. **Rank:** 18.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,200	6,000	97
	Calhoun	2,100	2,000	95
	Clinton	12,000	11,800	98
	Fayette	8,500	8,200	96
	Greene	6,200	6,100	98
	Jersey	7,300	7,100	97
	Macoupin	19,900	19,500	98
	Madison	93,900	92,600	99
	Marion	17,900	17,500	98
	Monroe	7,700	7,500	97
	Montgomery	12,400	12,100	98
	Perry	9,100	8,800	97
	Randolph	12,800	12,500	98



KPLR-TV BMPCT-5230 Granted 1/21/59

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	St Clair	95,200	93,400	98
	Scott	2,300	2,300	100
	Washington	6,000	5,800	97
	Crawford	7,300	7,100	97
	Franklin	26,500	26,200	99
	Jefferson	54,300	53,900	99
	Lincoln	8,500	8,400	99
	Montgomery	4,200	4,100	98
	Perry	6,100	6,000	98
	Pike	5,900	5,800	98
	St Charles	59,000	58,500	99
	St Genevieve	5,500	5,400	98
St Francois	16,400	16,200	99	
St Louis	360,800	357,000	99	
Warren	6,100	6,000	98	
Washington	6,600	6,500	98	
St Louis City	170,000	168,200	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Adams	27,300	26,900	99
	Christian	14,300	14,000	98
	Clay	6,200	5,900	95
	Effingham	12,300	11,800	96
	Franklin	18,000	17,500	97
	Jackson	24,100	23,400	97
	Jefferson	16,000	15,500	97
	Morgan	14,500	14,100	97
	Pike	7,500	7,300	97
	Richland	7,200	7,000	97
	Sangamon	74,900	73,200	98
	MISSOURI			
	Audrain	9,600	9,500	99
	Butler	15,000	14,600	97

(Continued on page A-660)

Station Totals	1,515,700	1,490,800	98
Net Weekly Circulation (1988)		857,500	
Average Daily Circulation (1988)		396,900	

Missouri—St. Louis

KSDK

Ch. 5

Network Service: NBC.

Licensee: Multimedia KSDK Inc.

Studio: Television Plaza, 1000 Market St., St. Louis, MO 63101.

Telephone: 314-421-5055. TWX: 910-761-1037.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1090-ft. above av. terrain, 1159-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 05"
Longitude 90° 19' 55"

Transmitter: 6871 Heege Rd., St. Louis County, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive; Harris, 6.1-meter Ku-band & 2.3-meter Ku-band; Harris, 3-meter Ku-band; Anixter-Mark, 5-meter C-band; RCA, 3.7-meter Ku-band; Comtech, Microdyne receivers.

News Services: AP, UPI, NBC.

Ownership: Multimedia Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: February 8, 1947. Assignment of license to present owner by Pulitzer Publishing approved by FCC Feb. 17, 1983 (Television Digest, Vol. 21:12; 22:1; 23:8).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

Personnel:

- WILLIAM L. BOLSTER, vice president & general manager.
- EDWARD J. PIETTE, director of broadcast operations.
- EUNICE BECKWITH, manager of community affairs.
- WILLIAM J. KATSAFANAS, general sales manager.
- MARYANNE BRANDMEIER, national sales manager.
- ROBERT DREWEL, local sales manager.
- RICHARD BRASE, director of advertising & promotion.
- TERRY DOLL, public relations.
- RON TURNER, director of news.
- EUGENE HILL, director of engineering.
- TERRI MATTHEWS, research & marketing manager.

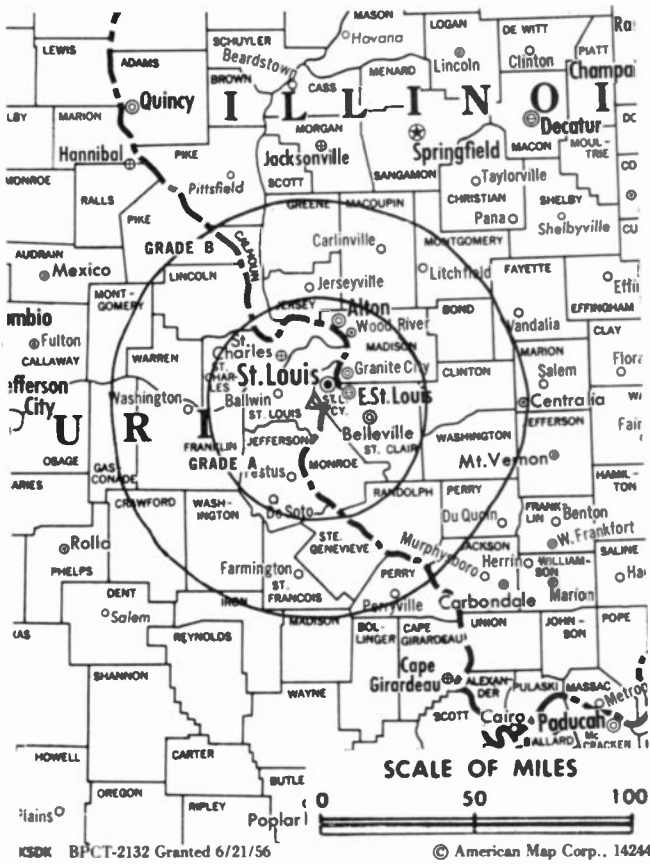
Rates: On request.

NETWORK BASE HOURLY RATE: \$2350.

City of License: St. Louis. **ADI:** St. Louis. **Rank:** 18.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,200	6,000	97
	Calhoun	2,100	2,000	95
	Clinton	12,000	11,800	98
	Fayette	8,500	8,200	96
	Greene	6,200	6,100	98
	Jefferson	16,000	15,500	97
	Jersey	7,300	7,100	97
	Macoupin	19,900	19,500	98
	Madison	93,900	92,600	99
	Marion	17,900	17,500	98
	Monroe	7,700	7,500	97
	Montgomery	12,400	12,100	98
	Perry	9,100	8,800	97
	Pike	7,500	7,300	97
	Randolph	12,800	12,500	98
	St Clair	95,200	93,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	6,000	5,800	97
	MISSOURI			
	Crawford	7,300	7,100	97
	Franklin	26,500	26,200	99
	Gasconade	5,400	5,300	98
	Iron	4,000	3,900	97
	Jefferson	54,300	53,900	99
	Lincoln	8,500	8,400	99
	Madison	4,500	4,400	98
	Montgomery	4,200	4,100	98
	Perry	6,100	6,000	98
	Pike	5,900	5,800	98
	St Charles	59,000	58,500	99
	Ste Genevieve	5,500	5,400	98
	St Francois	16,400	16,200	99
	St Louis	360,800	357,000	99
	Warren	6,100	6,000	98
Washington	6,600	6,500	98	
St Louis City	170,000	168,200	99	
Between 25-49%	ILLINOIS			
	Clay	6,200	5,900	95
	Morgan	14,500	14,100	97
	Scott	2,300	2,300	100
	MISSOURI			
Audrain	9,600	9,500	99	
Butler	15,000	14,600	97	
Dent	5,700	5,500	96	
Maries	3,000	2,900	97	
Phelps	11,900	11,600	97	
Between 5-24%	ILLINOIS			
	Adams	27,300	26,900	99
Christian	14,300	14,000	98	
(Continued on page A-659)				
Station Totals		1,405,500	1,383,200	98
Net Weekly Circulation (1988)			1,057,200	
Average Daily Circulation (1988)			726,800	

Missouri—St. Louis

KTVI

Ch. 2

Network Service: ABC.

Licensee: KTVI-TV Inc., 5915 Berthold Ave., St. Louis, MO 63110.

Studio: 5915 Berthold Ave., St. Louis, MO 63110.

Telephone: 314-647-2222. **TWX:** 314-556-0082.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1085-ft. above av. terrain, 1049-ft. above ground, 1649-ft. above sea level.

Latitude 38° 32' 07"
Longitude 90° 22' 23"

Transmitter: 10001 Emil Ave., Sappington, MO.

Satellite Earth Stations: Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; Microdyne, 3.66-meter Ku-band; Avantek, M/A-Com receivers.

News Services: AP, UPI.

Ownership: Times Mirror Co., 100%. See Group Ownership of Television Stations.

Began Operation: August 10, 1953 as WTVI, Ch. 54, Belleville, IL-St. Louis; on April 9, 1955 shifted facilities to Ch. 36 acquired from off-air KSTM-TV (*Television Digest*, Vol. 11:16). March 20, 1957, left air temporarily for changeover to Ch. 2; resumed operation April 15, 1957 (Vol. 14:6, 12). Sale of 74% by Harry Tenenbaum, Paul E. Peltason and associates to Newhouse Bcstg., increasing its holdings to 100% was approved by FCC June 10, 1964. Sale to present owner approved March 7, 1980 (Vol. 18:50; 19:19).

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

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

JOHN J. McCRORY, president.

WAYNE THOMAS, vice president & general manager.

MARSHALL GALLIERS, vice president & station manager.

SUSAN EVERETT, program director.

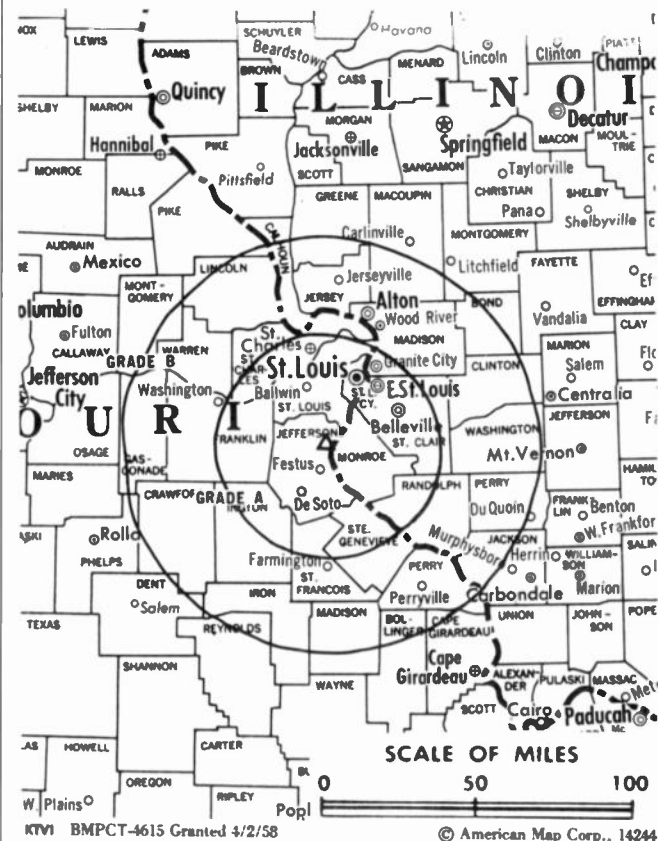
SUE KAWALERSKI, news director.

NOBLE REDMON, chief engineer.

Rates: Not available.

City of License: St. Louis. **ADI:** St. Louis. **Rank:** 18.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KTVI BMPCT-4615 Granted 4/2/58

© American Map Corp., 14244

Net Weekly Circulation	State	Total Households	TV Households	%
50% & Over	St Louis	360,800	357,000	99
	Warren	6,100	6,000	98
	Washington	6,600	6,500	98
	St Louis City	170,000	168,200	99
Between 25-49%	ILLINOIS			
	Fayette	8,500	8,200	96
	Jefferson	16,000	15,500	97
	Montgomery	12,400	12,100	98
	Perry	9,100	8,800	97
MISSOURI	Scott	2,300	2,300	100
	IOWA			
	Lee	16,600	16,400	99
	ILLINOIS			
	Adams	27,300	26,900	99
Jackson	24,100	23,400	97	
Morgan	14,500	14,100	97	
MISSOURI	Audrain	9,600	9,500	99
	Butler	15,000	14,600	97
	Callaway	11,600	11,400	98
	Cole	21,900	21,700	99
	Maries	3,000	2,900	97
	Osage	4,100	4,000	98
	Ralls	3,500	3,500	100
	Randolph	9,800	9,600	98
	Reynolds	2,900	2,800	96
	Stoddard	11,100	10,900	98
Wayne	4,800	4,700	98	
Station Totals		1,302,200	1,283,000	99
Net Weekly Circulation (1988)				918,700
Average Daily Circulation (1988)				487,500

Missouri—Springfield

KDEB-TV

Ch. 27

Network Service: Fox.

Licensee: Woods Communications Group Inc., 3000 E. Cherry St., Springfield, MO 65802.

Studio: 3000 E. Cherry St., Springfield, MO 65802.

Telephone: 417-862-2727.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1688-ft. above av. terrain, 1592-ft. above ground, 3147-ft. above sea level.

Latitude 37° 11' 40"
Longitude 92° 56' 04"

Transmitter: 2.5-mi. NNE of Fordland, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Anixter-Mark, 5-meter C-band; AFC, 3.9-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, Standard Components, M/A-Com, Scientific-Atlanta receivers.

Ownership: Charles Woods, pres., 100%. See Group Ownership of Television Stations.

Began Operation: October 2, 1968. Sale to present owner by Kenneth E. Meyer, et al., approved by FCC March 18, 1985.

Represented (sales): Seltel Inc.

Represented (legal): Kenkel, Bamard & Edmundson, P.C.

Represented (engineering): Jules Cohen & Associates.

Personnel:

CHARLES WOODS, president.
DEBORAH W. CORBETT, general manager.
MICHAEL SCOTT, general sales manager.
ELIZABETH TUCKER, national sales manager.
PAUL KATONA, chief engineer.
NANCY BINGHAM, program director.
JAMES KARPOWICZ, promotion director.
SUE HOOVER, business manager.

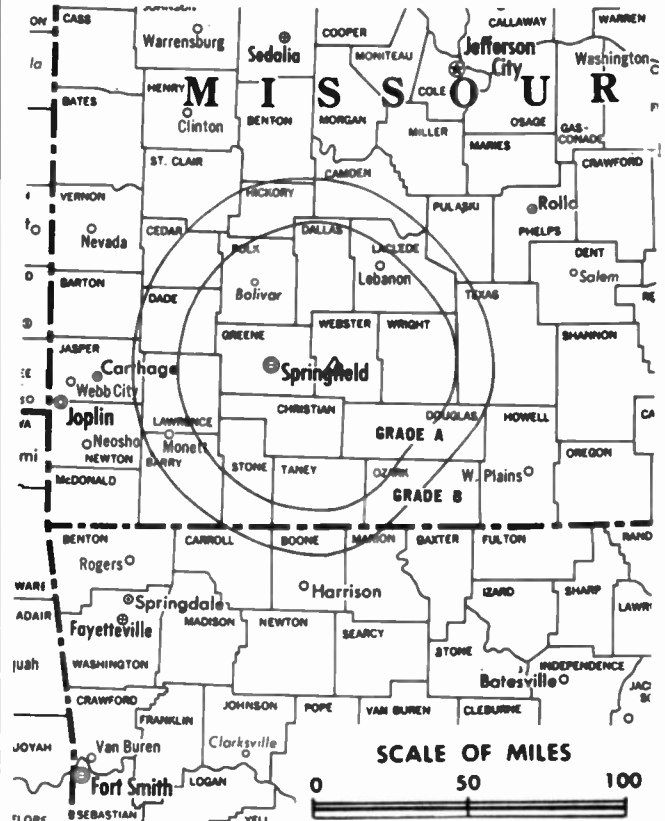
Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$125.

City of License: Springfield. ADI: Springfield, MO. Rank: 81.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Cedar	5,100	5,000	98
	Christian	9,700	9,500	98
	Dade	3,100	3,100	100
	Dallas	4,900	4,800	98
	Douglas	4,800	4,700	98
	Greene	76,700	75,900	99
	Hickory	3,100	3,000	97
	Laclede	10,000	9,800	98
	Lawrence	11,900	11,700	98
	Ozark	3,500	3,400	97
	Polk	7,300	7,100	97
	Pulaski	11,000	10,800	98
	Stone	7,400	7,200	97
	Taney	10,000	9,800	98



KDEB-TV BMPCT-860327KE Granted 5/27/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Texas	8,400	8,100	96
	Webster	7,700	7,500	97
	Wright	6,200	6,000	97
Between 25-49%	ARKANSAS			
	Boone	11,500	11,300	98
	Carroll	7,600	7,500	98
	MISSOURI			
	Barry	10,100	9,900	98
	Camden	9,700	9,500	98
Between 5-24%	Howell	11,900	11,400	96
	St Clair	3,400	3,300	97
	ARKANSAS			
	Baxter	13,800	13,500	98
	Fulton	4,400	4,200	95
	Izard	4,700	4,500	96
	Madison	4,600	4,400	96
	Marion	5,200	5,100	98
	Newton	3,000	2,900	97
	MISSOURI			
Barton	4,700	4,600	98	
Benton	5,300	5,100	96	
Dert	5,700	5,500	96	
Miller	7,900	7,800	99	
Morgan	5,800	5,700	98	
Oregon	4,000	3,800	95	
Phelps	11,900	11,600	97	
Shannon	2,900	2,700	93	
Vernon	7,700	7,500	97	
Station Totals		336,600	329,200	98
Net Weekly Circulation (1988)				158,400
Average Daily Circulation (1988)				71,100

Missouri—Springfield

KOLR

Ch. 10

Network Service: CBS.

Licensee: Independent Broadcasting Co., Box 1716, Springfield, MO 65801.

Studio: 2650 E. Division St., Springfield, MO 65803.

Mailing Address: Box 1716, Springfield, MO 65801-1716.

Telephone: 417-862-1010. TWX: 910-775-4718.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 282-kw visual, 28.2-kw aural. Antenna: 2070-ft. above av. terrain, 1997-ft. above ground, 3577-ft. above sea level.

Latitude 37° 13' 08"
Longitude 92° 56' 56"

Transmitter: State Hwy. FF near Fordland, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta Ku-band; Scientific-Atlanta receivers.

News Service: AP.

Ownership: J. H. Cooper, pres., 49.62%; The Cooper Foundation, 49.62%; John O. Cooper, v.p.-asst. secy.-treas.; Ellis Shook, v.p., 0.25%; Peter C. Charles, secy., 0.25%; William P. Sanford, asst. secy., 0.25%; Clyde Martin, asst. treas., 0.25%. The Cooper Foundation Ownership: James H. Cooper, 100%.

Began Operation: March 14, 1953.

Represented (sales): Katz Television.

Represented (legal): Peper, Martin, Jensen, Maichel & Hetlage.

Personnel:

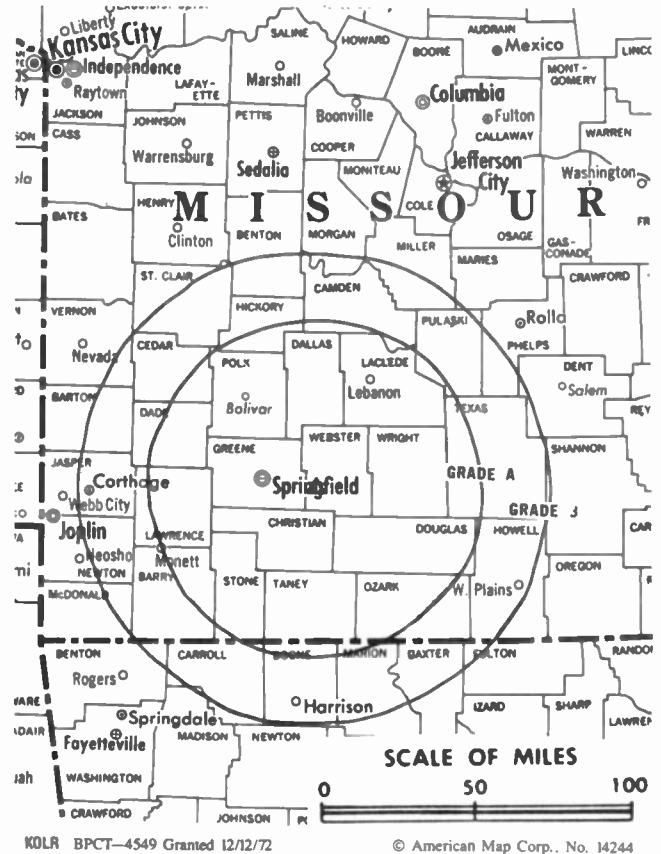
- ELLIS SHOOK, vice president & general manager.
- HOWARD FROST, chief engineer.
- AL RIGGS, general sales manager.
- MALCOLM HUKRIEDE, local sales manager.
- TERRY KURTRIGHT, news director.
- JIM SCHMEICHEL, program director.
- DEAN WASSON, promotion director.
- SUSAN BRASHEARS, business manager.

Rates: On request.

City of License: Springfield. ADI: Springfield, MO. Rank: 81.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	ARKANSAS			
	Baxter	13,800	13,500	98
	Boone	11,500	11,300	98
	Carroll	7,600	7,500	98
	Fulton	4,400	4,200	95
	Izard	4,700	4,500	96
	Marion	5,200	5,100	98
	Newton	3,000	2,900	97
	MISSOURI			
	Barry	10,100	9,900	98
	Benton	5,300	5,100	96
	Camden	9,700	9,500	98
	Cedar	5,100	5,000	98
	Christian	9,700	9,500	98
Dade	3,100	3,100	100	
Dallas	4,900	4,800	98	
Dent	5,700	5,500	96	
Douglas	4,800	4,700	98	
Greene	76,700	75,900	99	
Hickory	3,100	3,000	97	



KOLR BPCT-4549 Granted 12/12/72

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Howell	11,900	11,400	96
	Laclede	10,000	9,800	98
	Lawrence	11,900	11,700	98
	Oregon	4,000	3,800	95
	Ozark	3,500	3,400	97
	Phelps	11,900	11,600	97
	Polk	7,300	7,100	97
	Pulaski	11,000	10,800	98
	St Clair	3,400	3,300	97
	Shannon	2,900	2,700	93
	Stone	7,400	7,200	97
	Taney	10,000	9,800	98
	Texas	8,400	8,100	96
	Webster	7,700	7,500	97
Wright	6,200	6,000	97	
Between 25-49%	ARKANSAS			
	Madison	4,600	4,400	96
	Searcy	3,600	3,500	97
MISSOURI	Sharp	6,600	6,300	96
	Miller	7,900	7,800	99
	Morgan	5,800	5,700	98
Vernon	7,700	7,500	97	
Between 5-24%	ARKANSAS			
	Benton	35,300	34,600	98
	Stone	3,600	3,500	97
	Washington	40,600	39,800	98
	MISSOURI			
	Barton	4,700	4,600	98
	Henry	8,000	7,900	99
	Jasper	34,500	34,000	99
	Mc Donald	6,000	5,900	98
	Maries	3,000	2,900	97
Newton	16,300	16,100	99	
Station Totals		494,100	483,700	98
Net Weekly Circulation (1988)			287,700	
Average Daily Circulation (1988)			169,800	

Missouri—Springfield

KSPR

Ch. 33

Network Service: ABC.

Licensee: Goltrin Communications Inc.

Studio: 1359 St. Louis St., Springfield, MO 65802.

Telephone: 417-831-1333.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5010-kw max. & 1580-kw horizontal visual, 110-kw max. & 100-kw horizontal aural. Antenna: 1995-ft. above av. terrain, 1816-ft. above ground, 3390-ft. above sea level.

Latitude 37° 13' 08"
Longitude 92° 56' 56"

Transmitter: 4-mi. N of Fordland, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; RCA, 3.7-meter Ku-band; Andrew, Gardiner, Harris receivers.

News Service: NIWS.

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

Began Operation: March 9, 1983. Sale to present owner by Lorimar-Telepictures approved by FCC Feb. 12, 1988 (Television Digest, Vol. 28:17). Sale to Lorimar-Telepictures by Springfield TV Assoc. Ltd. approved by FCC Dec. 12, 1984.

Represented (sales): Pety Television Inc.

Personnel:

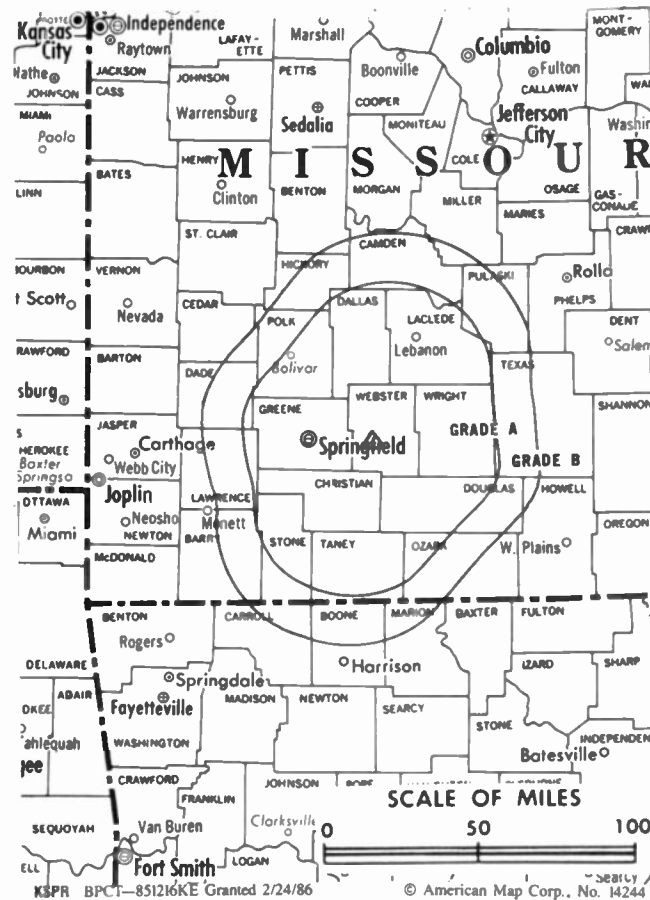
- JOHN ORR, general manager.
- BILL PERKIN, general sales manager.
- PAULA RINGER, operations director.
- LOU MOYER, chief engineer.
- JON KAPLAN, news director.
- ANNINA KRAMER, program director & traffic supervisor.
- RHED KHILLING, production manager.
- SHERRY YATES, controller.

Rates: Not available.

City of License: Springfield. ADI: Springfield, MO. Rank: 81.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Boone	11,500	11,300	98
	Marion	5,200	5,100	98
	MISSOURI			
	Christian	9,700	9,500	98
	Dade	3,100	3,100	100
	Dallas	4,900	4,800	98
	Douglas	4,800	4,700	98
	Greene	76,700	75,900	99
	Hickory	3,100	3,000	97
	Howell	11,900	11,400	96
	Laclede	10,000	9,800	98
	Lawrence	11,900	11,700	98
	Ozark	3,500	3,400	97
Polk	7,300	7,100	97	
Pulaski	11,000	10,800	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Stone	7,400	7,200	97
	Taney	10,000	9,800	98
	Texas	8,400	8,100	96
	Webster	7,700	7,500	97
	Wright	6,200	6,000	97
Between 25-49%	ARKANSAS			
	Baxter	13,800	13,500	98
	MISSOURI			
	Camden	9,700	9,500	98
Cedar	5,100	5,000	98	
Dent	5,700	5,500	96	
Between 5-24%	ARKANSAS			
	Carroll	7,600	7,500	98
	Newton	3,000	2,900	97
	MISSOURI			
	Barry	10,100	9,900	98
	Benton	5,300	5,100	96
	Maries	3,000	2,900	97
	Miller	7,900	7,800	99
	Oregon	4,000	3,800	95
	Phelps	11,900	11,600	97
St Clair	3,400	3,300	97	
Shannon	2,900	2,700	93	
Station Totals		307,700	301,200	98
Net Weekly Circulation (1988)			171,500	
Average Daily Circulation (1988)			80,200	

Missouri—Springfield

KYTV

Ch. 3

Network Service: NBC.

Licensee: KY3 Inc., Box 3500, Springfield, MO 65808.

Studio: 999 W. Sunshine, Springfield, MO 65804.

Telephone: 417-866-2766. TWX: 910-775-4714.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 14.1-kw aural. Antenna: 2040-ft. above av. terrain, 2000-ft. above ground, 3565-ft. above sea level.

Latitude 37° 10' 11"
Longitude 92° 56' 30"

Transmitter: 0.7-mi. N of Fordland, MO.

Satellite Earth Stations: 5 in operation; Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

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

Began Operation: October 1, 1953. Sale to present owner by Harte-Hanks Communications Inc. approved by FCC Feb. 19, 1987 (*Television Digest*, Vol. 26:46, 48). Sale to Harte-Hanks by Grand Prairie Investment Co. & Mark Twain Media Inc. approved by FCC Oct. 13, 1978 (Vol. 18:21).

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

- STANLEY PEDERSON, vice president & general manager.
- JERRY HAYES, general sales manager.
- LAURIE LEGGETT, national sales manager.
- NATALIE MURPHY, public affairs director.
- DAN WHITE, production manager.
- DEB GALLION, advertising & events coordinator.

Highest One Hour Rate: \$2500.

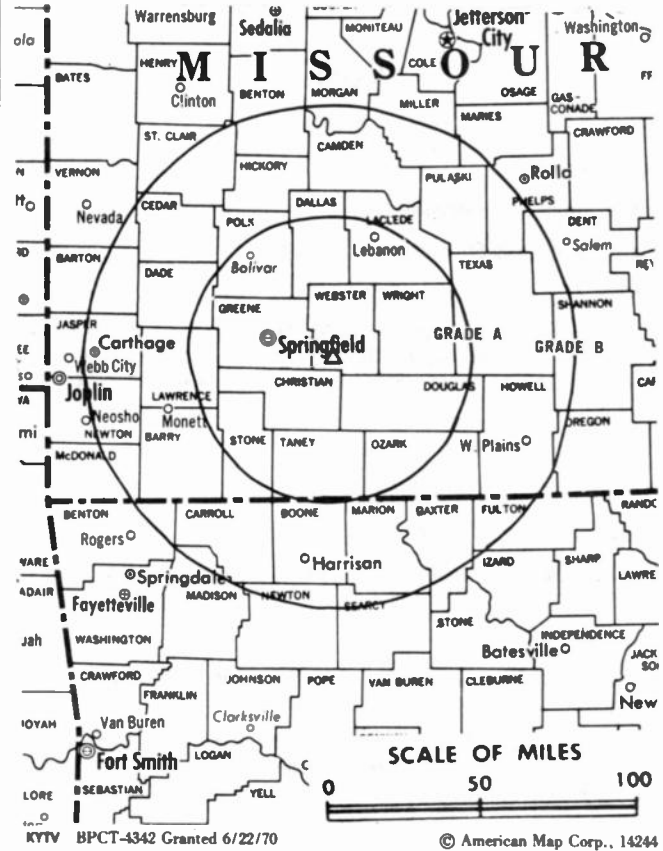
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$2300.

City of License: Springfield. ADI: Springfield, MO. Rank: 81.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Baxter	13,800	13,500	98
	Boone	11,500	11,300	98
	Carroll	7,600	7,500	98
	Fulton	4,400	4,200	95
	Izard	4,700	4,500	96
	Marion	5,200	5,100	98
	Newton	3,000	2,900	97
	MISSOURI			
	Barry	10,100	9,900	98
	Benton	5,300	5,100	96
	Camden	9,700	9,500	98
	Cedar	5,100	5,000	98
	Christian	9,700	9,500	98
	Dade	3,100	3,100	100
	Dallas	4,900	4,800	98
	Dent	5,700	5,500	96
	Douglas	4,800	4,700	98
	Greene	76,700	75,900	99
	Hickory	3,100	3,000	97
	Howell	11,900	11,400	96
Laclede	10,000	9,800	98	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Lawrence	11,900	11,700	98	
	Oregon	4,000	3,800	95	
	Ozark	3,500	3,400	97	
	Polk	7,300	7,100	97	
	Pulaski	11,000	10,800	98	
	St Clair	3,400	3,300	97	
	Shannon	2,900	2,700	93	
	Stone	7,400	7,200	97	
	Taney	10,000	9,800	98	
	Texas	8,400	8,100	96	
	Webster	7,700	7,500	97	
	Wright	6,200	6,000	97	
	Between 25-49%	ARKANSAS			
		Madison	4,600	4,400	96
Searcy		3,600	3,500	97	
Sharp		6,600	6,300	96	
MISSOURI					
Miller		7,900	7,800	99	
Between 5-24%	Morgan	5,800	5,700	98	
	Phelps	11,900	11,600	97	
	Vernon	7,700	7,500	97	
	ARKANSAS				
	Benton	35,300	34,600	98	
	Stone	3,600	3,500	97	
	MISSOURI				
	Barton	4,700	4,600	98	
	Carter	2,100	2,000	95	
	Henry	8,000	7,900	99	
Jasper	34,500	34,000	99		
Mc Donald	6,000	5,900	98		
Maries	3,000	2,900	97		
Newton	16,300	16,100	99		
Reynolds	2,900	2,800	96		
Station Totals		458,500	448,700	98	
Net Weekly Circulation (1988)			293,600		
Average Daily Circulation (1988)			210,500		

Missouri

KSHB-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	MISSOURI			
	Henry	8,000	7,900	99
	Livingston	6,000	5,900	98
	Nodaway	7,700	7,600	99
	Pettis	13,900	13,600	98
	Vernon	7,700	7,500	97
	NEBRASKA			
	Richardson	4,300	4,200	98
	OKLAHOMA			
	Washington	20,000	19,900	100
Between 5-24%	IOWA			
	Clarke	3,500	3,500	100
	Decatur	3,500	3,400	97
	Marion	11,200	11,100	99
	Union	5,500	5,400	98
	KANSAS			
	Clay	3,900	3,800	97
	Jackson	4,400	4,300	98
	Jewell	2,000	1,900	95
	Labette	9,800	9,600	98
	Mitchell	3,400	3,300	97
	Montgomery	16,600	16,300	98
	Nemaha	4,200	4,100	98
	Neosho	7,200	7,100	99
	Reno	26,000	25,700	99
	Republic	2,900	2,800	97
	Wilson	4,800	4,700	98
	MISSOURI			
	Boone	39,800	39,200	98
	Cedar	5,100	5,000	98
Cooper	5,400	5,300	98	
Grundy	4,700	4,600	98	
Harrison	4,200	4,100	98	
Holt	2,700	2,600	96	
Howard	3,600	3,500	97	
Linn	6,300	6,200	98	
Macon	6,300	6,200	98	
Randolph	9,800	9,600	98	
St Clair	3,400	3,300	97	

KFVS-TV, Cape Girardeau (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	ARKANSAS			
	Greene	12,200	12,000	98
	Randolph	6,400	6,200	97
	ILLINOIS			
	Edwards	3,700	3,500	95
	Marion	17,900	17,500	98
	Washington	6,000	5,800	97
	White	7,500	7,100	95
	MISSOURI			
	Ste Genevieve	5,500	5,400	98
	St Francois	16,400	16,200	99
	Shannon	2,900	2,700	93
	TENNESSEE			
	Carroll	10,800	10,700	99
	Dyer	13,300	13,200	99
	Gibson	18,900	18,700	99

WDAF-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	KANSAS			
	Allen	6,400	6,300	98
	Brown	4,800	4,700	98
	Cloud	4,700	4,600	98
	Coffey	3,900	3,800	97
	Ellis	10,600	10,500	99
	Geary	10,500	10,400	99
	Lyon	14,500	14,200	98
	Osage	6,100	6,000	98
	Pottawatomie	6,000	5,900	98
Riley	20,600	20,200	98	
Russell	3,600	3,500	97	
Shawnee	63,400	62,800	99	
	MISSOURI			
	Adair	9,300	9,200	99
	Benton	5,300	5,100	96
	Chariton	4,000	3,900	98
	St Clair	3,400	3,300	97
	Vernon	7,700	7,500	97
	NEBRASKA			
	Richardson	4,300	4,200	98
Between 5-24%	KANSAS			
	Clay	3,900	3,800	97
	Dickinson	8,000	7,900	99
	Jackson	4,400	4,300	98
	Jewell	2,000	1,900	95
	Mitchell	3,400	3,300	97
	Morris	2,600	2,500	96
	Nemaha	4,200	4,100	98
	Republic	2,900	2,800	97
	Wabaunsee	2,500	2,400	96
	MISSOURI			
	Atchison	3,200	3,200	100
	Cedar	5,100	5,000	98
	Cooper	5,400	5,300	98
	Mercer	1,700	1,700	100
	Sullivan	2,900	2,900	100

KSDK, St. Louis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 5-24%	ILLINOIS				
	Effingham	12,300	11,800	96	
	Franklin	18,000	17,500	97	
	Jackson	24,100	23,400	97	
	Wayne	7,700	7,300	95	
	Williamson	25,100	24,400	97	
		MISSOURI			
		Boone	39,800	39,200	98
		Callaway	11,600	11,400	98
		Cole	21,900	21,700	99
	Marion	10,700	10,600	99	
	Osage	4,100	4,000	98	
	Randolph	9,800	9,600	98	
	Reynolds	2,900	2,800	96	
	Stoddard	11,100	10,900	98	
	Wayne	4,800	4,700	98	

Missouri

KMBC-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	MISSOURI			
	Benton	5,300	5,100	96
	Harrison	4,200	4,100	98
	Holt	2,700	2,600	96
	Nodaway	7,700	7,600	99
	St Clair	3,400	3,300	97
	Vernon	7,700	7,500	97
	NEBRASKA			
	Richardson	4,300	4,200	98
	Between 5-24%	KANSAS		
Jackson		4,400	4,300	98
Labette		9,800	9,600	98
Lyon		14,500	14,200	98
Neosho		7,200	7,100	99
Pottawatomie		6,000	5,900	98
Rush		1,700	1,700	100
Russell		3,600	3,500	97
Wabaunsee		2,500	2,400	96
MISSOURI				
Cedar		5,100	5,000	98
Cole		21,900	21,700	99
Cooper		5,400	5,300	98
Howard		3,600	3,500	97
Randolph		9,800	9,600	98
Sullivan		2,900	2,900	100
Worth		1,100	1,100	100

KPLR-TV, St. Louis (Arbitron Data Continued)

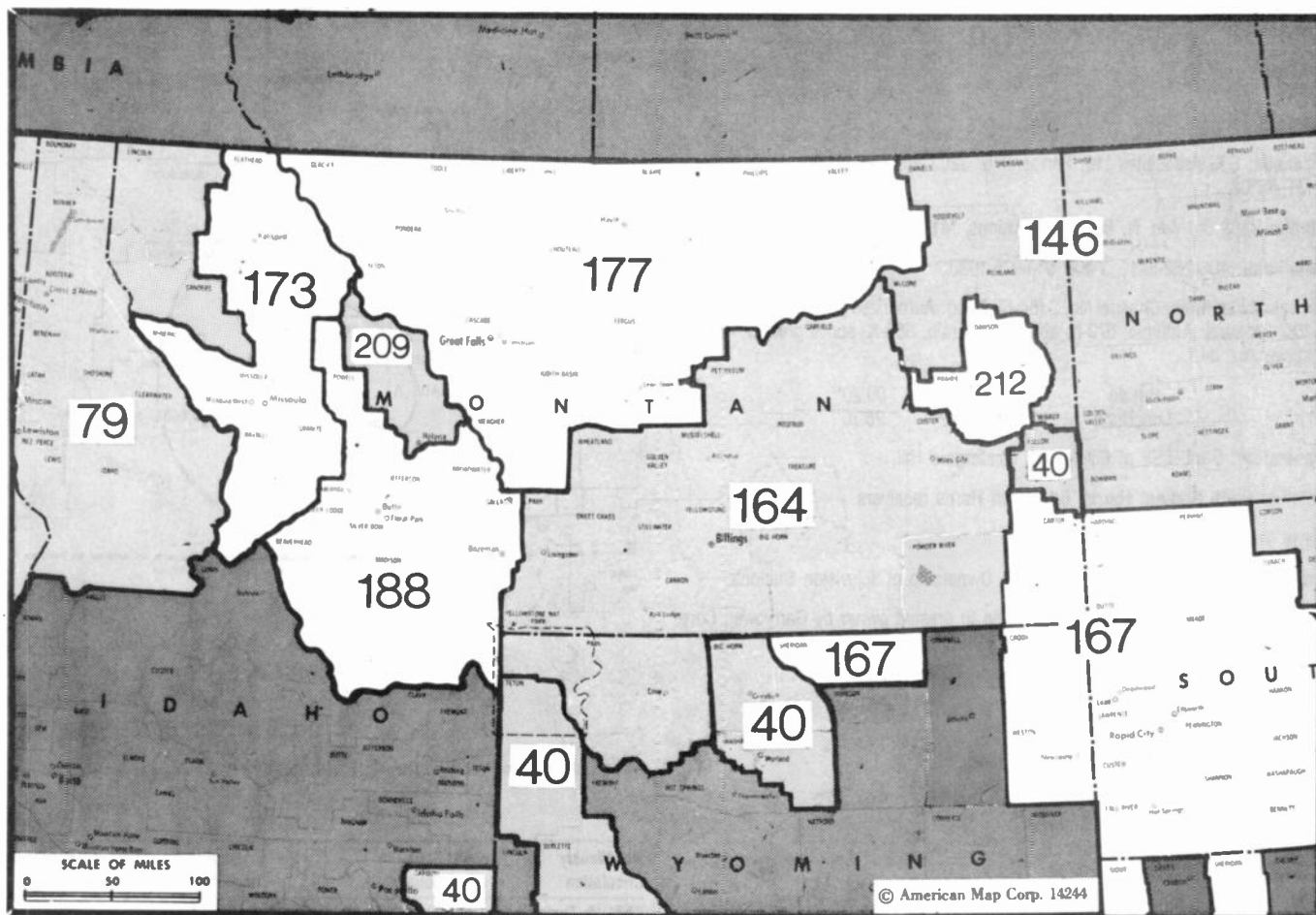
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	MISSOURI			
	Cole	21,900	21,700	99
	Dent	5,700	5,500	96
	Gasconade	5,400	5,300	98
	Iron	4,000	3,900	97
	Madison	4,500	4,400	98
	Maries	3,000	2,900	97

KPLR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Marion	10,700	10,600	99
	Phelps	11,900	11,600	97
	Scott	14,700	14,500	99
	Stoddard	11,100	10,900	98
Between 5-24%	IOWA			
	Lee	16,600	16,400	99
	ILLINOIS			
	Brown	2,200	2,100	95
	Hancock	9,400	9,200	98
	Union	7,700	7,500	97
	Wayne	7,700	7,300	95
	Williamson	25,100	24,400	97
	MISSOURI			
	Bollinger	4,100	4,000	98
	Callaway	11,600	11,400	98
	Mississippi	5,300	5,200	98
New Madrid	7,900	7,700	97	
Osage	4,100	4,000	98	
Randolph	9,800	9,600	98	
Reynolds	2,900	2,800	96	
Wayne	4,800	4,700	98	

KCTV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KANSAS			
	Lyon	14,500	14,200	98
	Nemaha	4,200	4,100	98
	Pottawatomie	6,000	5,900	98
	Wabaunsee	2,500	2,400	96
	MISSOURI			
	Cooper	5,400	5,300	98
	Howard	3,600	3,500	97
	Randolph	9,800	9,600	98
	St Clair	3,400	3,300	97
	Sullivan	2,900	2,900	100
	Worth	1,100	1,100	100



Market	Arbitron ADI TV Households	Rank
Salt Lake City, UT	589,800	40
Spokane, WA	320,100	79
Minot-Bismarck-Dickinson, ND	145,100	146
Billings-Hardin, MT	87,600	164
Missoula, MT	74,400	173
Great Falls, MT	65,900	177
Butte, MT	48,700	188
Helena, MT	18,900	209
Glendive, MT	5,100	212

Market Area Commercial TV Stations
KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2)
KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KSKN (22), KXLY-TV (4)
KBMY (17), KFVR-TV (5), KMCY (14), KMOT (10), KQCD-TV (7), KUMV (8), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)
KOUS-TV (4), KTVQ (2), KULR-TV (8), KYUS-TV (3)
KCFW-TV (9), KECI-TV (13), KPAX-TV (8)
KFBB-TV (5), KRTV (3), KTGF (16)
KCTZ (7), KTVM (6), KXLF-TV (4)
KTVH (12)
KXGN-TV (5)

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

KOUS-TV, Billings	See Hardin, MT
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Montana Station Totals as of October 1, 1988

	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' 00.20"
Longitude 108° 27' 26.70"

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., 100%. See Group Ownership of Television Stations.

Began 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.
MONTY WALLIS, local sales manager.

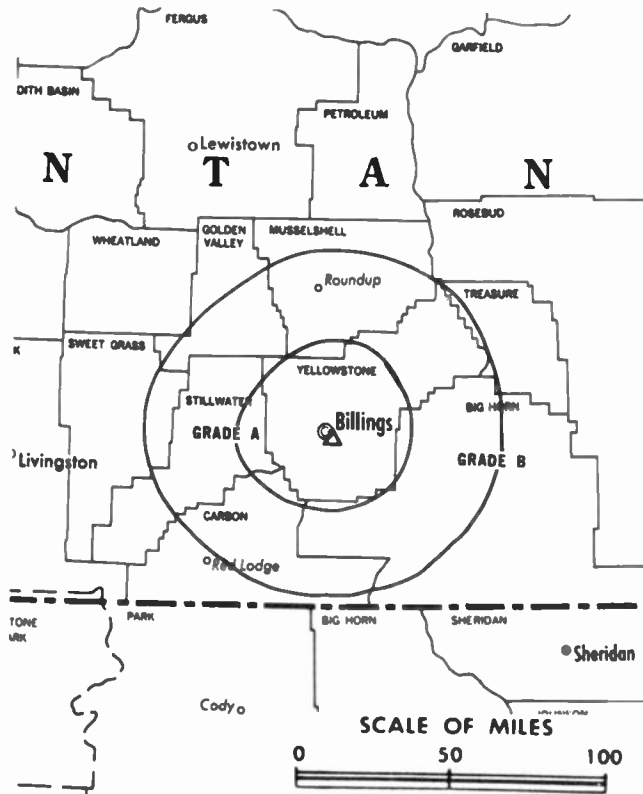
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$770.

City of License: Billings. **ADI:** Billings-Hardin. **Rank:** 164.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	MONTANA			
	Big Horn	3,600	3,400	94
	Carbon	3,800	3,700	97
	Custer	5,500	5,200	95
	Fergus	5,200	4,900	95
	Golden Valley	400	400	100
	Musselshell	2,000	1,900	95
	Park	5,800	5,600	97
	Powder River	900	800	89
	Rosebud	4,500	4,200	93
	Stillwater	2,500	2,500	100



KTVQ BMPCT-4001 Granted 8/20/56

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Sweet Grass	1,300	1,200	92
	Treasure	400	400	100
	Wheatland	900	900	100
	Yellowstone	49,300	48,500	98
	WYOMING			
	Park	9,200	8,800	96
	Sheridan	10,700	10,200	95
Between 25-49%	MONTANA			
	Judith Basin	1,000	1,000	95
	Petroleum	200	200	100
Between 5-24%	MONTANA			
	Gallatin	19,100	18,400	96
	Meagher	800	800	100
	Phillips	2,200	2,000	91
	Richland	5,100	4,900	96
	WYOMING			
	Big Horn	4,500	4,300	96
	Washakie	3,500	3,400	97
Station Totals		142,400	137,600	97
Net Weekly Circulation (1988)				91,600
Average Daily Circulation (1988)				55,900

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 Harriscop Dec. 12, 1986 (*Television Digest*, Vol. 26:45). Sale to Harriscop 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, president & general manager.
BOB KORUM, general sales manager.
DEAN JANSMA, chief engineer.

Highest One Hour Rate: \$1000.

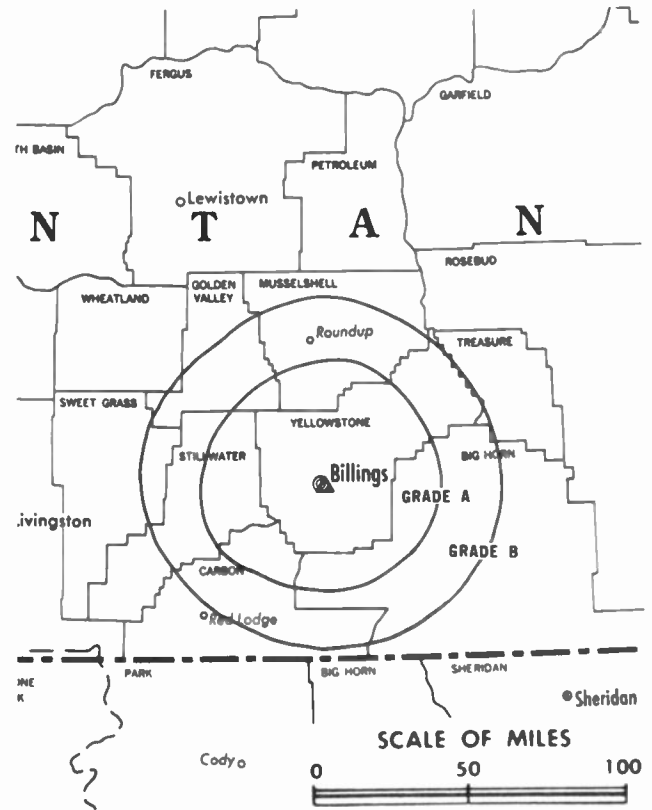
Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$425.

City of License: Billings. ADI: Billings-Hardin. Rank: 164.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Big Horn	3,600	3,400	94
	Carbon	3,800	3,700	97
	Custer	5,500	5,200	95
	Fergus	5,200	4,900	95
	Garfield	600	500	83



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Golden Valley	400	400	100
	Musselshell	2,000	1,900	95
	Park	5,800	5,600	97
	Petroleum	200	200	100
	Rosebud	4,500	4,200	93
	Stillwater	2,500	2,500	100
	Sweet Grass	1,300	1,200	92
	Treasure	400	400	100
	Wheatland	900	900	100
	Yellowstone	49,300	48,500	98
	WYOMING			
Big Horn	4,500	4,300	96	
Park	9,200	8,800	96	
Between 25-49%	MONTANA			
	Judith Basin	1,000	1,000	95
	Prairie	700	600	86
WYOMING				
Sheridan	10,700	10,200	95	
Between 5-24%	MONTANA			
	Meagher	800	800	100
	WYOMING			
Washakie	3,500	3,400	97	
Station Totals		116,400	112,600	97
Net Weekly Circulation (1988)				82,800
Average Daily Circulation (1988)				48,900

Montana—Bozeman

KCTZ

Ch. 7

Network Service: ABC.

Licensee: Big Horn Communications, Drawer D, Hardin, MT 59034.

Studio: 1128 East Main, 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"

Requests CP for change to 1122-ft. above av. terrain, 305-ft. above ground, 6916-ft. above sea level. BPCT-880812KF.

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

Ownership: Big Horn Communications Inc. Daniel W. Coon, pres., 16.39%; Dana Kehr, v.p., 0.72%; Martha R. Creath, secy., 19.96%; Calvin Cafritz, treas., 30.16%; Thomas A. Curtis, 12.23%; Big Horn Communications Ltd. Partnership, 6.64%. Principals of BHCI own KOUS-TV Hardin-Billings & KYUS-TV Miles City, MT; K25BP(LPTV) Billings, K19AC(LPTV) Glasgow & K17AD(LPTV) Lewiston, MT; K05HL(LPTV) La Grande, OR; K15AD(LPTV) Cody & K16AE(LPTV) Gillette, WY; KMMZ(AM) & KZMQ(FM) Greybull, WY.

Began Operation: September 1, 1987. Sale to present owners by Bee Bcstg. Assoc. approved by FCC June 28, 1988.

Represented (sales): Seltel Inc.

Represented (legal): Kenkel, Barnard & Edmundson.

Represented (engineering): Hatfield & Dawson.

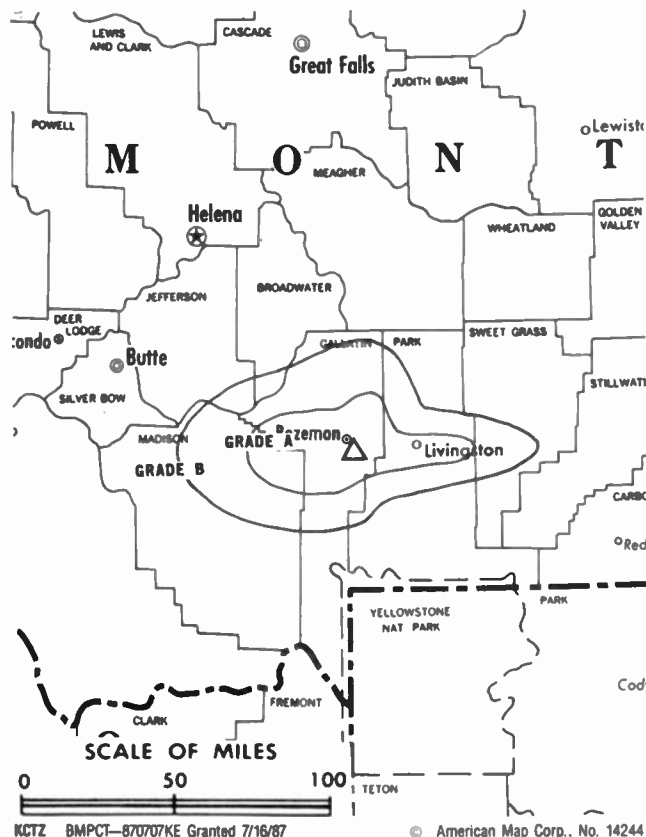
Personnel:

THOM CURTIS, station manager.
LYNDEL THIESEN, chief engineer.

Highest 30 Sec. Rate: \$125.

City of License: Bozeman. **ADI:** Butte. **Rank:** 188.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	MONTANA			
Between 5-24%	Gallatin	19,100	18,400	96
	Meagher	800	800	100
	Park	5,800	5,600	97
Station Totals		25,700	24,800	96
Net Weekly Circulation (1988)			5,300	
Average Daily Circulation (1988)			2,500	

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. TWX: 910-963-2490.

Fax: 406-494-2572.

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, P.C.

Personnel:

MARGARET ANNE RAGSDALE, general manager.
LARRY SEM, sales manager & station manager.
BILLY WARD, chief engineer.
PAT GRANT, national sales manager.
TIM LEDBETTER, news director.
JANE ENGLISH, business manager.

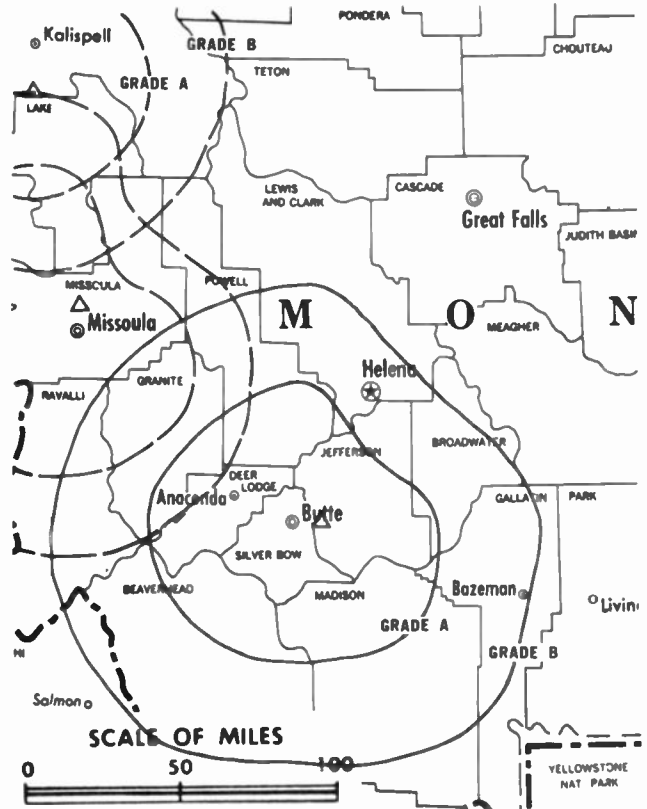
Highest One Hour Rate: \$600.

Highest 30 Sec. Rate: \$250.

NETWORK BASE HOURLY RATE: \$400.

City of License: Butte. ADI: Butte. Rank: 188.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KTVM BPCT-4187 Granted 12/3/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Beaverhead	3,200	3,000	94
	Deer Lodge	4,200	4,100	98
	Gallatin	19,100	18,400	96
	Jefferson	3,100	3,000	97
	Madison	2,200	2,200	100
	Silver Bow	14,400	14,100	98
Between 5-24%	MONTANA			
	Broadwater	1,600	1,500	94
	Granite	1,200	1,200	100
	Park	5,800	5,600	97
Station Totals		57,200	55,400	97
Net Weekly Circulation (1988)			39,800	
Average Daily Circulation (1988)			23,400	

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, president, general manager & national sales manager.
PAT KEARNY, news director.
MARLA WILKIN, sales manager.
JOHN MIZELLE, chief engineer.
MARGARET McINTOSH, program director.
LINDA THOMPSON, business manager.

Highest One Hour Rate: \$1800.

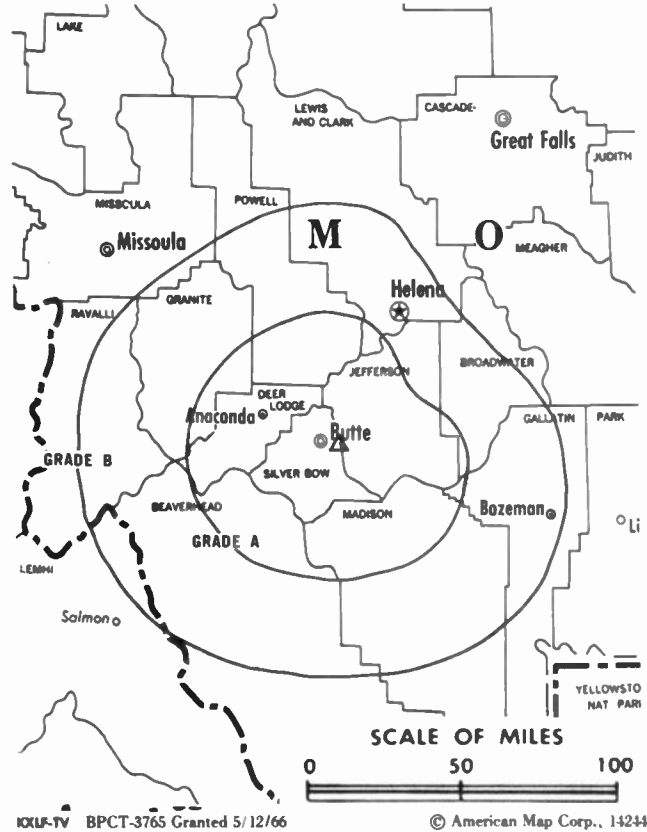
Highest 30 Sec. Rate: \$325.

NETWORK BASE HOURLY RATE: \$960.

City of License: Butte. **AOI:** Butte. **Rank:** 188.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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
	Broadwater	1,600	1,500	94
	Deer Lodge	4,200	4,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gallatin	19,100	18,400	96
	Jefferson	3,100	3,000	97
	Lewis + Clark	19,500	18,800	96
	Madison	2,200	2,200	100
	Powell	2,400	2,300	96
	Silver Bow	14,400	14,100	98
MONTANA				
Between 25-49%	Granite	1,200	1,200	100
MONTANA				
Between 5-24%	Meagher	800	800	100
	Park	5,800	5,600	97
	Ravalli	10,500	10,200	97
Station Totals		88,000	85,200	97
Net Weekly Circulation (1988)				55,500
Average Daily Circulation (1988)				34,000

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.

Satellite Earth Stations: 4.5-meter C-band; 4.57-meter Ku-band; 3.7-meter C-band.

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

News Service: National Weather Service.

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:

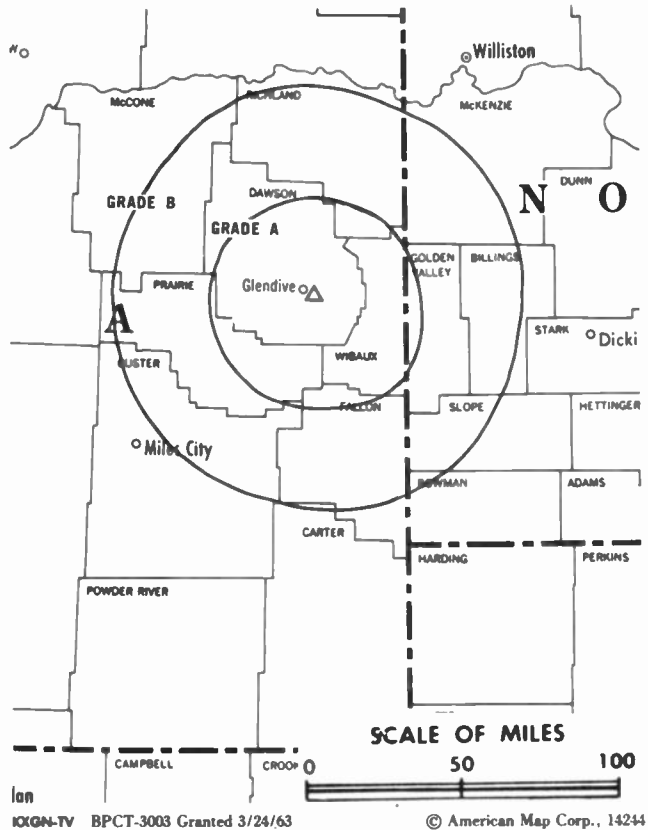
LEWIS W. MOORE, president.
DAN FRENZEL, general manager.
WINNIFRED NORTON, office manager.
MIKEL HUSEBY, chief engineer.
TERRY KEGLEY, news director.
TRACI SCHELL, program director.

Highest One Hour Rate: \$250.

Highest 30 Sec. Rate: \$150.

NETWORK BASE HOURLY RATE: \$100.

City of License: Glendive. **AOI:** Glendive. **Rank:** 212.



Ion
KXGN-TV BPCT-3003 Granted 3/24/63

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Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	MONTANA		
	Dawson	4,800	4,600 96
	Fallon	1,400	1,300 93
	Mc Cone	900	900 100
	Prairie	700	600 86
	Wibaux	500	500 100
Between 25-49%	MONTANA		
	Carter	600	600 100
	Garfield	600	500 83
	Richland	5,100	4,900 96
	NORTH DAKOTA		
	Golden Valley	900	900 100
Between 5-24%	MONTANA		
	Custer	5,500	5,200 95
Station Totals		21,000	20,000 95
Net Weekly Circulation (1988)			9,100
Average Daily Circulation (1988)			5,300

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

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; AvanteK, M/A-Com, Microdyne receivers.

News Services: AP, ABC, National Weather Service.

Ownership: Wooster Republican Printing Co. 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 Harriscope Bcstg. Corp. approved April 21, 1977. Sale to Harriscope 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): Baker & Hostetler.

Personnel:

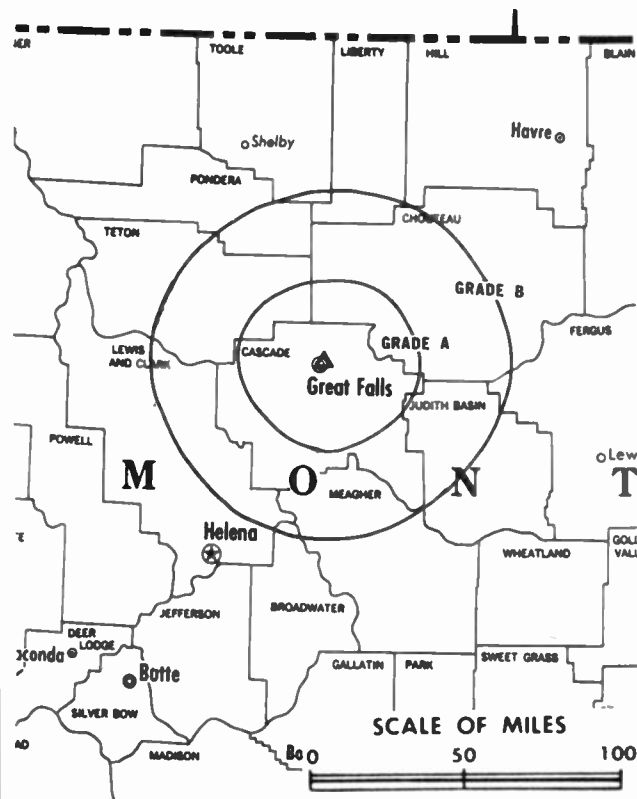
JACK J. FISHER, SR., general manager.
RON SCHLOSSER, chief engineer.
MYLA COLE, accounting supervisor.
CAROL FUNSTON, traffic manager.
JACK MAY, local sales manager & production manager.
DICK POMPA, news director.
PARKER SULLIVAN, promotion manager.

Rates: Not available.

City of License: Great Falls. **ADI:** Great Falls. **Rank:** 177.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA Blaine	2,800	2,600	93
	Cascade	31,400	30,900	98



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Chouteau	2,200	2,100	95
	Glacier	3,800	3,600	95
	Hill	6,900	6,700	97
	Judith Basin	1,000	1,000	95
	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	
MONTANA				
Between 25-49%	Broadwater	1,600	1,500	94
	Fergus	5,200	4,900	95
	Lewis + Clark	19,500	18,800	96
	Roosevelt	3,800	3,700	97
MONTANA				
Between 5-24%	Garfield	600	500	83
	Jefferson	3,100	3,000	97
Station Totals		97,100	93,800	97
Net Weekly Circulation (1988)			64,700	
Average Daily Circulation (1988)			40,000	

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: Poulitan, 3.2-meter; RCA, 4.5-meter Ku-band; Scientific-Atlanta receivers.

News Services: AP, Montana TV Network News.

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.

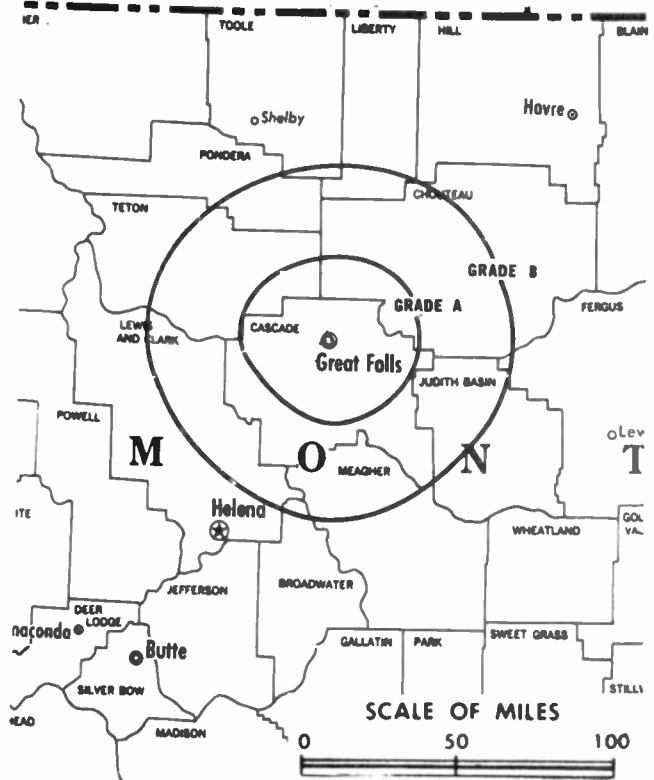
Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$255.

NETWORK BASE HOURLY RATE: \$655.

City of License: Great Falls. **AOI:** Great Falls. **Rank:** 177.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KRTV BPCT-4457 Granted 10/18/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Chouteau	2,200	2,100	95
	Garfield	600	500	83
	Glacier	3,800	3,600	95
	Hill	6,900	6,700	97
	Judith Basin	1,000	1,000	95
	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	
MONTANA				
Between 5-24%	Fergus	5,200	4,900	95
	Jefferson	3,100	3,000	97
Station Totals		72,200	69,800	97
Net Weekly Circulation (1988)			53,400	
Average Daily Circulation (1988)			34,400	

Montana—Great Falls

KTGF

Ch. 16

Network Service: NBC.

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

Studio: 118 Sixth St. South, Great Falls, MT 59405.

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: 3.5-mi. W of Bootlegger Trail, 7-mi. N of Missouri River, 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., 2.50%

Began Operation: September 21, 1986.

Represented (sales): Adam Young Inc.

Represented (legal): Reddy, Begley & Martin.

Represented (engineering): B. Scott Baxter & Associates.

Personnel:

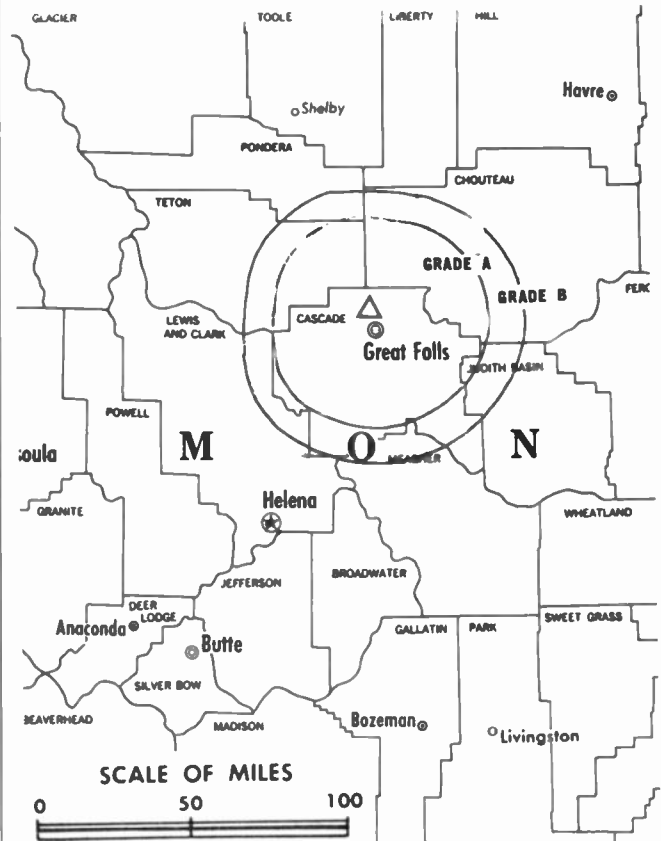
JIM COLLA, general manager.
CHARLES E. OUTLAND, station & general sales manager.
CHARLIE JENSON, chief engineer.
JO MAY BARKER GILLIGAN, news director.
PENNY ADKINS, promotion & marketing director.
CHERYL CORDEIRO, business manager.

Highest One Hour Rate: \$600.

Highest 30 Sec. Rate: \$195.

City of License: Great Falls. **ADI:** Great Falls. **Rank:** 177.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



KTGF BMPCT-860725KF Granted 9/23/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Cascade	31,400	30,900	98
	Chouteau	2,200	2,100	95
	Liberty	1,100	1,100	100
	Pondera	2,500	2,400	96
	Teton	2,500	2,400	96
Between 25-49%	MONTANA			
	Toole	2,300	2,200	96
Between 5-24%	MONTANA			
	Hill	6,900	6,700	97
	Judith Basin	1,000	1,000	95
	Meagher	800	800	100
Station Totals		50,700	49,600	98
Net Weekly Circulation (1988)				29,800
Average Daily Circulation (1988)				15,700

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.

Studios: West 3rd St., Hardin, MT 59034; 2116 Broadwater, Billings, MT 59102.

Mailing Address: Drawer D, Hardin, MT 59034.

Telephone: 406-652-4743.

Fax: 406-652-6963.

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.

News Service: AP.

Ownership: Daniel W. Coon, pres., 15.0%; Martha Creath, secy., 39.0%; Calvin Cafritz, 39.0%; Thomas A. Curtis, 2.00% For other interests, see KCTZ, Bozeman, MT.

Began Operation: November 26, 1980.

Represented (sales): Seitel Inc.; Bob Hix (Denver).

Represented (legal): Fortas & Hardman.

Personnel:

DANIEL W. COON, president.
DANA KEHR, general manager.
DAN MICHAEL, local sales manager.
J. R. MIDDLETON, chief engineer.
LYNN DOUGLAS, program director.
JEFF SHERMAN, program director.

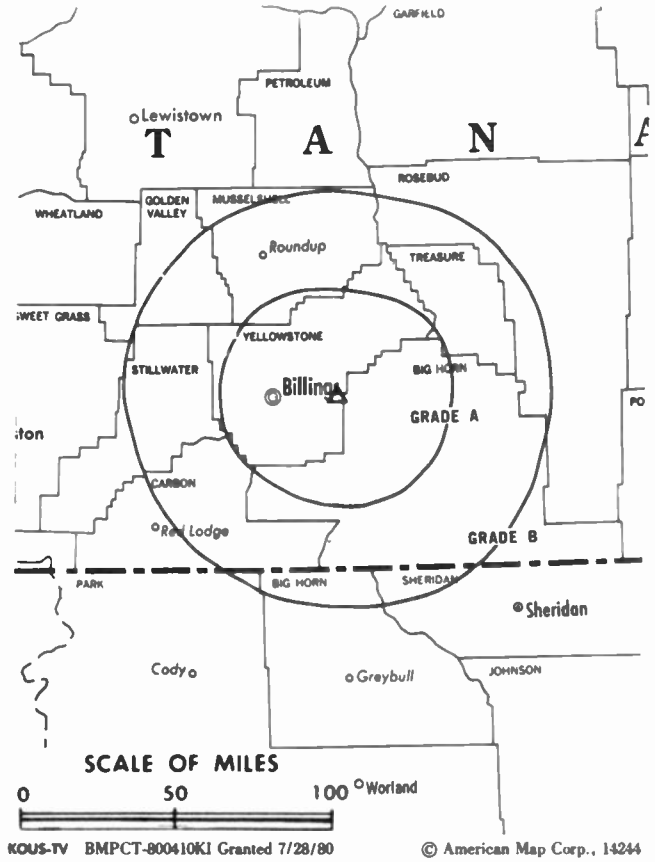
Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$490.

City of License: Hardin. **ADI:** Billings-Hardin. **Rank:** 164.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Big Horn	3,600	3,400	94
	Carbon	3,800	3,700	97
	Golden Valley	400	400	100
	Musselshell	2,000	1,900	95
	Petroleum	200	200	100



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Stillwater	2,500	2,500	100	
	Sweet Grass	1,300	1,200	92	
	Treasure	400	400	100	
	Wheatland	900	900	100	
	Yellowstone	49,300	48,500	98	
	WYOMING				
	Park	9,200	8,800	96	
	MONTANA				
	Between 25-49%	Rosebud	4,500	4,200	93
	MONTANA				
Between 5-24%	Custer	5,500	5,200	95	
	Fergus	5,200	4,900	95	
	Garfield	600	500	83	
	Judith Basin	1,000	1,000	95	
	Park	5,800	5,600	97	
	Phillips	2,200	2,000	91	
	WYOMING				
	Big Horn	4,500	4,300	96	
	Sheridan	10,700	10,200	95	
	Station Totals		113,600	109,800	97
Net Weekly Circulation (1988)			62,700		
Average Daily Circulation (1988)			33,700		

Montana—Helena

KTVH

Ch. 12

Network Service: NBC.

Licensee: Big Sky Bcstg. L. P., 4390 Heaven Trees Rd., Jacksonville, FL 32207.

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; DX Antenna, M/A-Com, Microdyne receivers.

News Services: AP, NBC.

Ownership: Big Sky Bcstg. L. P. ownership: Radeck Bcstg. Inc., gen. partner, 50%; Kenneth L. Bazzie, ltd. partner, 16.67%; Harold E. Gebler, ltd. partner, 8.33%; Alan Sanders, ltd. partner, 1.67%; Ann Williams, ltd. partner, 1.67%; William M. Shaw, ltd. partner, 0.83%; remainder undisclosed. RBI ownership: John A. Radeck, pres.-chief exec. officer, 50%; William H. Sanders, secy.-treas., 50%.

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 Bradley, Courtmage, & Lundberg approved April 22, 1985. Sale to present owners approved by FCC Aug. 4, 1988.

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

Represented (legal): Reddy, Begley & Martin.

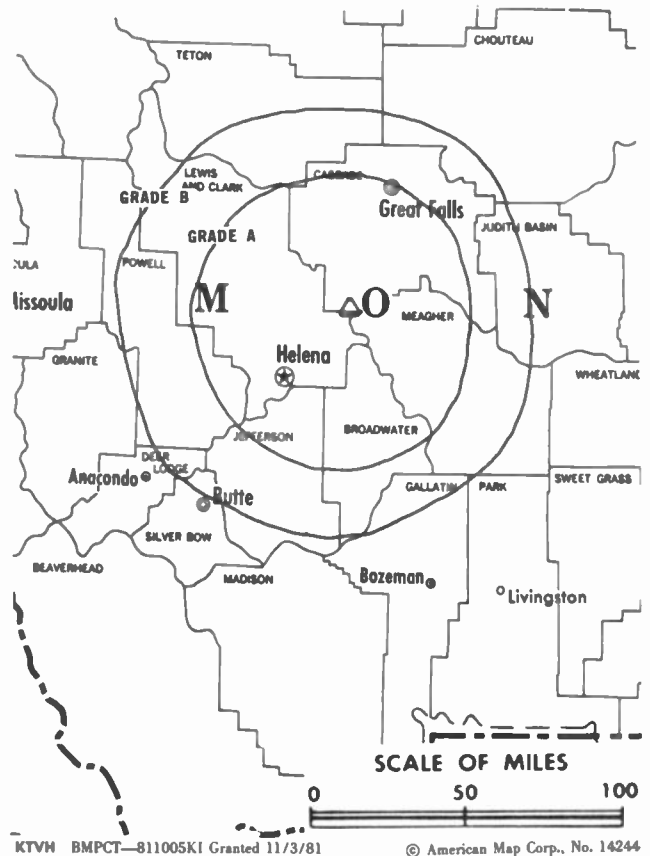
Personnel:

JOHN RADECK, president & general manager.
HAL PECK, program director.
SHAWN KETCHEM, chief engineer.
IAN MARQUAND, news director.

Rates: Not available.

City of License: Helena. **ADI:** Helena. **Rank:** 209.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	MONTANA			
	Broadwater	1,600	1,500	94
	Lewis + Clark	19,500	18,800	96
	Meagher	800	800	100
Between 25-49%	MONTANA			
	Jefferson	3,100	3,000	97
Between 5-24%	MONTANA			
	Cascade	31,400	30,900	98
	Chouteau	2,200	2,100	95
	Gallatin	19,100	18,400	96
	Granite	1,200	1,200	100
	Teton	2,500	2,400	96
Station Totals		81,400	79,100	97
Net Weekly Circulation (1988)				24,900
Average Daily Circulation (1988)				14,300

Montana—Kalispell

KCFW-TV

Ch. 9

(Satellite of KECI-TV, Missoula, MT)

Network Service: NBC, ABC.

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

Studio: 401 1st Ave. East, Kalispell, MT 59901.

Telephone: 406-755-5239. TWX: 910-963-2490.

Fax: 406-752-8002.

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:

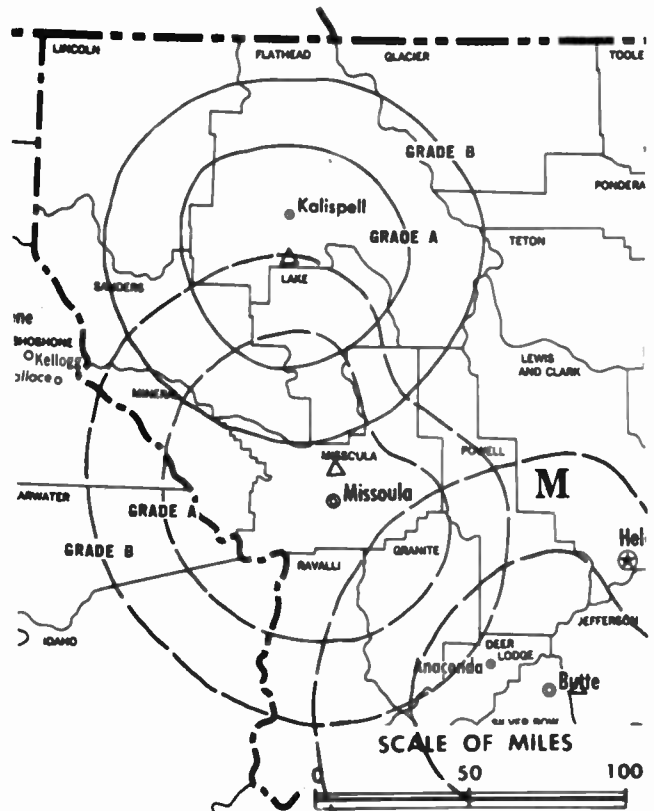
MARGARET ANNE RAGSDALE, general manager.
STEVE FETVEIT, station manager.
MARK HOLSTON, news director.
CHRIS NEUHAUSEN, chief engineer.
PAT GRANT, national sales manager.
JANE ENGLISH, business manager.

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 1/1/88. TV Homes, TV% and Circulation © 1988 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	MONTANA			
	Flathead	23,000	22,300	97
	Lincoln	6,700	6,400	96
Between 5-24%	MONTANA			
	Lake	8,300	8,000	96
	Sanders	3,800	3,600	93
Station Totals		41,800	40,300	96
Net Weekly Circulation (1988)			25,300	
Average Daily Circulation (1988)			15,600	

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: 406-665-3320.

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%; Thomas A. Curtis, 2%. For other interests, see KCTZ, Bozeman, MT.

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:

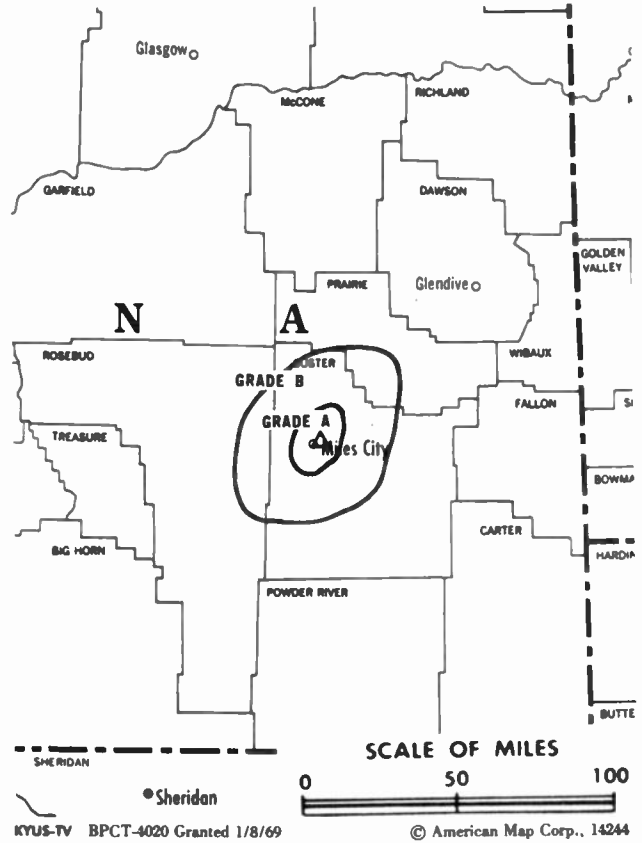
DANA KEHR, general manager & national sales manager.
DAN MICHAEL, local sales manager.
LYNN DOUGLAS, program director.
JEFF SHERMAN, program director.

Highest One Hour Rate: \$175.

Highest 30 Sec. Rate: \$60.

City of License: Miles City. **ADI:** Billings-Hardin. **Rank:** 164.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	MONTANA Custer	5,500	5,200	95
	MONTANA Prairie	700	600	86
Between 25-49%	MONTANA Mc Cone	900	900	100
	Rosebud	4,500	4,200	93
Station Totals		11,600	10,900	94
Net Weekly Circulation (1988)			3,700	
Average Daily Circulation (1988)			1,500	

Montana—Missoula

KECI-TV

Ch. 13

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

Network Service: NBC, ABC.

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

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

Telephone: 406-721-2063. TWX: 910-963-2490.

Fax: 406-549-6507.

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, 7-meter Ku-band; Harris, 4.5-meter C-band; Harris, 3-meter Ku-band; Paracclipse, 4.5-meter C-band; Harris, M/A-Com 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, P.C.

Personnel:

MARGARET ANNE RAGSDALE, general manager.
STEVE HELLEGAARD, station manager.
JEAN CREPEAU, program director.
JIM HARMON, news director.
LARRY ARBAUGH, chief engineer.
PAT GRANT, national sales manager.
JANE ENGLISH, business manager.

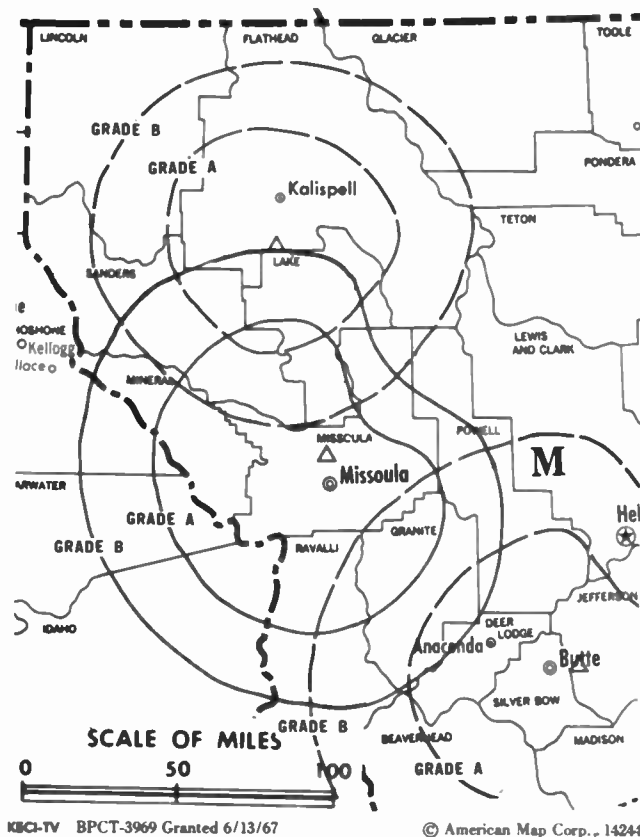
Highest One Hour Rate: \$1500.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	IDAHO			
	Lemhi	2,800	2,600	93
	MONTANA			
	Granite	1,200	1,200	100
	Lake	8,300	8,000	96
	Mineral	1,700	1,700	100
	Missoula	31,500	30,400	97
	Ravalli	10,500	10,200	97
	Sanders	3,800	3,600	93
Between 5-24%	MONTANA			
	Flathead	23,000	22,300	97
	Powell	2,400	2,300	96
Station Totals		85,200	82,300	97
Net Weekly Circulation (1988)				51,080
Average Daily Circulation (1988)				31,400

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.

Telephone: 406-543-7106.

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:

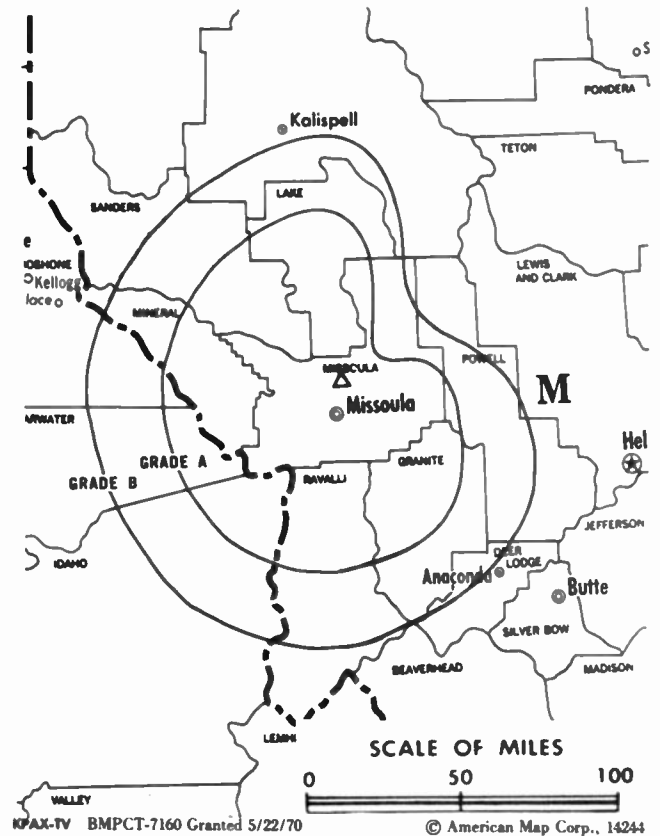
- WILLIAM F. SULLIVAN, general manager.
- MARK RAPSON, chief engineer.
- TAMMY ENGLE, program director & operations manager.
- ROBERT HERMES, local sales manager.
- DAVID NIXON, news director.
- MARIE LANE, promotion director.

Highest One Hour Rate: \$2500.

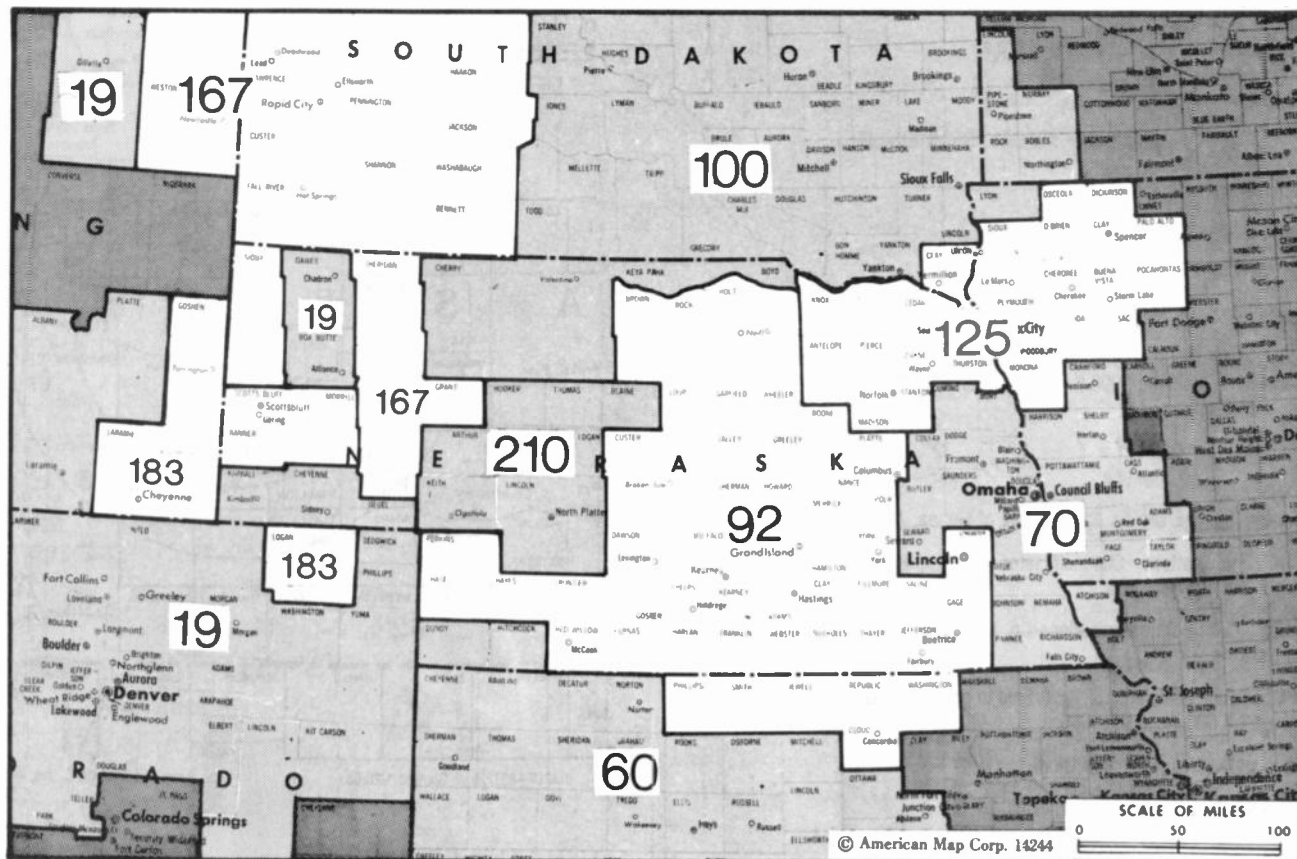
Highest 30 Sec. Rate: \$375.

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

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Lemhi	2,800	2,600	93
	MONTANA			
	Flathead	23,000	22,300	97
	Granite	1,200	1,200	100
	Lake	8,300	8,000	96
	Mineral	1,700	1,700	100
	Missoula	31,500	30,400	97
	Ravalli	10,500	10,200	97
	Sanders	3,800	3,600	93
Between 5-24%	MONTANA			
	Lincoln	6,700	6,400	96
	Powell	2,400	2,300	96
Station Totals		91,900	88,700	97
Net Weekly Circulation (1988)				61,600
Average Daily Circulation (1988)				37,700



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Denver, CO.....	1,021,600	19	KCNC-TV (4), KDVR (31), KFNR (11), KMGH-TV (7), KREG-TV (3), KSBS-TV (24), KUBD (59), KUSA-TV (9), KWGN-TV (2)
Wichita-Hutchinson, KS.....	427,400	60	KAAS-TV (18), KAKE-TV (10), KAYS-TV (7), KLBV (4), KLOE-TV (10), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KTVC (6), KUPK-TV (13), KWCH-TV (12)
Omaha, NE.....	351,100	70	KETV (7), KMTV (3), KPTM (42), WOWT (6)
Lincoln-Hastings-Kearney, NE.....	257,200	92	KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6)
Sioux Falls-Mitchell, SD.....	217,900	100	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW (17)
Sioux City, IA.....	169,500	125	KCAU-TV (9), KMEG (14), KTIV (4)
Rapid City, SD.....	82,800	167	KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
Cheyenne, WY-Scottsbluff, NE-Sterling, CO.....	57,400	183	KDUH-TV (4), KGWN-TV (5), KKTU (33), KSTF (10), KTVS (3)
North Platte, NE.....	18,300	210	KNOP-TV (2)

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

KSTF, GeringSee Scottsbluff, NE
KHGI-TV, HastingsSee Kearney, NE

Nebraska Station Totals as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	14	1	15
Educational Television Stations	6	3	9
	20	4	24

Nebraska—Albion

KCAN

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: ChannelMaster, 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 Amataro Group Inc. approved by FCC Nov. 12, 1986.

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

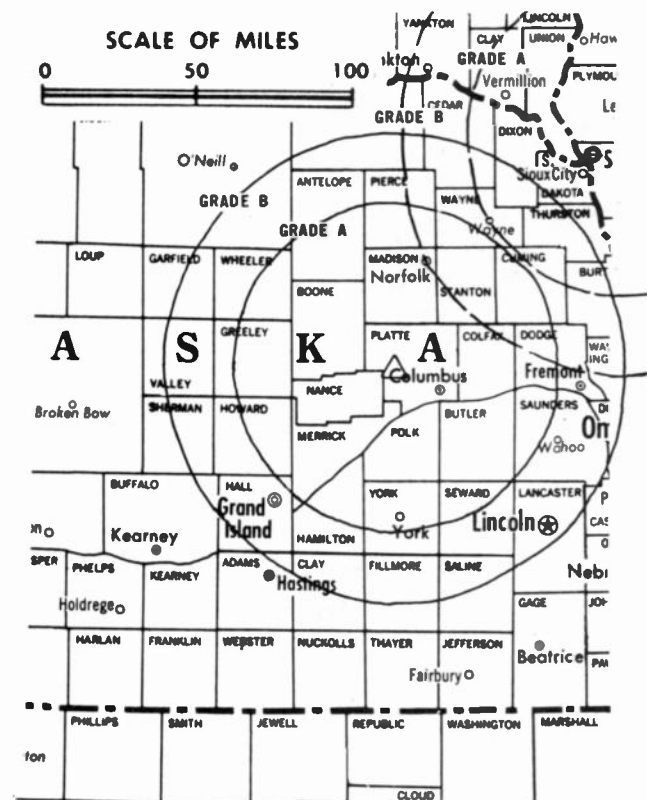
PHILIP J. LOMBARDO, president.
RAY COLE, vice president & general manager.
DON HALE, sales manager.

Highest 30 Sec. Rate: \$500.

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

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEBRASKA			
	Nance	1,700	1,700	100
	Polk	2,300	2,300	100
	Seward	5,900	5,800	98
	Wheeler	400	400	100
Between 25-49%	NEBRASKA			
	Antelope	3,200	3,100	97
	Boone	2,600	2,600	100
	Colfax	3,700	3,600	97
	Garfield	1,000	1,000	100
	Greeley	1,200	1,200	100
	Hamilton	3,400	3,400	100
	Holt	5,200	5,000	96
	Howard	2,400	2,400	100
	Loup	300	300	100
	Merrick	3,200	3,200	100
	Pierce	3,100	3,100	100



KCAN BMPCT-821229KE Granted 1/28/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Platte	11,000	10,900	99
	York	5,800	5,700	98
Between 5-24%	IOWA			
	Monona	4,500	4,400	98
	NEBRASKA			
	Butler	3,400	3,300	97
	Cedar	4,000	4,000	100
	Clay	3,000	3,000	100
	Cuming	4,100	4,000	98
	Custer	5,200	5,100	98
	Deuel	1,000	1,000	100
	Dixon	2,700	2,700	100
	Dodge	14,000	13,900	99
	Fillmore	3,000	3,000	100
	Hall	19,200	19,000	99
	Knox	4,000	3,900	98
	Madison	12,800	12,600	98
	Rock	900	900	100
	Saline	5,000	4,900	98
Saunders	7,000	6,900	99	
Stanton	2,400	2,400	100	
Thurston	2,400	2,400	100	
Valley	2,300	2,200	96	
Station Totals		157,300	155,300	99
Net Weekly Circulation (1988)				40,300
Average Daily Circulation (1988)				14,600

Nebraska—Grand Island

KGIN

Ch. 11

(Satellite of KOLN, Lincoln, NE)

Network Service: CBS.

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

Studio: See KOLN, Lincoln.

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.

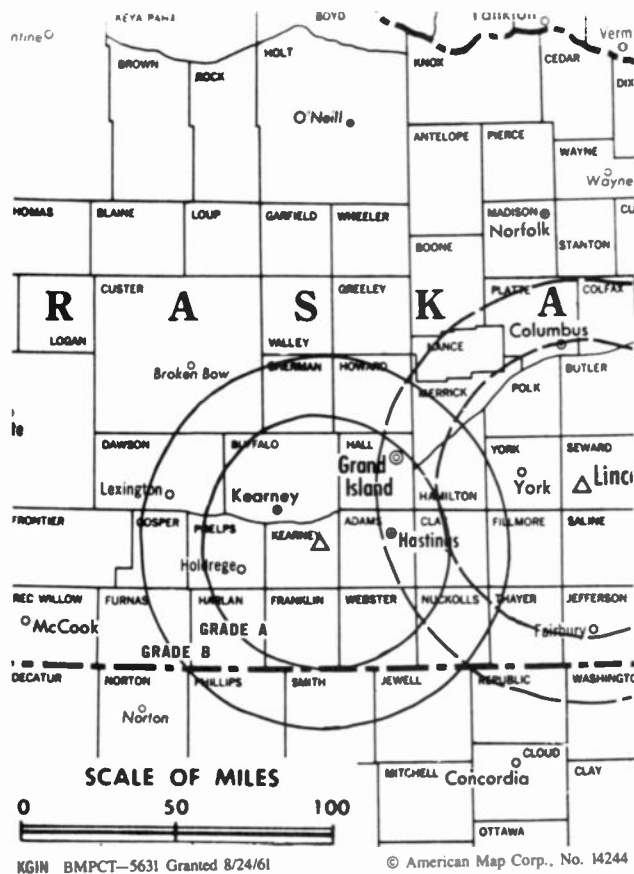
Represented (sales): MMT Marketing.

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, NE 68901.

Mailing Address: Box 578, Hastings, NE 68901.

Telephone: 402-463-1321. **TWX:** 910-622-0005.

Fax: 402-463-6551.

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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA, 3.9-meter Ku-band; Harris, M/A-Com receivers.

AM Affiliate: KHAS, 1-kw, 1230 KHz.

News Services: Accu-Weather, AP, NBC.

Ownership: Nebraska Television Corp. G. D. Seaton, pres.; James D. Conway, secy-treas.; John T. Benson, asst. secy. **NTC 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%. Seaton family owns **Hastings Tribune**, controls KHAS; KGGF(AM), 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.

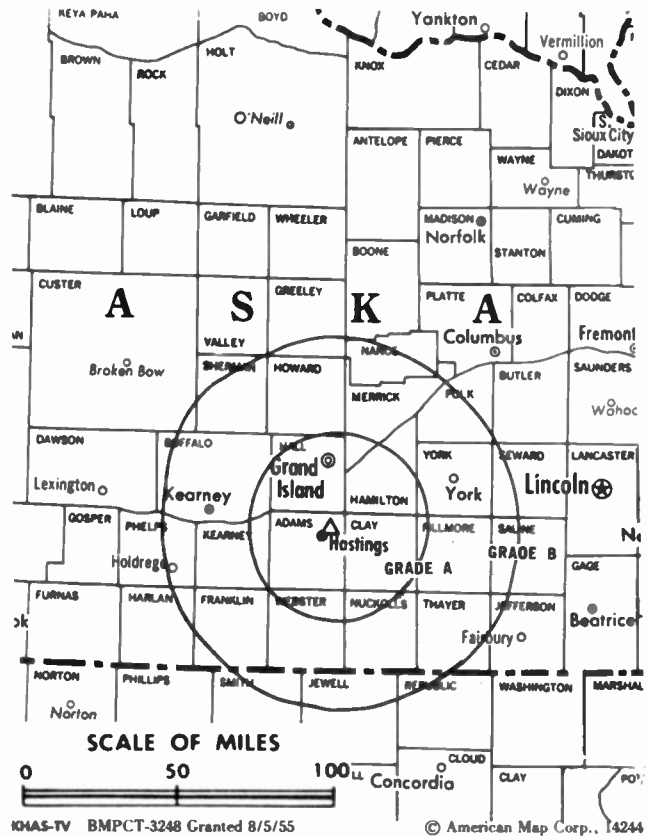
Highest 30 Sec. Rate: \$525.

NETWORK BASE HOURLY RATE: \$450.

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

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Jewell	2,000	1,900	95
	Republic	2,900	2,800	97
	Smith	2,300	2,300	100
	NEBRASKA			
	Adams	12,200	12,100	99
	Boone	2,600	2,600	100
	Buffalo	14,000	13,900	99
	Clay	3,000	3,000	100
	Fillmore	3,000	3,000	100
	Franklin	1,700	1,700	100
	Garfield	1,000	1,000	100
	Greeley	1,200	1,200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Hall	19,200	19,000	99
	Hamilton	3,400	3,400	100
	Howard	2,400	2,400	100
	Kearney	2,700	2,700	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
	Webster	1,900	1,900	100
York	5,800	5,700	98	
Between 25-49%	KANSAS			
	Phillips	2,900	2,800	97
	NEBRASKA			
	Custer	5,200	5,100	98
	Gosper	800	800	100
	Harlan	1,700	1,700	100
	Jefferson	3,700	3,600	97
	Loup	300	300	100
	Valley	2,300	2,200	96
	Wheeler	400	400	100
Between 5-24%	KANSAS			
	Cloud	4,700	4,600	98
	Mitchell	3,400	3,300	97
	Washington	3,100	3,000	97
	NEBRASKA			
	Dawson	8,900	8,800	99
	Platte	11,000	10,900	99
	Saline	5,000	4,900	98
	Seward	5,900	5,800	98
	Station Totals		158,300	156,500
Net Weekly Circulation (1988)				93,400
Average Daily Circulation (1988)				52,200

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: See KHGI-TV, Kearney.

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.

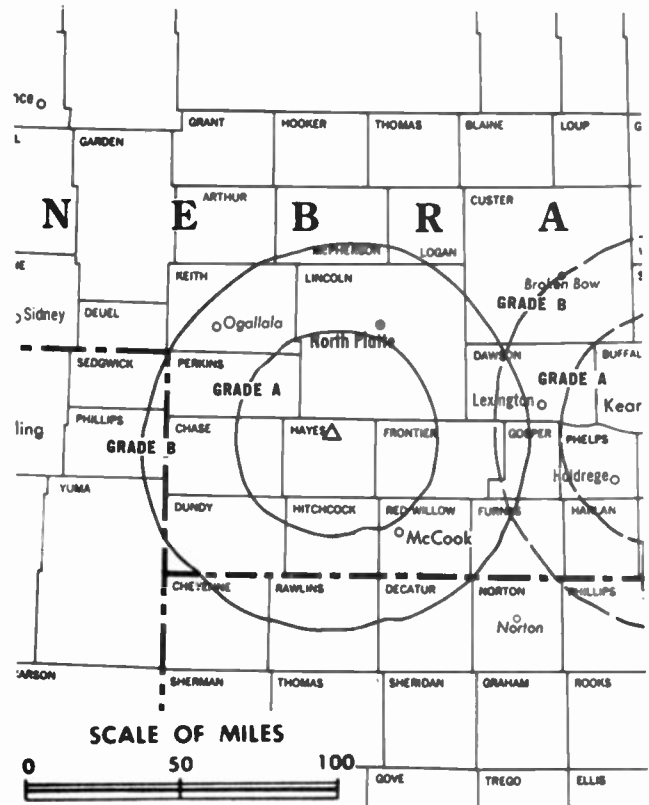
Represented (sales): Katz Television.

Represented (legal): Baker & Hostetler.

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.



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

© American Map Corp., 14244

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

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 satellites KWNB-TV, Hayes Center & KSNB-TV, Superior, NE)

Network Service: ABC.

Licensee: Gordon Broadcasting, Box 220, Kearney, NE 68848.

Studio: 14-mi. S of Kearney on Hwy. 44.

Mailing Address: Box 220, Kearney, NE 68848.

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 Amaturto Group approved by FCC Jan. 17, 1986. Sale to Amaturto 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): Baker & Hostetter.

Represented (engineering): Jules Cohen & Associates.

Personnel:

- ROBERT D. GORDON, president & general manager.
- BILL RITCHIE, executive vice president.
- RON TILLERY, director of broadcast operations.
- JERRY FUEHRER, chief engineer.

Rates: On request.

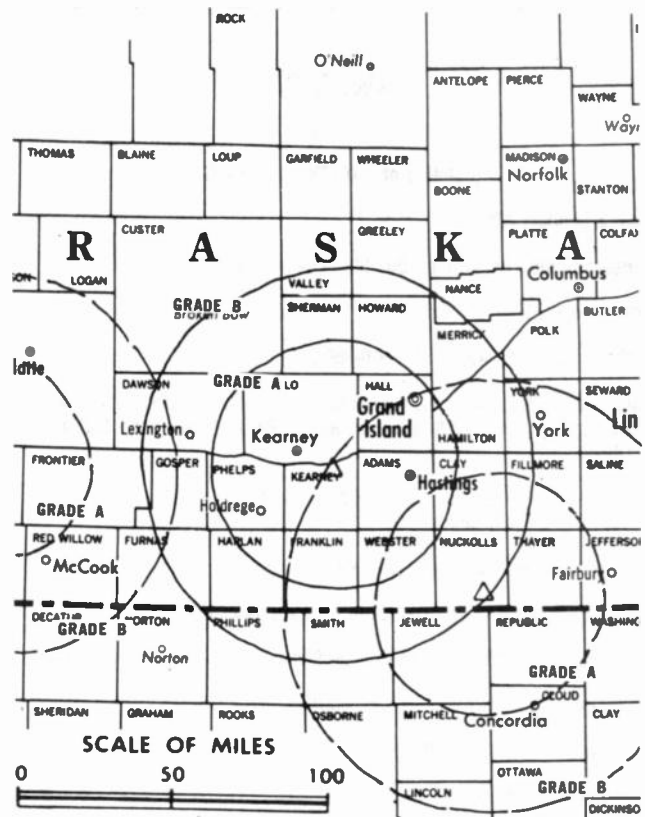
NETWORK BASE HOURLY RATE: \$800.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Cheyenne	1,500	1,500	100
	Cloud	4,700	4,600	98
	Jewell	2,000	1,900	95
	Mitchell	3,400	3,300	97
	Osborne	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



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Smith	2,300	2,300	100
	Washington	3,100	3,000	97
	NEBRASKA			
	Adams	12,200	12,100	99
	Buffalo	14,000	13,900	99
	Chase	1,900	1,900	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	19,200	19,000	99
	Hamilton	3,400	3,400	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	3,800	3,800	100
	Lincoln	12,900	12,700	98
	Logan	400	400	100
	Mc Pherson	200	200	100
	Merrick	3,200	3,200	100
	Nuckolls	2,600	2,600	100
	Perkins	1,600	1,600	100

(Continued on page A-693)

Station Totals	241,800	238,800	99
Net Weekly Circulation (1988)			141,900
Average Daily Circulation (1988)			76,700

Our firm acted as financial advisor and broker in the 1986 sale of KHGI-TV

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road, Palm Beach, Florida 33480 (407) 863-8995
P.O. Box 42601, Cincinnati, Ohio 45242 (513) 791-8730

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, Commodity Wire, U.S. Weather Bureau.

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

Began Operation: February 18, 1953. 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). Sale to Gillett by Fetzer Communications Inc. approved by FCC Oct. 29, 1985. Sale to present owners by Gillett Bcstg. approved by FCC July 31, 1987.

Represented (sales): MMT Marketing.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Lohnes & Culver.

Personnel:

- FRANK JONAS, president & general manager.
- CLYDE HELTON, general sales manager.
- JAN LETKO, local sales manager.
- JOHN DENNEY, news director.
- ROBERT FLINN, program & creative services director.
- LISA QUILL, production director.
- DIANE GONZOLAS, community affairs director.
- MIKE MILLER, farm director.
- LYLE KAUFMAN, chief engineer & operations director.
- CHRIS McPIKE, business manager.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$2500.

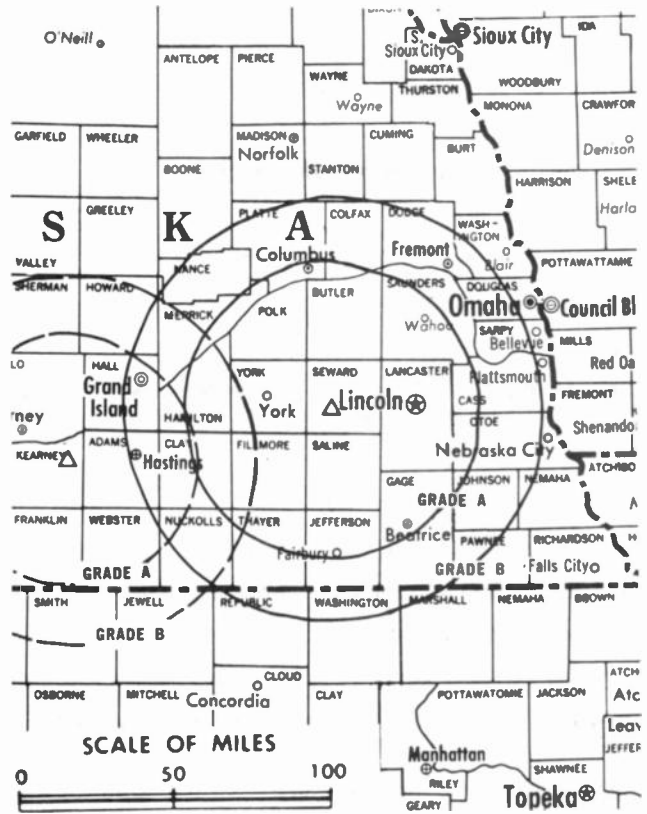
NETWORK BASE HOURLY RATE: \$910.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Cloud	4,700	4,600	98
	Jewell	2,000	1,900	95
	Norton	2,700	2,700	100
	Phillips	2,900	2,800	97
	Republic	2,900	2,800	97
	Smith	2,300	2,300	100
	Washington	3,100	3,000	97
	NEBRASKA			
	Adams	12,200	12,100	99
Boone	2,600	2,600	100	
Boyd	1,300	1,300	100	



KOLN BPCT-3649 Granted 12/15/65

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Brown	1,700	1,700	97
	Buffalo	14,000	13,900	99
	Butler	3,400	3,300	97
	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	9,000	8,900	99
	Garfield	1,000	1,000	100
	Gosper	800	800	100
	Greeley	1,200	1,200	100
	Hall	19,200	19,000	99
	Hamilton	3,400	3,400	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	3,800	3,800	100
	Lancaster	81,400	80,600	99
	Lincoln	12,900	12,700	98
	Loup	300	300	100
	Madison	12,800	12,600	98
	Merrick	3,200	3,200	100
	Nance	1,700	1,700	100
Nuckolls	2,600	2,600	100	
Pawnee	1,500	1,500	100	
Perkins	1,600	1,600	100	

(Continued on page A-693)

Station Totals	410,400	405,500	99
Net Weekly Circulation (1988)		287,700	
Average Daily Circulation (1988)		187,200	

Nebraska—McCook-Oberlin, Kansas

KSNK

Ch. 8

(Satellite of KSNW, Wichita, KS)

Network Service: NBC.

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

Studio: US Hwy. 36 W, 9-mi. W of Oberlin, KS 67749.

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, CNN, Conus, KSN.

Ownership: SJL of Kansas Corp., 100%. See Group Ownership of Television Stations.

Began Operation: October 16, 1959. Sale to present owner by The Standard Corp. approved by FCC August 5, 1988.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

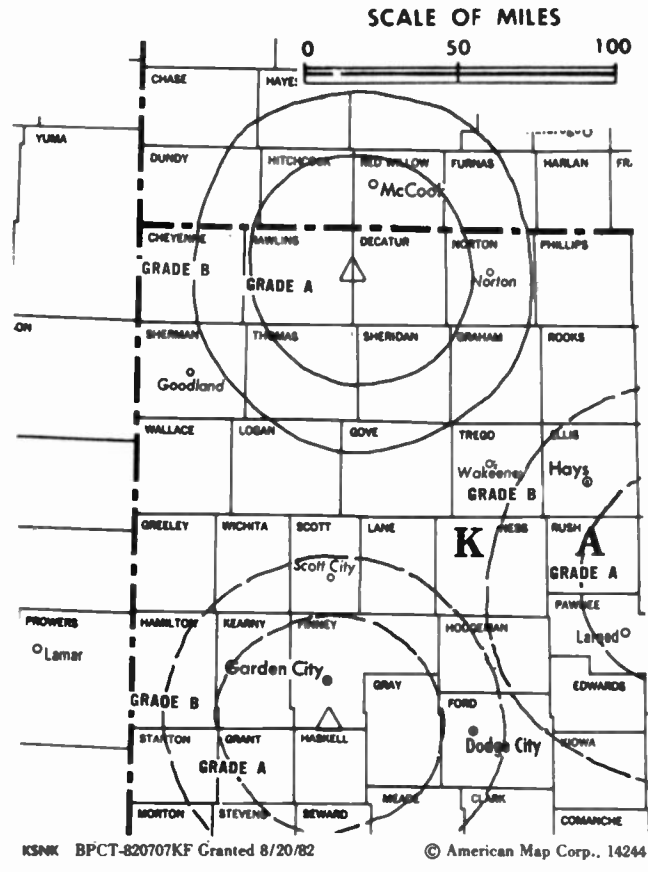
STEVE VINEY, station manager.
DELMER COSS, chief engineer.

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: 60.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	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	2,900	2,900	100
	Thomas	3,300	3,200	97



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

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NEBRASKA				
	Dundy	1,200	1,200	100	
	Furnas	2,600	2,500	96	
	Hayes	500	500	100	
	Hitchcock	1,500	1,500	100	
	Red Willow	5,100	5,000	98	
Between 25-49%	KANSAS				
	Phillips	2,900	2,800	97	
	Rooks	2,600	2,600	100	
Between 5-24%	NEBRASKA				
	Chase	1,900	1,900	100	
	Frontier	1,400	1,400	100	
	Gosper	800	800	100	
	Harlan	1,700	1,700	100	
		KANSAS	Wallace	700	700
Station Totals		42,200	41,800	99	
Net Weekly Circulation (1988)			30,400		
Average Daily Circulation (1988)			20,400		

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 North Platte town center on Hwy. 83 N, North Platte, NE 69103.

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, 90.0%; Ulysses A. Carlini, 10.0%. See Richard Shively in 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.

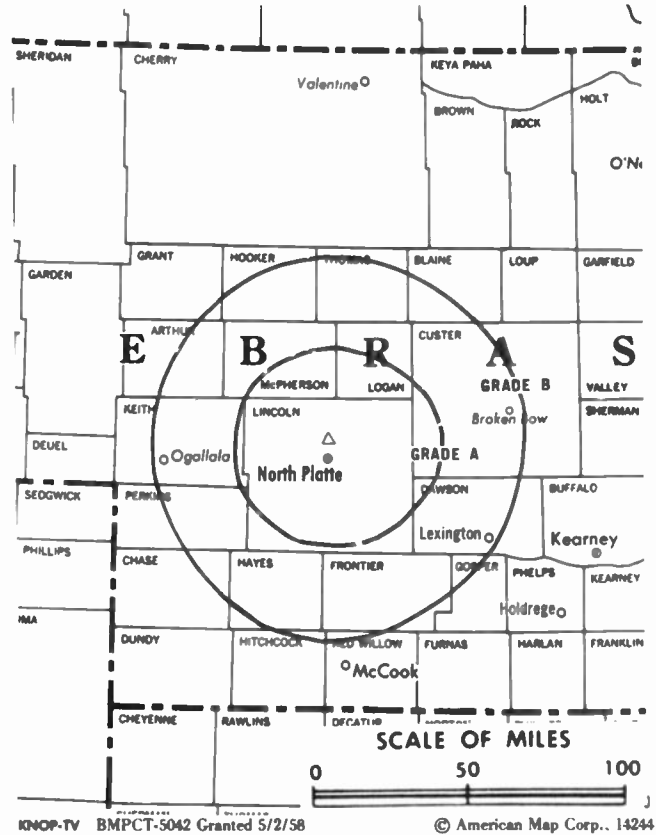
Highest 30 Sec. Rate: \$285.

NETWORK BASE HOURLY RATE: \$200.

City of License: North Platte. **ADI:** North Platte. **Rank:** 210.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEBRASKA				
50% & Over	Arthur	200	200	100
	Blaine	300	300	100
	Dawson	8,900	8,800	99
	Frontier	1,400	1,400	100
	Grant	300	300	100
	Hooker	400	400	100
	Keith	3,800	3,800	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lincoln	12,900	12,700	98
	Logan	400	400	100
	Mc Pherson	200	200	100
	Perkins	1,600	1,600	100
	Thomas	400	400	100
NEBRASKA				
Between 25-49%	Chase	1,900	1,900	100
	Custer	5,200	5,100	98
COLORADO				
Between 5-24%	Sedgwick	1,400	1,400	100
	NEBRASKA			
	Brown	1,700	1,700	97
	Cherry	2,600	2,600	100
	Deuel	1,000	1,000	100
	Garden	1,000	1,000	100
	Gosper	800	800	100
	Hayes	500	500	100
	Red Willow	5,100	5,000	98
Station Totals		52,000	51,500	99
Net Weekly Circulation (1988)			31,300	
Average Daily Circulation (1988)			21,000	

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, 1363-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-Corn, 3-meter Ku-band; Avantek, M/A-Corn 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, Lipfert, Bernhard, McPherson & Hand.

Personnel:

- JOHN CARPENTER, general manager.
- HOWARD SHRIER, general sales manager.
- DONNA RIDGLEY, local sales manager.
- BETTIE DENNY, program/community affairs manager.
- PHIL CLARK, promotion manager.
- KIRK WINKLER, news director.
- DON CLAUSEN, chief engineer.
- DICK SPARK, business manager.

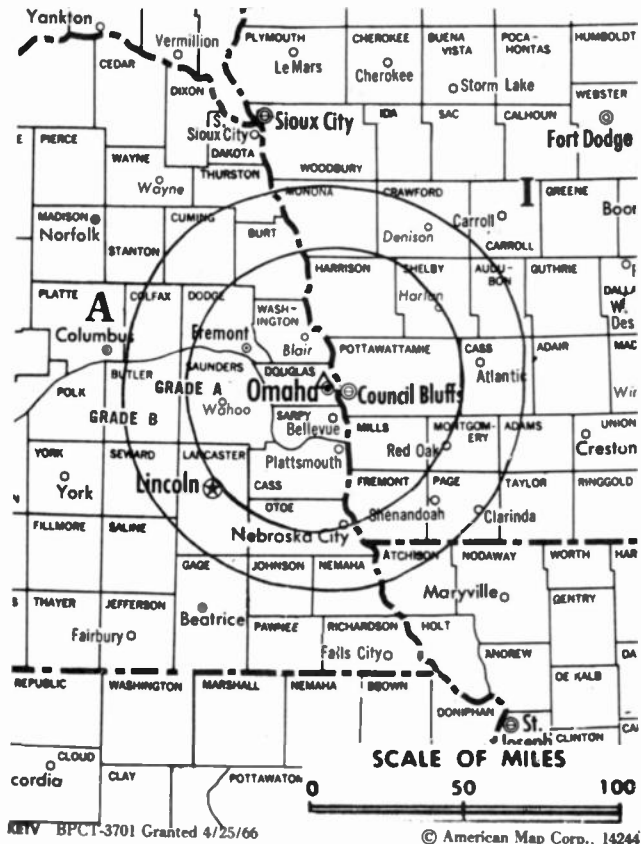
Highest One Hour Rate: \$8500.

Highest 30 Sec. Rate: \$4500.

City of License: Omaha. ADI: Omaha. Rank: 70.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adams	2,200	2,200	100
	Cass	7,000	6,900	99
	Crawford	7,000	6,900	99
	Fremont	3,800	3,800	100
	Harrison	6,100	6,000	98
	Mills	4,900	4,900	100
	Monona	4,500	4,400	98
	Montgomery	5,600	5,500	98
	Page	7,700	7,600	99
	Pottawattamie	33,300	33,000	99
	Shelby	5,500	5,500	100
	Taylor	3,300	3,200	97
	MISSOURI			
	Atchison	3,200	3,200	100
	NEBRASKA			
	Burt	3,600	3,600	100
Butler	3,400	3,300	97	
Cass	8,200	8,100	99	
Colfax	3,700	3,600	97	
Cuming	4,100	4,000	98	
Dodge	14,000	13,900	99	
Douglas	161,000	159,600	99	
Gage	9,000	8,900	99	
Johnson	2,000	2,000	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lancaster	81,400	80,600	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	4,300	4,200	98
	Sarpy	31,700	31,600	100
	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
	Washington	5,800	5,800	100
Between 25-49%	IOWA			
	Audubon	3,200	3,200	100
	NEBRASKA			
	Jefferson	3,700	3,600	97
	Saline	5,000	4,900	98
	Stanton	2,400	2,400	100
Between 5-24%	IOWA			
	Carroll	8,400	8,300	99
	Sac	5,400	5,300	98
	Union	5,500	5,400	98
	KANSAS			
	Marshall	5,200	5,100	98
	Nemaha	4,200	4,100	98
	MISSOURI			
	Nodaway	7,700	7,600	99
	NEBRASKA			
Dakota	6,700	6,700	100	
Dixon	2,700	2,700	100	
Madison	12,800	12,600	98	
Polk	2,300	2,300	100	
Wayne	3,400	3,400	100	
Station Totals		547,800	542,200	99
Net Weekly Circulation (1988)			398,900	
Average Daily Circulation (1988)			225,300	

Nebraska—Omaha

KMTV

Ch. 3

Network Service: CBS.

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

Studio: 10714 Mockingbird Dr., Omaha, NE 68127.

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: AFC, 3.7-meter Ku-band; Harris, 3.0-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7.0-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.
- LIN WHITE, local sales manager.
- LOREN TOBIA, news director.
- DONALD E. BROWERS, program & production manager.
- LARRY STEELE, chief engineer.
- GARY SWANGER, business manager.

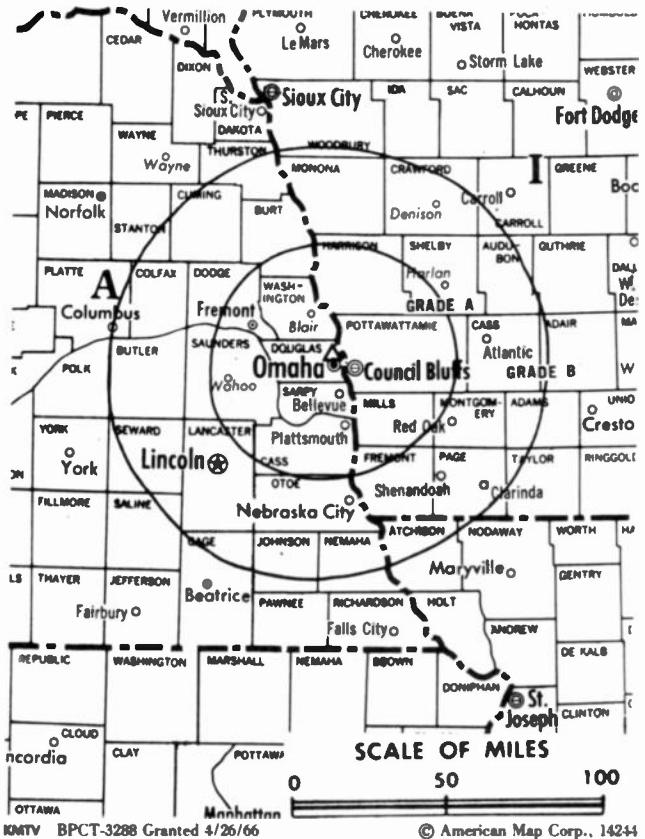
Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1325.

City of License: Omaha. ADI: Omaha. Rank: 70.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dodge	14,000	13,900	99
	Douglas	161,000	159,600	99
	Johnson	2,000	2,000	100
	Lancaster	81,400	80,600	99
	Nemaha	3,300	3,200	97
	Otoe	6,000	5,900	98
	Sarpy	31,700	31,600	100
	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
	Stanton	2,400	2,400	100
	Washington	5,800	5,800	100
	Between 25-49%	MISSOURI		
Nodaway		7,700	7,600	99
NEBRASKA				
Gage		9,000	8,900	99
Pawnee		1,500	1,500	100
Platte		11,000	10,900	99
Richardson		4,300	4,200	98
Saline	5,000	4,900	98	
Between 5-24%	IOWA			
	Carroll	8,400	8,300	99
	Ida	3,500	3,500	100
	KANSAS			
	Marshall	5,200	5,100	98
	NEBRASKA			
	Dakota	6,700	6,700	100
	Dixon	2,700	2,700	100
	Jefferson	3,700	3,600	97
	Madison	12,800	12,600	98
	Thurston	2,400	2,400	100
	Wayne	3,400	3,400	100
York	5,800	5,700	98	
Station Totals		533,900	528,600	99
Net Weekly Circulation (1988)				381,700
Average Daily Circulation (1988)				214,500

Nebraska—Omaha

KPTM

Ch. 42



We're your station!

TELEREP, INC.

Network Service: None, independent.

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

Studio: 4625 Famam St., Omaha, NE 68132.

Telephone: 402-558-4200. **TWX:** 910-558-0475.

Fax: 402-558-0475.

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"

Holds CP for change to 1893-ft. above av. terrain, 1814-ft. above ground, 3021-ft. above sea level. BPCT-870902KE.

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 additional 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.

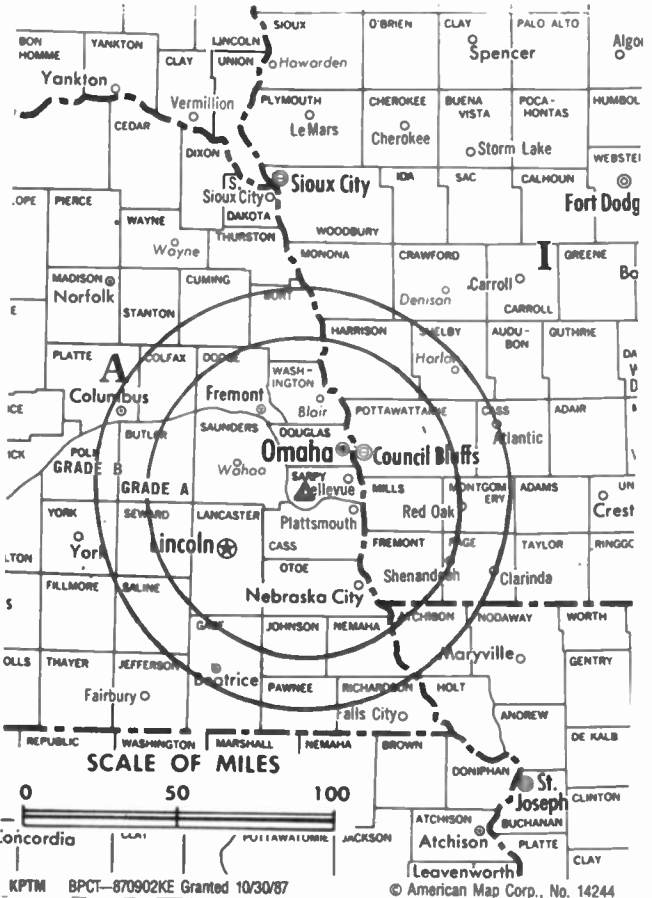
Represented (engineering): Smith & Powstenko; Cecil Lynch.

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.
- BRUCE BINENFELD, promotion director.
- MAUREEN KELLY, traffic manager.
- KEVIN DREWES, chief engineer.
- JACE ANDERSON, production manager.
- MARILYN ROTHE, film director.

City of License: Omaha. **AOI:** Omaha. **Rank:** 70.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	IOWA			
	Fremont	3,800	3,800	100
	Harrison	6,100	6,000	98
	Mills	4,900	4,900	100
	Montgomery	5,600	5,500	98
	Page	7,700	7,600	99
	Pottawattamie	33,300	33,000	99
	NEBRASKA			
	Cass	8,200	8,100	99
	Dodge	14,000	13,900	99
Douglas	161,000	159,600	99	
Lancaster	81,400	80,600	99	
Nemaha	3,300	3,200	97	
Otoe	6,000	5,900	98	
Pawnee	1,500	1,500	100	
Richardson	4,300	4,200	98	
Sarpy	31,700	31,600	100	
Saunders	7,000	6,900	99	
Seward	5,900	5,800	98	
Washington	5,800	5,800	100	
Between 25-49%	IOWA			
	Adams	2,200	2,200	100
	Cass	7,000	6,900	99
	Shelby	5,500	5,500	100
	Taylor	3,300	3,200	97
MISSOURI				
Atchison	3,200	3,200	100	
NEBRASKA				
Burt	3,600	3,600	100	
Butler	3,400	3,300	97	
Coffax	3,700	3,600	97	
Cuming	4,100	4,000	98	
(Continued on page A-693)				
Station Totals		495,200	490,300	99
Net Weekly Circulation (1988)				275,600
Average Daily Circulation (1988)				134,000

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.

Fax: 402-346-9249.

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 Station: Harris, 6.1-meter; Harris, M/A-Corn, 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, P.C.

Personnel:

- JAMES H. SMITH, president & general manager.
- DONALD GRUBAUGH, vice president & general sales manager.
- BRUCE LEE, local/regional sales manager.
- JOHN DIXON, program director.
- WAYNE GOETZ, chief engineer.
- JUDY HORAN, promotion manager.
- MARILYN KONIGSBERG, community affairs director.
- BRYCE ANDERSON, farm director.
- HOWARD GREGORY, production manager.
- KAREN BRIDE, controller.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2000.

City of License: Omaha. ADI: Omaha. Rank: 70.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

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



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Cuming	4,100	4,000	98
	Dodge	14,000	13,900	99
	Douglas	161,000	159,600	99
	Gage	9,000	8,900	99
	Johnson	2,000	2,000	100
	Lancaster	81,400	80,600	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	4,300	4,200	98
	Sarpy	31,700	31,600	100
	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
Washington	5,800	5,800	100	

Between 25-49%	IOWA			
	Taylor	3,300	3,200	97
	MISSOURI			
	Nodaway	7,700	7,600	99
	NEBRASKA			
Madison	12,800	12,600	98	
Saline	5,000	4,900	98	
Thurston	2,400	2,400	100	

Between 5-24%	IOWA			
	Carroll	8,400	8,300	99
	Sac	5,400	5,300	98
	Union	5,500	5,400	98
	KANSAS			
	Marshall	5,200	5,100	98
MISSOURI				
Holt	2,700	2,600	96	

(Continued on page A-693)

Station Totals	555,100	549,500	99
Net Weekly Circulation (1988)			406,900
Average Daily Circulation (1988)			228,300

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: Simulsat, 5-meter; RCA Americom Ku-band; Simulsat 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:

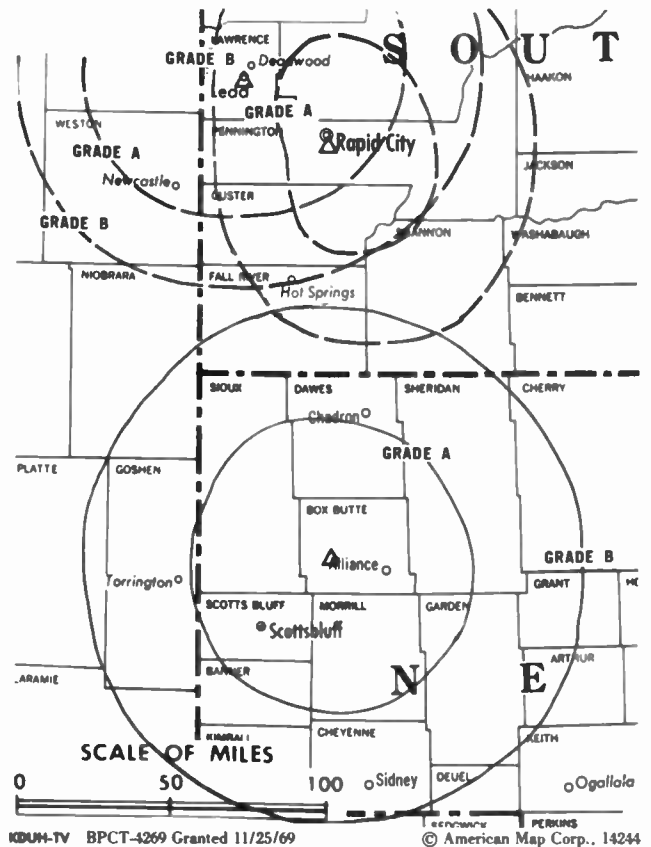
WILLIAM DUHAMEL, general manager.
WES HAUGEN, general sales manager.
FRANK ETHERINGTON, director of engineering.
JERRY DISHONG, resident manager.

Rates: Sold in combination with KOTA-TV.

City of License: Scottsbluff. **ADI:** Cheyenne, WY-Scottsbluff, NE-Sterling, CO. **Rank:** 183.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEBRASKA			
	Banner	300	300	100
	Box Butte	5,700	5,600	98
	Cheyenne	4,100	4,000	98
	Dawes	3,500	3,400	97
	Deuel	1,000	1,000	100
	Garden	1,000	1,000	100
	Grant	300	300	100
	Morrill	2,400	2,300	96
	Scotts Bluff	14,400	14,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sheridan	2,900	2,900	98
	Sioux	700	700	100
	WYOMING			
	Goshen	4,900	4,800	98
Niobrara	1,200	1,200	100	
Platte	4,500	4,300	96	
Between 25-49%	NEBRASKA			
	Kimball	1,900	1,900	100
	SOUTH DAKOTA			
Shannon	2,500	2,300	92	
Between 5-24%	COLORADO			
	Sedgwick	1,400	1,400	100
	NEBRASKA			
	Arthur	200	200	100
	Cherry	2,600	2,600	100
	Hooker	400	400	100
	SOUTH DAKOTA			
	Custer	2,700	2,600	96
	Fall River	3,400	3,300	97
	WYOMING			
Johnson	2,600	2,500	96	
Weston	3,000	2,800	95	
Station Totals		67,600	66,000	98
Net Weekly Circulation (1988)				38,900
Average Daily Circulation (1988)				23,000

Nebraska—Scottsbluff-Gering

KSTF

Ch. 10

(Satellite of KGWN-TV, Cheyenne, WY)

Network Service: CBS.

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

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

Telephone: 307-634-7755.

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: See KGWN-TV, Cheyenne, WY.

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

City of License: Scottsbluff. **AOI:** Cheyenne, WY-Scottsbluff, NE-Sterling, CO. Rank: 183.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEBRASKA			
	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	14,400	14,200	99
	Sioux	700	700	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING			
	Goshen	4,900	4,800	98
Between 25-49%	NEBRASKA			
	Garden	1,000	1,000	100
	WYOMING			
	Platte	4,500	4,300	96
Between 5-24%	NEBRASKA			
	Cheyenne	4,100	4,000	98
	Dawes	3,500	3,400	97
	Sheridan	2,900	2,900	98
	SOUTH OAKOTA			
	Fall River	3,400	3,300	97
WYOMING	Niobrara	1,200	1,200	100
	Station Totals	50,900	49,900	98
Net Weekly Circulation (1988)			28,500	
Average Daily Circulation (1988)			17,000	

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.

Studio: 14.5-mi. S of Hwy. 44, Kearney, NE 68848.

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.

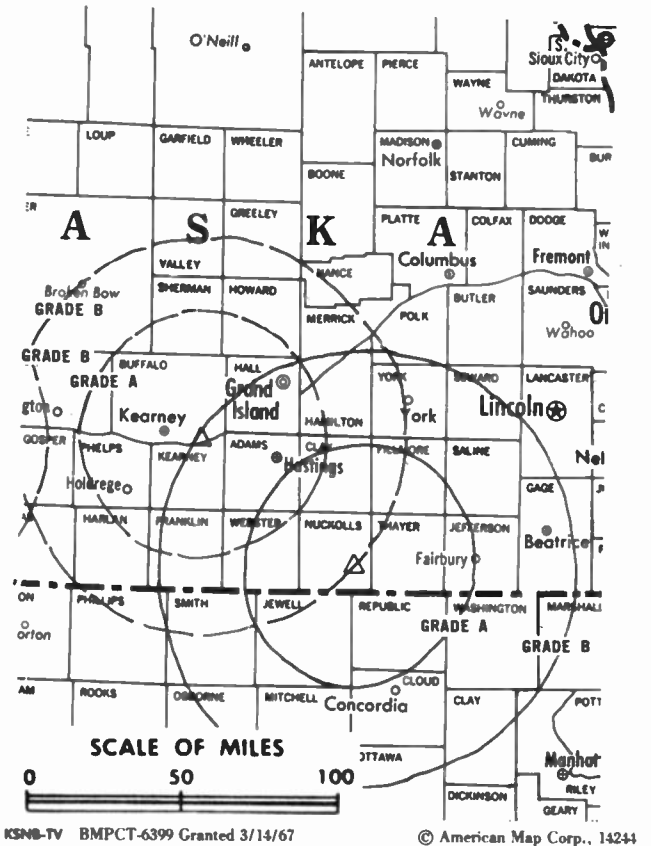
Represented (legal): Baker & Hostetler.

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.

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



NETWORK BASE HOURLY RATE: Bonus.

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

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

Nebraska

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NEBRASKA			
	Phelps	3,600	3,600	100
	Red Willow	5,100	5,000	98
	Sherman	1,500	1,500	100
	Thayer	2,800	2,800	100
	Valley	2,300	2,200	96
	Webster	1,900	1,900	100
Between 25-49%	KANSAS			
	Clay	3,900	3,800	97
	Decatur	1,800	1,800	100
	Graham	1,500	1,500	100
	Norton	2,700	2,700	100
	Ottawa	2,300	2,200	96
	NEBRASKA			
Arthur	200	200	100	
Nance	1,700	1,700	100	
York	5,800	5,700	98	
Between 5-24%	KANSAS			
	Dickinson	8,000	7,900	99
	Geary	10,500	10,400	99
	Lincoln	1,600	1,600	100
	Marshall	5,200	5,100	98
	Russell	3,600	3,500	97
	Sheridan	1,300	1,300	100
	NEBRASKA			
	Antelope	3,200	3,100	97
	Boone	2,600	2,600	100
	Gage	9,000	8,900	99
	Garden	1,000	1,000	100
	Loup	300	300	100
	Saline	5,000	4,900	98
	Seward	5,900	5,800	98
Wheeler	400	400	100	

KPTM, Omaha (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NEBRASKA			
	Gage	9,000	8,900	99
	Jefferson	3,700	3,600	97
	Johnson	2,000	2,000	100
Platte	11,000	10,900	99	
Between 5-24%	IOWA			
	Crawford	7,000	6,900	99
	KANSAS			
	Marshall	5,200	5,100	98
	Nemaha	4,200	4,100	98
	NEBRASKA			
	Dakota	6,700	6,700	100
	Polk	2,300	2,300	100
	Saline	5,000	4,900	98
	Thurston	2,400	2,400	100
	Wayne	3,400	3,400	100
York	5,800	5,700	98	

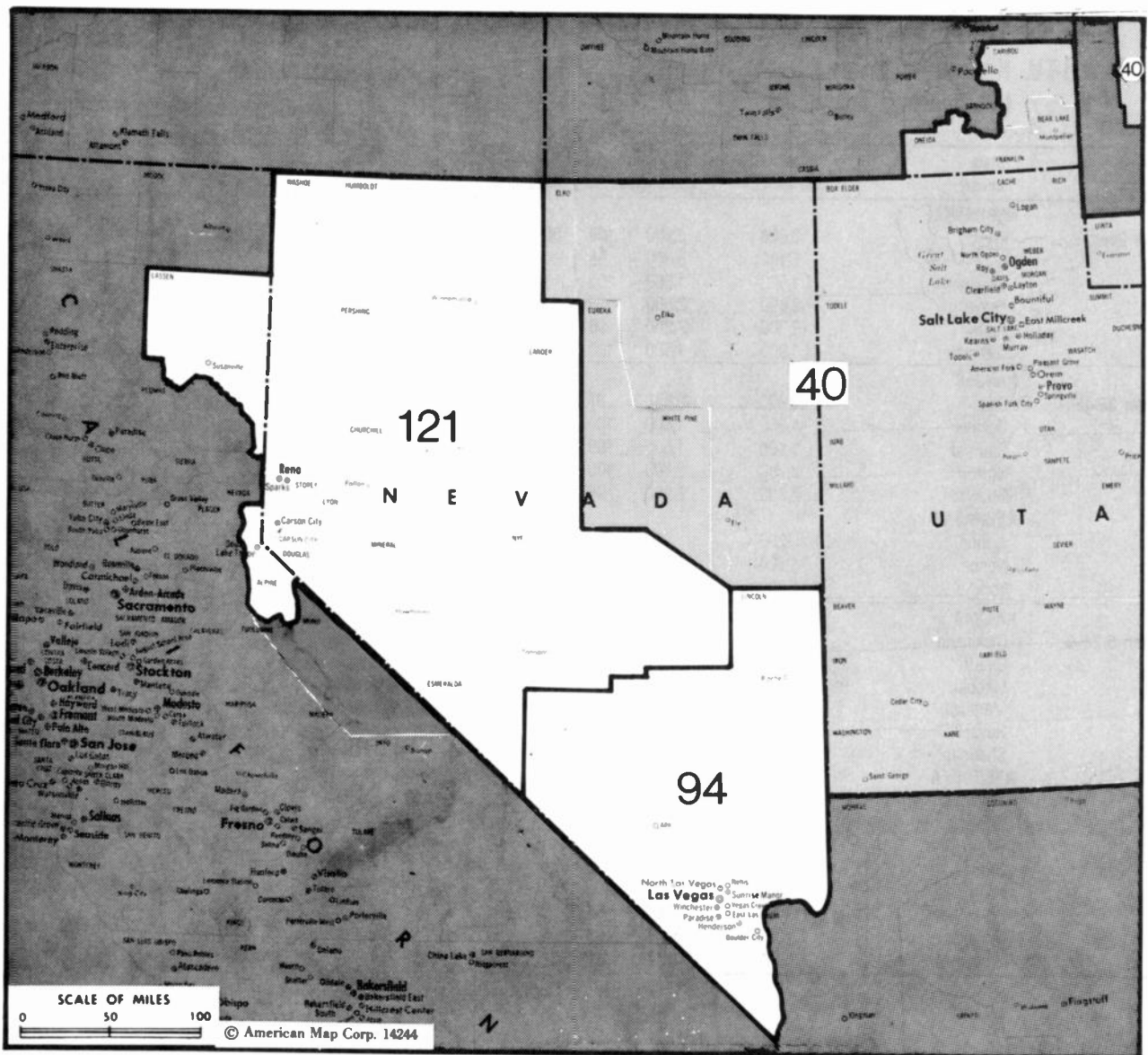
KOLN, Lincoln (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NEBRASKA			
	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	4,300	4,200	98
	Rock	900	900	100
	Saline	5,000	4,900	98
	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
	Sherman	1,500	1,500	100
	Stanton	2,400	2,400	100
	Thayer	2,800	2,800	100
	Valley	2,300	2,200	96
	Webster	1,900	1,900	100
	Wheeler	400	400	100
	York	5,800	5,700	98
Between 25-49%	KANSAS			
	Marshall	5,200	5,100	98
	Rooks	2,600	2,600	100
	NEBRASKA			
	Antelope	3,200	3,100	97
	Cass	8,200	8,100	99
	Chase	1,900	1,900	100
	Logan	400	400	100
	Nemaha	3,300	3,200	97
	Otoe	6,000	5,900	98
Pierce	3,100	3,100	100	
Between 5-24%	IOWA			
	Fremont	3,800	3,800	100
	Mills	4,900	4,900	100
	KANSAS			
	Graham	1,500	1,500	100
	Mitchell	3,400	3,300	97
	Nemaha	4,200	4,100	98
	Osborne	2,300	2,200	96
	NEBRASKA			
	Burt	3,600	3,600	100
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	14,000	13,900	99	
Hitchcock	1,500	1,500	100	
Knox	4,000	3,900	98	

WOWT, Omaha (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NEBRASKA			
	Boone	2,600	2,600	100
	Dakota	6,700	6,700	100
	Dixon	2,700	2,700	100
	Fillmore	3,000	3,000	100
	Jefferson	3,700	3,600	97
	Merrick	3,200	3,200	100
	Polk	2,300	2,300	100
	Stanton	2,400	2,400	100
	Wayne	3,400	3,400	100
	York	5,800	5,700	98

Nevada



Market	Arbitron ADI TV Households	Rank
Salt Lake City, UT	589,800	40
Las Vegas, NV	236,000	94
Reno, NV	172,200	121

Market Area Commercial TV Stations

KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2)
 KLAS-TV (8), KRLR (21), KTNV (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 Totals as of October 1, 1988

	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.

Mailing Address: Box 15047, Las Vegas, NV 89114.

Telephone: 702-733-8850. TWX: 910-397-6968.

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: Transmit/receive Satcom Technology, 2.4-meter Ku-band; AFC, 7-meter C-band; AFC, 3.7-meter Ku-band; Anixter, 5-meter C-band; Superior, 4-meter Ku-band; Agile, Avantek, DX Antenna, M/A-Com, Microdyne 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. Greenspun 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.

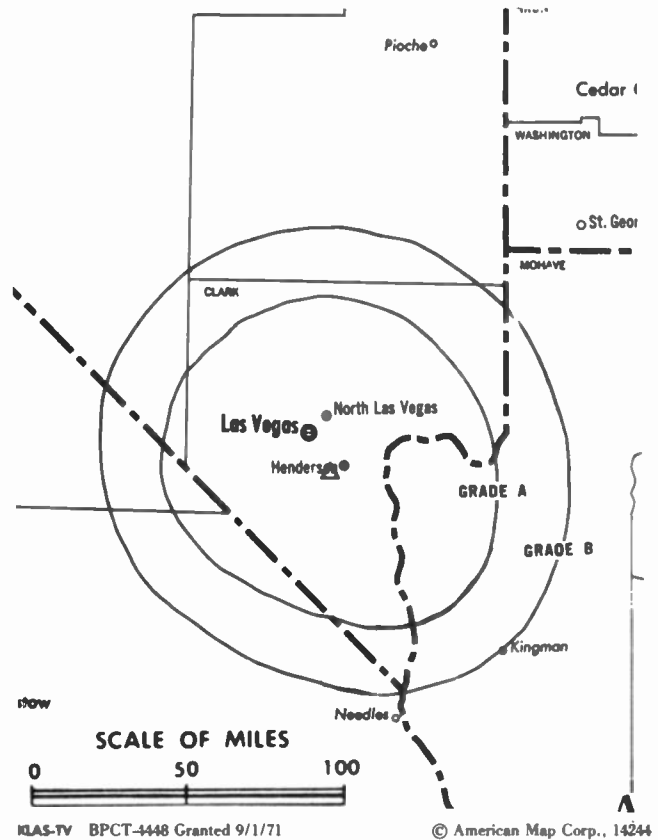
Personnel:

LEMUEL LEWIS, vice president & general manager.
ANDY HENDERSON, general sales manager.
PAT MONSON, program manager.
JOHN NELSON, chief engineer.
JEFF CHESSER, production manager.
BOB STOLDAL, news director.
VIRGINIA CANFIELD, business manager.

Rates: Not available.

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

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Clark	233,400	229,300	98
	Lincoln	1,400	1,300	93
	Nye South	3,500	3,200	91
Between 25-49%	NEVADA			
	White Pine	3,200	3,100	97
Between 5-24%	ARIZONA			
	Mohave	31,900	30,400	95
Station Totals		273,400	267,300	98
Net Weekly Circulation (1988)			221,200	
Average Daily Circulation (1988)			137,900	

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. TWX: 62909353.

Fax: 702-382-1351.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 427-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; ChannelMaster, 3.2-meter C-band; DX Engineering, 3.2-meter C-band; ChannelMaster, Pinzone, DX Engineering receivers.

Ownership: Frank E. Scott family, 70%; Broadcast West Inc., 10%; Alden Communications Corp., 10%; Channel 21 Corp., 10%. Alden is owned by Michael R. Forman, pres., who has interest in KTZZ-TV, Seattle, WA. Carl J. Hilliard, who has 20% of Broadcast West, has MDS interests.

Began Operation: July 31, 1984.

Represented (sales): Seitel Inc.

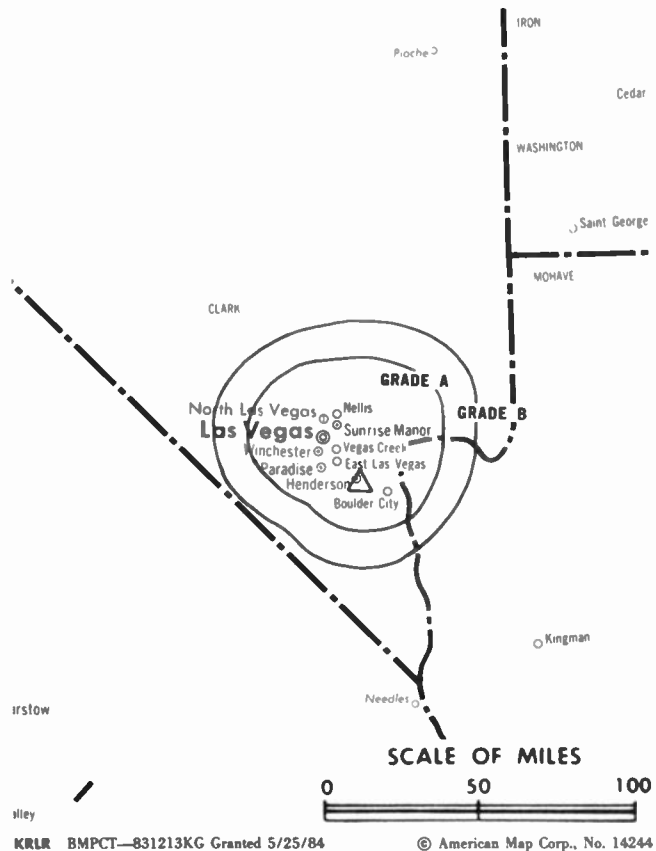
Represented (legal): Miller & Fields, P.C.

Represented (engineering): Carl T. Jones Corp.

Personnel:

RICK SCOTT, general manager.
STEVE SCOTT, chief engineer.
WAYNE GARTLEY, station manager & sales manager.
HOMER McDONALD, national sales coordinator.
RITA WOTHERSPOON, traffic manager.

Highest One Hour Rate: \$2500.



Highest 30 Sec. Rate: \$1500.

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

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	NEVADA			
	Clark	233,400	229,300	98
Station Totals		233,400	229,300	98
Net Weekly Circulation (1988)				117,100
Average Daily Circulation (1988)				46,200

Nevada—Las Vegas

KTNV

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: 316-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: Andrew, 7-meter C-band; Andrew, 4.5-meter C-band; ChannelMaster, 3-meter C-band; Microdyne, 7-meter C-band; RCA, 3-meter Ku-band; Avantek, Microdyne, RCA receivers.

News Services: ABC, AP.

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).

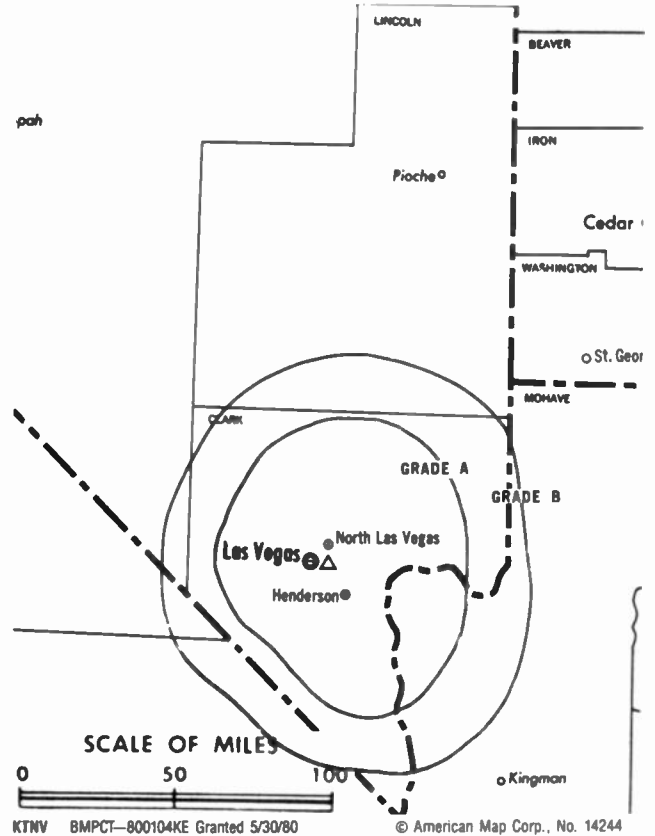
Represented (sales): Petry Television Inc.

Represented (legal): Crowell & Moring.

Personnel:

- JAMES BEHLING, vice president & general manager.
- GARY PLUMLEE, general sales manager.
- TIM FOSTER, national sales manager.
- TERRY OSTLUND, chief engineer.
- STEVE MINIUM, news director.
- STORMI LLOYD-DRAKE, program director.
- PHYLLIS GEMMA, promotion director.
- WILLIAM KELLOGG, business manager.

Rates: Not available.



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

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
NEVADA				
50% & Over	Clark	233,400	229,300	98
	Lincoln	1,400	1,300	93
	Nye South	3,500	3,200	91
Station Totals		238,300	233,800	98
Net Weekly Circulation (1988)			204,600	
Average Daily Circulation (1988)			117,100	

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; Paracom, 3.1-meter C-band; Prodelin, 5-meter C-band; Pinzone, DX Engineering receivers.

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

Ownership: Sunbelt Bcstg. Co., 100%. See Group Ownership of Television Stations.

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.
- DICK HOLLISTER, national sales manager.
- CHARLENE HEARST, public affairs director.
- FRANK HAYNES, chief engineer.
- MIKE CUTLER, news director.
- RALPH TODDRE, program director.
- SUSAN JACOBS, business manager.

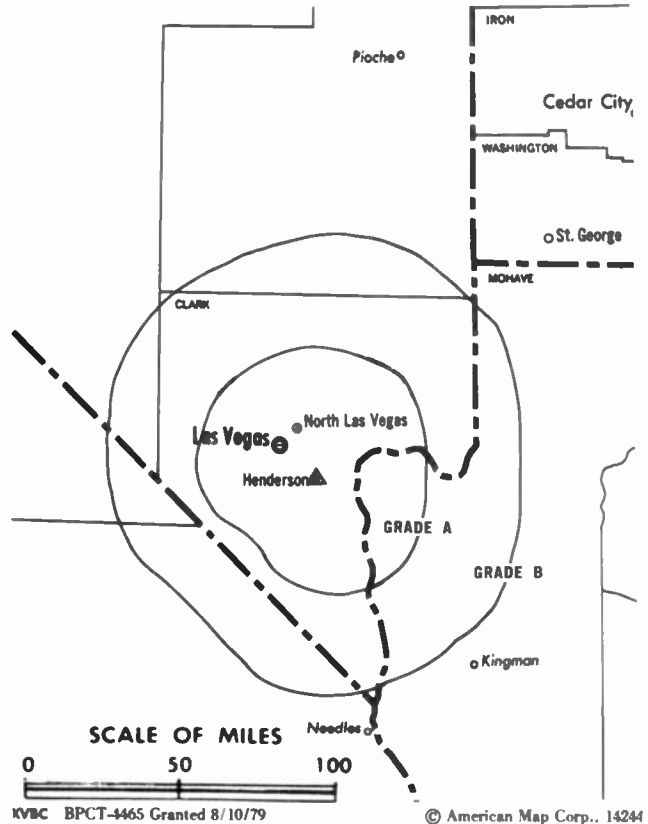
Highest One Hour Rate: \$8000.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Clark	233,400	229,300	98
	Lincoln	1,400	1,300	93
	Nye South	3,500	3,200	91
Between 25-49%	NEVADA			
	Eureka	500	500	90
	UTAH			
	Washington	11,200	10,600	95
Between 5-24%	NEVADA			
	Lander	1,900	1,800	95
	White Pine	3,200	3,100	97
Station Totals		255,100	249,800	98
Net Weekly Circulation (1988)				225,700
Average Daily Circulation (1988)				150,800

Nevada—Henderson-Las Vegas

KVVU-TV

Ch. 5

Network Service: Fox.

Licensee: KVVU Broadcasting Corp., 25 TV 5 Dr., Suite 295, Henderson, NV 89014.

Studio: 25 TV 5 Dr., Henderson, NV 89014.

Telephone: 702-435-5555. 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-Com, 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. Hemstadt, 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:

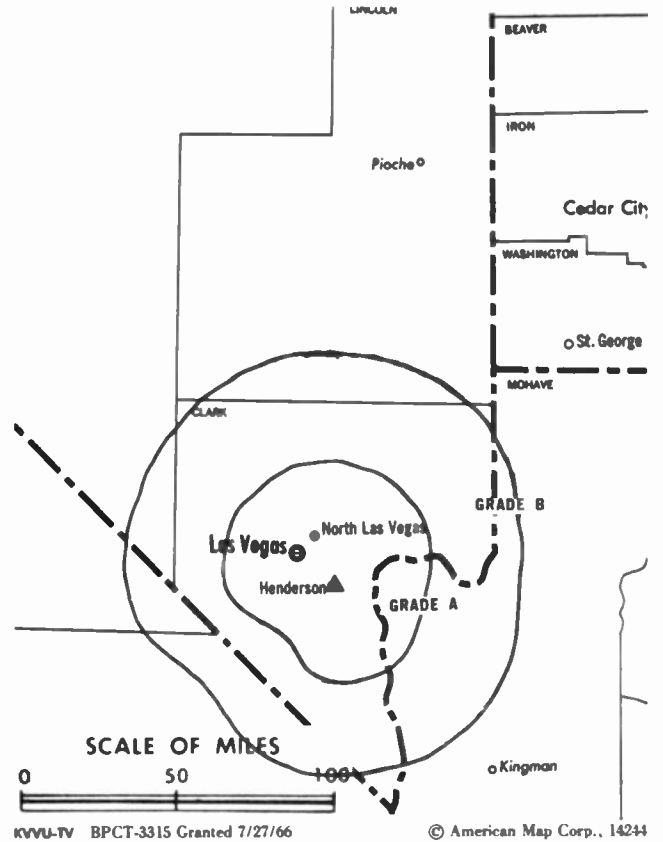
RUSTY DURANTE, vice president & general manager.
BILL UTTON, general sales manager.
TOM MARCIANO, national sales manager.
JACK SMITH, director of engineering.
TOM PURNEY, promotion director.
MONTE WAGNER, business manager.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	ARIZONA			
	Mohave	31,900	30,400	95
	NEVADA			
	Clark	233,400	229,300	98
	Nye South	3,500	3,200	91
Between 25-49%	NEVADA			
	Lincoln	1,400	1,300	93
Between 5-24%	NEVADA			
	White Pine	3,200	3,100	97
	UTAH			
	Washington	11,200	10,600	95
Station Totals		284,600	277,900	98
Net Weekly Circulation (1988)			215,200	
Average Daily Circulation (1988)			121,200	

Nevada—Reno

KCRL

Ch. 4

Network Service: NBC.

Licensee: Circle L Inc., Box 7160, Reno, NV 89502.

Studio: 1790 Vassar St., Reno, NV 89510.

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: 17.0-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: Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; Scientific-Atlanta, 4.5-meter Ku & C-band; Harris, Scientific-Atlanta receivers.

News Services: AP, NBC, UPI.

Ownership: Circle L Inc. Circle L Inc. Ownership: The Cord Foundation, Thomas P. Ford, Edward D. Neuhoff & William O. Bradley, trustees, 90%; Estate of Charles E. Cord, 10.00%.

Began Operation: September 30, 1962.

Represented (sales): MMT Marketing.

Represented (legal): Pierson, Ball & Dowd.

Represented (engineering): Lohnes & Culver.

Personnel:

- JIM ELLIOTT, station manager.
- NORVEL SEYLER, chief engineer.
- JOHN FIRPO, news director.
- JON COBB, local sales manager.
- SHEILA MURCHIE, program director.
- GLENDIA NOTHING, business manager.

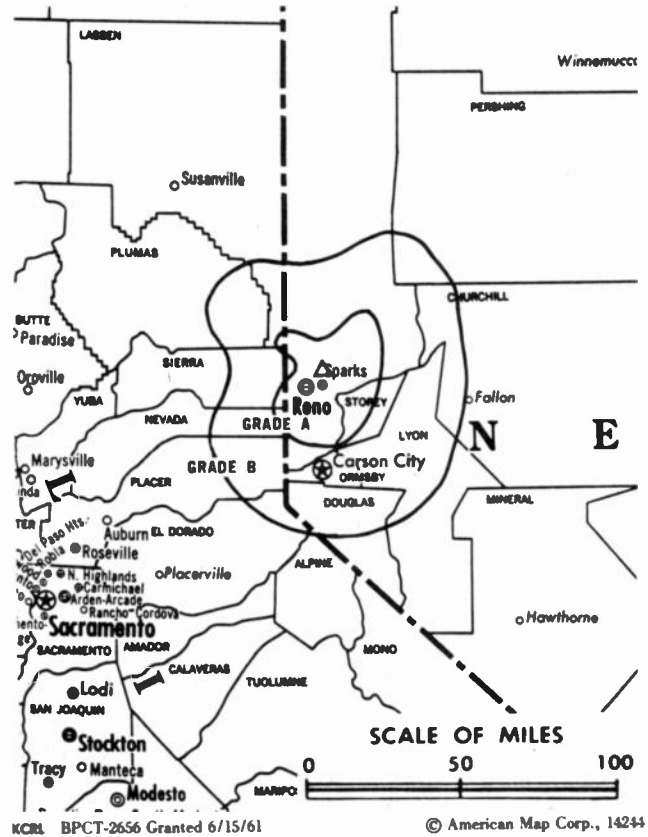
Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$325.

City of License: Reno. **ADI:** Reno. **Rank:** 121.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alpine	400	300	75
	El Dorado East	12,600	12,200	96
	Lassen	8,200	7,700	94
	Sierra	1,500	1,400	93



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Churchill	6,200	6,100	98
	Douglas	10,000	9,600	96
	Esmeralda	300	300	100
	Lyon	7,000	6,700	96
	Mineral	2,600	2,500	96
	Nye North	2,900	2,700	93
	Pershing	1,500	1,500	100
	Storey	600	600	100
	Washoe	96,600	94,200	98
Carson City	15,400	15,000	97	
Between 25-49%	CALIFORNIA			
	Placer East	4,500	4,300	96
Between 5-24%	NEVADA			
	Humboldt	4,400	4,300	97
	CALIFORNIA			
	Mono	4,000	3,500	88
Station Totals		178,700	172,900	97
Net Weekly Circulation (1988)			139,400	
Average Daily Circulation (1988)			78,000	

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. TWX: 910-395-6062.

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' 3.50"
Longitude 119° 47' 51"

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: Andrew, 4.5-meter Ku & C-band; Scientific-Atlanta, 7-meter C-band; Echostar, Scientific-Atlanta receivers.

News Service: INN.

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

Began Operation: October 11, 1981.

Represented (sales): Seltel Inc.

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

Represented (engineering): Smith & Powstenko.

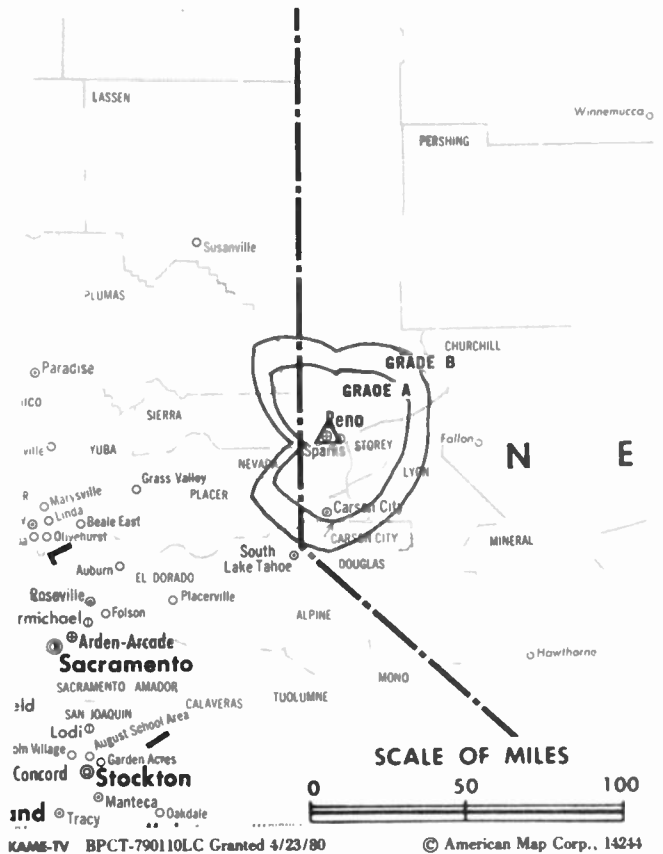
Personnel:

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

Highest 30 Sec. Rate: \$500.

City of License: Reno. ADI: Reno. Rank: 121.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alpine	400	300	75
	NEVADA			
	Churchill	6,200	6,100	98
	Washoe	96,600	94,200	98
	Carson City	15,400	15,000	97
Between 25-49%	CALIFORNIA			
	Lassen	8,200	7,700	94
	Placer East	4,500	4,300	96
	NEVADA			
	Douglas	10,000	9,600	96
	Lyon	7,000	6,700	96
	Storey	600	600	100
Between 5-24%	CALIFORNIA			
	El Dorado East	12,600	12,200	96
	Plumas	8,100	7,600	94
	NEVADA			
	Esmeralda	300	300	100
	Mineral	2,600	2,500	96
Station Totals		172,500	167,100	97
Net Weekly Circulation (1988)				88,100
Average Daily Circulation (1988)				37,600

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 C-band; 2 Andrew, 4.5-meter C-band; GE, 3-meter Ku-band; Andrew, Avantek, Standard Components receivers.

News Services: ABC, AP.

Ownership: Donrey Inc. Donald W. Reynolds, pres., 100%. For Reynolds' 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:** 121.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alpine	400	300	75
	El Dorado East	12,600	12,200	96
	Lassen	8,200	7,700	94
	Mono	4,000	3,500	88
	Placer East	4,500	4,300	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Churchill	6,200	6,100	98
	Douglas	10,000	9,600	96
	Eureka	500	500	90
	Humboldt	4,400	4,300	97
	Lander	1,900	1,800	95
	Lyon	7,000	6,700	96
	Mineral	2,600	2,500	96
	Nye North	2,900	2,700	93
	Pershing	1,500	1,500	100
	Storey	600	600	100
Washoe	96,600	94,200	98	
Carson City	15,400	15,000	97	
Between 25-49%	CALIFORNIA			
	Modoc	3,700	3,400	92
	Sierra	1,500	1,400	93
	NEVADA			
Elko	8,900	8,300	93	
Esmeralda	300	300	100	
White Pine	3,200	3,100	97	
Station Totals		196,900	190,000	96
Net Weekly Circulation (1988)				158,800
Average Daily Circulation (1988)				94,400

Nevada—Reno

KREN-TV

Ch. 27

Network Service: Univision.

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

Studio: 4600 Kietzke Ln., Bldg. G, No. 171, Reno, NV 89510.

Telephones: 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: 2 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.

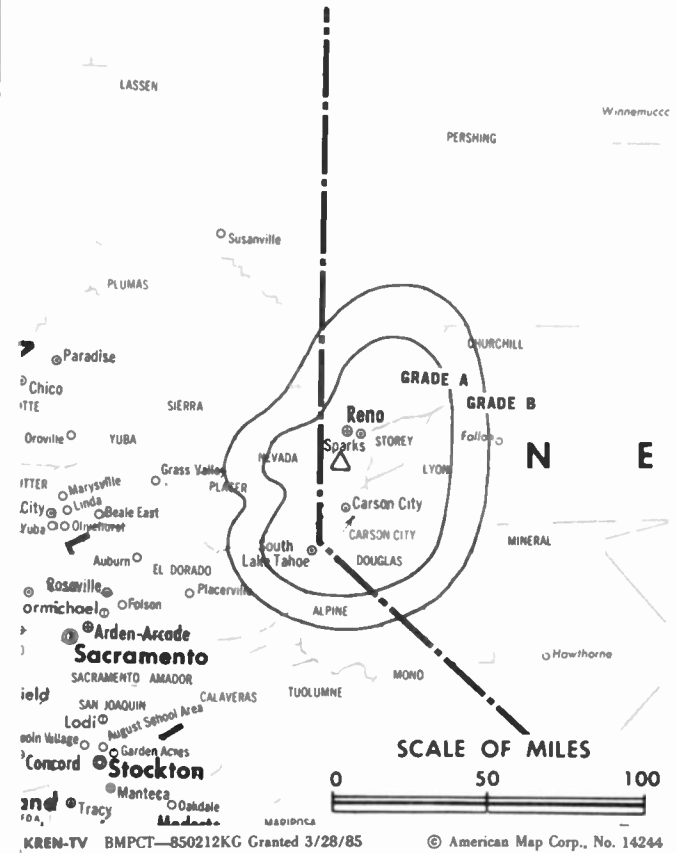
Represented (legal): Fletcher, Heald & Hildreth.

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:** 121.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Nevada—Reno

KTVN

Ch. 2

Network Service: CBS.

Licensee: Sarkes Tarzian Inc., 4925 Energy Way, Box 7220, Reno, NV 89502.

Studio: 4925 Energy Way, Reno, NV 89502.

Telephone: 702-786-2212.

Mailing Address: Box 7220, Reno, NV 89502.

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' 00.50''
Longitude 119° 47' 52.00''

Requests CP for change to 89.1-kw max. visual, 8.9-kw max. 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 Components, 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, president & general manager.
AL RICHARDS, director of operations & engineering.
JOHN RICHARDSON, general sales manager.
DAVE BRISCO, production manager.
SHARON ASHER, program services manager.
PATRICIA CLEMM, news director.
JOANN MITCHELL, comptroller.
DON WELLS, promotion director.

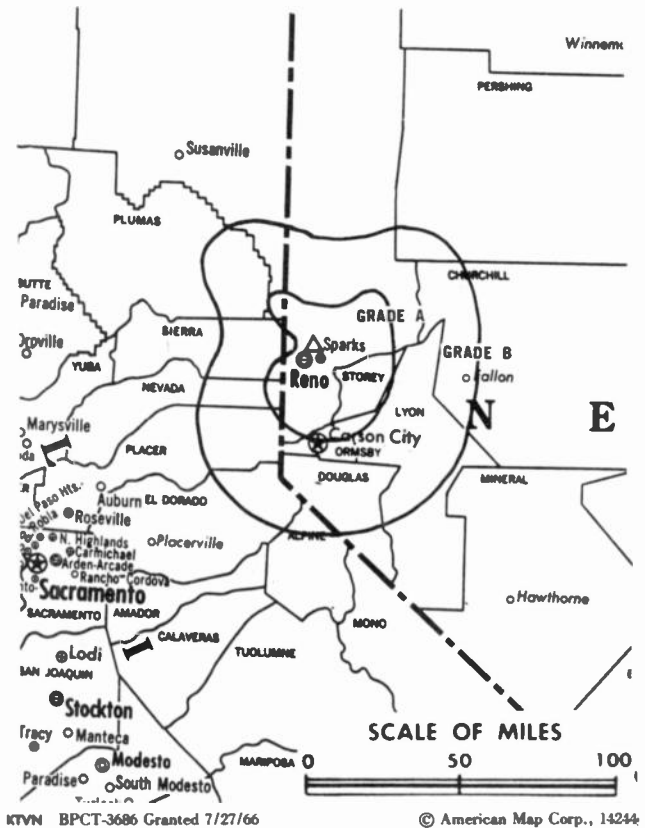
City of License: Reno. **AOI:** Reno. **Rank:** 121.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

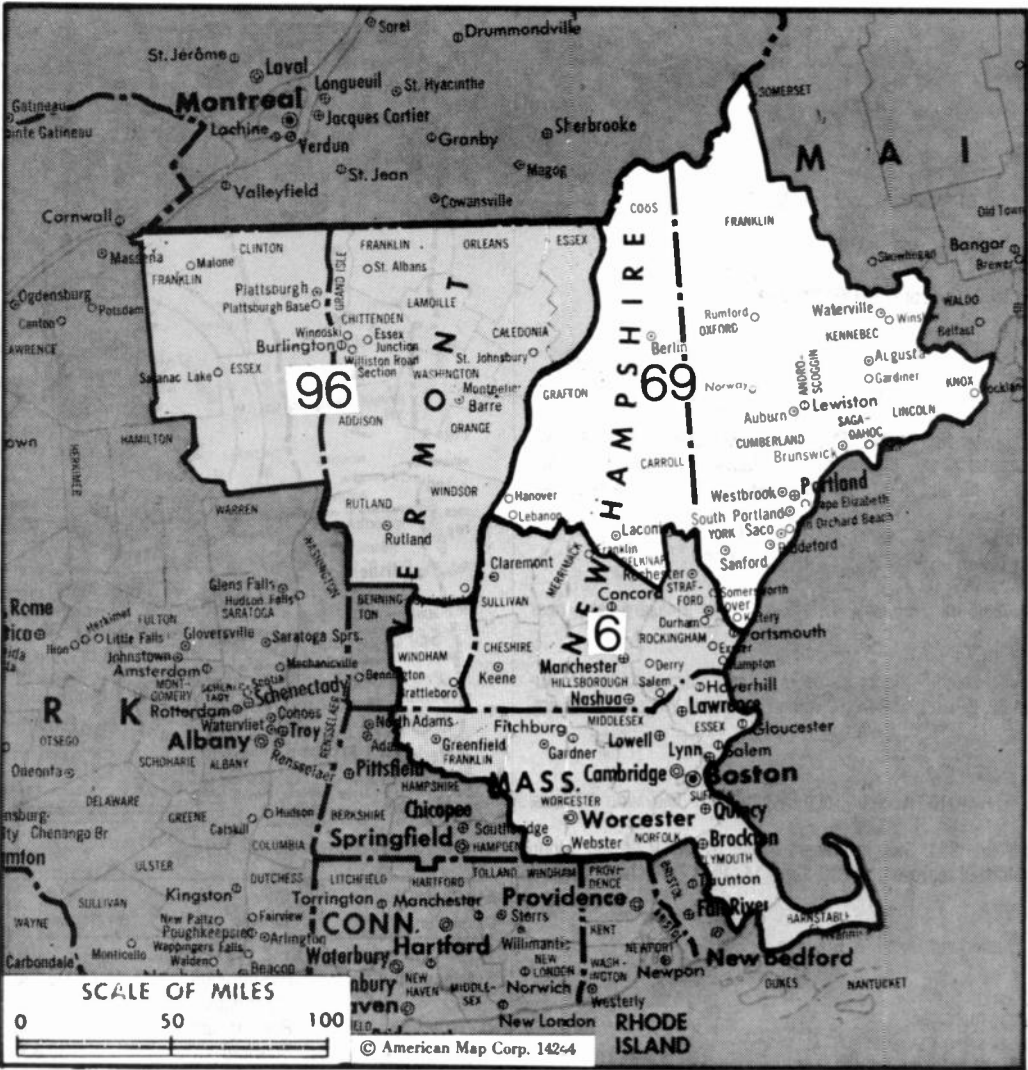
THE TED HEPBURN COMPANY

Our firm acted as financial advisor and broker in the 1980 sale of KTVN-TV

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325 Garden Road, Palm Beach, Florida 33480 (407) 863-8995
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over				
CALIFORNIA				
	Alpine	400	300	75
	El Dorado East	12,600	12,200	96
	Lassen	8,200	7,700	94
NEVADA				
	Churchill	6,200	6,100	98
	Douglas	10,000	9,600	96
	Elko	8,900	8,300	93
	Esmeralda	300	300	100
	Eureka	500	500	90
	Humboldt	4,400	4,300	97
	Lander	1,900	1,800	95
	Lyon	7,000	6,700	96
	Mineral	2,600	2,500	96
	Nye North	2,900	2,700	93
	Pershing	1,500	1,500	100
	Storey	600	600	100
	Washoe	96,600	94,200	98
	Carson City	15,400	15,000	97
Between 25-49%				
CALIFORNIA				
	Placer East	4,500	4,300	96
	Sierra	1,500	1,400	93
Between 5-24%				
CALIFORNIA				
	Plumas	8,100	7,600	94
NEVADA				
	Lincoln	1,400	1,300	93
Station Totals		195,500	188,900	97
Net Weekly Circulation (1988)				144,100
Average Daily Circulation (1988)				82,300



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Boston, MA	2,050,700	6	WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHLL (27), WHRC (46), WHSH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WNEV-TV (7), WNHT (21), WQTV (68), WSBK-TV (38)
Burlington, VT-Plattsburgh, NY.....	227,300	96	WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)

State Cross Reference List
Communities That Receive Programs of 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 Totals as of October 1, 1988

	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: CBS.

Licensee: The Flatley Co., 81 Hall St., Concord, NH 03301.

Studio: 21 Media Park, Concord, NH 03301.

Mailing Address: Box 2100, Concord, NH 03302-2100.

Telephone: 603-225-2100.

Fax: 603-225-9235.

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' 14.00"
Longitude 71° 19' 11.50"

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

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; Vertex, 4.6-meter Ku-band; Paracclipse, 3-meter C-band; M/A-Com, Scientific-Atlanta, Wegener receivers.

News Service: AP.

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.
- CARL FIORINI, general sales manager.
- ARMAND GREZ, national sales manager.
- R. GREGG CHADWICK, chief engineer.
- MATT JAMES, news director.
- MARDIE WOMELDORF, program director.
- DIANE LARAMIE, business manager.

Rates: On request.

City of License: Concord. **ADI:** Boston. **Rank:** 6.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW HAMPSHIRE			
	Hillsborough	115,100	113,600	99
	Merrimack	39,900	39,100	98
	Rockingham	83,000	81,900	99
	Strafford	33,400	32,800	98
Between 5-24%	MAINE			
	York	60,000	59,200	99
	NEW HAMPSHIRE			
	Belknap	18,200	18,000	99
	Carroll	13,800	13,600	98
	Cheshire	24,300	23,700	97
	Grafton	25,700	24,900	97
Station Totals		413,400	406,800	98
Net Weekly Circulation (1988)			105,300	
Average Daily Circulation (1988)			31,200	

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, 67.0%; James K. Stellos, 15.0%; approx. 10 others hold remaining, 18.0%.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW HAMPSHIRE			
	Hillsborough	115,100	113,600	99
	Merrimack	39,900	39,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MASSACHUSETTS			
	Essex	248,100	245,400	99
	NEW HAMPSHIRE			
	Cheshire	24,300	23,700	97
	Rockingham	83,000	81,900	99
	Strafford	33,400	32,800	98
Station Totals		543,800	536,500	99
Net Weekly Circulation (1988)			114,230	
Average Daily Circulation (1988)			30,900	

New Hampshire—Manchester

WMUR-TV

Ch. 9

Network Service: ABC.

Licensee: WMUR-TV Inc., 50 Cote St., Manchester, NH 03101.

Studio: 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 Stations: In operation.

News Service: AP.

Ownership: Bimey Imes Jr., 54.0%; Nancy T. Imes, 36.0%. 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW HAMPSHIRE			
	Belknap	18,200	18,000	99
	Hillsborough	115,100	113,600	99
	Merrimack	39,900	39,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW HAMPSHIRE			
	Carroll	13,800	13,600	98
	Cheshire	24,300	23,700	97
	Grafton	25,700	24,900	97
	Rockingham	83,000	81,900	99
	Strafford	33,400	32,800	98
	Sullivan	14,800	14,400	97
	VERMONT			
	Windham	16,000	15,300	96
	Windsor	21,400	20,800	97
Between 5-24%	MASSACHUSETTS			
	Essex	248,100	245,400	99
	Franklin	27,200	26,400	97
	Middlesex	502,500	496,800	99
	Worcester	244,400	241,100	99
MAINE				
York	60,000	59,200	99	
VERMONT				
Orange	9,100	8,900	98	
Station Totals		1,496,900	1,475,900	99
Net Weekly Circulation (1988)			315,100	
Average Daily Circulation (1988)			130,000	

New Hampshire—Merrimack

WGOT

Ch. 60

Network Service: None, independent.

Licensee: Golden Triangle TV 60 Corp., 12 Continental Blvd., Merrimack, NH 03054.

Studio: 12 Continental Blvd., Merrimack, NH 03054.

Mailing Address: Box 60, Merrimack, NH 03054

Telephones: 603-424-6060; 603-433-1606.

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 Stations: Comtech, 3.8-meter C-band; Comtech, 3.8-meter Ku-band.

Ownership: Neal Cortell, 50.0%; S. Joseph Hoffman, 50.0%.

Began Operation: August 14, 1987.

Represented (legal): Mintz, Levin, Cohn, Ferris, Glovsky & Popeo.

Personnel:

- JOHN FERGIE, general manager & chief engineer.
- DON HILL, operations manager.
- ARTHUR CARR, general sales manager.
- DAVID RAYMOND, chief engineer.
- NEAL CORTELL, program director.
- MINDA BERGMAN, promotion director.
- DONNA COLE, business manager.

Highest One Hour Rate: \$1000.



Highest 30 Sec. Rate: \$150.

Arbitron Data: Not available.

City of License: Merrimack. **ADI:** Boston. **Rank:** 6.

New Jersey



Market	Arbitron ADI TV Households	Rank
New York, NY	6,876,000	1
Philadelphia, PA	2,643,700	4

Market Area Commercial TV Stations

WABC-TV (7), WBCT (43), WCBS-TV (2), WHSE (68), WHSI (67), WLIG (55), WNBC-TV (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (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), WTGI-TV (61), WTVE (51), WTXF-TV (29)

State Cross Reference List	
Communities That Receive Programs of Stations That are Located Elsewhere	
WNJU, Linden	See New York, NY
WNJU & WHSE, Newark	See New York, NY
WXTV, Paterson	See New York, NY
WWOR-TV, 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

Ch. 65

Network Service: Home Shopping Network.

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'	00.40"
Longitude	74°	50'	28.60"

Transmitter: Church Ave., N of Chew Rd., Waterford Works.

Satellite Earth Stations: Paracclipse, 4.6-meter C-band; AFC, 3.7-meter Ku-band; M/A-Corn, Standard Communications receivers.

Ownership: Silver King Broadcasting 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, vice president & station manager.
CHRIS HILL, program director.
DAN MERLO, chief engineer.
ED LAIN, national sales manager & promotion director.
ANN COLUCCI, business manager.
KATHY SMITH, traffic manager.



WHSP BNPCT-800818KJ Granted 10/23/80

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Highest 30 Sec. Rate: \$200.

Arbitron Data: Not available

City of License: Vineland. **ADI:** Philadelphia. **Rank:** 4.

New Jersey—Wildwood-Atlantic City

WMGM-TV

Ch. 40

Network Service: NBC.

Licensee: South Jersey Radio Inc., 15 Shore Rd., Linwood, NJ 08221.

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: 1740-kw visual, 174-kw aural. Antenna: 420-ft. above av. terrain, 425-ft. above ground, 430-ft. above sea level.

Latitude 39° 07' 28"
Longitude 74° 45' 56"

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 Television 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.
- CHRIS ADAMS, program director.
- JOHN IANUZZI, general sales manager.
- LOU McDONALD, chief engineer.
- JEFF WHITEKER, news director.
- JANET DAVIDSON, business manager.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$300.

City of License: Wildwood. **ADI:** Philadelphia. **Rank:** 4.

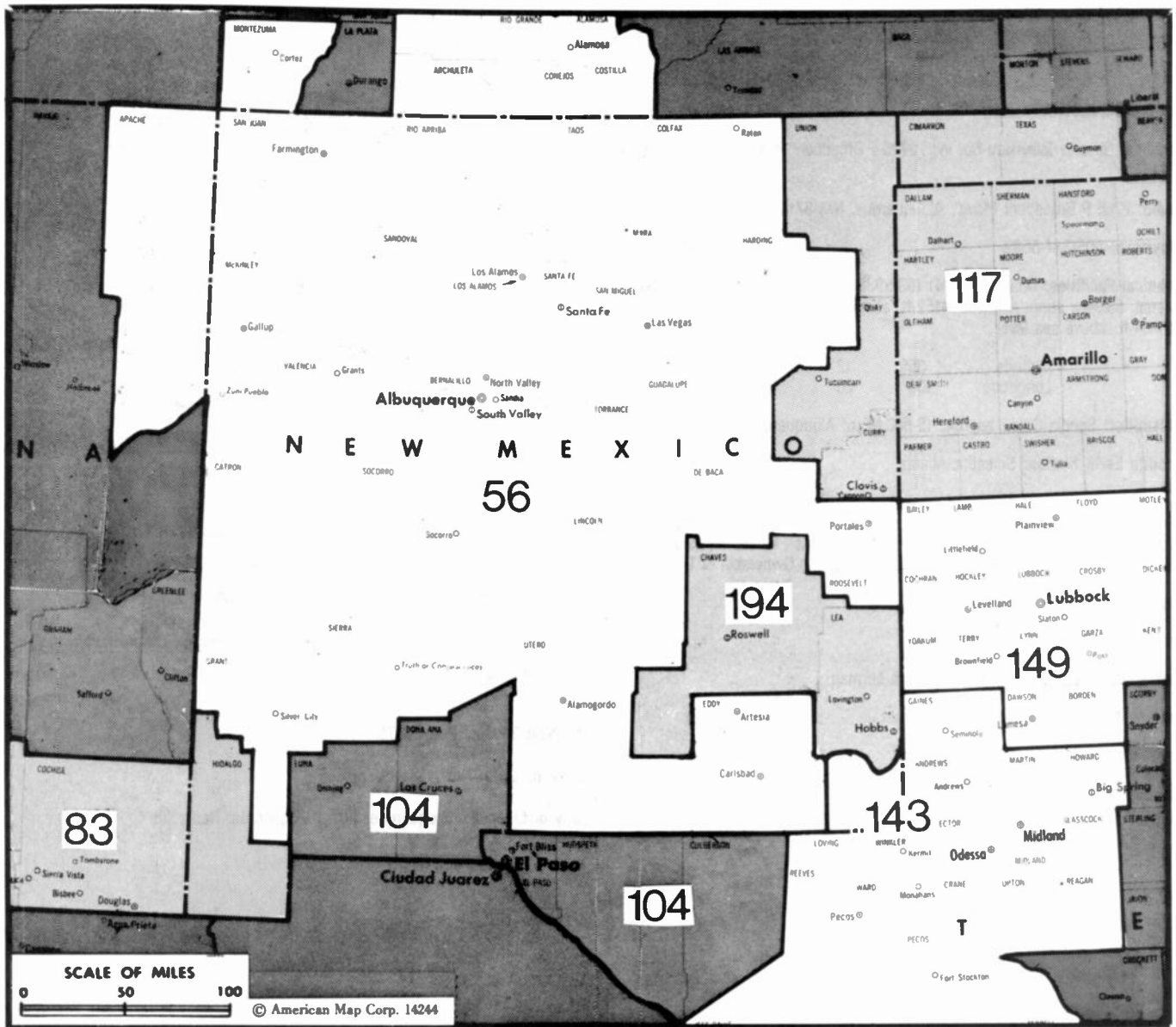
Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WMGM-TV BPCT-861229KW Granted 2/25/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW JERSEY Cape May	40,500	39,800	98
	NEW JERSEY Atlantic	81,600	80,100	98
Between 25-49%	DELAWARE Sussex	41,100	40,600	99
	NEW JERSEY Cumberland	48,200	47,500	99
Station Totals		211,400	208,000	98
Net Weekly Circulation (1988)			64,700	
Average Daily Circulation (1988)			27,800	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Albuquerque, NM	445,300	56	KCHF (11), KGGM-TV (13), KGSW (14), KLUZ-TV (41), KNAT (23), KNMZ-TV (2), KOAT-TV (7), KOB-TV (4), KOBF (12), KWNM-TV (10)
Tucson, AZ	290,900	83	KDTU-TV (18), KGUN (9), KMSB-TV (11), KOLD-TV (13), KPOL (40), KVOA-TV (4)
El Paso, TX	216,600	104	KASK-TV (48), KCIK (14), KDBC-TV (4), KINT-TV (26), KTSM-TV (9), KVIA-TV (7), XEJ-TV (5), XEPM-TV (2), XHII-TV (44)
Amarillo, TX	181,900	117	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVII-TV (7), KVIJ-TV (8)
Odessa-Midland, TX	150,600	143	KMID-TV (2), KOSA-TV (7), KPEJ (24), KTPX (9), KWAB-TV (4)
Lubbock, TX	136,900	149	KAMC (28), KCBQ-TV (11), KJTV (34), KLBK-TV (13), KVIH-TV (12)
Roswell, NM	41,400	194	KBIM-TV (10), KOBR (8), KRVP (27), KVID-TV (6)

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New Mexico as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	11	5	16
Educational Television Stations	2	2	4
	13	7	20

New Mexico—Albuquerque

KLUZ-TV

Ch. 41

Network Service: Univision.

Licensee: 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, 10754-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: Sunwest Communications Assoc. Inc., 51.0%; remainder undisclosed. Sunwest Communications Assoc. Inc. Ownership: William D. Stiles, pres., 9.8%; Joaquin Blaya, v.p., 9.8%; Andrew C. Goldman, treas., 6.8%; Univision Station Group Inc., 51%. See Univision Holding Inc. in Group Ownership of TV Stations.

Began Operation: September 5, 1987.

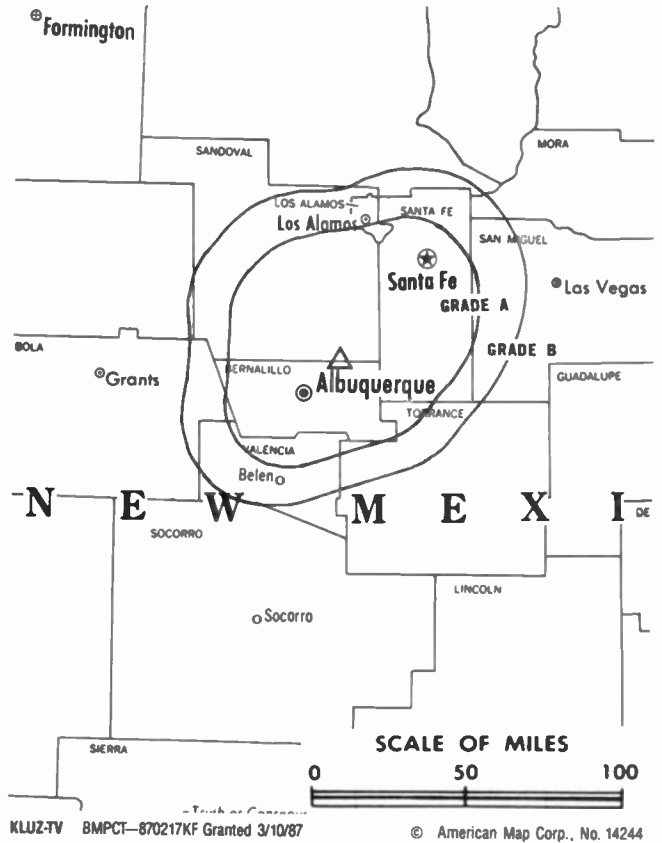
Represented (sales): Univision.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): JP Associates.

Personnel:

JIM PERRIN, general manager.
 KAMBIZ VICTORY, chief engineer.
 LEROY MASCARENAS, production manager.



Highest 30 Sec. Rate: \$275.

Arbitron Data: Not available

City of License: Albuquerque. **ADI:** Albuquerque. **Rank:** 56.

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: Margaret A. Hebenstreit, 35.9%; Goldie Hebenstreit Trust, 22.43%; 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 & general manager.
STAN BYARS, vice president, sales.
CHARLIE JONES, national sales manager.
C. L. (BUD) HOLGERSON, production manager.
ALAN P. DEME, chief engineer.
JOHN MCKEAN, news director.
JEANNE WAYLAND, public affairs director.
BILL ANDREWS, promotion director.
SCOTT RANDALL, program director.

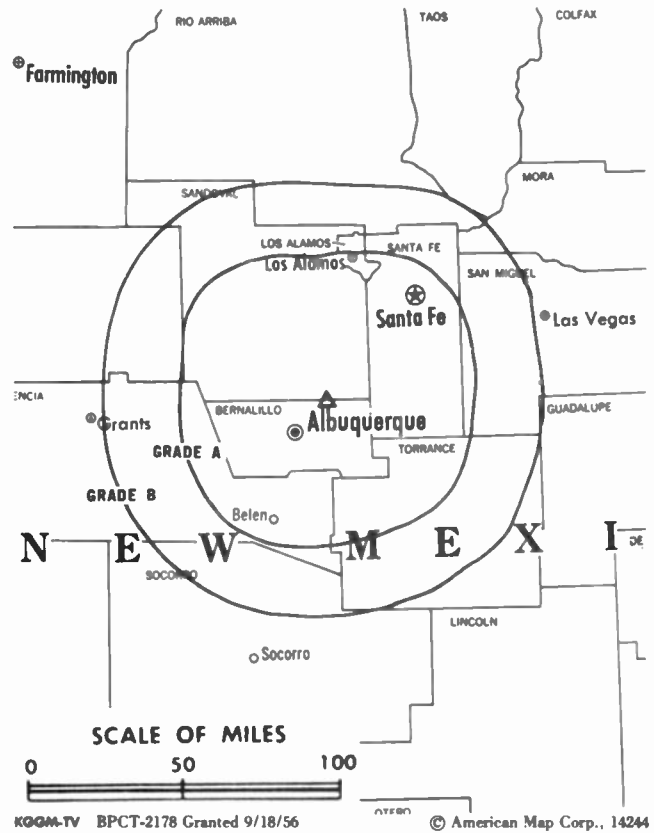
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$600.

City of License: Albuquerque. **ADI:** Albuquerque. **Rank:** 56.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache North	11,300	10,100	89
	COLORADO			
	Conejos	2,700	2,600	96
	Costilla	1,300	1,200	92
	Mineral	300	300	100
	Montezuma	7,000	6,700	96
	Rio Grande	3,700	3,500	95
	NEW MEXICO			
	Bernalillo	184,000	181,000	98
	Cibola	9,700	9,500	98
	Colfax	5,200	4,900	94
	Grant	9,200	8,700	95
	Guadalupe	1,500	1,400	93



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Harding	400	400	100
	Los Alamos	7,300	7,200	99
	Mc Kinley	19,700	18,200	93
	Quay	4,300	4,100	95
	Rio Arriba	10,700	10,000	93
	Sandoval	14,900	14,100	94
	San Juan	33,300	31,400	94
	San Miguel	8,500	7,900	93
	Santa Fe	33,300	32,300	97
	Sierra	4,100	3,900	94
	Socorro	4,600	4,500	98
	Taos	7,600	7,000	91
	Torrance	3,300	3,200	95
	Valencia	14,000	13,800	99
Between 25-49%	COLORADO			
	Alamosa	4,600	4,400	96
	Archuleta	1,900	1,800	95
	NEW MEXICO			
Catron	1,000	900	89	
Luna	6,400	6,200	97	
Mora	1,600	1,400	87	
Otero	17,200	16,800	98	
Between 5-24%	COLORADO			
	Dolores	600	500	83
	La Plata	12,200	11,600	95
	NEW MEXICO			
Lincoln	6,100	5,800	95	
Station Totals		453,500	437,300	96
Net Weekly Circulation (1988)			331,200	
Average Daily Circulation (1988)			184,500	

New Mexico—Albuquerque

KGSW

Ch. 14

Network Service: Fox.

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. TWX: 910-989-1792.

Fax: 505-242-1355.

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: INDX.

Ownership: Providence Journal Broadcasting Corp. See Group Ownership of Television 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): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Smith & Powstenko.

Personnel:

- ERICK B. STEFFENS, general manager.
- JASON GOULD, general sales manager.
- DUDLEY BULLOCK, chief engineer.
- DEBRA JAMES, news director.
- MIKE BELANCSIK, promotion director.
- IDA GANGER, business manager.
- JIM GONSEY, technical operations manager.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate: \$650.

City of License: Albuquerque. AOI: Albuquerque. Rank: 56.

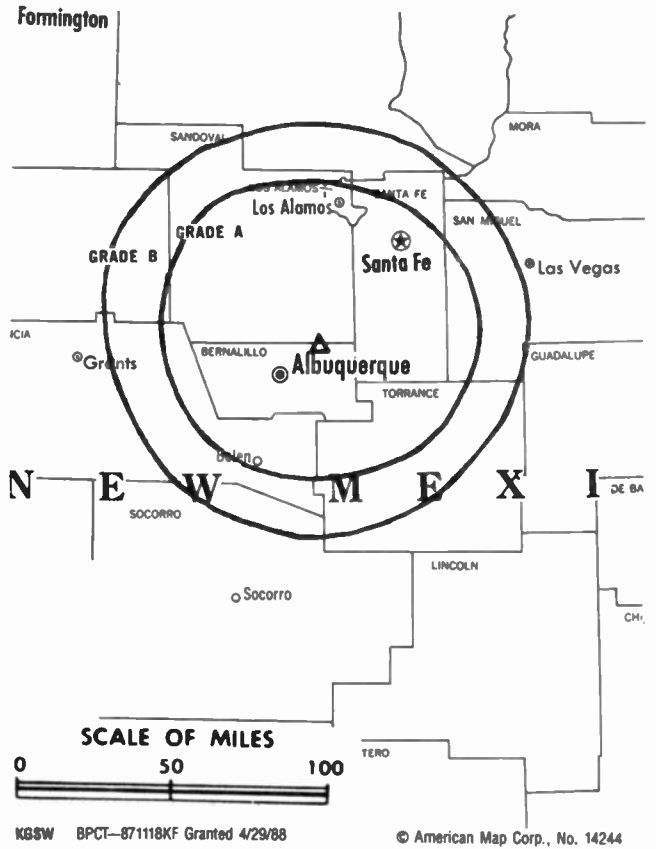
Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	COLORADO			
	Conejos	2,700	2,600	96
	Costilla	1,300	1,200	92

Our firm acted as financial advisor and broker in the 1985 sale of KGSW-TV

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road, Palm Beach, Florida 33480 (407) 853-8995
P.O. Box 42801, Cincinnati, Ohio 45242 (513) 791-8730



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	NEW MEXICO			
	Bernalillo	184,000	181,000	98
	Cibola	9,700	9,500	98
	Sandoval	14,900	14,100	94
	Torrance	3,300	3,200	95
	Valencia	14,000	13,800	99
Between 25-49%	COLORADO			
	Rio Grande	3,700	3,500	95
	NEW MEXICO			
	Guadalupe	1,500	1,400	93
	Los Alamos	7,300	7,200	99
	Mc Kinley	19,700	18,200	93
	Rio Arriba	10,700	10,000	93
	San Juan	33,300	31,400	94
	San Miguel	8,500	7,900	93
	Santa Fe	33,300	32,300	97
Sierra	4,100	3,900	94	
Socorro	4,600	4,500	98	
Between 5-24%	COLORADO			
	Alamosa	4,600	4,400	96
	La Plata	12,200	11,600	95
	Saguache	1,400	1,300	93
	NEW MEXICO			
	Colfax	5,200	4,900	94
Lincoln	6,100	5,800	95	
Mora	1,600	1,400	87	
Taos	7,600	7,000	91	
Station Totals		395,300	382,100	97
Net Weekly Circulation (1988)				183,900
Average Daily Circulation (1988)				73,400

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'	55.00''
Longitude	106°	27'	01.50''

Transmitter: Sandia Crest, Cibola National Forest.

Multichannel TV Sound: Separate audio program.

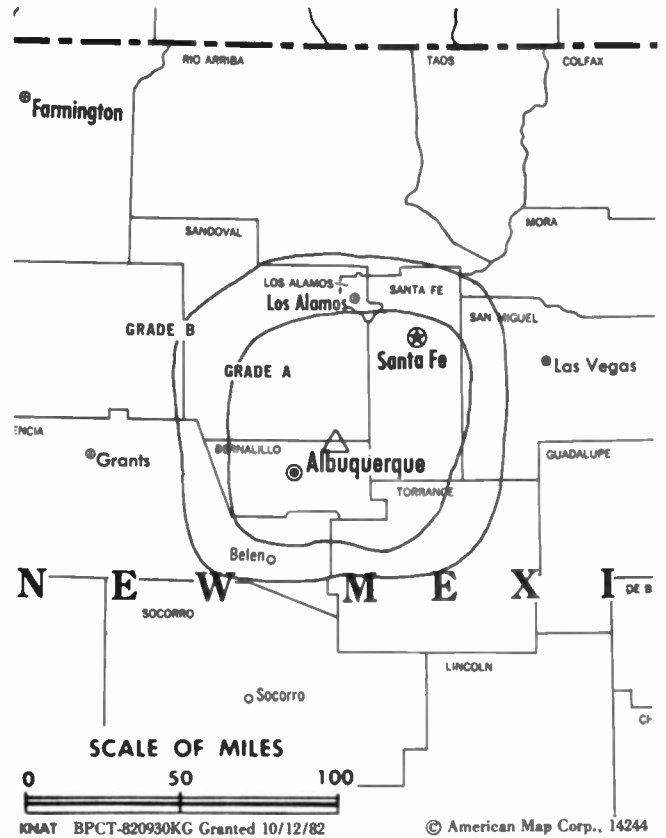
Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6-meter C-band.

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.

Arbitron Data: Not available

City of License: Albuquerque. **ADI:** Albuquerque. **Rank:** 56.

New Mexico—Albuquerque

KOAT-TV

Ch. 7

Network Service: ABC.

Licensee: KOATV Inc., 3801 Carlisle Blvd. NE, Albuquerque, NM 87107.

Studio: 3801 Carlisle Blvd. NE, Albuquerque, NM 87107.

Mailing Address: Box 25982, Albuquerque, NM 87125.

Telephone: 505-884-7777. **TWX:** 910-989-1687.

Fax: 505-884-6282.

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' 53.00"
Longitude 106° 27' 01.30"

Transmitter: Sandia Crest.

Satellite Earth Stations: Andrew, 4.5-meter; Andrew, 9.3-meter; Harris, 6.1-meter; 2 Vertex, 4.7-meter; Avantek, Harris, M/A-Com, Standard Components 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, Lipfert, Bernhard, McPherson & Hand.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

C. WAYNE GODSEY, vice president & general manager.
SUSAN RAYBON, general sales manager.
ELVIN SMITH, national sales manager & operations manager.
MARY LYNN ROPER, news director.
JAMES SHARMAN, chief engineer.
JIM DIXON, production manager.
RAY LEONE, program director.
PARKER HARMS, promotion director.
LLOYD EUBANKS, business manager.

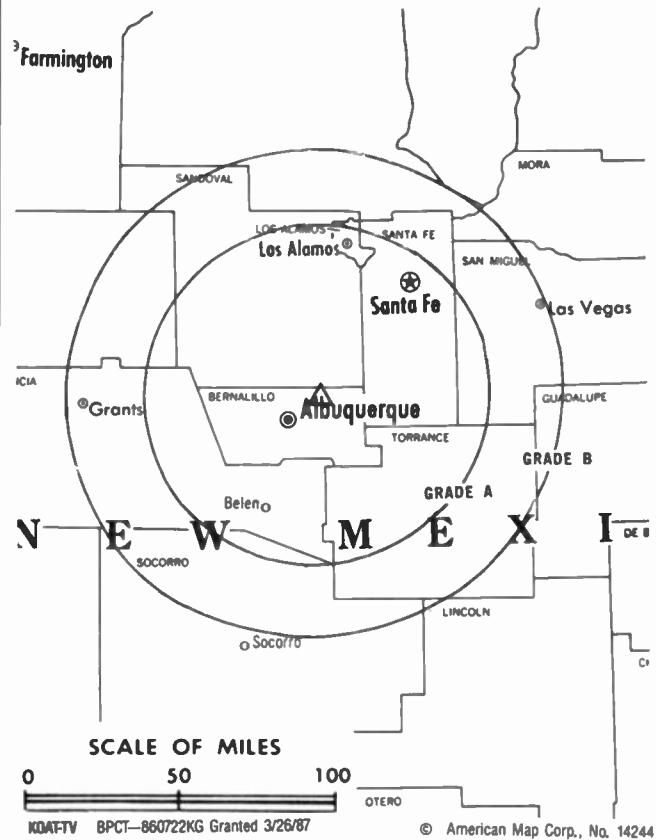
Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$1200.

City of License: Albuquerque. **ADI:** Albuquerque. **Rank:** 56.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache North	11,300	10,100	89
	COLORADO			
	Alamosa	4,600	4,400	96
	Archuleta	1,900	1,800	95
	Conejos	2,700	2,600	96
	Costilla	1,300	1,200	92
	La Plata	12,200	11,600	95
	Mineral	300	300	100
	Montezuma	7,000	6,700	96
	Rio Grande	3,700	3,500	95
	Saguache	1,400	1,300	93
	NEW MEXICO			
	Bernalillo	184,000	181,000	98
	Catron	1,000	900	89
	Chaves	22,300	21,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cibola	9,700	9,500	98
	Colfax	5,200	4,900	94
	Curry	16,000	15,600	97
	De Baca	1,100	1,100	100
	Eddy	19,300	18,900	98
	Grant	9,200	8,700	95
	Guadalupe	1,500	1,400	93
	Harding	400	400	100
	Hidalgo	2,200	2,100	95
	Lea North	20,900	20,300	97
	Lincoln	6,100	5,800	95
	Los Alamos	7,300	7,200	99
	Luna	6,400	6,200	97
	Mc Kinley	19,700	18,200	93
	Mora	1,600	1,400	87
	Otero	17,200	16,800	98
	Quay	4,300	4,100	95
	Rio Arriba	10,700	10,000	93
	Sandoval	14,900	14,100	94
	San Juan	33,300	31,400	94
San Miguel	8,500	7,900	93	
Santa Fe	33,300	32,300	97	
Sierra	4,100	3,900	94	
Socorro	4,600	4,500	98	
Taos	7,600	7,000	91	
Torrance	3,300	3,200	95	
Valencia	14,000	13,800	99	
NEW MEXICO				
Between 25-49%	Union	1,800	1,700	94
NEW MEXICO				
Between 5-24%	Dona Ana	41,500	40,100	97
TEXAS				
Parmer	3,400	3,400	100	
Station Totals		582,800	563,200	97
Net Weekly Circulation (1988)			434,000	
Average Daily Circulation (1988)			277,300	

New Mexico—Albuquerque

KOB-TV

Ch. 4

(Operates satellites KOB, Farmington & KOB, Roswell, NM)

Network Service: NBC.

Licensee: KOB-TV Inc., Box 1351, Albuquerque, NM 87103.

Studio: 4 Broadcast Plaza SW, Albuquerque, NM 87103.

Mailing Address: Box 1351, Albuquerque, NM 87103.

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: Transmit/receive Harris, 6.2-meter Ku-band; Scientific-Atlanta, 5-meter C-band; Harris, 2.8-meter Ku-band; RCA Americom, 4.57-meter Ku-band; Satellite Technology, 5.5-meter Ku-band; Andrew, 2.36-meter Ku-band; Kavouras, 3.6-meter C-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, P.C.

Personnel:

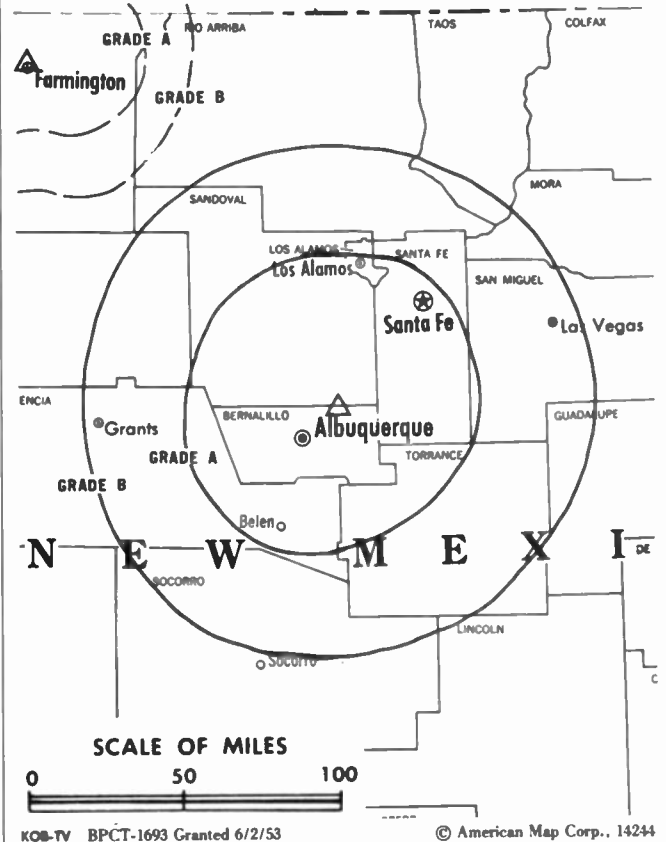
JERRY DANZINGER, president & general manager.
DAVE HERMAN, vice president & station manager.
BOB EVANS, general sales manager.
HOWARD HOFFMAN, national sales manager.
GARY WILLIAMS, production manager.
F. A. BIBEAU, director of engineering.
SAM TIKKANEN, chief engineer.
GARY ALBERS, promotion director.
BOB RICHARDSON, news director.
DRU FELT, business manager.

Rates: Not available.

City of License: Albuquerque. ADI: Albuquerque. Rank: 56.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache North	11,300	10,100	89
	COLORADO			
	Alamosa	4,600	4,400	96
	Archuleta	1,900	1,800	95
	Conejos	2,700	2,600	96
	Costilla	1,300	1,200	92
	La Plata	12,200	11,600	95
	Montezuma	7,000	6,700	96
	Rio Grande	3,700	3,500	95
	NEW MEXICO			
	Bernalillo	184,000	181,000	98
	Chaves	22,300	21,900	98
	Cibola	9,700	9,500	98
	Colfax	5,200	4,900	94
	Curry	16,000	15,600	97
	De Baca	1,100	1,100	100
	Eddy	19,300	18,900	98
	Grant	9,200	8,700	95



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Guadalupe	1,500	1,400	93
	Harding	400	400	100
	Lea North	20,900	20,300	97
	Lincoln	6,100	5,800	95
	Los Alamos	7,300	7,200	99
	Mc Kinley	19,700	18,200	93
	Mora	1,600	1,400	87
	Otero	17,200	16,800	98
	Quay	4,300	4,100	95
	Rio Arriba	10,700	10,000	93
	Roosevelt	6,200	6,000	97
	Sandoval	14,900	14,100	94
	San Juan	33,300	31,400	94
	San Miguel	8,500	7,900	93
Santa Fe	33,300	32,300	97	
Sierra	4,100	3,900	94	
Socorro	4,600	4,500	98	
Taos	7,600	7,000	91	
Torrance	3,300	3,200	95	
Valencia	14,000	13,800	99	
Between 25-49%	COLORADO			
	Saguache	1,400	1,300	93
	NEW MEXICO			
Catron	1,000	900	89	
TEXAS	Parmer	3,400	3,400	100
	COLORADO			
Between 5-24%	Dolores	600	500	83
	NEW MEXICO			
	Hidalgo	2,200	2,100	95
Luna	6,400	6,200	97	
TEXAS	Bailey	2,700	2,700	100
	Cochran	1,600	1,600	100
	Yoakum	3,500	3,500	100
	Station Totals	553,800	535,400	97
Net Weekly Circulation (1988)				444,100
Average Daily Circulation (1988)				266,600

New Mexico—Carlsbad

KVIO-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.

Studio: See KVIA-TV, El Paso.

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).

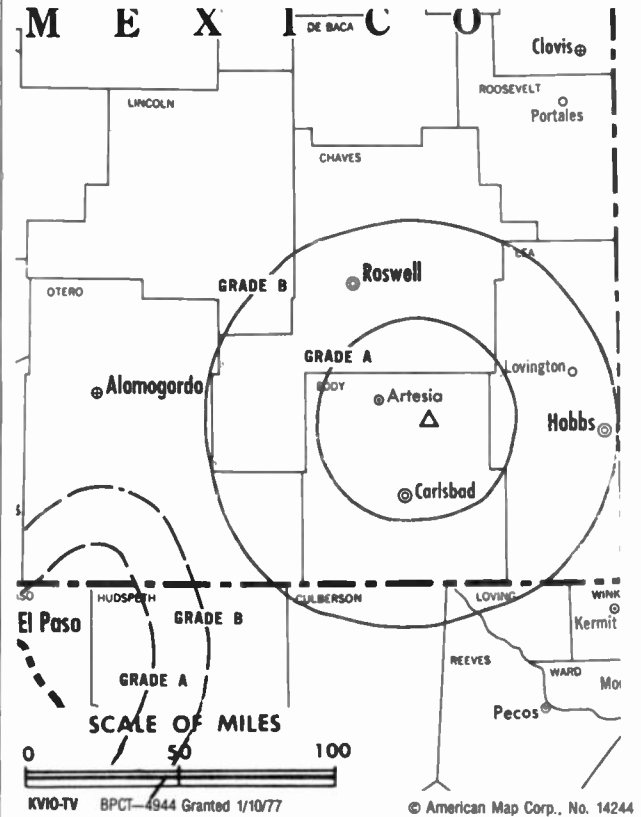
Represented (sales): Katz Television.

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:** 194.

New Mexico—Clovis

KVII-TV

Ch. 12

(Satellite of KVII-TV, Amarillo, TX)

Network Service: ABC.

Licensee: Marsh Media Inc., One Broadcast Center, Amarillo, TX 79101-4326.

Studio: See KVII-TV, Amarillo.

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.

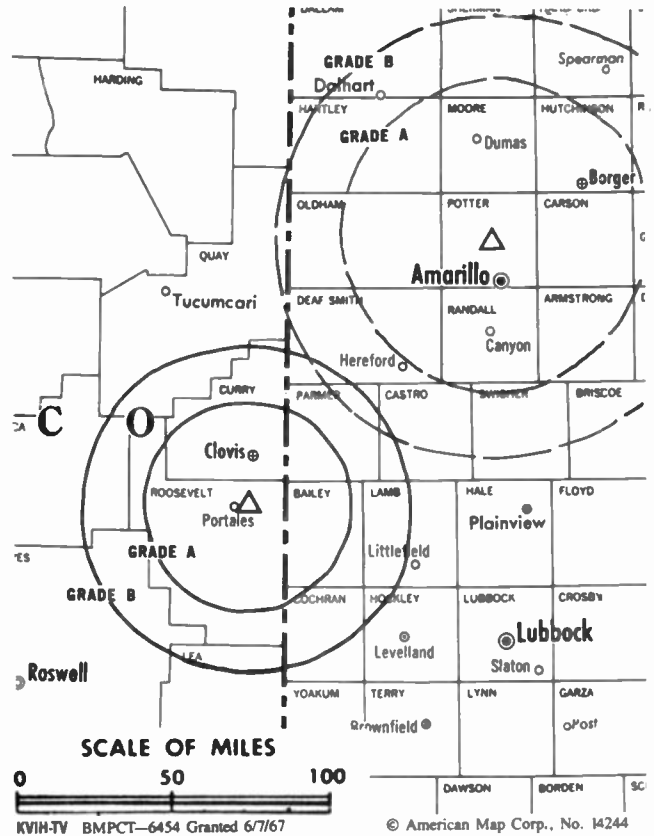
Ownership: Marsh Media Inc. See Group Ownership of TV Stations.

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.

Arbitron Data: Figures included with KVII-TV, Amarillo, TX.

City of License: Clovis. **ADI:** Lubbock. **Rank:** 149.

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.

Ownership: Hubbard Bcstg. Inc., 100%. See Group Ownership of Television Stations.

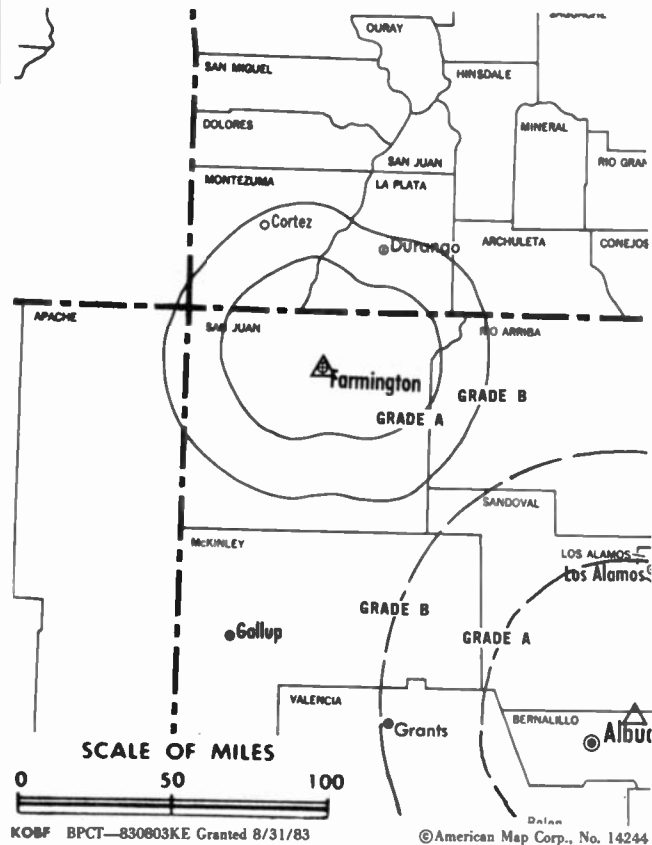
Began Operation: October 20, 1972. Sale to present owners by Stephen Adams, et al., approved by FCC July 27, 1983. Sale to Adams by John R. Catsis, et al., approved by FCC Jan. 30, 1981. Previous sale by Gerald R. Proctor, et al., approved by FCC Jan. 26, 1977. Sale consummated April 11, 1977.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

JERRY DANZIGER, president, KOB-TV.
 BETTIE CLEVELAND, station manager.
 MARY GORGES, news director.



KOBF BPCT-830803KE Granted 8/31/83

© American Map Corp., No. 14244

DAN BIBEAU, chief engineer.
 BILL HERSHY, production manager.

Highest 30 Sec. Rate: \$425.

Arbitron Data: Included with KOB-TV, Albuquerque, NM.

City of License: Farmington. ADI: Albuquerque. Rank: 56.

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"

Requests CP for change to 5000-kw max. visual, 473-ft. above av. terrain, 502-ft. above ground, 4622-ft. above sea level, lat. 32° 2' 30", long. 106° 27' 41", transmitter to 9-mi. ENE of Anthony. BPCT-880203KF.

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 an 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.

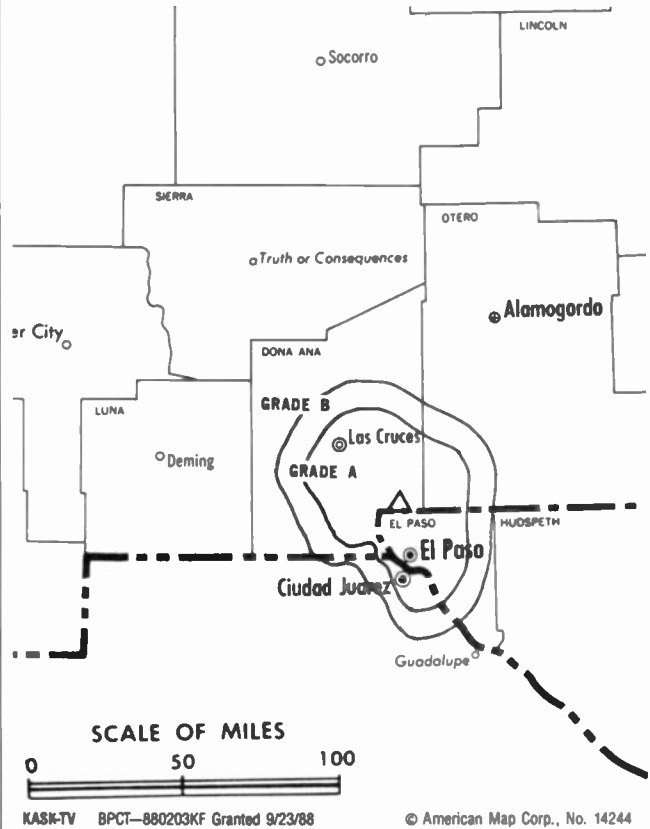
Personnel:

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:** 104.

Total Households. © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
NEW MEXICO				
Between 5-24%	Dona Ana	41,500	40,100	97
Station Totals		41,500	40,100	97
Net Weekly Circulation (1988)				3,700
Average Daily Circulation (1988)				900

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; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.66-meter Ku-band; M/A-Corn, 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:

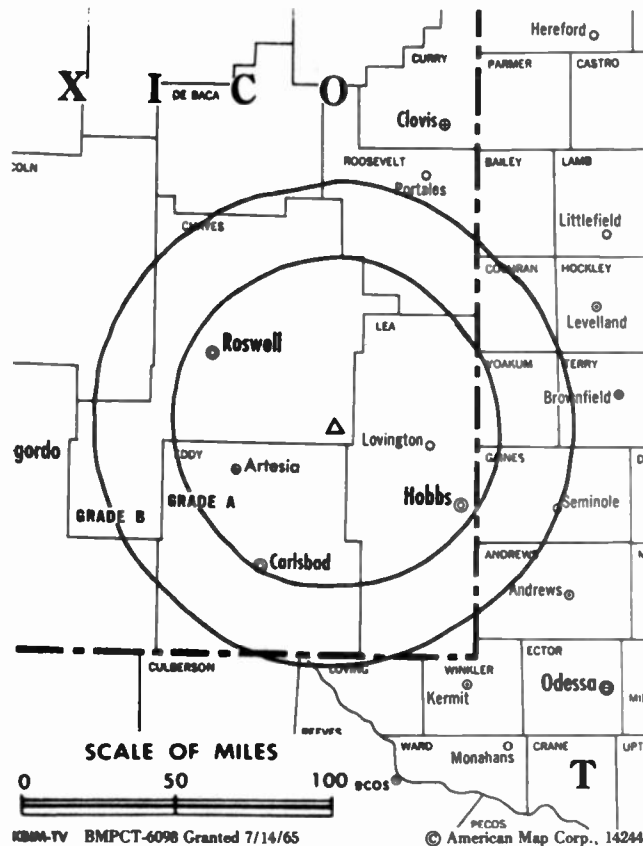
MARC REISCHMAN, general manager.
DAVID GONZALES, news director.
EDDIE H. SILLS, director of engineering.
DEVIN DUNCAN, promotion director.
MIKE NOTZ, business manager.

Rates: Not available.

City of License: Roswell. **ADI:** Roswell. **Rank:** 194.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW MEXICO				
50% & Over	Chaves	22,300	21,900	98
	Curry	16,000	15,600	97
	De Baca	1,100	1,100	100
	Eddy	19,300	18,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lea North	20,900	20,300	97
	Lincoln	6,100	5,800	95
	Roosevelt	6,200	6,000	97
NEW MEXICO				
Between 25-49%	Lea South	2,500	2,400	98
	Otero	17,200	16,800	98
TEXAS				
Between 5-24%	Cochran	1,600	1,600	100
	Gaines	4,900	4,900	100
	Parmer	3,400	3,400	100
	Yoakum	3,500	3,500	100
Station Totals		125,000	122,200	98
Net Weekly Circulation (1988)			84,000	
Average Daily Circulation (1988)			48,500	

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.

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.

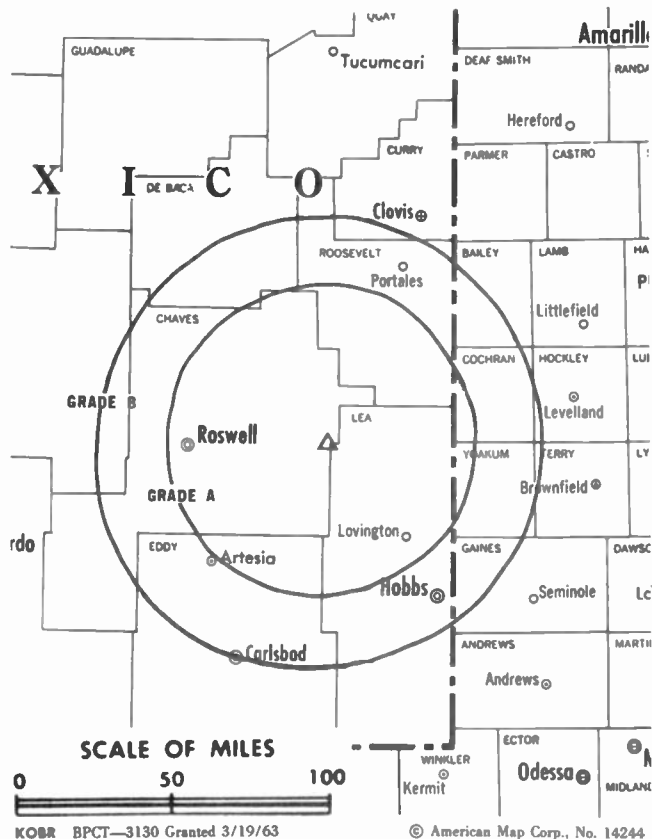
Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

JERRY DANZIGER, president, KOB-TV.
TIM SPINDER, station manager.
DAVE ATKINS, chief engineer.



JOHN PURVIS, news director.
DUSTY HUCKABEE, production manager.

Rates: Not available.

Arbitron Data: Included with KOB-TV, Albuquerque, NM.

City of License: Roswell. **ADI:** Roswell. **Rank:** 194.

New Mexico—Roswell

KRPV

Ch. 27

Network Service: Trinity Bcstg. Network.

Licensee: Prime Time Christian Bcstg., Box 967, Roswell, NM 88201.

Studio: 2606 S. Main, Roswell, NM 88202.

Telephone: 505-622-5778.

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: Prodelin, 4-meter C-band; Winegard, 3-meter C-band; Drexel, Microdyne receivers.

Ownership: Prime Time Christian Bcstg., 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.

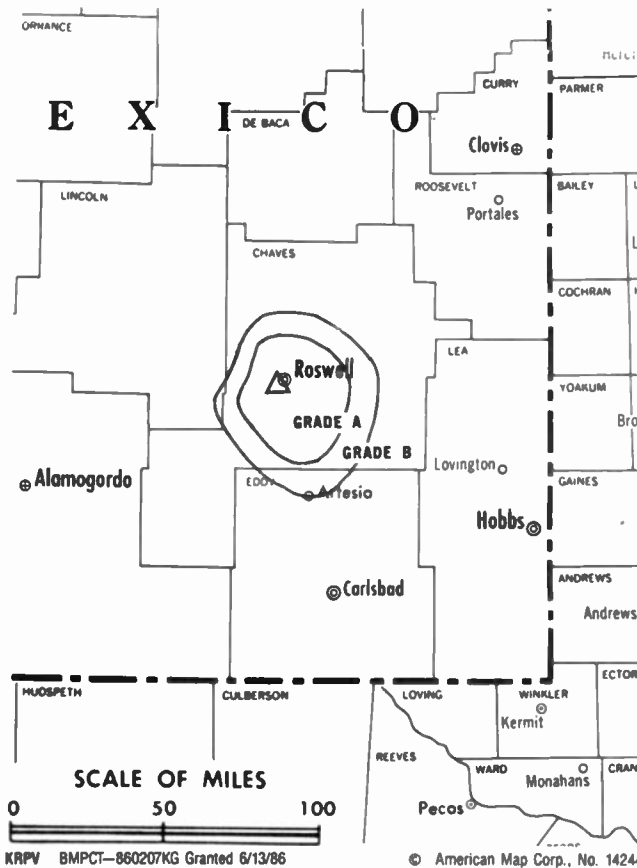
Personnel:

AL COOPER, general manager.
TOMMIE COOPER, program director.
LYMAN GRAHAM, traffic.
AMY BARE, office manager.

Highest One Hour Rate: \$300.

City of License: Roswell. **ADI:** Roswell. **Rank:** 194.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NEW MEXICO				
Between 5-24%	Chaves	22,300	21,900	98
Station Totals		22,300	21,900	98
Net Weekly Circulation (1988)				2,500
Average Daily Circulation (1988)				1,000

New Mexico—Santa Fe

KCHF

Ch. 11

Network Service: None, independent.

Licensee: Son Broadcasting Inc., 4004 Carlisle NE, Box 4338, Albuquerque, NM 87106.

Studio: 216-TV Frontage Rd., HY-14, Santa Fe, NM 87501.

Telephones: 505-473-1111; 505-883-1111.

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 Mtn., E of Jemez Springs.

Satellite Earth Station: Paraclipse, 3-meter; GLR receivers.

News Service: INN.

Ownership: Son Broadcasting Inc., non-stock, non-profit corp. Belmarino R. Gonzales, pres.; Richard Shakarian, v.p.; Clem M. Dixon, secy.; Marcimiliano Baca, treas.

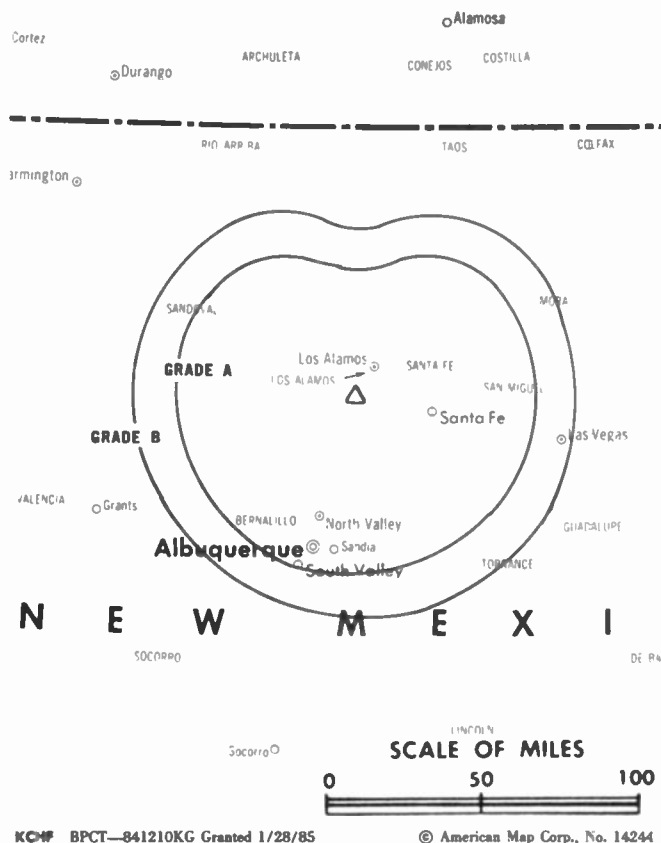
Began Operation: January 21, 1984.

Represented (engineering): Serge Bergen.

Personnel:

BLACKIE GONZALEZ, general manager.
 ROB RAMSEYER, chief engineer.
 JOSE GONZALES, sales manager.
 MARY KAY GONZALES, program director.
 ANGIE GONZALES, marketing director.

Highest One Hour Rate: \$500.



Highest 30 Sec. Rate: \$200.

Arbitron Data: Not available

City of License: Santa Fe. **ADI:** Albuquerque. **Rank:** 56.

New Mexico—Santa Fe

KNMZ-TV

Ch. 2

Network Service: None, independent.

Licensee: Coronado Communications Co., 301 Clark Ave., No. 880, Las Vegas, NV 89101.

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: Sunbelt Bcstg. Co., 100%. See Group Ownership of TV Stations.

Began Operation: October 31, 1983. Sale to Channel 2 Associates by New Mexico Media Co. approved by FCC Feb. 29, 1984. Sale to present owners approved March 7, 1988.

Represented (sales): Independent TV Sales.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

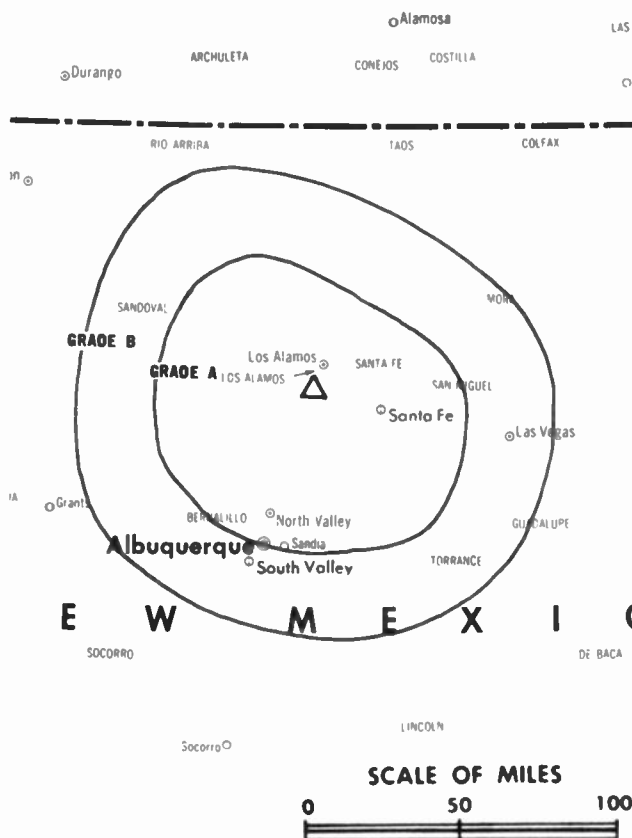
BUZZ FLOYD, vice president & general manager.
MIKELE MEYERS-JENNINGS, local sales manager.
MASSOUD SALARVAND, director of operations.

Highest 30 Sec. Rate: \$600.

City of License: Santa Fe. ADI: Albuquerque. Rank: 56.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Conejos	2,700	2,600	96
	NEW MEXICO			
	Sandoval	14,900	14,100	94
	Santa Fe	33,300	32,300	97



KNMAZ-TV BMPCT—830808KF Granted 8/25/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	COLORADO			
	Costilla	1,300	1,200	92
	Rio Grande	3,700	3,500	95
	NEW MEXICO			
	Bernalillo	184,000	181,000	98
	Los Alamos	7,300	7,200	99
	Rio Arriba	10,700	10,000	93
Between 5-24%	COLORADO			
	Alamosa	4,600	4,400	96
	NEW MEXICO			
	Catron	1,000	900	89
	Guadalupe	1,500	1,400	93
	Mora	1,600	1,400	87
	San Miguel	8,500	7,900	93
Station Totals	Socorro	4,600	4,500	98
	Torrance	3,300	3,200	95
	Station Totals	304,600	296,400	97
Net Weekly Circulation (1988)			124,600	
Average Daily Circulation (1988)			43,900	

New Mexico—Silver City

KWNM-TV

Ch. 10

(Satellite of KOAT-TV, Albuquerque, NM)

Network Service: ABC.

Licensee: KOAT Television Inc., Box 25982, Albuquerque, NM 87125.

Studio: See KOAT-TV, Albuquerque.

Telephone: 505-884-7777.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 8.7-kw visual, 0.87-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.

Multichannel TV Sound: Stereo only.

News Services: ABC, AP, CNN, UPI.

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

Began Operation: September 10, 1987.

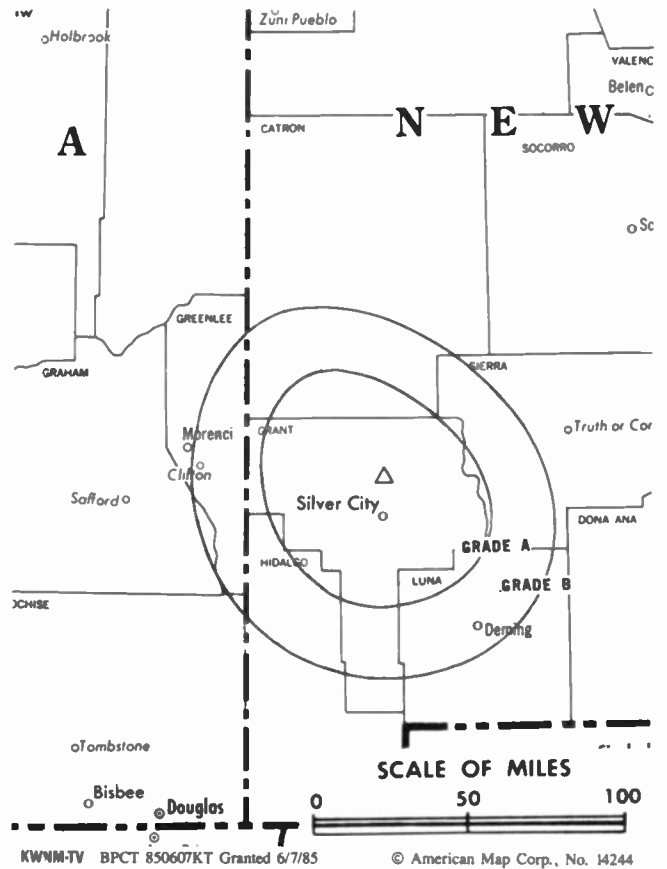
Represented (sales): Blair Television.

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

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

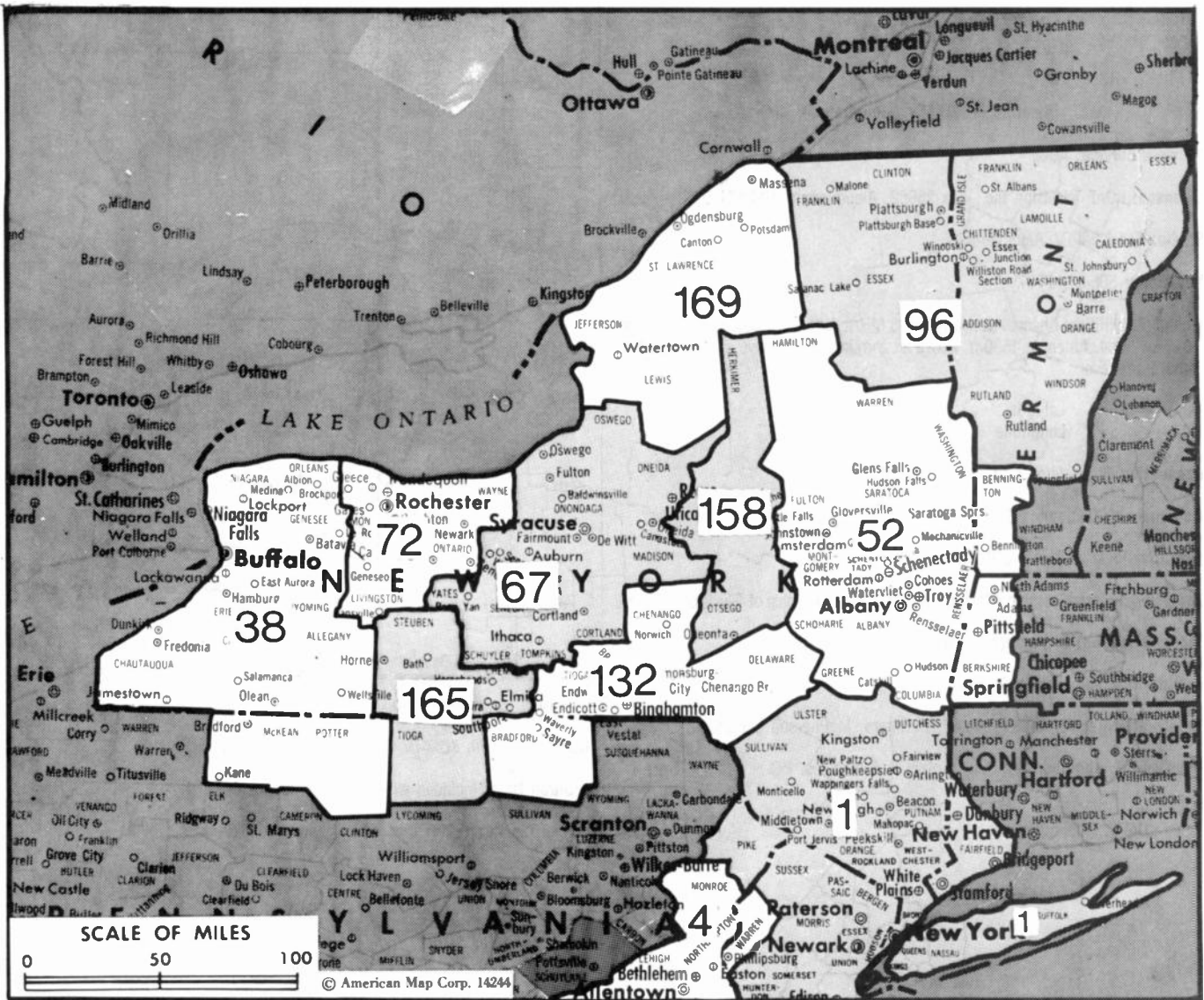
See KOAT-TV, Albuquerque.



Rates: Sold with KOAT-TV, Albuquerque, NM.

Arbitron Data: Included with KOAT-TV, Albuquerque, NM.

City of License: Silver City. **ADI:** Albuquerque. **Rank:** 56.



Market	Arbitron A01 TV Households	Rank	Market Area Commercial TV Stations
New York, NY	6,876,000	1	WABC-TV (7), WBCT (43), WCBS-TV (2), WHSE (68), WHSI (67), WJIG (55), WNBC-TV (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41)
Philadelphia, PA	2,643,700	4	KYW-TV (3), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTGI-TV (61), WTVE (51), WTXF-TV (29)
Buffalo, NY	609,500	38	WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WNYB-TV (49), WUTV (29)
Albany-Schenectady-Troy, NY	481,600	52	WCDC (19), WNYT (13), WOCD (55), WRGB (6), WTEN (10), WXXA-TV (23)
Syracuse, NY	370,000	67	WIXT (9), WSTM-TV (3), WSYT (68), WTVH (5)
Rochester, NY	348,800	72	WHEC-TV (10), WOKR (13), WROC-TV (8), WUHF (31)
Burlington, VT-Plattsburgh, NY	227,300	96	WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)
Binghamton, NY	156,800	132	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Utica, NY	102,200	158	WKTV (2), WTUV (33), WUTR (20)
Elmira, NY	84,300	165	WENY-TV (36), WETM-TV (18)
Watertown-Carthage, NY	79,600	169	WFYF (50), WNNY-TV (7)

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 FAX: (212) 581-4827
 (212) 246-0154



New York Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	22	20	42
Educational Television Stations	1	13	14
	23	33	56

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

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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: 1170-ft. above av. terrain, 738-ft. above ground, 1688-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-meter; RCA Ku-band; Harris Ku-band; Harris, M/A-Corn, 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.
- TOM RAPONI, director of sales.
- KARL DAVIS, local sales manager.
- ROBERT GILBERT, national sales manager.
- NOELLE WALL, director of operations.
- 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:** 52.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Berkshire	54,900	53,900	98
	NEW YORK			
	Albany	112,700	110,900	98
	Columbia	24,000	23,500	98



WNYT BPCT-781228LC Granted 6/20/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fulton	21,600	21,200	98
	Greene	16,600	16,300	98
	Montgomery	20,400	20,000	98
	Rensselaer	56,000	54,900	98
	Saratoga	59,200	58,500	99
	Schenectady	58,500	57,700	99
	Schoharie	11,000	10,700	97
	Warren	20,700	20,200	98
	Washington	19,900	19,600	98
	VERMONT			
	Bennington	13,600	13,300	98
Between 5-24%	MASSACHUSETTS			
	Franklin	27,200	26,400	97
	NEW YORK			
	Dutchess	89,100	87,400	98
	Essex	14,200	13,900	98
	Hamilton	2,000	1,900	95
	Otsego	22,100	21,500	97
	Ulster	62,200	60,500	97
	VERMONT			
		Rutland	23,100	22,500
Station Totals		729,000	714,800	98
Net Weekly Circulation (1988)			444,300	
Average Daily Circulation (1988)			276,600	

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 Station: 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, vice president & 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.
- WILLIAM FUTRELL, production manager.
- WILLIAM A. RINCHIK, controller.

Highest 30 Sec. Rate: \$1750.

City of License: Schenectady. **ADI:** Albany-Schenectady-Troy. **Rank:** 52.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rensselaer	56,000	54,900	98
	Saratoga	59,200	58,500	99
	Schenectady	58,500	57,700	99
	Schoharie	11,000	10,700	97
	Warren	20,700	20,200	98
	Washington	19,900	19,600	98
	VERMONT	Bennington	13,600	13,300
Between 25-49%	NEW YORK			
	Otsego	22,100	21,500	97
	Ulster	62,200	60,500	97
Between 5-24%	VERMONT			
	Rutland	23,100	22,500	98
	NEW YORK			
	Delaware	17,400	16,800	97
	Dutchess	89,100	87,400	98
	Herkimer	24,900	24,500	98
	VERMONT	Addison	11,000	10,700
Station Totals		740,900	726,500	98
Net Weekly Circulation (1988)			476,400	
Average Daily Circulation (1988)			288,100	

New York—Albany

WTEN

Ch. 10

(Operates satellite WCDC, Adams, MA)

Network Service: ABC.

Licensee: Knight-Ridder Broadcasting Inc, One Herald Plaza, Suite 625, Miami, FL 33132-1693.

Studio: 341 Northern Blvd., Albany, NY 12204.

Telephone: 518-436-4822. Fax: 518-462-6065.

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: Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; Harris, 9.0-meter C-band; Vertex, 4.6-meter Ku-band; Avantek, Harris, M/A-Com 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.

Personnel:

- DOW C. SMITH, general manager.
- ROBERT PETERSON, business manager & program director.
- JOHN HIRSCH, general sales manager.
- MICHAEL FUNK, local sales manager.
- VERA HOPE, national sales manager.
- JAMES HOLLAND, news director.
- PATRICIA TROWERS-JOHNSON, community affairs director.
- HAROLD LANSING, chief engineer.
- STEVE WILKINS, marketing 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: 52.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	MASSACHUSETTS			
	Berkshire	54,900	53,900	98
	NEW YORK			
	Albany	112,700	110,900	98
	Columbia	24,000	23,500	98
	Fulton	21,600	21,200	98
	Greene	16,600	16,300	98
Hamilton	2,000	1,900	95	
Montgomery	20,400	20,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	RENSSELAER	56,000	54,900	98
	Saratoga	59,200	58,500	99
	Schenectady	58,500	57,700	99
	Schoharie	11,000	10,700	97
	Warren	20,700	20,200	98
Washington	19,900	19,600	98	
VERMONT	Bennington	13,600	13,300	98
	Rutland	23,100	22,500	98
NEW YORK	Herkimer	24,900	24,500	98
MASSACHUSETTS	Franklin	27,200	26,400	97
	Hampden	166,600	164,200	99
	Hampshire	49,300	48,300	98
NEW HAMPSHIRE	Cheshire	24,300	23,700	97
NEW YORK	Delaware	17,400	16,800	97
	Dutchess	89,100	87,400	98
	Essex	14,200	13,900	98
	Otsego	22,100	21,500	97
Ulster	62,200	60,500	97	
VERMONT	Addison	11,000	10,700	97
	Windham	16,000	15,300	96
	Station Totals	1,038,500	1,018,300	98
Net Weekly Circulation (1988)			476,800	
Average Daily Circulation (1988)			262,900	

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; Andrew, 7.0-meter C-band; M/A-Corn, Microdyne receivers.

Ownership: Mario F. Iacobelli, pres., 98.8%; Leanne C. Schulz, secy-treas., 1.12%. Iacobelli also owns WOMP-AM-FM, Bellaire, OH; KEZB-AM-FM, El Paso, TX.

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:

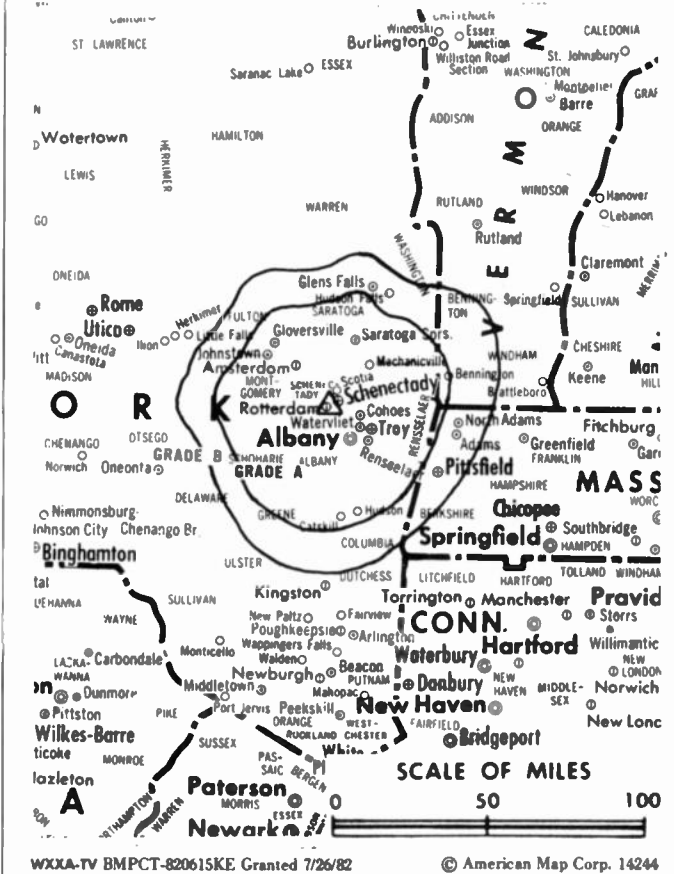
- WILL MEYL, vice president & general manager.
- DAVID BOAZ, general sales manager.
- GARY De LUKE, local sales manager.
- SARGENT CATHRALL, chief engineer.
- TIM PENNING, promotion director.
- CATHERINE CASTRACANE, business manager.

Rates: Not available.

City of License: Albany. ADI: Albany-Schenectady-Troy. Rank: 52.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	NEW YORK			
	Albany	112,700	110,900	98
	Columbia	24,000	23,500	98
	Fulton	21,600	21,200	98
	Rensselaer	56,000	54,900	98
Saratoga	59,200	58,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Schenectady	58,500	57,700	99
	Schoharie	11,000	10,700	97
Between 25-49%	MASSACHUSETTS			
	Berkshire	54,900	53,900	98
	NEW YORK			
	Greene	16,600	16,300	98
	Montgomery	20,400	20,000	98
	Warren	20,700	20,200	98
	Washington	19,900	19,600	98
VERMONT				
Bennington	13,600	13,300	98	
Between 5-24%	NEW YORK			
	Herkimer	24,900	24,500	98
	VERMONT			
Rutland	23,100	22,500	98	
Station Totals		537,100	527,700	98
Net Weekly Circulation (1988)			246,000	
Average Daily Circulation (1988)			96,300	

New York—Amsterdam

WOCB

Ch. 55

Network Service: None, independent.

Licensee: Amsterdam Bcstg. Inc., Box 549, Amsterdam, NY 12010.

Studio: 165 Freemans Bridge Rd., Schenectady, NY 12302.

Branch Office: 21 Main St., Hagaman, NY 12086.

Telephones: 518-372-2255; 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: Paraclype, 3.5-meter; M/A-Corn receivers.

Ownership: Coit Drapery Cleaners Inc. Louis J. Keam, pres. & Shirley C. Keam, 67.7% jointly; Robert L. Keam, v.p., 16.2%; Janet L. Keam, 16%.

Began Operation: December 14, 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.
 CAROL STINGER, marketing director.

Highest One Hour Rate: \$1500.



WOCB BNPCT-851031KE Granted 5/13/86

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Highest 30 Sec. Rate: \$160.

Arbitron Data: Not available.

City of License: Amsterdam. **ADI:** Albany-Schenectady-Troy. **Rank:** 52.

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.
- KERRY DONOVAN, news director.

Highest 30 Sec. Rate: \$3000.

City of License: Binghamton. **ADI:** Binghamton. **Rank:** 132.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	NEW YORK			
	Broome	80,700	79,600	99
	Chemung	34,300	33,600	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Chenango	18,700	18,300	98
	Cortland	16,800	16,500	98
	Delaware	17,400	16,800	97
	Otsego	22,100	21,500	97
	Tioga	19,000	18,700	98
PENNSYLVANIA	Bradford	23,800	23,300	98
	Tioga	14,800	14,300	97
Between 25-49%	NEW YORK			
	Schuyler	6,500	6,300	97
	Steuben	37,600	36,800	98
	Tompkins	31,800	30,400	95
PENNSYLVANIA	Sullivan	2,300	2,200	96
	Susquehanna	14,900	14,600	98
Between 5-24%	NEW YORK			
	Madison	22,700	22,400	98
	Ulster	62,200	60,500	97
PENNSYLVANIA	Wayne	15,000	14,500	97
	Wyoming	10,200	10,000	98
Station Totals		450,800	440,300	98
Net Weekly Circulation (1988)			249,900	
Average Daily Circulation (1988)			156,100	

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., 100%. 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	NEW YORK			
	Broome	80,700	79,600	99
	Tioga	19,000	18,700	98
Between 25-49%	NEW YORK			
	Chenango	18,700	18,300	98
	Delaware	17,400	16,800	97
	Tompkins	31,800	30,400	95



Net Weekly Circulation	State County	Total Households	TV Households	Households %
PENNSYLVANIA				
Between 25-49%	Bradford	23,800	23,300	98
NEW YORK				
Between 5-24%	Chemung	34,300	33,600	98
	Cortland	16,800	16,500	98
	Otsego	22,100	21,500	97
	Schuyler	6,500	6,300	97
	Steuben	37,600	36,800	98
PENNSYLVANIA				
	Sullivan	2,300	2,200	96
	Susquehanna	14,900	14,600	98
	Tioga	14,800	14,300	97
	Wyoming	10,200	10,000	98
Station Totals		350,900	342,900	98
Net Weekly Circulation (1988)			138,300	
Average Daily Circulation (1988)			67,400	

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; Scientific-Atlanta; Comtech, Drake, Microwave Assoc., Scientific-Atlanta 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.
- GREGORY O'CONNOR, vice president & general manager.
- WILLIAM LUXFORD, operations manager.
- MARY ANN CONNERTON, national sales manager.
- SCOTT ENDRESS, chief engineer.
- EVAN SULLIVAN, promotion director.
- M. SUSAN BONCEK, business manager.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WMGC-TV BPCT-870403KF Granted 7/13/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK Broome	80,700	79,600	99
	Tioga	19,000	18,700	98
Between 25-49%	NEW YORK Chenango	18,700	18,300	98
	PENNSYLVANIA Bradford	23,800	23,300	98
Between 5-24%	NEW YORK Chemung	34,300	33,600	98
	Cortland	16,800	16,500	98
	Delaware	17,400	16,800	97
	PENNSYLVANIA Sullivan	2,300	2,200	96
	Susquehanna	14,900	14,600	98
	Tioga	14,800	14,300	97
Station Totals		242,700	237,900	98
Net Weekly Circulation (1988)				99,800
Average Daily Circulation (1988)				40,700

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: Tak Communications, see Group Ownership of TV Stations).

Began Operation: August 14, 1954. Sale to Robert N. Smith, William S. Reyner, George D. Lilly, et al. 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). Sale to present owner approved June 24, 1988 (Vol. 28:19).

Represented (sales): Katz Television; Radio-Television Representatives Ltd. (Canada).

Represented (legal): Cohn & Marks.

Personnel:

RAYMOND MASELLI, vice president & general 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 1988): 2,900,000.

City of License: Buffalo. **ADI:** Buffalo. **Rank:** 38.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WGRZ-TV BPCT-3826 Granted 12/13/66

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Allegany	18,100	17,600	97
	Cattaraugus	31,200	30,500	98
	Chautauqua	55,300	54,300	98
	Erie	361,700	357,500	99
	Genesee	21,200	20,900	99
	Niagara	80,000	79,000	99
PENNSYLVANIA	Orleans	14,200	13,900	98
	Wyoming	13,700	13,500	99
Between 25-49%	PENNSYLVANIA			
	Cameron	2,700	2,700	100
	Warren	17,600	17,000	97
Between 5-24%	NEW YORK			
	Livingston	20,100	19,800	98
	Steuben	37,600	36,800	98
Station Totals		698,800	688,300	98
Net Weekly Circulation (1988)			569,200	
Average Daily Circulation (1988)			356,000	

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. **Fax:** 716-874-2768.

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 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%. Howard Publications Inc.: Multiple newspaper owner. Buffalo Bcstg. officers: Robert S. Howard, chmn.; Leslie G. Arries Jr., pres.; Thomas W. Howard, v.p.; Wendell Marshall, secy. **Note:** Sale to King World Productions pends (*Television Digest*, Vol. 28:26).

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 Limited (Canada).

Represented (legal): Cordon & Kelly.

Personnel:

LESLIE G. ARRIES JR., president & chief executive officer.
JOHN E. HAYES, station manager.
NICHOLAS MAGNINI, national sales manager.
RALPH THOMPSON, director of engineering.
SARAH L. LEWIS, community services director.
TWILA HENNEBERGER, director of broadcast operations.
JOHN GLEMB, controller.
RON GATES, director of programming & marketing.
TIM LARSON, news director.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$1826.

City of License: Buffalo. **ADI:** Buffalo. **Rank:** 38.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WIVB-TV BPCT-2075 Granted 2/13/54

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Allegany	18,100	17,600	97
	Cattaraugus	31,200	30,500	98
	Chautauqua	55,300	54,300	98
	Erie	361,700	357,500	99
	Genesee	21,200	20,900	99
	Niagara	80,000	79,000	99
	Orleans	14,200	13,900	98
	Wyoming	13,700	13,500	99
	PENNSYLVANIA			
	Cameron	2,700	2,700	100
	Mc Kean	18,500	18,100	98
	Potter	6,900	6,700	97
	Warren	17,600	17,000	97
Between 25-49%	NEW YORK			
	Steuben	37,600	36,800	98
Between 5-24%	NEW YORK			
	Livingston	20,100	19,800	98
	PENNSYLVANIA			
	Tioga	14,800	14,300	97
Station Totals		713,600	702,600	98
Net Weekly Circulation (1988)			563,300	
Average Daily Circulation (1988)			347,100	

New York—Buffalo

WKBW-TV

Ch. 7

Network Service: ABC.

Licensee: Queen City Bcstg. of New York Inc.

Studio: Seven Broadcast Plaza, 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., 1.00%; Richard D. Gidron, 10.0%; Milton Carroll, 5.00%; 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.
- CLIFF FISHER, vice president & general sales manager.
- KEN KOLLER, vice president & chief financial officer.
- PAUL CUNNINGHAM, local sales manager.
- RON MARTZOLF, program manager.
- JERRY FEDELL, news director.
- DON HOLLAND, chief engineer.
- STEVE ZAPPIA, production manager.

Highest 30 Sec. Rate: \$3800.

NETWORK BASE HOURLY RATE: \$2350.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1988): 2,494,000.

City of License: Buffalo. **ADI:** Buffalo. **Rank:** 38.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	NEW YORK Allegany	18,100	17,600 97
	Cattaraugus	31,200	30,500 98



Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	CHAUTAUQUA	55,300	54,300 98
	ERIE	361,700	357,500 99
	GENESEE	21,200	20,900 99
	NIAGARA	80,000	79,000 99
	ORLEANS	14,200	13,900 98
	WYOMING	13,700	13,500 99
Between 25-49%	PENNSYLVANIA CAMERON	2,700	2,700 100
	Mc Kean	18,500	18,100 98
	Potter	6,900	6,700 97
	Warren	17,600	17,000 97
Between 25-49%	NEW YORK Steuben	37,600	36,800 98
	PENNSYLVANIA Elk	13,800	13,500 98
Between 5-24%	NEW YORK Livingston	20,100	19,800 98
	Schuyler	6,500	6,300 97
	PENNSYLVANIA Tioga	14,800	14,300 97
Station Totals		733,900	722,400 98
Net Weekly Circulation (1988)			584,300
Average Daily Circulation (1988)			377,600

New York—Buffalo

WNYB-TV

Ch. 49

Network Service: None, independent.

Licensee: Niagara Frontier Bcstg. Partnership, 699 Hertel Ave., Buffalo, NY 14207.

Studio: 699 Hertel Ave., Buffalo, NY 14207.

Telephone: 716-875-4919.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 4932-kw max. visual, 493-kw max. aural. Antenna: 1235-ft. above av. terrain, 1086-ft. above ground, 2420-ft. above sea level.

Latitude 42° 46' 58''
Longitude 78° 27' 28''

Transmitter: 3400-ft. S of Bear St. & Bailey Rd., approx. 1-mi. NW of Harris Corners.

Multichannel TV Sound: Separate audio program.

Satellite Earth Stations: 2 United Satellite Systems, 5-meter C-band; Scientific-Atlanta receivers.

Ownership: Niagara Frontier Bcstg. Partnership. Robert O. Swados, 50.00%; Seymour H. Knox, 50.00%.

Began Operation: September 1, 1987.

Represented (sales): Settel Inc.

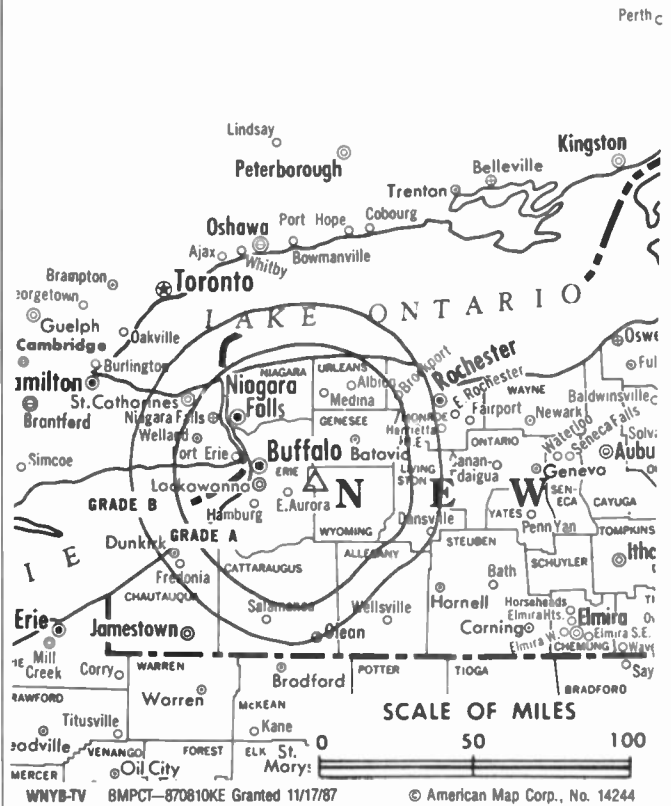
Represented (legal): Baraff, Koerner, Olender & Hochberg, P.C.

Personnel:

BILL SALTZGIVER, general manager.
MICHAEL ANGER, chief engineer.
JIM DIMINO, local sales manager.
IRIT KROSSMAN, national sales manager.
JOE CAYTON, program director.
RICK MORTELLARO, promotion director.
LYNDA AINSWORTH, business manager.

City of License: Buffalo. **ADI:** Buffalo. **Rank:** 38.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 5-24%	NEW YORK			
	Cattaraugus	31,200	30,500	98
	Erie	361,700	357,500	99
	Genesee	21,200	20,900	99
	Niagara	80,000	79,000	99
	Orleans	14,200	13,900	98
	Wyoming	13,700	13,500	99
Station Totals		522,000	515,300	99
Net Weekly Circulation (1988)			100,800	
Average Daily Circulation (1988)			39,000	

New York—Buffalo

WUTV

Ch. 29

Network Service: Fox.

Licenses: 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: Harris, 3-meter C-band; Microdyne, 3.7-meter Ku-band; Microdyne, 5-meter C-band; Microdyne, 5-meter Ku-band; DX Antenna, M/A-Corn, Microdyne, Standard Communications 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, P.C.

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 1988): 2,533,000.

City of License: Buffalo. ADI: Buffalo. Rank: 38.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	NEW YORK			
	Erie	361,700	357,500	99
	Niagara	80,000	79,000	99
Between 25-49%	NEW YORK			
	Cattaraugus	31,200	30,500	98
	Genesee	21,200	20,900	99
	Orleans	14,200	13,900	98
	Wyoming	13,700	13,500	99
Between 5-24%	NEW YORK			
	Allegany	18,100	17,600	97
	Chautauqua	55,300	54,300	98
	PENNSYLVANIA			
	Warren	17,600	17,000	97
Station Totals		613,000	604,200	99
Net Weekly Circulation (1988)				276,200
Average Daily Circulation (1988)				99,700

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, 50.0%; 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK Chemung	34,300	33,600	98
	Schuyler	6,500	6,300	97
	Steuben	37,600	36,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA Tioga	14,800	14,300	97
	NEW YORK Tompkins	31,800	30,400	95
Between 25-49%	PENNSYLVANIA Bradford	23,800	23,300	98
	NEW YORK Allegany	18,100	17,600	97
Between 5-24%	Tioga	19,000	18,700	98
	PENNSYLVANIA Potter	6,900	6,700	97
Station Totals		192,800	187,700	97
Net Weekly Circulation (1988)				91,700
Average Daily Circulation (1988)				43,600

New York—Elmira-Corning

WETM-TV

Ch. 18

Network Service: NBC.

Licensee: WETM-TV Inc., Box 1207, Elmira, NY 14902.

Studio: One Broadcast Center, Elmira, NY 14901.

Mailing Address: Box 1207, Elmira, NY 14902.

Telephone: 607-733-5518. **TWX:** 710-541-0075.

Fax: 607-734-1176.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 170-kw max. & 113-kw horizontal visual, 33-kw max. & 22.40-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 843-ft. above ground, 2549-ft. above sea level.

Latitude 42° 06' 20"
Longitude 76° 52' 17"

Transmitter: Hawley Hill, approx. 3-mi. WNW of Elmira.

Satellite Earth Stations: Transmit/receive 8-meter Ku-band; 4-meter C-band; 3-meter Ku-band.

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, P.C.

Personnel:

- ROBERT N. SMITH, president.
- JON WINGATE, vice president & general manager.
- MARK POLOVICK, chief engineer.
- TERRIL DOANE, local sales manager.
- MARK CARROS, news director.
- LUKE J. WOZNIAK, program & promotion director.
- PAM CAMPBELL, business manager.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$250.

City of License: Elmira. **AOI:** Elmira. **Rank:** 165.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	NEW YORK			
	Chemung	34,300	33,600	98
	Schuyler	6,500	6,300	97
	Steuben	37,600	36,800	98
	PENNSYLVANIA			
	Tioga	14,800	14,300	97
Between 25-49%	PENNSYLVANIA			
	Bradford	23,800	23,300	98
	Potter	6,900	6,700	97
Between 5-24%	NEW YORK			
	Tioga	19,000	18,700	98
Station Totals		142,900	139,700	98
Net Weekly Circulation (1988)				88,100
Average Daily Circulation (1988)				55,500

New York—Jamestown

WNOD

Ch. 26

Network Service: None, independent.

Grantee: Jamestown TV Assoc., 401 W. Kirkpatrick St., Syracuse, NY 13250-0095.

Telephone: 315-472-0200.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 715-kw max. visual. Antenna: 597-ft. above av. terrain, 427-ft. above ground, 2257-ft. above sea level.

Latitude	42°	05'	06''
Longitude	79°	17'	23''

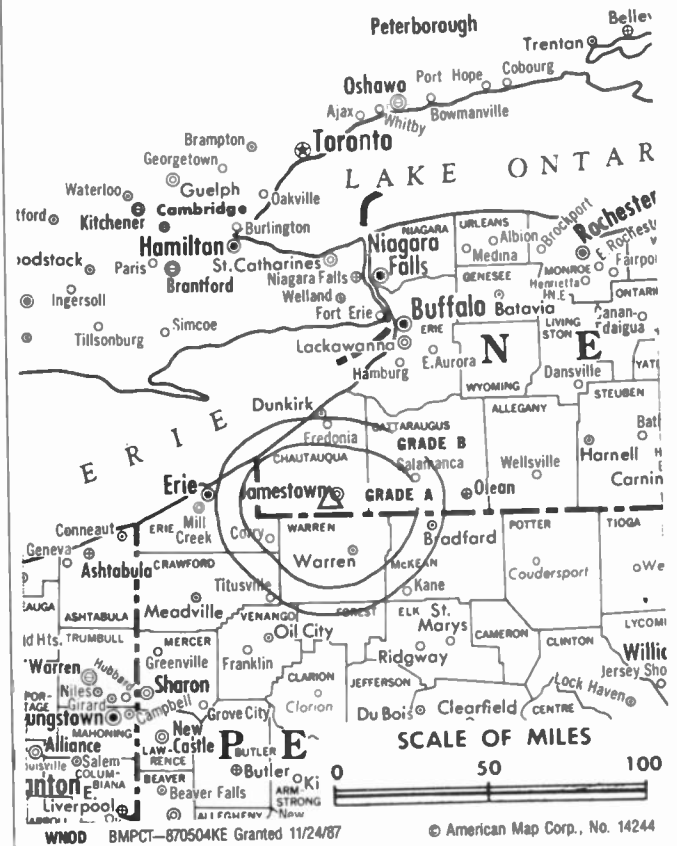
Transmitter: 2 Orchard Rd., Ellicott.

Ownership: Craig L. Fox, gen. partner, 50%; George W. Kimble, gen. partner, 50%.
See Craig Fox Group in Group Ownership of Television Stations.

Scheduled to Begin Operation: January 1, 1989.

Represented (legal): James L. Oyster.

ADI: Buffalo. Rank: 38.



New York—Kingston

WTZA

Ch. 62

Network Service: None, independent.

Licensee: WTZA-TV Associates, 721 Broadway, Box 1609, Kingston, NY 12401.

Studios: 721 Broadway, Kingston, NY 12401; One South Ave., Poughkeepsie, NY 12601.

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): Kettell-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.
ANDREA CETERA, general sales manager.
JAN CHOMIAK, national sales manager.
MICHAEL SHO VAN, assistant chief engineer.
HENRY MARCOTTE, news director.
KATHY YANAS, director of community relations.
ROY SAPLIN, operations manager.
CAROL SCALZO, promotions manager.
LILLIAN MATHISEN, business manager.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$300.

City of License: Kingston. ADI: New York. Rank: 1.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	NEW YORK			
	Columbia	24,000	23,500	98
	Dutchess	89,100	87,400	98
	Greene	16,600	16,300	98
Between 5-24%	Ulster	62,200	60,500	97
	NEW YORK			
Station Totals	Orange	94,500	92,700	98
	Rensselaer	56,000	54,900	98
Net Weekly Circulation (1988)		342,400	335,300	98
Average Daily Circulation (1988)				70,500
				23,800

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: WWPR, 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 National TV Sales.

Represented (engineering): Smith & Powstenko.

Personnel:

WALTER C. LISS, president & general manager.
THOMAS KANE, general sales manager.
IRIS OSMAN, local & national sales manager.
SCOTT SIMENSKY, local & national sales manager.
JAMES BAKER, director of engineering.
CLIFF LOVE, editorial director.
RICHARD R. GRAHAM, director of finance & business affairs.
BROOKE BAILEY JOHNSON, program director.
TAK KAKO, operations director.
WILLIAM APPLGATE, director of news.
SYLVIA HUESTON, director of community relations.
ANNA CARBONELL, press information manager.
ROB BATTLES, promotion director.
MICHAEL PARKER, research director.

Rates: On request.

City of License: New York. **ADI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	296,700	293,200	99
	NEW JERSEY			
	Bergen	317,600	315,400	99
	Essex	307,400	303,100	99
	Hudson	214,500	211,700	99
	Hunterdon	34,800	34,300	99
	Mercer	114,300	112,600	99
	Middlesex	222,100	220,300	99
	Monmouth	199,500	197,300	99
	Morris	147,900	146,800	99
	Ocean	165,600	164,100	99
	Passaic	164,400	162,500	99
	Somerset	77,100	76,300	99
	Sussex	43,800	43,100	98
	Union	186,600	185,000	99
	Warren	33,000	32,500	98
	NEW YORK			
	Bronx	437,500	430,600	98
Dutchess	89,100	87,400	98	
Kings	879,000	863,400	98	
Nassau	448,200	445,700	99	
New York	762,200	723,900	95	
Orange	94,500	92,700	98	
Putnam	28,400	28,000	98	
Queens	757,100	749,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Richmond	132,500	131,200	99
	Rockland	87,200	85,900	99
	Suffolk	430,100	425,900	99
	Sullivan	26,300	25,500	97
	Ulster	62,200	60,500	97
	Westchester	321,700	317,900	99
PENNSYLVANIA				
	Pike	9,100	8,800	97
CONNECTICUT				
Between 25-49%	New Haven	286,100	282,300	99
ARKANSAS				
Between 5-24%	Marion	5,200	5,100	98
CONNECTICUT				
	Litchfield	61,300	60,200	98
GEORGIA				
	Effingham	7,800	7,700	99
	Lamar	4,600	4,500	98
LOUISIANA				
	East Carroll	3,700	3,600	97
MISSISSIPPI				
	Bolivar	14,300	14,000	98
	Carroll	3,400	3,300	97
	Choctaw	3,200	3,100	97
	Grenada	7,600	7,500	99
	Leflore	13,500	13,300	98
	Sharkey	2,300	2,300	98
	Sunflower	10,800	10,500	97
	Tallahatchie	5,400	5,300	98
	Washington	23,700	23,300	98
	Webster	3,700	3,600	97
PENNSYLVANIA				
	Lehigh	110,800	109,200	99
	Monroe	32,100	31,500	98
	Northampton	88,800	87,300	98
	Wayne	15,000	14,500	97
Station Totals		7,793,700	7,666,900	98
Net Weekly Circulation (1988)			6,122,000	
Average Daily Circulation (1988)			3,583,900	

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: 21.4-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, director of sales.
- ELLIOT BLACK, national sales manager.
- PAUL SAGAN, director of news.
- DINORAH SPALDING, director of station services.
- DAVID LaFOUNTAIN, director of communications.
- LESLEY CROSSON, director of editorials.
- TONI JOHNSON, manager, broadcast operations.
- CHARLES LORE, director, broadcast administration.
- TOM BALDWIN, director, technical operations.
- DOLORES DANSKA, program director.
- PEGGY FILIS, marketing director.

City of License: New York. **AOI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	296,700	293,200	99
	NEW JERSEY			
	Bergen	317,600	315,400	99
	Essex	307,400	303,100	99
	Hudson	214,500	211,700	99
	Hunterdon	34,800	34,300	99
	Middlesex	222,100	220,300	99
	Monmouth	199,500	197,300	99
	Morris	147,900	146,800	99
	Ocean	165,600	164,100	99
	Passaic	164,400	162,500	99
	Somerset	77,100	76,300	99
	Sussex	43,800	43,100	98
	Union	186,600	185,000	99
	Warren	33,000	32,500	98
	NEW YORK			
Bronx	437,500	430,600	98	
Dutchess	89,100	87,400	98	
Kings	879,000	863,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Nassau	448,200	445,700	99
	New York	762,200	723,900	95
	Orange	94,500	92,700	98
	Putnam	28,400	28,000	98
	Queens	757,100	749,200	99
	Richmond	132,500	131,200	99
	Rockland	87,200	85,900	99
	Suffolk	430,100	425,900	99
	Sullivan	26,300	25,500	97
	Ulster	62,200	60,500	97
PENNSYLVANIA	Westchester	321,700	317,900	99
	Pike	9,100	8,800	97
Between 25-49%	CONNECTICUT			
	New Haven	286,100	282,300	99
Between 5-24%	NEW JERSEY			
	Mercer	114,300	112,600	99
Station Totals	CONNECTICUT			
	Litchfield	61,300	60,200	98
	NEW YORK			
	Delaware	17,400	16,800	97
	PENNSYLVANIA			
Monroe	32,100	31,500	98	
Northampton	88,800	87,300	98	
Wayne	15,000	14,500	97	
Station Totals		7,591,100	7,467,400	98
Net Weekly Circulation (1988)			6,063,300	
Average Daily Circulation (1988)			3,368,300	

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., 100%. 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.
- BARRY MARGOLIS, sales manager.
- EDWARD A. KNAPP, director, station operations.
- LINDA LIPMAN, director, advertising & promotion.
- LISSA EICHENBERGER, manager, press & publicity.
- JOHN O'NEILL, director, finance & administration.
- TERRY BAKER, news director.
- KAREN COPELAND, program director.
- DAVID VACHERON, manager, license & standards.

City of License: New York. **ADI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	296,700	293,200	99
	NEW JERSEY			
	Bergen	317,600	315,400	99
	Essex	307,400	303,100	99
	Hudson	214,500	211,700	99
	Hunterdon	34,800	34,300	99
	Middlesex	222,100	220,300	99
	Monmouth	199,500	197,300	99
	Morris	147,900	146,800	99
	Ocean	165,600	164,100	99
	Passaic	164,400	162,500	99
	Somerset	77,100	76,300	99
	Sussex	43,800	43,100	98
	Union	186,600	185,000	99
	Warren	33,000	32,500	98
	NEW YORK			
	Bronx	437,500	430,600	98
	Dutchess	89,100	87,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kings	879,000	863,400	98
	Nassau	448,200	445,700	99
	New York	762,200	723,900	95
	Orange	94,500	92,700	98
	Putnam	28,400	28,000	98
	Queens	757,100	749,200	99
	Richmond	132,500	131,200	99
	Rockland	87,200	85,900	99
	Suffolk	430,100	425,900	99
	Sullivan	26,300	25,500	97
	Ulster	62,200	60,500	97
	Westchester	321,700	317,900	99
	PENNSYLVANIA			
	Pike	9,100	8,800	97
Between 25-49%	CONNECTICUT			
	Litchfield	61,300	60,200	98
	New Haven	286,100	282,300	99
NEW JERSEY				
Mercer	114,300	112,600	99	
PENNSYLVANIA				
Monroe	32,100	31,500	98	
Between 5-24%	NEW JERSEY			
	Atlantic	81,600	80,100	98
	NEW YORK			
	Delaware	17,400	16,800	97
	Greene	16,600	16,300	98
	PENNSYLVANIA			
Lehigh	110,800	109,200	99	
Northampton	88,800	87,300	98	
Wayne	15,000	14,500	97	
Station Totals		7,800,100	7,673,000	98
Net Weekly Circulation (1988)			6,331,900	
Average Daily Circulation (1988)			3,614,800	

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: 212-452-5555. **TWX:** 212-867-4835.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 17.5-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): Petry Television Inc.

Personnel:

- CAROLYN WALL, vice president & general manager.
- PETER S. TEMPLE, vice president & station manager.
- RUDY TAYLOR, vice president & general sales manager.
- DIANNE GIOVANNI, vice president & local sales manager.
- WILLIAM D. KELLY, vice president & chief engineer.
- JOSEPH M. WEBER, vice president, finance & administration.
- PHYLLIS SEIFER, vice president & director of advertising & creative.
- 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. **ADI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	CONNECTICUT			
	Fairfield	296,700	293,200	99
	NEW JERSEY			
	Bergen	317,600	315,400	99
	Essex	307,400	303,100	99
	Hudson	214,500	211,700	99
	Hunterdon	34,800	34,300	99
	Middlesex	222,100	220,300	99
	Monmouth	199,500	197,300	99
	Morris	147,900	146,800	99
	Ocean	165,600	164,100	99
	Passaic	164,400	162,500	99
	Somerset	77,100	76,300	99
	Sussex	43,800	43,100	98
	Union	186,600	185,000	99
	Warren	33,000	32,500	98
	NEW YORK			
Bronx	437,500	430,600	98	
Kings	879,000	863,400	98	
Nassau	448,200	445,700	99	
New York	762,200	723,900	95	
Orange	94,500	92,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Putnam	28,400	28,000	98
	Queens	757,100	749,200	99
	Richmond	132,500	131,200	99
	Rockland	87,200	85,900	99
	Suffolk	430,100	425,900	99
	Sullivan	26,300	25,500	97
	Ulster	62,200	60,500	97
	Westchester	321,700	317,900	99
	PENNSYLVANIA			
	Northampton	88,800	87,300	98
Pike	9,100	8,800	97	
Between 25-49%	CONNECTICUT			
	Litchfield	61,300	60,200	98
	New Haven	286,100	282,300	99
	NEW JERSEY			
	Atlantic	81,600	80,100	98
Mercer	114,300	112,600	99	
NEW YORK	Broome	80,700	79,600	99
	Chemung	34,300	33,600	98
	Dutchess	89,100	87,400	98
	St Lawrence	38,600	37,900	98
	Steuben	37,600	36,800	98
	PENNSYLVANIA			
	Lehigh	110,800	109,200	99
	Monroe	32,100	31,500	98
	Montour	6,000	5,800	97
	Schuykill	63,300	61,900	98
Wayne	15,000	14,500	97	
Between 5-24%	CONNECTICUT			
	Hartford	310,500	305,700	98
Middlesex	51,600	50,700	98	
(Continued on page A-776)				
Station Totals		9,413,000	9,256,900	98
Net Weekly Circulation (1988)			5,596,500	
Average Daily Circulation (1988)			2,628,200	

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. TWX: 710-581-2768.

Fax: 212-210-2590.

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); Patterson, Belknap, Webb & Tyler (New York).

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

- LEAVITT J. POPE, president.
- 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.
- 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 & sports.
- 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	CONNECTICUT				
		Fairfield	296,700	293,200	99
	NEW JERSEY				
		Bergen	317,600	315,400	99
		Essex	307,400	303,100	99
		Hudson	214,500	211,700	99
		Middlesex	222,100	220,300	99
		Monmouth	199,500	197,300	99
		Morris	147,900	146,800	99
		Passaic	164,400	162,500	99
		Somerset	77,100	76,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Union	186,600	185,000	99
	Warren	33,000	32,500	98
Between 25-49%	NEW YORK			
	Bronx	437,500	430,600	98
	Kings	879,000	863,400	98
	Nassau	448,200	445,700	99
	New York	762,200	723,900	95
	Putnam	28,400	28,000	98
	Queens	757,100	749,200	99
	Richmond	132,500	131,200	99
	Rockland	87,200	85,900	99
	Suffolk	430,100	425,900	99
	Sullivan	26,300	25,500	97
	Ulster	62,200	60,500	97
	Westchester	321,700	317,900	99
	PENNSYLVANIA			
	Cameron	2,700	2,700	100
	Pike	9,100	8,800	97
CONNECTICUT				
	Hartford	310,500	305,700	98
	Litchfield	61,300	60,200	98
	New Haven	286,100	282,300	99
	Tolland	40,900	40,200	98
INDIANA				
	Vanderburgh	66,300	64,900	98
MASSACHUSETTS				
	Berkshire	54,900	53,900	98
	Hampden	166,600	164,200	99
NEW JERSEY				
	Atlantic	81,600	80,100	98
	Cape May	40,500	39,800	98
	Cumberland	48,200	47,500	99
(Continued on page A-775)				
Station Totals		15,774,900	15,528,000	98
Net Weekly Circulation (1988)			6,050,900	
Average Daily Circulation (1988)			2,289,400	

New York—New York-Newark, New Jersey

WHSE

Ch. 68

Network Service: Home Shopping Network.

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, 436.9-kw & 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: ChannelMaster, 4.5-meter; Vertex, 6.1-meter Ku-band; Drake, Pinzone 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, vice president & station manager.
 RICHARD WEXLER, general sales manager.
 ALVIN SALTZMAN, chief engineer.
 ARNIE RASKIN, local sales manager.
 MARK WIGLER, local sales manager.



WHSE BPCT-820422KE Granted 9/22/82

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WILLIAM ROLLER, program director.
 GAYL JOHNSON, business manager.

Highest 30 Sec. Rate: \$300.

Arbitron Data: Not available.

City of License: Newark, NJ. ADI: New York. Rank: 1.

New York—New York-Newark, New Jersey

WNJU

Ch. 47

Network Service: Telemundo.

Licensee: WNJU License Corp., 1740 Broadway, 18th Floor, New York, NY 10019.

Studio: 47 Industrial Ave., Teterboro, NJ 07608.

Telephone: 201-288-5550.

Sales Office: 425 Park Ave., New York, NY 10022.

Telephones: 212-233-6240; 212-492-5600.

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; 3.2-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, UPI, CNN.

Ownership: Telemundo Group Inc. See Group Ownership of Television Stations.

Began Operation: May 16, 1965.

Represented (sales): Telemundo TV Group.

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

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.
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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW JERSEY			
	Hudson	214,500	211,700	99
	NEW YORK			
	Bronx	437,500	430,600	98
	Kings	879,000	863,400	98
	New York	762,200	723,900	95
	Queens	757,100	749,200	99
Station Totals		3,050,300	2,978,800	98
Net Weekly Circulation (1988)			288,000	
Average Daily Circulation (1988)			141,400	

New York—New York—Secaucus, New Jersey

WWOR-TV

Ch. 9

Network Service: None, independent.

Licensee: WWOR-TV Inc., 100 Universal City Plaza, Universal City, CA 91608.

Studio: 9 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: Harris, 6.1-meter C-band; Harris receivers.

News Services: AP, CNN, UPI.

Ownership: MCA Broadcasting Inc. MCA Broadcasting Inc. ownership: MCA Inc. 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:

JANE HARTLEY, vice president & station manager.
THOMAS N. RYAN, vice president & general sales manager.
PETER MITCHELL, vice president & local sales manager.
TIMOTHY CONNORS, vice president & local sales manager.
FARRELL MEISEL, director of programming.
FREDERIC J. GOLD, vice president & director of research services.
CYNTHIA HARRISON, director of public relations.
DOUGLAS LAND, vice president & general counsel.
ARTHUR HECHT, vice president, director of marketing.
CAM PARDO, business manager.
ROBERT FRENCH, New Jersey sales manager.
RICK MINER, director of operations & engineering.
ALEXANDER DUSEK, director of advertising.
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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
NEW JERSEY				
50% & Over	Bergen	317,600	315,400	99
	Essex	307,400	303,100	99
	Hudson	214,500	211,700	99
	Middlesex	222,100	220,300	99
	Monmouth	199,500	197,300	99
	Morris	147,900	146,800	99
	Ocean	165,600	164,100	99
	Passaic	164,400	162,500	99
	Somerset	77,100	76,300	99
	Sussex	43,800	43,100	98
	Union	186,600	185,000	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
NEW YORK				
50% & Over	Bronx	437,500	430,600	98
	Dutchess	89,100	87,400	98
	Kings	879,000	863,400	98
	Nassau	448,200	445,700	99
	Orange	94,500	92,700	98
	Putnam	28,400	28,000	98
	Queens	757,100	749,200	99
	Richmond	132,500	131,200	99
	Rockland	87,200	85,900	99
	Suffolk	430,100	425,900	99
	Sullivan	26,300	25,500	97
	Westchester	321,700	317,900	99
PENNSYLVANIA				
	Pike	9,100	8,800	97
ALABAMA				
Between 25-49%	Calhoun	44,500	44,200	99
CONNECTICUT				
	Fairfield	296,700	293,200	99
	Litchfield	61,300	60,200	98
	New Haven	286,100	282,300	99
FLORIDA				
	Martin	37,400	36,900	99
IOWA				
	Dickinson	6,600	6,500	98
INDIANA				
	Ohio	2,000	2,000	100
KANSAS				
	Clay	3,900	3,800	97
LOUISIANA				
	Morehouse	12,800	12,600	98
MASSACHUSETTS				
	Berkshire	54,900	53,900	98
(Continued on page A-777)				
Station Totals		33,046,900	32,586,900	99
Net Weekly Circulation (1988)			8,212,400	
Average Daily Circulation (1988)			3,001,000	

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 Stations: Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta, 4.6-meter.

News Service: UPI.

Ownership: Univision Holdings Inc., 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.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

- EMILIO NICOLAS, 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
NEW JERSEY				
Between 5-24%	Hudson	214,500	211,700	99
	Passaic	164,400	162,500	99
NEW YORK				
	Bronx	437,500	430,600	98
	Kings	879,000	863,400	98
	Queens	757,100	749,200	99
Station Totals		2,452,500	2,417,400	99
Net Weekly Circulation (1988)			242,400	
Average Daily Circulation (1988)			142,900	

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 Corp., 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; Sidley & Austin.

Personnel:

- CARL LEAHY, president & general manager.
- JOE KRONE, operations manager.
- BRUCE GRINDLE, general sales manager.
- TOM BRADSHAW, chief engineer.
- SARAH MARTIN, local sales manager.
- ROB MICHALAK, news director.
- BRUCE CARLIN, promotion director.

Highest One Hour Rate: \$4000.

Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$1400.

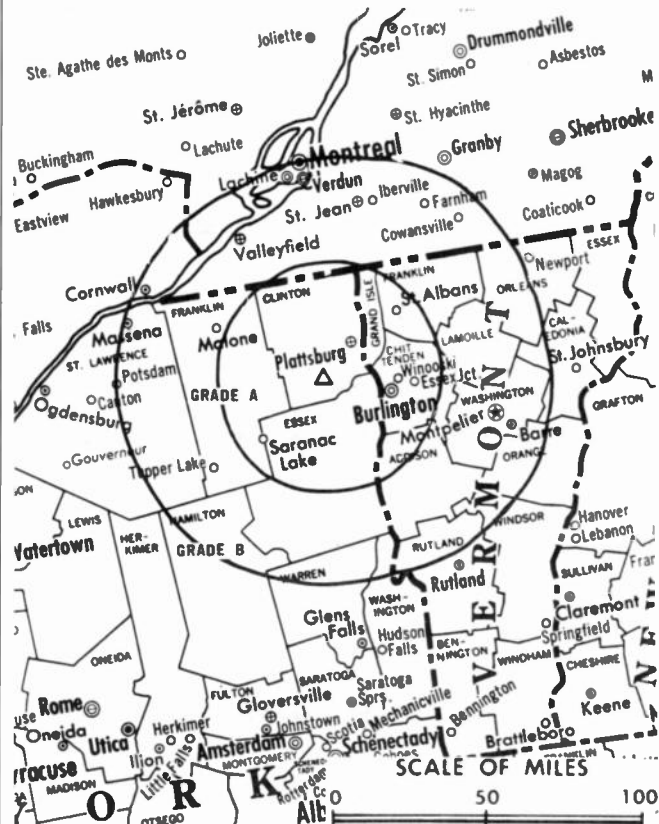
Station also received in Canadian markets.

BBM Weekly Reach (Spring 1988): 1,101,000.

City of License: North Pole. **ADI:** Burlington, VT-Plattsburgh, NY. **Rank:** 96.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Clinton	26,800	26,500	99
	Essex	14,200	13,900	98
	Franklin	16,100	15,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VERMONT			
	Addison	11,000	10,700	97
	Chittenden	44,900	44,200	98
	Franklin	13,000	12,900	99
	Grand Isle	1,700	1,700	100
	Orleans	8,900	8,800	99
	Rutland	23,100	22,500	98
	Washington	20,400	20,000	98
Between 25-49%	NEW YORK			
	St Lawrence	38,600	37,900	98
	VERMONT			
	Lamoille	6,900	6,800	99
Between 5-24%	NEW HAMPSHIRE			
	Coos	13,100	12,900	98
	NEW YORK			
	Hamilton	2,000	1,900	95
	Warren	20,700	20,200	98
	VERMONT			
	Essex	2,500	2,500	100
	Orange	9,100	8,900	98
Station Totals		273,000	268,000	98
Net Weekly Circulation (1988)			173,300	
Average Daily Circulation (1988)			109,700	

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, 250-kw max. & 93-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.
 JOHN SHUPP, chief engineer.

Highest One Hour Rate: \$750.



Highest 30 Sec. Rate: \$95.

Arbitron Data: Not Available

City of License: Poughkeepsie. **ADI:** New York. **Rank:** 1.

New York—Riverhead

WLIG

Ch. 55

Network Service: None, independent.

Licensee: WLIG-TV Inc., 300 Crossways Park Dr., Woodbury, NY 11797.

Studio: 315 Wading River Hollow Rd., Ridge, NY 11961.

Mailing Address: Box 272, 300 Crossways Park Dr., Woodbury, NY 11797.

Telephone: 516-364-1500.

Fax: 516-364-0546.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 5000-kw max. & 474-kw horizontal visual, 500-kw max. & 47.40-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, 69.3%; 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.

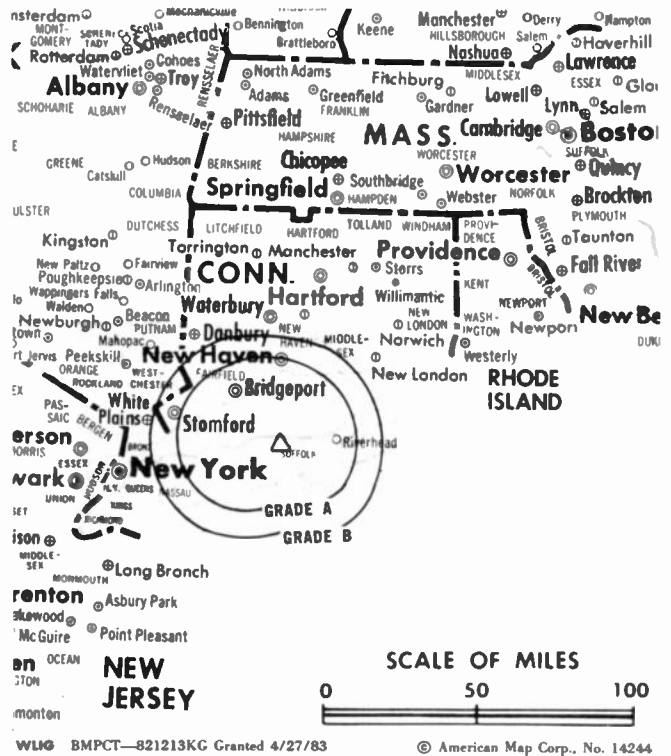
Represented (legal): Gammon & Grange.

Personnel:

MARVIN R. CHAUVIN, vice president & general manager.
DEAN PHELPS, 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.



City of License: Riverhead. **ADI:** New York. **Rank:** 1.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
Between 5-24%	Suffolk	430,100	425,900	99
Station Totals		430,100	425,900	99
Net Weekly Circulation (1988)				66,200
Average Daily Circulation (1988)				16,200

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, Sports News Satellite.

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, general sales manager.
STEVE ARVAN, local sales manager.
HARRY REMBOLDT, national sales manager.
JOHN WALSH, chief engineer.
JOSEPH LaFORNARA, business manager.
STEVE HAMMEL, news director.
TERRY A. FAUTH, program director.
JOHN DOYLE, promotion director.

Rates: Not available.

City of License: Rochester. ADI: Rochester, NY. Rank: 72.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Genesee	21,200	20,900	99
	Livingston	20,100	19,800	98
	Monroe	269,100	265,500	99
	Ontario	33,700	33,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Orleans	14,200	13,900	98
	Wayne	31,600	31,100	98
	Wyoming	13,700	13,500	99
Between 25-49%	NEW YORK			
	Seneca	12,200	12,100	99
	Yates	8,700	8,500	98
Between 5-24%	NEW YORK			
	Allegany	18,100	17,600	97
	Cayuga	29,000	28,400	98
	Schuyler	6,500	6,300	97
	Steuben	37,600	36,800	98
	Tompkins	31,800	30,400	95
Station Totals		547,500	538,000	98
Net Weekly Circulation (1988)			365,700	
Average Daily Circulation (1988)			218,800	

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, 361-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.
- MIKE RINDO, 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, NY. **Rank:** 72.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Genesee	21,200	20,900	99
	Livingston	20,100	19,800	98
	Monroe	269,100	265,500	99
	Ontario	33,700	33,200	99
	Wayne	31,600	31,100	98
Between 25-49%	NEW YORK			
	Orleans	14,200	13,900	98
	Seneca	12,200	12,100	99
	Wyoming	13,700	13,500	99
	Yates	8,700	8,500	98
Between 5-24%	NEW YORK			
	Allegany	18,100	17,600	97
	Cayuga	29,000	28,400	98
	Steuben	37,600	36,800	98
	Tompkins	31,800	30,400	95
Station Totals		541,000	531,700	98
Net Weekly Circulation (1988)				355,600
Average Daily Circulation (1988)				212,600

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.
GEOFF PROUD, general sales manager.
CAROL HOFFMAN, local sales manager.
DAVID NOLAN, news director.
ALICIA RODRIGUEZ, program manager.
JOHN COON, chief engineer.
JEFF ULRICH, promotion director.
DAVID WAY, business manager.

Highest One Hour Rate: \$8000.

Highest 30 Sec. Rate: \$4600.

NETWORK BASE HOURLY RATE: \$1332.

City of License: Rochester. ADI: Rochester, NY. Rank: 72.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WROC-TV Doc. 13858 Granted 7/27/61

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	NEW YORK			
	Genesee	21,200	20,900	99
	Livingston	20,100	19,800	98
	Monroe	269,100	265,500	99
	Ontario	33,700	33,200	99
	Orleans	14,200	13,900	98
Between 25-49%	Wayne	31,600	31,100	98
	Wyoming	13,700	13,500	99
Between 5-24%	NEW YORK			
	Seneca	12,200	12,100	99
Station Totals	Yates	8,700	8,500	98
	NEW YORK			
	Allegany	18,100	17,600	97
	Cayuga	29,000	28,400	98
Net Weekly Circulation (1988)	Schuyler	6,500	6,300	97
	Steuben	37,600	36,800	98
Average Daily Circulation (1988)		515,700	507,600	98
				362,000
				197,500

New York—Rochester

WUHF

Ch. 31

Network Service: Fox.

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 max. & 910-kw horizontal visual, 151-kw max. & 182-kw horizontal aural. Antenna: 500-ft. above av. terrain, 345-ft. above ground, 1018-ft. above sea level.

Latitude 43° 08' 07.00"
Longitude 77° 35' 02.50"

Transmitter: Pinnacle Hill, Rochester.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: MSC, 6-meter; Scientific-Atlanta, 3.6-meter Ku-band; Microdyne, M/A-Com receivers.

News Service: INN.

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

Began Operation: January 27, 1980.

Represented (sales): Blair Television.

Represented (engineering): Evans Associates.

Personnel:

RICK RAMBALDO, vice president & general manager.
DALE HARTNETT, program director.
DON MORAN, local sales manager.
ED GLASGOW, national sales manager.
MICHAEL TAMME, chief engineer.
BARB CONTI, promotion director.
KITTY HOY, business manager.

Rates: Not available.

City of License: Rochester. **ADI:** Rochester, NY. **Rank:** 72.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
50% & Over	Livingston	20,100	19,800	98
	Monroe	269,100	265,500	99
	Wayne	31,600	31,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
Between 25-49%	Genesee	21,200	20,900	99
	Ontario	33,700	33,200	99
	Orleans	14,200	13,900	98
	Seneca	12,200	12,100	99
	Wyoming	13,700	13,500	99
NEW YORK				
Between 5-24%	Allegany	18,100	17,600	97
	Cayuga	29,000	28,400	98
	Steuben	37,600	36,800	98
	Yates	8,700	8,500	98
Station Totals		509,200	501,300	98
Net Weekly Circulation (1988)				251,000
Average Daily Circulation (1988)				103,800

New York—Smithtown

WHSI

Ch. 67

(Satellite of WHSE, New York-Newark)

Network Service: Home Shopping Network.

Licensee: Silver King Broadcasting of New Jersey.

Studio: See WHSE, New York-Newark.

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.

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



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, 5.0-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): Blair Television.

Represented (legal): Rubin, Winston & Oiercks.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

STEPHEN KRONQUEST, general manager.
OAVIO KRAUSE, general sales manager.
JOHN KING, chief engineer.
SHERRY POTTER, operations manager.
JEFF SCHEIOECKER, news director.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$925.

City of License: Syracuse. ADI: Syracuse. Rank: 67.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Cayuga	29,000	28,400	98
	Chenango	18,700	18,300	98
	Cortland	16,800	16,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Madison	22,700	22,400	98
	Oneida West	34,500	34,000	99
	Onondaga	173,900	171,700	99
	Oswego	41,900	41,300	99
	St Lawrence	38,600	37,900	98
	Seneca	12,200	12,100	99
	Tompkins	31,800	30,400	95
Yates	8,700	8,500	98	
Between 25-49%	NEW YORK			
	Delaware	17,400	16,800	97
	Franklin	16,100	15,700	98
	Ontario	33,700	33,200	99
	Otsego	22,100	21,500	97
	Schuyler	6,500	6,300	97
Wayne	31,600	31,100	98	
Between 5-24%	NEW YORK			
	Hamilton	2,000	1,900	95
	Herkimer	24,900	24,500	98
	Jefferson	33,400	32,900	99
	Lewis	8,800	8,600	98
	Oneida East	57,100	56,200	99
Steuben	37,600	36,800	98	
Station Totals		720,000	707,000	98
Net Weekly Circulation (1988)			415,300	
Average Daily Circulation (1988)			230,900	

New York—Syracuse

WSTM-TV

Ch. 3

Network Service: NBC.

Licensee: WSTM-TV Ltd. Partnership, 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: Comtech, 3.5-meter C-band; Harris, 3.3-meter Ku-band; Harris, 6-meter Ku-band; 2 Zenith, 3-meter C-band; RCA Americom, 3.3-meter Ku-band.

News Services: AP, Group W Newsfeed, NBC.

Ownership: SJL of New York Inc., gen. partner; WSTM Investment Corp., ltd. partner. See SJL Broadcast Management in Group Ownership of Television Stations.

Begin 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, chairman.
RONALD W. PHILIPS, president & general manager.
WILLIAM P. McMANUS, general sales manager.
CHARLES BIVINS JR., program director.
NANCY De MARTINO, creative services director.
JOE KIRIK, news director.
JOHN MERRILL, chief engineer.
THERESA J. WESTON, controller.

Rates: Not available.

City of License: Syracuse. ADI: Syracuse. Rank: 67.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
NEW YORK				
50% & Over	Cayuga	29,000	28,400	98
	Chenango	18,700	18,300	98
	Cortland	16,800	16,500	98
	Jefferson	33,400	32,900	99
	Lewis	8,800	8,600	98
	Madison	22,700	22,400	98



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Oneida West	34,500	34,000	99
	Onondaga	173,900	171,700	99
	Oswego	41,900	41,300	99
	Seneca	12,200	12,100	99
	Tompkins	31,800	30,400	95
	Yates	8,700	8,500	98
NEW YORK				
Between 25-49%	Hamilton	2,000	1,900	95
	Ontario	33,700	33,200	99
	Schuyler	6,500	6,300	97
	Wayne	31,600	31,100	98
NEW YORK				
Between 5-24%	Chemung	34,300	33,600	98
	Delaware	17,400	16,800	97
	Herkimer	24,900	24,500	98
	Oneida East	57,100	56,200	99
	Otsego	22,100	21,500	97
	St Lawrence	38,600	37,900	98
	Steuben	37,600	36,800	98
	Tioga	19,000	18,700	98
Station Totals		757,200	743,600	98
Net Weekly Circulation (1988)			407,100	
Average Daily Circulation (1988)			234,000	

New York—Syracuse

WSYT

Ch. 68

Network Service: Fox.

Licensee: Thomas J. Flatley, 50 Braintree Hill Office Park, Braintree, MA 02184.

Studio: 1000 James St., Syracuse, NY 13203-2704.

Telephone: 315-472-6800. TWX: 710-541-0063.

Telex: 315-471-8889.

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; Microdyne, Scientific-Atlanta, DX Antenna receivers.

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, P.C.

Personnel:

- VINCENT V. ARMINIO, general manager.
- ROBERT JORDAN, operations manager.
- WILLIAM J. HOCTOR, chief engineer.
- RICK HERRMANN, program & promotion director.
- MICHELE STONE, business manager.

City of License: Syracuse. ADI: Syracuse. Rank: 67.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK Onondaga	173,900	171,700	99



WSYT BMPCT-860218KO Granted 3/5/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK Cayuga	29,000	28,400	98
	Cortland	16,800	16,500	98
	Oswego	41,900	41,300	99
Between 5-24%	NEW YORK Chenango	18,700	18,300	98
	Madison	22,700	22,400	98
	Oneida West	34,500	34,000	99
	Schuyler	6,500	6,300	97
	Seneca	12,200	12,100	99
	Yates	8,700	8,500	98
Station Totals		364,900	359,500	99
Net Weekly Circulation (1988)			141,800	
Average Daily Circulation (1988)			56,400	

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.

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, P.C.

Personnel:

- CATHY CREANY, vice president & general manager.
- MICHAEL COLLINS, general sales manager.
- JOSEPH SALIBRA, local sales manager.
- MARK ROBERTS, national sales manager.
- LOUIS DENNIG, program manager.
- DALE BOOTH, operations director.
- GRAHAM ROBERTSON, news director.
- EDWARD D. LEWIS, director of engineering.
- DAVE OETJEN, promotion director.
- ROBERT DIETZ, business manager.

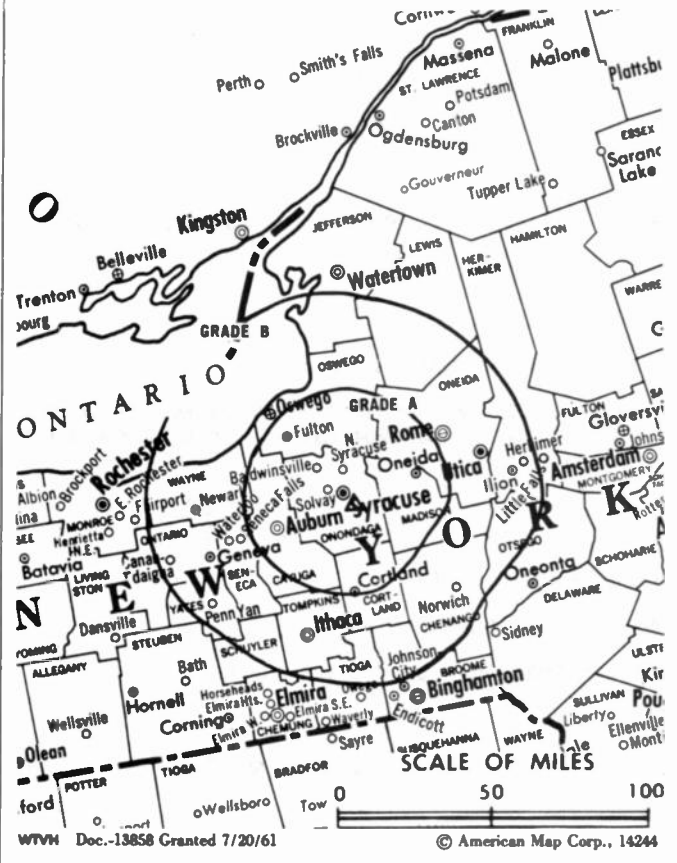
Highest One Hour Rate: \$18,000.

Highest 30 Sec. Rate: \$1500.

City of License: Syracuse. **ADI:** Syracuse. **Rank:** 67.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Cayuga	29,000	28,400	98
	Cortland	16,800	16,500	98
	Herkimer	24,900	24,500	98
	Madison	22,700	22,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Oneida East	57,100	56,200	99
	Oneida West	34,500	34,000	99
	Onondaga	173,900	171,700	99
	Oswego	41,900	41,300	99
	Seneca	12,200	12,100	99
	Tompkins	31,800	30,400	95
	Yates	8,700	8,500	98
	Between 25-49%	NEW YORK		
Chenango		18,700	18,300	98
Lewis		8,800	8,600	98
Ontario		33,700	33,200	99
Schuyler		6,500	6,300	97
Between 5-24%	NEW YORK			
	Delaware	17,400	16,800	97
	Hamilton	2,000	1,900	95
	Jefferson	33,400	32,900	99
	Otsego	22,100	21,500	97
Station Totals		665,300	653,400	98
Net Weekly Circulation (1988)			434,700	
Average Daily Circulation (1988)			249,800	

New York—Utica

WKTV

Ch. 2

Network Service: NBC.

Licensee: Harron Communications Corp., Smith Hill Rd., Utica, NY 13502.

Studio: Smith Hill Rd., Utica, NY 13503.

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 principals 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, P.C.

Personnel:

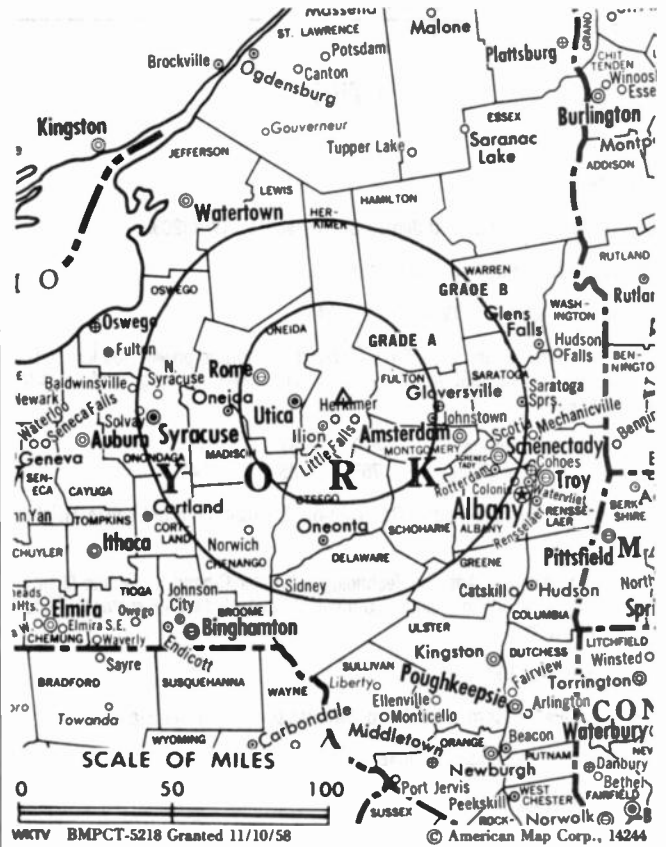
PAUL F. HARRON, president.
SHELDON STORRIER, senior vice president & general manager.
SID PERRY, local sales manager.
DANIEL GERMAN, program & operations director.
MERV AINSWORTH, chief engineer.
JACK DURANT, news director.
FRANK KIPERS, business manager.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WKTV BMPCT-5218 Granted 11/10/58
© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Herkimer	24,900	24,500	98
	Oneida East	57,100	56,200	99
	Oneida West	34,500	34,000	99
	Otsego	22,100	21,500	97
Between 25-49%	NEW YORK			
	Hamilton	2,000	1,900	95
	Lewis	8,800	8,600	98
	Schoharie	11,000	10,700	97
Between 5-24%	NEW YORK			
	Chenango	18,700	18,300	98
	Delaware	17,400	16,800	97
	Fulton	21,600	21,200	98
	Madison	22,700	22,400	98
	Montgomery	20,400	20,000	98
	Oswego	41,900	41,300	99
Station Totals		303,100	297,400	98
Net Weekly Circulation (1988)			142,400	
Average Daily Circulation (1988)			88,500	

New York—Utica

WTUV

Ch. 33

Network Service: Fox.

Licensee: Mohawk Valley Bcstg. Inc.

Studio: Greenfield Rd., Rome, NY 13440.

Telephone: 315-337-3300.

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: Paracclipse, 5-meter Ku & C-band; RCA Americom, 5-meter Ku & C-band; Paracclipse, 3.6-meter C-band; M/A-Com, 3.6-meter Ku-band; Chaparral, M/A-Com receivers.

News Service: INN.

Ownership: Craig L. Fox, 37.5%; Kevin O'Kane, 37.5%; John F. Bunkfeldt, 25.0%. See Craig 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.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
Between 5-24%	Herkimer	24,900	24,500	98
	Madison	22,700	22,400	98
	Oneida East	57,100	56,200	99
	Oneida West	34,500	34,000	99
Station Totals		139,200	137,100	98
Net Weekly Circulation (1988)			20,300	
Average Daily Circulation (1988)			5,600	

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 Rd., Utica, NY 13502.

Mailing Address: Box 20, Utica, NY 13503.

Telephone: 315-797-5220.

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.

Satellite Earth Stations: Andrew, 4.5-meter C-band; United Satellite Systems, 5.0-meter C-band; Avantek, Scientific-Atlanta receivers.

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, P.C.

Personnel:

PAUL R. KENNEDY, general manager.
BRIAN DELANEY, general sales manager.
GREG STETSON, program director.
KATHY CONTINO TURNER, news director.
ROBERT HAJEC, chief engineer.
BARBARA ROBERTS, business manager.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	NEW YORK			
	Herkimer	24,900	24,500	98
	Oneida East	57,100	56,200	99
Between 25-49%	NEW YORK			
	Jefferson	33,400	32,900	99
	Oneida West	34,500	34,000	99
	Otsego	22,100	21,500	97
Between 5-24%	NEW YORK			
	Lewis	8,800	8,600	98
	Madison	22,700	22,400	98
	St Lawrence	38,600	37,900	98
Station Totals		242,100	238,000	98
Net Weekly Circulation (1988)				106,000
Average Daily Circulation (1988)				54,300

New York—Watertown

WFYF

Ch. 50

Network Service: ABC.

Licensee: Moreland Broadcast Assoc., 516 E. Moreland Ave., Wyndmoor, PA 19118.

Studio: 1222 Arsenal St., Watertown, NY 13601.

Mailing Address: Box 6250, Watertown, NY 13601.

Telephone: 315-782-9393.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 1000-kw max. visual, 100-kw max. 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, 25.0%; George W. Kimble, gen. partner, 25.0%; David C. Schaller, gen. partner, 25.0%; Guyon W. Turner, gen. partner, 25.0%. See Craig Fox Group in Group Ownership of Television Stations.

Began Operation: January 3, 1988.

Represented (legal): James Oyster.

Personnel:

DAVID J. ALTERI, general manager.
PETER SLOAT, chief engineer.
DICK WHELAN, sales manager.

City of License: Watertown. ADI: Watertown-Carthage. Rank: 169.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
NEW YORK				
Between 5-24%	Jefferson	33,400	32,900	99
Station Totals		33,400	32,900	99
Net Weekly Circulation (1988)			4,900	
Average Daily Circulation (1988)			2,900	

New York—Carthage-Watertown

WWNY-TV

Ch. 7

Network Service: CBS, NBC.

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.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

KEVIN T. MASTELLON, general manager.
EDWARD V. DEMPSEY, general sales manager.
JOHN A. SHATRAW, director of promotion.
DAVID N. CUMMINGS, director of operations.
CATHY PIRCSUK, news director.
DON ROHR, chief engineer.
LOIS DEMPSTER, program director.
MARIE FUHRKEN, business manager.
JAMES CORBIN, production manager.

Highest 30 Sec. Rate: \$775.

NETWORK BASE HOURLY RATE: \$675.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1988): 248,000.



City of License: Carthage. ADI: Watertown-Carthage. Rank: 169.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
50% & Over	Hamilton	2,000	1,900	95
	Jefferson	33,400	32,900	99
	Lewis	8,800	8,600	98
	St Lawrence	38,600	37,900	98
Station Totals		82,800	81,300	98
Net Weekly Circulation (1988)			79,200	
Average Daily Circulation (1988)			57,500	

New York

WPIX, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	NEW JERSEY				
	Hunterdon	34,800	34,300	99	
	Mercer	114,300	112,600	99	
	Ocean	165,600	164,100	99	
	Sussex	43,800	43,100	98	
NEW YORK	Albany	112,700	110,900	98	
	Broome	80,700	79,600	99	
	Chautauqua	55,300	54,300	98	
	Chemung	34,300	33,600	98	
	Clinton	26,800	26,500	99	
	Cortland	16,800	16,500	98	
	Delaware	17,400	16,800	97	
	Dutchess	89,100	87,400	98	
	Franklin	16,100	15,700	98	
	Fulton	21,600	21,200	98	
	Greene	16,600	16,300	98	
	Herkimer	24,900	24,500	98	
	Jefferson	33,400	32,900	99	
	Madison	22,700	22,400	98	
	Montgomery	20,400	20,000	98	
	Oneida East	57,100	56,200	99	
	Oneida West	34,500	34,000	99	
	Onondaga	173,900	171,700	99	
	Orange	94,500	92,700	98	
	Oswego	41,900	41,300	99	
	St Lawrence	38,600	37,900	98	
	Saratoga	59,200	58,500	99	
	Schuyler	6,500	6,300	97	
	Seneca	12,200	12,100	99	
	Steuben	37,600	36,800	98	
Tioga	19,000	18,700	98		
Tompkins	31,800	30,400	95		
Warren	20,700	20,200	98		
Wayne	31,600	31,100	98		
PENNSYLVANIA	Blair	51,200	50,400	98	
	Carbon	21,500	21,100	98	
	Clinton	14,300	14,000	98	
	Lackawanna	85,000	84,000	99	
	Lehigh	110,800	109,200	99	
	Luzerne	130,300	128,500	99	
	Mc Kean	18,500	18,100	98	
	Monroe	32,100	31,500	98	
	Northampton	88,800	87,300	98	
	Northumberland	40,200	39,100	97	
	Snyder	12,600	12,100	96	
	Tioga	14,800	14,300	97	
	Union	11,100	10,600	95	
	Warren	17,600	17,000	97	
	VERMONT	Bennington	13,600	13,300	98
	ARKANSAS	Izard	4,700	4,500	96
	CALIFORNIA	Modoc	3,700	3,400	92
CONNECTICUT	Middlesex	51,600	50,700	98	
	New London	90,200	88,300	98	
	Windham	35,300	34,600	98	
GEORGIA	Camden	5,600	5,500	98	
	Irwin	3,400	3,300	97	
	Lincoln	2,200	2,200	100	
	Wheeler	2,000	1,900	95	
IOWA	Woodbury	38,300	38,000	99	
ILLINOIS	Piatt	6,500	6,400	98	

WPIX—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS			
	Thomas	3,300	3,200	97
	Wichita	1,000	1,000	100
	KENTUCKY			
	Letcher	11,000	10,800	98
	LOUISIANA			
	Lafourche	29,300	29,000	99
	MASSACHUSETTS			
	Bristol	181,800	179,700	99
	Essex	248,100	245,400	99
	Hampshire	49,300	48,300	98
	Middlesex	502,500	496,800	99
	Plymouth	151,300	149,400	99
	Suffolk	266,000	260,000	98
	Worcester	244,400	241,100	99
	MARYLAND			
	Carroll	38,900	38,700	99
MICHIGAN				
Houghton	13,300	12,900	97	
Keweenaw	700	700	100	
MONTANA				
Sheridan	2,100	2,000	95	
Toole	2,300	2,200	96	
NORTH CAROLINA				
Alamance	39,100	38,800	99	
NEBRASKA				
Boone	2,600	2,600	100	
Garden	1,000	1,000	100	
Hamilton	3,400	3,400	100	
Merrick	3,200	3,200	100	
NEW HAMPSHIRE				
Belknap	18,200	18,000	99	
Hillsborough	115,100	113,600	99	
Rockingham	83,000	81,900	99	
Sullivan	14,800	14,400	97	
NEW JERSEY				
Burlington	133,900	132,700	99	
Gloucester	76,100	75,400	99	
NEW MEXICO				
Lea South	2,500	2,400	98	
NEVADA				
Churchill	6,200	6,100	98	
Esmeralda	300	300	100	
NEW YORK				
Allegany	18,100	17,600	97	
Cattaraugus	31,200	30,500	98	
Cayuga	29,000	28,400	98	
Chenango	18,700	18,300	98	
Columbia	24,000	23,500	98	
Erie	361,700	357,500	99	
Essex	14,200	13,900	98	
Genesee	21,200	20,900	99	
Lewis	8,800	8,600	98	
Livingston	20,100	19,800	98	
Monroe	269,100	265,500	99	
Niagara	80,000	79,000	99	
Ontario	33,700	33,200	99	
Otsego	22,100	21,500	97	
Rensselaer	56,000	54,900	98	
Schenectady	58,500	57,700	99	
Schoharie	11,000	10,700	97	
Washington	19,900	19,600	98	
Wyoming	13,700	13,500	99	
Yates	8,700	8,500	98	
OHIO				
Jackson	11,200	10,900	97	
OREGON				
Harney	2,900	2,700	93	

New York

WPIX—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	PENNSYLVANIA		
	Berks	126,200	124,100 98
	Bradford	23,800	23,300 98
	Bucks	182,800	181,100 99
	Centre	39,400	38,400 97
	Chester	122,300	120,600 99
	Clearfield	30,900	30,300 98
	Columbia	23,300	22,800 98
	Cumberland	71,800	70,500 98
	Dauphin	95,900	94,100 98
	Delaware	203,900	202,200 99
	Elk	13,800	13,500 98
	Huntingdon	15,300	14,900 97
	Jefferson	19,200	18,800 98
	Lycoming	44,100	42,800 97
	Mifflin	17,900	17,300 97
	Montgomery	247,600	245,000 99
	Montour	6,000	5,800 97
	Potter	6,900	6,700 97
	Schuylkill	63,300	61,900 98
	Susquehanna	14,900	14,600 98
	Venango	24,000	23,300 97
	Wayne	15,000	14,500 97
	Wyoming	10,200	10,000 98
	RHODE ISLAND		
	Bristol	15,800	15,700 99
	Kent	58,700	58,200 99
	Newport	30,300	29,900 99
	Providence	217,700	215,100 99
	Washington	36,200	35,600 98
	SOUTH DAKOTA		
	Union	4,300	4,300 100
	TENNESSEE		
Smith	5,700	5,700 99	
TEXAS			
Grayson	37,900	37,400 99	
Loving	100	100 100	
VIRGINIA			
Prince George	15,000	14,900 99	
Scott	8,800	8,600 98	
Suffolk City	16,900	16,600 98	
VERMONT			
Chittenden	44,900	44,200 98	
Rutland	23,100	22,500 98	
Washington	20,400	20,000 98	
WISCONSIN			
Dodge	26,700	26,200 98	
Kenosha	44,100	43,600 99	
Monroe	13,100	12,800 98	
WEST VIRGINIA			
Cabell	42,100	41,800 99	
Marion	25,200	25,000 99	
Monongalia	29,000	28,600 99	

WPIX—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	Ritchie	4,500	4,400 98
	Taylor	6,300	6,200 98
	Upshur	9,000	8,900 99
	Wayne	16,900	16,700 99
	WYOMING		
	Teton	5,000	4,800 96

WNYW, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	NEW JERSEY		
	Cape May	40,500	39,800 98
	Cumberland	48,200	47,500 99
	NEW YORK		
	Allegany	18,100	17,600 97
	Cattaraugus	31,200	30,500 98
	Chautauqua	55,300	54,300 98
	Chenango	18,700	18,300 98
	Cortland	16,800	16,500 98
	Delaware	17,400	16,800 97
	Herkimer	24,900	24,500 98
	Jefferson	33,400	32,900 99
	Oneida West	34,500	34,000 99
	Oswego	41,900	41,300 99
	Otsego	22,100	21,500 97
	Schuyler	6,500	6,300 97
	Tioga	19,000	18,700 98
	Tompkins	31,800	30,400 95
	Warren	20,700	20,200 98
	Yates	8,700	8,500 98
	PENNSYLVANIA		
	Bucks	182,800	181,100 99
	Carbon	21,500	21,100 98
	Clearfield	30,900	30,300 98
	Clinton	14,300	14,000 98
	Columbia	23,300	22,800 98
	Luzerne	130,300	128,500 99
	Lycoming	44,100	42,800 97
	Mc Kean	18,500	18,100 98
	Northumberland	40,200	39,100 97
	Union	11,100	10,600 95
	Warren	17,600	17,000 97

WWOR-TV New York—Secaucus, New Jersey
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEBRASKA			
	Red Willow	5,100	5,000	98
	NEW JERSEY			
	Atlantic	81,600	80,100	98
	Cape May	40,500	39,800	98
	Cumberland	48,200	47,500	99
	Hunterdon	34,800	34,300	99
	Mercer	114,300	112,600	99
	Warren	33,000	32,500	98
	NEVADA			
	Humboldt	4,400	4,300	97
	NEW YORK			
	Albany	112,700	110,900	98
	Broome	80,700	79,600	99
	Chemung	34,300	33,600	98
	Clinton	26,800	26,500	99
	Delaware	17,400	16,800	97
	Essex	14,200	13,900	98
	Franklin	16,100	15,700	98
	Fulton	21,600	21,200	98
Herkimer	24,900	24,500	98	
Madison	22,700	22,400	98	
New York	762,200	723,900	95	
Niagara	80,000	79,000	99	
Oneida East	57,100	56,200	99	
Oneida West	34,500	34,000	99	
Otsego	22,100	21,500	97	
St Lawrence	38,600	37,900	98	
Schoharie	11,000	10,700	97	
Steuben	37,600	36,800	98	
Tompkins	31,800	30,400	95	
Ulster	62,200	60,500	97	
Warren	20,700	20,200	98	
PENNSYLVANIA				
Beaver	72,600	71,700	99	
Blair	51,200	50,400	98	
Carbon	21,500	21,100	98	
Clearfield	30,900	30,300	98	
Clinton	14,300	14,000	98	
Dauphin	95,900	94,100	98	
Elk	13,800	13,500	98	
Fayette	60,800	59,500	98	
Lackawanna	85,000	84,000	99	
Lebanon	41,800	40,900	98	
Lehigh	110,800	109,200	99	
Luzerne	130,300	128,500	99	
Lycoming	44,100	42,800	97	
Mc Kean	18,500	18,100	98	
Mifflin	17,900	17,300	97	
Monroe	32,100	31,500	98	
Northampton	88,800	87,300	98	
Northumberland	40,200	39,100	97	
Potter	6,900	6,700	97	
Schuylkill	63,300	61,900	98	
Union	11,100	10,600	95	
Warren	17,600	17,000	97	
SOUTH DAKOTA				
Fall River	3,400	3,300	97	
TEXAS				
Hemphill	2,300	2,300	100	
Ochiltree	3,800	3,800	100	
Upton	1,800	1,800	100	
Winkler	3,500	3,500	100	
UTAH				
Grand	3,000	2,800	93	
ALABAMA				
Between 5-24%	Autauga	12,400	12,200	98
	Barbour	9,100	8,900	98
	Bibb	6,000	5,900	98

WWOR-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Butler	7,700	7,600	99
	Madison	83,200	82,400	99
	Marengo	8,500	8,300	98
	Marion	12,300	12,200	99
	Perry	5,000	4,900	98
	Pike	10,200	10,000	98
	Shelby	29,100	28,900	99
	Walker	26,400	26,200	99
	ARKANSAS			
	Faulkner	19,100	18,800	98
	Little River	5,100	5,000	98
	Mississippi	19,500	19,200	98
	Pike	4,200	4,100	98
	ARIZONA			
	Cochise	35,900	34,600	96
	Greenlee	3,500	3,400	97
	Mohave	31,900	30,400	95
	Navajo	22,500	20,500	91
	Pima	256,100	251,000	98
	CALIFORNIA			
Modoc	3,700	3,400	92	
COLORADO				
Denver	232,200	227,600	98	
Garfield	10,400	9,900	95	
Gunnison	4,100	3,900	94	
Hinsdale	200	200	100	
Larimer	70,900	69,400	98	
Moffat	5,800	5,500	94	
Phillips	1,800	1,800	100	
Weld	51,700	50,800	98	
CONNECTICUT				
Hartford	310,500	305,700	98	
Middlesex	51,600	50,700	98	
New London	90,200	88,300	98	
Windham	35,300	34,600	98	
DELAWARE				
New Castle	148,200	147,600	100	
FLORIDA				
Broward	506,600	503,700	99	
Citrus	36,600	35,900	98	
Dade	678,000	672,500	99	
Hendry	7,800	7,600	97	
Hernando	33,000	32,500	98	
Highlands	25,600	25,200	98	
Hillsborough	299,200	296,500	99	
Lee	120,000	118,600	99	
Manatee	78,700	78,000	99	
Nassau	14,700	14,500	99	
Palm Beach	330,800	327,000	99	
Pinellas	380,700	377,700	99	
St Lucie	48,400	47,800	99	
Seminole	90,700	89,900	99	
Sumter	11,400	11,200	98	
Volusia	140,100	138,800	99	
GEORGIA				
Bartow	16,400	16,300	99	
Bleckley	3,700	3,600	97	
Bulloch	12,300	12,100	98	
Cherokee	24,000	23,800	99	
Clayton	61,700	61,400	100	
Cobb	149,500	148,800	100	
Cook	4,900	4,800	98	
Dawson	2,300	2,300	100	
De Kalb	198,600	197,900	100	
Fayette	16,100	15,900	99	
Forsyth	13,300	13,200	99	
Fulton	247,400	245,600	99	
Gwinnett	93,200	92,500	99	
Hall	31,400	31,100	99	

WWOR-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	GEORGIA		
	Hancock	3,000	2,900 97
	Haralson	7,500	7,400 99
	Irwin	3,400	3,300 97
	Jefferson	6,700	6,600 98
	Johnson	3,200	3,100 98
	Mc Intosh	3,000	2,900 97
	Newton	13,600	13,400 99
	Seminole	3,300	3,200 97
	Stewart	1,900	1,800 95
	Terrell	4,100	4,000 98
	Tift	11,900	11,700 98
	Troup	19,800	19,500 98
	Turner	3,200	3,100 97
	Wheeler	2,000	1,900 95
	IOWA		
	Black Hawk	48,400	48,100 99
	Buena Vista	8,100	8,000 99
	Carroll	8,400	8,300 99
	Cass	7,000	6,900 99
Clay	8,000	7,900 99	
Des Moines	18,200	18,000 99	
Harrison	6,100	6,000 98	
Kossuth	8,100	8,000 99	
Mahaska	9,200	9,100 99	
O'Brien	6,400	6,300 99	
Palo Alto	4,700	4,600 98	
Shelby	5,500	5,500 100	
Sioux	10,900	10,700 98	
Wapello	15,800	15,600 99	
Winnebago	5,300	5,200 98	
IDAHO			
Bear Lake	2,500	2,400 96	
ILLINOIS			
Cass	5,500	5,400 98	
Clay	6,200	5,900 95	
Cook	1,931,600	1,900,800 98	
Crawford	8,400	8,200 98	
De Witt	7,400	7,300 99	
Douglas	7,600	7,500 98	
Dupage	269,700	267,700 99	
Fayette	8,500	8,200 96	
Ford	5,800	5,700 98	
Greene	6,200	6,100 98	
Kane	110,600	109,000 99	
Kendall	14,300	14,200 99	
Lake	159,900	158,600 99	
Lawrence	6,800	6,600 97	
Mc Donough	12,800	12,600 98	
Montgomery	12,400	12,100 98	
Piatt	6,500	6,400 98	
Schuyler	3,200	3,100 97	
Union	7,700	7,500 97	
Will	114,800	113,400 99	
INDIANA			
Daviess	10,500	10,200 97	
Dearborn	13,200	13,000 98	
De Kalb	11,800	11,700 99	
Jay	8,300	8,100 98	
Knox	16,000	15,700 98	
Lake	174,800	172,500 99	
La Porte	37,400	37,000 99	
Newton	5,300	5,200 98	
Porter	44,200	43,600 99	
KANSAS			
Atchison	6,500	6,400 98	
Cloud	4,700	4,600 98	
Ellsworth	2,900	2,800 97	
Lyon	14,500	14,200 98	

WWOR-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households %
Between 5-24%	Meade	1,800	1,800 100
	Mitchell	3,400	3,300 97
	Phillips	2,900	2,800 97
	Seward	6,700	6,600 98
	Wichita	1,000	1,000 100
	KENTUCKY		
	Ballard	3,300	3,300 100
	Bourbon	7,000	6,900 99
	Caldwell	5,000	4,900 98
	Carter	9,000	8,900 99
	Clay	7,700	7,500 97
	Fulton	3,200	3,200 100
	Green	4,100	4,000 98
	Harlan	14,500	14,300 99
	Jessamine	10,200	10,000 99
	Johnson	9,000	8,900 99
	Laurel	15,100	14,900 98
	Logan	9,900	9,800 99
	Mc Creary	5,700	5,600 98
	Martin	4,700	4,600 98
Mason	6,400	6,300 98	
Montgomery	7,800	7,700 99	
Perry	11,900	11,700 98	
Pulaski	18,500	18,200 98	
Simpson	5,500	5,500 99	
Warren	29,500	29,300 99	
Whitley	13,500	13,300 99	
Woodford	6,600	6,500 98	
LOUISIANA			
Bossier	32,200	31,900 99	
Iberia	22,400	22,100 99	
Lafourche	29,300	29,000 99	
Tensas	3,000	2,900 97	
Terrebonne	34,300	33,900 99	
Vernon	18,600	18,200 98	
Winn	6,400	6,200 98	
MASSACHUSETTS			
Barnstable	74,300	73,000 98	
Bristol	181,800	179,700 99	
Essex	248,100	245,400 99	
Franklin	27,200	26,400 97	
Hampden	166,600	164,200 99	
Hampshire	49,300	48,300 98	
Middlesex	502,500	496,800 99	
Norfolk	222,300	220,300 99	
Plymouth	151,300	149,400 99	
Suffolk	266,000	260,000 98	
Worcester	244,400	241,100 99	
MARYLAND			
Anne Arundel	142,700	142,000 100	
Baltimore	257,700	256,600 100	
Charles	27,800	27,500 99	
Howard	55,100	54,800 100	
Prince Georges	240,600	239,800 100	
MAINE			
Aroostook	29,600	28,900 97	
Franklin	11,000	10,600 96	
MICHIGAN			
Houghton	13,300	12,900 97	
Iron	5,600	5,500 98	
Keweenaw	700	700 100	
Macomb	247,000	245,600 99	
Marquette	25,300	25,000 99	
Ottawa	57,800	56,900 99	
MINNESOTA			
Big Stone	2,900	2,900 100	
Carlton	10,500	10,400 99	
Cottonwood	5,300	5,100 96	
Koochiching	6,200	6,000 97	

WWOR-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	MINNESOTA			
	Le Sueur	8,700	8,600	99
	Mc Leod	11,200	11,100	99
	Nobles	7,800	7,700	99
	Rock	3,800	3,800	100
	Scott	16,900	16,800	99
	Watonwan	4,800	4,700	98
	MISSOURI			
	Macon	6,300	6,200	98
	Monroe	3,500	3,500	100
Pemiscot	8,500	8,300	98	
Pettis	13,900	13,600	98	
Pulaski	11,000	10,800	98	
Schuyler	2,000	1,900	95	
Scotland	2,100	2,100	100	
MISSISSIPPI				
Coahoma	12,100	11,800	98	
Monroe	12,900	12,800	99	
Noxubee	4,100	4,000	98	
MONTANA				
Big Horn	3,600	3,400	94	
Daniels	1,000	1,000	100	
Lincoln	6,700	6,400	96	
Madison	2,200	2,200	100	
Missoula	31,500	30,400	97	
Rosebud	4,500	4,200	93	
NORTH CAROLINA				
Alleghany	3,900	3,800	97	
Beaufort	16,200	16,000	99	
Brunswick	17,900	17,600	98	
Buncombe	67,600	66,800	99	
Burke	28,500	28,200	99	
Cabarrus	35,100	34,900	99	
Chowan	5,200	5,100	98	
Cleveland	31,600	31,300	99	
Durham	63,800	63,100	99	
Edgecombe	20,400	20,100	99	
Gaston	62,600	62,100	99	
Gates	3,200	3,100	97	
Jackson	9,600	9,400	98	
Lee	15,300	15,100	99	
New Hanover	44,600	44,200	99	
Onslow	36,200	36,000	99	
Orange	32,500	32,000	98	
Pender	9,100	8,900	98	
Rowan	39,900	39,600	99	
Sampson	18,700	18,400	98	
Union	27,500	27,200	99	
Vance	13,800	13,600	99	
NORTH DAKOTA				
Adams	1,300	1,300	100	
Mercer	5,400	5,300	98	
Walsh	5,700	5,600	98	
Ward	21,700	21,400	99	
Williams	10,200	10,100	99	
NEBRASKA				
Boone	2,600	2,600	100	
Buffalo	14,000	13,900	99	
Chase	1,900	1,900	100	
Cherry	2,600	2,600	100	
Colfax	3,700	3,600	97	
Dakota	6,700	6,700	100	
Dodge	14,000	13,900	99	
Douglas	161,000	159,600	99	
Furnas	2,600	2,500	96	
Holt	5,200	5,000	96	
Loup	300	300	100	
Madison	12,800	12,600	98	
Merrick	3,200	3,200	100	

WWOR-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Nance	1,700	1,700	100
	Stanton	2,400	2,400	100
	Washington	5,800	5,800	100
	NEW HAMPSHIRE			
	Hillsborough	115,100	113,600	99
	NEW JERSEY			
	Burlington	133,900	132,700	99
	Camden	178,900	177,200	99
	Gloucester	76,100	75,400	99
	Salem	25,000	24,600	98
NEW MEXICO				
Cibola	9,700	9,500	98	
Dona Ana	41,500	40,100	97	
Grant	9,200	8,700	95	
Lea South	2,500	2,400	98	
Lincoln	6,100	5,800	95	
Luna	6,400	6,200	97	
Mc Kinley	19,700	18,200	93	
Otero	17,200	16,800	98	
Valencia	14,000	13,800	99	
NEVADA				
Churchill	6,200	6,100	98	
Clark	233,400	229,300	98	
Douglas	10,000	9,600	96	
Lyon	7,000	6,700	96	
NEW YORK				
Allegany	18,100	17,600	97	
Cattaraugus	31,200	30,500	98	
Cayuga	29,000	28,400	98	
Chautauqua	55,300	54,300	98	
Chenango	18,700	18,300	98	
Columbia	24,000	23,500	98	
Cortland	16,800	16,500	98	
Erie	361,700	357,500	99	
Genesee	21,200	20,900	99	
Greene	16,600	16,300	98	
Hamilton	2,000	1,900	95	
Jefferson	33,400	32,900	99	
Lewis	8,800	8,600	98	
Livingston	20,100	19,800	98	
Monroe	269,100	265,500	99	
Montgomery	20,400	20,000	98	
Onondaga	173,900	171,700	99	
Ontario	33,700	33,200	99	
Oswego	41,900	41,300	99	
Rensselaer	56,000	54,900	98	
Saratoga	59,200	58,500	99	
Schenectady	58,500	57,700	99	
Schuyler	6,500	6,300	97	
Seneca	12,200	12,100	99	
Tioga	19,000	18,700	98	
Washington	19,900	19,600	98	
Wayne	31,600	31,100	98	
Wyoming	13,700	13,500	99	
Yates	8,700	8,500	98	
OHIO				
Ashland	16,700	16,500	99	
Brown	12,300	11,900	97	
Clermont	49,300	48,700	99	
Cuyahoga	570,300	563,600	99	
Franklin	357,200	353,000	99	
Hamilton	332,600	327,700	99	
Lake	78,400	77,900	99	
Lorain	95,800	94,800	99	
Madison	11,500	11,200	98	
Mahoning	103,200	102,100	99	
Medina	40,600	40,100	99	
Miami	33,700	33,300	99	
Pickaway	15,000	14,800	99	

WWOR-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OHIO			
	Ross	24,400	23,900	98
	Stark	139,600	137,800	99
	Summit	193,700	191,700	99
	Union	11,100	10,900	98
	OKLAHOMA			
	Atoka	4,900	4,800	98
	Cimarron	1,600	1,600	100
	Kiowa	5,400	5,300	98
	Pontotoc	13,500	13,400	99
	OREGON			
	Douglas	35,400	33,700	95
	Lincoln	15,700	14,500	92
	PENNSYLVANIA			
	Allegheny	552,900	545,600	99
	Berks	126,200	124,100	98
	Bradford	23,800	23,300	98
	Bucks	182,800	181,100	99
	Butler	55,500	54,800	99
	Cambria	64,600	63,700	99
	Centre	39,400	38,400	97
	Chester	122,300	120,600	99
Columbia	23,300	22,800	98	
Cumberland	71,800	70,500	98	
Delaware	203,900	202,200	99	
Erie	103,600	102,300	99	
Greene	15,500	15,100	98	
Huntingdon	15,300	14,900	97	
Indiana	32,800	32,100	98	
Jefferson	19,200	18,800	98	
Juniata	7,600	7,300	96	
Lancaster	141,800	137,100	97	
Mercer	46,900	46,100	98	
Montgomery	247,600	245,000	99	
Montour	6,000	5,800	97	
Snyder	12,600	12,100	96	
Sullivan	2,300	2,200	96	
Susquehanna	14,900	14,600	98	
Tioga	14,800	14,300	97	
Washington	81,500	80,300	98	
Wayne	15,000	14,500	97	
Westmoreland	146,500	144,700	99	
Wyoming	10,200	10,000	98	
RHODE ISLAND				
Washington	36,200	35,600	98	
SOUTH CAROLINA				
Abbeville	8,700	8,600	98	
Anderson	55,500	54,900	99	
Clarendon	9,800	9,500	97	
Darlington	23,100	22,800	99	
Florence	42,200	41,700	99	
Horry	50,400	49,600	98	
Sumter	32,200	31,700	98	
SOUTH DAKOTA				
Brown	14,400	14,300	99	
Butte	3,300	3,200	97	
Clay	4,900	4,800	98	
Custer	2,700	2,600	96	
Grant	3,300	3,200	97	
Gregory	2,100	2,100	100	
Lawrence	7,800	7,700	99	
Lincoln	5,200	5,100	98	
Meade	7,800	7,700	99	
Spink	3,300	3,300	100	
Yankton	7,100	7,000	99	
TENNESSEE				
Blount	31,900	31,700	99	
Cheatham	9,100	9,000	99	
De Kalb	5,700	5,600	98	

WWOR-TV—(Continued)
(Arbitron Data Continued)

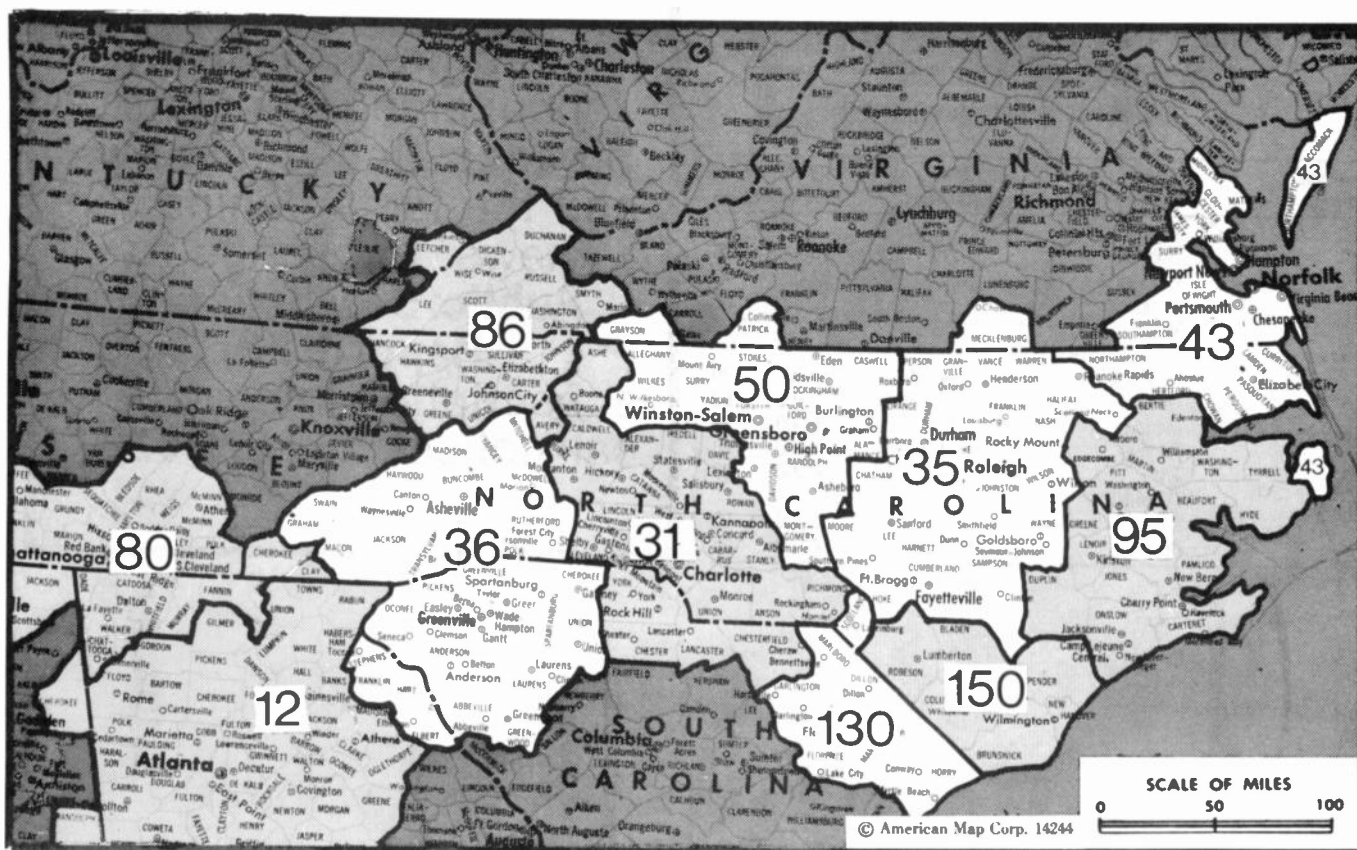
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Dyer	13,300	13,200	99
	Jefferson	12,600	12,500	99
	Johnson	5,400	5,300	98
	Lake	2,600	2,600	100
	Lauderdale	9,200	9,100	99
	Mcminn	16,100	16,000	99
	Montgomery	31,200	31,000	99
	Morgan	5,700	5,600	98
	Perry	2,500	2,500	100
	Shelby	290,300	288,500	99
	White	7,800	7,700	99
	TEXAS			
	Aransas	7,100	7,000	99
	Atascosa	10,200	10,000	98
	Bailey	2,700	2,700	100
	Bexar	386,800	382,400	99
	Dawson	5,600	5,500	98
	De Witt	7,200	7,000	97
	Dimmit	3,500	3,300	96
	Edwards	700	700	100
	Fannin	10,100	9,900	98
	Frio	4,500	4,400	98
Garza	1,800	1,800	100	
Gillespie	6,500	6,300	97	
Loving	100	100	100	
Lubbock	79,300	78,600	99	
Terry	5,300	5,200	98	
Wheeler	3,300	3,200	97	
UTAH				
Cache	20,600	20,100	98	
VIRGINIA				
Arlington	129,800	129,200	99	
Augusta	33,100	32,700	99	
Botetourt	8,800	8,700	99	
Chesterfield	62,800	62,500	100	
Fairfax	266,400	265,500	100	
Giles	6,200	6,100	98	
Greene	3,100	3,000	97	
Isle Of Wight	8,200	8,100	99	
Mecklenburg	10,500	10,300	98	
Prince George	15,000	14,900	99	
Prince William	60,600	60,200	99	
Scott	8,800	8,600	98	
Chesapeake City	44,700	44,300	99	
Norfolk City	93,900	93,200	99	
Portsmouth City	38,200	37,900	99	
Suffolk City	16,900	16,600	98	
Va Beach City	112,900	112,300	99	
VERMONT				
Addison	11,000	10,700	97	
Bennington	13,600	13,300	98	
Chittenden	44,900	44,200	98	
Lamoille	6,900	6,800	99	
Rutland	23,100	22,500	98	
Washington	20,400	20,000	98	
WISCONSIN				
Door	10,600	10,500	99	
Fond Du Lac	31,800	31,300	98	
Forest	3,500	3,400	97	
Green	12,300	12,100	98	
Jackson	6,300	6,100	97	
Langlade	7,600	7,400	97	
Manitowoc	30,000	29,700	99	
Milwaukee	374,100	369,400	99	
Ozaukee	24,700	24,400	99	
Portage	20,800	20,400	98	
Rusk	5,900	5,700	97	
Shawano	14,000	13,800	99	
Sheboygan	37,700	37,300	99	

New York

WWOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	Trempealeau	9,700	9,400	97
	Walworth	27,200	26,800	99
	Waukesha	100,400	99,400	99
	Waupaca	16,500	16,300	99
	Wood	29,600	29,200	99
	WEST VIRGINIA			
	Hancock	14,900	14,900	100
	Lincoln	7,900	7,800	99
	Marion	25,200	25,000	99
	Ritchie	4,500	4,400	98
	Tyler	4,100	4,000	98
	WYOMING			
	Campbell	12,800	12,100	95
	Crook	2,300	2,200	96

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Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Atlanta, GA	1,273,000	12	WAGA-TV (5), WATL (36), WAWA-TV (14), WGNX (46), WNGM-TV (34), WSB-TV (2), WTBS (17), WVEU (69), WXIA-TV (11)
Charlotte, NC	688,300	31	WBTV (3), WCCB (18), WHKY-TV (14), WJZY (46), WPCQ (36), WSOC-TV (9)
Raleigh-Durham, NC	621,000	35	WFCT (62), WKFT (40), WLFL-TV (22), WPTF-TV (28), WRAL-TV (5), WTVD (11), WYED (17)
Greenville-Spartanburg, SC-Asheville, NC	616,700	36	WAXA (40), WGGT-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4)
Norfolk-Portsmouth-Newport News-Hampton, VA	544,100	43	WAVY-TV (10), WTKR-TV (3), WTVZ (33), WVEC-TV (13), WYAH (27)
Greensboro-Winston Salem-High Point, NC	502,600	50	WEJC (20), WFMY-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW (45), WRDG (16), WXII (12)
Chattanooga, TN	307,000	80	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVG (9)
Bristol, VA-Kingsport-Johnson City, TN	281,000	86	WCYB-TV (5), WETO (39), WJHL-TV (11), WKPT-TV (19)
Greenville-New Bern-Washington, NC	233,600	95	WCTI (12), WITN-TV (7), WNCT-TV (9)
Florence, SC	159,800	130	WBTV (13), WGSE (43), WPDE-TV (15)
Wilmington, NC	136,100	150	WECT (6), WJKA (26), WWAY (3)

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
- WRDG, 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 Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	12	15	27
Educational Television Stations	2	9	11
	14	24	38

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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: Paracclipse, 3-meter C-band; M/A-Com receivers.

Ownership: Jack Rehburt, pres.-treas., 100%. Rehburt holds a CP for WDKM-TV, Vicksburg, MS.

Began Operation: August 7, 1984. Assignment of 20% to Carmelo Selestre from Kearn 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Alamance	39,100	38,800	99
	Randolph	38,200	37,800	99
Station Totals		77,300	76,600	99
Net Weekly Circulation (1988)			13,100	
Average Daily Circulation (1988)			5,600	

North Carolina—Charlotte

WBTV

Ch. 3

Network Service: CBS.

Licensee: Jefferson-Pilot Communications 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. JORGENSON, 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 TOMLINSON, 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.
- CAROLYN MINTS, community affairs director.

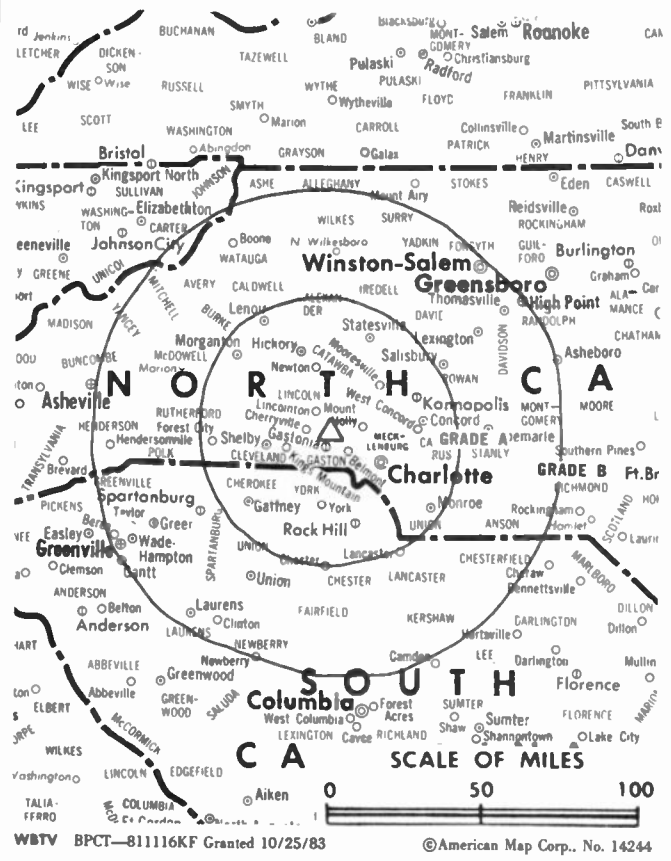
Highest 30 Sec. Rate: \$10,000.

NETWORK BASE HOURLY RATE: \$3300.

City of License: Charlotte. ADI: Charlotte. Rank: 31.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
NORTH CAROLINA				
50% & Over	Alexander	10,000	9,900	99
	Alleghany	3,900	3,800	97
	Anson	9,000	8,800	98
	Ashe	9,200	9,000	98
	Avery	5,400	5,300	98
	Burke	28,500	28,200	99
	Cabarrus	35,100	34,900	99
	Caldwell	26,600	26,300	99
	Catawba	43,100	42,800	99
	Cleveland	31,600	31,300	99
	Gaston	62,600	62,100	99
	Iredell	33,200	32,900	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over				
	Lincoln	17,600	17,500	99
	Mecklenburg	174,100	172,900	99
	Richmond	17,500	17,300	99
	Rowan	39,900	39,600	99
	Rutherford	21,500	21,300	99
	Stanly	19,700	19,500	99
	Union	27,500	27,200	99
	Watauga	12,600	12,400	98
	Wilkes	23,400	23,100	99
SOUTH CAROLINA				
	Cherokee	15,200	15,000	99
	Chester	11,000	10,900	99
	Lancaster	20,600	20,400	99
	York	43,300	42,800	99
NORTH CAROLINA				
Between 25-49%				
	Davie	10,300	10,100	98
	Henderson	28,600	28,200	99
	Mc Dowell	13,400	13,200	99
	Mitchell	5,400	5,300	98
	Montgomery	8,700	8,600	99
	Yadkin	11,400	11,300	99
	Yancey	5,700	5,500	97
SOUTH CAROLINA				
	Chesterfield	14,600	14,300	98
	Spartanburg	81,200	80,500	99
	Union	11,300	11,200	99
NORTH CAROLINA				
Between 5-24%				
	Buncombe	67,600	66,800	99
	Davidson	45,800	45,400	99
	Forsyth	103,300	102,400	99
	Polk	5,900	5,800	98
	Scotland	11,800	11,600	98

(Continued on page A-810)

Station Totals	1,305,000	1,291,300	99
Net Weekly Circulation (1988)			735,600
Average Daily Circulation (1988)			438,200

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): 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:** 31.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Alexander	10,000	9,900	99
	Anson	9,000	8,800	98
	Cabarrus	35,100	34,900	99
	Catawba	43,100	42,800	99
	Gaston	62,600	62,100	99
	Lincoln	17,600	17,500	99
	Mecklenburg	174,100	172,900	99
	Richmond	17,500	17,300	99
	Stanly	19,700	19,500	99
	Union	27,500	27,200	99
SOUTH CAROLINA				
	Lancaster	20,600	20,400	99
	York	43,300	42,800	99
NORTH CAROLINA				
Between 25-49%	Burke	28,500	28,200	99
	Caldwell	26,600	26,300	99
	Cleveland	31,600	31,300	99
	Davie	10,300	10,100	98



WCCB BMPCT-760 Granted 2/5/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	Iredell	33,200	32,900	99
	Montgomery	8,700	8,600	99
	Rowan	39,900	39,600	99
SOUTH CAROLINA				
	Chester	11,000	10,900	99
	Chesterfield	14,600	14,300	98
	Marlboro	10,700	10,500	98
NORTH CAROLINA				
Between 5-24%				
	Alleghany	3,900	3,800	97
	Ashe	9,200	9,000	98
	Davidson	45,800	45,400	99
	Mc Dowell	13,400	13,200	99
	Mitchell	5,400	5,300	98
	Randolph	38,200	37,800	99
	Rutherford	21,500	21,300	99
	Surry	23,800	23,500	99
	Watauga	12,600	12,400	98
	Wilkes	23,400	23,100	99
	Yadkin	11,400	11,300	99
	Yancey	5,700	5,500	97
SOUTH CAROLINA				
	Cherokee	15,200	15,000	99
	Darlington	23,100	22,800	99
	Fairfield	6,800	6,700	98
	Kershaw	15,900	15,700	98
	Lee	6,000	5,900	98
	Newberry	12,400	12,200	98
	Union	11,300	11,200	99
VIRGINIA				
	Carroll	9,700	9,500	98
	Grayson	9,200	9,100	99
Station Totals		1,019,100	1,008,500	99
Net Weekly Circulation (1988)			403,000	
Average Daily Circulation (1988)			172,900	

North Carolina—Charlotte

WPCQ

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' 05.70"
Longitude 80° 41' 12.20"

Holds 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' 49.10", long. 81° 10' 14.80"; transmitter to 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: Harris, 3-meter Ku-band; RCA, 6-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 TV 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 & Naftain.

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.
KAREN ADAMS, news director.
GLENN NASH, promotion manager.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate: \$4000.

City of License: Charlotte. ADI: Charlotte. Rank: 31.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
NORTH CAROLINA				
50% & Over	Anson	9,000	8,800	98
	Cabarrus	35,100	34,900	99
	Catawba	43,100	42,800	99
	Gaston	62,600	62,100	99
	Lincoln	17,600	17,500	99



WPCQ BPCT-870514KK Granted 11/30/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Mecklenburg	174,100	172,900	99
	Stanly	19,700	19,500	99
	Union	27,500	27,200	99
SOUTH CAROLINA				
	Chesterfield	14,600	14,300	98
	Lancaster	20,600	20,400	99
	York	43,300	42,800	99
NORTH CAROLINA				
Between 25-49%	Alexander	10,000	9,900	99
	Caldwell	26,600	26,300	99
	Cleveland	31,600	31,300	99
	Iredell	33,200	32,900	99
	Montgomery	8,700	8,600	99
	Richmond	17,500	17,300	99
	Rowan	39,900	39,600	99
SOUTH CAROLINA				
	Chester	11,000	10,900	99
NORTH CAROLINA				
Between 5-24%	Burke	28,500	28,200	99
	Davidson	45,800	45,400	99
	Davie	10,300	10,100	98
	Mc Dowell	13,400	13,200	99
	Watauga	12,600	12,400	98
	Yadkin	11,400	11,300	99
SOUTH CAROLINA				
	Cherokee	15,200	15,000	99
	Darlington	23,100	22,800	99
	Kershaw	15,900	15,700	98
	Marlboro	10,700	10,500	98
	Sumter	32,200	31,700	98
Station Totals		864,800	856,300	99
Net Weekly Circulation (1988)			440,900	
Average Daily Circulation (1988)			196,500	

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.

Fax: 704-335-4839.

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: 3 in operation; 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 & Everist, P.C.

Personnel:

- STANLEY G. MOUSE, president.
- GREGORY J. STONE, vice president & general manager.
- JOHN E. CALLAGHAN, vice president & station manager.
- MERRITT ROSE, general sales manager.
- MARTIN FENTON, local & regional sales manager.
- GENE DOSS, national sales manager.
- BRUCE CHASTINE, controller.
- 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. **AOI:** Charlotte. **Rank:** 31.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Alexander	10,000	9,900	99
	Anson	9,000	8,800	98
	Burke	28,500	28,200	99
	Cabarrus	35,100	34,900	99
	Caldwell	26,600	26,300	99
	Catawba	43,100	42,800	99
	Cleveland	31,600	31,300	99
	Gaston	62,600	62,100	99
	Iredell	33,200	32,900	99
	Lincoln	17,600	17,500	99
	Mecklenburg	174,100	172,900	99
	Richmond	17,500	17,300	99
	Rowan	39,900	39,600	99
	Stanly	19,700	19,500	99
Union	27,500	27,200	99	



WSOC-TV BPCT-860115KN Granted 3/28/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Chester	11,000	10,900	99
	Chesterfield	14,600	14,300	98
	Lancaster	20,600	20,400	99
	York	43,300	42,800	99
NORTH CAROLINA				
Between 25-49%	Alleghany	3,900	3,800	97
	Ashe	9,200	9,000	98
	Avery	5,400	5,300	98
	Davie	10,300	10,100	98
	Henderson	28,600	28,200	99
	Mitchell	5,400	5,300	98
	Montgomery	8,700	8,600	99
	Watauga	12,600	12,400	98
Yadkin	11,400	11,300	99	
SOUTH CAROLINA				
Between 5-24%	Cherokee	15,200	15,000	99
	Marlboro	10,700	10,500	98
NORTH CAROLINA				
Between 5-24%	Davidson	45,800	45,400	99
	Mc Dowell	13,400	13,200	99
	Rutherford	21,500	21,300	99
	Surry	23,800	23,500	99
	Wilkes	23,400	23,100	99
	Yancey	5,700	5,500	97
SOUTH CAROLINA				
Between 5-24%	Darlington	23,100	22,800	99
	Fairfield	6,800	6,700	98
	Kershaw	15,900	15,700	98
	Union	11,300	11,200	99
VIRGINIA				
Between 5-24%	Grayson	9,200	9,100	99
	Patrick	6,500	6,400	98
Station Totals		993,300	983,000	99
Net Weekly Circulation (1988)			625,500	
Average Daily Circulation (1988)			373,900	

North Carolina—Belmont-Charlotte

WJZY

Ch. 46

Network Service: None, independent.

Licensee: Metro Crescent Communications, Box 668400, Charlotte, NC 28266.

Studio: 3501 Performance Rd., Charlotte, NC 28214.

Mailing Address: Box 668400, Charlotte, NC 28266-8400.

Telephone: 704-398-0046. **TWX:** 810-621-0029. **Fax:** 704-393-8407.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 5000-kw max. & 214-kw horizontal visual, 500-kw max. & 21-kw horizontal 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 and separate audio program.

Satellite Earth Station: United Satellite Systems, 5-meter C-band; Scientific-Atlanta receivers.

Ownership: Capitol Bcstg. Co. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: March 9, 1987. Sale to present owner approved by FCC Nov. 20, 1987.

Represented (sales): Seltel Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

- MARK CONRAD, general manager.
- TOMMY SCHENCK, general sales manager.
- JAN BAILEY, local sales manager.
- EDWARD MERRITT, engineering & operations manager.
- JENNIFER ISENHOWER, creative services manager.
- DALE SNYDER, program director.
- STEVE PICKLE, promotion manager.
- JACQUELINE DRAPER, business manager.
- KAREN ALLEN, traffic manager.

Highest One Hour Rate: \$4500.

Highest 30 Sec. Rate: \$600.

City of License: Belmont. **ADI:** Charlotte. **Rank:** 31.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 25-49%	Alexander	10,000	9,900	99
	Catawba	43,100	42,800	99
	Cleveland	31,600	31,300	99
	Gaston	62,600	62,100	99
	Iredell	33,200	32,900	99
	Lincoln	17,600	17,500	99
	Mecklenburg	174,100	172,900	99
Union	27,500	27,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
Between 25-49%	Chester	11,000	10,900	99
	Lancaster	20,600	20,400	99
	York	43,300	42,800	99
NORTH CAROLINA				
Between 5-24%	Anson	9,000	8,800	98
	Burke	28,500	28,200	99
	Cabarrus	35,100	34,900	99
	Caldwell	26,600	26,300	99
	Davidson	45,800	45,400	99
	Davie	10,300	10,100	98
	Montgomery	8,700	8,600	99
	Polk	5,900	5,800	98
	Rowan	39,900	39,600	99
	Rutherford	21,500	21,300	99
	Stanly	19,700	19,500	99
Surry	23,800	23,500	99	
Yadkin	11,400	11,300	99	
SOUTH CAROLINA				
	Cherokee	15,200	15,000	99
	Chesterfield	14,600	14,300	98
	Fairfield	6,800	6,700	98
	Union	11,300	11,200	99
Station Totals		808,700	801,200	99
Net Weekly Circulation (1988)			200,000	
Average Daily Circulation (1988)			85,000	

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: Intersection of Hwy. 71 & Hwy. 20, Lumber Bridge, NC 28357.

Mailing Address: Drawer 62, Lumber Bridge, NC 28357.

Telephone: 919-843-3884. **TWX:** 810-621-0039.

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: Hwys. 71 & 20, Lumber Bridge, NC.

Satellite Earth Stations: Paracclipse, 4.8-meter; AFC, 3.66-meter Ku-band; Paracclipse, 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 Inc.

Personnel:

ERNIE WHITMEYER, general manager.
GLENN YEABBY, director of sales.
GEORGE JOHNSON, engineering director.
BRENDA ROBINSON, program director.
PAT SINGLETON, production manager.
MELINDA FLOYD, business 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WFCT BMPCT—830518KF Granted 4/19/84

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
NORTH CAROLINA				
Between 25-49%	Cumberland	85,400	84,400	99
	Hoke	6,900	6,800	99
	Robeson	35,300	34,600	98
NORTH CAROLINA				
Between 5-24%	Bladen	11,300	11,000	98
	Richmond	17,500	17,300	99
	Sampson	18,700	18,400	98
	Scotland	11,800	11,600	98
SOUTH CAROLINA				
	Marlboro	10,700	10,500	98
Station Totals		197,600	194,600	98
Net Weekly Circulation (1988)			51,000	
Average Daily Circulation (1988)			17,000	

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: ADM, 5-meter; Microdyne, 7-meter; RCA Ku-band; M/A-Com receivers.

News Services: AP, INN.

Ownership: SJL of North Carolina Associates, L.P. See SJL Broadcast Management Corp. in 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): MMT Sales Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): Charles I. Gallagher, P.E., Consulting Radio Engineers.

Personnel:

- RICHARD B. ARMFIELD, vice president & general manager.
- STEVEN ENGLER, general sales manager.
- SUSAN BRAMI, local sales manager.
- JIM LAMM, production manager.
- DAVID RICKELS, chief engineer.
- CHRISTY GODWIN, sales service manager.
- CHARLES TORNELL, news director.
- ARLENE MABRY, program director.
- DIANE BETHUNE, promotion director.
- NANCY FULKS, business manager.

Highest 30 Sec. Rate: \$150.

City of License: Fayetteville. **ADI:** Raleigh-Durham. **Rank:** 35.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Cumberland	85,400	84,400	99
	Harnett	22,700	22,400	99
	Hoke	6,900	6,800	99
	Lee	15,300	15,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NORTH CAROLINA			
	Chatham	14,000	13,800	99
	Durham	63,800	63,100	99
	Johnston	29,700	29,300	99
	Montgomery	8,700	8,600	99
	Moore	23,000	22,700	98
	Robeson	35,300	34,600	98
	Sampson	18,700	18,400	98
	Scotland	11,800	11,600	98
	Vance	13,800	13,600	99
	Wake	139,900	138,700	99
Wayne	36,000	35,500	99	
Wilson	23,800	23,500	99	
Between 5-24%	NORTH CAROLINA			
	Alamance	39,100	38,800	99
	Bladen	11,300	11,000	98
	Caswell	7,300	7,200	99
	Duplin	15,200	15,000	98
	Franklin	11,800	11,600	98
	Granville	12,100	11,900	98
	Nash	26,900	26,500	99
	Orange	32,500	32,000	98
	Person	11,000	10,900	99
	Randolph	38,200	37,800	99
Richmond	17,500	17,300	99	
Warren	5,700	5,600	98	
Station Totals		777,400	767,700	99
Net Weekly Circulation (1988)				231,200
Average Daily Circulation (1988)				86,000

North Carolina—Goldsboro

WYED

Ch. 17

Network Service: None, independent.

Licensee: Beasley Bcstg. Group, 200 W. Ash St., Suite 100, Midtown Mall, Goldsboro, NC 27530.

Studio: 622 S. Barbour St., Clayton, NC 27520.

Telephone: 919-553-1700. **Fax:** 919-734-1908.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2570-kw max. visual, 257-kw max. aural. Antenna: 1575-ft. above av. terrain, 1529-ft. above ground, 1496-ft. above sea level.

Latitude	35°	37'	01"
Longitude	78°	28'	38"

Transmitter: 2800 Country Lane, Clayton.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Paracclipse, 5-meter C-band; Paracclipse, 5-meter Ku-band; Drake receivers.

Ownership: George G. Beasley, 100%. Beasley has interest in WMOO(AM) & WBLX(FM) Mobile, AL; KAAY(AM) Little Rock, AR; WRXK(FM) Bonita Springs, WPOW(FM) Miramar, FL; WGAC(AM) Augusta, GA; WMRO(AM) & WAUR(FM) Aurora, IL; WYNG-FM Evansville, IN; KFMD(FM) Pella, IA; WREY(AM) & WMVB-FM Millville, NJ; WFAI(AM) Fayetteville, WGNC(AM) Gastonia, WKML(FM) Lumberton, WFTC(AM) & WRNS(FM) Kinston, NC; WEDA-FM Grove City, WTEL(AM) & WXTU(FM) Philadelphia, PA; WLAT(AM) & WYAV(FM) Conway, WGMB(FM) Georgetown, SC; KSSR(FM) Bastrop, TX.

Began Operation: April 11, 1988.

Represented (legal): Hogan & Hartson.

Represented (engineering): E. Harold Munn Jr. & Associates Inc.

Personnel:

BOB PERETIC, general manager & general sales manager.
 SAM GARFIELD, chief engineer.
 NEIL SOLLID, promotion director.
 TERRY HAWLEY, business manager.



WYED BMPCT-880308KE Granted 3/23/88

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Highest One Hour Rate: \$700.

Highest 30 Sec. Rate: \$100.

Arbitron Data: Not available

City of License: Goldsboro. **AOI:** Raleigh-Durham. **Rank:** 35.

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., Greensboro, NC 27405.

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: Drake, 4-meter C-band; RCA, 3.66-meter Ku-band; SatCom, 9.2-meter C-band; SatCom, 5.5-meter Ku-band; DX Engineering, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Carolina News Network, CBS, GOES, NAFAX, National Weather Wire, UPI.

Ownership: Gannett Co. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: September 22, 1949. Sale to Harte-Hanks Communications 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). FCC approved sale to Gannett Co. Jan. 21, 1988 (Vol. 27:49; 28:6).

Represented (sales): Blair Television.

Personnel:

- HENRY PRICE, vice president & general manager.
- FRANK BENNETT, general sales manager.
- MARJORIE PRAVDEN, local sales manager.
- MARJORIE MEYERS, national sales manager.
- JIM COLLINS, program/operations manager.
- DELOIS STRICKLAND, program director.
- ROZ FIELDS, promotion director.
- GARY CURTIS, news 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Alamance	39,100	38,800	99
	Alleghany	3,900	3,800	97
	Caswell	7,300	7,200	99
	Chatham	14,000	13,800	99
	Davidson	45,800	45,400	99
	Davie	10,300	10,100	98
	Forsyth	103,300	102,400	99
	Guilford	126,800	126,000	99
	Montgomery	8,700	8,600	99
	Randolph	38,200	37,800	99
	Rockingham	33,000	32,700	99
	Rowan	39,900	39,600	99
	Stokes	13,300	13,100	99
	Surry	23,800	23,500	99
	Yadkin	11,400	11,300	99
VIRGINIA				
	Grayson	9,200	9,100	99
	Patrick	6,500	6,400	98



WFMY-TV BMPCT-780928K1 Granted 11/27/78 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
NORTH CAROLINA				
	Ashe	9,200	9,000	98
	Lee	15,300	15,100	99
	Moore	23,000	22,700	98
	Orange	32,500	32,000	98
	Person	11,000	10,900	99
	Scotland	11,800	11,600	98
	Stanly	19,700	19,500	99
	Wilkes	23,400	23,100	99
VIRGINIA				
	Carroll	9,700	9,500	98
	Henry	27,500	27,200	99
	Pittsylvania	40,500	40,000	99
Between 5-24%				
NORTH CAROLINA				
	Alexander	10,000	9,900	99
	Anson	9,000	8,800	98
	Burke	28,500	28,200	99
	Cabarrus	35,100	34,900	99
	Durham	63,800	63,100	99
	Granville	12,100	11,900	98
	Harnett	22,700	22,400	99
	Iredell	33,200	32,900	99
	Richmond	17,500	17,300	99
	Sampson	18,700	18,400	98
	Vance	13,800	13,600	99
SOUTH CAROLINA				
	Chesterfield	14,600	14,300	98
TENNESSEE				
	Johnson	5,400	5,300	98
VIRGINIA				
	Floyd	4,500	4,400	98
	Franklin	12,800	12,600	98
	Halifax	12,100	11,900	98
	Mecklenburg	10,500	10,300	98
Station Totals		1,082,400	1,070,400	99
Net Weekly Circulation (1988)			595,500	
Average Daily Circulation (1988)			346,300	

North Carolina—Greensboro-High Point & Winston-Salem

WGGT

Ch. 48

Network Service: None, independent.

Licensee: Guilford Telecasters Inc., Debtor-in-Possess.

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: Guilford Telecasters. 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. Cookery, 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; permit-tee of WWRD(TV), Wilson, NC & application for Ch. 55, Rock Hill, SC.

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:

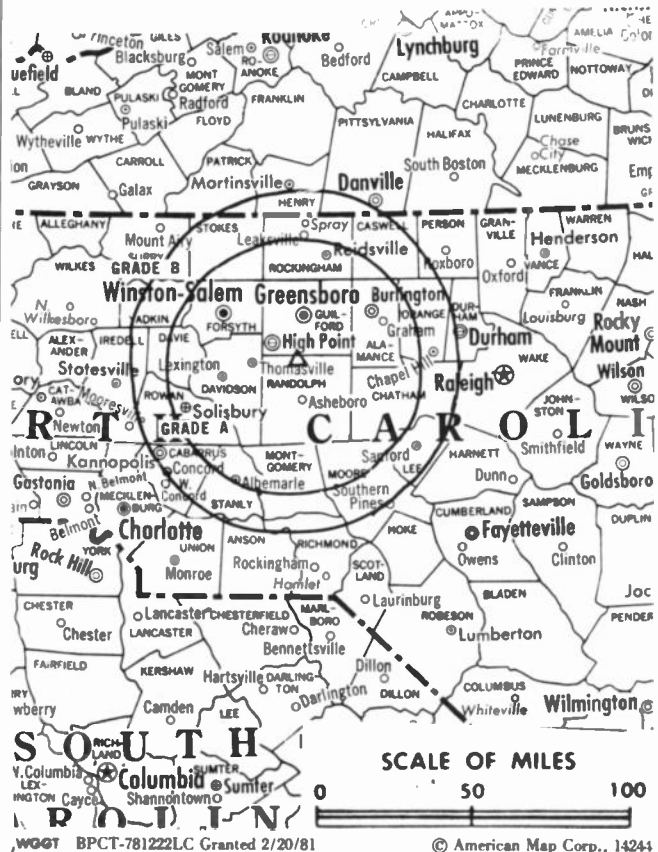
EUGENE H. BOHI, president & general manager.
NORM CISSNA, general sales manager.
CAROL KING, traffic manager.
KENNY GONZALEZ, program & operations manager.

Rates: Not available.

City of License: Greensboro. ADI: Greensboro-Winston Salem-High Point. Rank: 50.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 25-49%	Alamance	39,100	38,800	99
	Davidson	45,800	45,400	99
	Davie	10,300	10,100	98
	Forsyth	103,300	102,400	99
	Guilford	126,800	126,000	99
	Montgomery	8,700	8,600	99
	Randolph	38,200	37,800	99
	Rockingham	33,000	32,700	99
	Stokes	13,300	13,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Alleghany	3,900	3,800	97
	Anson	9,000	8,800	98
	Caswell	7,300	7,200	99
	Chatham	14,000	13,800	99
	Iredell	33,200	32,900	99
	Lee	15,300	15,100	99
	Moore	23,000	22,700	98
	Rowan	39,900	39,600	99
	Stanly	19,700	19,500	99
	Surry	23,800	23,500	99
Yadkin	11,400	11,300	99	
VIRGINIA				
	Franklin	12,800	12,600	98
	Halifax	12,100	11,900	98
	Henry	27,500	27,200	99
	Patrick	6,500	6,400	98
	Pittsylvania	40,500	40,000	99
Station Totals		718,400	711,200	99
Net Weekly Circulation (1988)			202,700	
Average Daily Circulation (1988)			61,100	

North Carolina—Greensboro-High Point & Winston-Salem

WGHP-TV

Ch. 8

Network Service: ABC.

Licensee: Taft Bcstg. Partners Ltd. Partnership, 600 Vine St., Suite 1808, Cincinnati, OH 45202.

Studio: 2005 Francis St., High Point, NC 27263.

Mailing Address: HP-8, High Point, NC 27261.

Telephone: 919-841-8888. **TWX:** 510-926-1640.

Fax: 919-841-8051.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 3162-kw aural. Antenna: 1270-ft. above av. terrain, 1255-ft. above ground, 2032-ft. above sea level.

Latitude 35° 48' 46.50"
Longitude 79° 50' 36.00"

Transmitter: 1.2-mi. SE of Sophia, NC.

Satellite Earth Stations: Andrew, 7.1-meter C-band; Andrew, 4.5-meter C-band; Comtech, 3.7-meter Ku-band; GE, 3.7-meter Ku-band; Microdyne, 7-meter C-band; Andrew, Cyclesat, Standard Communications receivers.

News Services: ABC, AP, Group W Newsfeed, The Entertainment Report, UPI.

Ownership: Dudley Taft, gen. partner, 95%; Randall E. Smith, gen. partner, 5%. See Taft Bcstg. Partners in Group Ownership of Television Stations.

Began Operation: October 14, 1963. Sale to Gulf Broadcast Group by Southern Bcstg. Co. approved by FCC June 16, 1978. Sale to Taft TV & Radio by Gulf approved by FCC May 30, 1985 (Television Digest, Vol. 25:5, 20, 22). Sale to present owners approved Oct. 2, 1987.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

- DAVID BOYLAN, vice president & general manager.
- FRANK TERRY, director of finance & administration.
- JIM OGLE, director of news.
- QUINN KOONTZ, director of sales.
- RITA LITTLES, manager of local sales.
- ROSS MASON, director of engineering.
- LARRY BLACKERBY, director of programming & broadcast operations.
- DAN BRAZDA, director of creative services.

Highest One Hour Rate: \$8000.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1050.

City of License: High Point. **AOI:** Greensboro-Winston Salem-High Point. **Rank:** 50.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	NORTH CAROLINA			
	Alamance	39,100	38,800	99
	Alleghany	3,900	3,800	97
	Ashe	9,200	9,000	98
	Caswell	7,300	7,200	99
	Davidson	45,800	45,400	99
	Davie	10,300	10,100	98
	Forsyth	103,300	102,400	99
	Guilford	126,800	126,000	99
	Montgomery	8,700	8,600	99
	Randolph	38,200	37,800	99
	Rockingham	33,000	32,700	99



WGHP-TV BPCT-2579 Granted 10/3/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Rowan	39,900	39,600	99
	Stokes	13,300	13,100	99
	Surry	23,800	23,500	99
	Wilkes	23,400	23,100	99
	Yadkin	11,400	11,300	99
VIRGINIA				
	Grayson	9,200	9,100	99
	Henry	27,500	27,200	99
	Patrick	6,500	6,400	98
Between 25-49%				
NORTH CAROLINA				
	Chatham	14,000	13,800	99
	Lee	15,300	15,100	99
	Moore	23,000	22,700	98
	Orange	32,500	32,000	98
	Richmond	17,500	17,300	99
	Scotland	11,800	11,600	98
	Stanly	19,700	19,500	99
	Watauga	12,600	12,400	98
VIRGINIA				
	Carroll	9,700	9,500	98
Between 5-24%				
NORTH CAROLINA				
	Alexander	10,000	9,900	99
	Anson	9,000	8,800	98
	Cabarrus	35,100	34,900	99
	Catawba	43,100	42,800	99
	Durham	63,800	63,100	99
	Harnett	22,700	22,400	99
	Iredell	33,200	32,900	99
	Person	11,000	10,900	99
VIRGINIA				
	Floyd	4,500	4,400	98
	Franklin	12,800	12,600	98
	Mecklenburg	10,500	10,300	98
	Pittsylvania	40,500	40,000	99
Station Totals				
		1,032,900	1,022,000	99
Net Weekly Circulation (1988)			557,200	
Average Daily Circulation (1988)			301,400	

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: Paraclype, 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: \$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: Fox.

Licensee: Act III Broadcasting Inc., Box 2899, Winston-Salem, NC 27103.

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 Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: September 23, 1979. Sale to present owners by TVX Broadcast Group approved by FCC Dec. 17, 1986.

Represented (sales): MMT Sales Inc.

Represented (legal): Kenkel, Bamard & Edmundson.

Represented (engineering): Lawrence Behr & Associates Inc.

Personnel:

DONITA TODD, vice president & general manager.
JASON ELKIN, general sales manager.

Highest 30 Sec. Rate: \$600.

City of License: Winston-Salem. **AOI:** Greensboro-Winston Salem-High Point. **Rank:** 50.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Davie	10,300	10,100	98
	Stokes	13,300	13,100	99
	Surry	23,800	23,500	99
Between 25-49%	NORTH CAROLINA			
	Alamance	39,100	38,800	99
	Caswell	7,300	7,200	99
	Davidson	45,800	45,400	99
	Forsyth	103,300	102,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Guilford	126,800	126,000	99
	Rockingham	33,000	32,700	99
	Wilkes	23,400	23,100	99
	Yadkin	11,400	11,300	99
Between 5-24%	VIRGINIA			
	Henry	27,500	27,200	99
	NORTH CAROLINA			
	Alexander	10,000	9,900	99
	Alleghany	3,900	3,800	97
Station Totals	VIRGINIA			
	Iredell	33,200	32,900	99
	Randolph	38,200	37,800	99
	Rowan	39,900	39,600	99
	Franklin	12,800	12,600	98
Net Weekly Circulation (1988)	Halifax	12,100	11,900	98
	Patrick	6,500	6,400	98
	Average Daily Circulation (1988)	621,600	615,700	99

North Carolina—Greensboro-High Point & Winston-Salem

WXII

Ch. 12

Network Service: NBC.

Licensee: Pulitzer Bcstg. Co., 515 N. Sixth St., One City Center, Suite 2020, St. Louis, MO 63101.

Studio: 700 Coliseum Dr., Winston-Salem, NC 27106.

Branch Office: Guilford County Bureau, 301 S. Green St., Suite 12, Greensboro, NC 27401.

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 and separate audio program.

Satellite Earth Station: Satellite Technology, 3.5-meter; Drake, Standard Communications 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, Lipfert, Bernhard, McPherson & Hand.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

KEN J. ELKINS, president & chief executive officer, Pulitzer Bcstg. Co.
REYNARD A. CORLEY, vice president & general manager.
DAVID L. SUMMERS, general sales manager.
JOHN A. FUSCO, local sales manager.
ROGER L. BERGSON, news director.
PHYLLIS C. SHEFFIELD, program director.
ALLAN K. SIMMONS, marketing director.
HENRY L. HUNT, director of engineering.
MARY ANN JOHNSON, business manager.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Alamance	39,100	38,800	99
	Alleghany	3,900	3,800	97
	Caswell	7,300	7,200	99
	Davidson	45,800	45,400	99
	Davie	10,300	10,100	98
	Forsyth	103,300	102,400	99
	Guilford	126,800	126,000	99
	Iredell	33,200	32,900	99
	Randolph	38,200	37,800	99
	Rockingham	33,000	32,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rowan	39,900	39,600	99
	Stokes	13,300	13,100	99
	Surry	23,800	23,500	99
	Wilkes	23,400	23,100	99
	Yadkin	11,400	11,300	99
VIRGINIA				
	Carroll	9,700	9,500	98
	Grayson	9,200	9,100	99
	Henry	27,500	27,200	99
	Patrick	6,500	6,400	98
	Pittsylvania	40,500	40,000	99
NORTH CAROLINA				
Between 25-49%	Alexander	10,000	9,900	99
	Ashe	9,200	9,000	98
	Montgomery	8,700	8,600	99
NORTH CAROLINA				
Between 5-24%	Anson	9,000	8,800	98
	Avery	5,400	5,300	98
	Cabarrus	35,100	34,900	99
	Caldwell	26,600	26,300	99
	Catawba	43,100	42,800	99
	Chatham	14,000	13,800	99
	Lincoln	17,600	17,500	99
	Orange	32,500	32,000	98
	Person	11,000	10,900	99
	Stanly	19,700	19,500	99
	Watauga	12,600	12,400	98
VIRGINIA				
	Floyd	4,500	4,400	98
	Franklin	12,800	12,600	98
	Wythe	9,500	9,300	98
Station Totals		927,400	917,900	99
Net Weekly Circulation (1988)			553,300	
Average Daily Circulation (1988)			304,600	

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: AFC, 3.5-meter Ku-band; DX Antenna, 3.1-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.2-meter C-band; 3 Winegard, 3.5-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, P.C.

Personnel:

EDWARD ADAMS, vice president & general manager.
WILLIAM MORRISETTE, business manager.
COLLINS COOPER, local sales manager.
LUTHER GRIFFIN, regional sales manager.
ROY HARDEE, news director.
SHIRLEY DALE, program director.
HEBER ADAMS, chief engineer.

Highest 30 Sec. Rate: \$875.

NETWORK BASE HOURLY RATE: \$835.

City of License: Greenville. AOI: Greenville-New Bern-Washington. Rank: 95.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Beaufort	16,200	16,000	99
	Bertie	7,500	7,300	97
	Carteret	19,700	19,500	99
	Chowan	5,200	5,100	98
	Craven	28,500	28,300	99
	Dare	7,700	7,500	97
	Duplin	15,200	15,000	98



WNCT-TV BPCT-5087 Granted 5/17/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Edgecombe	20,400	20,100	99
	Greene	5,500	5,400	98
	Halifax	19,600	19,200	98
	Hyde	2,100	2,000	95
	Jones	3,200	3,200	100
	Lenoir	22,500	22,200	99
	Martin	9,600	9,500	99
	Northampton	7,600	7,500	98
	Onslow	36,200	36,000	99
	Pamlico	4,000	4,000	100
	Pitt	36,800	36,300	99
	Tyrrell	1,400	1,400	100
	Washington	5,200	5,100	98
	Wayne	36,000	35,500	99
NORTH CAROLINA				
Between 25-49%	Nash	26,900	26,500	99
	Pender	9,100	8,900	98
	Wilson	23,800	23,500	99
NORTH CAROLINA				
Between 5-24%	Franklin	11,800	11,600	98
	Harnett	22,700	22,400	99
	Hertford	8,100	8,000	99
	Hoke	6,900	6,800	99
	Johnston	29,700	29,300	99
	New Hanover	44,600	44,200	99
	Pasquotank	11,400	11,200	99
	Sampson	18,700	18,400	98
	Vance	13,800	13,600	99
	Warren	5,700	5,600	98
Station Totals		543,300	536,100	99
Net Weekly Circulation (1988)			293,200	
Average Daily Circulation (1988)			156,600	

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 1059, 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.

News Services: ABC, National Weather Wire, North Carolina News Network.

Ownership: Edmund S. Long, 62.4%; Thomas E. S. Long, 26.0%; Roberta S. Long, 8.67%; Mrs. Roberta S. Long, 1.87%; Ella Lee Shuford, 0.97%

Began Operation: February 14, 1968.

Represented (legal): Hardy, Popham & Wirpel.

Personnel:

THOMAS E. LONG, general manager.
JEFFREY B. LONG, station manager, program director & national sales manager.
JAMES O. CARR, news director & sales manager.
JULIUS PHILLIPS, sports director.
LYNNE CRITCHER, traffic manager.
DIETRA SHUGART, assignment editor.

Highest One Hour Rate: \$450.

Highest 30 Sec. Rate: \$75.

City of License: Hickory. **ADI:** Charlotte. **Rank:** 31.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Alexander	10,000	9,900	99
	Burke	28,500	28,200	99
	Caldwell	26,600	26,300	99
	Catawba	43,100	42,800	99
Station Totals		108,200	107,200	99
Net Weekly Circulation (1988)			19,200	
Average Daily Circulation (1988)			4,300	

North Carolina—Lexington

WEJC

Ch. 20

Network Service: None, independent.

Grantee: Koinonia Broadcasting Inc., Box 2020, Lexington, NC 27293.

Studio: Robert Everhart Rd. & US Business Rte. 85, Lexington.

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: Koinonia Broadcasting Inc., non-profit, non-stock 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Surry	23,800	23,500	99
Station Totals		23,800	23,500	99
Net Weekly Circulation (1988)				8,100
Average Daily Circulation (1988)				2,700

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 28561.

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: AP.

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.
- WILLIAM KNOWLES, station manager & news director.
- FRANK BRADY, general sales manager.
- SANDRA WOODLIER, local sales manager.
- MIKE BARRETT, chief engineer.
- CAROLYN STEVENS, program director.
- JENNY JONES, promotion director.
- DAN PAVUK, business manager.

Highest One Hour Rate: \$7500.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$550.

City of License: New Bern. AOI: Greenville-New Bern-Washington. Rank: 95.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Beaufort	16,200	16,000	99
	Carteret	19,700	19,500	99
	Craven	28,500	28,300	99
	Duplin	15,200	15,000	98
	Greene	5,500	5,400	98
	Hyde	2,100	2,000	95
	Jones	3,200	3,200	100



WCTI BPCT-3831 Granted 1/4/67 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lenoir	22,500	22,200	99
	Martin	9,600	9,500	99
	Onslow	36,200	36,000	99
	Pamlico	4,000	4,000	100
	Pitt	36,800	36,300	99
	Tyrrell	1,400	1,400	100
	Washington	5,200	5,100	98
NORTH CAROLINA				
Between 25-49%	Bertie	7,500	7,300	97
	Dare	7,700	7,500	97
	Edgecombe	20,400	20,100	99
	Pender	9,100	8,900	98
	Wayne	36,000	35,500	99
NORTH CAROLINA				
Between 5-24%	Chowan	5,200	5,100	98
	Halifax	19,600	19,200	98
	Nash	26,900	26,500	99
	Perquimans	3,900	3,900	100
	Sampson	18,700	18,400	98
	Wilson	23,800	23,500	99
Station Totals		384,900	379,800	99
Net Weekly Circulation (1988)				217,200
Average Daily Circulation (1988)				127,900

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' 51.50"
Longitude 78° 49' 00.50"

Transmitter: 1700-ft. W of intersection of Hwys. 1379 & 1010, 1.5-mi. SE of Apex.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 2 3.5-meter C-band; AFC, 3-meter Ku-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.

Personnel:

- LINDA COCHRAN, vice president & general manager.
- THOMAS HARTMAN, director of sales.
- KATHY BENNETT, national sales manager.
- DON INGRAM, chief engineer.
- JENNY ZOELLER, director of programming.
- BOBBY STONE, director of promotion.
- DOUGLAS HAMILTON, business manager.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Granville	12,100	11,900	98
	Hammett	22,700	22,400	99
	Johnston	29,700	29,300	99
	Lee	15,300	15,100	99
	Vance	13,800	13,600	99
NORTH CAROLINA				
Between 25-49%	Alamance	39,100	38,800	99
	Chatham	14,000	13,800	99
	Cumberland	85,400	84,400	99
	Durham	63,800	63,100	99
	Franklin	11,800	11,600	98



WLFL-TV BPCT-850805LA Granted 8/13/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Orange	32,500	32,000	98
	Person	11,000	10,900	99
	Sampson	18,700	18,400	98
	Wake	139,900	138,700	99
	Warren	5,700	5,600	98
	Wayne	36,000	35,500	99
	Wilson	23,800	23,500	99
NORTH CAROLINA				
Between 5-24%	Bladen	11,300	11,000	98
	Caswell	7,300	7,200	99
	Duplin	15,200	15,000	98
	Edgecombe	20,400	20,100	99
	Greene	5,500	5,400	98
	Hoke	6,900	6,800	99
	Montgomery	8,700	8,600	99
	Moore	23,000	22,700	98
	Nash	26,900	26,500	99
	Randolph	38,200	37,800	99
VIRGINIA	Halifax	12,100	11,900	98
	Mecklenburg	10,500	10,300	98
Station Totals		808,400	798,100	99
Net Weekly Circulation (1988)			282,000	
Average Daily Circulation (1988)			106,900	

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; Andrew, Harris, M/A-Com receivers.

News Services: AP, NBC, UPI.

Ownership: Durham Corp. George Womble, chmn.; Felton Coley, pres.; Sonja M. Stephenson, asst. secy. Durham Corp. 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 Inc.

Personnel:

- WILLIAM M. DUNAWAY, vice president & general manager.
- JOE KILLEBREW, general sales manager.
- PERRY BLACK, local sales manager.
- EMILY BIGGS, national sales manager.
- LATHAM HAMNER, chief engineer.
- BOB WOLFE, program manager.
- BILL RAMSEY, production manager.
- KEVIN KELLY, news director.
- BARBARA NICELY, promotion director.

Highest One Hour Rate: \$8500.

Highest 30 Sec. Rate: \$3200.

NETWORK BASE HOURLY RATE: \$800.

City of License: Durham. **AOI:** Raleigh-Durham. **Rank:** 35.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Chatham	14,000	13,800	99
	Durham	63,800	63,100	99
	Franklin	11,800	11,600	98



WPTF-TV BPCT-860327KF Granted 7/2/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Granville	12,100	11,900	98
	Harnett	22,700	22,400	99
	Johnston	29,700	29,300	99
	Lee	15,300	15,100	99
	Orange	32,500	32,000	98
	Person	11,000	10,900	99
	Vance	13,800	13,600	99
	Wake	139,900	138,700	99
Between 25-49%	NORTH CAROLINA			
	Alamance	39,100	38,800	99
	Cumberland	85,400	84,400	99
	Edgecombe	20,400	20,100	99
	Moore	23,000	22,700	98
	Nash	26,900	26,500	99
	Warren	5,700	5,600	98
Wayne	36,000	35,500	99	
Between 5-24%	NORTH CAROLINA			
	Greene	5,500	5,400	98
	Montgomery	8,700	8,600	99
	Randolph	38,200	37,800	99
	Sampson	18,700	18,400	98
	Scotland	11,800	11,600	98
	Wilson	23,800	23,500	99
VIRGINIA				
Mecklenburg	10,500	10,300	98	
Station Totals		720,300	711,600	99
Net Weekly Circulation (1988)				359,300
Average Daily Circulation (1988)				166,200

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., Raleigh, NC 27605.

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 & Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter Ku-band; 2 Scientific-Atlanta, 7-meter C-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: Capitol Bcstg. Co. Inc. See Group Ownership of Television Stations.

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, station manager.
DAVID HARBERT, general sales manager.
DOUG MINOR, national sales manager.
WALTYE RASULALA, public affairs manager.
WILL DAVIS, program manager.
PAUL POPE, production & operations manager.
WILBUR BRANN, manager of engineering.
CINDY SINK, promotion director.
CATHYRN CARTER, business manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$1575.

City of License: Raleigh. AOI: Raleigh-Durham. Rank: 35.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	NORTH CAROLINA			
	Chatham	14,000	13,800	99
	Cumberland	85,400	84,400	99
	Duplin	15,200	15,000	98
	Durham	63,800	63,100	99
	Edgecombe	20,400	20,100	99
	Franklin	11,800	11,600	98
	Granville	12,100	11,900	98
	Greene	5,500	5,400	98
	Halifax	19,600	19,200	98
	Harnett	22,700	22,400	99
	Hoke	6,900	6,800	99
	Johnston	29,700	29,300	99
	Lee	15,300	15,100	99
	Moore	23,000	22,700	98
	Nash	26,900	26,500	99
	Northampton	7,600	7,500	98
	Orange	32,500	32,000	98
	Person	11,000	10,900	99
	Robeson	35,300	34,600	98
	Sampson	18,700	18,400	98
	Scotland	11,800	11,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Vance	13,800	13,600	99
	Wake	139,900	138,700	99
	Warren	5,700	5,600	98
	Wayne	36,000	35,500	99
	Wilson	23,800	23,500	99
	VIRGINIA			
	Mecklenburg	10,500	10,300	98
Between 25-49%				
	NORTH CAROLINA			
	Alamance	39,100	38,800	99
	Bladen	11,300	11,000	98
	Lenoir	22,500	22,200	99
	Martin	9,600	9,500	99
	Onslow	36,200	36,000	99
	Pitt	36,800	36,300	99
	VIRGINIA			
	Brunswick	5,000	4,900	98
	Halifax	12,100	11,900	98
Between 5-24%				
	NORTH CAROLINA			
	Bertie	7,500	7,300	97
	Brunswick	17,900	17,600	98
	Caswell	7,300	7,200	99
	Columbus	18,800	18,400	98
	Hertford	8,100	8,000	99
	Jones	3,200	3,200	100
	Montgomery	8,700	8,600	99
	New Hanover	44,600	44,200	99
	Pender	9,100	8,900	98
	Randolph	38,200	37,800	99
	Richmond	17,500	17,300	99
	SOUTH CAROLINA			
	Marlboro	10,700	10,500	98
	VIRGINIA			
	Dinwiddie	21,400	21,100	99
	Greensville	5,000	4,900	98
Station Totals		1,109,500	1,095,100	99
Net Weekly Circulation (1988)			692,100	
Average Daily Circulation (1988)			418,400	

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Chatham	14,000	13,800	99
	Cumberland	85,400	84,400	99
	Durham	63,800	63,100	99
	Edgecombe	20,400	20,100	99
	Franklin	11,800	11,600	98
	Granville	12,100	11,900	98
	Greene	5,500	5,400	98
	Halifax	19,600	19,200	98
	Harnett	22,700	22,400	99
	Hoke	6,900	6,800	99
	Johnston	29,700	29,300	99
	Lee	15,300	15,100	99
	Moore	23,000	22,700	98
	Nash	26,900	26,500	99
	Orange	32,500	32,000	98
	Person	11,000	10,900	99
Sampson	18,700	18,400	98	
Scotland	11,800	11,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Vance	13,800	13,600	99
	Wake	139,900	138,700	99
	Warren	5,700	5,600	98
	Wayne	36,000	35,500	99
	Wilson	23,800	23,500	99
VIRGINIA	Mecklenburg	10,500	10,300	98
	NORTH CAROLINA			
Between 25-49%	Alamance	39,100	38,800	99
	Bladen	11,300	11,000	98
	Caswell	7,300	7,200	99
	Duplin	15,200	15,000	98
	Northampton	7,600	7,500	98
Robeson	35,300	34,600	98	
VIRGINIA	Halifax	12,100	11,900	98
	NORTH CAROLINA			
Between 5-24%	Bertie	7,500	7,300	97
	Brunswick	17,900	17,600	98
	Lenoir	22,500	22,200	99
	Martin	9,600	9,500	99
	New Hanover	44,600	44,200	99
	Onslow	36,200	36,000	99
	Pender	9,100	8,900	98
	Pitt	36,800	36,300	99
	Randolph	38,200	37,800	99
	Richmond	17,500	17,300	99
	SOUTH CAROLINA			
Marlboro	10,700	10,500	98	
VIRGINIA				
Brunswick	5,000	4,900	98	
Station Totals		1,044,300	1,030,900	99
Net Weekly Circulation (1988)			640,700	
Average Daily Circulation (1988)			384,900	

North Carolina—Washington—Greenville— New Bern

WITN-TV

Ch. 7

Network Service: NBC.

Licensee: American Family Broadcast Group Inc.

Studio: Hwy. 17 South, Washington, NC 27889.

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: Harris, 6-meter; Harris, 3-meter; Scientific-Atlanta, 7-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, P.C.

Personnel:

- HOWARD MEAGLE JR., vice president & general manager.
- BILL STANLEY, general sales manager.
- FRANCES W. WILLIAMS, business manager.
- TOM POOLE, local sales manager.
- AL MANNING, chief engineer.
- HELEN S. JACKSON, national sales coordinator.
- CHRIS McDANIEL, news director.
- MIKE RIDDLE, promotion director.

Rates: Not available.

City of License: Washington. **AOI:** Greenville-New Bern-Washington. **Rank:** 95.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Beaufort	16,200	16,000	99
	Bertie	7,500	7,300	97
	Carteret	19,700	19,500	99
	Craven	28,500	28,300	99
	Dare	7,700	7,500	97
	Duplin	15,200	15,000	98
	Edgecombe	20,400	20,100	99
	Greene	5,500	5,400	98
	Halifax	19,600	19,200	98
	Hyde	2,100	2,000	95
	Jones	3,200	3,200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lenoir	22,500	22,200	99
	Martin	9,600	9,500	99
	Nash	26,900	26,500	99
	Northampton	7,600	7,500	98
	Onslow	36,200	36,000	99
	Pamlico	4,000	4,000	100
	Pitt	36,800	36,300	99
	Tyrrell	1,400	1,400	100
	Washington	5,200	5,100	98
	Wayne	36,000	35,500	99
Wilson	23,800	23,500	99	
NORTH CAROLINA				
Between 25-49%	Chowan	5,200	5,100	98
	Franklin	11,800	11,600	98
	Johnston	29,700	29,300	99
	Pender	9,100	8,900	98
	Sampson	18,700	18,400	98
NORTH CAROLINA				
Between 5-24%	Currituck	5,300	5,200	98
	Harnett	22,700	22,400	99
	Hertford	8,100	8,000	99
	Pasquotank	11,400	11,200	99
	Perquimans	3,900	3,900	100
	Vance	13,800	13,600	99
	Warren	5,700	5,600	98
VIRGINIA				
	Brunswick	5,000	4,900	98
Station Totals		506,000	499,100	99
Net Weekly Circulation (1988)			341,900	
Average Daily Circulation (1988)			191,600	

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; Harris, 3-meter; Prodelin, 5-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 & Everist, P.C.

Personnel:

RAY SULLIVAN, vice president & general manager.
JOE SCHLEGEL, general sales manager.
WAYNE TINER, chief engineer.
KAREN FOX, program director.
RAEFORD BROWN, news director.
TOM CHEATHAM, production manager.

Rates: Not available.

City of License: Wilmington. **ADI:** Wilmington. **Rank:** 150.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Bladen	11,300	11,000	98
	Brunswick	17,900	17,600	98
	Columbus	18,800	18,400	98
	Cumberland	85,400	84,400	99
	Duplin	15,200	15,000	98
	Hoke	6,900	6,800	99
	New Hanover	44,600	44,200	99
	Pender	9,100	8,900	98
	Robeson	35,300	34,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sampson	18,700	18,400	98
	Scotland	11,800	11,600	98
SOUTH CAROLINA				
	Dillon	10,500	10,300	98
	Horry	50,400	49,600	98
	Marion	12,100	11,900	98
NORTH CAROLINA				
Between 25-49%	Moore	23,000	22,700	98
	Onslow	36,200	36,000	99
	Richmond	17,500	17,300	99
SOUTH CAROLINA				
	Marlboro	10,700	10,500	98
NORTH CAROLINA				
Between 5-24%	Harnett	22,700	22,400	99
	Johnston	29,700	29,300	99
	Jones	3,200	3,200	100
	Lee	15,300	15,100	99
	Wayne	36,000	35,500	99
SOUTH CAROLINA				
	Darlington	23,100	22,800	99
	Florence	42,200	41,700	99
	Georgetown	16,800	16,400	98
	Lee	6,000	5,900	98
Station Totals		630,400	621,500	99
Net Weekly Circulation (1988)			357,000	
Average Daily Circulation (1988)			199,700	

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; Harris, 4.7-meter; Harris, 3.7-meter; Scientific-Atlanta, 6.2-meter; Harris, M/A-Corn, 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): Seltel Inc.

Represented (legal): Baraff, Koerner, Olender & Hochberg, P.C.

Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

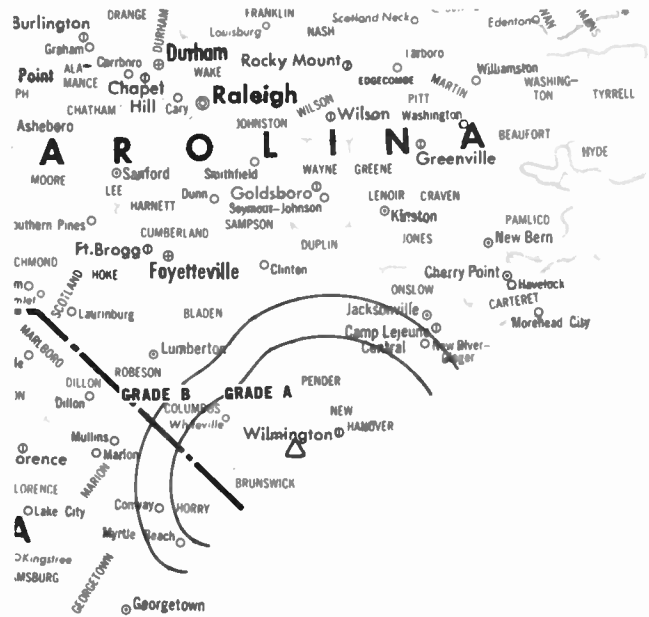
TY WATTS, general manager.
BOB WATSON, general sales manager.
JAN AMMONS, national sales manager.
JIM BORDEAUX, chief engineer.
AILEEN LeBLANC, news, program & promotion director.
GINA KLINEFELTER, business manager.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$600.

City of License: Wilmington. **ADI:** Wilmington. **Rank:** 150.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WJKA BLCT-841009K/W Granted 3/28/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Brunswick	17,900	17,600	98
	New Hanover	44,600	44,200	99
	Pender	9,100	8,900	98
Between 25-49%	NORTH CAROLINA			
	Columbus	18,800	18,400	98
Between 5-24%	NORTH CAROLINA			
	Bladen	11,300	11,000	98
	Duplin	15,200	15,000	98
	SOUTH CAROLINA			
	Horry	50,400	49,600	98
Station Totals		167,300	164,700	98
Net Weekly Circulation (1988)				72,200
Average Daily Circulation (1988)				32,000

North Carolina—Wilmington

WWAY

Ch. 3

Network Service: ABC.

Licenses: Adams TV of Wilmington Inc.

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; Andrew, 4.5-meter C-band; RCA, 3.2-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; AvanteK, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Adams Communications Corp. See Group Ownership of Television Stations.

Began Operation: October 30, 1964. Sale to Price Communications Corp. by Clay Communications approved by FCC June 23, 1987 (*Television Digest*, Vol. 27:21). Sale to Cape Fear Telecasting Inc. (William G. Broadfoot Jr., Charles B. Britt, Ferebee Sledge & Craig Wall) approved by FCC Aug. 28, 1968. **Notes:** Left air temporarily Jan. 24, 1981 when plane collided with tower (Vol. 21:5). Sale to Adams TV approved July 11, 1988 (Vol. 28:20, 26).

Represented (sales): Seltel Inc.

Represented (legal): Cohn & Marks.

Represented (engineering): Moffet, Larson & Johnson, P.C.

Personnel:

MITCHELL SAIEED, vice president & general manager.
BILL FERRELL, 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:** 150.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WWAY BPCT-841213K1 Granted 1/30/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Bladen	11,300	11,000	98
	Brunswick	17,900	17,600	98
	Columbus	18,800	18,400	98
	Duplin	15,200	15,000	98
	New Hanover	44,600	44,200	99
	Pender	9,100	8,900	98
	SOUTH CAROLINA			
	Horry	50,400	49,600	98
Between 25-49%	NORTH CAROLINA			
	Onslow	36,200	36,300	99
	Robeson	35,300	34,600	98
	Sampson	18,700	18,400	98
	SOUTH CAROLINA			
	Marion	12,100	11,900	98
Between 5-24%	NORTH CAROLINA			
	Scotland	11,800	11,600	98
	SOUTH CAROLINA			
	Dillon	10,500	10,300	98
	Georgetown	16,800	16,400	98
	Williamsburg	13,000	12,700	97
Station Totals		321,700	316,600	98
Net Weekly Circulation (1988)				192,700
Average Daily Circulation (1988)				105,300

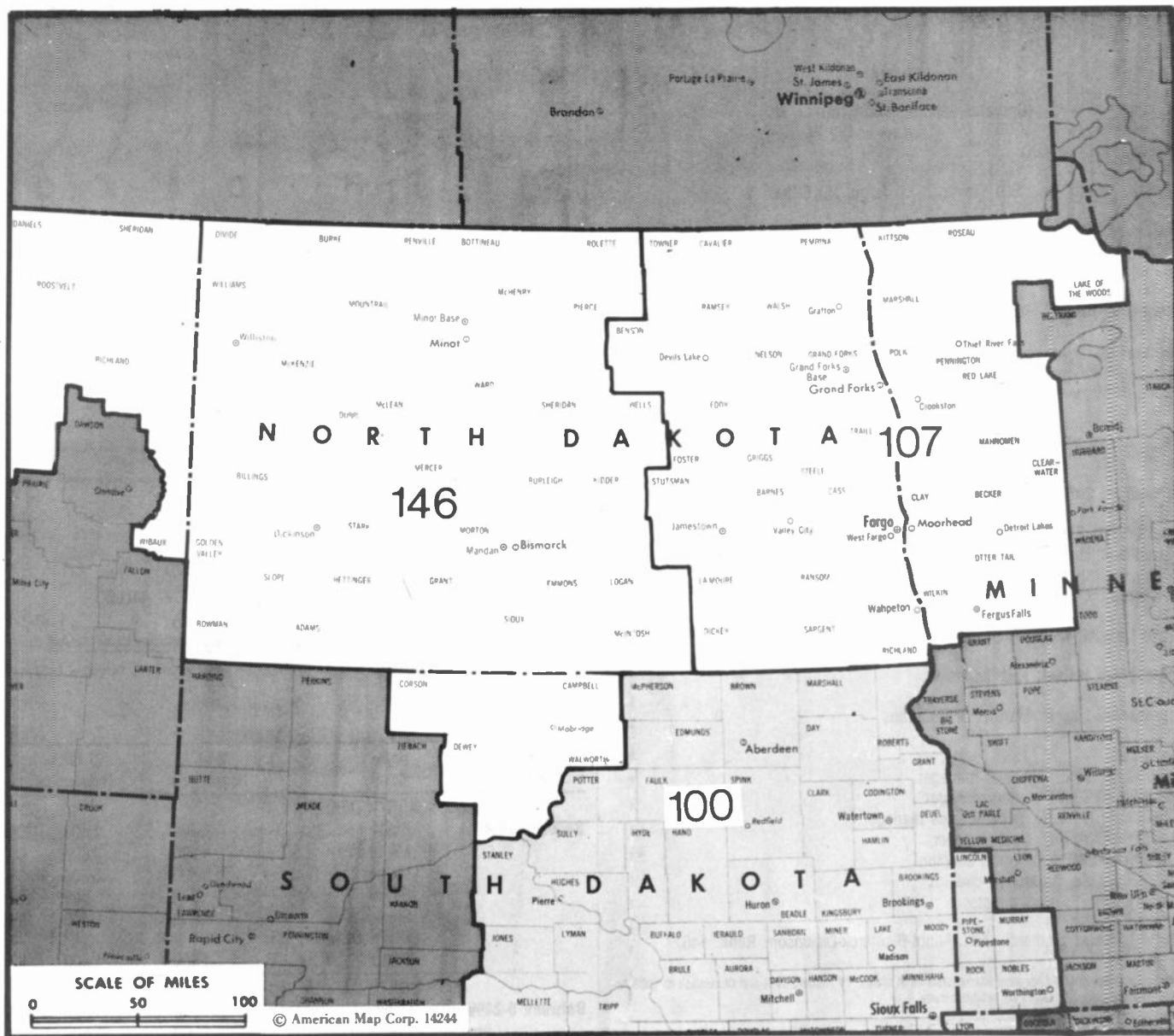
North Carolina

WBTV, Charlotte (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	NORTH CAROLINA			
	Surry	23,800	23,500	99
	Transylvania	9,800	9,700	99
	SOUTH CAROLINA			
	Darlington	23,100	22,800	99
	Dillon	10,500	10,300	98
Fairfield	6,800	6,700	98	

WBTV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Kershaw	15,900	15,700	98
	Lee	6,000	5,900	98
	Marlboro	10,700	10,500	98
	Newberry	12,400	12,200	98
	VIRGINIA			
	Carroll	9,700	9,500	98
Grayson	9,200	9,100	99	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Sioux Falls-Mitchell, SD	217,900	100	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW (17)
Fargo, ND	214,200	107	KBRR (10), KJRR (7), KNRR (12), KTHI-TV (11), KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Minot-Bismarck-Dickinson, ND	145,100	146	KBMY (17), KFYP-TV (5), KMCY (14), KMOT (10), KOCD-TV (7), KUMV (8), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)

State 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 Totals as of October 1, 1988			
	VHF	UHF	TOTAL
Commercial Television Stations	14	3	17
Educational Television Stations	6	0	6
	20	3	23

North Dakota—Bismarck

KBMY

Ch. 17

(Operates satellite KMCY, Minot, ND)

Network Service: ABC.

Licensee: WDAY Inc., 301 Eighth St. S, Fargo, ND 58103.

Studio: 919 S. 7th St., Suite 600, Bismarck, ND 58501.

Mailing Address: Box 7277, Bismarck, ND 58502.

Telephone: 701-223-1700.

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 Stations: Harris, 3-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; M/A-Com, Standard receivers.

Ownership: Forum Publishing Co. See Group Ownership of Television Stations.

Began Operation: March 31, 1985.

Represented (sales): Katz Television.

Represented (legal): Marmet & McCombs.

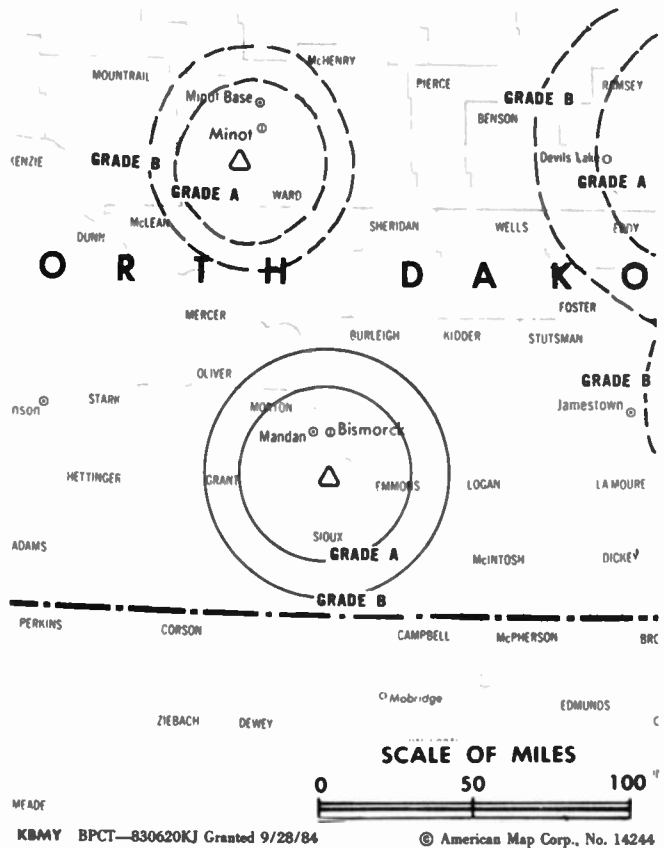
Personnel:

CHARLES BONET, general manager.
DEWEY HEGGEN, station manager.
CHUCK PETERSON, general sales manager.
JERRY GRIMSTAD, chief engineer.
SUSAN J. EIDER, program director.
BOB PROWSE, promotion director.
BECKY JONES, news director.

City of License: Bismarck. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	NORTH DAKOTA			
	Burleigh	23,400	23,100	99
	Emmons	2,000	2,000	100
	Morton	10,000	9,900	99
	Sioux	900	900	100



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	NORTH DAKOTA			
	Kidder	1,400	1,400	100
	McLean	4,700	4,600	98
	Mercer	5,400	5,300	98
	Oliver	800	800	100
	Stark	9,200	9,100	99
Between 5-24%	SOUTH DAKOTA			
	Corson	1,500	1,400	93
Between 5-24%	NORTH DAKOTA			
	Grant	1,600	1,600	100
	Hettinger	1,500	1,500	100
	Logan	1,200	1,200	100
	McIntosh	1,900	1,900	97
Sheridan	1,000	1,000	100	
Station Totals		66,500	65,700	99
Net Weekly Circulation (1988)			34,200	
Average Daily Circulation (1988)			16,200	

North Dakota—Bismarck

KFYR-TV

Ch. 5

(Operates satellites KQCD-TV, Dickinson; KMOT, Minot & KUMV-TV, Williston, ND)

Network Service: NBC.

Licensee: Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

Studio: 200 1/2 N. Fourth St., Bismarck, ND 58501.

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' 17"
Longitude 100° 48' 30"

Transmitter: 12-mi. S of city.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: GE, 6-meter Ku-band; Harris, 3-meter C-band; Simulstat Ku & C-band; Comsat, Harris, Scientific-Atlanta receivers.

AM Affiliate: KFJR, 5-kw, 550 kHz (ABC).

FM Affiliate: KYYY, 100-kw, 92.9 MHz (No. 225), 1402-ft.

News Services: Agri-data, 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, P.C.

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.
JERRY HEGEL, local sales manager.
RICH BEIERLE, chief engineer.
DICK HEIDT, news director.
LINDA JOHNSON, promotion director.
ED KAUTZMAN, business manager.

Highest One Hour Rate: \$2500.

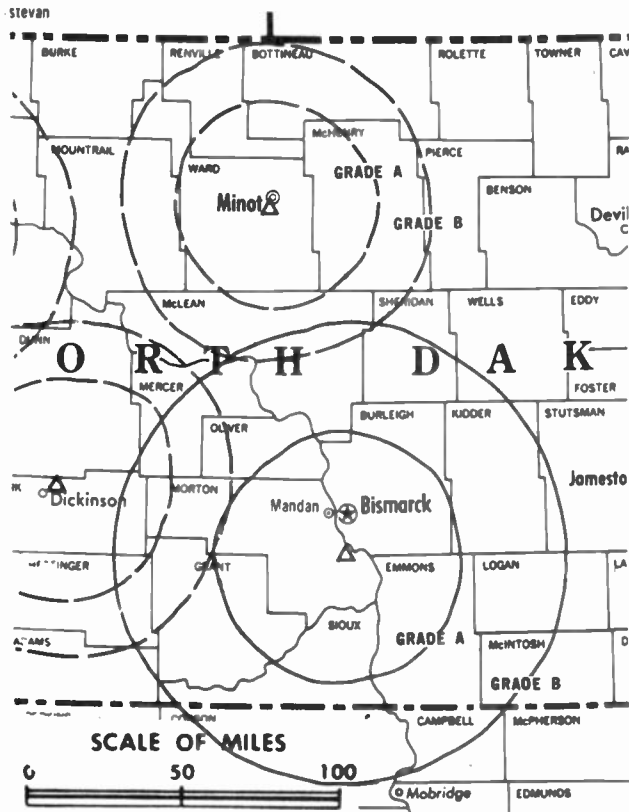
Highest 30 Sec. Rate: \$745.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH DAKOTA				
50% & Over	Burleigh	23,400	23,100	99
	Emmons	2,000	2,000	100



KFYR-TV BPCT-2965 Granted 2/24/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grant	1,600	1,600	100
	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Mc Intosh	1,900	1,900	97
	Mc Lean	4,700	4,600	98
	Mercer	5,400	5,300	98
	Morton	10,000	9,900	99
	Oliver	800	800	100
	Sheridan	1,000	1,000	100
	Sioux	900	900	100
SOUTH DAKOTA				
	Campbell	800	800	100
	Corson	1,500	1,400	93
	Walworth	2,700	2,600	96
Between 25-49%	NORTH DAKOTA			
	Hettinger	1,500	1,500	100
	Stutsman	9,200	9,100	99
SOUTH DAKOTA				
	Dewey	1,600	1,500	94
	Mc Pherson	1,500	1,500	100
	Perkins	1,800	1,700	94
Between 5-24%	NORTH DAKOTA			
	Adams	1,300	1,300	100
	Foster	1,600	1,600	100
	La Moure	2,300	2,300	100
	Slope	400	400	100
	Stark	9,200	9,100	99
Wells	2,700	2,700	100	
Station Totals		92,400	91,200	99
Net Weekly Circulation (1988)				61,300
Average Daily Circulation (1988)				44,900

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-Corn receivers.

News Service: AP.

Ownership: Reiten Broadcasting. 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): Seltel Inc.; Hyett/Ramsland Inc. (regional).

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

Personnel:

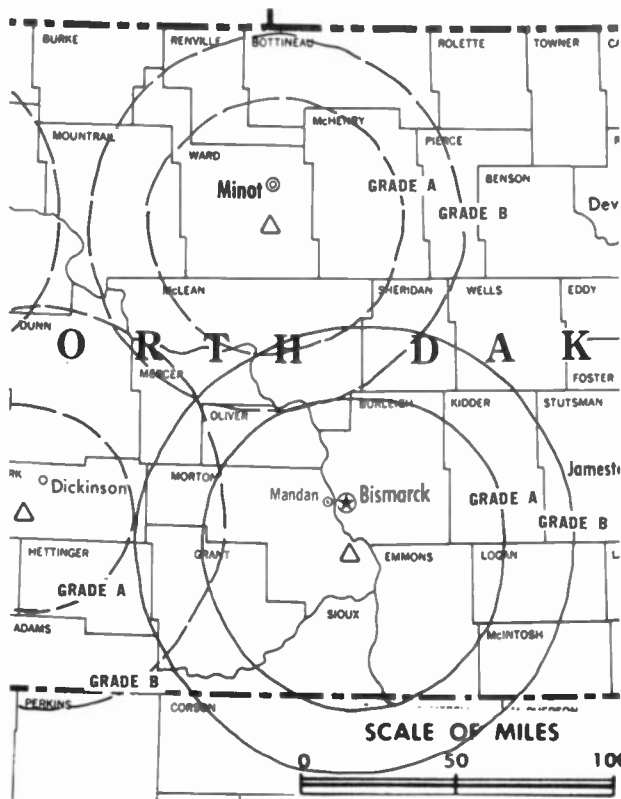
JOHN VONREUDEN, manager.
ROCKY HEFTY, chief engineer.

Rates: Sold with KXMC-TV, Minot; KXMD-TV, Williston & KXMA-TV, Dickinson, ND.

City of License: Bismarck. ADI: Minot-Bismarck-Dickinson. Rank: 146.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	NORTH DAKOTA			
	Burleigh	23,400	23,100	99
	Emmons	2,000	2,000	100
	Grant	1,600	1,600	100
	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Mc Intosh	1,900	1,900	97
	Morton	10,000	9,900	99
	Oliver	800	800	100
	Sioux	900	900	100
	SOUTH DAKOTA			
	Campbell	800	800	100
	Corson	1,500	1,400	93
	Mc Pherson	1,500	1,500	100



KXMB-TV BMPCT-7664 Granted 2/15/77 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	NORTH DAKOTA			
	Foster	1,600	1,600	100
	Mc Lean	4,700	4,600	98
	Mercer	5,400	5,300	98
	SOUTH DAKOTA			
	Dewey	1,600	1,500	94
Perkins	1,800	1,700	94	
Walworth	2,700	2,600	96	
Between 5-24%	NORTH DAKOTA			
	Adams	1,300	1,300	100
	Dunn	1,600	1,600	100
	Eddy	1,300	1,300	100
	Hettinger	1,500	1,500	100
	Mountrail	2,900	2,900	100
	Stark	9,200	9,100	99
	Stutsman	9,200	9,100	99
	Wells	2,700	2,700	100
	SOUTH DAKOTA			
Ziebach	600	600	100	
Station Totals		95,100	93,900	99
Net Weekly Circulation (1988)			48,500	
Average Daily Circulation (1988)			26,800	

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.

Studio: See WDAY-TV, Fargo.

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 Station: 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.

Personnel:

ROBERT KERR, station manager.

CHUCK BUNDLIE, news director.

JACK EISENGIMMER, local sales manager.

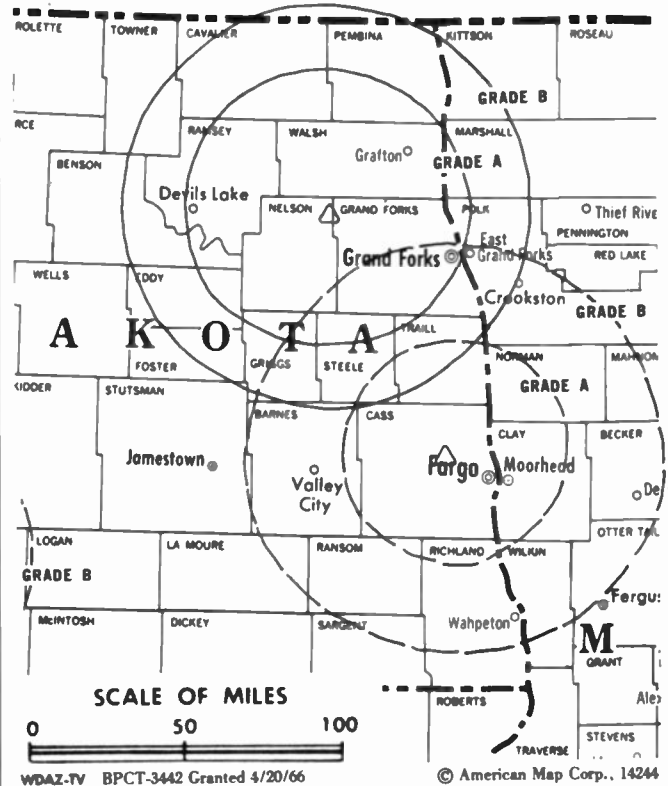
DENNIS CLEMENSON, chief engineer.

Rates: Sold in combination with WDAY-TV, Fargo, ND. Separate rates available on request.

City of License: Devils Lake. ADI: Fargo. Rank: 107.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Kittson	2,400	2,300	96
	Lake Of The Woods	1,500	1,400	93
	Marshall	4,500	4,400	98
	Pennington	5,700	5,600	97
	Red Lake	1,800	1,800	100
	Roseau	4,800	4,500	94
	NORTH DAKOTA			
	Benson	2,500	2,400	96
	Cavalier	2,600	2,500	96
Eddy	1,300	1,300	100	
Foster	1,600	1,600	100	



WDAZ-TV BPCT-3442 Granted 4/20/66

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Grand Forks	24,000	23,800	99	
	Nelson	2,000	2,000	100	
	Pembina	3,700	3,600	97	
	Ramsey	5,000	4,900	98	
	Rolette	3,800	3,700	96	
	Towner	1,600	1,600	100	
	Walsh	5,700	5,600	98	
	Wells	2,700	2,700	100	
	MINNESOTA				
	Polk	12,500	12,300	98	
Between 25-49%	NORTH DAKOTA				
	Griggs	1,400	1,400	100	
	Pierce	2,000	2,000	100	
	Steele	1,100	1,100	100	
Between 5-24%	NORTH DAKOTA				
	Trail	3,400	3,400	100	
Station Totals		97,600	95,900	98	
Net Weekly Circulation (1988)				71,200	
Average Daily Circulation (1988)				43,800	

North Dakota—Dickinson

KXMA-TV

Ch. 2

Network Service: CBS.

Licensee: Reiten Television Company Inc.

Studio: 119 Second Ave. W, Dickinson.

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.

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): Seitel Inc.

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

Personnel:

CHARLES TIBOR, general manager.
LOUIE TYSUER, chief engineer.

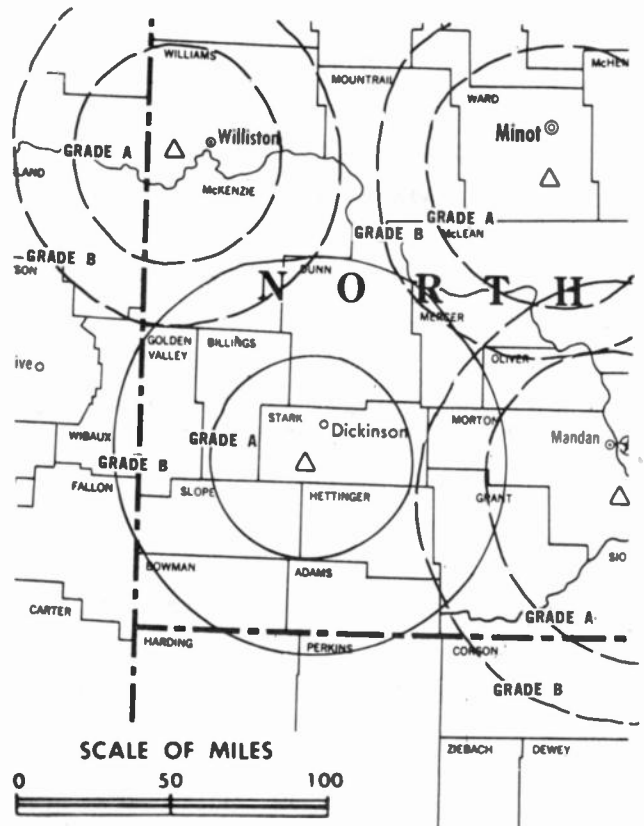
Highest 30 Sec. Rate: \$24.00.

NETWORK BASE HOURLY RATE: \$100.

City of License: Dickinson. ADI: Minot-Bismarck-Dickinson. Rank: 146.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	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



KXMA-TV BPCT—3391 Granted 3/16/65

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Hettinger	1,500	1,500	100
	Slope	400	400	100
	Stark	9,200	9,100	99
Between 25-49%	MONTANA			
	Wibaux	500	500	100
Between 5-24%	SOUTH DAKOTA			
	Perkins	1,800	1,700	94
Between 5-24%	MONTANA			
	Carter	600	600	100
	Fallon	1,400	1,300	93
Between 5-24%	NORTH DAKOTA			
	Oliver	800	800	100
Station Totals		22,000	21,700	99
Net Weekly Circulation (1988)				14,400
Average Daily Circulation (1988)				8,000

North Dakota—Dickinson

KQCD-TV

Ch. 7

(Satellite of KFYP-TV, Bismarck, ND)

Network Service: NBC.

Licensee: Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

Studio: 373 21st St. East, 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 Services: Agri-data, AP, NBC.

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, P.C.

Personnel:

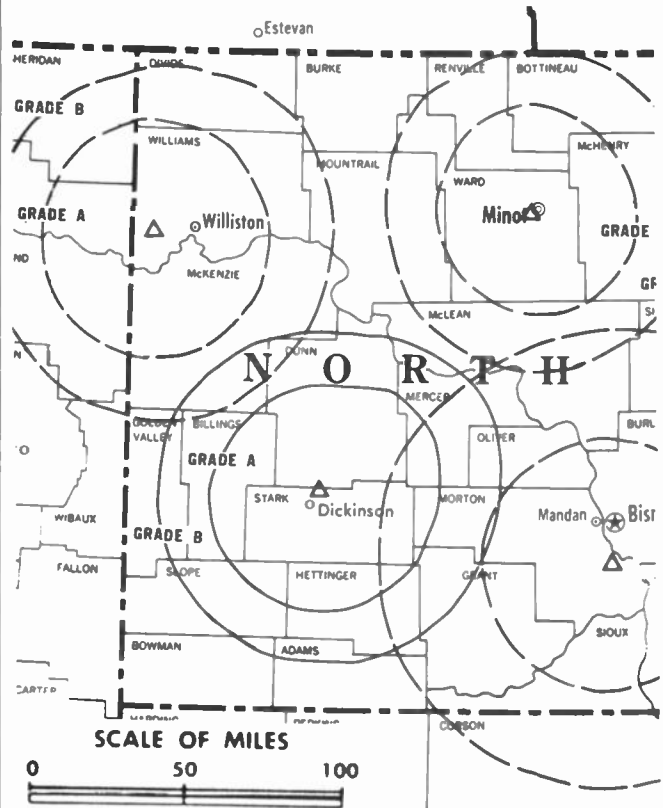
WILLIAM A. EKBERG, president & chief exec. officer (Bismarck).
JUDITH JOHNSON, vice president & chief operating officer (Bismarck).
TOM BARR, general manager (Bismarck).
PENNY BORG, manager.
RON ZENOR, chief engineer.
LINDA JAMES, news director.
JOE HETZEL, program director.

Rates: Sold in combination with KFYP-TV, Bismarck.

City of License: Dickinson. AOI: Minot-Bismarck-Dickinson. Rank: 146.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA Wibaux	500	500	100



KQCD-TV BPCT-4910 Granted 1/25/78

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH DAKOTA				
50% & Over	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
	Stark	9,200	9,100	99
Between 5-24%	MONTANA Fallon	1,400	1,300	93
	NORTH DAKOTA McLean	4,700	4,600	98
	SOUTH DAKOTA Perkins	1,800	1,700	94
Station Totals		25,300	24,900	98
Net Weekly Circulation (1988)			16,700	
Average Daily Circulation (1988)			12,900	

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: ADM, 3.9-meter C-band; Harris, 6.1-meter C-band; RCA, 4.5-meter Ku-band; Harris, M/A-Com receivers.

News Services: AP, 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:

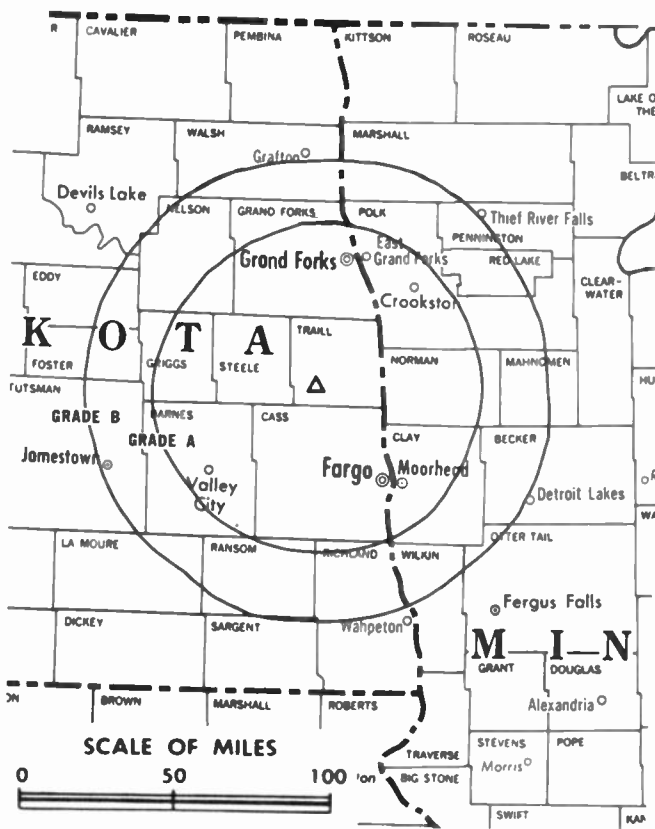
ELIZABETH M. BURNS, president.
JOHN P. HRUBESKY, vice president & general manager.
GREG R. HOLDER, general sales manager.
DALE BOSCH, station manager & program director.
BRAD SCOTT, news director.
PAM PETRIK, creative services & promotion.
CAROL GILLET, traffic manager.
ROGER JOHNSON, chief engineer.

Highest 30 Sec. Rate: \$765.

City of License: Fargo. **ADI:** Fargo. **Rank:** 107.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Becker	11,000	10,800	98
	Clay	17,200	17,100	99
	Clearwater	3,200	3,100	97
	Douglas	11,500	11,300	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	5,700	5,600	97
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
	Roseau	4,800	4,500	94
	Wilkin	2,800	2,800	100
	NORTH DAKOTA			
	Barnes	5,100	5,100	100
	Cass	38,400	38,100	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	%	
50% & Over	Foster	1,600	1,600	100	
	Grand Forks	24,000	23,800	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	7,100	7,000	99	
	Sargent	2,000	2,000	100	
	Steele	1,100	1,100	100	
	Stutsman	9,200	9,100	99	
	Towner	1,600	1,600	100	
	Trail	3,400	3,400	100	
	Walsh	5,700	5,600	98	
	Between 25-49%	MINNESOTA			
		Pope	4,600	4,500	98
		Traverse	1,800	1,800	100
NORTH DAKOTA					
Benson	2,500	2,400	96		
Cavalier	2,600	2,500	96		
Dickey	2,500	2,400	96		
SOUTH DAKOTA	Marshall	2,000	2,000	98	
	Roberts	3,900	3,800	97	
	Between 5-24%	MINNESOTA			
Beltrami		11,600	11,100	96	
Big Stone		2,900	2,900	100	
Hubbard		5,700	5,500	96	
Stevens		3,700	3,600	97	
Todd		9,400	9,200	97	
Wadena		5,000	4,800	96	
NORTH DAKOTA					
Wells		2,700	2,700	100	
Station Totals			284,700	280,000	98
Net Weekly Circulation (1988)			198,000		
Average Daily Circulation (1988)			124,000		

North Dakota—Fargo-Moorhead, Minnesota

KVRR

Ch. 15

(Also operates KNRR, Pembina, ND & KBRR, Thief River Falls, MN)

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: 4150-kw max. visual. Antenna: 1216-ft. above av. terrain, 1065-ft. above ground, 2461-ft. above sea level.

Latitude 46° 40' 27"
Longitude 96° 13' 39"

Transmitter: 1-mi. N of Hwy. 32, 0.5-mi. E of intersection of Hwys. 32 & 34, Tansem, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter; M/A-Com Ku-band; RCA Ku-band; Scientific-Atlanta, 5-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

News Service: INN.

Ownership: Red River Broadcast Corp. See Group Ownership of Television Stations.

Began Operation: February 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, P.C.

Personnel:

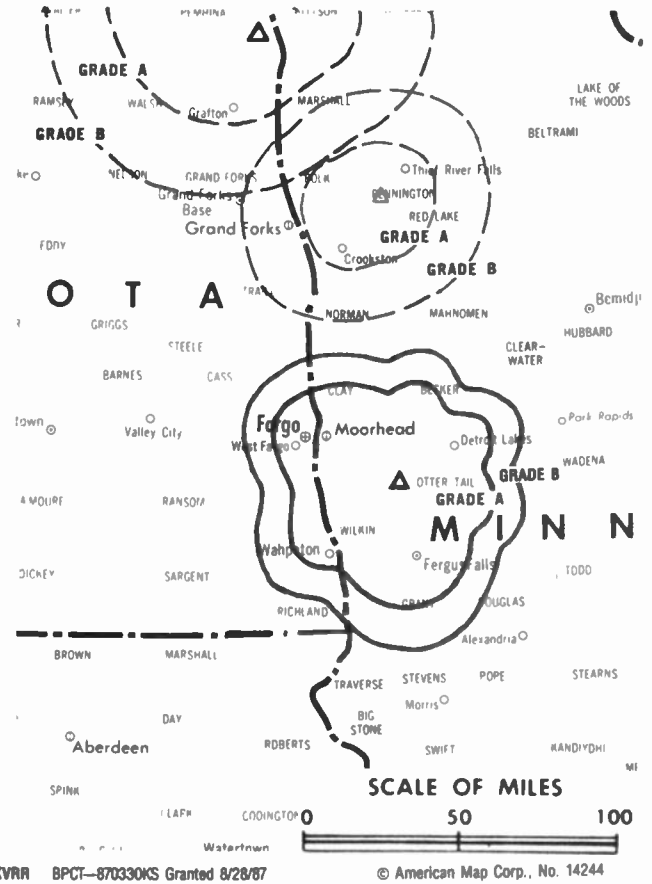
- JANE BOLER, general manager.
- GREG BALDWIN, general sales manager.
- DEB SWANICH, local sales manager.
- KENT LIEN, program manager.
- TIM ANDERSON, engineering director.
- MARK RACHELL, production manager.
- WAYNE RAMSEY, promotion director.
- GARY GOODRICH, marketing director.

Highest 30 Sec. Rate: \$100.

City of License: Fargo. ADI: Fargo. Rank: 107.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Pennington	5,700	5,600	97
	Red Lake	1,800	1,800	100
	NORTH DAKOTA			
	Cass	38,400	38,100	99
	Cavalier	2,600	2,500	96
	Pembina	3,700	3,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MINNESOTA			
	Beltrami	11,600	11,100	96
	Clay	17,200	17,100	99
	Clearwater	3,200	3,100	97
	Kittson	2,400	2,300	96
	Marshall	4,500	4,400	98
	Norman	3,300	3,200	97
	Polk	12,500	12,300	98
	Roseau	4,800	4,500	94
	NORTH DAKOTA			
	Grand Forks	24,000	23,800	99
	Trail	3,400	3,400	100
	Walsh	5,700	5,600	98
Between 5-24%	MINNESOTA			
	Becker	11,000	10,800	98
	Douglas	11,500	11,300	98
	Grant	2,700	2,700	100
	Itasca	16,500	16,200	98
	Mahnomen	1,700	1,700	100
	Otter Tail	19,900	19,500	98
	Wilkin	2,800	2,800	100
	NORTH DAKOTA			
	Barnes	5,100	5,100	100
Ramsey	5,000	4,900	98	
Richland	7,100	7,000	99	
Stutsman	9,200	9,100	99	
Station Totals		237,300	233,500	98
Net Weekly Circulation (1988)				78,200
Average Daily Circulation (1988)				35,200

North Dakota—Fargo

WDAY-TV

Ch. 6

(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.

Personnel:

WILLIAM C. MARCIL, president.
CHARLES BOHNET, general manager.
COLE CARLEY, sales manager.
BOB PROWSE, promotion & merchandising manager.
AL AAMODT, news director.
RICH KITTILSTVED, chief engineer.
SUSAN EIDER, program director.

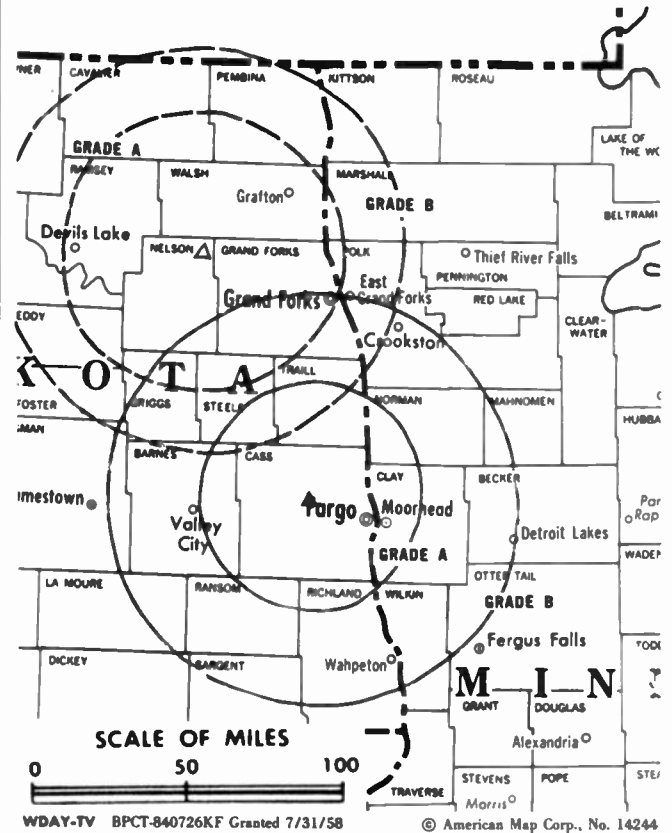
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$500.

City of License: Fargo. ADI: Fargo. Rank: 107.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Becker	11,000	10,800	98
	Clay	17,200	17,100	99
	Clearwater	3,200	3,100	97
	Mahnomen	1,700	1,700	100
	Norman	3,300	3,200	97
	Otter Tail	19,900	19,500	98
	Traverse	1,800	1,800	100
	Wilkin	2,800	2,800	100
	NORTH DAKOTA			
	Barnes	5,100	5,100	100
	Cass	38,400	38,100	99
	La Moure	2,300	2,300	100
	Ransom	2,400	2,400	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Richland	7,100	7,000	99
	Sargent	2,000	2,000	100
	Steele	1,100	1,100	100
	Stutsman	9,200	9,100	99
	Trail	3,400	3,400	100
Between 25-49%	MINNESOTA			
	Polk	12,500	12,300	98
	NORTH DAKOTA			
Dickey	2,500	2,400	96	
Griggs	1,400	1,400	100	
Between 5-24%	MINNESOTA			
	Douglas	11,500	11,300	98
	Grant	2,700	2,700	100
	Pennington	5,700	5,600	97
	Pope	4,600	4,500	98
	Red Lake	1,800	1,800	100
	NORTH DAKOTA			
	Benson	2,500	2,400	96
	Eddy	1,300	1,300	100
	Foster	1,600	1,600	100
	Grand Forks	24,000	23,800	99
	Logan	1,200	1,200	100
	Pembina	3,700	3,600	97
Wells	2,700	2,700	100	
SOUTH DAKOTA				
Marshall	2,000	2,000	98	
Roberts	3,900	3,800	97	
Station Totals		217,500	214,900	99
Net Weekly Circulation (1988)				125,400
Average Daily Circulation (1988)				75,800

North Dakota—Jamestown

KJRR

Ch. 7

Network Service: None, independent.

Grantee: Red River Broadcast Corp., 4015 9th Ave. SW, Box 2801, Fargo, ND 58108.

Telephone: 701-277-1515.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw max. visual. Antenna: 159-ft. above av. terrain, 161-ft. above ground, 615-ft. above sea level.

Latitude	46°	55'	25''
Longitude	98°	46'	20''

Requests modification of CP for change to 443-ft. above av. terrain, 450-ft. above ground, 1936-ft. above sea level. BMPCT-880801LM.

Transmitter: 2.5-mi. WNW of Fort Seward Historic site, Jamestown.

Ownership: Red River Broadcast Corp. See Group Ownership of Television Stations.

Began Operation: September 1, 1988.

Represented (sales): Independent TV Sales.

Represented (legal): Wilkinson, Barker, Knauer & Quinn.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

JANE BOLER, general manager.
GREG BALDWIN, general sales manager.
DEB SWANICK, local sales manager.
TIM ANDERSON, chief engineer.



KENT LIEN, program director.
GARY GOODRICH, creative services manager.
KATHY LAU, business manager.

Rates: Available upon request. ADI: Fargo. Rank: 107.

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: See KBYM, Bismarck.

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.

Personnel:

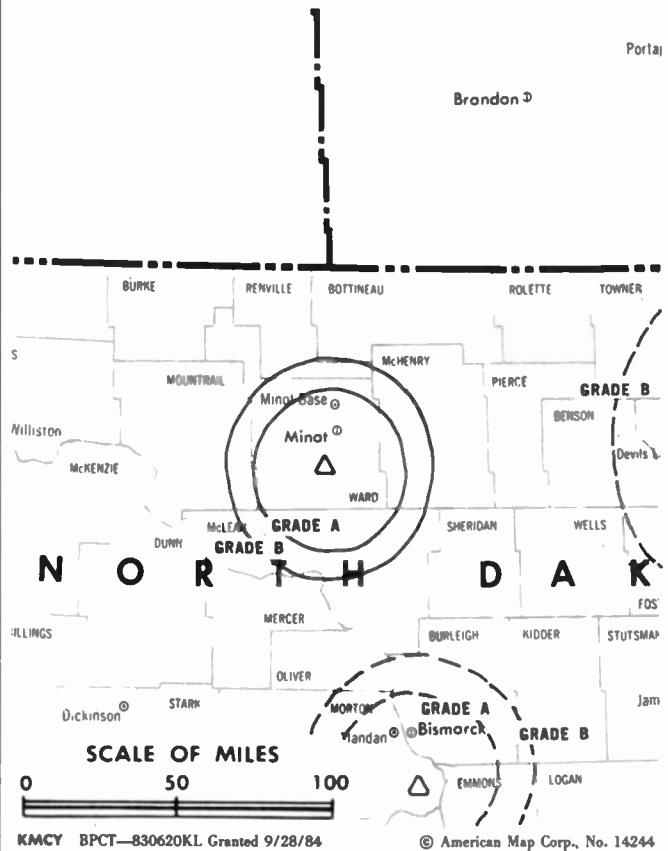
DEWEY HEGGEN, general manager.
SUSAN J. EIDER, program director.
CHUCK PETERSON, general sales manager.
EARL GOETZ, local sales manager.
JERRY GRIMSTAD, chief engineer.
BOB PROWSE, promotion director.

Rates: Not available.

City of License: Minot. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Bottineau	3,200	3,100	97
	Mc Henry	2,800	2,800	100
	Mountrail	2,900	2,900	100
	Renville	1,300	1,300	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ward	21,700	21,400	99
	NORTH DAKOTA			
Between 25-49%	Mc Lean	4,700	4,600	98
	NORTH DAKOTA			
Between 5-24%	Burke	1,400	1,400	100
	Dunn	1,600	1,600	100
	Mc Kenzie	2,800	2,800	100
	Mercer	5,400	5,300	98
	Pierce	2,000	2,000	100
Station Totals		49,800	49,200	99
Net Weekly Circulation (1988)				23,500
Average Daily Circulation (1988)				10,800

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: 1800 S.W. 16th St., Minot, ND 58702.

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 Services: Agri-data, AP, NBC.

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.
- COLLEEN ANDERSON, local sales manager.
- KEITH DARNEY, news director.
- RON WILSON, program director.

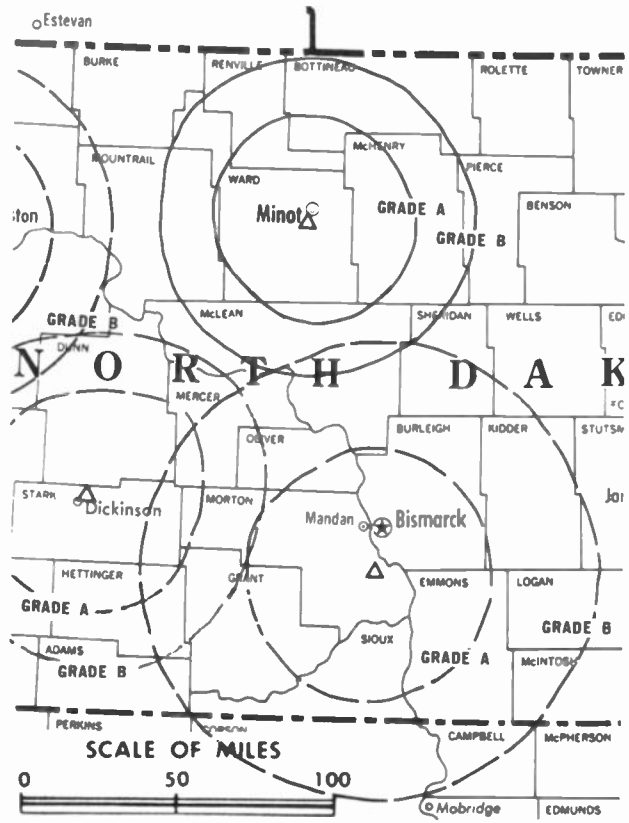
Rates: Sold in combination with KFYP-TV, Bismarck, ND.

NETWORK BASE HOURLY RATE: \$147.

City of License: Minot. ADI: Minot-Bismarck-Dickinson. Rank: 146.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Bottineau	3,200	3,100	97
	Burke	1,400	1,400	100



KMOT BPC-T-4085 Granted 5/1/68

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mc Henry	2,800	2,800	100
	Mountrail	2,900	2,900	100
	Pierce	2,000	2,000	100
	Renville	1,300	1,300	100
	Rolette	3,800	3,700	96
	Sheridan	1,000	1,000	100
	Ward	21,700	21,400	99
Between 25-49%	NORTH DAKOTA			
	Benson	2,500	2,400	96
	Mc Lean	4,700	4,600	98
	Wells	2,700	2,700	100
Between 5-24%	NORTH DAKOTA			
Towner	1,600	1,600	100	
Station Totals		51,600	50,900	99
Net Weekly Circulation (1988)				38,600
Average Daily Circulation (1988)				26,800

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 TV 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:

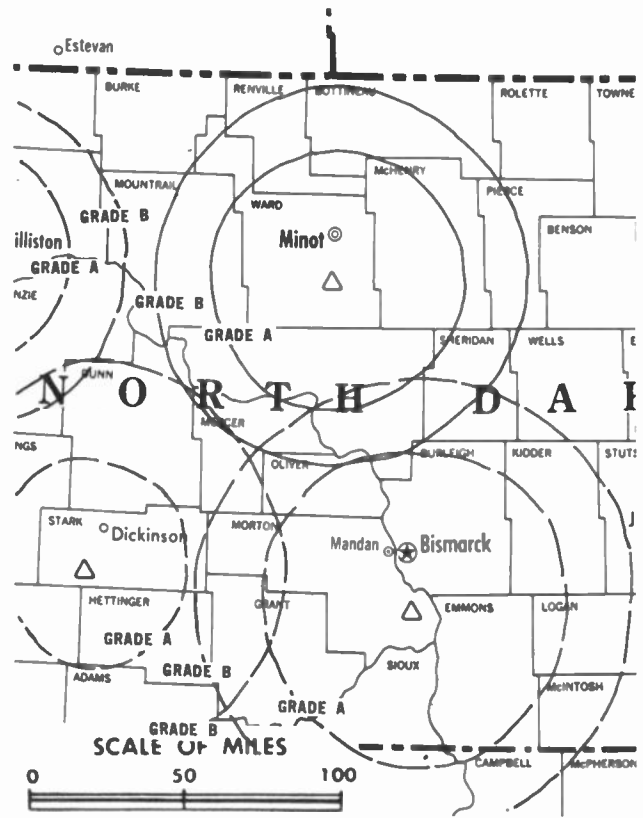
CHESTER REITEN, president.
HENRY BEUHLER, general manager.
ROD ROMINE, program director.
DUANE AASE, chief engineer.

Rates: Sold with KXMB-TV, Bismarck; KXMD-TV, Williston & KXMA-TV, Williston, ND.

City of License: Minot. ADI: Minot-Bismarck-Dickinson. Rank: 146.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	NORTH DAKOTA			
	Bottineau	3,200	3,100	97
	Burke	1,400	1,400	100
	Mc Henry	2,800	2,800	100



KXMC-TV BPCT—830628KF Granted 9/21/83

©America Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	NORTH DAKOTA			
	Mc Lean	4,700	4,600	98
	Mercer	5,400	5,300	98
	Mountrail	2,900	2,900	100
	Pierce	2,000	2,000	100
	Renville	1,300	1,300	100
	Rolette	3,800	3,700	96
	Sheridan	1,000	1,000	100
	Towner	1,600	1,600	100
	Ward	21,700	21,400	99
Wells	2,700	2,700	100	
NORTH DAKOTA				
Between 25-49%	Oliver	800	800	100
NORTH DAKOTA				
Between 5-24%	Benson	2,500	2,400	96
Station Totals		57,800	57,000	99
Net Weekly Circulation (1988)				45,800
Average Daily Circulation (1988)				30,600

North Dakota—Pembina

KNRR

Ch. 12

(Satellite of KVRR, Fargo, ND)

Network Service: Fox.

Licensee: Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

Studio: 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-Corn, Scientific-Atlanta receivers.

News Services: CNN Headline News, INN.

Ownership: Red River Broadcast Corp. See Group Ownership of Television Stations.

Began Operation: August 11, 1985.

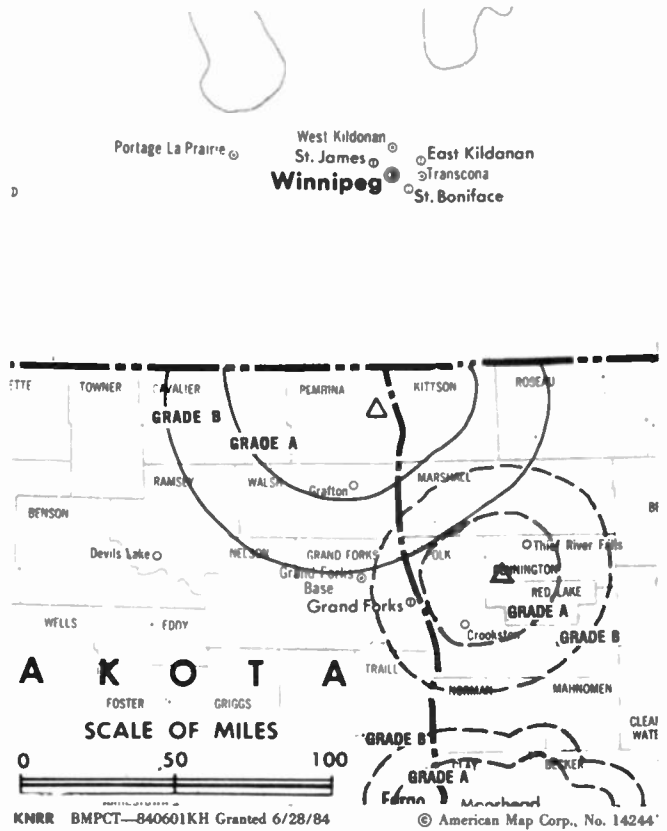
Represented (sales): Independent TV Sales.

Represented (legal): Wilkinson, Barker, Knauer & Quinn.

Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

JANE BOLER, general manager.
TIM ANDERSON, chief engineer.
GREG BALDWIN, general sales manager.
GARY GOODRICH, marketing director.
KENT LIEN, program manager.
JAMES ERICKSON, film department manager.



WAYNE RAMSEY, promotion director.
KATHY LAU, business manager.

Highest One Hour Rate: \$800.

Highest 30 Sec. Rate: \$100.

Arbitron Data: Included with KVRR, Fargo, ND

City of License: Pembina. ADI: Fargo. Rank: 107.

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: Harris, 6.1-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 7-meter C-band; Vertex, 5-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: Barnstable Group, 100%.

Began Operation: July 12, 1954. Sale to present owner approved by FCC Nov. 30, 1978.

Represented (sales): Settel 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.
- CHARLEY JOHNSON, news director.
- BERNADETTE HENDRICKSON, program director.
- LINDA BIRMINGHAM, promotion director.
- CURT SOMMER, business manager.

Highest One Hour Rate: \$2250.

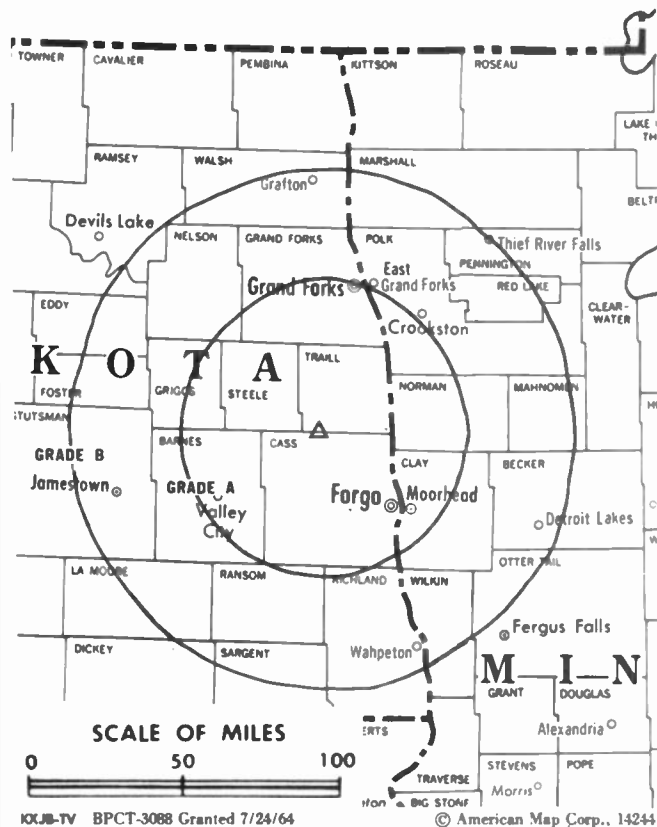
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$757.

City of License: Valley City. ADI: Fargo. Rank: 107.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Becker	11,000	10,800	98
	Clay	17,200	17,100	99
	Clearwater	3,200	3,100	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
	Otter Tail	19,900	19,500	98
	Pennington	5,700	5,600	97
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
	Roseau	4,800	4,500	94
	Wilkin	2,800	2,800	100
	NORTH DAKOTA			
	Barnes	5,100	5,100	100
	Benson	2,500	2,400	96
	Cass	38,400	38,100	99
	Eddy	1,300	1,300	100



KXJB-TV BPCT-3088 Granted 7/24/64 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Foster	1,600	1,600	100
	Grand Forks	24,000	23,800	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	7,100	7,000	99
	Sargent	2,000	2,000	100
	Steele	1,100	1,100	100
	Stutsman	9,200	9,100	99
	Trail	3,400	3,400	100
	Walsh	5,700	5,600	98
Between 25-49%	MINNESOTA			
	Traverse	1,800	1,800	100
	NORTH DAKOTA			
	Cavalier	2,600	2,500	96
	Dickey	2,500	2,400	96
	Towner	1,600	1,600	100
Wells	2,700	2,700	100	
Between 5-24%	MINNESOTA			
	Grant	2,700	2,700	100
	Pope	4,600	4,500	98
	NORTH DAKOTA			
	Pierce	2,000	2,000	100
	SOUTH DAKOTA			
Marshall	2,000	2,000	98	
Roberts	3,900	3,800	97	
Station Totals		236,900	233,600	99
Net Weekly Circulation (1988)				184,800
Average Daily Circulation (1988)				116,900

North Dakota—Williston

KUMV

Ch. 8

(Satellite of KFYP-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 Services: Agri-data, AP, NBC.

Ownership: Meyer Broadcasting Co., 100%. See Group Ownership of Television Stations.

Began Operation: February 11, 1957.

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

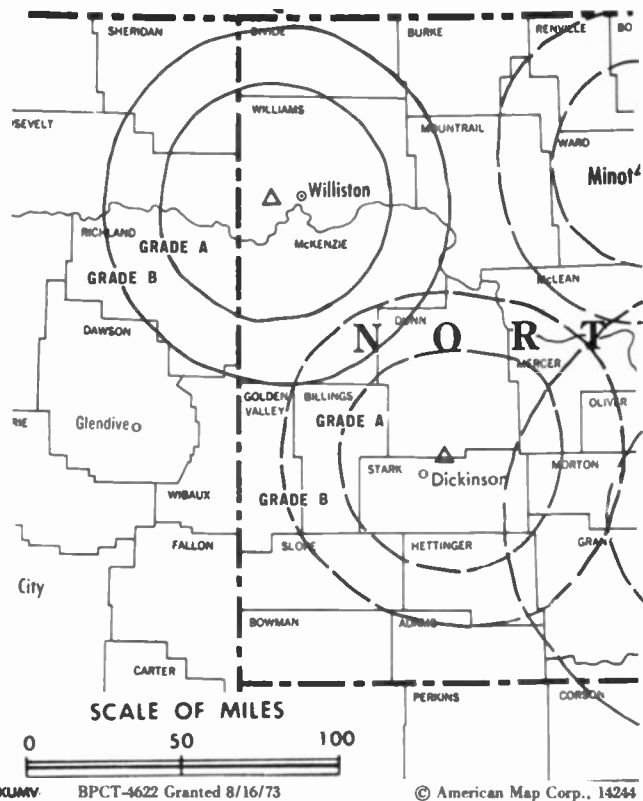
WILLIAM EKBERG, president & chief exec. officer (Bismarck).
JUDITH JOHNSON, vice president & chief operating officer (Bismarck).
TOM BARR, general manager (Bismarck).
CHERIE OLSON, station manager.
CHUCK TIFT, chief engineer.
KELLY BUECHLER, news director.

Rates: Sold in combination with KFYP-TV, Bismarck, ND.

City of License: Williston. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Daniels	1,000	1,000	100
	Dawson	4,800	4,600	96
	Mc Cone	900	900	100
	Richland	5,100	4,900	96
	Roosevelt	3,800	3,700	97
	Sheridan	2,100	2,000	95



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Valley	3,800	3,600	95
	Divide	1,200	1,200	100
	Mc Kenzie	2,800	2,800	100
	Williams	10,200	10,100	99
Between 25-49%	NORTH DAKOTA			
	Mountrail	2,900	2,900	100
Between 5-24%	MONTANA			
	Prairie	700	600	86
	Wibaux	500	500	100
	NORTH DAKOTA			
	Billings	400	400	100
	Burke	1,400	1,400	100
Station Totals		41,600	40,600	98
Net Weekly Circulation (1988)			30,800	
Average Daily Circulation (1988)			23,700	

North Dakota—Williston

KXMD-TV

Ch. 11

(Satellite of KXMC-TV, Minot, ND)

Network Service: CBS.

Licensee: Reiten Television Company Inc.

Studio: See KXMC-TV, Minot.

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 TV Inc., 100%. See Group Ownership of Television Stations.

Began Operation: October 25, 1969.

Represented (sales): Seltel Inc.; Hyett/Ramsland Inc. (regional).

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

Personnel:

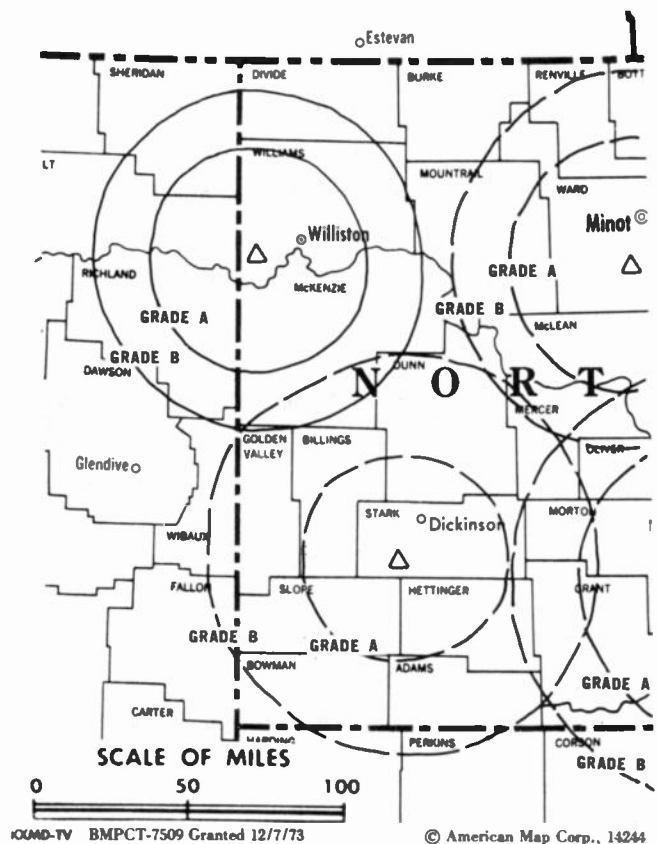
CHESTER REITEN, president.
MARILYN KARST, manager.

Rates: Sold in combination with KXMC-TV, Minot.

City of License: Williston. **ADI:** Minot-Bismarck-Dickinson. **Rank:** 146.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

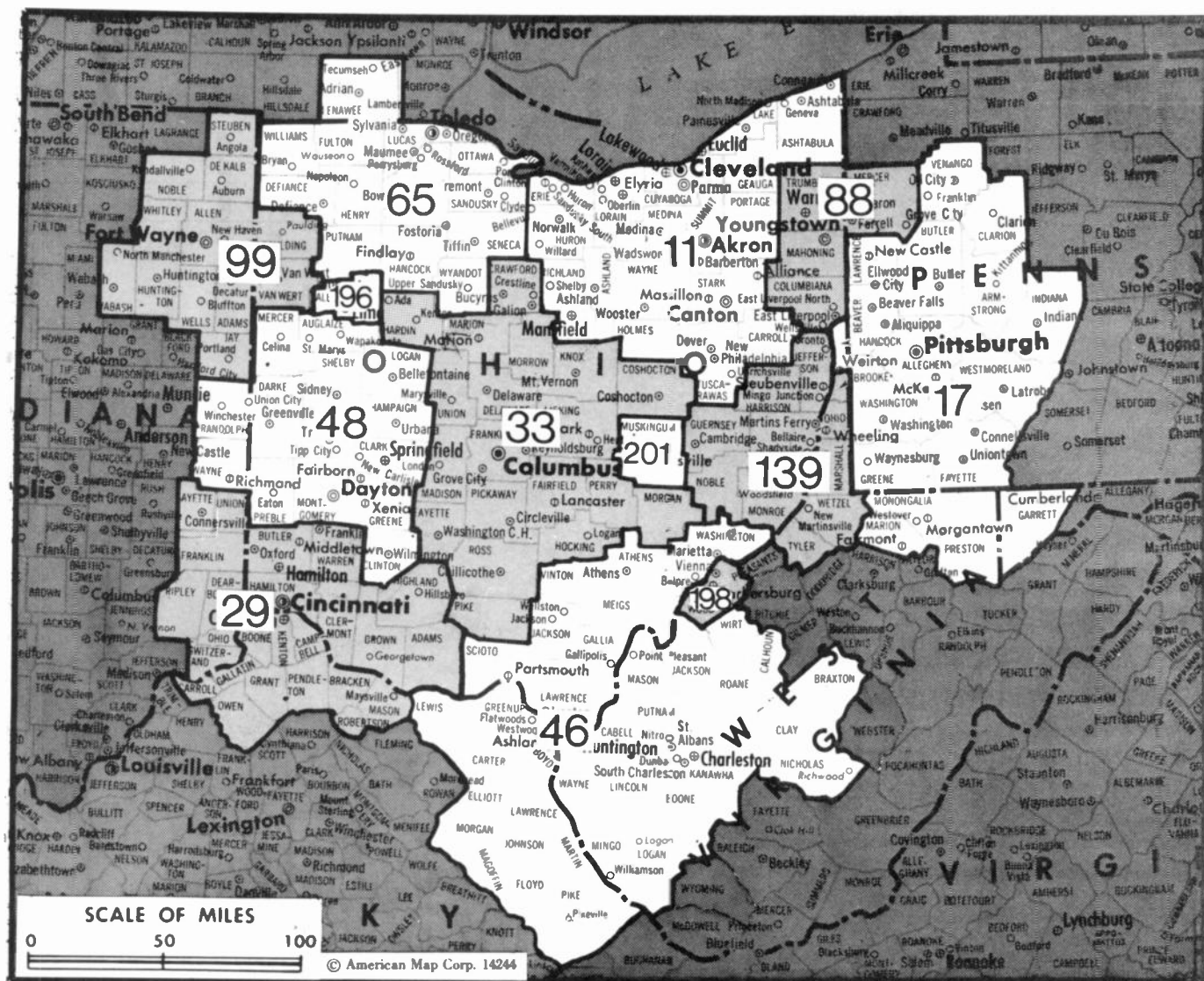
Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	MONTANA			
	Daniels	1,000	1,000	100
	Richland	5,100	4,900	96
	Roosevelt	3,800	3,700	97
	Sheridan	2,100	2,000	95
NORTH DAKOTA	Divide	1,200	1,200	100



KXMD-TV BMPCT-7509 Granted 12/7/73

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Mc Kenzie	2,800	2,800	100
	Williams	10,200	10,100	99
Between 25-49%	MONTANA			
	Mc Cone Valley	900	900	100
Between 5-24%	MONTANA			
	Wibaux	500	500	100
Station Totals	NORTH DAKOTA			
	Mountrail	2,900	2,900	100
Net Weekly Circulation (1988)		34,300	33,600	98
Net Weekly Circulation (1988)				22,000
Average Daily Circulation (1988)				12,100



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Cleveland, OH	1,414,900	11	WAKC-TV (23), WBNX-TV (55), WCOM (68), WDLI (17), WEWS (5), WJW-TV (8), WKYC-TV (3), WOAC (67), WOIO (19), WQHS (61), WUAB (43)
Pittsburgh, PA	1,192,200	17	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Cincinnati, OH	716,000	29	WCPO-TV (9), WIII (64), WKRC-TV (12), WLWT (5), WXIX-TV (19)
Columbus, OH	658,400	33	WBNS-TV (10), WCMH-TV (4), WSFJ (51), WSYX (6), WTTE (28), WWAT (53)
Charleston-Huntington, WV	517,700	46	WCBS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WUXA (30), WVAH-TV (11)
Dayton, OH	510,700	48	WDTN (2), WHIO-TV (7), WKEF (22), WKOI (43), WRGT-TV (45), WTJC (26)
Toledo, OH	400,500	65	WGGN-TV (52), WNWO-TV (24), WTOL-TV (11), WTVG (13), WUPW (36)
Youngstown, OH	276,700	88	WFMJ-TV (21), WKBN-TV (27), WYTV (33)
Fort Wayne, IN	221,800	99	WANE-TV (15), WFFT-TV (55), WINM (63), WKJG-TV (33), WPTA (21)
Wheeling, WV-Steubenville, OH	154,000	139	WTOV-TV (9), WTRF-TV (7)
Lima, OH	40,100	196	WLIO (35), WTLW (44)
Parkersburg, WV	35,600	198	WTAP-TV (15)
Zanesville, OH	31,200	201	WHIZ-TV (18)

Ohio

State Cross Reference List

Communities That Receive Programs of
Stations That are Located Elsewhere

WSFJ, Columbus	See Newark, OH
WKOI, Dayton	See Richmond, IN
WTJC, Dayton	See Springfield, OH
WUAB, Lorain	See Cleveland, OH
WTAP-TV, Marietta	See Parkersburg, WV
WOIO, Shaker Heights	See Cleveland, OH
WTRF-TV, Steubenville	See Wheeling, WV

Ohio Station Totals as of October 1, 1988

	VHF	UHF	TOTAL
Commercial Television Stations	14	26	40
Educational Television Stations	0	12	12
	14	38	52

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 to 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: 2 in operation.

News Services: ABC, UPI.

Ownership: Group One Bcstg. Ltd. Partnership, 100%. Roger C. Berk Jr., pres.; Robert C. Berk, exec. v.p.

Began Operation: June 7, 1953.

Represented (sales): Broadcast Spot Sales.

Represented (engineering): Cohen, Dippell & Everist, P.C.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Carroll	9,900	9,800	99
	Guernsey	15,600	15,200	97
	Holmes	9,000	8,500	94



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Portage	48,500	48,000	99
	Stark	139,600	137,800	99
	Summit	193,700	191,700	99
	Tuscarawas	33,100	32,400	98
Between 5-24%	OHIO			
	Ashland	16,700	16,500	99
	Columbiana	41,400	40,800	99
	Coshocton	14,000	13,600	97
	Cuyahoga	570,300	563,600	99
	Erie	29,100	28,700	99
	Geauga	25,300	24,900	98
	Huron	20,300	20,000	99
	Lorain	95,800	94,800	99
Medina	40,600	40,100	99	
Noble	4,300	4,100	95	
Wayne	35,700	34,800	97	
Station Totals		1,342,900	1,325,300	99
Net Weekly Circulation (1988)			271,200	
Average Daily Circulation (1988)			96,600	

Ohio—Akron

WBNX-TV

Ch. 55

Network Service: None, independent.

Licensee: Winston Bcstg. Network Inc., Box 91660, Cleveland, OH 44101.

Studio: 2690 State Rd., Cuyahoga Falls, OH 44223.

Telephone: 216-928-5711. Fax: 216-920-1057.

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.; Cathy Rudolph, secy.-treas.

Began Operation: December 1, 1985.

Represented (legal): Blakemore, Rosen, Meeker & Varian Co.

Represented (engineering): Carl E. Smith Consulting Engineers.

Personnel:

LOU SPANGLER, general manager.
TERRY SCHULTZ, general sales manager.
STEPHEN NELSON, chief engineer.
ANNE KEITH, program director.
MARGIE COGER, promotion director.

Rates: Not available.

City of License: Akron. ADI: Cleveland. Rank: 11.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OHIO			
	Ashland	16,700	16,500	99
	Cuyahoga	570,300	563,600	99
	Geauga	25,300	24,900	98



WBNX-TV BMPCT-851010KF Granted 4/25/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lorain	95,800	94,800	99
	Medina	40,600	40,100	99
	Portage	48,500	48,000	99
	Stark	139,600	137,800	99
	Summit	193,700	191,700	99
	Wayne	35,700	34,800	97
Station Totals		1,166,200	1,152,200	99
Net Weekly Circulation (1988)			148,300	
Average Daily Circulation (1988)			43,400	

Ohio—Canton

WDLI

Ch. 17

Network Service: None, independent.

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, 479-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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WDLI BPC-T-4988 Granted 4/20/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
	OHIO			
Between 5-24%	Stark	139,600	137,800	99
	Tuscarawas	33,100	32,400	98
Station Totals		172,700	170,200	99
Net Weekly Circulation (1988)			18,000	
Average Daily Circulation (1988)			5,400	

Ohio—Canton

WOAC

Ch. 67

Network Service: None, independent.

Licensee: Canton 67 Ltd., Debtor-in-Possession, 620 Osborne Office Center, Chattanooga, TN 37411.

Studio: 4867 Fulton Rd. NW, Canton, OH 44718.

Telephone: 216-492-5267. **TWX:** 88806.

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: M/A-Com, 3.5-meter Ku-band; Microdyne, 3.5-meter; Comtech, M/A-Com, Microdyne 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 (sales): Seltel Inc.

Represented (legal): Sidley & Austin.

Represented (engineering): Telco.

Personnel:

MICHAEL LARSON, general manager.
PHILLIP SHERCK, general sales manager.
SCOTT DAVIS, news director.
LEE CARPENTER, operations manager & chief engineer.
KEVIN HOFFMAN, program director.
LESLEY RUSZKOWSKI, promotion director.
SHELLY POLEN, business manager.
J. D. DIANGELIS, production manager.

Highest 30 Sec. Rate: \$100.

City of License: Canton. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WOAC BPCT—840507KG Granted 10/2/84

© American Map Corp., No. 14244

Net Weekly Circulation	State	Total Households	TV Households	Households %
	OHIO			
Between 25-49%	Stark	139,600	137,800	99
	Tuscarawas	33,100	32,400	98
	OHIO			
Between 5-24%	Carroll	9,900	9,800	99
	Holmes	9,000	8,500	94
	Summit	193,700	191,700	99
	Wayne	35,700	34,800	97
Station Totals		421,000	415,000	99
Net Weekly Circulation (1988)			96,500	
Average Daily Circulation (1988)			26,500	

Ohio—Chillicothe

WWAT

Ch. 53

Network Service: None, independent.

Licensee: 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: 1190-ft. above av. terrain, 1189-ft. above ground, 1929-ft. above sea level.

Latitude 39° 35' 28"
Longitude 83° 06' 40"

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, 54.0%; Marc S. Triplett, 26.0%; Robert S. Triplett, 20.0%.

Began Operation: August 31, 1987.

Represented (sales): Independent TV Sales.

Represented (legal): Roy Perkins.

Personnel:

WENDELL A. TRIPLETT, general manager.
TERRY PENROD, program operations & national sales manager.
STEVEN TATE, traffic manager.
ROBERT TRIPLETT, chief engineer.

Highest 30 Sec. Rate: \$150.

City of License: Chillicothe. ADI: Columbus, OH. Rank: 33.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
Between 5-24%	Fayette	10,100	9,900	98
	Pickaway	15,000	14,800	99
	Ross	24,400	23,900	98
Station Totals		49,500	48,600	98
Net Weekly Circulation (1988)				10,600
Average Daily Circulation (1988)				2,700

Ohio—Cincinnati

WCPO-TV

Ch. 9

Network Service: CBS.

Licensee: Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 500 Central Ave., Cincinnati, OH 45202.

Telephone: 513-721-9900. TWX: 810-461-2690.

Fax: 513-721-6032.

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: RCA Americom Ku-band; Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta receivers.

News Services: AP, CBS, Group W Newsfeed.

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:

- FRANK GARDNER, general manager.
- J. B. CHASE, assistant general manager & general sales manager.
- JEFF SALES, national sales manager.
- RUTH ACKERMAN, local sales manager.
- C. NORMAN (RICK) REEVES, director of operations.
- JACK CAHALAN, news director.
- MEG CALLAHAN, traffic manager.
- BERNARD BORDEN, film director.
- HENRY BLOOD, promotion director.
- ROBBIN HOLLIDAY, business manager.

Rates: Not available.

City of License: Cincinnati. **AOI:** Cincinnati. **Rank:** 29.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Dearborn	13,200	13,000	98
	Fayette	9,900	9,700	98
	Franklin	6,600	6,400	97
	Ohio	2,000	2,000	100
	Ripley	8,600	8,400	98
	Switzerland	2,900	2,800	96
	Union	2,400	2,300	96
	KENTUCKY			
	Boone	17,600	17,600	100
	Bracken	2,700	2,700	100
	Campbell	28,800	28,700	100
	Carroll	3,500	3,500	100
Gallatin	1,900	1,900	100	
Grant	4,900	4,900	100	
Kenton	50,700	50,600	100	
Mason	6,400	6,300	98	
Pendleton	3,900	3,900	100	
OHIO				
Adams	9,200	8,800	96	
Brown	12,300	11,900	97	
Butler	98,400	97,200	99	
Clermont	49,300	48,700	99	



WCPO-TV BPCT-6555 Granted 7/18/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clinton	13,500	13,300	99
	Hamilton	332,600	327,700	99
	Highland	13,500	13,200	97
	Warren	36,100	35,600	99
Between 25-49%	INDIANA			
	Jefferson	10,600	10,400	98
	Wayne	27,100	26,600	98
	KENTUCKY			
Fleming	4,700	4,600	98	
Harrison	5,500	5,500	100	
Owen	3,500	3,500	100	
Robertson	800	800	100	
Rowan	6,300	6,200	98	
Between 5-24%	OHIO			
	Preble	14,600	14,400	99
	KENTUCKY			
	Bath	3,600	3,500	97
	Bourbon	7,000	6,900	99
	Clark	11,000	10,900	99
	Henry	4,800	4,800	100
	Lewis	5,000	4,900	98
	Montgomery	7,800	7,700	99
	Nicholas	2,700	2,700	100
	Powell	4,000	3,900	97
	Scott	8,100	8,000	99
	Trimble	2,200	2,200	100
OHIO				
Darke	20,500	20,200	99	
Greene	45,400	44,900	99	
Miami	33,700	33,300	99	
Montgomery	221,600	219,400	99	
Station Totals		1,181,400	1,166,400	99
Net Weekly Circulation (1988)			713,000	
Average Daily Circulation (1988)			404,700	

Ohio—Cincinnati

WIII

Ch. 64

Network Service: None, independent.

Licensee: Channel 64 Acquisition Inc., 4700 S. Syracuse Pkwy., Denver, CO 80237.

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: United Cable Television Corp., 100%. Fred A. Vierra, pres.; William J. Elsner, v.p.; Donald J. Masters Jr., secy.; Gary S. Howard, treas. United Cable Television Corp. ownership: Tele-Communications Inc., 23.2%; The Equitable Life Assurance Society of the United States, 15.7%; The Capital Group, 9.2%.

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 Channel 64 Joint Venture by HEN Inc. approved by FCC Nov. 14, 1984 (*Television Digest*, Vol. 24:25). Discontinued Subscription TV operation January 1985. Sale to present owner approved by FCC Feb. 9, 1988. **Note:** Sale to Cincinnati TV Inc. pends.

Represented (sales): Independent TV Sales.

Represented (legal): Baker & Hostetler.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

STEPHEN J. KENT, president & general manager.
DAVID SCHACKMANN, general sales manager.
DON GILBERT, chief engineer.
PETE PICKERING, program director.
JILL CASAGRANDE, promotion director.
DOLORES REHN, business manager.

Rates: Not available.

City of License: Cincinnati. **ADI:** Cincinnati. **Rank:** 29.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WIII BIMPCT—790328LD Granted 6/29/79

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Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	Hamilton	332,600	327,700	99
	Warren	36,100	35,600	99
Between 5-24%	INDIANA			
	Dearborn	13,200	13,000	98
	Franklin	6,600	6,400	97
	Ohio	2,000	2,000	100
	Switzerland	2,900	2,800	96
KENTUCKY	Union	2,400	2,300	96
	Bracken	2,700	2,700	100
	Carroll	3,500	3,500	100
	Grant	4,900	4,900	100
	Henry	4,800	4,800	100
	Owen	3,500	3,500	100
OHIO	Pendleton	3,900	3,900	100
	Brown	12,300	11,900	97
	Clermont	49,300	48,700	99
	Clinton	13,500	13,300	99
	Highland	13,500	13,200	97
Station Totals		705,100	696,200	99
Net Weekly Circulation (1988)			204,500	
Average Daily Circulation (1988)			70,200	

Ohio—Cincinnati

WKRC-TV

Ch. 12

Network Service: ABC.

Licensee: Great American 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.

Fax: 513-421-3820.

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' 58.40"
Longitude 84° 30' 05.00"

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: WKRC, 10-kw, 101.9 MHz (No. 270), 875-ft.

News Services: AP, UPI.

Ownership: Great American Television & Radio Co. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: April 4, 1949. Sale to present owner by Taft TV & Radio approved by FCC Oct. 2, 1987 (Television Digest, Vol. 27:16, 18, 23, 30, 41).

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Personnel:

TERRENCE CONNELLY, vice president & general manager.
CRAIG MILLAR, general sales manager.
LEON BROWN, engineering manager.
DON NORTH, news director.
ANN BRYANT, program director.
TERRY MILLER, business manager.
JOHN HILL, film director.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$1900.

City of License: Cincinnati. **ADI:** Cincinnati. **Rank:** 29.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Dearborn	13,200	13,000	98
	Fayette	9,900	9,700	98
	Franklin	6,600	6,400	97
	Ohio	2,000	2,000	100
	Ripley	8,600	8,400	98
	Switzerland	2,900	2,800	96
	Union	2,400	2,300	96
	KENTUCKY			
	Boone	17,600	17,600	100
	Bracken	2,700	2,700	100
	Campbell	28,800	28,700	100
	Gallatin	1,900	1,900	100
	Grant	4,900	4,900	100
OHIO				
Adams	9,200	8,800	96	
Brown	12,300	11,900	97	
Butler	98,400	97,200	99	
Clermont	49,300	48,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clinton	13,500	13,300	99
	Hamilton	332,600	327,700	99
	Highland	13,500	13,200	97
	Warren	36,100	35,600	99
Between 25-49%	INDIANA	27,100	26,600	98
	KENTUCKY			
	Bourbon	7,000	6,900	99
	Carroll	3,500	3,500	100
	Harrison	5,500	5,500	100
Robertson	800	800	100	
OHIO	Preble	14,600	14,400	99
Between 5-24%	INDIANA			
	Jefferson	10,600	10,400	98
	Randolph	10,900	10,700	98
	KENTUCKY			
	Bath	3,600	3,500	97
	Bullitt	15,400	15,300	99
	Clark	11,000	10,900	99
	Fleming	4,700	4,600	98
	Henry	4,800	4,800	100
	Lewis	5,000	4,900	98
	Nicholas	2,700	2,700	100
	Rowan	6,300	6,200	98
	Scott	8,100	8,000	99
	Trimble	2,200	2,200	100
Washington	3,400	3,400	100	
OHIO				
Clark	54,600	54,000	99	
Darke	20,500	20,200	99	
Fayette	10,100	9,900	98	
Greene	45,400	44,900	99	
Miami	33,700	33,300	99	
Montgomery	221,600	219,400	99	
Station Totals		1,264,000	1,248,100	99
Net Weekly Circulation (1988)			730,500	
Average Daily Circulation (1988)			393,300	

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' 27.10"
Longitude 84° 31' 18.10"

Transmitter: 2222 Chickasaw St., Clifton Heights.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Andrew, 2.3-meter Ku-band, Harris, 9-meter C-band & Harris 6-meter Ku-band; GE, 3.6-meter Ku-band; Harris, 3-meter Ku-band; Harris, M/A-Com, Standard Communications 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, P.C.

Personnel:

- TONY KIERNAN, vice president & general manager.
- NED PADDOCK, director of sales.
- MARK DRISCOLL, national sales manager.
- JERRY IMSICKE, local sales manager.
- ALAN SAKALAS, director of broadcast operations.
- CLIFF ABROMATS, news director.
- DURRY JONES, program manager.
- JERRY BLANKENBEKER, chief engineer.
- LEE COOLEY, promotion director.
- TOM STOREY, program administrator.
- FLORENCE PARKER, community services director.
- HARRY SCHNEIDER, controller.

Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: Cincinnati. **ADI:** Cincinnati. **Rank:** 29.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	INDIANA		
	Dearborn	13,200	13,000 98
	Fayette	9,900	9,700 98
	Franklin	6,600	6,400 97
	Ohio	2,000	2,000 100
	Ripley	8,600	8,400 98
	Switzerland	2,900	2,800 96
	Union	2,400	2,300 96
	Wayne	27,100	26,600 98
	KENTUCKY		
	Boone	17,600	17,600 100
	Bracken	2,700	2,700 100
	Campbell	28,800	28,700 100
	Gallatin	1,900	1,900 100
Grant	4,900	4,900 100	



WLWT BPCT-5024 Granted 6/17/77

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Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	Kenton	50,700	50,600 100
	Mason	6,400	6,300 98
	Pendleton	3,900	3,900 100
	OHIO		
	Adams	9,200	8,800 96
	Brown	12,300	11,900 97
	Butler	98,400	97,200 99
	Clermont	49,300	48,700 99
	Clinton	13,500	13,300 99
	Hamilton	332,600	327,700 99
Between 25-49%	Highland	13,500	13,200 97
	Warren	36,100	35,600 99
	KENTUCKY		
	Carroll	3,500	3,500 100
	Harrison	5,500	5,500 100
	Lewis	5,000	4,900 98
	Owen	3,500	3,500 100
	Robertson	800	800 100
	OHIO		
	Preble	14,600	14,400 99
Scioto	30,700	30,100 98	
Between 5-24%	INDIANA		
	Jefferson	10,600	10,400 98
	Jennings	7,900	7,700 97
	Randolph	10,900	10,700 98
	KENTUCKY		
	Anderson	4,900	4,900 100
	Bath	3,600	3,500 97
	Bourbon	7,000	6,900 99
	Fleming	4,700	4,600 98
	Greenup	13,700	13,600 99
Henry	4,800	4,800 100	

(Continued on page A-871)

Station Totals	1,294,300	1,277,400	99
Net Weekly Circulation (1988)			726,800
Average Daily Circulation (1988)			432,700

Ohio—Cincinnati-Newport, Kentucky

WXIX-TV

Ch. 19

Network Service: Fox.

Licensee: Malrite Radio & Television Inc., 1127 Euclid Ave., 1200 Statler Office Tower, Cleveland, OH 44115-1601.

Studio: 10490 Taconic Terrace, Cincinnati, OH 45215.

Telephone: 513-772-1919. TWX: 810-461-2439.

Fax: 513-772-5850.

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., 100%. 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.
- JIM DONNELLY, general sales manager.
- BOB BEE, local sales manager.
- GREG KINGERY, national sales manager.
- BOB THURBER, chief engineer.
- SUZANNE KAY, news director.
- 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: 29.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Dearborn	13,200	13,000	98
	Franklin	6,600	6,400	97
	Ripley	8,600	8,400	98
	KENTUCKY			
	Boone	17,600	17,600	100
	Bracken	2,700	2,700	100
	Campbell	28,800	28,700	100
	Grant	4,900	4,900	100
	Kenton	50,700	50,600	100
Mason	6,400	6,300	98	
Owen	3,500	3,500	100	
Pendleton	3,900	3,900	100	
OHIO				
Brown	12,300	11,900	97	
Butler	98,400	97,200	99	
Clermont	49,300	48,700	99	
Clinton	13,500	13,300	99	



WXIX-TV BMPCT—851K07KG Granted 4/28/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hamilton	332,600	327,700	99
	Warren	36,100	35,600	99
Between 25-49%	INDIANA			
	Fayette	9,900	9,700	98
	Ohio	2,000	2,000	100
	Switzerland	2,900	2,800	96
	Union	2,400	2,300	96
Wayne	27,100	26,600	98	
KENTUCKY	Bourbon	7,000	6,900	99
	Boyd	20,600	20,500	100
	Carroll	3,500	3,500	100
	Franklin	17,200	17,100	99
	Gallatin	1,900	1,900	100
	Greenup	13,700	13,600	99
	Harrison	5,500	5,500	100
	Montgomery	7,800	7,700	99
	Robertson	800	800	100
	OHIO			
Adams	9,200	8,800	96	
Greene	45,400	44,900	99	
Highland	13,500	13,200	97	
Miami	33,700	33,300	99	
Montgomery	221,600	219,400	99	
Preble	14,600	14,400	99	
Ross	24,400	23,900	98	
Scioto	30,700	30,100	98	

Between 5-24%	INDIANA			
	Decatur	8,300	8,100	98
	Jefferson	10,600	10,400	98
Jennings	7,900	7,700	97	

(Continued on page A-871)

Station Totals	1,546,900	1,526,400	99
Net Weekly Circulation (1988)		667,800	
Average Daily Circulation (1988)		276,100	

Ohio—Cleveland

WEWS

Ch. 5

Network Service: ABC.

Licensee: Scripps Howard Broadcasting Co., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

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; Vertex, 4.57-meter Ku-band; Andrew, Scientific-Atlanta receivers.

News Services: AP, UPI, ABC, Group W Newsfeed.

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.
- JANE L. SHERWIN, general sales manager.
- JOHN TAMERLANO, national sales manager.
- GARY A. STARK, program director.
- ALAN BUSH, operations director.
- JOHN RAY, news director.
- SETH ALSPAUGH, 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	OHIO			
	Ashland	16,700	16,500	99
	Ashtabula	37,500	36,900	98
	Carroll	9,900	9,800	99
	Cuyahoga	570,300	563,600	99
	Erie	29,100	28,700	99
	Geauga	25,300	24,900	98
	Holmes	9,000	8,500	94
	Huron	20,300	20,000	99



WEWS BPCT-1291 Granted 5/28/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Lake	78,400	77,900	99
	Lorain	95,800	94,800	99
	Medina	40,600	40,100	99
	Portage	48,500	48,000	99
	Richland	48,900	48,200	99
	Stark	139,600	137,800	99
	Summit	193,700	191,700	99
	Tuscarawas	33,100	32,400	98
	Wayne	35,700	34,800	97
OHIO				
Between 25-49%				
	Coshocton	14,000	13,600	97
	Crawford	18,500	18,200	98
	Knox	17,500	17,200	98
	Trumbull	87,900	87,000	99
PENNSYLVANIA				
	Crawford	32,700	31,900	98
OHIO				
Between 5-24%				
	Columbiana	41,400	40,800	99
	Hancock	24,800	24,500	99
	Mahoning	103,200	102,100	99
	Morrow	10,000	9,900	99
	Ottawa	15,200	15,000	99
	Sandusky	23,600	23,400	99
	Seneca	21,700	21,400	99
	Wyandot	8,100	7,900	98
PENNSYLVANIA				
	Mercer	46,900	46,100	98
Station Totals		1,897,900	1,873,600	99
Net Weekly Circulation (1988)		1,397,700		
Average Daily Circulation (1988)		913,700		

Ohio—Cleveland

WJW-TV

Ch. 8

Network Service: CBS.

Licensee: Gillett Communications of Ohio Inc., 5800 S. Marginal Rd., Cleveland, OH 44103.

Studio: 5800 S. Marginal Rd., Cleveland, OH 44103.

Telephone: 216-431-8888. **TWX:** 810-421-8406.

Fax: 216-432-4239.

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: 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: Gillett Communications Co. See Group Ownership of Television Stations.

Began Operation: December 17, 1949. Sale to Storer Communications by Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (*Television Digest*, Vol. 10:2, 44). Sale to present owner by SCI Television Inc. approved by FCC Aug. 20, 1987.

Represented (sales): TeleRep Inc.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

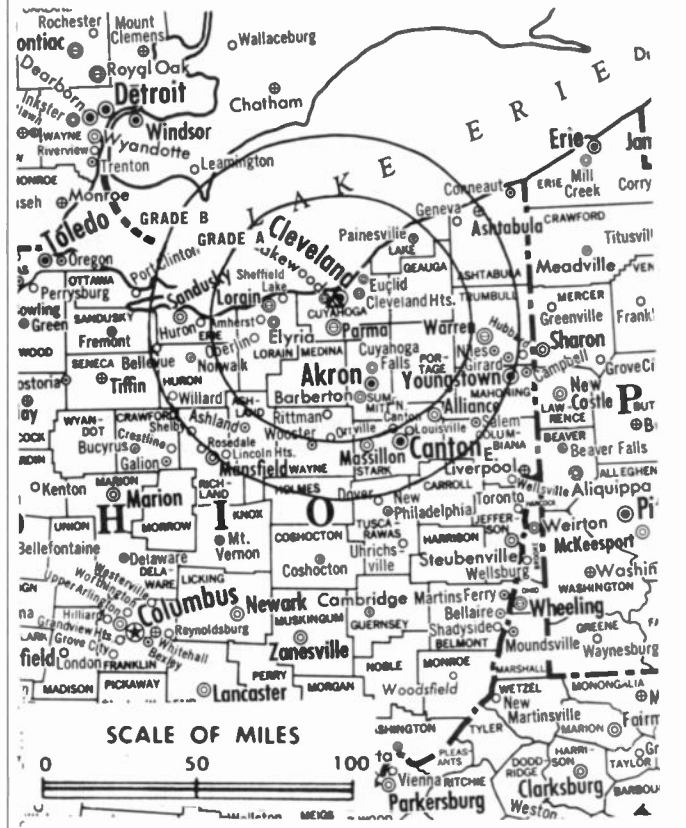
- C. DAVID WHITAKER, president & general manager.
- SPENCER KOCH, director of sales.
- MICHAEL RENDA, local sales manager.
- DON ALEXANDER, national sales manager.
- BOB GREEN, chief engineer.
- JOANNE STERN, creative services director & promotion director.
- LOUIS A. GATTOZZI, director of operations.
- VIRGIL DOMINIC, news director.
- GALE BROWN, marketing director.
- JACKIE GOLNIK, traffic manager.
- KEVIN SALYER, publicity director.

Rates: On request.

City of License: Cleveland. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Ashland	16,700	16,500	99
	Ashtabula	37,500	36,900	98
	Cuyahoga	570,300	563,600	99
	Erie	29,100	28,700	99
	Geauga	25,300	24,900	98
	Holmes	9,000	8,500	94
	Huron	20,300	20,000	99
	Lake	78,400	77,900	99
	Lorain	95,800	94,800	99



WJW-TV BMPCT—2527 Granted 10/21/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Medina	40,600	40,100	99
	Portage	48,500	48,000	99
	Richland	48,900	48,200	99
	Stark	139,600	137,800	99
	Summit	193,700	191,700	99
	Tuscarawas	33,100	32,400	98
	Wayne	35,700	34,800	97
OHIO				
Between 25-49%	Carroll	9,900	9,800	99
	Crawford	18,500	18,200	98
	Seneca	21,700	21,400	99
	Trumbull	87,900	87,000	99
OHIO				
Between 5-24%	Columbiana	41,400	40,800	99
	Coshocton	14,000	13,600	97
	Knox	17,500	17,200	98
	Mahoning	103,200	102,100	99
	Ottawa	15,200	15,000	99
	Sandusky	23,600	23,400	99
	Wood	39,200	38,700	99
	Wyandot	8,100	7,900	98
PENNSYLVANIA				
	Crawford	32,700	31,900	98
Station Totals		1,855,400	1,831,800	99
Net Weekly Circulation (1988)			1,336,200	
Average Daily Circulation (1988)			784,800	

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.

Fax: 216-344-7493.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 906-ft. above ground, 1945-ft. above sea level.

Latitude 41° 23' 09.50"
Longitude 81° 41' 23.40"

Transmitter: 6600 Broadview Rd., Parma, OH.

Satellite Earth Stations: Transmit/receive Harris, 6-meter; Scientific-Atlanta, 7-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, NBC, UPI.

Ownership: National Broadcasting Co., 100%. 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.
- TOM HUMPAGE, sales manager.
- JANE YACOBELLIS, local sales manager.
- THOMAS POWERS, director of technical operations.
- KATHLEEN McNULTY, director of business affairs.
- GREG STEHLIN, program director.
- RICHARD O'DELL, production manager.
- PAUL BEAVERS, news director.
- DANIEL KLINTWORTH, director of advertising & promotion.
- KAREN MALONE SMITH, press & community relations.

Rates: Not available.

City of License: Cleveland. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Ashland	16,700	16,500	99
	Ashtabula	37,500	36,900	98
	Cuyahoga	570,300	563,600	99
	Erie	29,100	28,700	99
	Geauga	25,300	24,900	98
	Holmes	9,000	8,500	94
	Huron	20,300	20,000	99
	Lake	78,400	77,900	99



WKYC-TV BPCT-1789 Granted 1/12/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lorain	95,800	94,800	99
	Medina	40,600	40,100	99
	Portage	48,500	48,000	99
	Richland	48,900	48,200	99
	Stark	139,600	137,800	99
	Summit	193,700	191,700	99
	Tuscarawas	33,100	32,400	98
	Wayne	35,700	34,800	97
OHIO				
Between 25-49%	Carroll	9,900	9,800	99
	Crawford	18,500	18,200	98
	Trumbull	87,900	87,000	99
OHIO				
Between 5-24%	Columbiana	41,400	40,800	99
	Coshocton	14,000	13,600	97
	Knox	17,500	17,200	98
	Mahoning	103,200	102,100	99
	Morrow	10,000	9,900	99
	Sandusky	23,600	23,400	99
	Seneca	21,700	21,400	99
PENNSYLVANIA				
	Crawford	32,700	31,900	98
Station Totals		1,802,900	1,780,100	99
Net Weekly Circulation (1988)			1,321,000	
Average Daily Circulation (1988)			772,700	

Ohio—Cleveland

WQHS

Ch. 61

Network Service: Home Shopping Network.

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.

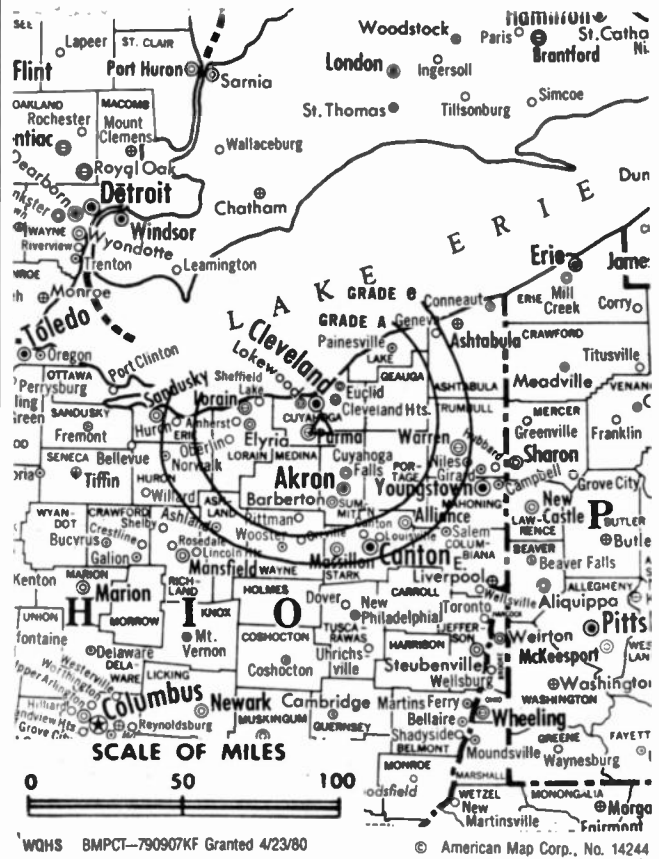
Personnel:

- GERALD KERWIN, vice president & 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
OHIO				
Between 5-24%	Huron	20,300	20,000	99
	Medina	40,600	40,100	99
Station Totals		60,900	60,100	99
Net Weekly Circulation (1988)			32,400	
Average Daily Circulation (1988)			13,700	

Ohio—Shaker Heights-Cleveland

WOIO

Ch. 19

Network Service: Fox.

Licensee: Channel 19 Inc., 2720 Van Aken Blvd., Shaker Heights, OH 44120.

Studio: 2720 Van Aken Blvd., Shaker Heights, OH 44120.

Telephone: 216-561-1919. TWX: 510-101-1723. Easylink: 629-58392.

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., 51.0%; Diamond Bcstg. Inc., 16.3%; Metroplex Communications, 16.3%; Society National Bank, trustee, 9.80%; Carl E. Hirsch, 4.90%; 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): Evans Associates.

Personnel:

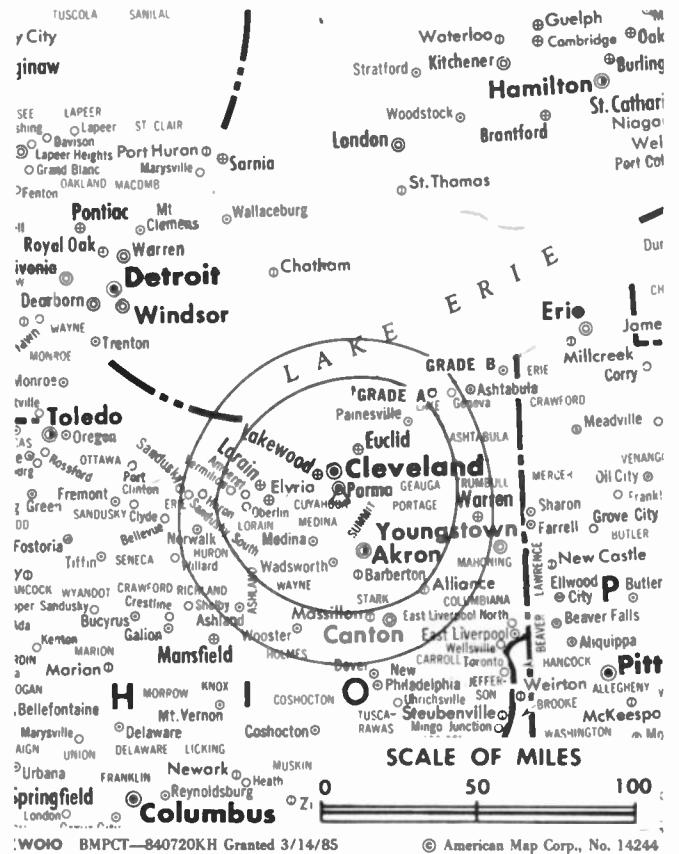
- DENNIS THATCHER, general manager.
- DAVE SMITH, general sales manager.
- JACKIE KRESCIK, local sales manager.
- RICHARD SULLIVAN, program director.
- JUDY HACKETT, advertising & promotion director.
- CRAIG WRIGHT, on-air promotion director.
- KAREN BIZSAK, business manager.

Highest 30 Sec. Rate: \$1000.

City of License: Shaker Heights. **ADI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Cuyahoga	570,300	563,600	99
	Lake	78,400	77,900	99
	Lorain	95,800	94,800	99
	Medina	40,600	40,100	99
	Summit	193,700	191,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Ashland	16,700	16,500	99
	Erie	29,100	28,700	99
	Geauga	25,300	24,900	98
	Holmes	9,000	8,500	94
	Huron	20,300	20,000	99
	Portage	48,500	48,000	99
Between 5-24%	OHIO			
	Ashtabula	37,500	36,900	98
	Carroll	9,900	9,800	99
	Columbiana	41,400	40,800	99
	Richland	48,900	48,200	99
Station Totals		1,561,700	1,542,400	99
	Net Weekly Circulation (1988)			707,200
Average Daily Circulation (1988)				272,200

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. **TWX:** 810-427-9153.

Fax: 216-845-6061.

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: 4800 Bruening Dr., Parma.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 4.5-meter Ku & C-band; Scientific-Atlanta, 7-meter C-band; Andrew, Scientific-Atlanta receivers.

News Services: Accu-Weather, AP, PR Newswire, MediaLink, Sportsticker, UPI.

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, P.C.

Personnel:

- MICHAEL E. SCHUCH, vice president & general manager.
- RON ST. CHARLES, director of programming & operations.
- BILL SCAFFIDE, general sales manager & assistant general manager.
- AARON OLANDER, national sales manager.
- JOE OCCHIONERO, local sales manager.
- MARIA KRUSIENSKY, business manager.
- DAVE HOWITT, promotion director.
- REX RICKLY, manager of engineering.
- DAN ACKLEN, news director.

Highest 30 Sec. Rate: \$1200.

City of License: Lorain. **AOI:** Cleveland. **Rank:** 11.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Ashland	16,700	16,500	99
	Ashtabula	37,500	36,900	98
	Cuyahoga	570,300	563,600	99
	Erie	29,100	28,700	99
	Huron	20,300	20,000	99
	Lake	78,400	77,900	99
	Lorain	95,800	94,800	99
	Medina	40,600	40,100	99
	Portage	48,500	48,000	99
	Richland	48,900	48,200	99
	Stark	139,600	137,800	99
	Summit	193,700	191,700	99
	Tuscarawas	33,100	32,400	98
	Wayne	35,700	34,800	97
	Between 25-49%	OHIO		
Clark		54,600	54,000	99
Coshocton		14,000	13,600	97
	Crawford	18,500	18,200	98



WUAB BPCT-851122KK Granted 2/27/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Geauga	25,300	24,900	98
	Guernsey	15,600	15,200	97
	Hancock	24,800	24,500	99
	Holmes	9,000	8,500	94
	Knox	17,500	17,200	98
	Mahoning	103,200	102,100	99
	Marion	23,900	23,600	99
	Sandusky	23,600	23,400	99
	Scioto	30,700	30,100	98
Seneca	21,700	21,400	99	
Trumbull	87,900	87,000	99	
PENNSYLVANIA	Lawrence	38,700	38,100	98
KENTUCKY	Greenup	13,700	13,600	99
	Lewis	5,000	4,900	98
	OHIO			
Carroll	9,900	9,800	99	
Columbiana	41,400	40,800	99	
Delaware	20,900	20,700	99	
Franklin	357,200	353,000	99	
Greene	45,400	44,900	99	
Lawrence	23,600	23,200	98	
Licking	46,600	46,100	99	
Morrow	10,000	9,900	99	
Noble	4,300	4,100	95	
Ottawa	15,200	15,000	99	
Wyandot	8,100	7,900	98	
PENNSYLVANIA	Crawford	32,700	31,900	98
Erie	103,600	102,300	99	
Mercer	46,900	46,100	98	
WEST VIRGINIA	Wayne	16,900	16,700	99
Station Totals		2,698,600	2,664,100	99
Net Weekly Circulation (1988)			1,201,900	
Average Daily Circulation (1988)			498,800	

Ohio—Columbus

WBNS-TV

Ch. 10

Network Service: CBS.

Licensee: WBNS-TV Inc., Box 1010, Columbus, OH 43216.

Studio: 770 Twin Rivers Dr., Columbus, OH 43215.

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 Inc.

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.

PHIL PIKELNY, 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: 33.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	OHIO		
	Champaign	12,900	12,700 98
	Coshocton	14,000	13,600 97
	Crawford	18,500	18,200 98
	Delaware	20,900	20,700 99
	Fairfield	35,300	34,900 99
	Fayette	10,100	9,900 98
	Franklin	357,200	353,000 99
	Hardin	11,900	11,600 98
	Hocking	9,900	9,700 98
	Jackson	11,200	10,900 97
	Knox	17,500	17,200 98
	Licking	46,600	46,100 99
	Logan	15,500	15,300 98
	Madison	11,500	11,200 98
	Marion	23,900	23,600 99
	Morgan	5,300	5,100 96
	Morrow	10,000	9,900 99
	Muskingum	31,700	31,100 98
Perry	11,700	11,500 98	
Pickaway	15,000	14,800 99	



Net Weekly Circulation	State County	Total Households	TV Households Households %
50% & Over	Pike	9,100	8,800 97
	Ross	24,400	23,900 98
	Scioto	30,700	30,100 98
	Union	11,100	10,900 98
Between 25-49%	OHIO		
	Athens	19,600	19,000 97
	Auglaize	16,000	15,700 98
	Clark	54,600	54,000 99
	Guernsey	15,600	15,200 97
	Highland	13,500	13,200 97
	Richland	48,900	48,200 99
	Washington	23,800	23,100 97
Wyandot	8,100	7,900 98	
WEST VIRGINIA	Mason	10,000	9,900 99
	Wood	35,800	35,500 99
	KENTUCKY		
Between 5-24%	Greenup	13,700	13,600 99
	Lewis	5,000	4,900 98
OHIO	Allen	40,800	40,100 98
	Ashland	16,700	16,500 99
	Clinton	13,500	13,300 99
	Gallia	11,100	10,800 97
	Greene	45,400	44,900 99
	Hancock	24,800	24,500 99
	Holmes	9,000	8,500 94
	Lawrence	23,600	23,200 98
	Meigs	9,000	8,800 98
	Miami	33,700	33,300 99
Station Totals		1,266,800	1,247,200 98
	Net Weekly Circulation (1988)		766,800
Average Daily Circulation (1988)		444,600	

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.
- DAVID E. HENDERSON, president & chief executive officer.
- GARY ROBINSON, vice president & general manager.
- JEFFREY M. CASH, general sales manager.
- DICK GROAT, local sales manager.
- BILL LANESEY, national sales manager.
- RALPH O. LANDON, chief engineer.
- DICK TUININGA, news director.
- JANNA PETRY, promotion manager.
- BOB SHAW, operations manager.
- PAUL ERNST, production manager.

Highest 30 Sec. Rate: \$4400.

NETWORK BASE HOURLY RATE: \$2100.

City of License: Columbus. ADI: Columbus, OH. Rank: 33.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Champaign	12,900	12,700	98
	Coshocton	14,000	13,600	97
	Crawford	18,500	18,200	98
	Delaware	20,900	20,700	99
	Fairfield	35,300	34,900	99
	Fayette	10,100	9,900	98
	Franklin	357,200	353,000	99
	Hocking	9,900	9,700	98
	Knox	17,500	17,200	98



WCMH-TV BPCT-810526KP Granted 10/8/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Licking	46,600	46,100	99
	Logan	15,500	15,300	98
	Madison	11,500	11,200	98
	Marion	23,900	23,600	99
	Morrow	10,000	9,900	99
	Perry	11,700	11,500	98
	Pickaway	15,000	14,800	99
	Pike	9,100	8,800	97
	Ross	24,400	23,900	98
	Union	11,100	10,900	98
OHIO				
Between 25-49%	Athens	19,600	19,000	97
	Guernsey	15,600	15,200	97
	Hardin	11,900	11,600	98
	Jackson	11,200	10,900	97
	Morgan	5,300	5,100	96
	Muskingum	31,700	31,100	98
	Richland	48,900	48,200	99
	Vinton	4,400	4,300	98
	Wyandot	8,100	7,900	98
OHIO				
Between 5-24%	Clark	54,600	54,000	99
	Clinton	13,500	13,300	99
	Greene	45,400	44,900	99
	Highland	13,500	13,200	97
	Holmes	9,000	8,500	94
	Scioto	30,700	30,100	98
	Tuscarawas	33,100	32,400	98
Station Totals		1,031,600	1,015,600	98
Net Weekly Circulation (1988)				689,300
Average Daily Circulation (1988)				430,300

Ohio—Columbus

WSYX

Ch. 6

Network Service: ABC.

Licensee: Anchor Media Ltd., 11300 Fourth St. N., Suite 349, St. Petersburg, FL.

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"

Requests CP for change to 979-ft. above av. terrain, 1085-ft. above ground, 1813-ft. above sea level, lat. 40° 01' 02"; long. 83° 01' 11". BPCT—871005KH.

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: Anchor Media Holding Ltd., gen. partner. See Group Ownership of Television Stations.

Began Operation: September 29, 1949. Sale to Taft Bcstg. by Picture Waves Inc. approved by FCC Feb. 25, 1953 (*Television Digest*, Vol. 9:9) Sale to present owners approved by FCC Dec. 3, 1987.

Represented (sales): MMT Sales Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

- ROBERT L. WHITE, 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.
- DOUG PARKER, programming & public service director.

Highest 30 Sec. Rate: \$7500.

NETWORK BASE HOURLY RATE: \$1875.

City of License: Columbus. **ADI:** Columbus, OH. **Rank:** 33.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Crawford	18,500	18,200	98
	Delaware	20,900	20,700	99
	Fairfield	35,300	34,900	99
	Fayette	10,100	9,900	98
	Franklin	357,200	353,000	99
	Hocking	9,900	9,700	98
	Knox	17,500	17,200	98
	Licking	46,600	46,100	99
	Logan	15,500	15,300	98
	Madison	11,500	11,200	98



WSYX BPCT-4870 Granted 5/22/75 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Marion	23,900	23,600	99
	Morrow	10,000	9,900	99
	Muskingum	31,700	31,100	98
	Perry	11,700	11,500	98
	Pickaway	15,000	14,800	99
	Pike	9,100	8,800	97
	Ross	24,400	23,900	98
	Union	11,100	10,900	98
OHIO				
Between 25-49%	Athens	19,600	19,000	97
	Champaign	12,900	12,700	98
	Clark	54,600	54,000	99
	Coshocton	14,000	13,600	97
	Hardin	11,900	11,600	98
	Jackson	11,200	10,900	97
	Morgan	5,300	5,100	96
	Richland	48,900	48,200	99
	Vinton	4,400	4,300	98
	Washington	23,800	23,100	97
	Wyandot	8,100	7,900	98
WEST VIRGINIA				
	Wood	35,800	35,500	99
OHIO				
Between 5-24%	Clinton	13,500	13,300	99
	Greene	45,400	44,900	99
	Guernsey	15,600	15,200	97
	Highland	13,500	13,200	97
	Miami	33,700	33,300	99
	Noble	4,300	4,100	95
	Scioto	30,700	30,100	98
WEST VIRGINIA				
	Mason	10,000	9,900	99
Station Totals		1,097,100	1,080,600	98
Net Weekly Circulation (1988)			677,200	
Average Daily Circulation (1988)			374,100	

Ohio—Columbus

WTTE

Ch. 28

Network Service: Fox.

Licensee: WTTE Channel 28 Inc., Box 280, Columbus, OH 43216.

Studio: 6130 Sunbury Rd., Westerville, OH 43081.

Telephone: 614-895-2800. **TWX:** 310-286-949.

Fax: 614-895-3159.

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' 33.50"
Longitude 82° 55' 21.50"

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): Settel Inc.

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

Represented (engineering): Carl T. Jones Corp.

Personnel:

- CAROLYN SMITH, president.
- JOHN T. QUIGLEY, general manager.
- STEVE MARKS, general sales manager.
- MICHAEL C. SUMMERS, local sales manager.
- CHRIS BRADY, national sales manager.
- JOE SUBICH, chief engineer.
- ORAN GOUGH, operations director.
- JANE SACHS, news director.
- MARY ANN McALLISTER, promotion director.
- LOIS DEAN, business manager.

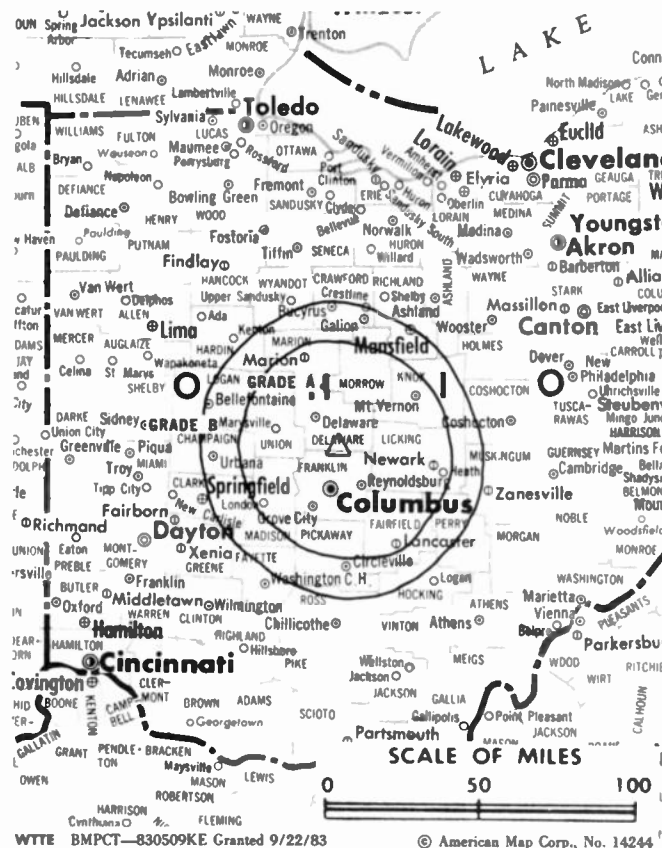
Highest One Hour Rate: \$7500.

Highest 30 Sec. Rate: \$1000.

City of License: Columbus. **ADI:** Columbus, OH. **Rank:** 33.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
OHIO				
50% & Over	Delaware	20,900	20,700	99
	Fairfield	35,300	34,900	99
	Franklin	357,200	353,000	99
	Knox	17,500	17,200	98
	Madison	11,500	11,200	98
	Marion	23,900	23,600	99
	Morrow	10,000	9,900	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	Pickaway	15,000	14,800	99
	Union	11,100	10,900	98
OHIO				
Between 25-49%	Fayette	10,100	9,900	98
	Hardin	11,900	11,600	98
	Hocking	9,900	9,700	98
	Licking	46,600	46,100	99
	Logan	15,500	15,300	98
	Muskingum	31,700	31,100	98
	Perry	11,700	11,500	98
Ross	24,400	23,900	98	
OHIO				
Between 5-24%	Athens	19,600	19,000	97
	Auglaize	16,000	15,700	98
	Champaign	12,900	12,700	98
	Coshocton	14,000	13,600	97
	Crawford	18,500	18,200	98
	Guernsey	15,600	15,200	97
	Highland	13,500	13,200	97
	Holmes	9,000	8,500	94
Morgan	5,300	5,100	96	
Richland	48,900	48,200	99	
Wyandot	8,100	7,900	98	
Station Totals		845,600	832,600	98
Net Weekly Circulation (1988)			378,900	
Average Daily Circulation (1988)			153,700	

Ohio—Dayton

WDTN

Ch. 2

Network Service: ABC.

Licensee: The Hearst Corp., 4595 S. Dixie Ave., Dayton, OH 45439.

Studio: 4595 S. Dixie Ave., Dayton, OH 45439.

Telephone: 513-293-2101. **TWX:** 810-459-1731.

Fax: 513-294-6542.

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: Transmit/receive Andrew, 3-meter Ku-band; Andrew, 5-meter C-band; Andrew, 7-meter Ku-band; Drake, 3.4-meter C-band; Microdyne, 5-meter Ku-band; Avantek, Drake, M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: ABC, Conus, NIWS.

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): Peper, Martin, Jensen, Maichel & Hettlage.

Personnel:

- PHILIP STOLZ, general manager.
- STEVEN L. FISHER, program director & station manager.
- DAVID ROBERTS, news director.
- LARRY RYAN, general sales manager.
- MEGAN CARONE, sales manager.
- KIRK SZESNY, promotion director.
- ROGER BERARDINIS, business manager.
- KIM PETERS, marketing director.
- TED LESTER, chief engineer.

Rates: Not available.

City of License: Dayton. **AOI:** Dayton. **Rank:** 48.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Wayne	27,100	26,600	98
	OHIO			
	Auglaize	16,000	15,700	98
	Champaign	12,900	12,700	98
	Clark	54,600	54,000	99
	Clinton	13,500	13,300	99
	Darke	20,500	20,200	99
	Greene	45,400	44,900	99
	Logan	15,500	15,300	98
	Mercer	13,200	13,000	98
	Miami	33,700	33,300	99
	Montgomery	221,600	219,400	99
	Preble	14,600	14,400	99
	Shelby	15,400	15,200	99
	Warren	36,100	35,600	99



WDTN BPCT-4987 Granted 5/6/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Randolph	10,900	10,700	98
	Union	2,400	2,300	96
	OHIO			
	Butler	98,400	97,200	99
Fayette	10,100	9,900	98	
Highland	13,500	13,200	97	
Between 5-24%	INDIANA			
	Dearborn	13,200	13,000	98
	Fayette	9,900	9,700	98
	Franklin	6,600	6,400	97
	Ohio	2,000	2,000	100
	Ripley	8,600	8,400	98
	KENTUCKY			
	Boone	17,600	17,600	100
	Bracken	2,700	2,700	100
	Kenton	50,700	50,600	100
OHIO				
Adams	9,200	8,800	96	
Allen	40,800	40,100	98	
Brown	12,300	11,900	97	
Clermont	49,300	48,700	99	
Hamilton	332,600	327,700	99	
Hardin	11,900	11,600	98	
Union	11,100	10,900	98	
Station Totals		1,253,900	1,237,000	99
Net Weekly Circulation (1988)			553,200	
Average Daily Circulation (1988)			294,900	

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.

Fax: 513-259-2024.

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: 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: February 26, 1949.

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

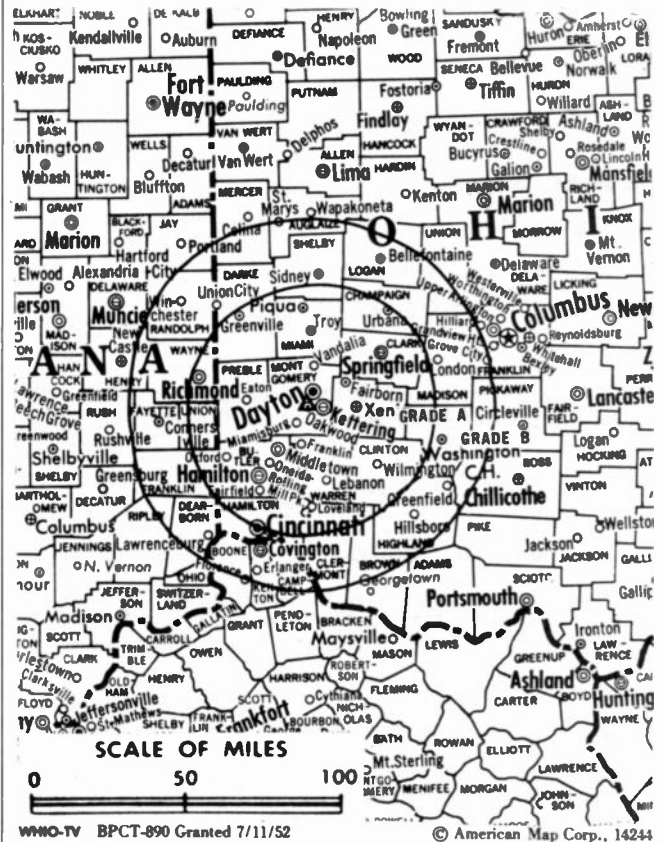
STANLEY MOUSE, president, Miami Valley Broadcasting.
NEIL PUGH, vice president & general manager.
DON KEMPER, station manager.
JOHN HAYES, general sales manager.
MIKE MANSOUR, national sales manager.
TIM McVAY, local sales manager.
BOB WELLS, director of marketing.
JOHN CLARK, program director.
RICHARD BIESER, public affairs & news manager.
HAROLD HAPNER, television news director.
SIM A. KOLLINER, director of engineering.

Rates: On request.

City of License: Dayton. ADI: Dayton. Rank: 48.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Union	2,400	2,300	96
	Wayne	27,100	26,600	98
	OHIO			
	Allen	40,800	40,100	98
	Auglaize	16,000	15,700	98
	Champaign	12,900	12,700	98
	Clark	54,600	54,000	99
	Clinton	13,500	13,300	99
	Darke	20,500	20,200	99
Fayette	10,100	9,900	98	
Greene	45,400	44,900	99	
Logan	15,500	15,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mercer	13,200	13,000	98
	Miami	33,700	33,300	99
	Montgomery	221,600	219,400	99
	Preble	14,600	14,400	99
	Shelby	15,400	15,200	99
Warren	36,100	35,600	99	
Between 25-49%	INDIANA			
	Randolph	10,900	10,700	98
	OHIO			
	Butler	98,400	97,200	99
Highland	13,500	13,200	97	
Ross	24,400	23,900	98	
Between 5-24%	INDIANA			
	Dearborn	13,200	13,000	98
	Fayette	9,900	9,700	98
	Franklin	6,600	6,400	97
	Jay	8,300	8,100	98
	Ripley	8,600	8,400	98
	KENTUCKY			
	Campbell	28,800	28,700	100
	Kenton	50,700	50,600	100
	Pendleton	3,900	3,900	100
OHIO				
Adams	9,200	8,800	96	
Brown	12,300	11,900	97	
Clermont	49,300	48,700	99	
Hamilton	332,600	327,700	99	
Hardin	11,900	11,600	98	
Madison	11,500	11,200	98	
Pickaway	15,000	14,800	99	
Pike	9,100	8,800	97	
Union	11,100	10,900	98	
Van Wert	11,500	11,300	98	
Station Totals		1,344,100	1,325,400	99
Net Weekly Circulation (1988)			647,500	
Average Daily Circulation (1988)			383,300	

Ohio—Dayton

WKEF

Ch. 22

Network Service: NBC.

Licensee: Adams TV of Dayton.

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' 15.50"
Longitude 84° 15' 38.90"

Transmitter: 1731 Soldiers Home Rd.

Satellite Earth Stations: AFC, 6-meter; Harris, 3-meter; Microdyne, 7-meter; Harris, Microdyne receivers.

News Service: AP.

Ownership: Adams Television Corp. I, 100%. See Adams Communications in 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.
- DOUGLAS E. GEALY, general sales manager.
- DARRELL HUNTER, chief engineer.
- BRUCE PARKER, director of news & public affairs.
- DUANE WALKER, production manager.
- SANDY PATTON, promotion manager.
- STEVE SACKMAN, business 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Champaign	12,900	12,700	98
	Clark	54,600	54,000	99
	Clinton	13,500	13,300	99
	Darke	20,500	20,200	99
	Greene	45,400	44,900	99
	Miami	33,700	33,300	99
	Montgomery	221,600	219,400	99
	Preble	14,600	14,400	99
	Shelby	15,400	15,200	99
	Warren	36,100	35,600	99
INDIANA				
Between 25-49%	Randolph	10,900	10,700	98
	Union	2,400	2,300	96



WKEF BPCT—841029KG Granted 11/29/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
Between 25-49%	Auglaize	16,000	15,700	98
	Butler	98,400	97,200	99
	Highland	13,500	13,200	97
	Logan	15,500	15,300	98
INDIANA				
Between 5-24%	Dearborn	13,200	13,000	98
	Fayette	9,900	9,700	98
	Wayne	27,100	26,600	98
OHIO				
	Brown	12,300	11,900	97
	Clermont	49,300	48,700	99
	Fayette	10,100	9,900	98
	Hamilton	332,600	327,700	99
	Hardin	11,900	11,600	98
	Madison	11,500	11,200	98
	Mercer	13,200	13,000	98
Station Totals		1,116,100	1,100,700	99
Net Weekly Circulation (1988)				504,400
Average Daily Circulation (1988)				262,800

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' 28.40"
Longitude 84° 15' 17.60"

Transmitter: 2045 S. Gettysburg Ave., Dayton, OH.

Satellite Earth Station: Comtech, 5-meter.

Ownership: Act III Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: September 23, 1984. Sale to present owner by Meridian Communications approved by FCC Dec. 17, 1987 (Television Digest, Vol. 27:42).

Represented (sales): MMT Marketing.

Represented (engineering): Charles I. Gallagher, P.E., Consulting Radio Engineers.

Personnel:

DAVID J. MILLER, vice president & general manager.
KENNETH B. BEEDLE, general sales manager.
MARCIA WOODWARD, national sales manager.
RON SCHUETZE, chief engineer.
LINDA TRIPLETT, operations manager.

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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Clark	54,600	54,000	99
	Clinton	13,500	13,300	99
	Darke	20,500	20,200	99
	Greene	45,400	44,900	99
	Miami	33,700	33,300	99
	Preble	14,600	14,400	99
	Shelby	15,400	15,200	99
	Warren	36,100	35,600	99
	Between 25-49%	INDIANA		
Randolph		10,900	10,700	98
Union		2,400	2,300	96
Wayne		27,100	26,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Butler	98,400	97,200	99
	Champaign	12,900	12,700	98
	Fayette	10,100	9,900	98
	Logan	15,500	15,300	98
	Mercer	13,200	13,000	98
Between 5-24%	INDIANA			
	Dearborn	13,200	13,000	98
	Fayette	9,900	9,700	98
	KENTUCKY			
	Boone	17,600	17,600	100
	Kenton	50,700	50,600	100
OHIO	Auglaize	16,000	15,700	98
	Brown	12,300	11,900	97
	Clermont	49,300	48,700	99
	Hamilton	332,600	327,700	99
	Highland	13,500	13,200	97
	Madison	11,500	11,200	98
	Station Totals	1,172,500	1,157,300	99
	Net Weekly Circulation (1988)		388,400	
Average Daily Circulation (1988)		141,600		

Ohio—Lima

WLIO

Ch. 35

Network Service: NBC.

Licensee: Lima Communications Corp., 1424 Rice Ave., Box 1689, 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' 53.50"
Longitude 84° 07' 55.50"

Transmitter: 1424 Rice Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 3-meter; Harris, RCA Americom 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, P.C.

Personnel:

- JAMES C. DAGES, president & general manager.
- JAMES D. GARLING, program director.
- ANTELLE HAITHCOCK, promotion 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:** 196.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO Allen	40,800	40,100	98
	Auglaize	16,000	15,700	98



**L10 BPCT-820712KP Granted 10/08/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO Hardin	11,900	11,600	98
	Mercer	13,200	13,000	98
	Putnam	11,000	10,800	98
	Van Wert	11,500	11,300	98
Between 25-49%	OHIO Hancock	24,800	24,500	99
	INDIANA Adams	10,500	10,300	98
Between 5-24%	OHIO Defiance	14,000	13,800	99
	Fulton	14,200	13,900	98
	Logan	15,500	15,300	98
	Paulding	7,400	7,300	99
	Shelby	15,400	15,200	99
	Wyandot	8,100	7,900	98
	Station Totals		214,300	210,700
Net Weekly Circulation (1988)				97,700
Average Daily Circulation (1988)				58,100

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: AFC, 2-meter Ku-band; R. H. Tyler, 3-meter C-band; Taco, 2-meter C-band; DX Antenna, Gardiner, M/A-Com, Uniden receivers.

Ownership: Paul Fisher; Andrea King; Gary Cooper; Gerald Eagy; Wayne Sharpes; Tom Newland; Ronald L. Mighell; Bob Blankmeyer; Phil McClain; Larry Whatley.

Began Operation: June 13, 1982.

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

Represented (engineering): du Treil, Lundin & Rackley.

Personnel:

- RON MIGHELL, vice president & director.
- ROBERT PLACIE, general manager.
- HARRY BARNES, general sales manager.
- JOHN OWENS, production director.
- RAY TANNER, chief engineer.
- KEVIN BOWERS, program director.
- ROBERT R. ARMISTEAD, development director.

Highest 30 Sec. Rate: \$40.

City of License: Lima. **ADI:** Lima. **Rank:** 196.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	OHIO			
Between 25-49%	Auglaize	16,000	15,700	98
	INDIANA			
Between 5-24%	Adams	10,500	10,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
	OHIO			
Between 5-24%	Allen	40,800	40,100	98
	Defiance	14,000	13,800	99
	Hancock	24,800	24,500	99
	Hardin	11,900	11,600	98
	Logan	15,500	15,300	98
	Mercer	13,200	13,000	98
	Paulding	7,400	7,300	99
	Putnam	11,000	10,800	98
	Shelby	15,400	15,200	99
	Van Wert	11,500	11,300	98
Station Totals		192,000	188,900	98
Net Weekly Circulation (1988)			31,300	
Average Daily Circulation (1988)			10,400	

Ohio—Mansfield

WCOM

Ch. 68

Network Service: None, independent.

Licensee: Com III TV Inc., 1201 Olentangy River Rd., Columbus, OH 43212.

Studio: 77 N. Mulberry St., Box 268, Mansfield, OH 44902.

Telephones: 614-297-6888, Columbus; 419-526-6888, Mansfield.

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. SW of Butler.

Satellite Earth Stations: Transmit/receive Harris, 9-meter C-band; Vertex, 4.5-meter C-band; 2 Vertex, 3-meter C-band; Harris receivers.

Ownership: Opportunities-I Ltd. Partner, 8%; Communications III Inc., 5%; remainder to be privately placed. Communications III Inc. ownership: George E. Coles, Peter B. Halliday & Paul J. Ogle. Coles has interest in WTMP(AM), Tampa, FL.

Began Operation: February 29, 1988.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

- ROBERT STEGNER, vice president, general manager & program director.
- JIM VOELKER, chief engineer.
- MIKE GREENE, general sales manager.
- JOHN HEWITT, promotion & marketing director.
- MICK RETTIG, business manager.

Highest One Hour Rate: \$500.



WCOM BMPCT-870204KE Granted 3/16/87

Highest 30 Sec. Rate: \$250.

Rates: Not available.

Arbitron Data: 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: Microdyne Ku-band; RF Systems, 6-meter; Scientific-Atlanta, 5-meter; M/A-Com, Scientific-Atlanta receivers.

Ownership: Christian Television of Ohio Inc., non-profit corp. Betty J. Stanley, pres.; Lillian Davis, 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 Inc.

Personnel:

- BETTY J. STANLEY, president & general manager.
- CHARLOTTE REICHLEY, program director.
- RICK COVERT, production manager.
- TED ROSS, director of engineering.
- CRAIG STEVENSON, chief engineer.

Highest One Hour Rate: \$1100.

City of License: Newark. ADI: Columbus, OH. Rank: 33.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
OHIO				
Between 5-24%	Coshocton	14,000	13,600	97
	Fairfield	35,300	34,900	99
	Knox	17,500	17,200	98
	Licking	46,600	46,100	99
	Morgan	5,300	5,100	96
	Muskingum	31,700	31,100	98
Station Totals		150,400	148,000	98
Net Weekly Circulation (1988)			25,300	
Average Daily Circulation (1988)			8,400	

Ohio—Portsmouth

WUXA

Ch. 30

Network Service: None, independent.

Grantee: Television Properties Inc., 923 1/2 Findlay St., Portsmouth, OH 45662.

Studio: 923 1/2 Findlay St., Portsmouth, OH 45662.

Telephone: 614-354-3030.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1353-kw max. visual, 135-kw max. aural. Antenna: 778-ft. above av. terrain, 851-ft. above ground, 1947-ft. above sea level.

Latitude	38°	45'	42"
Longitude	83°	03'	41"

Transmitter: Navoo Pond Creek Rd., West Portsmouth.

Satellite Earth Station: 3.3-meter C-band.

News Service: CNN.

Ownership: Kenneth W. Russell, pres., 100%; Pearl G. Russell, secy.

Began Operation: May 8, 1988.

Represented (engineering): Consolidated Communications Inc.

Personnel:

TOM WATSON, general manager.
FRANK WALLS, chief engineer.
DON MOORE, program & promotion director.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate: \$100.



Arbitron Data: Not available ADI: Charleston-Huntington. Rank: 46.

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 Stations: In operation; Drake receivers.

News Service: CNN.

Ownership: Christian Faith Broadcast Inc. See Group Ownership of Television Stations.

Began Operation: December 5, 1982.

Represented (legal): May & Dunne.

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: 65.

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 Stations: 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 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
Between 5-24%	Champaign	12,900	12,700	98
	Clark	54,600	54,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Clinton	13,500	13,300	99
	Greene	45,400	44,900	99
	Miami	33,700	33,300	99
	Montgomery	221,600	219,400	99
	Shelby	15,400	15,200	99
Station Totals		397,100	392,800	99
Net Weekly Circulation (1988)				27,100
Average Daily Circulation (1988)				8,900

Ohio—Steubenville-Wheeling, West Virginia

WTOV-TV

Ch. 9

Network Service: NBC.

Licensee: WTOV Associates, Box 9999, Steubenville, OH 43952.

Studio: Altamont Heights, Steubenville, OH 43952.

Sales Office: Riley Bldg., Wheeling, WV 26003.

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.

Multichannel TV Sound: Stereo only.

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.

Began Operation: December 10, 1953. Transfer of stations from WSTV Inc. and WPIT Inc. to United Printers & Publishers (name changed to Rust Craft Greeting Cards Inc.), approved by FCC Nov. 8, 1961 (*Television Digest*, Vol. 17:30, 33; 2:14). Sale to Ziff Corp. by Rust Craft approved by FCC May 10, 1978 (Vol. 17:26, 27, 36; 18:20, 41). Sale to present owners by Ziff approved by FCC Jan. 18, 1983 (Vol. 22:30).

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.
- MARCY ANGOTT, local sales manager.
- CRIS WOLLETT, chief engineer.
- MIKE CUNNINGHAM, business manager.

Highest One Hour Rate: \$3500.

Highest 30 Sec. Rate: \$1200.

City of License: Steubenville. **ADI:** Wheeling, WV-Steubenville, OH. **Rank:** 139.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Belmont	31,500	31,000	98
	Carroll	9,900	9,800	99
	Guernsey	15,600	15,200	97
	Harrison	6,300	6,200	98
	Jefferson	32,300	31,900	99
	Monroe	6,100	5,900	97
	Noble	4,300	4,100	95



WTOV-TV BPCT-2786 Granted 6/23/60 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
WEST VIRGINIA				
50% & Over	Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100
	Marshall	15,100	15,000	99
	Ohio	23,200	23,100	100
	Tyler	4,100	4,000	98
Wetzel	8,000	7,900	99	
OHIO				
Between 25-49%	Columbiana	41,400	40,800	99
	Tuscarawas	33,100	32,400	98
PENNSYLVANIA				
Between 5-24%	Greene	15,500	15,100	98
	Washington	81,500	80,300	98
MARYLAND				
Between 5-24%	Garrett	10,000	9,900	99
	OHIO			
Between 5-24%	Coshocton	14,000	13,600	97
	Washington	23,800	23,100	97
PENNSYLVANIA				
Between 5-24%	Beaver	72,600	71,700	99
	Butler	55,500	54,800	99
	Lawrence	38,700	38,100	98
	WEST VIRGINIA			
Between 5-24%	Barbour	6,200	6,100	98
	Marion	25,200	25,000	99
	Monongalia	29,000	28,600	99
	Pleasants	2,900	2,900	100
	Preston	11,400	11,200	98
Tucker	3,400	3,300	97	
Station Totals		646,200	636,600	99
Net Weekly Circulation (1988)			276,700	
Average Daily Circulation (1988)			140,300	

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. TWX: 810-421-0064.

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.

Multichannel TV Sound: Stereo only.

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., 50.00%; Ralph E. Becker, pres., 50.00%; 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.
HAROLD THOMPSON, chief engineer.
LINDA BLACKBURN, general sales manager.
SAM JACOBS, local sales manager.
CHRISTOPHER JONES, program director.
NANCY PRATT, traffic manager.
GEORGE NOLEFF, news director.
SUSANNE ALLEN, creative services director.
SUSAN ROBERTS, business manager.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$1500.

Rates: On request.

NETWORK BASE HOURLY RATE: \$850.

City of License: Toledo. ADI: Toledo. Rank: 65.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Allen	40,800	40,100	98
	Defiance	14,000	13,800	99
	Fulton	14,200	13,900	98
	Hancock	24,800	24,500	99
	Hardin	11,900	11,600	98
	Henry	10,400	10,300	99
	Lucas	177,500	175,500	99
	Ottawa	15,200	15,000	99
	Putnam	11,000	10,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Sandusky	23,600	23,400	99
	Seneca	21,700	21,400	99
	Wood	39,200	38,700	99
	Wyandot	8,100	7,900	98
Between 25-49%	MICHIGAN			
	Lenawee	31,100	30,700	99
	Monroe	45,500	45,000	99
Between 5-24%	OHIO			
	Huron	20,300	20,000	99
	Williams	14,000	13,700	98
	MICHIGAN			
	Hillsdale	14,800	14,500	98
	Washtenaw	99,200	97,000	98
	OHIO			
	Auglaize	16,000	15,700	98
	Crawford	18,500	18,200	98
	Erie	29,100	28,700	99
Paulding	7,400	7,300	99	
Van Wert	11,500	11,300	98	
Station Totals		719,800	709,000	98
Net Weekly Circulation (1988)			401,900	
Average Daily Circulation (1988)			191,900	

Our firm acted as financial advisor and broker in the 1986 sale of WDHO-TV

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road, Palm Beach, Florida 33480 (407) 863-8995
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

Ohio—Toledo

WTOL-TV

Ch. 11

Network Service: CBS.

Licensee: Cosmos Broadcasting Corp., Box 715, Toledo, OH 43695.

Studio: 730 N. Summit St., Toledo, OH 43604.

Telephone: 419-248-1111. **Fax:** 419-244-7104.

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 C-band; Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 4.5-meter C-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): Harrington, Righter & Parsons Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

- S. WHEELER RUDD, vice president & general manager.
- JOHN COTTINGHAM, general sales manager.
- PAUL LADROW, local sales manager.
- RITA MARTIN, national sales manager.
- STEVE ISRAEL, program manager.
- PAUL LENTZ, engineering manager.
- STEWART HINZE, chief engineer.
- RICK GEVERS, news director.
- JEFF BELL, promotion director.
- DONALD C. KENNEDY, business manager.
- WAYNE THING, production manager.

Highest One Hour Rate: (January 25, 1987) \$8000.

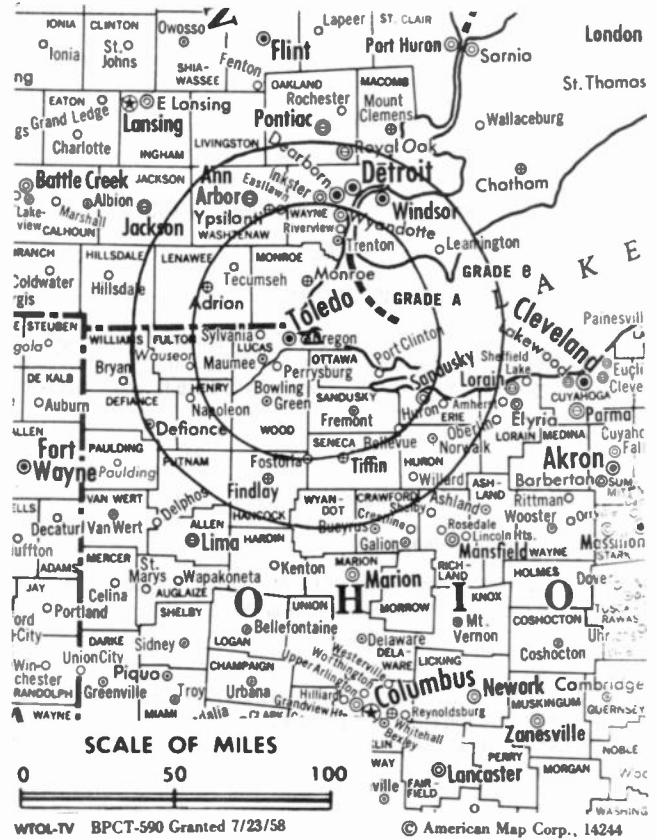
Highest 30 Sec. Rate: (January 25, 1987) \$2500.

NETWORK BASE HOURLY RATE: \$2521.

City of License: Toledo. **ADI:** Toledo. **Rank:** 65.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Lenawee	31,100	30,700	99
	Monroe	45,500	45,000	99
	OHIO			
	Defiance	14,000	13,800	99
	Erie	29,100	28,700	99
	Fulton	14,200	13,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	HANCOCK	24,800	24,500	99
	HENRY	10,400	10,300	99
	LUCAS	177,500	175,500	99
	OTTAWA	15,200	15,000	99
	PUTNAM	11,000	10,800	98
	SANDUSKY	23,600	23,400	99
	SENECA	21,700	21,400	99
	WILLIAMS	14,000	13,700	98
	WOOD	39,200	38,700	99
	WYANDOT	8,100	7,900	98
Between 25-49%	MICHIGAN			
	Hillsdale	14,800	14,500	98
	OHIO			
	Allen	40,800	40,100	98
	Crawford	18,500	18,200	98
	Hardin	11,900	11,600	98
	Huron	20,300	20,000	99
Between 5-24%	MICHIGAN			
	Washtenaw	99,200	97,000	98
	OHIO			
	Ashland	16,700	16,500	99
	Paulding	7,400	7,300	99
	Richland	48,900	48,200	99
Station Totals		757,900	746,700	99
Net Weekly Circulation (1988)			502,100	
Average Daily Circulation (1988)			289,100	

Ohio—Toledo

WTVG

Ch. 13

Network Service: NBC.

Licensee: WTVG Inc., 4247 Dorr St., Toledo, OH 43607.

Studio: 4247 Dorr St., Toledo, OH 43607.

Telephone: 419-531-1313.

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: Harris, 6.8-meter; Harris, 3-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter; Scientific-Atlanta, 4.6-meter; Harris, Microwave Assoc.; Scientific-Atlanta receivers.

News Services: AP, CNN, NBC, UPI.

Ownership: Terry A. Lee, 49.9%; Jeffrey H. Lee, 49.9%; Terry H. Lee, 0.1%.

Began Operation: July 21, 1948. Sold to present owners by KKR in 1987 (Television Digest, Vol. 27:44).

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates.

Personnel:

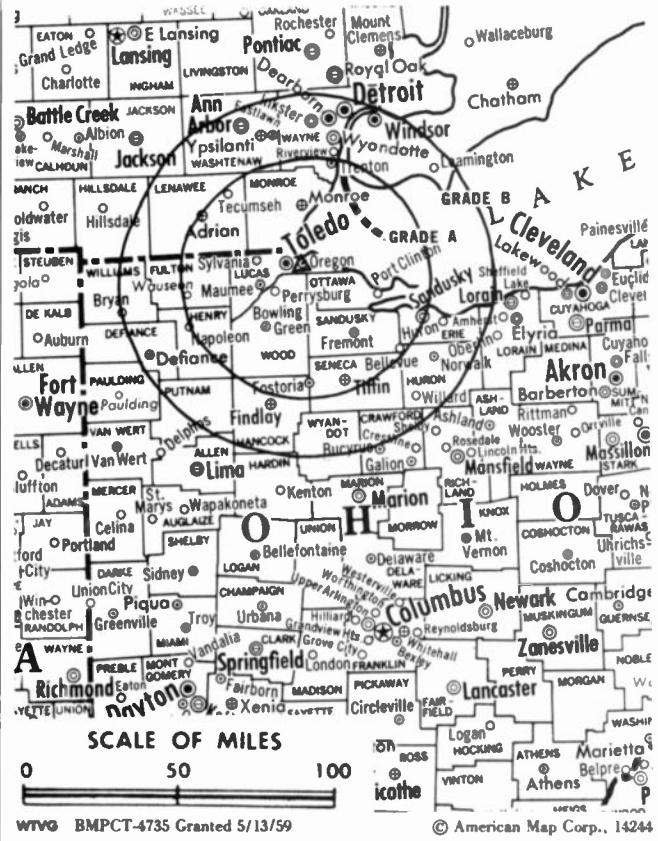
- H. W. (BUDDY) RAY, president & chief operating officer.
- ANDY LEE, vice president & manager.
- GEORGE CARLINO, national sales manager.
- DON SCHALLER, director of technical services.
- MIKE SULLIVAN, director of news.
- MARSHA SCHROEDER, director of operations.
- CHERYL DODD, director of community affairs.
- JAMES M. NOWAK, director of creative services.

Highest 30 Sec. Rate: \$2500.

City of License: Toledo. AOI: Toledo. Rank: 65.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	MICHIGAN			
	Lenawee	31,100	30,700	99
	Monroe	45,500	45,000	99
	OHIO			
	Defiance	14,000	13,800	99
	Fulton	14,200	13,900	98
	Hancock	24,800	24,500	99
Henry	10,400	10,300	99	



WTVG BMPCT-4735 Granted 5/13/59 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	MICHIGAN			
	Lucas	177,500	175,500	99
	Ottawa	15,200	15,000	99
	Putnam	11,000	10,800	98
	Sandusky	23,600	23,400	99
	Seneca	21,700	21,400	99
	Williams	14,000	13,700	98
Wood	39,200	38,700	99	
Wyandot	8,100	7,900	98	
Between 25-49%	MICHIGAN			
	Hillsdale	14,800	14,500	98
	OHIO			
	Allen	40,800	40,100	98
	Crawford	18,500	18,200	98
Erie	29,100	28,700	99	
Hardin	11,900	11,600	98	
Huron	20,300	20,000	99	
Between 5-24%	MICHIGAN			
	Washtenaw	99,200	97,000	98
	OHIO			
	Auglaize	16,000	15,700	98
	Lorain	95,800	94,800	99
Morrow	10,000	9,900	99	
Paulding	7,400	7,300	99	
Richland	48,900	48,200	99	
Station Totals		863,000	850,600	99
Net Weekly Circulation (1988)			503,500	
Average Daily Circulation (1988)			299,100	

Ohio—Toledo

WUPW

Ch. 36

Network Service: Fox.

Licensee: Toledo Television Ltd. Partnership, Four SeaGate, Toledo, OH 43604.

Studio: Four SeaGate, Toledo, OH 43604.

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, 3.6-meter Ku-band; AFC, 3.6-meter C-band; M/A-Com, Microdyne, Uniden receivers.

Ownership: T. Embrescia, 28.3%; Arthur M. Dorfner, 20.2%; William C. Mitchell, 15.0%; Richard Arnos, 11.0%; T. Garver, 5.70%; Pamela Fruth, 4.40%; R. Carter, 3.50%; T. Wilson, 2.20%; R. F. Bell, 1.95%; M. Stranahan, 1.60%; 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.
- MIKE GIROCCO, local sales manager.
- LARRY SCOTT, national sales manager.
- STEVEN W. PUNTIERI, chief engineer.
- DENIS C. KATELL, program director.
- CHRIS KARL, promotion director.
- DAN DELA TORRE, business manager.

Highest One Hour Rate: \$5000.

Highest 30 Sec. Rate: \$1000.

City of License: Toledo. **ADI:** Toledo. **Rank:** 65.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	OHIO			
	Fulton	14,200	13,900	98
	Henry	10,400	10,300	99
	Lucas	177,500	175,500	99
	Sandusky	23,600	23,400	99
	Seneca	21,700	21,400	99
	Wood	39,200	38,700	99
Between 25-49%	MICHIGAN			
	Lenawee	31,100	30,700	99



Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	MONROE	45,500	45,000	99
	OHIO			
	Defiance	14,000	13,800	99
	Hancock	24,800	24,500	99
	Hardin	11,900	11,600	98
	Ottawa	15,200	15,000	99
	Putnam	11,000	10,800	98
	Williams	14,000	13,700	98
	Wyandot	8,100	7,900	98
	Between 5-24%	MICHIGAN		
Hillsdale		14,800	14,500	98
Washtenaw		99,200	97,000	98
OHIO				
Allen		40,800	40,100	98
Crawford		18,500	18,200	98
	Erie	29,100	28,700	99
	Huron	20,300	20,000	99
	Van Wert	11,500	11,300	98
	Station Totals	696,400	686,000	99
	Net Weekly Circulation (1988)		275,000	
Average Daily Circulation (1988)		108,200		

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 aural & 97.70-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: AP.

Ownership: The Indicator Printing Co. Elizabeth M. Brown, 82.13%; Betty J. H. Brown, 12.07%; Mark A. Brown, 4.00%.

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.
JOHN A. GRDIC, general manager.
KATHIE BRICKMAN, national sales & traffic manager.
HOMAIN BAXTER, film director.
LARRY OLESEN, chief engineer.
ED BARON, news director.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$1800.

NETWORK BASE HOURLY RATE: \$725.

City of License: Youngstown. ADI: Youngstown. Rank: 88.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 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



WFMJ-TV BPCT-800131KU Granted 7/31/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mahoning	103,200	102,100	99
	Trumbull	87,900	87,000	99
PENNSYLVANIA				
	Lawrence	38,700	38,100	98
	Mercer	46,900	46,100	98
OHIO				
Between 5-24%	Ashtabula	37,500	36,900	98
	Carroll	9,900	9,800	99
	Geauga	25,300	24,900	98
	Portage	48,500	48,000	99
	Stark	139,600	137,800	99
PENNSYLVANIA				
	Beaver	72,600	71,700	99
	Crawford	32,700	31,900	98
	Venango	24,000	23,300	97
Station Totals		708,200	698,400	99
Net Weekly Circulation (1988)			317,000	
Average Daily Circulation (1988)			190,900	

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.

Telephones: 216-782-1144; 216-788-2456. 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; 7-meter C-band; 5-meter C-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 Inc.

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.
GARY HANSON, news director.
MIKE SEACHMAN, promotion director.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$818.

City of License: Youngstown. ADI: Youngstown. Rank: 88.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	OHIO			
	Columbiana	41,400	40,800	99
	Mahoning	103,200	102,100	99
	Trumbull	87,900	87,000	99
	PENNSYLVANIA			
	Lawrence	38,700	38,100	98
	Mercer	46,900	46,100	98
Between 5-24%	OHIO			
	Ashtabula	37,500	36,900	98
	Carroll	9,900	9,800	99
	Portage	48,500	48,000	99
	Stark	139,600	137,800	99
	Summit	193,700	191,700	99
	PENNSYLVANIA			
	Beaver	72,600	71,700	99
	Butler	55,500	54,800	99
	Clarion	15,100	14,800	98
Crawford	32,700	31,900	98	
Venango	24,000	23,300	97	
WEST VIRGINIA				
Brooke	10,700	10,700	100	
Hancock	14,900	14,900	100	
Station Totals		972,800	960,400	99
Net Weekly Circulation (1988)				335,200
Average Daily Circulation (1988)				190,800

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; Paracclipse, 3.6-meter; RCA Americom Ku-band; Avantek, M/A-Corn, 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 WKSTV 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): MMT Marketing.

Represented (legal): Wilner & Scheiner.

Personnel:

- GEOFFREY PEARCE, vice president & general manager.
- JOSEPH DOBOSH, general sales manager.
- TOM MOCK, news director.
- FRANK MARAFIOTE, program director.
- R. DENNIS NYE, controller.
- ARTHUR TAYLOR, chief engineer.

Highest One Hour Rate: \$7600.

Highest 30 Sec. Rate: \$1250.

NETWORK BASE HOURLY RATE: \$600.

City of License: Youngstown. AOI: Youngstown. Rank: 88.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Columbiana	41,400	40,800	99
	Mahoning	103,200	102,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Trumbull	87,900	87,000	99
	PENNSYLVANIA			
	Lawrence	38,700	38,100	98
	Mercer	46,900	46,100	98
OHIO				
Between 5-24%	Ashtabula	37,500	36,900	98
	Belmont	31,500	31,000	98
	Harrison	6,300	6,200	98
	Jefferson	32,300	31,900	99
	Portage	48,500	48,000	99
PENNSYLVANIA				
	Beaver	72,600	71,700	99
	Butler	55,500	54,800	99
	Clarion	15,100	14,800	98
	Crawford	32,700	31,900	98
WEST VIRGINIA				
	Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100
	Ohio	23,200	23,100	100
Station Totals		698,900	690,000	99
Net Weekly Circulation (1988)			309,700	
Average Daily Circulation (1988)			169,000	

Ohio—Zanesville

WHIZ-TV

Ch. 18

Network Service: NBC.

Licensee: Southeastern Ohio Television System, 629 Downard Rd., Zanesville, OH 43701.

Studio: 629 Downard Rd., Zanesville, OH 43701.

Telephones: 614-453-0361; 614-452-5431.

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: 629 Downard Rd., Zanesville.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: RCA, 3-meter Ku-band; Scientific-Atlanta, 6-meter; Pin-zone, RCA, Scientific-Atlanta 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, 83.0%; Ernest B. Graham, 11.0%; John Graham, 3.00%; Ernest Graham Jr., 3.00%.

Began Operation: May 23, 1953.

Represented (sales): Katz Television; Regional Reps Corp. (Ohio).

Represented (legal): Dempsey & Koplovitz.

Represented (engineering): Moffet, Larson & Johnson Inc.

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. **AOI:** Zanesville. **Rank:** 201.

Total Households: © MSI Consumer Market Data as of 1/1/88. TV Homes, TV% and Circulation © 1988 Arbitron. County coverage based on Arbitron study.



WHIZ-TV BPCT-850828KX Granted 10/25/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Coshocton	14,000	13,600	97
	Guemsey	15,600	15,200	97
	Morgan	5,300	5,100	96
	Muskingum	31,700	31,100	98
OHIO				
Between 25-49%	Noble	4,300	4,100	95
	Perry	11,700	11,500	98
OHIO				
Between 5-24%	Fairfield	35,300	34,900	99
	Holmes	9,000	8,500	94
	Licking	46,600	46,100	99
	Monroe	6,100	5,900	97
	Tuscarawas	33,100	32,400	98
Station Totals		212,700	208,400	98
Net Weekly Circulation (1988)			75,500	
Average Daily Circulation (1988)			45,000	

Ohio

WXIX-TV, Cincinnati-Newport (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	INDIANA			
	Randolph	10,900	10,700	98
	Rush	6,500	6,400	98
	KENTUCKY			
	Bath	3,600	3,500	97
	Clark	11,000	10,900	99
	Fleming	4,700	4,600	98
	Henry	4,800	4,800	100
	Lewis	5,000	4,900	98
	Nicholas	2,700	2,700	100
	Powell	4,000	3,900	97
	Scott	8,100	8,000	99
	Shelby	8,700	8,600	99
	Trimble	2,200	2,200	100
	Woodford	6,600	6,500	98
	OHIO			
	Allen	40,800	40,100	98
	Auglaize	16,000	15,700	98
	Clark	54,600	54,000	99
	Darke	20,500	20,200	99
Fayette	10,100	9,900	98	
Hardin	11,900	11,600	98	
Lawrence	23,600	23,200	98	
Logan	15,500	15,300	98	
Shelby	15,400	15,200	99	
Van Wert	11,500	11,300	98	

WXIX-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	WEST VIRGINIA			
	Wayne	16,900	16,700	99

WLWT, Cincinnati (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Montgomery	7,800	7,700	99
	Nicholas	2,700	2,700	100
	Rowan	6,300	6,200	98
	Trimble	2,200	2,200	100
	OHIO			
	Auglaize	16,000	15,700	98
	Champaign	12,900	12,700	98
	Darke	20,500	20,200	99
	Greene	45,400	44,900	99
	Lawrence	23,600	23,200	98
	Miami	33,700	33,300	99
Montgomery	221,600	219,400	99	
Shelby	15,400	15,200	99	