

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Des Moines, IA	382,400	66	KCCI-TV (8), KDSM-TV (17), WHO-TV (13), WOI-TV (5)
Omaha, NE	351,300	73	KETV (7), KMTV (3), KPTM (42), WOWT (6)
Davenport, IA-Rock Island-Moline, IL	315,500	78	KJMH (26), KLJB-TV (18), KWQC-TV (6), WHBF-TV (4), WOAD-TV (8)
Cedar Rapids-Waterloo-Dubuque, IA	305,800	81	KCRG-TV (9), KDUB-TV (40), KGAN (2), KWWL (7)
Sioux Falls-Mitchell, SD	235,900	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	155,800	138	KCAU-TV (9), KMEG (14), KTIV (4)
Rochester, MN-Mason City, IA-Austin, MN	142,000	149	KAAL (6), KIMT (3), KTTC (10)
Quincy, IL-Hannibal, MO	121,200	154	KHOA-TV (7), WGEM-TV (10), WTJR (16)
Ottumwa, IA-Kirkville, MO	28,600	203	KOIA-TV (15), KTVO (3)
Mankato, MN	23,100	206	KEYC-TV (12)

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 & KWVL, Waterloo	See Cedar Rapids, IA

Iowa Station Totals as of October 1, 1990

	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: Fox

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: Burlington Bcstg. Co. Ltd.

Began Operation: January 5, 1988.

Represented (legal): Miller & Fields, P.C.

Personnel:

GEORGE VAN HAGEN, general manager.
VICKI LIND, news & promotion director.
HEATHER POOLE, program director.
JACK ROWLEY, chief engineer.

Highest 30 Sec. Rate: \$200.

City of License: Burlington. ADI: Davenport, IA-Rock Island-Moline, IL. Rank: 78.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA	18,100	17,900	99
	Des Moines			
Between 5-24%	IOWA	7,200	7,100	99
	Henry Lee			



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS	9,200	9,100	99
	Hancock Henderson			
Totals		54,400	53,700	99
Net Weekly Circulation (1990)				11,800
Average Daily Circulation (1990)				3,100

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; Avartek, M/A-Com, Standard Communications receivers.

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

News Service: AP.

Ownership: Cedar Rapids Television Co.

Began Operation: October 15, 1953.

Represented (sales): Pety 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, vice president & general manager.

LINDA BLACKBURN, general sales manager.

JIM JOHNSON, national sales manager.

MIKE MORAN, local sales manager.

BRUCE A. KRUSE, chief engineer.

DEAN BUNTING, news & program director.

BOB JACKSON, promotion director.

JIM LAYMON, business manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$975.

City of License: Cedar Rapids. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 81.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Allamakee	5,400	5,300	98
	Benton	8,900	8,800	99
	Black Hawk	47,000	46,700	99
	Bremer	8,700	8,600	99
	Buchanan	8,000	7,900	99
	Butler	6,300	6,200	98
	Cedar	7,300	7,200	99
	Chickasaw	5,300	5,200	98
	Clayton	8,200	8,100	99
	Delaware	6,800	6,700	99
	Dubuque	31,400	31,000	99



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fayette	9,100	9,000	99
	Grundy	5,300	5,300	100
	Iowa	6,000	5,900	98
	Johnson	33,800	33,300	99
	Jones	7,200	7,100	99
	Keokuk	4,800	4,700	98
	Linn	66,900	66,400	99
	Poweshiek	7,200	7,100	99
	Tama	6,900	6,800	99
	Washington	7,800	7,700	99
Winneshiek	7,600	7,500	99	
Between 25-49%	IOWA			
	Floyd	7,100	7,000	99
	Franklin	5,100	5,100	100
	Hardin	8,100	8,000	99
	Howard	4,000	3,900	98
	Jackson	8,200	8,100	99
	Jefferson	6,600	6,500	98
Marshall	15,900	15,800	99	
WISCONSIN	Crawford	6,100	6,000	98
	Grant	17,900	17,400	97
Between 5-24%	IOWA			
	Henry	7,200	7,100	99
	Mahaska	9,200	9,100	99
	Mitchell	4,500	4,500	100
	Muscatine	15,600	15,500	99
ILLINOIS	Jo Daviess	9,100	8,900	97
Totals		430,500	425,400	99
Net Weekly Circulation (1990)				289,700
Average Daily Circulation (1990)				164,200

Iowa—Cedar Rapids-Waterloo

KGAN

Ch. 2

Network Service: CBS.

Licensee: Guy Gannett Publishing Co., Box 3131, Cedar Rapids, IA 52406.

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

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

Telephone: 319-395-9060. TWX: 910-525-1326. Fax: 319-395-0987.

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 Broadcasting Services (Group Owner).

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.

DEE NOONAN, national sales manager.

NICK PALEN, local sales manager.

JOHN ALTENBERN, director of news.

ROBERT BURNS, chief engineer.

JOHN GANAHL, program manager & public affairs director.

MIKE CUNNINGHAM, promotion manager.

JOHN STOCK, business manager.

MIKE SMITH, production manager.

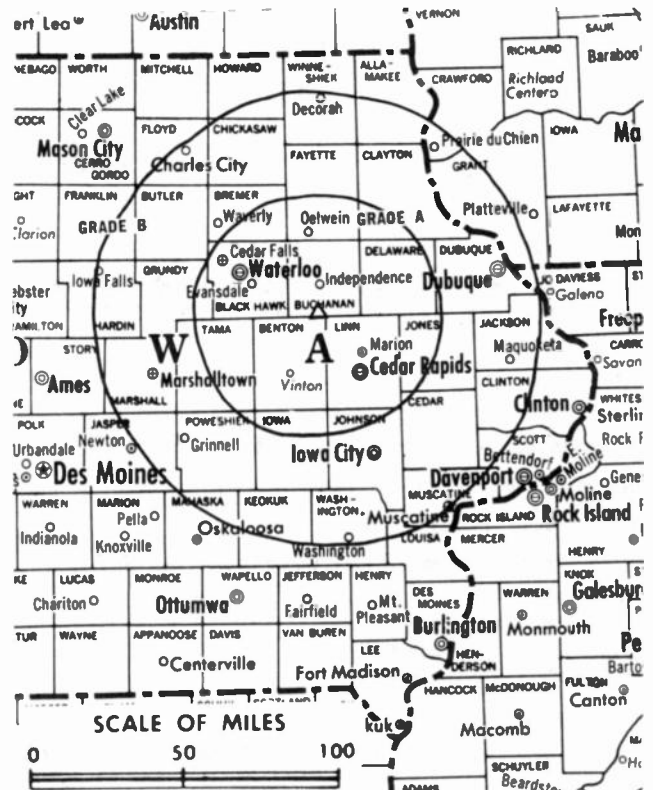
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1047.

City of License: Cedar Rapids. ADI: Cedar Rapids-Waterloo-Dubuque. Rank: 81.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Allamakee	5,400	5,300	98
	Benton	8,900	8,800	99
	Black Hawk	47,000	46,700	99
	Bremer	8,700	8,600	99
	Buchanan	8,000	7,900	99
	Butler	6,300	6,200	98
	Cedar	7,300	7,200	99
	Chickasaw	5,300	5,200	98
	Clayton	8,200	8,100	99
	Delaware	6,800	6,700	99
	Dubuque	31,400	31,000	99
	Fayette	9,100	9,000	99



KGAN BPCT—2102 Granted 5/29/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grundy	5,300	5,300	100
	Iowa	6,000	5,900	98
	Jefferson	6,600	6,500	98
	Johnson	33,800	33,300	99
	Jones	7,200	7,100	99
	Keokuk	4,800	4,700	98
	Linn	66,900	66,400	99
	Poweshiek	7,200	7,100	99
	Tama	6,900	6,800	99
	Washington	7,800	7,700	99
	Winneshiek	7,600	7,500	99
Between 25-49%	IOWA			
	Floyd	7,100	7,000	99
	Jackson	8,200	8,100	99
	WISCONSIN			
Crawford	6,100	6,000	98	
Grant	17,900	17,400	97	
Between 5-24%	IOWA			
	Franklin	5,100	5,100	100
	Hardin	8,100	8,000	99
	Howard	4,000	3,900	98
	Mahaska	9,200	9,100	99
	Marshall	15,900	15,800	99
	Muscatine	15,600	15,500	99
	Wapello	15,500	15,300	99
	ILLINOIS			
	Jo Daviess	9,100	8,900	97
Totals		434,300	429,100	99
Net Weekly Circulation (1990)			285,600	
Average Daily Circulation (1990)			161,600	

Iowa—Cedar Rapids

KOCR
Ch. 28

Network Service: Fox.

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

Studio: 605 Boyson Rd. NE, Cedar Rapids, IA 52402.

Telephone: 319-378-1696.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1461-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.

Ownership: Metro Program Network Inc.

Began Operation: February 1, 1988.

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

Personnel:

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

Rates: On request.

City of License: Cedar Rapids. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 81.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA			
	Benton	8,900	8,800	99
	Linn	66,900	66,400	99
Between 5-24%	IOWA			
	Buchanan	8,000	7,900	99
	Delaware	6,800	6,700	99



KOCR BMPCT-880329KL Granted 1/23/89

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Iowa	6,000	5,900	98
	Johnson	33,800	33,300	99
	Jones	7,200	7,100	99
Totals		137,600	136,100	99
Net Weekly Circulation (1990)			38,200	
Average Daily Circulation (1990)			13,600	

Iowa—Waterloo-Cedar Rapids

KWWL

Ch. 7

Network Service: NBC.

Licensee: American Family Broadcast Group Inc., E. 4th & Franklin Sts., Waterloo, IA 50703.

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

Telephone: 319-291-1200. **TWX:** 910-525-1271. **Fax:** 319-291-1233.

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, CNN, NBC, NIWS, UPI.

Ownership: American Family Corp. (Group Owner).

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:

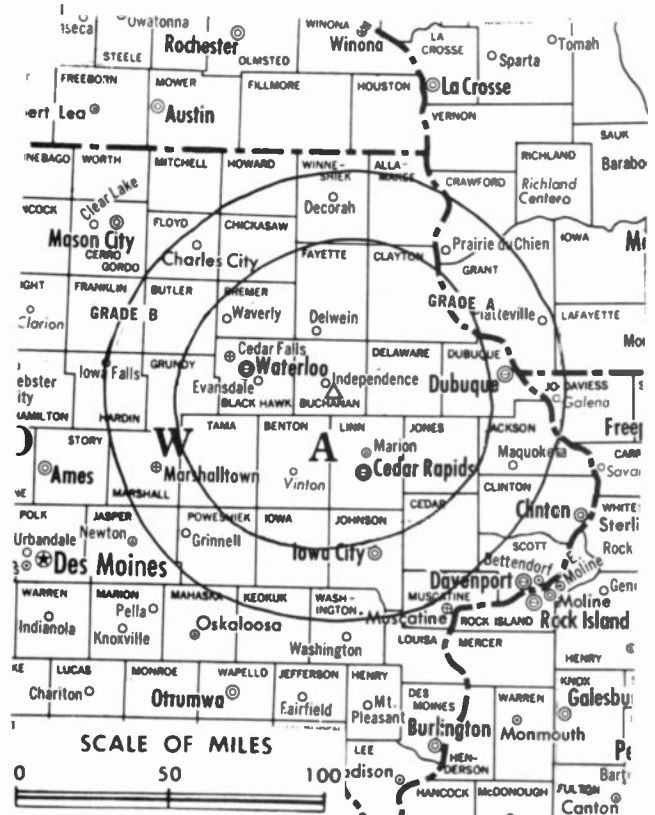
- JIM WATERBURY, president & general manager.
- MARK MATHIS, vice president, operations & programming.
- BOB CASHEN, vice president, news & public affairs.
- MIKE WEEKS, vice president & general sales manager.
- JIM OHMSTEDE, vice president & chief engineer.
- JOHN SAMPSON, national sales manager.
- SHERREE SHARP, marketing & promotion director.
- BONNIE WURTZEL, business manager.
- JANICE WEILEIN, marketing director.

Highest 30 Sec. Rate: \$2500.

City of License: Waterloo. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 81.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Allamakee	5,400	5,300	98
	Benton	8,900	8,800	99
	Black Hawk	47,000	46,700	99
	Bremer	8,700	8,600	99
	Buchanan	8,000	7,900	99
	Butler	6,300	6,200	98
	Cedar	7,300	7,200	99
	Chickasaw	5,300	5,200	98
	Clayton	8,200	8,100	99
	Delaware	6,800	6,700	99
	Dubuque	31,400	31,000	99
	Fayette	9,100	9,000	99
	Floyd	7,100	7,000	99
	Grundy	5,300	5,300	100



KWWL BMPCT-6729 Granted 1/4/68

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	IOWA				
	Howard	4,000	3,900	98	
	Iowa	6,000	5,900	98	
	Johnson	33,800	33,300	99	
	Jones	7,200	7,100	99	
	Keokuk	4,800	4,700	98	
	Linn	66,900	66,400	99	
	Tama	6,900	6,800	99	
	Washington	7,800	7,700	99	
	Winneshiek	7,600	7,500	99	
	WISCONSIN				
	Crawford	6,100	6,000	98	
	Grant	17,900	17,400	97	
	Between 25-49%	IOWA			
		Franklin	5,100	5,100	100
Hardin		8,100	8,000	99	
Jackson		8,200	8,100	99	
Marshall		15,900	15,800	99	
ILLINOIS					
Jo Daviess	9,100	8,900	97		
Between 5-24%	IOWA				
	Clinton	20,300	20,200	100	
	Jefferson	6,600	6,500	98	
	Mitchell	4,500	4,500	100	
	Muscatine	15,600	15,500	99	
	MINNESOTA				
	Houston	6,500	6,400	98	
WISCONSIN					
Lafayette	6,200	6,100	98		
Totals		447,100	441,900	99	
Net Weekly Circulation (1990)				317,800	
Average Daily Circulation (1990)				206,600	

Iowa—Davenport

KLJB-TV

Ch. 18

Network Service: Fox.

Licensee: Davenport Communications L.P., Debtor-in Possession, 937 E. 53rd St., Suite D, Davenport, IA 52807.

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

Telephone: 319-386-1818. TWX: 510-600-1729. Fax: 319-386-2543.

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 Stations: United Satellite Systems, 5-meter; DX Antenna; ISS; Scientific-Atlanta receivers.

Ownership: Davenport Communications Ltd. Partnership.

Began Operation: July 28, 1985.

Represented (sales): Settel Inc.

Personnel:

- GARY L. BRANDT, general manager.
- BRIDGET B. BOWEN, general sales manager.
- DAN OLSON, national sales manager.
- DON BARGMANN, chief engineer.
- RANDY BELK, program manager.
- SUE PASSE, public service director.
- LAURIE SNELL, promotion manager.
- KATHLEEN S. DeBOEUF, business manager.
- PENNY JOHNSON, traffic manager.

Highest 30 Sec. Rate: \$900.

City of License: Davenport. ADI: Davenport, IA-Rock Island-Moline, IL. Rank: 78.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Muscatine	15,600	15,500	99
	Scott	60,700	60,200	99
	ILLINOIS			
	Mercer	7,000	6,900	99
	Rock Island	61,400	60,800	99
Between 25-49%	IOWA			
	Cedar	7,300	7,200	99
	Clinton	20,300	20,200	100
	Henry	7,200	7,100	99
	Louisa	4,600	4,500	98



KLJB-TV BMPCT-850412KE Granted 6/21/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Carroll	7,000	6,900	99
	Henry	20,400	20,200	99
	Warren	8,000	7,900	99
	Whiteside	24,000	23,600	98
Between 5-24%	IOWA			
	Des Moines	18,100	17,900	99
	Jackson	8,200	8,100	99
	Jones	7,200	7,100	99
	Lee	16,400	16,200	99
	ILLINOIS			
	Bureau	14,500	14,200	98
Henderson	3,500	3,400	97	
Jo Daviess	9,100	8,900	97	
Knox	22,800	22,500	99	
Lee	12,900	12,700	98	
Stark	2,700	2,700	100	
Totals		358,900	354,700	99
Net Weekly Circulation (1990)				135,100
Average Daily Circulation (1990)				58,600

Iowa—Davenport

KWQC-TV

Ch. 6

Network Service: NBC.

Licensee: Broad Street Television L.P., Sturbridge Commons, Ethan House, 250 State St., North Haven, CT 06473-2135.

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 Station: SatCom, 7-meter; Harris, M/A-Com receivers.

News Services: AP, UPI.

Ownership: Broad Street Television L.P.

Began Operation: October 31, 1949. Sold to present owner by Palmer Communications Inc. 1985 (Television Digest, Vol. 29:22).

Represented (sales): Blair Television.

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

Personnel:

JOHN SLOAN, president & general manager.

JOHN HEGEMAN, vice president, operations & engineering.

MIKE ZANDRON, general sales manager.

ALLEN WIESE, local sales manager.

DOUG RETHERFORD, news director.

DUANE MATHIAS, promotion director.

CATHIE WHITESIDE, business manager.

KERRI DAVIS FLICKE, marketing director.

DOUG BIERMAN, chief engineer.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1900.

City of License: Davenport. ADI: Davenport, IA-Rock Island-Moline, IL. Rank: 78.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cedar	7,300	7,200	99
	Clinton	20,300	20,200	100
	Des Moines	18,100	17,900	99
	Henry	7,200	7,100	99
	Jackson	8,200	8,100	99
	Louisa	4,600	4,500	98
	Muscatine	15,600	15,500	99
	Scott	60,700	60,200	99
	ILLINOIS			
	Bureau	14,500	14,200	98
	Carroll	7,000	6,900	99
	Henderson	3,500	3,400	97
	Henry	20,400	20,200	99
	Jo Daviess	9,100	8,900	97



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Knox	22,800	22,500	99
	Mercer	7,000	6,900	99
	Rock Island	61,400	60,800	99
	Warren	8,000	7,900	99
	Whiteside	24,000	23,600	98
Between 25-49%	IOWA			
	Lee	16,400	16,200	99
	ILLINOIS			
Lee	12,900	12,700	98	
Stark	2,700	2,700	100	
Between 5-24%	IOWA			
	Jefferson	6,600	6,500	98
	Johnson	33,800	33,300	99
	Jones	7,200	7,100	99
	Washington	7,800	7,700	99
	ILLINOIS			
	Fulton	15,400	15,100	98
	Hancock	9,200	9,100	99
	Mc Donough	12,600	12,400	98
	Ogle	17,400	17,100	98
Putnam	2,300	2,200	96	
Totals		464,000	458,100	99
Net Weekly Circulation (1990)			313,200	
Average Daily Circulation (1990)			205,400	

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

Iowa—Des Moines

KCCI-TV

Ch. 8

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. Fax: 515-243-4931.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-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: Scientific-Atlanta, 7-meter C-band; KLM, 5-meter C-band; Prodelin, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; RCA Americom, 3.6-meter Ku-band; M/A-Com; Microdyne; Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: H & C Communications Inc. (Group Owner).

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:

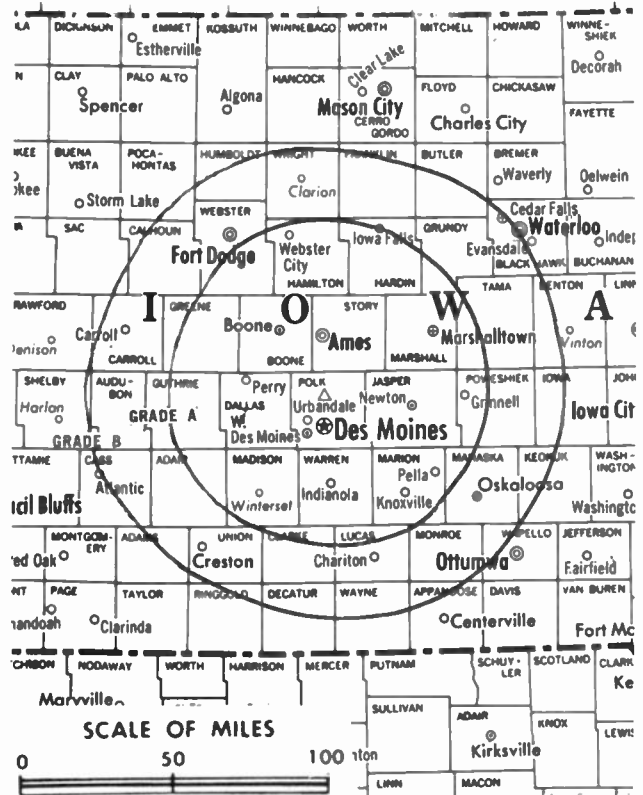
PAUL FREDERICKSEN, president & general manager.
JOHN PASCUZZI, vice president, operations.
BILL HUEY, vice president & chief engineer.
DAVE POREPP, general sales manager.
ANNE MARIE CAUDRON, national account executive.
DAVE BUSICK, news director.
ROBERT DAY, programming director.
PAM KULIK, director, promotion & community affairs.
IRMA DAVIS, business manager.
DOUG CRETSINGER, production manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,600	3,600	100
	Appanoose	6,000	5,900	98
	Audubon	3,000	3,000	100
	Boone	10,100	10,000	99
	Calhoun	4,700	4,600	98
	Carroll	8,300	8,200	99
	Clarke	3,500	3,500	100
	Dallas	12,000	11,900	99
	Davis	3,300	3,300	100
	Decatur	3,400	3,300	97
	Greene	4,600	4,600	100
	Guthrie	4,700	4,600	98
	Hamilton	6,800	6,700	99
	Hardin	8,100	8,000	99
	Humboldt	5,000	4,900	98
	Jasper	14,400	14,300	99
	Lucas	4,200	4,100	98



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madison	4,700	4,700	100
	Mahaska	9,200	9,100	99
	Marion	11,100	11,000	99
	Marshall	15,900	15,800	99
	Monroe	3,400	3,400	100
	Pocahontas	4,100	4,000	98
	Polk	132,700	131,700	99
	Poweshiek	7,200	7,100	99
	Ringgold	2,300	2,300	100
	Sac	5,300	5,200	98
	Story	25,500	25,200	99
	Taylor	3,200	3,100	97
	Union	5,400	5,300	98
	Wapello	15,500	15,300	99
	Warren	13,500	13,400	99
	Wayne	3,200	3,100	97
	Webster	17,000	16,800	99
Wright	6,200	6,100	98	
MISSOURI	Mercer	1,600	1,600	100

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA			
	Adams	2,100	2,100	100
	Buena Vista	7,800	7,700	99
	Cass	6,600	6,500	98
	Franklin	5,100	5,100	100
	Grundy	5,300	5,300	100
	Keokuk	4,800	4,700	98
	Kossuth	7,800	7,700	99
	Montgomery	5,400	5,300	98

(Continued on page A-475)

Totals		514,800	509,200	99
Net Weekly Circulation (1990)				375,800
Average Daily Circulation (1990)				246,700

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 Station: Prodelin, 5-meter; Microwave Assoc. receivers.

News Service: INN.

Ownership: Duchossois Communications Co. of Iowa

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): Seitel Inc.

Represented (legal): Tierney & Swift.

Personnel:

TOMMY THOMPSON, vice president & general manager.

TED STEPHENS, general sales manager.

DAVE WILFAHRT, local sales manager.

KEN CARRINGTON, promotion manager.

MARTIN MOHRFIELD, chief engineer.

CANDY FREEMAN, business manager.

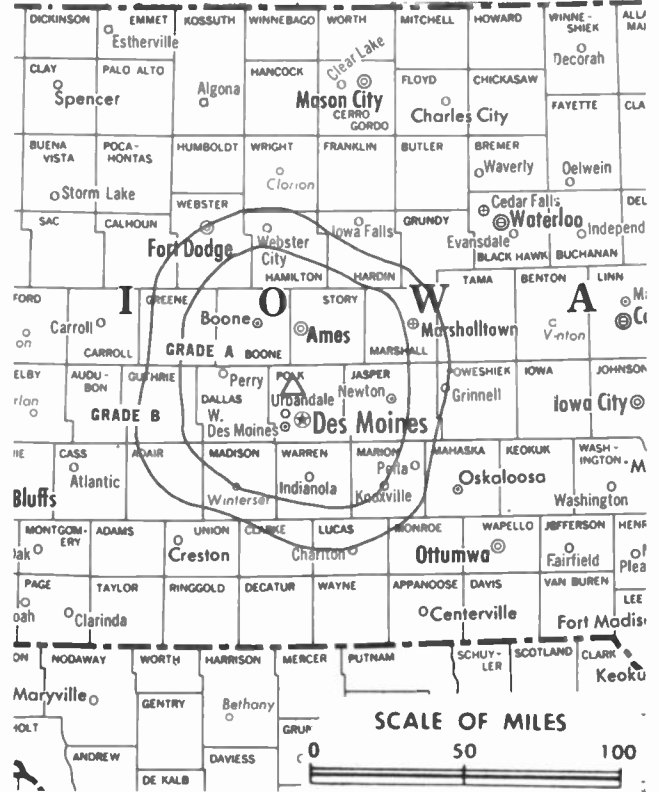
PERRY GARNER, production manager.

Highest 30 Sec. Rate: \$1300.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	IOWA			
	Boone	10,100	10,000	99
	Dallas	12,000	11,900	99
	Greene	4,600	4,600	100
	Guthrie	4,700	4,600	98
	Hamilton	6,800	6,700	99
	Humboldt	5,000	4,900	98
	Jasper	14,400	14,300	99
	Lucas	4,200	4,100	98
	Madison	4,700	4,700	100
	Marion	11,100	11,000	99
	Monroe	3,400	3,400	100
	Polk	132,700	131,700	99
	Poweshiek	7,200	7,100	99
	Story	25,500	25,200	99
	Union	5,400	5,300	98
	Warren	13,500	13,400	99
	Wayne	3,200	3,100	97
	Webster	17,000	16,800	99
Between 25-49%				
	IOWA			
	Adair	3,600	3,600	100
	Adams	2,100	2,100	100



KDSM-TV BMPCT—821006KE Granted 10/29/82 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	Appanoose	6,000	5,900	98
	Audubon	3,000	3,000	100
	Calhoun	4,700	4,600	98
	Carroll	8,300	8,200	99
	Clarke	3,500	3,500	100
	Franklin	5,100	5,100	100
	Grundy	5,300	5,300	100
	Hardin	8,100	8,000	99
	Mahaska	9,200	9,100	99
	Marshall	15,900	15,800	99
	Montgomery	5,400	5,300	98
	Ringgold	2,300	2,300	100
	Tama	6,900	6,800	99
	Wright	6,200	6,100	98
Between 5-24%				
	IOWA			
	Buena Vista	7,800	7,700	99
	Cass	6,600	6,500	98
	Crawford	6,800	6,700	99
	Davis	3,300	3,300	100
	Decatur	3,400	3,300	97
	Iowa	6,000	5,900	98
	Keokuk	4,800	4,700	98
	Kossuth	7,800	7,700	99
	Mills	4,700	4,700	100
	Page	7,400	7,300	99
	Palo Alto	4,500	4,400	98
	Pocahontas	4,100	4,000	98
	Sac	5,300	5,200	98
	Shelby	5,500	5,500	100
	Taylor	3,200	3,100	97
	Wapello	15,500	15,300	99
Totals		477,800	472,800	99
Net Weekly Circulation (1990)				227,800
Average Daily Circulation (1990)				98,600

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. Fax: 515-242-3797.

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 Service: AP.

Ownership: Palmer Communications Inc. (Group Owner).

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, P.C.

Personnel:

JOSEPH LENTZ, vice president & general manager.
TOM HESTON, general sales manager.
CHERYL SEMERAD, local sales manager.
KEN ERICKSON, director of engineering.
BRIEN GREIF, news director.
MARY BRACKEN, program manager.
DEMETRIOS HADJIS, promotion manager.
SHIRLEY STREFF, business manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,600	3,600	100
	Appanoose	6,000	5,900	98
	Audubon	3,000	3,000	100
	Boone	10,100	10,000	99
	Calhoun	4,700	4,600	98
	Carroll	8,300	8,200	99
	Clarke	3,500	3,500	100
	Dallas	12,000	11,900	99
	Davis	3,300	3,300	100
	Decatur	3,400	3,300	97
	Greene	4,600	4,600	100
	Guthrie	4,700	4,600	98
	Hamilton	6,800	6,700	99
	Hardin	8,100	8,000	99
	Humboldt	5,000	4,900	98
	Jasper	14,400	14,300	99
	Lucas	4,200	4,100	98
	Madison	4,700	4,700	100



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

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Mahaska	9,200	9,100	99	
	Marion	11,100	11,000	99	
	Marshall	15,900	15,800	99	
	Monroe	3,400	3,400	100	
	Pocahontas	4,100	4,000	98	
	Polk	132,700	131,700	99	
	Poweshiek	7,200	7,100	99	
	Ringgold	2,300	2,300	100	
	Story	25,500	25,200	99	
	Union	5,400	5,300	98	
	Wapello	15,500	15,300	99	
	Warren	13,500	13,400	99	
	Wayne	3,200	3,100	97	
	Webster	17,000	16,800	99	
	Wright	6,200	6,100	98	
	MISSOURI	Mercer	1,600	1,600	100
		Putnam	2,100	2,100	100
IOWA					
Between 25-49%	Adams	2,100	2,100	100	
	Cass	6,600	6,500	98	
	Franklin	5,100	5,100	100	
	Grundy	5,300	5,300	100	
	Jefferson	6,600	6,500	98	
	Keokuk	4,800	4,700	98	
	Kossuth	7,800	7,700	99	
	Palo Alto	4,500	4,400	98	
	Sac	5,300	5,200	98	
(Continued on page A-475)					
Totals		476,700	471,600	99	
Net Weekly Circulation (1990)			358,900		
Average Daily Circulation (1990)			218,800		

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. Fax: 515-294-8503 (administration); 515-294-7862 (news); 515-294-5328 (sales).

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 C-band; Andrew, 7.3-meter; Scientific-Atlanta, 7-meter; Andrew, 4.5-meter; Microdyne, 3.7-meter Ku-band; Avantek, Harris, M/A-Com receivers, Scientific-Atlanta.

News Services: AP, ABC.

Ownership: Iowa State University Bcstg. Corp.

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.

DIANA LAMM, news director.

JANIS MARVIN, programming coordinator.

BETTY LOU VARNUM, public affairs coordinator.

TERRY McFARLANE, promotion director.

DON WIRTH, business manager.

MEL CRIPPEN, marketing director.

Highest One Hour Rate: \$4000.

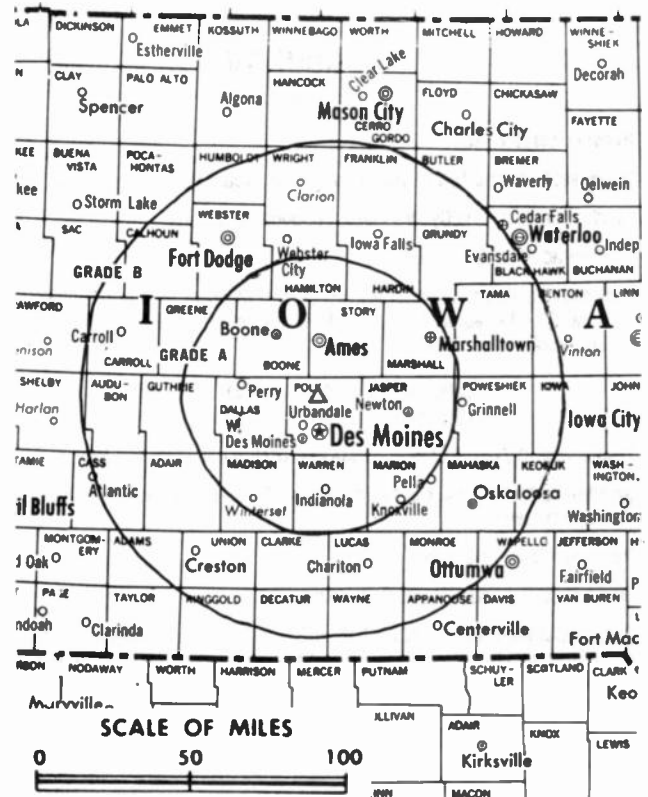
Highest 30 Sec. Rate: \$850.

NETWORK BASE HOURLY RATE: \$1000.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,600	3,600	100
	Appanoose	6,000	5,900	98
	Audubon	3,000	3,000	100
	Boone	10,100	10,000	99
	Calhoun	4,700	4,600	98
	Carroll	8,300	8,200	99
	Clarke	3,500	3,500	100
	Dallas	12,000	11,900	99
	Decatur	3,400	3,300	97
	Greene	4,600	4,600	100
	Guthrie	4,700	4,600	98
	Hamilton	6,800	6,700	99
	Hardin	8,100	8,000	99
	Humboldt	5,000	4,900	98
	Jasper	14,400	14,300	99
	Lucas	4,200	4,100	98
Madison	4,700	4,700	100	



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mahaska	9,200	9,100	99
	Marion	11,100	11,000	99
	Marshall	15,900	15,800	99
	Monroe	3,400	3,400	100
	Pocahontas	4,100	4,000	98
	Polk	132,700	131,700	99
	Poweshiek	7,200	7,100	99
	Ringgold	2,300	2,300	100
	Story	25,500	25,200	99
	Union	5,400	5,300	98
	Warren	13,500	13,400	99
	Wayne	3,200	3,100	97
	Webster	17,000	16,800	99
	Wright	6,200	6,100	98

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

(Continued on page A-475)

Totals	492,000	486,700	99
Net Weekly Circulation (1990)			341,700
Average Daily Circulation (1990)			185,600

Iowa—Dubuque

KDUB-TV Ch. 40

Network Service: ABC.

Licensee: Dubuque TV Ltd. Partnership, 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 Illinois 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: Dubuque TV Ltd. Partnership.

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 sale to Sage Bcstg. Corp. of Dubuque March 25, 1988 but sale was not consummated.

Represented (sales): Seitel Inc.

Personnel:

THOMAS G. BOND, general manager.

JOE DENK, news & program director.

GARY HAVERLAND, chief engineer.

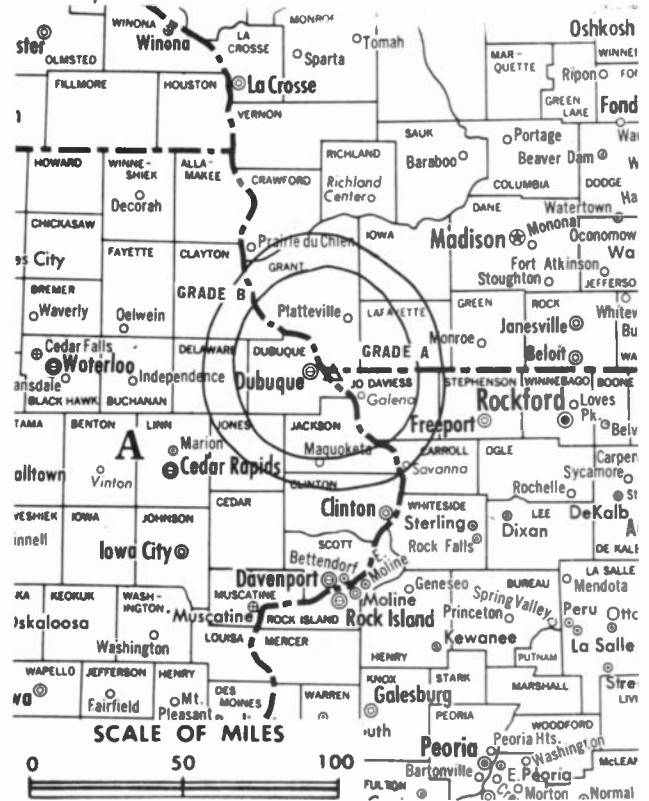
Highest 30 Sec. Rate: \$135.

NETWORK BASE HOURLY RATE: \$75.

City of License: Dubuque. ADI: Cedar Rapids-Waterloo-Dubuque. Rank: 81.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA Dubuque	31,400	31,000	99
Between 25-49%	ILLINOIS Jo Daviess	9,100	8,900	97



KDUB-TV 8PCT-4978 Granted 2/11/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WISCONSIN Grant	17,900	17,400	97
Between 5-24%	IOWA Clayton	8,200	8,100	99
	Delaware	6,800	6,700	99
	Jackson	8,200	8,100	99
	Jones	7,200	7,100	99
	WISCONSIN Crawford	6,100	6,000	98
	Lafayette	6,200	6,100	98
Totals		101,100	99,400	98
Net Weekly Circulation (1990)			41,900	
Average Daily Circulation (1990)			22,800	

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, 7.5-meter; Scientific-Atlanta, 4.5-meter; Scientific-Atlanta, 3.9-meter; Scientific-Atlanta, 3.7-meter; DX Antenna, Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Spartan Radiocasting Inc. (Group Owner).

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 AUNE, general sales manager.
- DAVE PRESSLER, local & regional sales manager.
- JEROME RISTING, program director.
- CHAD TANNAHILL, promotions manager.
- DOUG MERBACH, news director.
- DALE BYRE, chief engineer.
- KAREN BIRD, business manager.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$615.

City of License: Mason City. ADI: Rochester, MN-Mason City, IA-Austin, MN. Rank: 149.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	IOWA				
		Cerro Gordo	20,000	19,800	99
		Chickasaw	5,300	5,200	98
		Floyd	7,100	7,000	99
		Franklin	5,100	5,100	100
		Hancock	5,500	5,400	98
		Howard	4,000	3,900	98
		Kossuth	7,800	7,700	99
		Mitchell	4,500	4,500	100
		Winnebago	5,200	5,100	98
		Worth	3,500	3,500	100
		MINNESOTA			
		Dodge	5,500	5,400	98
		Fillmore	7,800	7,700	99
	Freeborn	13,500	13,400	99	
	Mower	15,000	14,900	99	



KIMT BMPCT-7648 Granted 8/31/76

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Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	IOWA				
		Bremer	8,700	8,600	99
		Butler	6,300	6,200	98
		Winneshiek	7,600	7,500	99
		Wright	6,200	6,100	98
Between 5-24%	MINNESOTA				
		Faribault	7,300	7,200	99
		Olmsted	37,500	37,200	99
	IOWA				
		Allamakee	5,400	5,300	98
		Emmet	4,800	4,700	98
		Grundy	5,300	5,300	100
		Hardin	8,100	8,000	99
		Humboldt	5,000	4,900	98
		Palo Alto	4,500	4,400	98
Totals	MINNESOTA				
		Houston	6,500	6,400	98
		Rice	16,400	16,200	99
		Steele	11,300	11,200	99
		Waseca	6,800	6,700	99
		Winona	16,300	16,000	98
	WISCONSIN				
	Buffalo	5,500	5,400	98	
	Pepin	2,800	2,700	96	
Totals		282,100	278,600	99	
Net Weekly Circulation (1990)			132,900		
Average Daily Circulation (1990)			72,500		

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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. Fax: 515-682-5173.

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., IA.

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

Ownership: Public Interest Broadcast Group Inc.

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

Represented (sales): Savalli Broadcast Sales.

Personnel:

DIRK ENGSTROM, president & general manager.

SHERI LOCKE-WARD, sales manager.

PHIL BENJAMIN, chief engineer.

PETER OWENS, news director.

RAY BURLINGAME, program director.

A. J. COFFIN, business manager.

KAREN HUGHES, traffic manager.

Highest 30 Sec. Rate: \$240.

City of License: Ottumwa. ADI: Ottumwa, IA-Kirksville, MO. Rank: 203.

Total Households: ©MSI Consumer Market Data & of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA Davis	3,300	3,300	100
	IOWA Appanoose	6,000	5,900	98
Between 25-49%	IOWA Henry	7,200	7,100	99
	IOWA Jefferson	6,600	6,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MONROE	3,400	3,400	100
	VAN BUREN	3,200	3,100	97
	WAPELLO	15,500	15,300	99
Between 5-24%	IOWA Keokuk	4,800	4,700	98
	IOWA Mahaska	9,200	9,100	99
	MISSOURI Adair	9,100	9,000	99
	MISSOURI Putnam	2,100	2,100	100
	MISSOURI Scotland	2,100	2,100	100
Totals		72,500	71,600	99
Net Weekly Circulation (1990)				21,700
Average Daily Circulation (1990)				8,100

Iowa—Ottumwa-Kirksville, MO

KTVO

Ch. 3

Network Service: ABC.

Licensee: Federal Bcstg., 29201 Telegraph Rd., Suite. 300, Southfield, MI 48034.

Studio: Highway 63 North, Kirksville, MO 63501.

Mailing Address: Box 949, Kirksville, MO 63501.

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

Fax: 816-627-1885.

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"

Requests CP for change 1112-ft. above av. terrain, 1050-ft. above ground, 1965-ft. above sea level, lat. 40° 31' 47", long. 92° 26' 29". transmitter to 4.5-mi. E of Lancaster on U.S. Hwy. 136. BPCT-890607KJ.

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

News Services: AP.

Ownership: Federal Broadcasting Co. (Group Owner).

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): Blair Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

GREG WITTLAND, vice president & general manager.

JUANITA HOOTMAN, local sales manager.

ERIK STORCK, national sales manager.

KEITH REYNOLDS, chief engineer.

ROY CLEM, news director.

PAM SMALL, program & promotion director.

KAY SANDNER, business manager.

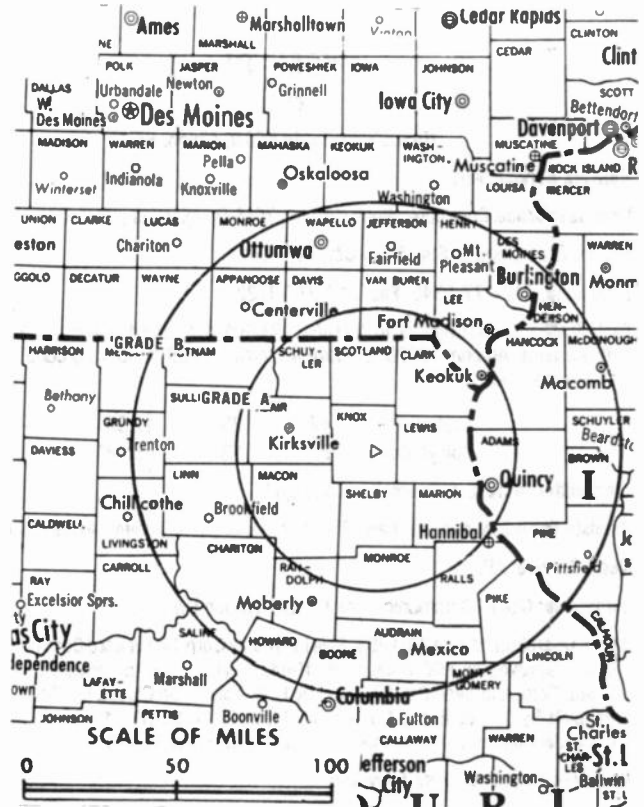
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$637.

City of License: Kirksville, MO. ADI: Ottumwa, IA-Kirksville, MO. Rank: 203.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Appanoose	6,000	5,900	98
	Davis	3,300	3,300	100
	Henry	7,200	7,100	99
	Jefferson	6,600	6,500	98
	Lee	16,400	16,200	99
	Van Buren	3,200	3,100	97
	Wapello	15,500	15,300	99
	Wayne	3,200	3,100	97
	MISSOURI			
Adair	9,100	9,000	99	
Clark	3,000	2,900	97	



KTVO BMPCT-86041KF Granted 5/7/86

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Knox	2,100	2,100	100	
	Lewis	3,800	3,700	97	
	Linn	6,200	6,100	98	
	Macon	6,500	6,400	98	
	Mercer	1,600	1,600	100	
	Putnam	2,100	2,100	100	
	Schuyler	2,000	2,000	100	
	Scotland	2,100	2,100	100	
	Shelby	3,000	3,000	100	
	Sullivan	2,800	2,800	100	
Between 25-49%	IOWA				
	Keokuk	4,800	4,700	98	
	Monroe	3,400	3,400	100	
	ILLINOIS				
Adams	26,700	26,300	98		
Hancock	9,200	9,100	99		
MISSOURI	Grundy	4,700	4,600	98	
	Monroe	3,600	3,600	100	
	Between 5-24%	IOWA			
		Des Moines	18,100	17,900	99
Mahaska		9,200	9,100	99	
Washington		7,800	7,700	99	
MISSOURI					
Chariton		4,000	3,900	97	
Harrison	4,100	4,000	98		
Marion	10,700	10,600	99		
Ralls	3,400	3,400	100		
Totals		215,400	212,600	99	
Net Weekly Circulation (1990)			109,800		
Average Daily Circulation (1990)			59,300		

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. 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, 7.3-meter; Andrew, 4.5-meter; Avantek receivers.

News Service: AP.

Ownership: Citadel Communications Co. Ltd. (Group Owner).

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.

JIM RUPERT, national/regional sales manager.

JACK BAKER, local sales manager.

KEN GULLETTE, news director.

JIM HUGHES, business manager.

JOEL WALLS, operations manager.

LAURENCE RICHESIN, chief engineer.

RANDY CHAPMAN, promotion manager.

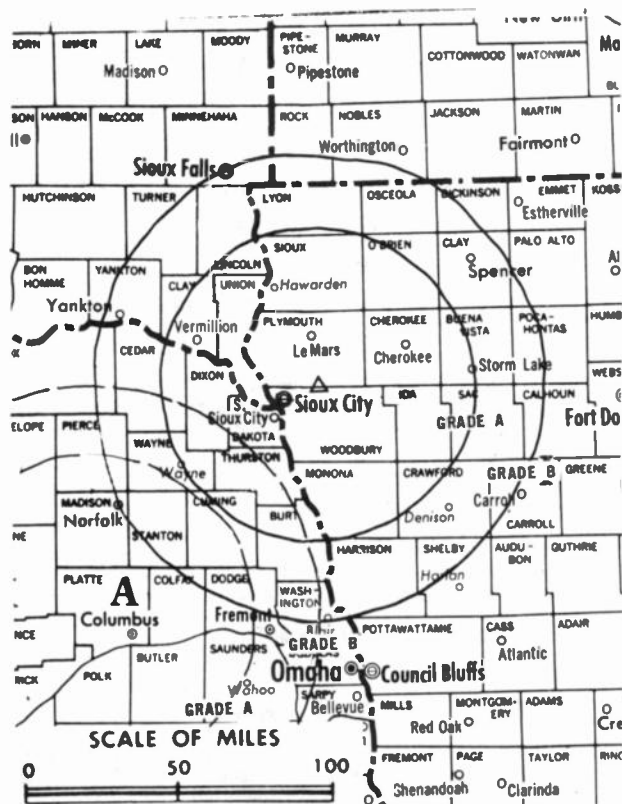
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1050.

City of License: Sioux City. ADI: Sioux City. Rank: 138.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

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



KCAU-TV BPC1-3128 Granted 1/19/85

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Cedar	4,000	4,000	100	
	Dakota	6,600	6,600	100	
	Dixon	2,600	2,600	100	
	Knox	4,000	3,900	98	
	Madison	12,700	12,500	98	
	Pierce	3,100	3,100	100	
	Thurston	2,400	2,400	100	
	Wayne	3,300	3,300	100	
	SOUTH DAKOTA				
	Clay	4,900	4,800	98	
Union	4,200	4,200	100		
Yankton	7,200	7,100	99		
Between 25-49%	IOWA				
	Pocahontas	4,100	4,000	98	
	MINNESOTA				
	Nobles	7,600	7,500	99	
	Rock	3,800	3,800	100	
	NEBRASKA				
	Boone	2,600	2,600	100	
Cuming	4,000	3,900	98		
Holt	5,000	4,800	96		
Stanton	2,500	2,500	100		
SOUTH DAKOTA					
Bon Homme	2,800	2,700	96		
Lincoln	5,400	5,300	98		
Between 5-24%	IOWA				
	Calhoun	4,700	4,600	98	
	Carroll	8,300	8,200	99	
Harrison	6,000	5,900	98		
(Continued on page A-475)					
Totals		303,200	299,300	99	
Net Weekly Circulation (1990)			174,200		
Average Daily Circulation (1990)			98,800		

Iowa—Sioux City

KMEG

Ch. 14

Network Service: CBS.

Licensee: KMEG Television Inc., Box 657, Sioux City, IA 51102.

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

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

Telephone: 712-277-3554. Fax: 712-277-4732.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1000-kw max. & 380-kw horizontal visual, 200-kw max. & 75.9-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: Scientific-Atlanta, 7-meter; Comtech, 5-meter; Prodelin, 4.5-meter; Microwave Assoc., Pinzone, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Maine Broadcasting System. (Group Owner).

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): Adam Young Inc.

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

Personnel:

BRUCE LEWIS, general manager.
 LYLE JOHNSON, chief engineer.
 BRENDA WANKUM, promotion manager.
 GREG FUNK, business manager.
 DIANNE EHRHARDT, community service director.

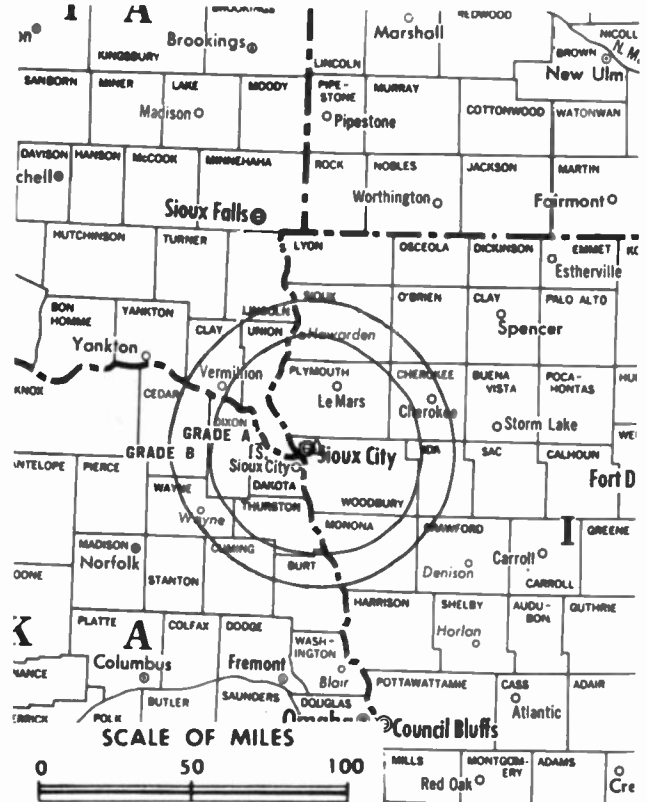
Highest 30 Sec. Rate: \$220.

NETWORK BASE HOURLY RATE: \$200.

City of License: Sioux City. ADI: Sioux City. Rank: 138.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Buena Vista	7,800	7,700	99
	Cherokee	5,900	5,800	98
	Ida	3,500	3,500	100
	Monona	4,400	4,300	98
	Plymouth	9,100	9,000	99
	Woodbury	38,300	38,000	99
	NEBRASKA			
	Dakota	6,600	6,600	100
	Dixon	2,600	2,600	100
	Thurston	2,400	2,400	100
	Wayne	3,300	3,300	100
	SOUTH DAKOTA			
	Union	4,200	4,200	100



KMEG BPCT-3871 Granted 2/13/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA			
	Clay	7,500	7,400	99
	O'Brien	6,200	6,200	100
	Sac	5,300	5,200	98
	Sioux	10,800	10,600	98
	NEBRASKA			
	Cedar	4,000	4,000	100
	Madison	12,700	12,500	98
	SOUTH DAKOTA			
	Clay	4,900	4,800	98
Yankton	7,200	7,100	99	
Between 5-24%	IOWA			
	Crawford	6,800	6,700	99
	Dickinson	6,200	6,100	98
	Lyon	4,500	4,400	98
	Osceola	3,200	3,200	100
	NEBRASKA			
	Burt	3,400	3,400	100
	Knox	4,000	3,900	98
	Pierce	3,100	3,100	100
	Stanton	2,500	2,500	100
SOUTH DAKOTA				
Lincoln	5,400	5,300	98	
Turner	3,500	3,500	100	
Totals		189,300	187,300	99
Net Weekly Circulation (1990)				92,100
Average Daily Circulation (1990)				46,300

Iowa—Sioux City

KTIV
Ch. 4

Network Service: NBC.

Licensee: The New Jersey Herald Inc., Two Spring St., Newton, NJ 07860.

Studio: 3135 Floyd Blvd., Sioux City, IA 51105.

Telephones: 712-239-4100; 201-383-1500. Fax: 712-239-2621.

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 Stations: ADM, 6.2-meter C-band; AFC, 3-meter Ku-band; Avcom, Harris, M/A Com receivers.

News Service: NBC.

Ownership: Quincy Broadcasting Co. (Group Owner).

Began Operation: October 9, 1954. Sale to Quincy Newspapers Inc. by American Family Corp. approved by FCC Nov. 17, 1989 (Television Digest, Vol. 29:35). 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 (Vol. 5:24).

Represented (sales): Petry Television Inc.

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

Personnel:

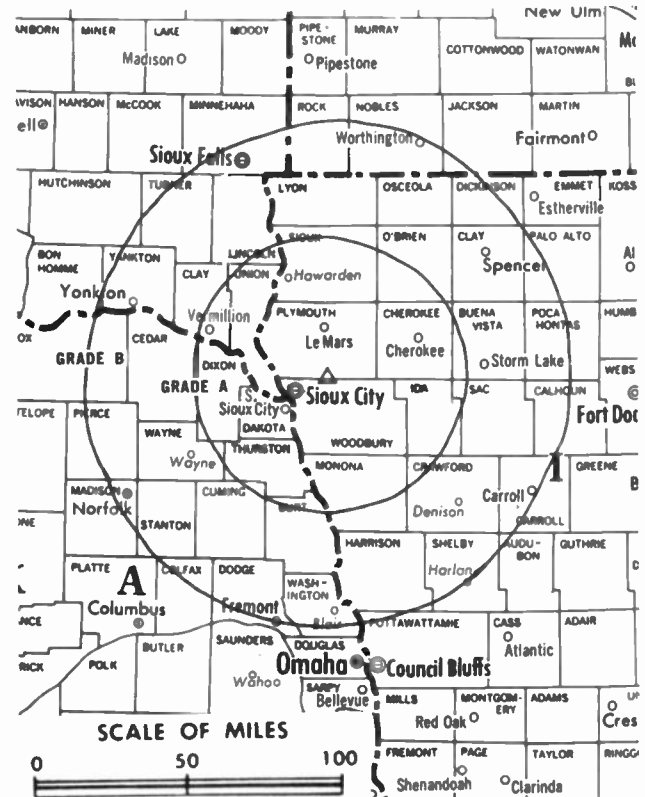
WILLIAM F. TURNER, vice president & general manager.
PAUL O'BRYAN, general sales manager.
DAVE MADSEN, program director.
SCOT KRAYENHAGEN, chief engineer.
DAVE SMETTER, news director.
KIM CLEAVER, local sales manager.
JERRY L. JOHNSON, promotion director.
KATHY CLAYTON, business manager.
J. P. POSS, production manager.

Rates: On request.

City of License: Sioux City. ADI: Sioux City. Rank: 138.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

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



KTIV BPCT-3127 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	6,600	6,600	100	
	Dixon	2,600	2,600	100	
	Knox	4,000	3,900	98	
	Madison	12,700	12,500	98	
	Pierce	3,100	3,100	100	
	Stanton	2,500	2,500	100	
	Thurston	2,400	2,400	100	
	Wayne	3,300	3,300	100	
	Between 25-49%	SOUTH DAKOTA			
		Clay	4,900	4,800	98
Union		4,200	4,200	100	
Between 5-24%	Yankton	7,200	7,100	99	
	IOWA				
	Pocahontas	4,100	4,000	98	
Between 5-24%	MINNESOTA				
	Jackson	4,800	4,700	98	
	Rock	3,800	3,800	100	
Between 5-24%	NEBRASKA				
	Cuming	4,000	3,900	98	
	Holt	5,000	4,800	96	
Between 5-24%	IOWA				
	Calhoun	4,700	4,600	98	
	Harrison	6,000	5,900	98	
	Humboldt	5,000	4,900	98	
Shelby	5,500	5,500	100		
(Continued on page A-475)					
Totals		261,500	258,200	99	
Net Weekly Circulation (1990)				181,700	
Average Daily Circulation (1990)				118,000	

Iowa

**KCCI-TV, Des Moines
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA			
	Palo Alto	4,500	4,400	98
	Tama	6,900	6,800	99
	MISSOURI			
	Harrison	4,100	4,000	98
	Putnam	2,100	2,100	100
Between 5-24%	IOWA			
	Benton	8,900	8,800	99
	Emmet	4,800	4,700	98
	Hancock	5,500	5,400	98
	Iowa	6,000	5,900	98
	Jefferson	6,600	6,500	98
	Page	7,400	7,300	99
	Shelby	5,500	5,500	100
	Van Buren	3,200	3,100	97
	Washington	7,800	7,700	99
	MISSOURI			
	Sullivan	2,800	2,800	100

**KCAU-TV, Sioux City
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA			
	Humboldt	5,000	4,900	98
	MINNESOTA			
	Jackson	4,800	4,700	98
	NEBRASKA			
	Boyd	1,300	1,300	100
	Burt	3,400	3,400	100
	Butler	3,400	3,300	97
	Colfax	3,600	3,500	97
	Dodge	14,000	13,900	99
	Loup	300	300	100
	Platte	10,800	10,700	99
	Washington	6,000	6,000	100
	SOUTH DAKOTA			
	Hutchinson	3,300	3,200	97
	Turner	3,500	3,500	100

**WHO-TV, Des Moines
(Arbitron Data Continued)**

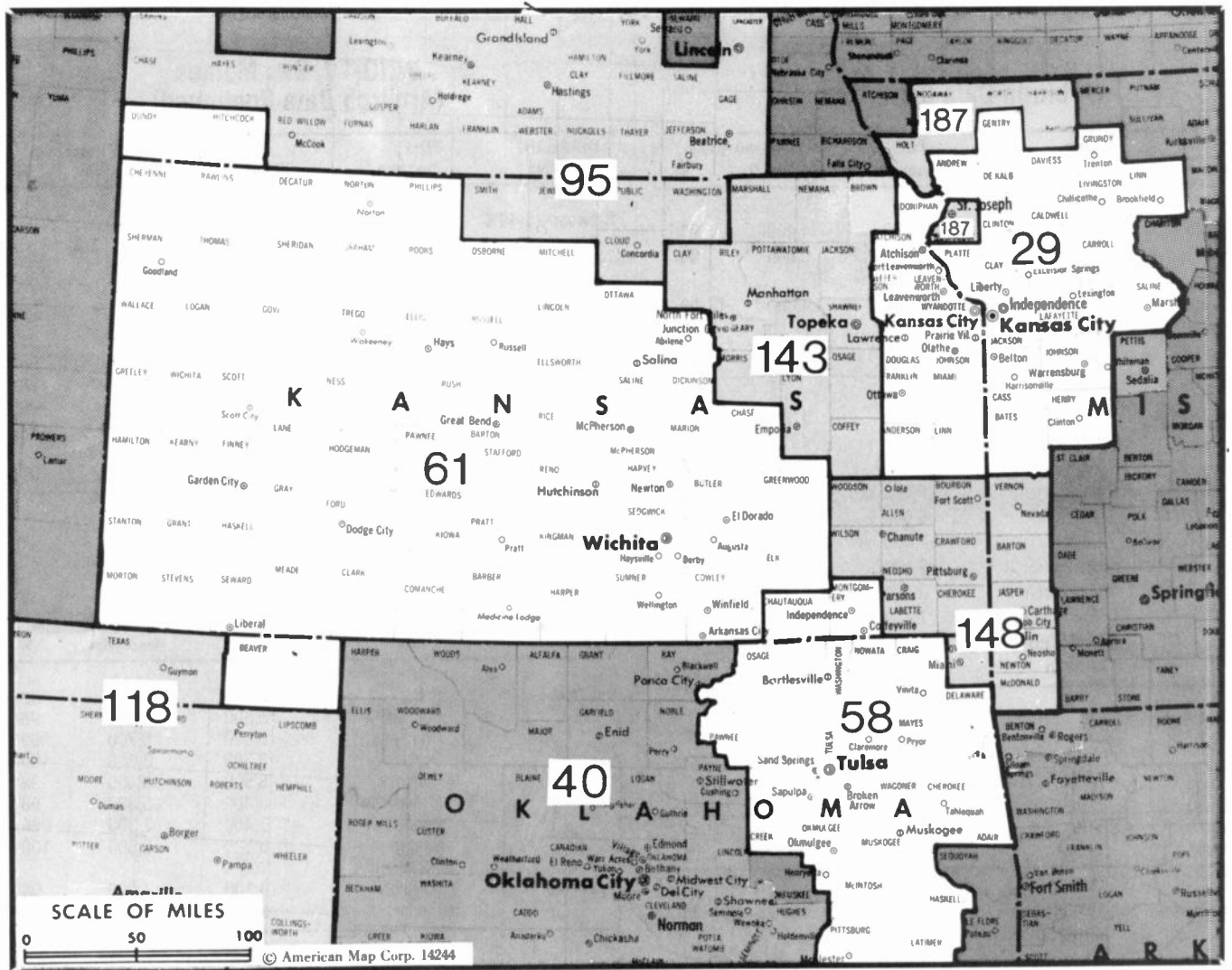
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA			
	Taylor	3,200	3,100	97
	MISSOURI			
	Worth	1,100	1,100	100
Between 5-24%	IOWA			
	Crawford	6,800	6,700	99
	Hancock	5,500	5,400	98
	Iowa	6,000	5,900	98
	Shelby	5,500	5,500	100
	Tama	6,900	6,800	99
	Van Buren	3,200	3,100	97
	MISSOURI			
	Harrison	4,100	4,000	98

**WOI-TV, Ames-Des Moines
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA			
	Butler	6,300	6,200	98
	Chickasaw	5,300	5,200	98
	Crawford	6,800	6,700	99
	Davis	3,300	3,300	100
	Hancock	5,500	5,400	98
	Montgomery	5,400	5,300	98
	Page	7,400	7,300	99
	Shelby	5,500	5,500	100
	MISSOURI			
	Harrison	4,100	4,000	98
	Putnam	2,100	2,100	100

**KTIV, Sioux City
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEBRASKA			
	Boone	2,600	2,600	100
	Boyd	1,300	1,300	100
	Burt	3,400	3,400	100
	Washington	6,000	6,000	100
	SOUTH DAKOTA			
	Bon Homme	2,800	2,700	96
	Lincoln	5,400	5,300	98



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Kansas City, MO	755,900	29	KCTV (5), KMBC-TV (9), KMCI (38), KSHB-TV (41), KYFC (50), KZKC (62), WDAF-TV (4)
Oklahoma City, OK	600,200	40	KAUT (43), KFOR-TV (4), KGMC (34), KOCO-TV (5), KOKH-TV (25), KSBI (52), KTBO-TV (14), KWTW (9)
Tulsa, OK	460,200	58	KDOR (17), KJRH (2), KOKI-TV (23), KOTV (6), KTUL-TV (8), KWHB (47)
Wichita-Hutchinson, KS	434,700	61	KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBSH-TV (7), KBSL-TV (10), KLBV (4), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12)
Lincoln-Hastings-Kearney, NE	253,400	95	KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6)
Amarillo, TX	185,100	118	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVII-TV (7), KVIJ-TV (8)
Topeka, KS	151,300	143	KSNT (27), KTKA-TV (49), WIBW-TV (13)
Joplin, MO-Pittsburg, KS	143,000	148	KFAA (51), KOAM-TV (7), KODE-TV (12), KSNF (16)
St. Joseph, MO	47,500	187	KQTV (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, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	12	5	17
Educational Television Stations	4	0	4
	16	5	21

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. Fax: 913-462-3522.

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.

Satellite Earth Station: AFC, 3.7-meter Ku-band; M/A-Corn receivers.

News Services: AP, Group W Newsfeed.

Ownership: Chronicle Broadcasting Co. (Group Owner).

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.

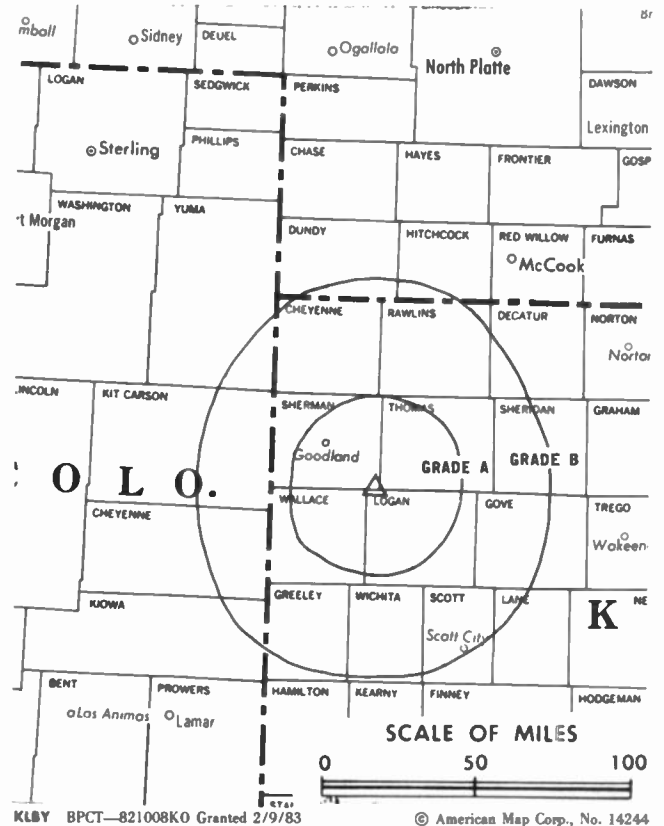
CLARENCE STECKMAN, chief engineer.

Highest 30 Sec. Rate: \$200.

City of License: Colby. ADI: Wichita-Hutchinson. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Gove	1,400	1,400	100
	Logan	1,400	1,400	100
	Rawlins	1,500	1,500	100
	Sheridan	1,300	1,300	100
	Sherman	2,900	2,900	100
	Thomas	3,100	3,000	97
	Wallace	700	700	100



KLBY BPCT-821008K0 Granted 2/9/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KANSAS			
	Decatur	1,700	1,700	100
Between 5-24%	COLORADO			
	Kiowa	700	700	100
	Kit Carson	2,900	2,700	93
	KANSAS			
	Graham	1,500	1,500	100
	Greeley	700	700	100
	Lane	1,000	1,000	100
	Scott	2,200	2,200	100
	NEBRASKA			
Dundy	1,200	1,200	100	
Hitchcock	1,500	1,500	100	
Totals		27,200	26,900	99
Net Weekly Circulation (1990)				12,200
Average Daily Circulation (1990)				5,900

Kansas—Ensign

KBSD-TV

Ch. 6

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

Network Service: CBS.

Licensee: KBS Inc., 211 Townsend, Birmingham, MI 48009.

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

Mailing Address: Box 157, Dodge City, KS 67801.

Telephone: 316-227-3121. Fax: 316-865-2525.

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

News Service: AP.

Ownership: Smith Broadcasting Group Inc. (Group Owner).

Began Operation: July 24, 1957. Acquisition of positive control by Leigh Warner approved by FCC Dec. 16, 1969. Transfer of control to Kansas Bcstg. System approved by FCC May 19, 1988. Sale to Smith Broadcasting Group Inc. by FCC Oct. 12, 1988.

Represented (sales): Kansas Bcstg. System.

Represented (legal): Hogan & Hartson.

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

Personnel:

W. H. BAILEY, station manager.

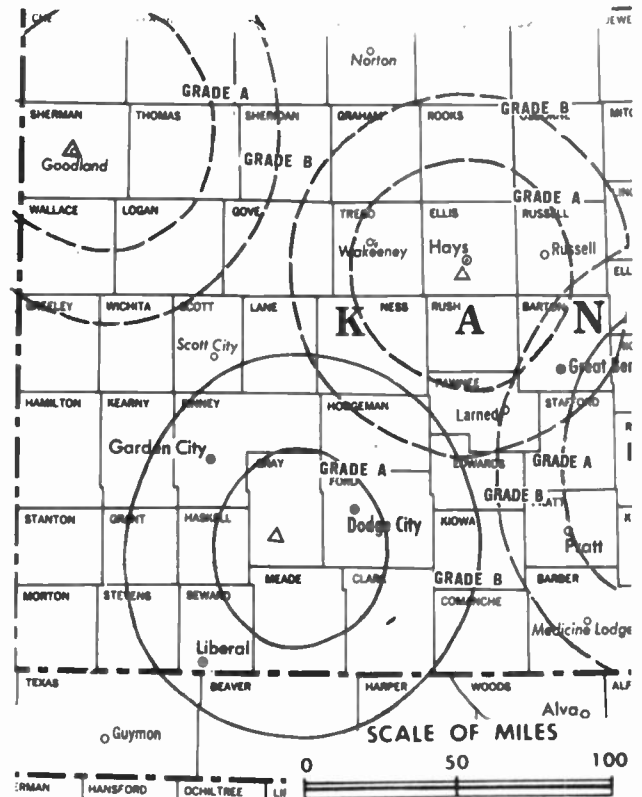
Highest 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$178.

City of License: Ensign. ADI: Wichita-Hutchinson. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	10,900	10,800	99
	Ford	10,200	10,100	99
	Grant	2,700	2,700	100
	Gray	1,900	1,900	100
	Hamilton	1,100	1,100	100
	Haskell	1,400	1,400	100
	Hodgeman	900	900	100



KBSD-TV BPCT-3474 Granted 1/29/65

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Kearny	1,200	1,200	100
	Meade	1,800	1,800	100
	Scott	2,200	2,200	100
	Seward	7,000	6,900	99
	Stanton	800	800	100
	Stevens	1,800	1,700	97
	OKLAHOMA			
	Beaver	3,000	3,000	100
	Harper	1,800	1,800	100
Between 25-49%	KANSAS			
	Edwards	1,700	1,700	100
	Kiowa	1,500	1,500	100
	Lane	1,000	1,000	100
Between 5-24%	COLORADO			
	Prowers	5,600	5,300	95
Between 5-24%	KANSAS			
	Morton	1,200	1,200	100
	OKLAHOMA			
Texas	6,500	6,400	98	
Totals		69,900	69,100	99
Net Weekly Circulation (1990)				41,100
Average Daily Circulation (1990)				23,200

Kansas—Garden City

KSNB

Ch. 11

(Satellite of KSNW, Wichita, KS)

Network Service: NBC.

Licensee: Wichita License Subsidiary Corp., 833 N. Main St., Wichita, KS 67203.

Studio: 204 Fulton, Garden City, KS 67846.

Telephone: 316-276-2311. Fax: 316-275-0576.

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; M/A-Com receivers.

News Services: AP, CNN, Conus, KSN.

Ownership: SJL Broadcast Management Corp. (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

SHAROLYN MAYFIELD, station manager.

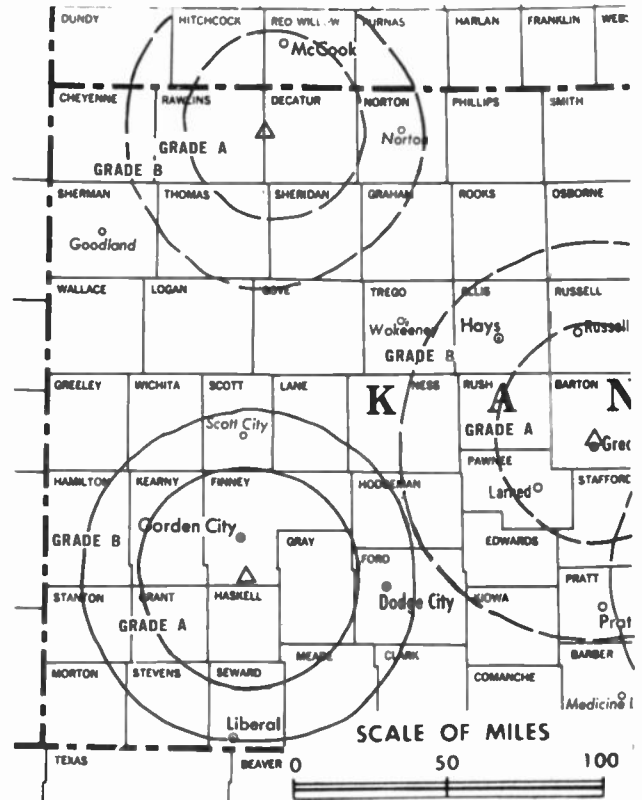
JIM BOWERS, chief engineer.

Rates: Offered as a bonus with KSNW, Wichita and its other satellites KSNC, Great Bend and KSNK, McCook, NE.

City of License: Garden City. ADI: Wichita-Hutchinson. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Finney	10,900	10,800	99
	Ford	10,200	10,100	99
	Grant	2,700	2,700	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
	Kearny	1,200	1,200	100
	Lane	1,000	1,000	100
	Meade	1,800	1,800	100



KSNB BPCT-3371 Granted 8/20/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Morton	1,200	1,200	100
	Scott	2,200	2,200	100
	Seward	7,000	6,900	99
	Stanton	800	800	100
	Stevens	1,800	1,700	97
	Wichita	1,000	1,000	100
	KANSAS			
Between 25-49%	Ness	1,700	1,700	100
	OKLAHOMA			
	Beaver	3,000	3,000	100
	Harper	1,800	1,800	100
KANSAS				
Between 5-24%	Gove	1,400	1,400	100
	Jewell	1,900	1,800	95
	OKLAHOMA			
Texas	6,500	6,400	98	
Totals		65,100	64,500	99
Net Weekly Circulation (1990)			45,500	
Average Daily Circulation (1990)			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. Fax: 316-668-5518.

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 C-band; Luxor, M/A-Com receivers.

News Services: AP, Group W Newsfeed.

Ownership: Chronicle Broadcasting Co. (Group Owner).

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.

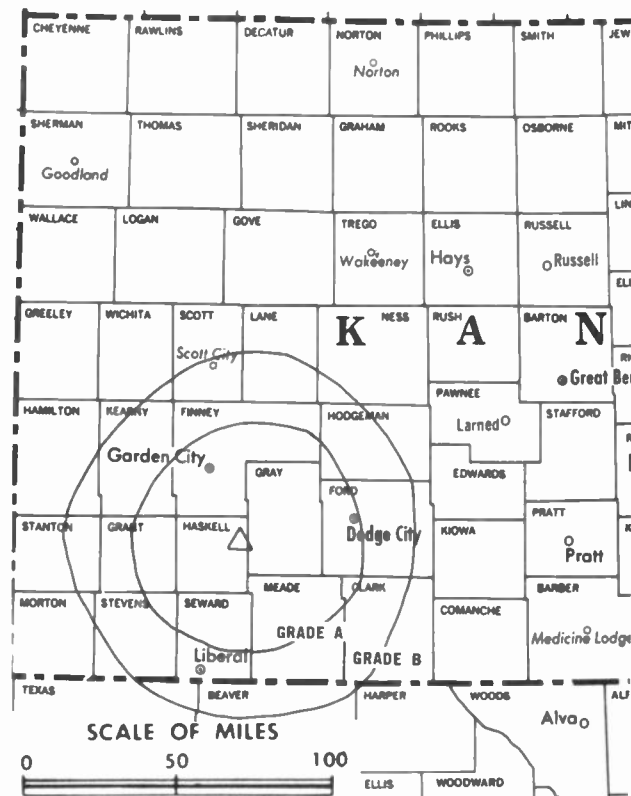
Highest 30 Sec. Rate: \$200.

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

City of License: Garden City. ADI: Wichita-Hutchinson. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	10,900	10,800	99
	Ford	10,200	10,100	99
	Grant	2,700	2,700	100
	Gray	1,900	1,900	100
	Hamilton	1,100	1,100	100
	Haskell	1,400	1,400	100
	Hodgeman	900	900	100
	Kearny	1,200	1,200	100



KUPK-TV BMPCT—831216KF Granted 1/11/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lane	1,000	1,000	100
	Meade	1,800	1,800	100
	Morton	1,200	1,200	100
	Ness	1,700	1,700	100
	Scott	2,200	2,200	100
	Seward	7,000	6,900	99
	Stanton	800	800	100
	Stevens	1,800	1,700	97
	Wichita	1,000	1,000	100
	OKLAHOMA			
Beaver	3,000	3,000	100	
Harper	1,800	1,800	100	
Between 25-49%	KANSAS			
	Kiowa	1,500	1,500	100
	OKLAHOMA			
Texas	6,500	6,400	98	
Between 5-24%	KANSAS			
Greeley	700	700	100	
Totals		66,000	65,500	99
Net Weekly Circulation (1990)				45,400
Average Daily Circulation (1990)				24,700

Kansas—Goodland

KBSL-TV

Ch. 10

(Satellite of KBSH-TV, Hays, KS)

Network Service: CBS.

Licensee: KBS Inc., 211 Townsend, Birmingham, MI 48009.

Studio: See KBSH-TV, Hays.

Telephone: 913-899-2309. Fax: 913-899-7113.

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.

News Service: UPI.

Ownership: Smith Broadcasting Group Inc. (Group Owner).

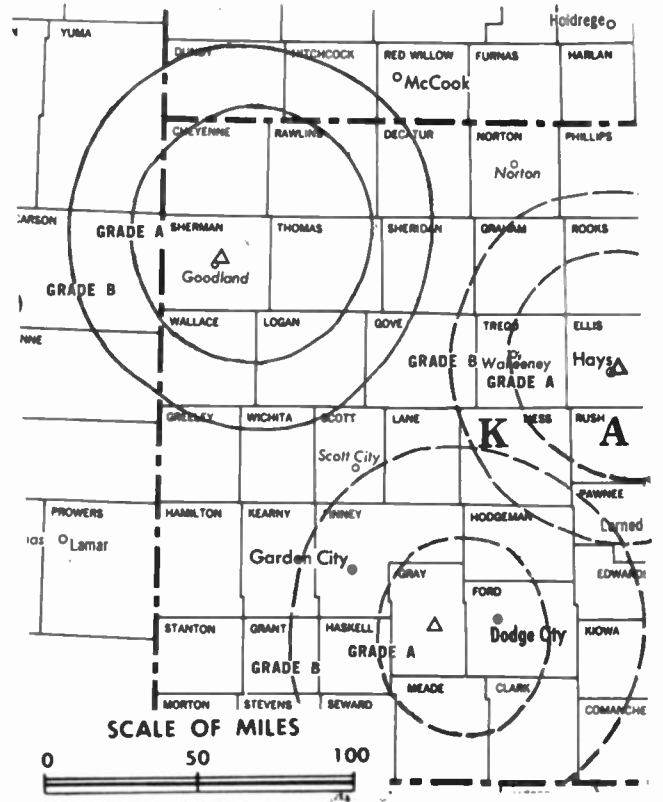
Began Operation: Test programming Sept. 11, 1958; full operation April 26, 1959. Leslie E. Whittemore group acquired station from James E. Blair (Television Digest, Vol. 15:16, 27). Max Jones took over station from Whittemore and associates following bankruptcy (Vol. 16:24). Transfer to Standard Electronics Corp. from Max Jones, trustee in bankruptcy, approved by FCC Nov. 2, 1960 (Vol. 16:39, 45). Sale to KAYS Inc. approved by FCC Aug. 1, 1962. Sale to Smith Broadcasting Group Inc. approved by FCC Oct. 12, 1988.

Represented (legal): Hogan & Hartson.

Personnel:
BERNIE BROWN, station manager.

Rates: Sold in combination with KBSH-TV, Hays, KS.

NETWORK BASE HOURLY RATE: \$131.



KBSL-TV BPCT-5222 Granted 9/1/78

© American Map Corp., No. 14244

Arbitron Data: Included with KAYS-TV, Hays.

City of License: Goodland. ADI: Wichita-Hutchinson. Rank: 61.

Kansas—Great Bend

KSNK

Ch. 2

(Satellite of KSNW, Wichita, KS)

Network Service: NBC.

Licensee: Wichita License Subsidiary Corp., 333 N. Main St., 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 Broadcast Management Corp. (Group Owner).

Began Operation: November 28, 1954. Sale (with satellites KSNG, 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): Latham & Watkins.

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

Personnel:

MARK NICHOLS, station manager.

JAMES BOWERS, chief engineer.

WILMA HENRICHSEN, news director.

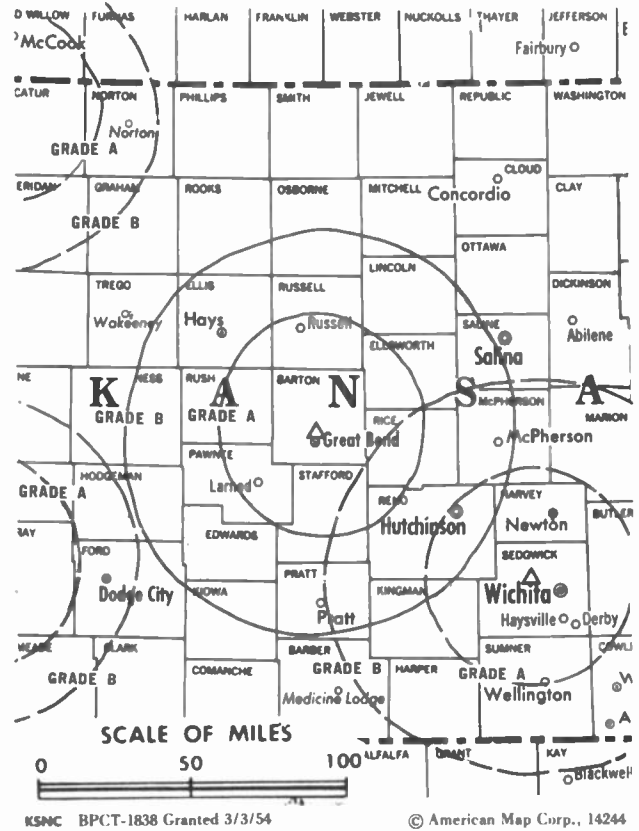
LINDA HESS, promotion director.

Rates: On request.

City of License: Great Bend. ADI: Wichita-Hutchinson. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barton	12,500	12,400	99
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Ellis	10,500	10,400	99
	Ellsworth	2,900	2,800	97
	Kiowa	1,500	1,500	100
	Lincoln	1,600	1,600	100
	Mitchell	3,300	3,200	97
	Ness	1,700	1,700	100
	Osborne	2,300	2,200	96
	Pawnee	3,000	3,000	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rush	1,700	1,700	100
	Russell	3,400	3,300	97
	Stafford	2,400	2,400	100
	Trego	1,800	1,800	100
Between 25-49%	KANSAS			
	Hodgeman	900	900	100
	Ottawa	2,300	2,200	96
	Rice	4,600	4,600	100
Between 5-24%	KANSAS			
	Ford	10,200	10,100	99
	Graham	1,500	1,500	100
	Jewell	1,900	1,800	95
	Kingman	3,400	3,400	100
	Phillips	2,900	2,800	96
	Pratt	4,300	4,200	98
	Republic	2,900	2,800	96
	Rooks	2,500	2,500	100
	Scott	2,200	2,200	100
Smith	2,300	2,300	100	
Totals		93,200	92,000	99
Net Weekly Circulation (1990)				50,700
Average Daily Circulation (1990)				29,300

Kansas—Hays

KBSH-TV

Ch. 7

(Operates satellite KBSL-TV, Goodland, KS)

Network Service: CBS.

Licensee: KBS Inc., 211 Townsend, Birmingham, MI 48009.

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

Telephone: 913-625-2578. Fax: 913-625-1161.

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: Scientific-Atlanta, 4.6-meter C-band; AFC, 3-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Service: UPI.

Ownership: Smith Broadcasting Group Inc. (Group Owner).

Began Operation: September 2, 1958. Sale by Kansas Bcstg. System to Smith Broadcasting Group Inc. approved by FCC Oct. 12, 1988.

Represented (sales): TeleRep Inc.

Represented (legal): Hogan & Hartson.

Personnel:

BERNARD BROWN, station manager.

DENNIS MASSIER, director of engineering.

ED ZIMMER, news director.

Highest 30 Sec. Rate: \$200.

Rates: Include KBSL-TV, Goodland, KS.

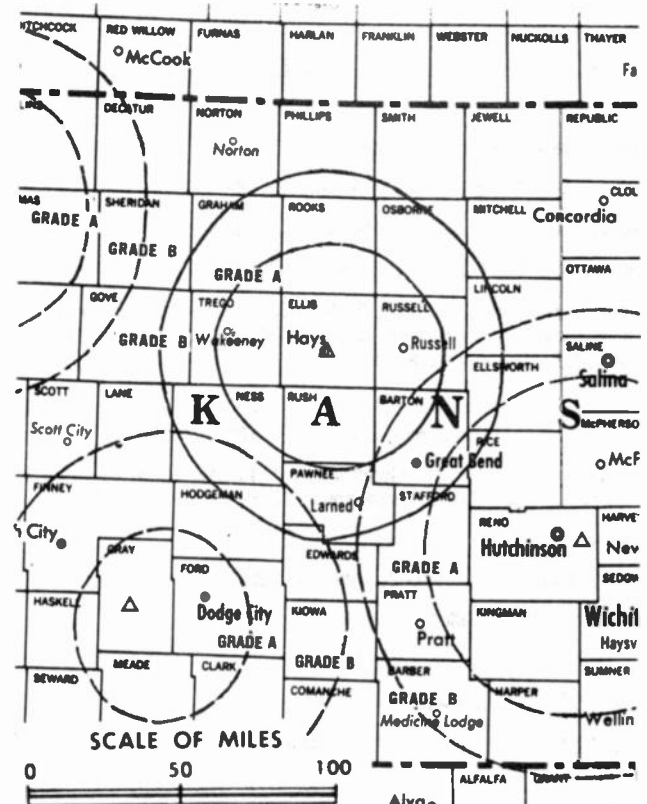
NETWORK BASE HOURLY RATE: \$278.

Arbitron Data: Figures include KBSL-TV, Goodland, KS.

City of License: Hays. ADI: Wichita-Hutchinson. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	1,700	1,700	100
	Ellis	10,500	10,400	99
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Greeley	700	700	100
	Logan	1,400	1,400	100
	Ness	1,700	1,700	100
	Norton	2,700	2,700	100
	Osborne	2,300	2,200	96
	Phillips	2,900	2,800	96
	Rawlins	1,500	1,500	100
	Rooks	2,500	2,500	100
	Rush	1,700	1,700	100
Russell	3,400	3,300	97	
Scott	2,200	2,200	100	



KBSH-TV 8PCT-4033 Granted 10/16/67

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sheridan	1,300	1,300	100
	Sherman	2,900	2,900	100
	Smith	2,300	2,300	100
	Thomas	3,100	3,000	97
	Trego	1,800	1,800	100
	Wallace	700	700	100
	Wichita	1,000	1,000	100
	NEBRASKA			
	Dundy	1,200	1,200	100
	Hitchcock	1,500	1,500	100
Between 25-49%	COLORADO			
	Cheyenne	1,000	900	95
	KANSAS			
	Lane	1,000	1,000	100
	NEBRASKA			
Chase	1,900	1,900	100	
Hayes	500	500	100	
Between 5-24%	COLORADO			
	Kiowa	700	700	100
	Yuma	3,800	3,700	97
	KANSAS			
	Barton	12,500	12,400	99
	Edwards	1,700	1,700	100
	Hodgeman	900	900	100
	Lincoln	1,600	1,600	100
	Mitchell	3,300	3,200	97
	Pawnee	3,000	3,000	100
NEBRASKA				
Red Willow	5,000	4,900	98	
Totals		95,200	94,000	99
Net Weekly Circulation (1990)				53,500
Average Daily Circulation (1990)				34,500

Kansas—Lawrence

KMCI
Ch. 38

Network Service: None, independent.

Grantee: Miller Bcstg. Inc., Box 66, Baldwin City, KS 66006.

Studio: U.S. 56 at First Street, Baldwin City, KS 66006.

Telephone: 913-594-3800. **Fax:** 913-594-3856.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1099-ft. above av. terrain, 1007-ft. above ground, 2017-ft. above sea level.

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

Requests modification of CP for change to 4743.8-kw max. visual, 1083-ft. above av. terrain, 1004-ft. above ground, 2018-ft. above sea level.

Transmitter: 5.77-mi. SE of Lawrence.

Satellite Earth Station: Comtech, 5-meter C-band.

Ownership: Miller Broadcasting Inc.

Began Operation: February 1, 1988.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): John B. Heffelfinger.

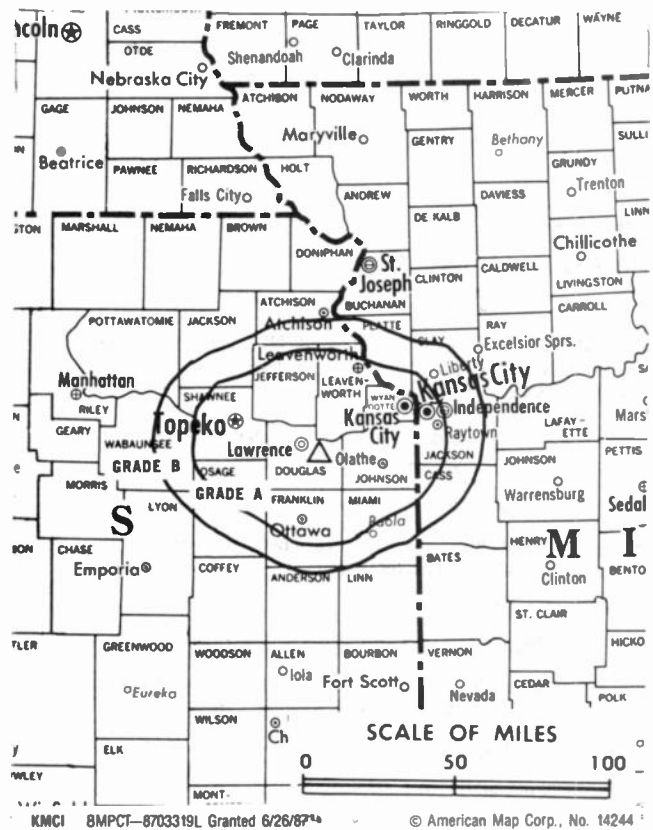
Personnel:

MONTE MILLER, general manager.

DORIS MILLER, station manager.

GARY KROHE, chief engineer.

Rates: On request.



Arbitron Data: Not available.

City of License: Lawrence. **ADI:** Kansas City. **Rank:** 29.

Kansas—Pittsburg-Joplin, Missouri

KOAM-TV

Ch. 7

Network Service: CBS.

Licensee: KOAM Licensed Partnership, Box 659, Pittsburg, KS 66762.

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

Mailing Address: Box 659, Pittsburg, KS 66762.

Telephone: 417-624-0233. TWX: 910-997-0006. Fax: 417-624-3158.

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

News Service: AP.

Ownership: KOAM Ltd. Partnership.

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 owner Oct. 28, 1987.

Represented (sales): Sekel Inc.

Represented (legal): Latham & Watkins.

Personnel:

DONALD J. HICKS, general manager.
DANNY N. THOMAS, general sales manager.
RICHARD HORTON, promotion director.
CHARLES HOING, chief engineer.
SHIRLEY BEER, news director.
DEBBIE AUMAN, business manager.

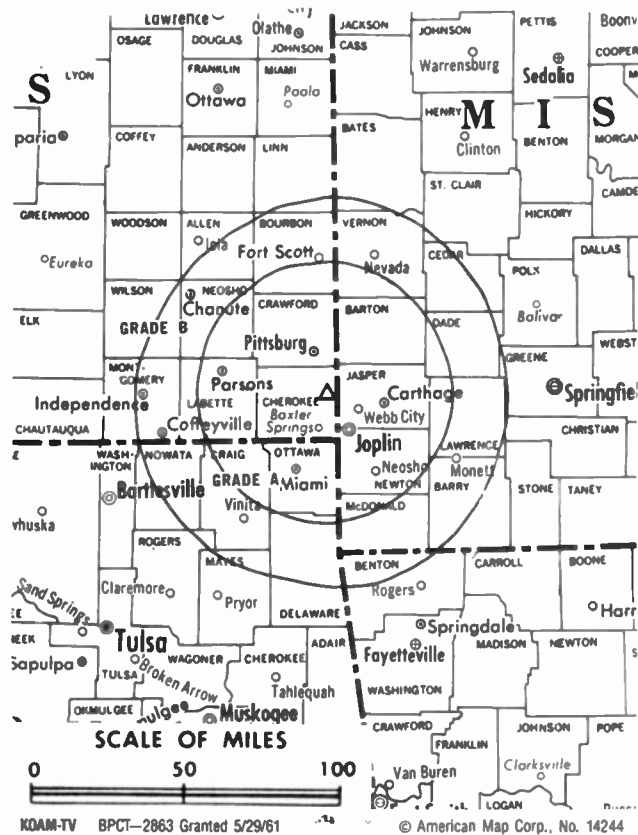
Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$1566.

City of License: Pittsburg. ADI: Joplin, MO-Pittsburg, KS. Rank: 148.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Allen	6,200	6,100	98
	Bourbon	6,600	6,500	98
	Cherokee	9,100	9,000	99
	Crawford	15,600	15,400	99
	Labette	9,700	9,600	99
	Montgomery	16,600	16,300	98
	Neosho	7,000	6,900	99
	Wilson	4,900	4,800	98
	MISSOURI			
	Barton	4,800	4,700	98
	Cedar	5,100	5,000	98
	Jasper	35,600	35,100	99
	McDonald	6,300	6,200	98
Newton	16,900	16,700	99	
Vernon	7,800	7,600	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Craig	5,600	5,500	98
	Ottawa	12,700	12,600	99
Between 25-49%	ARKANSAS			
	Benton	37,400	36,700	98
	KANSAS			
	Elk	1,600	1,600	100
	Linn	3,400	3,300	97
	Woodson	1,800	1,800	100
	MISSOURI			
Dade	3,200	3,200	100	
Lawrence	12,100	11,900	98	
Between 5-24%	OKLAHOMA			
	Delaware	11,300	11,100	98
	KANSAS			
	Chautauqua	2,200	2,200	100
	MISSOURI			
Barry	10,600	10,400	98	
Bates	6,400	6,300	98	
St. Clair	3,500	3,400	97	
OKLAHOMA				
Nowata	4,300	4,300	100	
Totals		268,300	264,200	98
Net Weekly Circulation (1990)				174,800
Average Daily Circulation (1990)				101,500

Some 23,705 key industry people can see your message when you advertise in the **Television & Cable Factbook**

Kansas—Salina

KAAS-TV

Ch. 18

(Satellite of KSAS-TV, Wichita, KS)

Network Service: Fox.

Licensee: Clear Channel TV Inc.

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 from Manchester.

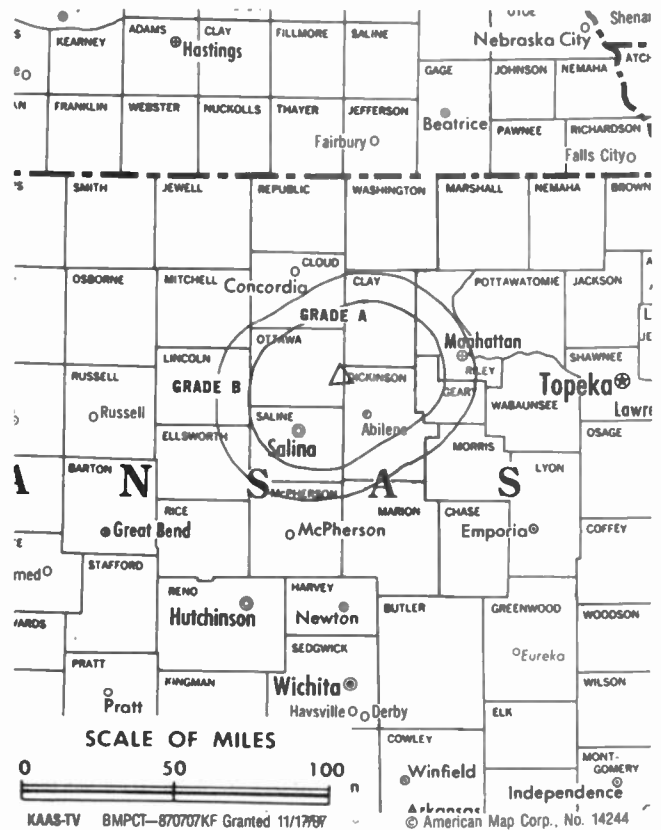
Ownership: Clear Channel Television Inc. (Group Owner).

Began Operation: April 3, 1988. Sale to present owner by Ch. 24 Ltd., Debtor-in-Possession, approved by FCC July 24, 1990.

Personnel: See KSAS-TV, Wichita, KS.

Rates: On request.

Arbitron Data: Included with KSAS-TV, Wichita, KS.



City of License: Salina. ADI: Wichita-Hutchinson. Rank: 61.

Kansas—Topeka

KSNT
Ch. 27

Network Service: NBC.

Licensee: Topeka License Subsidiary Corp., 6835 Northwest U.S. Hwy. 24, Topeka, KS 66601.

Studio: 6835 Northwest U.S. 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 Ku-band; Harris, 4.6-meter Ku-band; RCA Americom, 3-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Conus, KSN, NBC.

Ownership: SJL Broadcast Management Corp. (Group Owner).

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): Latham & Watkins.

Personnel:

PERRY CHESTER, general manager.
SUSAN L. BRIER, general sales manager.
MIKE DISILVESTRO, news director.
ALLAN BURBACH, chief engineer.
MARILYN THOMPSON, promotion director.
MELODY MILLER, business manager.

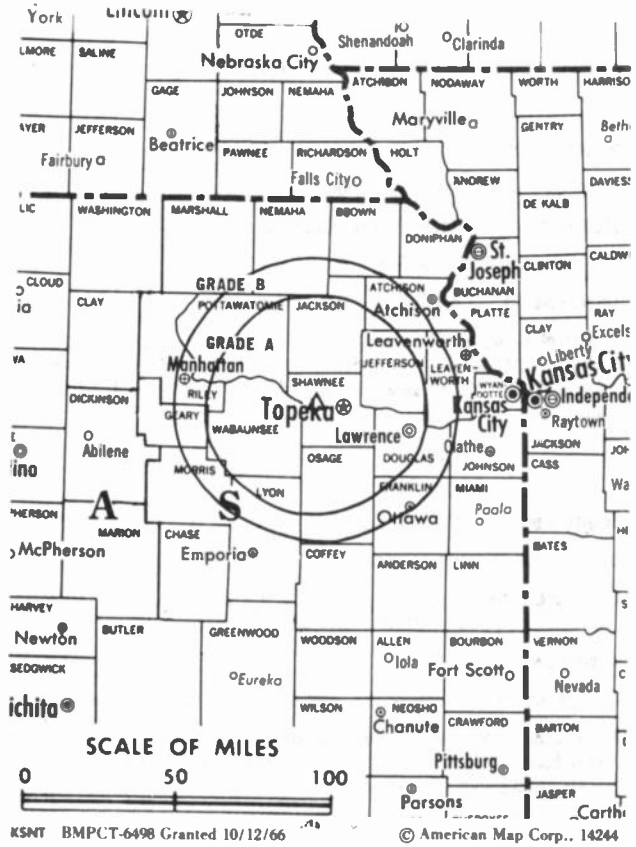
Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$750.

City of License: Topeka. ADI: Topeka. Rank: 143.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Clay	3,800	3,700	97
	Cloud	4,500	4,400	98
	Coffey	3,600	3,500	97
	Geary	10,700	10,600	99
	Jackson	4,500	4,400	98
	Jefferson	5,900	5,800	98
	Lyon	13,700	13,400	98
	Marshall	5,300	5,200	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	20,400	20,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Shawnee	64,900	64,300	99
	Wabaunsee	2,500	2,400	96
Between 25-49%	KANSAS			
	Atchison	6,500	6,400	98
	Chase	1,300	1,300	100
	Dickinson	8,200	8,100	99
	Douglas	27,000	26,600	99
	Franklin	8,500	8,400	99
Between 5-24%	Washington	3,000	2,900	97
	KANSAS			
	Anderson	3,200	3,100	97
	Johnson	131,700	131,100	100
	Miami	8,600	8,500	99
Totals	MISSOURI			
	Andrew	5,400	5,300	98
	Buchanan	32,900	32,500	99
Totals		399,800	395,100	99
Net Weekly Circulation (1990)				167,800
Average Daily Circulation (1990)				85,500

THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS

Call Lynn Levine or Nancy Cramer
202-872-9200

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. **Fax:** 913-234-5256.

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: Estate of Joseph Brechner & Marion Brechner (Group Owner).

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:

JACK DONAHUE, general manager.
JERRY ROGERS, general sales manager.
ERIC DAVIS, national sales manager.
NANCY WEEDEN, program director.
BOB TOTTEN, news director.
BEN FRIZZELL, promotion & marketing director.
MARY BROWN, business manager.
SCOTT BARELLA, chief engineer.

Highest 30 Sec. Rate: \$250.

City of License: Topeka. **ADI:** Topeka. **Rank:** 143.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Coffey	3,600	3,500	97
	Lyon	13,700	13,400	98
	Nemaha	4,200	4,100	98
	Osage	6,100	6,000	98
	Pottawatomie	6,000	5,900	98
	Riley	20,400	20,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Shawnee	64,900	64,300	99
	Wabaunsee	2,500	2,400	96
Between 25-49%	KANSAS			
	Atchison	6,500	6,400	98
	Chase	1,300	1,300	100
	Franklin	8,500	8,400	99
	Geary	10,700	10,600	99
	Jackson	4,500	4,400	98
	Jefferson	5,900	5,800	98
	Marshall	5,300	5,200	98
	Morris	2,600	2,500	96
Washington	3,000	2,900	97	
Between 5-24%	KANSAS			
	Anderson	3,200	3,100	97
	Brown	4,800	4,700	98
	Clay	3,800	3,700	97
	Cloud	4,500	4,400	98
	Dickinson	8,200	8,100	99
Totals		241,200	237,500	98
	Net Weekly Circulation (1990)			120,000
	Average Daily Circulation (1990)			52,200

Kansas—Topeka

WIBW-TV

Ch. 13

Network Service: CBS.

Licensee: Stauffer Communications Inc., 5600 W. Sixth St., Box 119, Topeka, KS 66601.

Studio: 5600 W. Sixth St., Topeka, KS 66606.

Mailing Address: Box 119, Topeka, KS 66601.

Telephone: 913-272-3456. TWX: 910-744-6709. Fax: 913-272-0117.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.5-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.

SNG Mobile Dish: Vertex, 2.6-meter Ku-band.

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

FM Affiliate: WIBW-FM, 100-kw, 97.3 MHz (No. 247), 1220-ft.

News Services: AP, CBS.

Ownership: Stauffer Communications Inc. (Group Owner).

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.

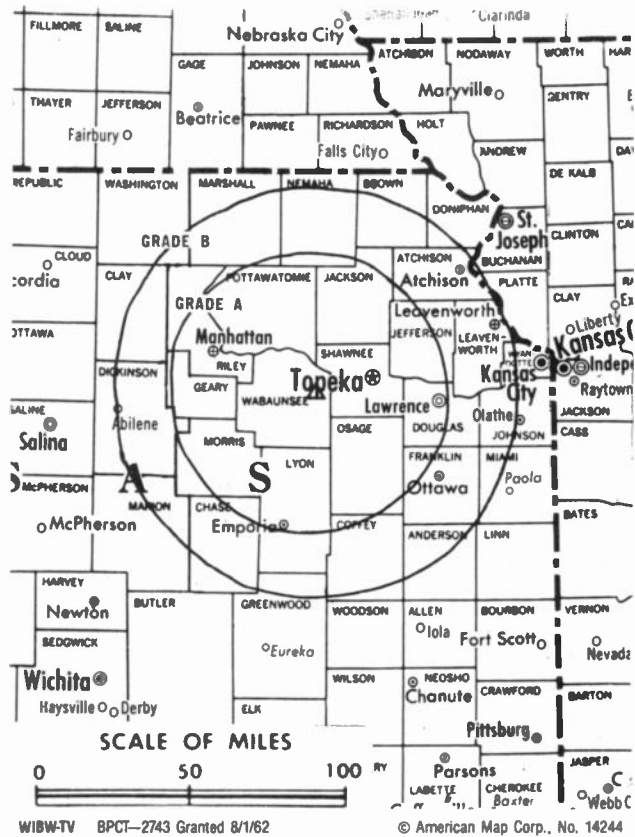
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$1100.

City of License: Topeka. ADI: Topeka. Rank: 143.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Atchison	6,500	6,400	98
	Brown	4,800	4,700	98
	Clay	3,800	3,700	97
	Coffey	3,600	3,500	97
	Dickinson	8,200	8,100	99
	Franklin	8,500	8,400	99
	Geary	10,700	10,600	99
	Jackson	4,500	4,400	98
	Jefferson	5,900	5,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lyon	13,700	13,400	98
	Marshall	5,300	5,200	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	20,400	20,000	98
	Saline	20,300	20,100	99
	Shawnee	64,900	64,300	99
	Wabaunsee	2,500	2,400	96
	Washington	3,000	2,900	97
	Woodson	1,800	1,800	100
	Between 25-49%	KANSAS		
Anderson		3,200	3,100	97
Chase		1,300	1,300	100
Cloud		4,500	4,400	98
Douglas		27,000	26,600	99
Between 5-24%	Greenwood	3,400	3,300	97
	Jewell	1,900	1,800	95
	NEBRASKA			
	Richardson	4,300	4,200	98
	Between 5-24%	KANSAS		
Allen		6,200	6,100	98
Doniphan		3,500	3,400	99
Johnson		131,700	131,100	100
Labette		9,700	9,600	99
Totals	Leavenworth	20,000	19,800	99
	Marion	5,100	5,000	98
Totals		484,100	477,900	99
Net Weekly Circulation (1990)				206,100
Average Daily Circulation (1990)				116,100

(Continued on page A-494)

Kansas—Wichita

KAKE-TV

Ch. 10

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

Network Service: ABC.

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

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, 7.3-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, 7-meter C-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Dalsat/Andrew, 3.7-meter Ku-band.

News Services: AP, Group W Newsfeed.

Ownership: Chronicle Broadcasting Co. (Group Owner).

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:

JAN McDANIEL, acting general manager & vice president, news & operations.

JERRY WATSON, vice president & general sales manager.

MIKE IJEN, executive news director.

BOB COLLINS, local sales manager.

PEGGY LAW, national sales manager.

MARK CHAMBERLIN, marketing director.

DALE MORRELL, chief engineer.

DON GOLLEDGE, director of programming & operations.

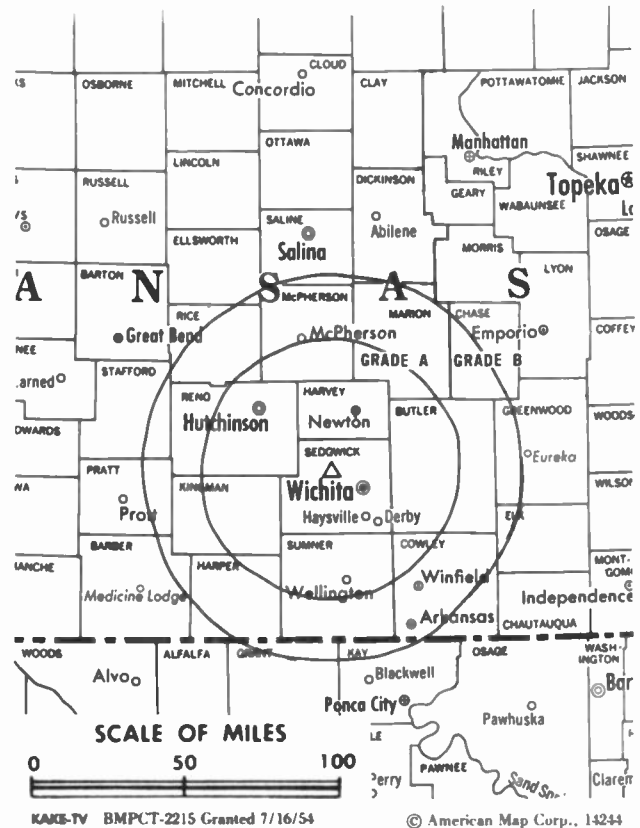
VICKI HECKMAN, traffic director.

Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$1150.

City of License: Wichita. ADI: Wichita-Hutchinson. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pratt	4,300	4,200	98
	Reno	26,000	25,800	99
	Rice	4,600	4,600	100
	Russell	3,400	3,300	97
	Saline	20,300	20,100	99
	Sedgwick	156,600	155,200	99
	Stafford	2,400	2,400	100
	Sumner	10,100	10,000	99
	Woodson	1,800	1,800	100
	Between 25-49%	KANSAS		
Chautauqua		2,200	2,200	100
Comanche		1,000	1,000	100
Dickinson		8,200	8,100	99
Edwards		1,700	1,700	100
Elk		1,600	1,600	100
Ellis		10,500	10,400	99
Kiowa		1,500	1,500	100
Lyon		13,700	13,400	98
Morris		2,600	2,500	96
Between 5-24%	KANSAS			
	Clay	3,800	3,700	97
	Ellsworth	2,900	2,800	97
	Geary	10,700	10,600	99
	OKLAHOMA			
	Kay	20,400	20,200	99
	Woods	4,100	4,000	98
(Continued on page A-494)				
Totals		439,900	434,800	99
Net Weekly Circulation (1990)			304,200	
Average Daily Circulation (1990)			174,900	

Kansas—Wichita

KSAS-TV

Ch. 24

(Operates satellite KAAS-TV, Salina, KS)

Network Service: Fox.

Licensee: Clear Channel Television Inc.

Studio: 316 North West St., Wichita, KS 67203.

Telephone: 316-942-2424. TWX: 510-600-2921. Fax: 316-942-8927.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3303.7-kw max. & 2009-kw horizontal visual, 330.37-kw max. & 200.9-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 1161-ft. above ground, 2531-ft. above sea level.

Latitude 37° 46' 40"
Longitude 97° 30' 37"

Transmitter: S of Hwy. 296, 1.4-mi. E of Colwich.

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; United Satellite Systems, 3.8-meter C-band; RCA Americom, 3.77-meter C-band; M/A-Corn, Scientific-Atlanta receivers.

Ownership: Clear Channel Television Inc. (Group Owner).

Began Operation: August 24, 1985. Sale to present owner by Ch. 24 Ltd., approved by FCC July 24, 1990 (Television Digest, Vol. 30:25).

Represented (sales): Settel Inc.

Represented (legal): Rosenman & Colin.

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

Personnel:

RIP REARDON, general manager.
DAN WALL, general sales manager.
MAEL HERNANDEZ, production director.
MICHAEL R. McSHANE, director of engineering.
KELLY WOMACK, program director.
TOM GATEWAY, promotion director.
WILMA EVANS, national sales manager.
VIRGINIA EDWARDS, business manager.
MIKE MILLER, local sales manager.

Highest 30 Sec. Rate: \$500.

Arbitron Data: Figures include KAAS-TV, Salina, KS.

City of License: Wichita. ADI: Wichita-Hutchinson. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barton	12,500	12,400	99
	Butler	18,200	18,000	99
	Harper	3,100	3,100	100
	Harvey	11,600	11,400	98
	Kingman	3,400	3,400	100
	Marion	5,100	5,000	98
	Sedgwick	156,600	155,200	99

Between 25-49%	KANSAS			
	Barber	2,800	2,700	96
	Cowley	14,500	14,300	99
	Ellis	10,500	10,400	99
	McPherson	10,600	10,400	98
	Ottawa	2,300	2,200	96
	Pawnee	3,000	3,000	100
Pratt	4,300	4,200	98	



KSAS-TV BMPCT—841115KJ Granted 2/28/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Reno	26,000	25,800	99
	Rice	4,600	4,600	100
	Russell	3,400	3,300	97
	Salina	20,300	20,100	99
	Sumner	10,100	10,000	99
Between 5-24%	KANSAS			
	Chase	1,300	1,300	100
	Clay	3,800	3,700	97
	Cloud	4,500	4,400	98
	Dickinson	8,200	8,100	99
	Elk	1,600	1,600	100
	Ellsworth	2,900	2,800	97
	Geary	10,700	10,600	99
	Lincoln	1,600	1,600	100
	Mitchell	3,300	3,200	97
	Morris	2,600	2,500	96
	Republic	2,900	2,800	96
Stafford	2,400	2,400	100	
Totals		368,700	364,500	99
Net Weekly Circulation (1990)			176,500	
Average Daily Circulation (1990)			73,100	

There is no more visible place for your advertising message than the pages of the **Television & Cable Factbook**

Kansas—Wichita

KSNW

Ch. 3

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

Network Service: NBC.

Licensee: Wichita License Subsidiary Corp., 833 N. Main St., Wichita, KS 67203.

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

Mailing Address: Box 333, Wichita, KS 67201.

Telephone: 316-265-3333. TWX: 910-741-6976. Fax: 316-292-1197.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1365-ft. above av. terrain, 1071-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; Scientific-Atlanta, 4.6-meter; RCA Americom, 3.6-meter; Superior, 3.6-meter Ku-band; Harris, 3-meter; Harris, Microdyne, Scientific-Atlanta, Standard Communications receivers.

SNG Mobile Dish: DX Communications.

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

Ownership: SJL Broadcast Management Corp. (Group Owner).

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): Latham & Watkins.

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

Personnel:

ALLAN BUCH, vice president & general manager.

MIKE HANRAHAN, general sales manager.

GARY GORE, local sales manager.

JOAN SMITH, program coordinator.

BOB LOCKE, chief engineer.

JONNA BUCH, promotion director.

ROBERT YUNA, news director.

GEORGIANNA DEVORE, business manager.

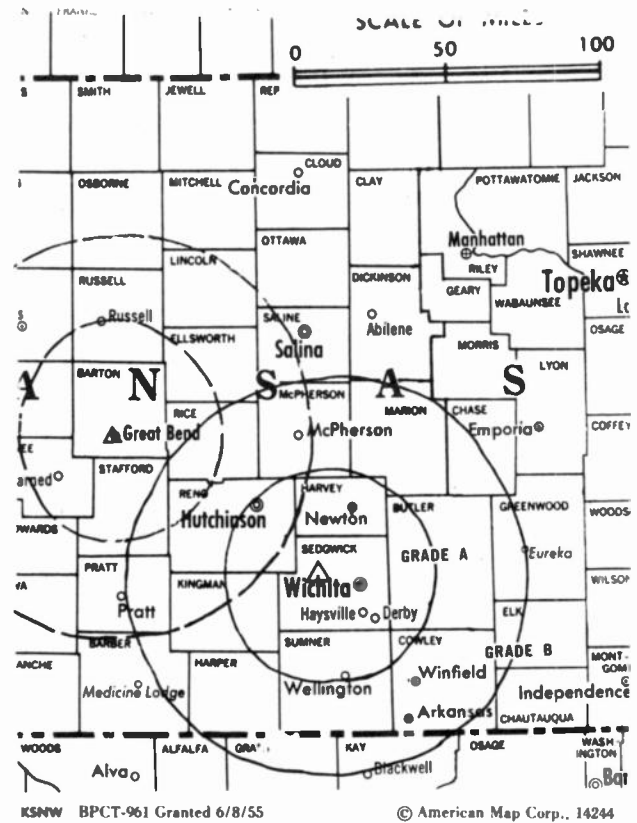
Highest 30 Sec. Rate: \$3500.

NETWORK BASE HOURLY RATE: \$4000.

City of License: Wichita. ADI: Wichita-Hutchinson. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barber	2,800	2,700	96
	Butler	18,200	18,000	99
	Cowley	14,500	14,300	99
	Greenwood	3,400	3,300	97
	Harper	3,100	3,100	100
	Harvey	11,600	11,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Kingman	3,400	3,400	100	
	Mc Pherson	10,600	10,400	98	
	Marion	5,100	5,000	98	
	Pratt	4,300	4,200	98	
	Reno	26,000	25,800	99	
	Saline	20,300	20,100	99	
	Sedgwick	156,600	155,200	99	
	Sumner	10,100	10,000	99	
	KANSAS				
	Between 25-49%	Chase	1,300	1,300	100
Dickinson		8,200	8,100	99	
Elk		1,600	1,600	100	
Ellsworth		2,900	2,800	97	
Rice		4,600	4,600	100	
Stafford		2,400	2,400	100	
OKLAHOMA					
Grant		2,500	2,500	100	
Kay		20,400	20,200	99	
Woods		4,100	4,000	98	
Between 5-24%	KANSAS				
	Barton	12,500	12,400	99	
	Chautauqua	2,200	2,200	100	
	Edwards	1,700	1,700	100	
	Lyon	13,700	13,400	98	
	Morris	2,600	2,500	96	
Woodson	1,800	1,800	100		
Totals		372,500	368,400	99	
Net Weekly Circulation (1990)			269,100		
Average Daily Circulation (1990)			152,500		

Kansas—Wichita-Hutchinson

KWCH-TV

Ch. 12.

(Operates Kansas Broadcasting System, including KBSD-TV, Ensign; KBSL-TV, Goodland & KBSH-TV, Hays, KS)

Network Service: CBS.

Licensee: KBS Inc., 211 Townsend, Birmingham, MI 48009.

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.

Fax: 316-838-3524.

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 on 4th St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3-meter Ku-band; Scientific-Atlanta, 3-meter Ku & C-band.

SNG Mobile Dish: Midwest, 2.8-meter Ku-band.

News Services: AP, UPI.

Ownership: Smith Broadcasting Group Inc. (Group Owner).

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 by Minneapolis Star and Tribune to Kansas Bcstg. System approved by FCC Nov. 24, 1982. Sale to Smith Broadcasting Group Inc. approved by FCC Oct. 12, 1988. Sale to present owners approved by FCC Feb. 3, 1989.

Represented (sales): TeleRep Inc.

Represented (legal): Hogan & Hartson.

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

Personnel:

SANDY DiPASQUALE, president & general manager.

STEVE MERRIN, director of sales & programming.

JIM MARTIN, local sales manager.

SANDY EVENSON, national sales manager.

STEVE TUTTLE, news director.

CLELL LACY, chief engineer.

SUSAN KIMMELL, promotion manager.

SHARON MCKITTRICK, electronic data processing manager.

BOB WINE, controller.

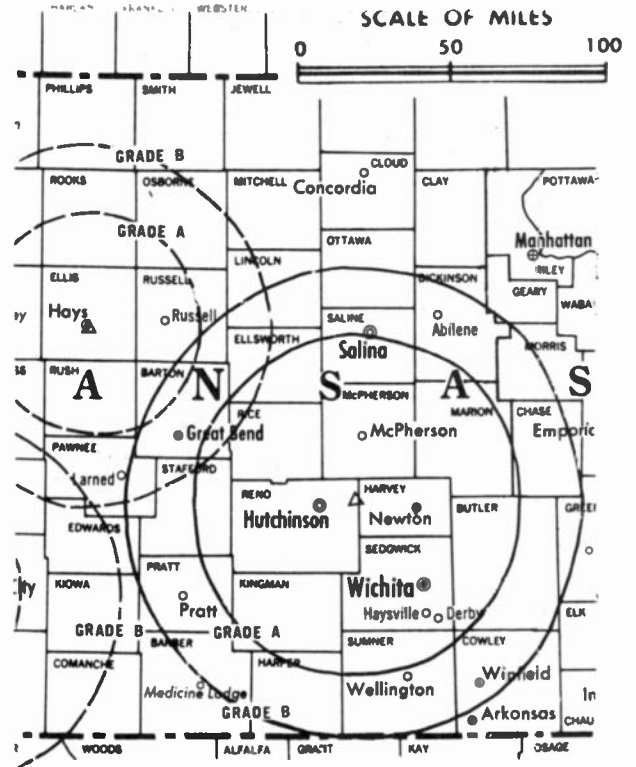
Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$991.

City of License: Hutchinson. ADI: Wichita-Hutchinson. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barber	2,800	2,700	96
	Barton	12,500	12,400	99
	Butler	18,200	18,000	99
	Chase	1,300	1,300	100
	Cowley	14,500	14,300	99



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dickinson	8,200	8,100	99
	Ellsworth	2,900	2,800	97
	Harper	3,100	3,100	100
	Harvey	11,600	11,400	98
	Kingman	3,400	3,400	100
	Lincoln	1,600	1,600	100
	McPherson	10,600	10,400	98
	Marion	5,100	5,000	98
	Ottawa	2,300	2,200	96
	Pawnee	3,000	3,000	100
	Pratt	4,300	4,200	98
	Reno	26,000	25,800	99
	Rice	4,600	4,600	100
	Saline	20,300	20,100	99
Between 25-49%	Sedgwick	156,600	155,200	99
	Stafford	2,400	2,400	100
	Sumner	10,100	10,000	99
	KANSAS			
	Comanche	1,000	1,000	100
Between 5-24%	Edwards	1,700	1,700	100
	Greenwood	3,400	3,300	97
	Kiowa	1,500	1,500	100
	Lyon	13,700	13,400	98
	Mitchell	3,300	3,200	97
Between 5-24%	KANSAS			
	Chautauqua	2,200	2,200	100
	Clay	3,800	3,700	97
	Cloud	4,500	4,400	98

(Continued on page A-494)

Totals	373,900	369,600	99
Net Weekly Circulation (1990)			296,500
Average Daily Circulation (1990)			183,300

Kansas

KAKE-TV, Wichita (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KANSAS			
	Lincoln	1,600	1,600	100
	Riley	20,400	20,000	98
	Rush	1,700	1,700	100
	OKLAHOMA			
	Alfalfa	2,600	2,600	100
	Grant	2,500	2,500	100

WIBW-TV, Topeka (Arbitron Data Continued)

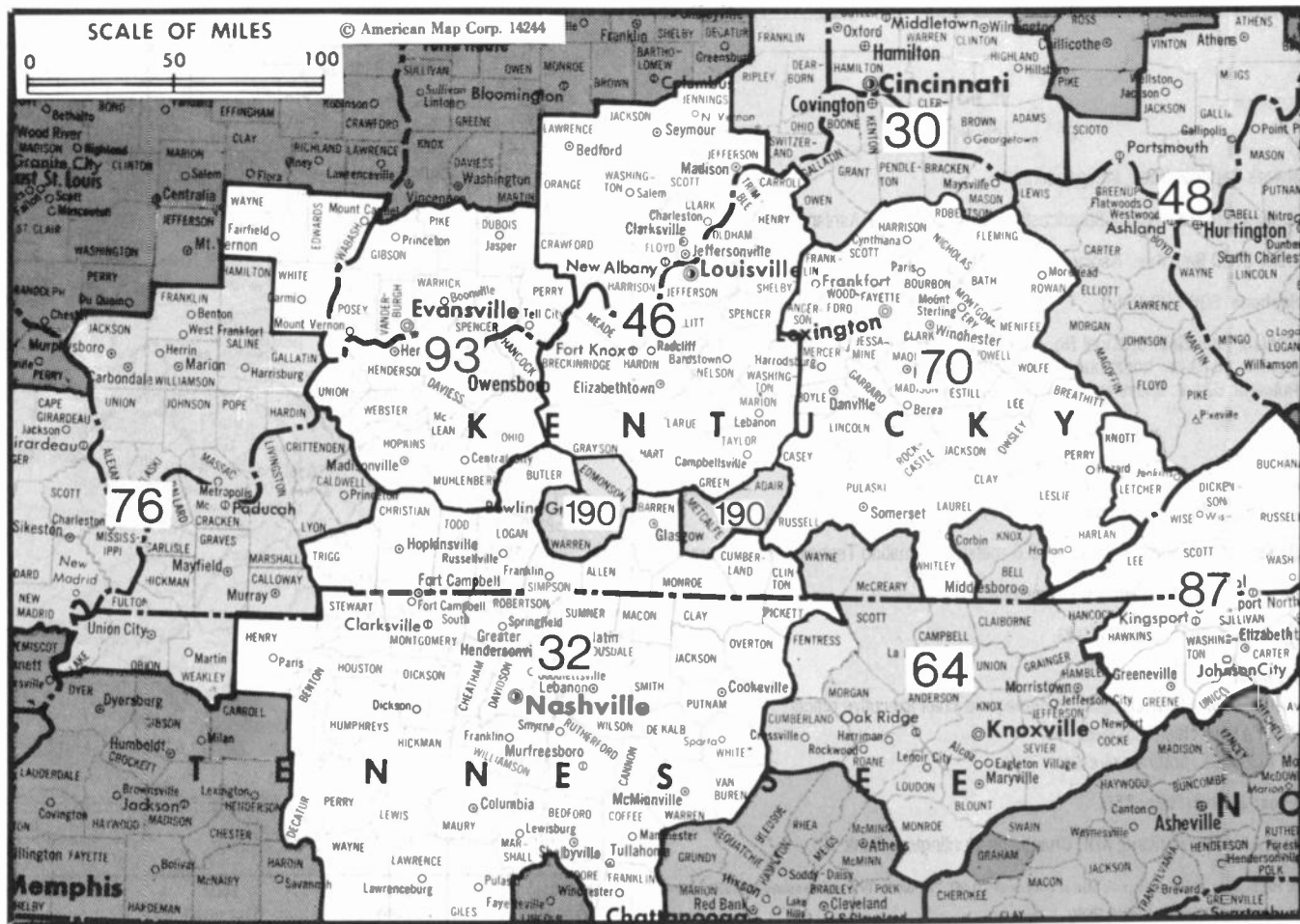
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KANSAS			
	Miami	8,600	8,500	99
	Mitchell	3,300	3,200	97
	Montgomery	16,600	16,300	98
	Neosho	7,000	6,900	99

WIBW-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Republic	2,900	2,800	96
	Wilson	4,900	4,800	98
	MISSOURI			
	Holt	2,700	2,600	96
	NEBRASKA			
	Gage	9,000	8,900	99

KWCH-TV, Wichita-Hutchinson (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KANSAS			
	Elk	1,600	1,600	100
	Morris	2,600	2,500	96
	OKLAHOMA			
	Alfalfa	2,600	2,600	100
	Grant	2,500	2,500	100
	Woods	4,100	4,000	98



Market	Arbitron AOI TV Households	Rank	Market Area Commercial TV Stations
Cincinnati, OH	744,600	30	WCPO-TV (9), WKRC-TV (12), WLWT (5), WSTR-TV (64), WXIX-TV (19), WHTN (39), WJFB (66), WKRN-TV (2), WMTT (28), WSMV (4), WTVF (5), WXMT (30), WZTV (17)
Nashville, TN	720,600	32	WAVE (3), WBNA (21), WDRB-TV (41), WGRB (34), WHAS-TV (11), WLKY-TV (32)
Louisville, KY	546,400	46	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)
Charleston-Huntington, WV	518,800	48	WATE-TV (6), WBIR-TV (10), WINTV (20), WKCH-TV (43), WKXT-TV (8)
Knoxville, TN	407,200	64	WDKY-TV (56), WKYT-TV (27), WLEX-TV (18), WLJC-TV (65), WTVQ-TV (36), WYMT-TV (57)
Lexington, KY	366,900	70	KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27), WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	328,100	76	WEHT (25), WEVV (44), WFIE-TV (14), WLCN (19), WTVW (7)
Bristol, VA-Kingsport-Johnson City, TN	282,900	87	WBKO (13)
Evansville, IN	263,900	93	
Bowling Green, KY	44,200	190	

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WDKY-TV, Lexington	See Danville, KY
WLJC-TV, Lexington	See Beattyville, KY
WGRB, Louisville	See Campbellsville, KY
KFVS-TV & KBSI, Paducah	See Cape Girardeau, MO
WSIL-TV, Paducah	See Harrisburg, IL
WTCT, Paducah	See Marion, IL
WXIX-TV, Newport	See Cincinnati, OH

Kentucky Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	4	12	16
Educational Television Stations	0	17	17
	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 Station: Paraclype, 3.6-meter; Automation Techniques receivers.

Ownership: Tri-State Family Broadcasting.

Began Operation: April 30, 1983.

Personnel:

CLAUDE H. MESSINGER, general manager & chief executive officer.

GREG PATON, chief engineer.

ANN BLEDSOE, program director.

Highest 30 Sec. Rate: \$50.

City of License: Ashland. ADI: Charleston-Huntington. Rank: 48.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY				
Between 5-24%	Boyd	20,300	20,200	100
	Greenup	13,400	13,300	99



WTSF BMPCT-810928KE Granted 12/11/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lawrence	5,200	5,200	99
	OHIO	23,600	23,200	98
Totals		62,500	61,900	99
Net Weekly Circulation (1990)			7,100	
Average Daily Circulation (1990)			2,900	

Kentucky—Beattyville

WLJC-TV

Ch. 65

Network Service: None, independent.

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

Studio: Rte. 11, Beattyville, KY 41311.

Telephone: 606-464-8672.

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 73.45-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.

Began Operation: October 18, 1982.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

FOREST DRAKE, president & general manager.

Highest 30 Sec. Rate: \$7.92.

City of License: Beattyville. ADI: Lexington. Rank: 70.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY Lee	2,900	2,800	97



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY Wolfe	2,500	2,400	96
Totals		5,400	5,200	96
Net Weekly Circulation (1990)				2,000
Average Daily Circulation (1990)				900

Kentucky—Bowling Green

WBKO
Ch. 13

Network Service: ABC.

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

Telephone: 502-781-1313. TWX: 810-531-3667. Fax: 502-781-1814.

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.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band C-band; M/A-Com, 3.66-meter Ku-band; 4 Avantek, 2 Drake, 2 M/A-Com receivers.

News Services: ABC, AP, NIWS.

Ownership: A. Richard Benedek (Group Owner).

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.

NEAL MORRISON, general sales manager.

DAVID L. CHUMLEY, director of engineering.

BLAIR PAYNE, production manager.

CHARLES FORTNEY, news director.

STEVE CRABTREE, program director.

CHRIS ALLEN, promotion director.

NELLIE BROWN, business manager.

GENE PRATHER, administrative & community services director.

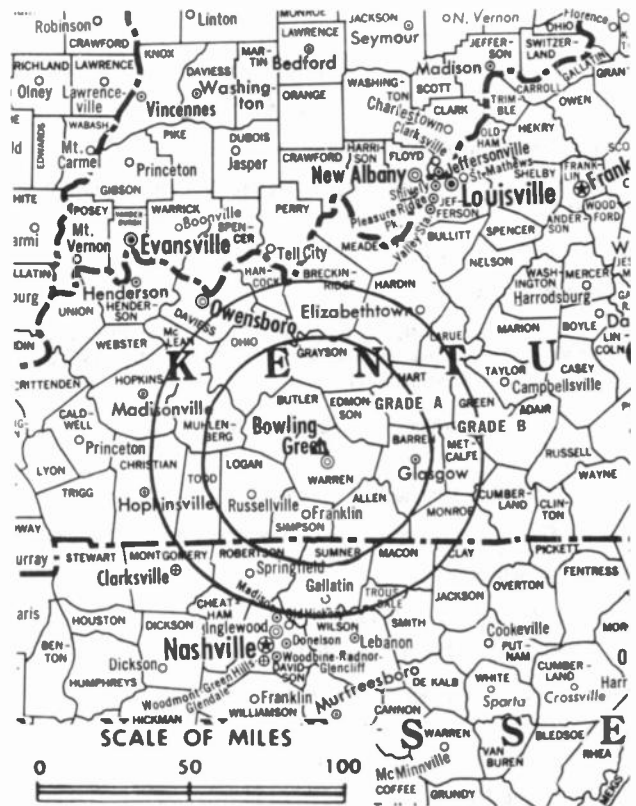
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$350.

City of License: Bowling Green. ADI: Bowling Green. Rank: 190.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Adair	5,900	5,800	98
	Allen	5,900	5,800	98
	Barren	12,900	12,800	99
	Butler	4,100	4,100	99
	Cumberland	2,800	2,800	98
	Edmonson	3,600	3,500	99
	Grayson	8,400	8,300	99
	Green	3,900	3,900	99
	Hart	6,000	6,000	99
	Logan	10,000	9,900	99
	Metcalfe	3,700	3,600	99
	Monroe	4,800	4,700	99



WBKO BPCT-4372 Granted 7/27/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Muhlenberg	11,600	11,500	99
	Ohio	8,300	8,200	99
	Russell	5,700	5,600	98
	Simpson	5,500	5,500	99
	Warren	31,500	31,200	99
Between 25-49%	KENTUCKY			
	Christian	20,300	20,200	99
	Clinton	3,600	3,600	99
	Larue	4,500	4,500	100
Taylor	8,700	8,600	99	
Between 5-24%	KENTUCKY			
	Breckinridge	6,300	6,200	98
	Hardin	29,100	28,900	99
	Mc Lean	3,500	3,500	100
	Todd	4,300	4,200	99
	Wayne	6,700	6,500	98
	TENNESSEE			
	Clay	3,100	3,100	98
	Macon	6,300	6,200	98
	Pickett	1,600	1,600	100
Trousdale	2,600	2,600	100	
Totals		235,200	232,900	99
Net Weekly Circulation (1990)			133,900	
Average Daily Circulation (1990)			82,800	

Kentucky—Campbellsville

WGRB
Ch. 34.

Network Service: None, independent.

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

Studio: 1210 Cane Valley Rd., Cane Valley, KY 42720.

Telephones: 502-465-2223; 502-384-4738. Fax: 502-384-6864.

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: C-band; Ku-band; ChannelMaster, Scientific-Atlanta receivers.

Ownership: Green River Bcstg. Co. Inc.

Began Operation: April 7, 1983.

Represented (sales): Independent TV Sales.

Represented (legal): Schwartz, Woods & Miller.

Represented (engineering): Rubin, Bednarek & Associates Inc.

Personnel:

MIKE HARDING, general manager.

GARY MILBY, local sales manager.

CONNIE LEONARD, news director.

MARTY BAGBY, program director.

ANITA BEGLEY, operations manager.

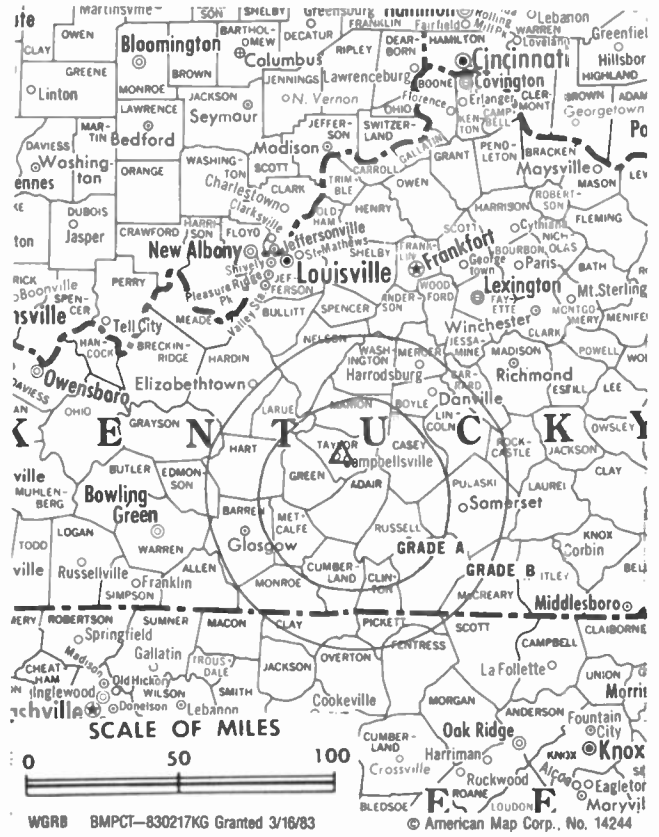
MIKE GRAHAM, chief engineer.

Highest 30 Sec. Rate: \$95.

City of License: Campbellsville. ADI: Louisville. Rank: 46.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Adair	5,900	5,800	98
	Green	3,900	3,900	99
Between 25-49%	KENTUCKY			
	Clinton	3,600	3,600	99
	Cumberland	2,800	2,800	98
	Metcalfe	3,700	3,600	99
	Russell	5,700	5,600	98
	Taylor	8,700	8,600	99
	Wayne	6,700	6,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Allen	5,900	5,800	98
	Barren	12,900	12,800	99
	Casey	5,800	5,700	98
	Grayson	8,400	8,300	99
	Hardin	29,100	28,900	99
	Hart	6,000	6,000	99
	Larue	4,500	4,500	100
	Lincoln	7,000	6,900	99
	McCreary	5,800	5,700	98
	Marion	5,800	5,800	99
	Monroe	4,800	4,700	99
	Nelson	10,300	10,200	99
Pulaski	19,200	18,800	98	
Washington	3,400	3,400	100	
Totals		169,900	167,900	99
Net Weekly Circulation (1990)				31,200
Average Daily Circulation (1990)				9,900

Kentucky—Danville-Lexington

WDKY-TV

Ch. 56

Network Service: Fox.

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

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

Mailing Address: Box 12650, Lexington, KY 40583.

Telephones: 606-299-3856; 606-293-1475. Fax: 606-299-8604.

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

Ownership: Backe Group Inc.

Began Operation: February 10, 1986. Sale to MMC Television Corp. approved by FCC Sept. 25, 1989 but not consummated.

Represented (sales): Seitel Inc.

Represented (legal): Hogan & Hartson.

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

Personnel:

TYLIN J. SMITH, vice president & general manager.

JURIS R. RASUMS, program & operations director.

DAN STREET, local sales manager.

STEPHEN JONES, chief engineer.

TED WISE, promotion director.

JOANNE Q. PARKER, business manager.

Highest 30 Sec. Rate: \$750.

City of License: Danville. ADI: Lexington. Rank: 70.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bourbon	7,400	7,300	99
	Boyle	9,800	9,700	99
	Estill	5,400	5,300	97
	Fayette	87,100	86,500	99
	Garrard	4,200	4,200	99
	Harrison	5,700	5,700	99
	Jessamine	10,800	10,600	99
	Lincoln	7,000	6,900	99
	Pulaski	19,200	18,800	98
	Rockcastle	5,400	5,300	97
	Scott	8,400	8,300	99
	Woodford	6,900	6,800	99
Between 25-49%	KENTUCKY			
	Anderson	5,200	5,200	100
	Bath	3,600	3,500	97
	Casey	5,800	5,700	98
	Clark	11,100	11,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	Franklin	17,700	17,600	99	
	Laurel	15,600	15,300	98	
	Lee	2,900	2,800	97	
	Mc Creary	5,800	5,700	98	
	Madison	19,300	19,100	99	
	Mercer	7,500	7,400	99	
	Montgomery	7,800	7,700	98	
	Nicholas	2,700	2,700	100	
	Owen	3,400	3,400	100	
	Owsley	1,800	1,700	94	
	Powell	4,100	4,000	98	
	Between 5-24%	KENTUCKY			
		Adair	5,900	5,800	98
Breathitt		5,600	5,400	97	
Clay		7,800	7,700	98	
Fleming		4,800	4,700	99	
Grant		5,100	5,000	99	
Harlan		14,400	14,200	99	
Jackson		4,400	4,300	97	
Knox		11,000	10,800	98	
Marion		5,800	5,800	99	
Nelson		10,300	10,200	99	
Robertson		800	800	100	
Rowan		6,500	6,400	98	
Russell	5,700	5,600	98		
Shelby	8,800	8,800	99		
Taylor	8,700	8,600	99		
Washington	3,400	3,400	100		
Whitley	13,500	13,300	99		
Totals		414,100	409,000	99	
Net Weekly Circulation (1990)				159,100	
Average Daily Circulation (1990)				65,100	

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 Stations: Harris, 7-meter C-band; Harris, 3.5-meter C-band; 2 Scientific-Atlanta receivers.

SNG Mobile Dish: Nurad.

News Services: AP, CBS.

Ownership: Bluegrass Broadcasting Co. (Group Owner).

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

Represented (sales): Roslin Spot TV Sales.

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

Personnel:

RALPH W. GABBARD, executive vice president & general manager.

ERNESTINE CORNETT, station manager.

JIM BOGGS, general sales manager.

JIM COMBS, chief engineer.

TONY TURNER, news director.

MAHALA DUFF, program & promotion coordinator.

LOUISE ADAMS, office manager.

Highest 30 Sec. Rate: \$340.

City of License: Hazard. ADI: Lexington. Rank: 70.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	12,000	11,800	99
	Breathitt	5,600	5,400	97
	Floyd	18,600	18,300	99
	Harlan	14,400	14,200	99
	Knott	6,200	6,000	98
	Leslie	5,000	4,800	97
	Letcher	10,700	10,500	98
	Magoffin	5,000	4,900	98
	Perry	12,100	11,900	98
	Pike	29,300	28,900	99
	Wolfe	2,500	2,400	96
	Between 25-49%	KENTUCKY		
Clay		7,800	7,700	98



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

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Jackson	4,400	4,300	97
	Johnson	9,100	9,000	99
	Knox	11,000	10,800	98
	Laurel	15,600	15,300	98
	Martin	4,600	4,500	98
	Owsley	1,800	1,700	94
Whitley	13,500	13,300	99	
Between 5-24%	KENTUCKY			
	Lee	2,900	2,800	97
	Morgan	4,200	4,100	98
	VIRGINIA			
Buchanan	12,100	11,800	98	
WEST VIRGINIA				
Mingo	12,600	12,400	98	
Totals		221,000	216,800	98
Net Weekly Circulation (1990)			113,200	
Average Daily Circulation (1990)			65,600	

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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. Fax: 606-299-2494.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1520-kw max. visual. Antenna: 985-ft. above av. terrain, 954-ft. above ground, 1945-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: Scientific-Atlanta, 7-meter; Harris, 6-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, CBS, NIWS.

Ownership: Bluegrass Broadcasting Co. (Group Owner).

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, president & general manager.
JERE FIGUE, vice president & station manager.
JOHN BOBEL, vice president, news, client & creative services.
MIKE KANAREK, vice president, operations.
GEORGE STEVENS, national sales manager.
CHAS CALLAWAY, vice president, engineering & broadcast services.
BARBARA CARDEN, program director.
BELINDA TURLEY, business manager.
SHARON HELTON, traffic manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1200.

City of License: Lexington. ADI: Lexington. Rank: 70.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	5,200	5,200	100
	Bath	3,600	3,500	97
	Bourbon	7,400	7,300	99
	Boyle	9,800	9,700	99
	Casey	5,800	5,700	98
	Clark	11,100	11,000	99
	Clay	7,800	7,700	98
	Estill	5,400	5,300	97
	Fayette	87,100	86,500	99
	Fleming	4,800	4,700	99
	Franklin	17,700	17,600	99
	Garrard	4,200	4,200	99
	Harrison	5,700	5,700	99
	Jackson	4,400	4,300	97
	Jessamine	10,800	10,600	99
Knott	6,200	6,000	98	



WKYT-TV BPCT-890407KG Granted 5/12/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Laurel	15,600	15,300	98
	Lee	2,900	2,800	97
	Lincoln	7,000	6,900	99
	Madison	19,300	19,100	99
	Mason	6,300	6,200	99
	Menifee	1,700	1,700	100
	Mercer	7,500	7,400	99
	Montgomery	7,800	7,700	98
	Nicholas	2,700	2,700	100
	Owen	3,400	3,400	100
	Owsley	1,800	1,700	94
	Perry	12,100	11,900	98
	Powell	4,100	4,000	98
	Pulaski	19,200	18,800	98
	Robertson	800	800	100
	Rockcastle	5,400	5,300	97
Rowan	6,500	6,400	98	
Russell	5,700	5,600	98	
Scott	8,400	8,300	99	
Wayne	6,700	6,500	98	
Whitley	13,500	13,300	99	
Wolfe	2,500	2,400	96	
Woodford	6,900	6,800	99	
Between 25-49%	KENTUCKY			
	Breathitt	5,600	5,400	97
	Greenup	13,400	13,300	99
	Harlan	14,400	14,200	99
	Knox	11,000	10,800	98
Leslie	5,000	4,800	97	

(Continued on page A-512)

Totals		633,000	625,000	99
Net Weekly Circulation (1990)				349,900
Average Daily Circulation (1990)				196,300

Kentucky—Lexington

WLEX-TV

Ch. 18

Network Service: NBC.

Licensee: WLEX-TV Inc., 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. Fax: 606-255-2418.

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"

Requests CP for change to 5000-kw max. visual, 1808-ft. above av. terrain, 1699-ft. above ground, 2664-ft. above sea level, lat. 37° 55' 23", long. 84° 09' 14", transmitter to 4396-ft. SSE of intersection of Muddy Creek & Cole Rds., 4.6-mi. SSE of Winchester. BPCT-900316KE.

Transmitter: Russell Cave Pike.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Comtech, 5-meter C-band; Harris Ku-band; RCA Ku-band; Cyclopsat, Harris, M/A-Com, Pinzone, receivers.

News Service: UPI.

Ownership: WLEX-TV Inc.

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

Highest 30 Sec. Rate: \$1,500.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Lexington. ADI: Lexington. Rank: 70.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	5,200	5,200	100
	Bath	3,600	3,500	97
	Bourbon	7,400	7,300	99
	Boyle	9,800	9,700	99
	Breathitt	5,600	5,400	97
	Casey	5,800	5,700	98
	Clark	11,100	11,000	99
	Clay	7,800	7,700	98
	Estill	5,400	5,300	97
	Fayette	87,100	86,500	99
	Fleming	4,800	4,700	99
	Franklin	17,700	17,600	99
	Garrard	4,200	4,200	99



WLEX-TV BPCT-4123 Granted 5/27/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Harrison	5,700	5,700	99
	Jackson	4,400	4,300	97
	Jessamine	10,800	10,600	99
	Laurel	15,600	15,300	98
	Lee	2,900	2,800	97
	Lincoln	7,000	6,900	99
	Madison	19,300	19,100	99
	Mason	6,300	6,200	99
	Menifee	1,700	1,700	100
	Mercer	7,500	7,400	99
	Montgomery	7,800	7,700	98
	Nicholas	2,700	2,700	100
	Owen	3,400	3,400	100
	Owsley	1,800	1,700	94
	Perry	12,100	11,900	98
	Powell	4,100	4,000	98
	Pulaski	19,200	18,800	98
	Robertson	800	800	100
	Rockcastle	5,400	5,300	97
	Rowan	6,500	6,400	98
Scott	8,400	8,300	99	
Taylor	8,700	8,600	99	
Whitley	13,500	13,300	99	
Wolfe	2,500	2,400	96	
Woodford	6,900	6,800	99	
Between 25-49%	KENTUCKY			
	Harlan	14,400	14,200	99
	Knox	11,000	10,800	98
Leslie	5,000	4,800	97	
(Continued on page A-512)				
Totals		510,700	504,200	99
Net Weekly Circulation (1990)				320,000
Average Daily Circulation (1990)				183,600

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, UPI.

Ownership: Shamrock Broadcasting Inc. (Group Owner).

Begin 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): Leverthal, Senter & Lerman.

Represented (engineering): Hammett & Edison Inc.

Personnel:

DIANE SUTTER, 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: On request.

NETWORK BASE HOURLY RATE: \$650.

City of License: Lexington. ADI: Lexington. Rank: 70.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	5,200	5,200	100
	Bath	3,600	3,500	97
	Bourbon	7,400	7,300	99
	Boyle	9,800	9,700	99
	Breathitt	5,600	5,400	97
	Casey	5,800	5,700	98
	Clark	11,100	11,000	99
	Clay	7,800	7,700	98
	Estill	5,400	5,300	97
	Fayette	87,100	86,500	99
	Fleming	4,800	4,700	99
	Franklin	17,700	17,600	99
	Garrard	4,200	4,200	99
	Harrison	5,700	5,700	99
	Jackson	4,400	4,300	97
	Jessamine	10,800	10,600	99
	Laurel	15,600	15,300	98
	Lee	2,900	2,800	97
	Lincoln	7,000	6,900	99
Madison	19,300	19,100	99	
Mason	6,300	6,200	99	
Menifee	1,700	1,700	100	
Mercer	7,500	7,400	99	
Montgomery	7,800	7,700	98	



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Nicholas	2,700	2,700	100
	Owsley	1,800	1,700	94
	Perry	12,100	11,900	98
	Powell	4,100	4,000	98
	Pulaski	19,200	18,800	98
	Robertson	800	800	100
	Rockcastle	5,400	5,300	97
	Rowan	6,500	6,400	98
	Scott	8,400	8,300	99
	Wolfe	2,500	2,400	96
Woodford	6,900	6,800	99	
BETWEEN 25-49%	KENTUCKY			
	Knott	6,200	6,000	98
	Knox	11,000	10,800	98
	Leslie	5,000	4,800	97
	Lewis	5,000	4,900	98
	Morgan	4,200	4,100	98
	Owen	3,400	3,400	100
	Russell	5,700	5,600	98
	Washington	3,400	3,400	100
Wayne	6,700	6,500	98	
Whitley	13,500	13,300	99	
BETWEEN 5-24%	KENTUCKY			
	Bracken	2,700	2,700	100
	Carter	8,900	8,800	99
	Floyd	18,600	18,300	99
	Grant	5,100	5,000	99
Harlan	14,400	14,200	99	
Letcher	10,700	10,500	98	
(Continued on page A-512)				
Totals		529,600	522,400	99
Net Weekly Circulation (1990)				307,000
Average Daily Circulation (1990)				172,200

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. Fax: 502-561-4115.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw 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 100-kw visual, 10-kw aural, circularly polarized, 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: Transmit/receive Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

SNG Mobile Dish: Andrew, 2.3-meter Ku-band.

News Services: AP, NBC.

Ownership: Cosmos Broadcasting Corp. (Group Owner).

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.

ED MUNSON, local sales manager.

NICK ULMER, national sales manager.

BILL ESCHBACH, chief engineer.

ED GODFREY, news director.

MARGARET SHADBOURNE, program & special services director.

WATSON COURTENAY, promotion director.

MARGARET WADLINGTON, business manager.

RUSS READ, marketing director.

BOB FULBRIGHT, creative services director.

Highest 30 Sec. Rate: \$2900.

NETWORK BASE HOURLY RATE: \$3863.

City of License: Louisville. ADI: Louisville. Rank: 46.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	32,700	32,200	98
	Crawford	3,800	3,700	97
	Floyd	23,400	23,100	99
	Harrison	10,600	10,400	98
	Jackson	13,800	13,600	99
	Jefferson	10,500	10,300	98
	Jennings	7,900	7,700	97
	Lawrence	16,700	16,400	98
	Orange	7,200	7,000	97



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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Scott	7,500	7,300	97
	Washington	8,400	8,200	98
KENTUCKY	Breckinridge	6,300	6,200	98
	Bullitt	15,600	15,500	99
	Carroll	3,500	3,500	100
	Grayson	8,400	8,300	99
	Hardin	29,100	28,900	99
	Hart	6,000	6,000	99
	Henry	4,800	4,700	99
	Jefferson	262,000	260,900	100
	Larue	4,500	4,500	100
	Marion	5,800	5,800	99
	Meade	8,000	8,000	100
	Nelson	10,300	10,200	99
	Oldham	10,300	10,200	100
	Shelby	8,800	8,800	99
	Spencer	2,300	2,300	100
	Taylor	8,700	8,600	99
Trimble	2,200	2,200	100	
Washington	3,400	3,400	100	
Between 25-49%	INDIANA			
	Perry	6,600	6,400	97
	KENTUCKY			
	Anderson	5,200	5,200	100
Franklin	17,700	17,600	99	
Green	3,900	3,900	99	
Between 5-24%	INDIANA			
Bartholomew	24,800	24,400	98	
(Continued on page A-512)				
Totals		703,600	696,400	99
Net Weekly Circulation (1990)				509,300
Average Daily Circulation (1990)				312,200

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.

Telephone: 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 Broadcasting Network Inc.

Began Operation: April 2, 1986.

Represented (sales): Landin Media 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.

BRYAN BAILEY, program & promotion director.

TERRELL SMITH, chief engineer.

CLARENCE HENSON, engineering.

CHARLES RAGLAND, business manager.

Highest 30 Sec. Rate: \$250.

City of License: Louisville. ADI: Louisville. Rank: 46.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Marion	5,800	5,800	99
	Oldham	10,300	10,200	100
Between 5-24%	INDIANA			
	Clark	32,700	32,200	98
	Floyd	23,400	23,100	99
	Harrison	10,600	10,400	98
	Scott	7,500	7,300	97
KENTUCKY	Breckinridge	6,300	6,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Bullitt	15,600	15,500	99
	Hardin	29,100	28,900	99
	Henry	4,800	4,700	99
	Jefferson	262,000	260,900	100
	Larue	4,500	4,500	100
	Meade	8,000	8,000	100
	Nelson	10,300	10,200	99
	Shelby	8,800	8,800	99
	Spencer	2,300	2,300	100
	Trimble	2,200	2,200	100
Washington	3,400	3,400	100	
Totals		447,600	444,600	99
Net Weekly Circulation (1990)				75,500
Average Daily Circulation (1990)				20,800

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. Fax: 502-589-5559.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 5000-kw max visual. Antenna: Circularly polarized, 1283-ft. above av. terrain, 971-ft. above ground, 1932-ft. above sea level.

Latitude 38° 21' 00.00"
Longitude 85° 50' 56.50"

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

Multichannel TV Sound: Stereo only.

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. (Group Owner).

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): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

JOHN J. DORKIN, president & general manager.

STEVE BARRY, general sales manager.

JACK RATTERMAN, national sales manager.

GARY BOCKHORST, operations manager.

HAL STOPFEL, news director.

GLEN COOK, chief engineer.

TRISH POWELL, promotion director.

PATTIE KIRAY, controller.

RON MACK, production director.

NAILA SEOW, traffic supervisor.

Highest 30 Sec. Rate: \$1200.

City of License: Louisville. ADI: Louisville. Rank: 46.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	32,700	32,200	98
	Floyd	23,400	23,100	99
	Harrison	10,600	10,400	98
	Jefferson	10,500	10,300	98
	Scott	7,500	7,300	97
	Washington	8,400	8,200	98
	KENTUCKY			
	Anderson	5,200	5,200	100
	Breckinridge	6,300	6,200	98
	Bullitt	15,600	15,500	99
	Hardin	29,100	28,900	99
	Henry	4,800	4,700	99
	Jefferson	262,000	260,900	100
Larue	4,500	4,500	100	
Marion	5,800	5,800	99	
Meade	8,000	8,000	100	
Nelson	10,300	10,200	99	



WDRB-TV BPCT-890518KG Granted 6/14/89 © American Map Corp., No 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Oldham	10,300	10,200	100
	Shelby	8,800	8,800	99
	Taylor	8,700	8,600	99
	Trimble	2,200	2,200	100
Between 25-49%	INDIANA			
	Crawford	3,800	3,700	97
	Dubois	13,200	12,800	97
	Jackson	13,800	13,600	99
	Orange	7,200	7,000	97
	Perry	6,600	6,400	97
	KENTUCKY			
	Boyle	9,800	9,700	99
	Carroll	3,500	3,500	100
	Franklin	17,700	17,600	99
Grayson	8,400	8,300	99	
Hart	6,000	6,000	99	
Jessamine	10,800	10,600	99	
Spencer	2,300	2,300	100	
Washington	3,400	3,400	100	
Between 5-24%	INDIANA			
	Lawrence	16,700	16,400	98
	Spencer	6,900	6,700	97
	KENTUCKY			
	Adair	5,900	5,800	98
	Barren	12,900	12,800	99
Bourbon	7,400	7,300	99	
Casey	5,800	5,700	98	
Daviess	33,200	33,000	99	
Garrard	4,200	4,200	99	
(Continued on page A-512)				
Totals		730,600	723,800	99
Net Weekly Circulation (1990)				358,400
Average Daily Circulation (1990)				152,700

Kentucky—Louisville

WHAS-TV

Ch. 11

Network Service: ABC.

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

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

Telephone: 502-582-7840. 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 Station: Transmit/receive Harris, 9-meter; Harris receivers.

News Services: AP, Group W Newsfeed, UPI.

Ownership: Providence Journal Broadcasting Corp. (Group Owner).

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): Covington & Burling.

Personnel:

N. NEIL KUVIN, president & general manager.

DOUG ROBERTS, national sales manager.

AL ROUFF, engineering manager.

LARRY SMITH, news director.

DAN MILLER, program director.

VICKI CHRISTENSEN, promotion director.

BECKY NORRIS, business manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$2712.

City of License: Louisville. ADI: Louisville. Rank: 46.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	32,700	32,200	98
	Crawford	3,800	3,700	97
	Floyd	23,400	23,100	99
	Harrison	10,600	10,400	98
	Jackson	13,800	13,600	99
	Jefferson	10,500	10,300	98
	Jennings	7,900	7,700	97
	Lawrence	16,700	16,400	98
	Orange	7,200	7,000	97
	Perry	6,600	6,400	97
	Scott	7,500	7,300	97
	Washington	8,400	8,200	98
	KENTUCKY			
	Breckinridge	6,300	6,200	98
	Bullitt	15,600	15,500	99
	Carroll	3,500	3,500	100
	Franklin	17,700	17,600	99
	Grayson	8,400	8,300	99
	Green	3,900	3,900	99
Hardin	29,100	28,900	99	
Hart	6,000	6,000	99	
Henry	4,800	4,700	99	
Jefferson	262,000	260,900	100	
Larue	4,500	4,500	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	5,800	5,800	99
	Meade	8,000	8,000	100
	Nelson	10,300	10,200	99
	Oldham	10,300	10,200	100
	Shelby	8,800	8,800	99
	Spencer	2,300	2,300	100
	Taylor	8,700	8,600	99
	Trimble	2,200	2,200	100
Washington	3,400	3,400	100	
Between 25-49%	INDIANA			
	Bartholomew	24,800	24,400	98
	KENTUCKY			
	Adair	5,900	5,800	98
	Anderson	5,200	5,200	100
	Barren	12,900	12,800	99
	Boyle	9,800	9,700	99
	Hancock	2,900	2,900	100
Mercer	7,500	7,400	99	
Owen	3,400	3,400	100	
Russell	5,700	5,600	98	
Woodford	6,900	6,800	99	
Between 5-24%	INDIANA			
	Dubois	13,200	12,800	97
	Monroe	37,400	36,400	97
	Ohio	2,000	2,000	100
	Ripley	8,900	8,700	98
	Shelby	14,300	14,100	99
	Spencer	6,900	6,700	97
	Switzerland	2,900	2,800	97
(Continued on page A-513)				
Totals		825,100	816,200	99
Net Weekly Circulation (1990)				552,100
Average Daily Circulation (1990)				340,300

Kentucky—Louisville

WLKY-TV

Ch. 32

Network Service: CBS.

Licensee: Pulitzer Broadcasting Co., 1918 Melwood Ave., Box 6205, Louisville, KY 40206.

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

Telephone: 502-893-3671. TWX: 810-535-3212. Fax: 502-897-2384.

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: Rte. 1, Floyds Knob, near New Albany, IN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; SatCom, 7-meter C-band; Comtech, 5-meter Ku & C-band; Andrew, 4.5-meter C-band; Microdyne, Pinzone receivers.

SNG Mobile Dish: Comtech, 5-meter Ku & C-band.

News Services: AP, CNN.

Ownership: Pulitzer Publishing Co. (Group Owner).

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.

Personnel:
LYN STOYER, vice president & general manager.
JIM OETKEN, general sales manager.
PAT KELLOGG, national sales manager.
PAUL KELLEY, chief engineer.
ANDREW BARTON, news director.
JACK SHAFER, program director.
STEVE LAKEY, promotion director.
DELORES ROEHM, business manager.
LORA BRADSHAW, community affairs director.

Highest One Hour Rate: \$10,400.

Highest 30 Sec. Rate: \$950.

NETWORK BASE HOURLY RATE: \$800.

City of License: Louisville. ADI: Louisville. Rank: 46.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	32,700	32,200	98
	Crawford	3,800	3,700	97
	Floyd	23,400	23,100	99
	Harrison	10,600	10,400	98
	Jackson	13,800	13,600	99
	Jefferson	10,500	10,300	98
	Scott	7,500	7,300	97
	Washington	8,400	8,200	98
	KENTUCKY			
Breckinridge	6,300	6,200	98	
Bullitt	15,600	15,500	99	
Franklin	17,700	17,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Hardin	29,100	28,900	99	
	Henry	4,800	4,700	99	
	Jefferson	262,000	260,900	100	
	Larue	4,500	4,500	100	
	Marion	5,800	5,800	99	
	Meade	8,000	8,000	100	
	Nelson	10,300	10,200	99	
	Oldham	10,300	10,200	100	
	Shelby	8,800	8,800	99	
	Spencer	2,300	2,300	100	
Between 25-49%	Trimble	2,200	2,200	100	
	Washington	3,400	3,400	100	
	INDIANA				
	Jennings	7,900	7,700	97	
	Lawrence	16,700	16,400	98	
	Orange	7,200	7,000	97	
	KENTUCKY				
	Adair	5,900	5,800	98	
	Anderson	5,200	5,200	100	
	Carroll	3,500	3,500	100	
Between 5-24%	Grayson	8,400	8,300	99	
	Green	3,900	3,900	99	
	Hart	6,000	6,000	99	
	Taylor	8,700	8,600	99	
	INDIANA				
	Bartholomew	24,800	24,400	98	
	Dubois	13,200	12,800	97	
	Perry	6,600	6,400	97	
	(Continued on page A-513)				
	Totals		693,200	686,600	99
Net Weekly Circulation (1990)			452,800		
Average Daily Circulation (1990)			238,600		

Kentucky—Madisonville

WLCN

Ch. 19

Network Service: None, independent.

Licensee: Life Anew Ministries, 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 2676-kw max. visual, 791-ft. above av. terrain, 666-ft. above ground, 1220-ft. above sea level; lat. 37° 24' 46", long. 87° 31' 32", transmitter to N side of County Rd. 260, Hopkins County, approx. 2.4-mi. W of Hanson. BPCT-881114KK.

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

Ownership: Life Anew Ministries.

Began Operation: October 15, 1983.

Represented (sales): Landin Media Sales.

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

Represented (engineering): Edward F. Lorentz.

Personnel:

RICK TOMLINSON, general manager.

Highest 30 Sec. Rate: \$18.50.

City of License: Madisonville. ADI: Evansville. Rank: 93.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	KENTUCKY			
Between 5-24%	Hopkins	18,000	17,800	99
Totals		18,000	17,800	99
Net Weekly Circulation (1990)				1,700
Average Daily Circulation (1990)				300

Kentucky—Paducah

WPSD-TV

Ch. 6

Network Service: NBC.

Licensee: Paducah Newspapers Inc., 408 Kentucky Ave., Paducah, KY 42002.

Studio: 100 Television Lane, Paducah, KY 42003-5098.

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

Telephone: 502-442-8214. **TWX:** 510-546-2047. **Fax:** 902-442-8214 ext. 280.

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.

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, operations & program manager.

ANN EAVES, national sales manager.

DON VAN CLEVE, local sales manager.

DON BROWN, chief engineer.

TERRY REEVES, news director.

CATHY CRECELIUS, promotion & public affairs manager.

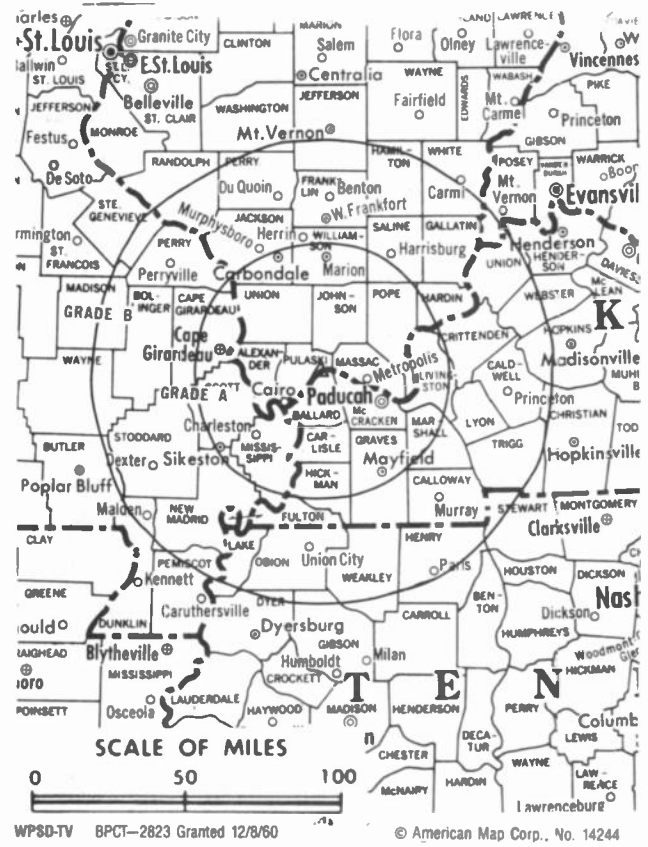
Highest 30 Sec. Rate: \$2400.

NETWORK BASE HOURLY RATE: \$2700.

City of License: Paducah. **ADI:** Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. **Rank:** 76.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Crittenden	3,300	3,300	100
	Fulton	3,100	3,100	100
	Graves	13,400	13,300	99
	Hickman	2,000	2,000	100
	Livingston	3,700	3,700	100
	Lyon	2,300	2,300	100
	Mc Cracken	24,500	24,300	99
	Marshall	10,700	10,600	99
	Trigg	3,600	3,600	100
	MISSOURI			
	Bollinger	4,300	4,200	98
	Cape Girardeau	23,200	22,900	99
	Mississippi	5,400	5,300	98
	New Madrid	7,700	7,500	97
	Scott	15,000	14,800	99
	Stoddard	11,300	11,100	98
	Wayne	5,000	4,900	98
TENNESSEE				
Henry	11,800	11,600	99	
Lake	2,600	2,600	100	
Obion	13,300	13,200	99	
Weakley	12,600	12,400	99	
Between 25-49%	KENTUCKY			
	Christian	20,300	20,200	99
	Union	5,800	5,800	99
	Webster	5,600	5,500	98
MISSOURI				
Butler	15,000	14,600	97	
Dunklin	13,000	12,700	98	
(Continued on page A-513)				
Totals		520,900	511,400	98
Net Weekly Circulation (1990)				312,600
Average Daily Circulation (1990)				193,900

Kentucky

WKYT-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	KENTUCKY			
	Letcher	10,700	10,500	98
	Lewis	5,000	4,900	98
	Mc Creary	5,800	5,700	98
	Magoffin	5,000	4,900	98
	Marion	5,800	5,800	99
	Morgan	4,200	4,100	98
	Shelby	8,800	8,800	99
Washington	3,400	3,400	100	
Between 5-24%	KENTUCKY			
	Adair	5,900	5,800	98
	Bell	12,000	11,800	99
	Boyd	20,300	20,200	100
	Bracken	2,700	2,700	100
	Carter	8,900	8,800	99
	Clinton	3,600	3,600	99
	Elliott	2,500	2,500	100
	Floyd	18,600	18,300	99
	Grant	5,100	5,000	99
	Green	3,900	3,900	99
	Hardin	29,100	28,900	99
	Henry	4,800	4,700	99
	Johnson	9,100	9,000	99
	Larue	4,500	4,500	100
	Nelson	10,300	10,200	99
	Pendleton	4,100	4,100	100
	Taylor	8,700	8,600	99
	Trimble	2,200	2,200	100
	TENNESSEE			
Campbell	13,800	13,600	99	

WLEX-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	KENTUCKY			
	Mc Creary	5,800	5,700	98
	Marion	5,800	5,800	99
	Morgan	4,200	4,100	98
	Russell	5,700	5,600	98
	Shelby	8,800	8,800	99
	Washington	3,400	3,400	100
Wayne	6,700	6,500	98	
Between 5-24%	KENTUCKY			
	Adair	5,900	5,800	98
	Bell	12,000	11,800	99
	Bracken	2,700	2,700	100
	Carroll	3,500	3,500	100
	Green	3,900	3,900	99
	Hardin	29,100	28,900	99
	Henry	4,800	4,700	99
	Magoffin	5,000	4,900	98
	Nelson	10,300	10,200	99
	Trimble	2,200	2,200	100

WTVQ-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Magoffin	5,000	4,900	98
	Marion	5,800	5,800	99
	Nelson	10,300	10,200	99
	Pike	29,300	28,900	99
	Shelby	8,800	8,800	99
	Spencer	2,300	2,300	100
	Taylor	8,700	8,600	99

WAVE, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	INDIANA			
	Decatur	8,400	8,200	98
	Dubois	13,200	12,800	97
	Martin	3,900	3,800	97
	Ohio	2,000	2,000	100
	Pike	5,300	5,100	96
	Spencer	6,900	6,700	97
	KENTUCKY			
	Adair	5,900	5,800	98
	Boyle	9,800	9,700	99
	Casey	5,800	5,700	98
	Hancock	2,900	2,900	100
	Lincoln	7,000	6,900	99
	Mercer	7,500	7,400	99
Ohio	8,300	8,200	99	
Owen	3,400	3,400	100	
Russell	5,700	5,600	98	
Woodford	6,900	6,800	99	

WDRB-TV, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Green	3,900	3,900	99
	Lincoln	7,000	6,900	99
	Madison	19,300	19,100	99
	Mercer	7,500	7,400	99
	Owen	3,400	3,400	100
	Scott	8,400	8,300	99
Woodford	6,900	6,800	99	

Kentucky

WHAS-TV, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total		TV Households %
		Households	Households	
Between 5-24%	KENTUCKY			
	Casey	5,800	5,700	98
	Clinton	3,600	3,600	99
	Cumberland	2,800	2,800	98
	Edmonson	3,600	3,500	99
	Garrard	4,200	4,200	99
	Lincoln	7,000	6,900	99
	Metcalfe	3,700	3,600	99
	Montgomery	7,800	7,700	98
	Ohio	8,300	8,200	99
	Simpson	5,500	5,500	99
	Warren	31,500	31,200	99

WLKY-TV, Louisville (Arbitron Data Continued)

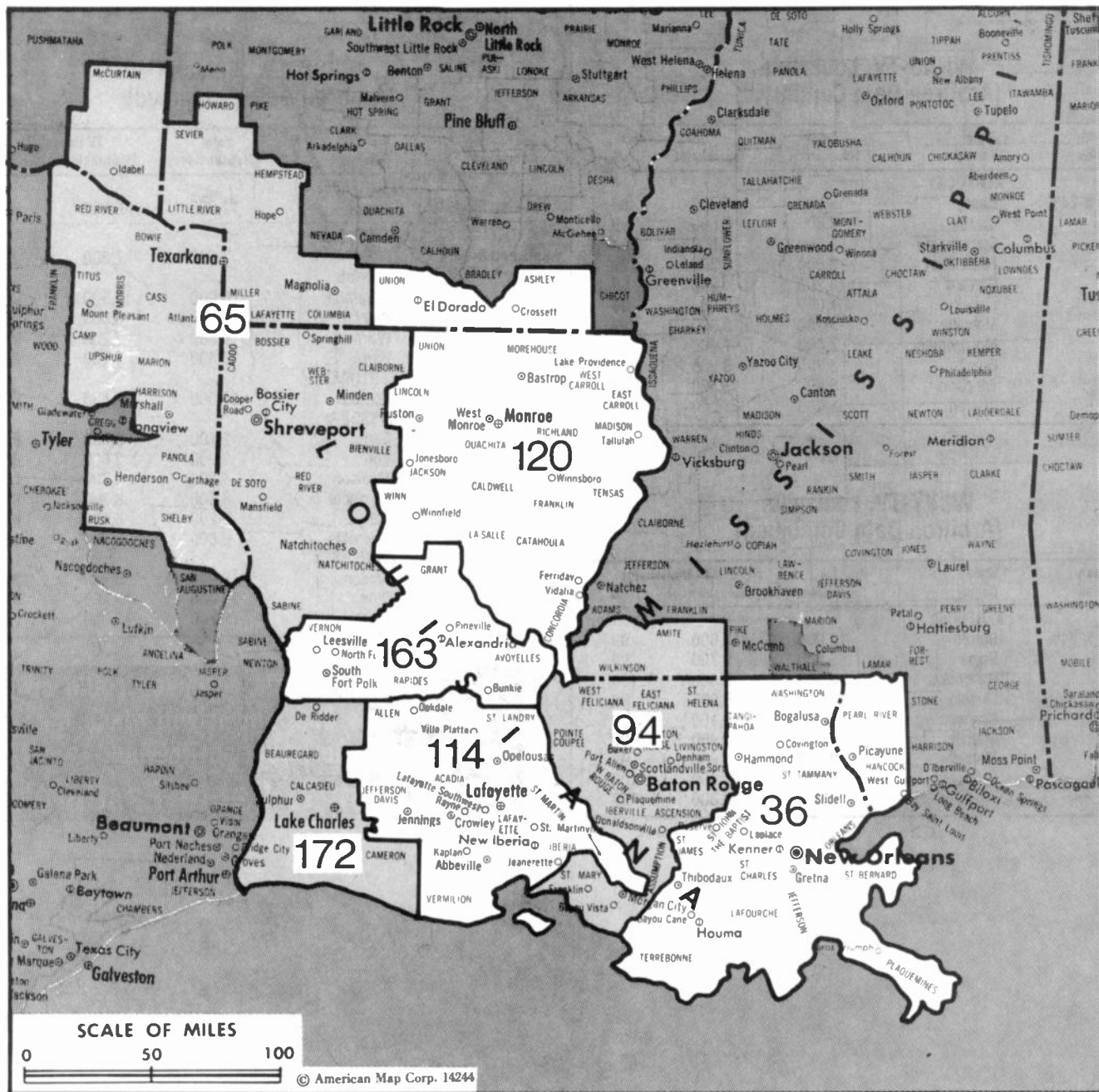
Net Weekly Circulation	State County	Total		TV Households %
		Households	Households	
Between 5-24%	KENTUCKY			
	Barren	12,900	12,800	99
	Boyle	9,800	9,700	99
	Hancock	2,900	2,900	100
	Lincoln	7,000	6,900	99
	Madison	19,300	19,100	99
	Mercer	7,500	7,400	99
	Metcalfe	3,700	3,600	99
	Owen	3,400	3,400	100
	Woodford	6,900	6,800	99

WPSD-TV, Paducah (Arbitron Data Continued)

Net Weekly Circulation	State County	Total		TV Households %
		Households	Households	
Between 25-49%	TENNESSEE			
	Carroll	11,000	10,900	99
Between 5-24%	ARKANSAS			
	Clay	7,700	7,600	99
	ILLINOIS			
	Jefferson	16,000	15,500	97
	Perry	9,000	8,800	98
	Wayne	7,500	7,200	96
	White	7,400	7,100	96
	KENTUCKY			
	Hopkins	18,000	17,800	99
	MISSOURI			
	Carter	2,100	2,000	95
	Iron	3,900	3,800	97
	Madison	4,800	4,700	98
	Pemiscot	8,500	8,300	98
	Perry	6,200	6,100	98
	Reynolds	2,800	2,700	96
	TENNESSEE			
	Benton	6,300	6,200	98
Dyer	13,600	13,400	99	
Gibson	19,200	19,000	99	

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Television & Cable Factbook



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New Orleans, LA	640,800	36	WCCL (49), WOSU-TV (6), WGND (26), WNOL-TV (38), WVUE (8), WWL-TV (4)
Shreveport, LA-Texarkana, TX	406,000	65	KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Baton Rouge, LA	253,600	94	WAFB (9), WRBZ (2), WVLA (33)
Lafayette, LA	195,900	114	KADN (15), KATC (3), KLFY-TV (10)
Monroe, LA-El Dorado, AR	183,200	120	KARD (14), KMCT-TV (39), KNDE-TV (8), KTVE (10)
Alexandria, LA	88,200	163	KALB-TV (5), KLAX-TV (31)
Lake Charles, LA	75,800	172	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
KMCT-TV, West Monroe	See Monroe, LA

Louisiana Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	14	10	24
Educational Television Stations	2	6	8
	16	16	32

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, 22-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 Stations: Harris, 8-meter Ku-band; Comtech, 4.2-meter C-band; 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: Lanford Telecasting Co. Inc.

Began Operation: September 29, 1954.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

LESLEY GOLMON, vice president & general manager.

JIM REARDON, general sales manager.

DOWELL BUSHNELL, local sales manager.

ROLAND PHILIPS, chief engineer.

FRANCES YEAGER, program & promotion director.

JIMMIE FOX, operations manager.

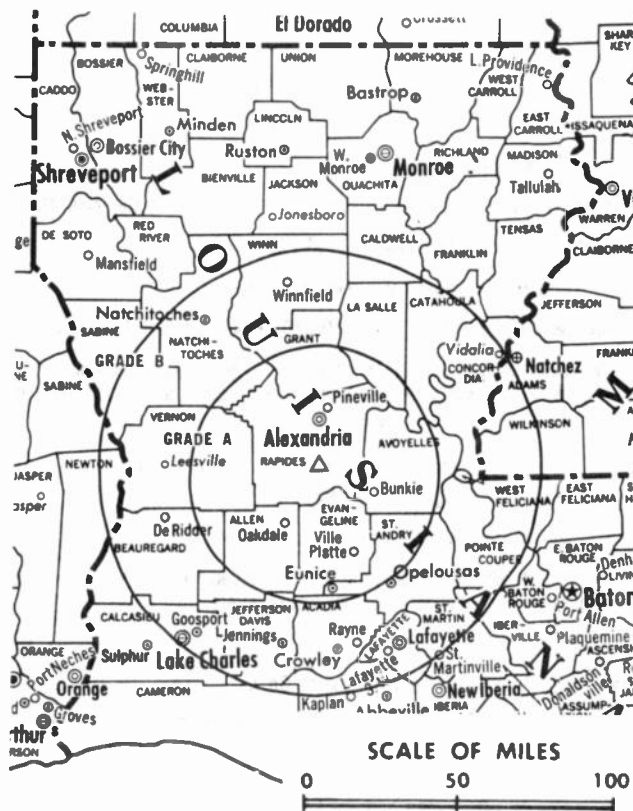
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Alexandria. ADI: Alexandria, LA. Rank: 163.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Allen	7,400	7,300	99
	Avoyelles	14,900	14,600	98
	Catahoula	4,500	4,400	98
	Concordia	8,200	8,000	98
	Evangeline	12,400	12,100	98
	Grant	6,800	6,700	99
	La Salle	6,200	6,100	98
	Natchitoches	14,400	14,000	97
	Rapides	49,300	48,800	99
	Sabine	10,700	10,400	97
	St Landry	30,400	29,800	98
	Vernon	18,400	18,000	98
	Winn	6,200	6,100	98



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Adams	13,800	13,600	98
	Wilkinson	3,400	3,300	97
Between 25-49%	LOUISIANA			
	Beauregard	11,400	11,200	98
	West Feliciana	2,600	2,500	96
	MISSISSIPPI			
	Franklin	3,300	3,200	97
Between 5-24%	LOUISIANA			
	Acadia	20,300	20,000	99
	Caldwell	4,800	4,700	98
	Jackson	7,000	6,900	99
	Jefferson Davis	11,100	11,000	99
	Lafayette	61,600	61,000	99
	Pointe Coupee	8,400	8,200	98
	St Mary	20,500	20,300	99
	Vermilion	19,000	18,800	99
	West Baton Rouge	6,700	6,600	98
	MISSISSIPPI			
Amite	4,800	4,700	98	
Claiborne	3,700	3,600	97	
TEXAS				
Sabine	4,400	4,300	98	
Totals		396,600	390,200	98
Net Weekly Circulation (1990)			193,200	
Average Daily Circulation (1990)			118,700	

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Louisiana—Alexandria

KLAX-TV

Ch. 31

Network Service: ABC.

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

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

Mailing Address: Box 8818, Alexandria, LA 71306.

Telephone: 318-473-0031. TWX: 510-976-5704. Fax: 318-442-4646.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1290-kw max visual, 130-kw aural. Antenna: 1093-ft. above av. terrain, 1027-ft. above ground, 1253-ft. above sea level.

Latitude 31° 33' 54"
Longitude 92° 33' 00"

Transmitter: 1.5-mi. SW of Dry Prong.

Satellite Earth Stations: Microdyne, 5-meter C-band; RCA Americom, 4-meter Ku-band; Microdyne, Standard Components receivers.

News Service: AP.

Ownership: Pollack/Bez Communications Co. Inc.

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): Blair Television.

Represented (legal): Jones, Waldo, Holbrook & McDonough.

Represented (engineering): Lechman & Johnson Inc.

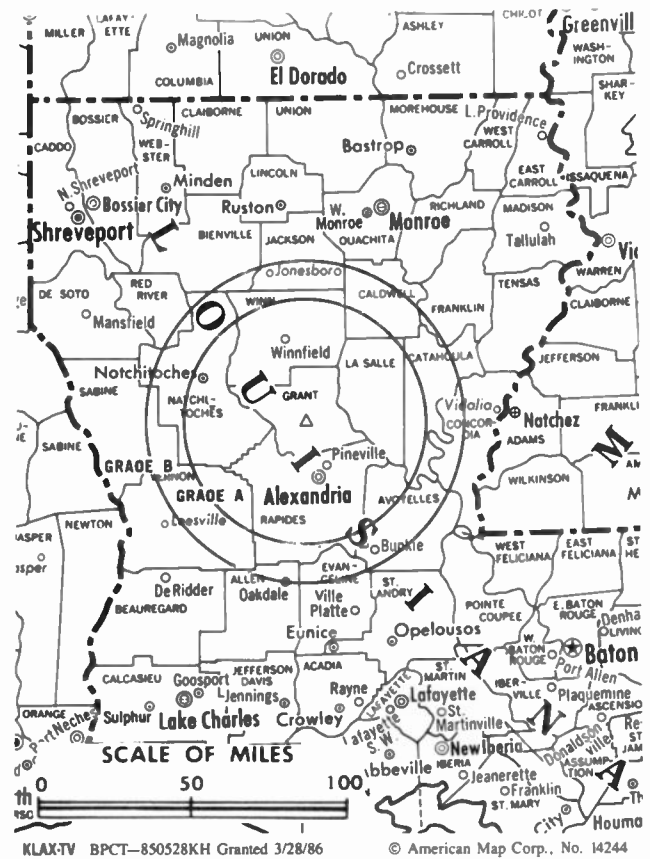
Personnel:

DUANE W. DARGIS, general manager.
JOHN MATHERNE, general sales manager.
BECKY DAUZAT, national sales manager.
DAVID BIRDSONG, chief engineer.
AL CROUCH, news director.
KARL MCGOWEN, promotion director.
LORI JOHNSON, program director.
DAVID L. CARLSON, business manager.

Highest 30 Sec. Rate: \$300.

City of License: Alexandria. ADI: Alexandria, LA. Rank: 163.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Grant	6,800	6,700	99
	Rapides	49,300	48,800	99
Between 25-49%	LOUISIANA			
	Avoyelles	14,900	14,600	98
	La Salle	6,200	6,100	98
	Vernon	18,400	18,000	98
Between 5-24%	LOUISIANA			
	Catahoula	4,500	4,400	98
	Natchitoches	14,400	14,000	97
	Winn	6,200	6,100	98
Totals		120,700	118,700	98
Net Weekly Circulation (1990)				52,700
Average Daily Circulation (1990)				25,700

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. Fax: 504-379-7891.

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: 7-meter, 6-meter, 5-meter, 4.5-meter; Comtech, Microdyne, Scientific-Atlanta receivers.

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

Ownership: American Family Corp. (Group Owner).

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, vice president & general manager.

DAVE WARD, assistant general manager.

RAY SULLIVAN, general sales manager.

CHARLIE HENDRICKS, chief engineer.

RONNIE MELANCON, operations manager.

ANDREE BOYD, promotions manager.

NICK SIMONETTE, news director.

FLO ULMER, business manager.

Highest 30 Sec. Rate: \$1100.

NETWORK BASE HOURLY RATE: \$845.

City of License: Baton Rouge. ADI: Baton Rouge. Rank: 94.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Ascension	19,800	19,500	98
	Assumption	6,900	6,800	99
	East Baton Rouge	140,900	139,700	99
	East Feliciana	6,000	5,800	97
	Iberia	22,500	22,300	99
	Iberville	10,400	10,200	98
	Livingston	25,100	24,700	98
	Pointe Coupee	8,400	8,200	98
	St Helena	3,200	3,100	97
	St Mary	20,500	20,300	99
	Tangipahoa	31,700	31,200	98
West Baton Rouge	6,700	6,600	98	
West Feliciana	2,600	2,500	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Amite	4,800	4,700	98
	Wilkinson	3,400	3,300	97
Between 25-49%	LOUISIANA			
	Avoyelles	14,900	14,600	98
	Lafayette	61,600	61,000	99
	Lafourche	28,900	28,600	99
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
	St Landry	30,400	29,800	98
St Martin	15,100	14,900	99	
Between 5-24%	MISSISSIPPI			
	Pike	13,900	13,700	98
	Walthall	4,900	4,800	98
Between 5-24%	LOUISIANA			
	Acadia	20,300	20,000	99
	Allen	7,400	7,300	99
	Concordia	8,200	8,000	98
	Evangeline	12,400	12,100	98
	Jefferson Davis	11,100	11,000	99
	St Charles	15,100	15,000	99
	Terrebonne	32,900	32,500	99
	Vermilion	19,000	18,800	99
	Washington	17,100	16,800	98
	MISSISSIPPI			
	Adams	13,800	13,600	98
Franklin	3,300	3,200	97	
Pearl River	14,300	14,100	99	
Totals		677,700	668,600	99
Net Weekly Circulation (1990)			356,500	
Average Daily Circulation (1990)			199,200	

Louisiana—Baton Rouge

WBRZ
Ch. 2

Network Service: ABC.

Licensee: Louisiana Television Bcstg., Box 2906, Baton Rouge, LA 70821.

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

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

Telephone: 504-387-2222. **TWX:** 504-993-3576. **Fax:** 504-336-2246.

Easylink: 628-44170.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: Circularly polarized, 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; SatCom, 5.5-meter; Andrew, 4.5-meter; Avantek, Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: Subcomm RSI, 2.5-meter Ku-band.

News Services: ABC, AP.

Ownership: Manship Stations (Group Owner).

Began Operation: April 14, 1955.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

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

Personnel:

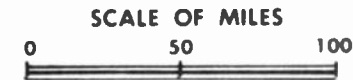
- DOUGLAS L. MANSHIP, president.
- RICHARD F. MANSHIP, general manager.
- PATRICIA L. CHERAMIE, assistant general manager.
- JOHN M. SPAIN, station manager.
- FRED RENO, director of market development.
- JAMES DABOVAL III, director of spot sales.
- RICK WILLIS, news director.
- KIM KIRKENDOLL, business manager.
- DENISE AKERS, marketing director.
- RAYMOND J. DRAGO, production manager.
- JAMIE POLITZ, personnel director.
- BO DEBLANC, engineering supervisor.

Highest 30 Sec. Rate: \$1250.

City of License: Baton Rouge. **ADI:** Baton Rouge. **Rank:** 94.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Ascension	19,800	19,500	98
	Assumption	6,900	6,800	99
	East Baton Rouge	140,900	139,700	99
	East Feliciana	6,000	5,800	97
	Iberville	10,400	10,200	98
	Livingston	25,100	24,700	98
	Pointe Coupee	8,400	8,200	98
	St Helena	3,200	3,100	97
	St James	6,800	6,700	99



WBRZ BPCT-4173 Granted 3/5/70 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	St Martin	15,100	14,900	99
	St Mary	20,500	20,300	99
	Tangipahoa	31,700	31,200	98
	West Baton Rouge	6,700	6,600	98
	West Feliciana	2,600	2,500	96
	MISSISSIPPI			
	Adams	13,800	13,600	98
	Amite	4,800	4,700	98
	Wilkinson	3,400	3,300	97
Between 25-49%	LOUISIANA			
	Avoyelles	14,900	14,600	98
	Concordia	8,200	8,000	98
	Iberia	22,500	22,300	99
	Lafayette	61,600	61,000	99
	Lafourche	28,900	28,600	99
	St Landry	30,400	29,800	98
	Terrebonne	32,900	32,500	99
	MISSISSIPPI			
	Franklin	3,300	3,200	97
Pike	13,900	13,700	98	
Walthall	4,900	4,800	98	
Between 5-24%	LOUISIANA			
	Acadia	20,300	20,000	99
	Allen	7,400	7,300	99
	Catahoula	4,500	4,400	98
	Evangeline	12,400	12,100	98
	St John The Baptist	13,400	13,200	99
	Vermilion	19,000	18,800	99
	Washington	17,100	16,800	98
Totals		641,700	632,900	99
Net Weekly Circulation (1990)				373,700
Average Daily Circulation (1990)				210,900

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; Microdyne, 7-meter C-band; Microwave Assoc., 5-meter C-band; Harris, 3-meter Ku-band; Harris, Microdyne, Microwave Assoc. receivers.

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

Ownership: Vetter Communications Co. Inc.

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, chairman.

COURTNEY B. WESTBROOK, president & general manager.

LARRY DIETZ, vice president & operations manager.

ALLEN McCARTY, vice president, sales.

JOYCE HARVEY, program director.

ED LAKIN, promotion manager.

JOHN GALLIGAN, research & development.

FELTON COLEMAN, public affairs manager.

Highest 30 Sec. Rate: \$1300.

NETWORK BASE HOURLY RATE: \$900.

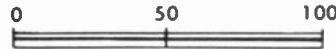
City of License: Baton Rouge. ADI: Baton Rouge. Rank: 94.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Ascension	19,800	19,500	98
	Assumption	6,900	6,800	99
	East Baton Rouge	140,900	139,700	99
	East Feliciana	6,000	5,800	97
	Iberia	22,500	22,300	99
	Iberville	10,400	10,200	98
	Livingston	25,100	24,700	98
	Pointe Coupee	8,400	8,200	98
	St Helena	3,200	3,100	97
	St Martin	15,100	14,900	99



SCALE OF MILES



WVLA BPCT-860814KE Granted 9/30/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Mary	20,500	20,300	99
	West Baton Rouge	6,700	6,600	98
	West Feliciana	2,600	2,500	96
Between 25-49%	LOUISIANA			
	Lafourche	28,900	28,600	99
	St James	6,800	6,700	99
	Tangipahoa	31,700	31,200	98
	Vermilion	19,000	18,800	99
MISSISSIPPI	Amite	4,800	4,700	98
	Wilkinson	3,400	3,300	97
Between 5-24%	LOUISIANA			
	Acadia	20,300	20,000	99
	Avoyelles	14,900	14,600	98
	Lafayette	61,600	61,000	99
	St John The Baptist	13,400	13,200	99
	St Landry	30,400	29,800	98
	Terrebonne	32,900	32,500	99
Washington	17,100	16,800	98	
Totals		573,300	565,800	99
Net Weekly Circulation (1990)			276,500	
Average Daily Circulation (1990)			146,100	

Some 23,705 key industry people can see your message when you advertise in the **Television & Cable Factbook**

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. TWX: 510-975-5031. Fax: 318-237-2237.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 2300-kw max. visual, 231-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: Vertex, 5.2-meter Ku-band; KLM, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, Scientific-Atlanta receivers.

News Services: CNN, INN.

Ownership: KADN Broadcasting Inc.

Began Operation: February 27, 1980.

Represented (sales): Blair Television.

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

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

Personnel:

CLARK WHITE, general manager.

EDDIE BLANCHARD, station manager & program director.

DAVE PIERCE, local sales manager.

PAT NEWBERG, national sales manager.

KEITH TOWNSDIN, chief engineer.

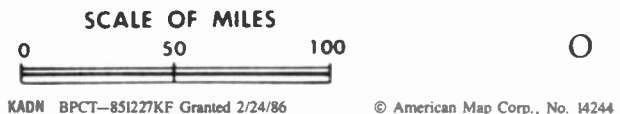
BILLY PRUITT, promotion director.

Highest 30 Sec. Rate: \$590.

City of License: Lafayette. ADI: Lafayette, LA. Rank: 114.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Evangeline	12,400	12,100	98
	Iberia	22,500	22,300	99
	Jefferson Davis	11,100	11,000	99
Lafayette	61,600	61,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Landry	30,400	29,800	98
	St Martin	15,100	14,900	99
	Vermilion	19,000	18,800	99
Between 25-49%	LOUISIANA			
	Avoyelles	14,900	14,600	98
	St Mary	20,500	20,300	99
Between 5-24%	LOUISIANA			
	Allen	7,400	7,300	99
	Pointe Coupee	8,400	8,200	98
	West Baton Rouge	6,700	6,600	98
Totals		250,300	246,900	99
Net Weekly Circulation (1990)				149,200
Average Daily Circulation (1990)				72,200

Louisiana—Lafayette

KATC
Ch. 3

Network Service: ABC.

Licensee: KATC Associates, Box 93133, Lafayette, LA 70509.

Studio: 1103 Eraste Landry Rd., Lafayette, LA 70506.

Mailing Address: Box 93133, Lafayette, LA 70509.

Telephone: 318-235-3333. **TWX:** 62014722. **Fax:** 318-234-3580.

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; Microdyne, 5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; Avantek, Microdyne, Scientific-Atlanta receivers.

News Services: ABC, AP, NIWS.

Ownership: ML Media Partners L.P./Media Management Partners (Group Owner).

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.
DAN BEARDEN, general sales manager.
JOEY CORMIER, director of broadcast operations.
BILL RUMSEY, chief engineer.
PAT BROWN, news director.
DAVID CUCCIO, promotion director.
JOHN GRANDON, business manager.

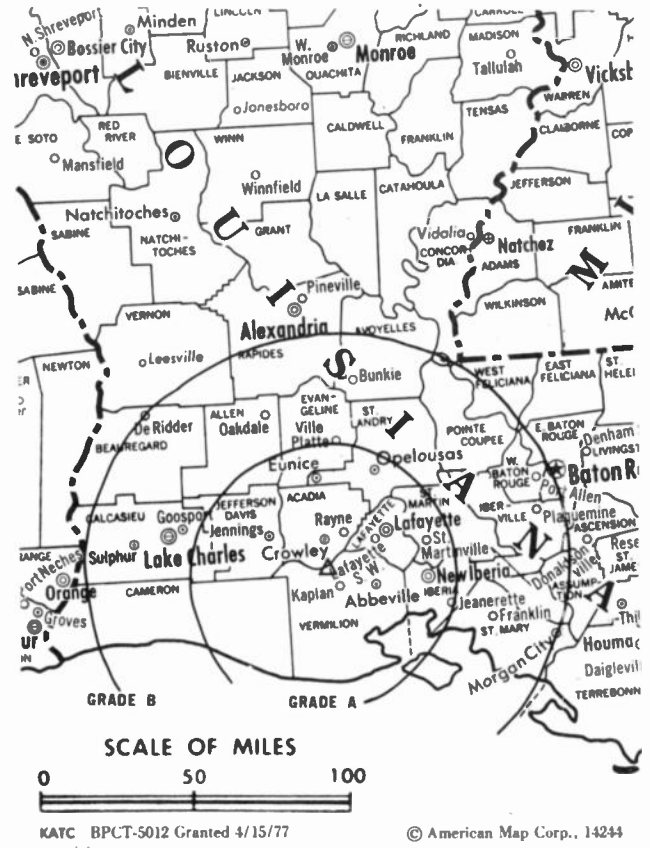
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$625.

City of License: Lafayette. **ADI:** Lafayette, LA. **Rank:** 114.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	7,400	7,300	99
	Evangeline	12,400	12,100	98
	Iberia	22,500	22,300	99
	Jefferson Davis	11,100	11,000	99
	Lafayette	61,600	61,000	99
	St Landry	30,400	29,800	98
	St Martin	15,100	14,900	99
	St Mary	20,500	20,300	99
Vermilion	19,000	18,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	LOUISIANA			
	Avoyelles	14,900	14,600	98
	Beauregard	11,400	11,200	98
Between 5-24%	Calcasieu	61,700	61,200	99
	LOUISIANA			
	Assumption	6,900	6,800	99
	Cameron	3,400	3,400	100
	La Salle	6,200	6,100	98
	Pointe Coupee	8,400	8,200	98
	Rapides	49,300	48,800	99
	Vernon	18,400	18,000	98
	MISSISSIPPI			
	Wilkinson	3,400	3,300	97
Totals		404,300	399,100	99
Net Weekly Circulation (1990)			234,900	
Average Daily Circulation (1990)			133,700	

THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS

Call Lynn Levine or Nancy Cramer
202-872-9200

Louisiana—Lafayette

KLFY-TV

Ch. 10

Network Service: CBS.

Licensee: KLFY L.P., Three E. 54th St., New York, NY 10022.

Studio: 2410 Eraste Landry Rd., Lafayette, LA 70506.

Mailing Address: Box 90665, Lafayette, LA 70509.

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 Made, LA.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 3-meter C-band; Scientific-Atlanta, 3-meter Ku-band; Cyclesat, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed.

Ownership: Young Broadcasting Inc. (Group Owner).

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.

MARIA PLACER, vice president, news.

MIKE BARRAS, general sales manager.

HARRIET LANDRY, national sales manager.

TERRY DOVER, operations manager & program director.

MIKE HARRELSON, promotion director.

DAVE HEBERT, chief engineer.

Highest 30 Sec. Rate: \$775.

NETWORK BASE HOURLY RATE: \$1994.

City of License: Lafayette. ADI: Lafayette, LA. Rank: 114.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	7,400	7,300	99
	Avoyelles	14,900	14,600	98
	Beauregard	11,400	11,200	98
	Calcasieu	61,700	61,200	99
	Evangeline	12,400	12,100	98



KLFY-TV BPCT-791231KG Granted 7/28/80

© American Map Corp., 14214

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Iberia	22,500	22,300	99
	Jefferson Davis	11,100	11,000	99
	Lafayette	61,600	61,000	99
	St Landry	30,400	29,800	98
	St Martin	15,100	14,900	99
	St Mary	20,500	20,300	99
	Vermilion	19,000	18,800	99
	Vernon	18,400	18,000	98
Between 25-49%	LOUISIANA			
	Assumption	6,900	6,800	99
	Cameron	3,400	3,400	100
	Pointe Coupee	8,400	8,200	98
	Rapides	49,300	48,800	99
	West Feliciana	2,600	2,500	96
Between 5-24%	LOUISIANA			
	Catahoula	4,500	4,400	98
	Concordia	8,200	8,000	98
	Grant	6,800	6,700	99
	Lafourche	28,900	28,600	99
	La Salle	6,200	6,100	98
	TEXAS			
	Jasper	12,300	12,100	98
Totals		464,200	458,100	99
Net Weekly Circulation (1990)			302,700	
Average Daily Circulation (1990)			187,800	

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. **Fax:** 318-437-7600.

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 Broadcasting Corp. (Group Owner).

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:

JAMES D. SERRA, vice president & general manager.
STEVE HENSLEY, general sales manager.
DOLORES TUTT, local sales manager.
JAMES SMITH, news director.
ROBIN DAUGEREAU, program director.
SANDRA BARROW, business manager.
PAULA DUPUIS, marketing director.
JIM BRANDENBURG, operations manager.
RON BLANSETT, chief engineer.
LAURON ROADY, community services manager.

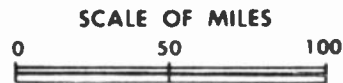
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$550.

City of License: Lake Charles. **ADI:** Lake Charles. **Rank:** 172.

Total Households: ©MSI Consumer Market Data as of 1/1/90. **TV Homes, TV% and Circulation** ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
LOUISIANA				
50% & Over	Acadia	20,300	20,000	99
	Allen	7,400	7,300	99
	Beauregard	11,400	11,200	98
	Calcasieu	61,700	61,200	99
	Cameron	3,400	3,400	100
	Jefferson Davis	11,100	11,000	99
	Lafayette	61,600	61,000	99
	Vermilion	19,000	18,800	99



KPLC-TV BPCT-3012 Granted 12/12/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Vernon	18,400	18,000	98
LOUISIANA				
Between 25-49%	Evangeline	12,400	12,100	98
	St Landry	30,400	29,800	98
	St Martin	15,100	14,900	99
LOUISIANA				
Between 5-24%	Avoyelles	14,900	14,600	98
	Iberia	22,500	22,300	99
	Rapides	49,300	48,800	99
	West Baton Rouge	6,700	6,600	98
TEXAS				
	Jasper	12,300	12,100	98
	Newton	4,900	4,800	98
	Sabine	4,400	4,300	98
Totals		387,200	382,200	99
Net Weekly Circulation (1990)			194,700	
Average Daily Circulation (1990)			110,300	

There is no more visible place for your advertising message than the pages of the Television & Cable Factbook

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. BPC-880316KE.
Requests modification of CP for change to 2507-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, 5.9-mi. NW of Edgerly. BPC-900730KZ.

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.

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): Seltel Inc.

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

Represented (engineering): Peter V. Gureckis & Associates.

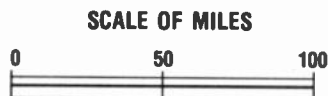
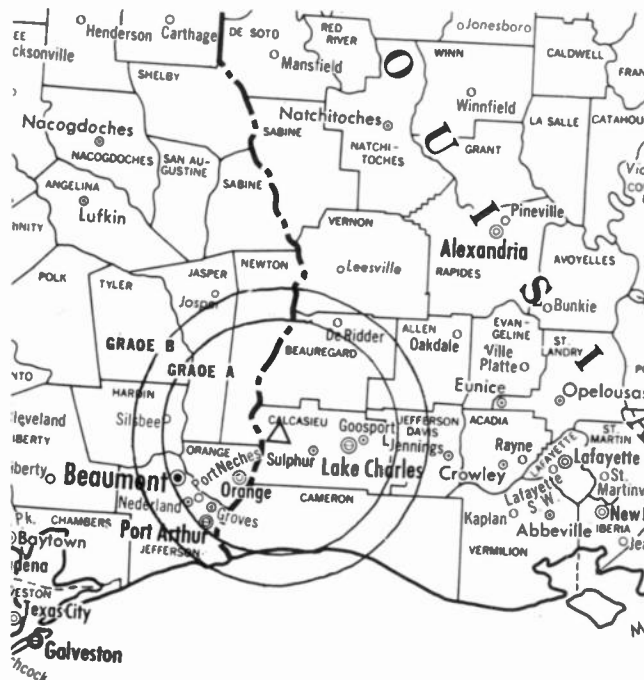
Personnel:

- GARY HARDESTY, president.
- KEN SMITH, general manager.
- JEFF PRYOR, station manager.
- KEN SMITH, general sales manager.
- DEBBIE RACCA, national sales manager.
- JASON LAUCKNER, chief engineer.
- TED WRENN, news director.
- BETTY FEDUCCIA, program director.
- SARAH BATEMAN, promotion director.
- CATHY HIGH, business manager.

Highest 30 Sec. Rate: \$185.

City of License: Lake Charles. **ADI:** Lake Charles. **Rank:** 172.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



KVHP BPC-880316KE Granted 4/22/88

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Calcasieu	61,700	61,200	99
	Cameron	3,400	3,400	100
Between 25-49%	LOUISIANA			
	Allen	7,400	7,300	99
	Beauregard	11,400	11,200	98
	Jefferson Davis	11,100	11,000	99
Between 5-24%	TEXAS			
	Orange	28,500	28,300	99
	LOUISIANA			
	Vernon	18,400	18,000	98
	TEXAS			
	Hardin	15,100	14,900	99
	Newton	4,900	4,800	98
Totals		161,900	160,100	99
Net Weekly Circulation (1990)				68,200
Average Daily Circulation (1990)				29,300

Louisiana—West Monroe-Monroe

KARD

Ch. 14

Network Service: ABC.

Licensee: Woods Communications Group Inc., 701 Parkwood Dr., West Monroe, LA 71291.

Studio: 701 Parkwood Dr., West Monroe, LA 71291.

Telephone: 318-323-1972. Fax: 318-322-0926.

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 (Group Owner).

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): Setel Inc.

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

Personnel:

RICK LIPPS, general manager.
JOE CURRIE, general sales manager.
LYDIA SANDIFER, local sales manager.
RODNEY EVANS, chief engineer.
CHARLENE JACKSON, promotion director.

Highest 30 Sec. Rate: \$300.

City of License: West Monroe. ADI: Monroe, LA-El Dorado, AR. Rank: 120.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	LOUISIANA			
	Caldwell	4,800	4,700	98
	Catahoula	4,500	4,400	98
	Concordia	8,200	8,000	98
	Franklin	8,500	8,300	98
	Jackson	7,000	6,900	99
	La Salle	6,200	6,100	98
	Lincoln	14,200	14,100	99
	Morehouse	13,200	13,000	98
	Ouachita	51,800	51,300	99
	Richland	7,900	7,800	99



KARD BPCT-851118KE Granted 5/27/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tensas	3,000	2,900	97
	Union	8,200	8,100	99
Between 25-49%	LOUISIANA			
	Madison	5,800	5,700	97
	Red River	3,800	3,700	97
	Winn	6,200	6,100	98
Between 5-24%	LOUISIANA			
	Bienville	6,200	6,100	98
	East Carroll	3,700	3,600	97
	Grant	6,800	6,700	99
	Natchitoches	14,400	14,000	97
	Rapides	49,300	48,800	99
	West Carroll	4,700	4,600	98
	MISSISSIPPI			
	Adams	13,800	13,600	98
	Claiborne	3,700	3,600	97
Jefferson	3,000	2,900	97	
Wilkinson	3,400	3,300	97	
Totals		271,700	267,500	98
Net Weekly Circulation (1990)			117,600	
Average Daily Circulation (1990)			57,800	

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 Co. (Group Owner).

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: On request.

Arbitron Data: Not available.



KMCT-TV BNPCT-850920KG Granted 11/25/85

© American Map Corp., No. 14244

City of License: West Monroe. **ADI:** Monroe, LA-El Dorado, AR. **Rank:** 120.

Louisiana—Monroe-El Dorado, Arkansas

KTVE

Ch. 10

Network Service: NBC.

Licensee: KTVE Inc., 2909 Kilpatrick Blvd., Box 4339, Monroe, LA 71201.

Studios: 2909 Kilpatrick Blvd., Monroe, LA 71201; 400 W. Main St., El Dorado, AR 71730.

Telephones: 318-323-1300; 501-862-6651. TWX: 510-977-5386.

Easylink: 62801263.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: Circularly polarized, 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: Satcom Technologies, 8.3-meter C-band; Harris, 7-meter Ku-band; Harris, 3.5-meter Ku-band; Harris, 3-meter C-band; Harris, Microdyne receivers.

News Service: AP.

Ownership: Gray Communications Systems Inc. (Group Owner).

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): Sidley & Austin.

Represented (engineering): Smith & Powstenko.

Personnel:

GEORGE SINGLETON, vice president & general manager.

WANDA MEADOWS, station manager.

DAVID BROWN, general sales manager.

FRAN ROGERS, national sales manager.

MIKE CARUSO, chief engineer.

JERRY MAYER, news director.

HELEN JOHNSON, program director.

SUSAN ALLAIN, promotion director.

JUDY FUTCH, business director.

TOMMY WALKER, operations manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1300.

City of License: El Dorado, AR. ADI: Monroe, LA-El Dorado, AR. Rank: 120.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Chicot	5,700	5,500	96
	Union	18,700	18,400	98
	LOUISIANA			
	Caldwell	4,800	4,700	98
	East Carroll	3,700	3,600	97



KTVE BPCT-860328KH Granted 9/9/86

©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Franklin	8,500	8,300	98
	Jackson	7,000	6,900	99
	Lincoln	14,200	14,100	99
	Morehouse	13,200	13,000	98
	Ouachita	51,800	51,300	99
	Richland	7,900	7,800	99
	Union	8,200	8,100	99
	West Carroll	4,700	4,600	98
Between 25-49%	ARKANSAS			
	Bradley	5,100	5,000	98
	Calhoun	2,200	2,200	100
	Desha	6,600	6,500	98
	Ouachita	13,000	12,800	98
Between 5-24%	LOUISIANA			
	Claiborne	6,400	6,300	98
	Madison	5,800	5,700	97
	Winn	6,200	6,100	98
	MISSISSIPPI			
	Washington	23,900	23,500	98
Between 5-24%	ARKANSAS			
	Cleveland	3,000	2,900	97
	Columbia	9,800	9,600	98
	Dallas	4,000	3,900	98
	Drew	6,500	6,300	97
	Lincoln	3,600	3,500	97
	LOUISIANA			
	Bienville	6,200	6,100	98
	Tensas	3,000	2,900	97
MISSISSIPPI				
		Bolivar	14,500	14,100
	Issaquena	800	800	100
Totals		278,400	273,700	98
Net Weekly Circulation (1990)				172,000
Average Daily Circulation (1990)				96,100

Louisiana—Monroe-West Monroe

KNOE-TV

Ch. 8

Network Service: CBS.

Licensee: NOE Enterprises Inc., Box 4067, Monroe, LA 71211.

Studio: 1400 Oliver Rd., Monroe, LA 71201.

Mailing Address: Box 4067, Monroe, LA 71211.

Telephone: 318-388-8888. TWX: 510-977-5384. Fax: 318-322-8774.

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; Simulcast, 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.

Began Operation: September 27, 1953.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

Personnel:

JAMES A. NOE JR., president.
RICHARD L. FRENCH, general manager.
KEN HAWKINS, general sales manager.
RAY BOYD, head of engineering & technical director.
JAMIE PATRICK, news director.
JACK McCALL, program director.
DAVID PRICE, promotion director.
RONALD SHELBY, controller.
ANSEL SMITH, operations & production manager.
LEON NOLAND JR., chief photographer.
LAURA Z. ROBERTS, personnel & EEO director.
FREDDY ROBERTS, chief engineer.

Highest 30 Sec. Rate: \$500.

City of License: Monroe. ADI: Monroe, LA-El Dorado, AR. Rank: 120.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Chicot	5,700	5,500	96
	Union	18,700	18,400	98
	LOUISIANA			
	Caldwell	4,800	4,700	98
	Catahoula	4,500	4,400	98
	Concordia	8,200	8,000	98
	East Carroll	3,700	3,600	97
	Franklin	8,500	8,300	98
	Grant	6,800	6,700	99
	Jackson	7,000	6,900	99
	La Salle	6,200	6,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MISSISSIPPI				
	Adams	13,800	13,600	98	
	LOUISIANA				
	Bienville	6,200	6,100	98	
	Claiborne	6,400	6,300	98	
	Red River	3,800	3,700	97	
	MISSISSIPPI				
	Claiborne	3,700	3,600	97	
	Franklin	3,300	3,200	97	
	Jefferson	3,000	2,900	97	
	Warren	19,300	19,000	99	
	Wilkinson	3,400	3,300	97	
	Between 25-49%	ARKANSAS			
		Bradley	5,100	5,000	98
Calhoun		2,200	2,200	100	
LOUISIANA					
Avoyelles		14,900	14,600	98	
Sabine		10,700	10,400	97	
Between 5-24%	MISSISSIPPI				
	Issaquena	800	800	100	
Totals		358,800	352,900	98	
Net Weekly Circulation (1990)				254,100	
Average Daily Circulation (1990)				165,800	

Louisiana—New Orleans

WCCL
Ch. 49

Network Service: None, independent.

Grantee: Crescent City Communications Co. Inc., Debtor-in-Possession, 620 Desire St., New Orleans, LA 70117.

Studio: 620 Desire St., New Orleans, LA 70117.

Telephone: 504-945-4949. Fax: 504-942-9246.

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: Paraclypse, 3.8-meter C-band; Winegard, 3-meter C-band; Microdyne receivers.

Ownership: Crescent City Communications Co. Inc.

Began Operation: March 19, 1989. Station left air Spring 1990. Plans to resume operation Jan. 1, 1991.

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:
BARBARA LAMONT, president.
GEORGE STANTIS, vice president & general manager.
CATHERINE GWARJANSKI, program director.
REID DAY, engineering director.

Rates: On request.

City of License: New Orleans. ADI: New Orleans. Rank: 36.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	LOUISIANA			
	Jefferson	175,200	174,300	99
	Lafourche	28,900	28,600	99



WCCL BNPCT-880105KH Granted 2/29/88 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Orleans	213,500	211,600	99
	Plaquemines	8,300	8,200	99
	St Bernard	24,200	24,100	100
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
	St Tammany	54,000	53,400	99
Totals		524,300	520,100	99
Net Weekly Circulation (1990)			93,600	
Average Daily Circulation (1990)			30,800	

Louisiana—New Orleans

WDSU-TV
Ch. 6

Network Service: NBC.

Licenses: WDSU Television Inc., 515 N. 6th St., No. 2020, St. Louis, MO 63101.

Studio: 520 Royal St., New Orleans, LA 70130.

Telephone: 314-234-5950. TWX: 810-951-6077. Fax: 504-527-0145.

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; Scientific-Atlanta, 7-meter C-band; Harris, 3.5-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, CNN, UPI.

Ownership: Pulitzer Publishing Co. (Group Owner).

Began Operation: December 18, 1948. Sale to Cosmos Bcstg. by Royal Street Corp. approved by FCC Nov. 29, 1972 (Television Digest, Vol. 12:15, 49). Sale to present owner approved Sept. 22, 1989 (Vol. 29:31, 34, 35).

Represented (sales): Katz Television.

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

Personnel:

- JOHN CARPENTER, general manager.
- MIKE KIBBEY, general sales manager.
- BROOKS HOGG, national sales manager.
- DON HAIN, director of broadcast operations & engineering.
- ANDY BARTON, news director.
- CHARLES E. PAIGE, promotion & marketing director.
- STEVE MOHAMMED, business manager.

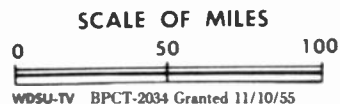
Highest 30 Sec. Rate: \$9000.

NETWORK BASE HOURLY RATE: \$2200.

City of License: New Orleans. ADI: New Orleans. Rank: 36.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Jefferson	175,200	174,300	99
	Lafourche	28,900	28,600	99
	Orleans	213,500	211,600	99
	Plaquemines	8,300	8,200	99
	St Bernard	24,200	24,100	100
	St Charles	15,100	15,000	99
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
	St Tammany	54,000	53,400	99



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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tangipahoa	31,700	31,200	98
	Terrebonne	32,900	32,500	99
	Washington	17,100	16,800	98
	MISSISSIPPI			
	Hancock	12,200	12,100	99
	Harrison	63,300	62,900	99
	Pearl River	14,300	14,100	99
Between 25-49%	LOUISIANA			
	Assumption	6,900	6,800	99
	St Mary	20,500	20,300	99
	MISSISSIPPI			
	Walthall	4,900	4,800	98
Between 5-24%	LOUISIANA			
	Ascension	19,800	19,500	98
	Livingston	25,100	24,700	98
	St Helena	3,200	3,100	97
	MISSISSIPPI			
	Jackson	45,200	44,900	99
	Stone	3,700	3,600	99
Totals		840,200	832,400	99
Net Weekly Circulation (1990)				640,900
Average Daily Circulation (1990)				376,300

Louisiana—New Orleans

WGNO

Ch. 26

Network Service: None, independent.

Licensee: WGNO Inc., Two 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: Simulsat, 7-meter C-band; Vertex, 5-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Service: INN.

Ownership: Tribune Broadcasting Co. (Group Owner).

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. Wagerwoord, 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.
- DOUG MARKS, local sales manager.
- VINCENT MANZI, national sales manager.
- RANDY DAVIS, chief engineer.
- KATH QUINN, program director.
- JEFF CLEMONS, promotion director.
- TERRY EAGAN, controller.
- CHRIS ROGERS, marketing director.

Highest 30 Sec. Rate: \$1500.

City of License: New Orleans. ADI: New Orleans. Rank: 36.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Jefferson	175,200	174,300	99
	Lafourche	28,900	28,600	99
	Orleans	213,500	211,600	99
	Plaquemines	8,300	8,200	99
	St Bernard	24,200	24,100	100
	St Charles	15,100	15,000	99
St James	6,800	6,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St John The Baptist	13,400	13,200	99
	St Tammany	54,000	53,400	99
	Terrebonne	32,900	32,500	99
	MISSISSIPPI			
	Hancock	12,200	12,100	99
Between 25-49%	LOUISIANA			
	Ascension	19,800	19,500	98
	Assumption	6,900	6,800	99
	St Mary	20,500	20,300	99
	Tangipahoa	31,700	31,200	98
	Washington	17,100	16,800	98
	MISSISSIPPI			
	Harrison	63,300	62,900	99
	Pearl River	14,300	14,100	99
Between 5-24%	LOUISIANA			
	Livingston	25,100	24,700	98
	MISSISSIPPI			
	Walthall	4,900	4,800	98
Totals		788,100	780,800	99
Net Weekly Circulation (1990)				411,300
Average Daily Circulation (1990)				167,400

Louisiana—New Orleans

WNOL-TV Ch. 38

Network Service: Fox.

Licensee: Quincy Jones Bcstg. Inc., 100 Glendon Ave., Suite 2010, Los Angeles, CA 90024.

Studio: 1661 Canal St., New Orleans, LA 70112.

Telephone: 504-525-3838. **Fax:** 504-569-0908.

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 only.

Satellite Earth Station: Simulsat, 7-meter; Harris, M/A-Corn receivers.

Ownership: Quincy Jones Bcstg. Inc.

Began Operation: March 25, 1984. Sale to TVX Broadcast Group by Channel 38 Assoc. Inc. approved by FCC Feb. 28, 1986 (Television Digest, Vol. 25:50). Sale to present owner approved Nov. 17, 1989.

Represented (sales): Sektel Inc.

Personnel:

MADELYNE MIX BONNOT, general manager.

CHERYL FAUST, general sales manager.

MIKE ZIKMUND, national sales manager.

ERNIE HARVEY, chief engineer.

JOHN MASON, program director.

LOUISE MOORE, promotion director.

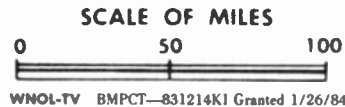
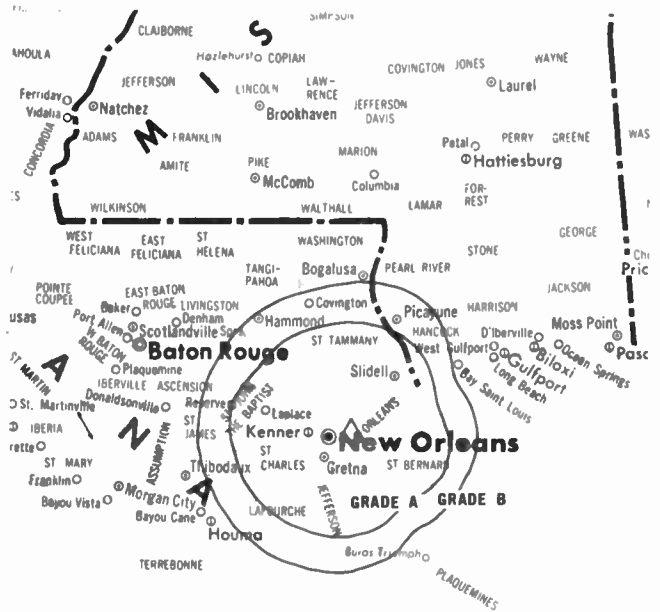
LINDA RAE TUCKER, business manager.

Highest 30 Sec. Rate: \$1500.

City of License: New Orleans. **ADI:** New Orleans. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Jefferson	175,200	174,300	99
	Lafourche	28,900	28,600	99
	Orleans	213,500	211,600	99
	Plaquemines	8,300	8,200	99
	St Bernard	24,200	24,100	100
	St James	6,800	6,700	99
St John The Baptist	13,400	13,200	99	



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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Tammany	54,000	53,400	99
	Terrebonne	32,900	32,500	99
	MISSISSIPPI			
	Hancock	12,200	12,100	99
Between 25-49%	LOUISIANA			
	St Charles	15,100	15,000	99
	Tangipahoa	31,700	31,200	98
	Washington	17,100	16,800	98
Between 5-24%	MISSISSIPPI			
	Harrison	63,300	62,900	99
	Pearl River	14,300	14,100	99
Totals	LOUISIANA			
	Livingston	25,100	24,700	98
Totals		736,000	729,400	99
Net Weekly Circulation (1990)				400,400
Average Daily Circulation (1990)				178,100

Louisiana—New Orleans

WVUE

Ch. 8

Network Service: ABC.

Licensee: Burnham Broadcasting Co. Ltd. Partnership, 980 N. Michigan Ave., Suite 1200, Chicago, IL 60611.

Studio: 1025 S. Jefferson Davis Parkway, New Orleans, LA 70125.

Telephone: 504-486-6161. **TWX:** 810-951-6090. **Fax:** 504-483-1212; 504-483-1543 (news).

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: 3900 Marietta Rd., Chalmette, LA.

Satellite Earth Stations: Andrew, 9-meter C-band; Scientific-Atlanta, 9-meter C-band; Andrew, 7-meter C-band; Satcom Technologies, 7-meter Ku-band; Avantek, Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Burnham Broadcasting Co. (Group Owner).

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): Reed, Smith, Shaw & McClay.

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

Personnel:

PHILIP NYE, president & general manager.

RON JONES, general sales manager.

JIM GOODLAD, local sales manager.

FRED BARRETT, chief engineer.

KEVIN BRENNAN, news director.

SUSAN WHATLEY, program director.

GREG BUISSON, marketing director.

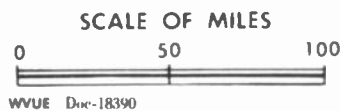
JOHN NAGEL, director of finance.

Rates: On request.

City of License: New Orleans. **ADI:** New Orleans. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Jefferson	175,200	174,300	99
	Lafourche	28,900	28,600	99
	Orleans	213,500	211,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Plaquemines	8,300	8,200	99
	St Bernard	24,200	24,100	100
	St Charles	15,100	15,000	99
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
	St Tammany	54,000	53,400	99
	Tangipahoa	31,700	31,200	98
	Terrebonne	32,900	32,500	99
	Washington	17,100	16,800	98
	MISSISSIPPI			
Hancock	12,200	12,100	99	
Pearl River	14,300	14,100	99	
Between 25-49%	LOUISIANA			
	Ascension	19,800	19,500	98
	Assumption	6,900	6,800	99
	St Mary	20,500	20,300	99
MISSISSIPPI				
	Harrison	63,300	62,900	99
	Walthall	4,900	4,800	98
Between 5-24%	LOUISIANA			
	Livingston	25,100	24,700	98
MISSISSIPPI				
Pike	13,900	13,700	98	
Totals		802,000	794,500	99
Net Weekly Circulation (1990)			593,900	
Average Daily Circulation (1990)			316,800	

Louisiana—New Orleans

WWL-TV Ch. 4

Network Service: CBS.

Licensee: Rampart Operating Partnership, 1024 N. Rampart St., New Orleans, LA 70116-2487.

Studio: 1024 N. Rampart St., New Orleans, LA 70116-2487.

Telephone: 504-529-4444. **TWX:** 810-951-5097. **Fax:** 504-529-6400.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1048-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 54' 22.50"
Longitude 90° 02' 23.30"

Transmitter: No. Four Cooper Rd., Gretna, LA 70053.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 7.4-meter Ku-band; Harris, 6.1-meter C-band; Harris, Scientific-Atlanta receivers.

SNG Mobile Dish: Dalsat, 4.2-meter Ku-band.

News Services: AP, UPI.

Ownership: Rampart Operating Partnership.

Began Operation: September 7, 1957. Sale to present owners by Loyola University approved by FCC May 23, 1990 (Television Digest, Vol. 30:1).

Represented (sales): Petry Television.

Represented (legal): Holland & Knight.

Personnel:

J. MICHAEL EARLY, president & general manager.
PHIL JOHNSON, vice president & assistant manager.
JIMMIE B. PHILLIPS, director of sales.
DON DELAHOUSAYE, local sales manager.
BILLIE BONNETT, national sales manager.
JOE DUKE, news director.
DEE JOYCE, promotion & marketing director.
DEBRA BARNEWOLD, business manager.
WILLIAM MOSELY, finance director.
TED SAARI, chief engineer.

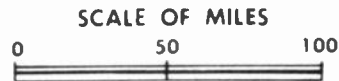
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$4580.

City of License: New Orleans. **ADI:** New Orleans. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Assumption	6,900	6,800	99
	Jefferson	175,200	174,300	99
	Lafourche	28,900	28,600	99
	Orleans	213,500	211,600	99
	Plaquemines	8,300	8,200	99
	St Bernard	24,200	24,100	100
	St Charles	15,100	15,000	99
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99



WWL-TV BPCT-3071 Granted 11/1/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Tammany	54,000	53,400	99
	Tangipahoa	31,700	31,200	98
	Terrebonne	32,900	32,500	99
	Washington	17,100	16,800	98
	MISSISSIPPI			
	Hancock	12,200	12,100	99
	Harrison	63,300	62,900	99
	Pearl River	14,300	14,100	99
	Walthall	4,900	4,800	98
	Between 25-49%	LOUISIANA		
Ascension		19,800	19,500	98
St Mary		20,500	20,300	99
MISSISSIPPI				
Pike	13,900	13,700	98	
Stone	3,700	3,600	99	
Between 5-24%	LOUISIANA			
	Livingston	25,100	24,700	98
	St Helena	3,200	3,100	97
	MISSISSIPPI			
	Jackson	45,200	44,900	99
	Lamar	10,100	9,900	99
Marion	9,400	9,200	98	
Totals		873,600	865,200	99
Net Weekly Circulation (1990)			672,300	
Average Daily Circulation (1990)			466,100	

Louisiana—Shreveport

KMSS-TV

Ch. 33

Network Service: Fox.

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 71130.

Telephone: 318-631-5677. Telex: 62904020. Fax: 318-631-4195.

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: Comtech, 5-meter C-band; AFC, 3.7-meter Ku-band; Agile, M/A-Com, Pinzone receivers.

News Service: CNN Headline News.

Ownership: SouthWest MultiMedia Corp. (Group Owner).

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): Seltel Inc.

Personnel:

ART LANHAM, vice president & general manager.

SUSAN NEWMAN, general sales manager.

PAUL JONES, local sales manager.

RICHARD LOGAN, engineering director.

MISTY PHILLIPS, news coordinator.

DOUG GINN, program & promotion director.

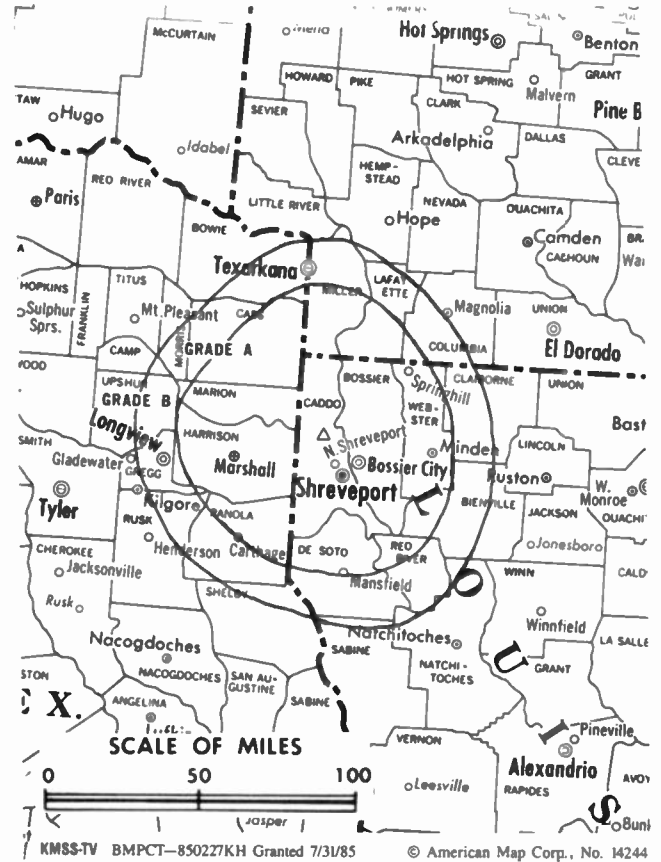
PHYLIS PHILLIPS, business manager.

Highest 30 Sec. Rate: \$300.

City of License: Shreveport. AOI: Shreveport, LA-Texarkana, TX. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Bossier	32,800	32,500	99
	Caddo	103,400	102,400	99
	Webster	17,400	17,100	99
	TEXAS			
	Cass	11,300	11,100	98
	Harrison	20,400	20,100	99
	Marion	4,200	4,100	98
Between 25-49%	ARKANSAS			
	Hempstead	8,600	8,400	98
	Lafayette	3,600	3,500	97
	Miller	14,400	14,200	99
	LOUISIANA			
	Bienville	6,200	6,100	98
	Claiborne	6,400	6,300	98
	De Soto	10,400	10,200	98
	Red River	3,800	3,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Bowie	31,000	30,700	99
	Camp	4,200	4,100	98
	Gregg	42,100	41,600	99
	Morris	5,300	5,200	98
	Panola	8,500	8,400	99
	Shelby	9,400	9,200	98
	Upshur	12,200	12,000	98
Between 5-24%	ARKANSAS			
	Columbia	9,800	9,600	98
	Howard	5,100	5,000	98
	Pike	4,200	4,100	98
	Sevier	5,500	5,400	98
	LOUISIANA			
	Jackson	7,000	6,900	99
	Natchitoches	14,400	14,000	97
	Sabine	10,700	10,400	97
	OKLAHOMA			
Mc Curtain	13,000	12,700	98	
TEXAS				
Rusk	16,500	16,300	99	
San Augustine	3,300	3,200	97	
Wood	11,800	11,600	98	
Totals		456,900	450,100	99
Net Weekly Circulation (1990)			189,000	
Average Daily Circulation (1990)			80,700	

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. Fax: 318-677-6703.

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; 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 Inc. (Group Owner).

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:

ALAN F. CARTWRIGHT, vice president & general manager.

SANDI LOWE, director of sales.

ROGER HERRING, operations manager.

JIM WOMACK, chief engineer.

JACK HODGES, news director.

DONNA FRANK, program director.

MIKE THOMAS, promotion director.

CINDY TOWNSEND, business manager.

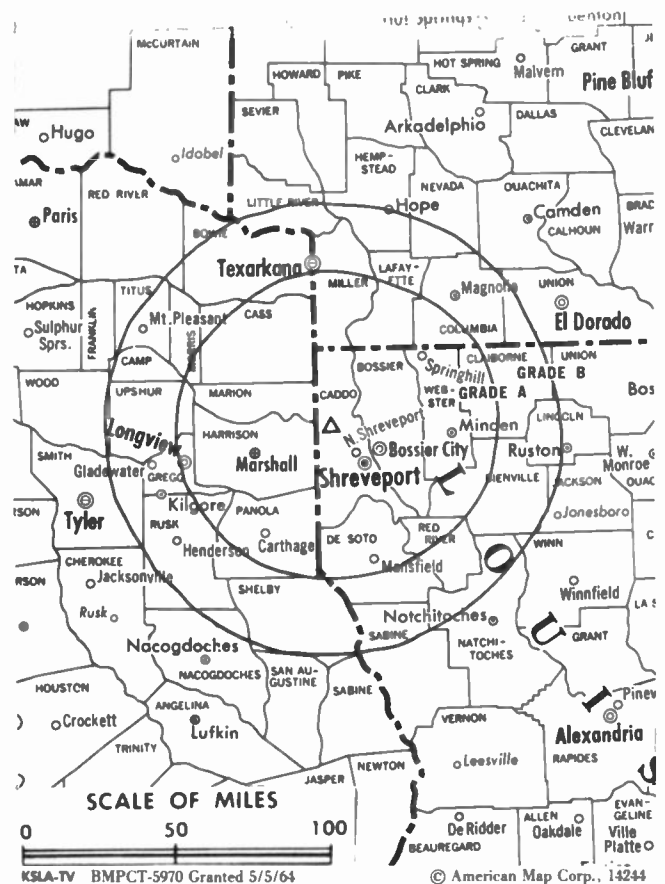
Rates: On request.

NETWORK BASE HOURLY RATE: \$1733.

City of License: Shreveport. ADI: Shreveport, LA-Texarkana, TX. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	9,800	9,600	98
	Hempstead	8,600	8,400	98
	Lafayette	3,600	3,500	97
	Little River	5,100	5,000	98
	Miller	14,400	14,200	99
	LOUISIANA			
	Bienville	6,200	6,100	98
	Bossier	32,800	32,500	99
	Caddo	103,400	102,400	99
50% & Over	Claiborne	6,400	6,300	98
	De Soto	10,400	10,200	98
	Red River	3,800	3,700	97
	Sabine	10,700	10,400	97
	Webster	17,400	17,100	99
	TEXAS			
	Bowie	31,000	30,700	99
	Camp	4,200	4,100	98
	Cass	11,300	11,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gregg	42,100	41,600	99
	Harrison	20,400	20,100	99
	Marion	4,200	4,100	98
	Morris	5,300	5,200	98
	Nacogdoches	19,200	18,800	98
	Panola	8,500	8,400	99
	Rusk	16,500	16,300	99
	Shelby	9,400	9,200	98
	Titus	9,100	9,000	99
	Upshur	12,200	12,000	98
Between 25-49%	ARKANSAS			
	Howard	5,100	5,000	98
	Nevada	3,800	3,700	97
	Sevier	5,500	5,400	98
	LOUISIANA			
	Jackson	7,000	6,900	99
	Lincoln	14,200	14,100	99
Natchitoches	14,400	14,000	97	
OKLAHOMA				
Mc Curtin	13,000	12,700	98	
Between 5-24%	TEXAS			
	Hopkins	11,600	11,400	98
	Red River	6,100	5,900	97
	San Augustine	3,300	3,200	97
	ARKANSAS			
	Ouachita	13,000	12,800	98
	LOUISIANA			
	Winn	6,200	6,100	98
	TEXAS			
	Franklin	3,200	3,100	97
Sabine	4,400	4,300	98	
Wood	11,800	11,600	98	
Totals		548,600	540,200	98
Net Weekly Circulation (1990)			390,900	
Average Daily Circulation (1990)			237,000	

Louisiana—Shreveport- Texarkana, Texas

KTAL-TV

Ch. 6

Network Service: NBC.

Licensee: KTAL-TV Inc., 3227 Summerhill Rd., Texarkana, TX.

Studios & Offices: 3150 N. Market St., Shreveport, LA 71107; 3227 Summerhill Rd., Texarkana, TX.

Telephones: 318-425-2422, Texarkana; 214-793-1133, 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: KTAL-TV Inc.

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.

DOUGLAS YODER, station manager.

JEAN BYRD, program director.

GORDON GRAFTON, news director.

GEORGE TRACY, chief engineer.

DANIELLE DYKES, promotion director.

TERRY REESE, business manager.

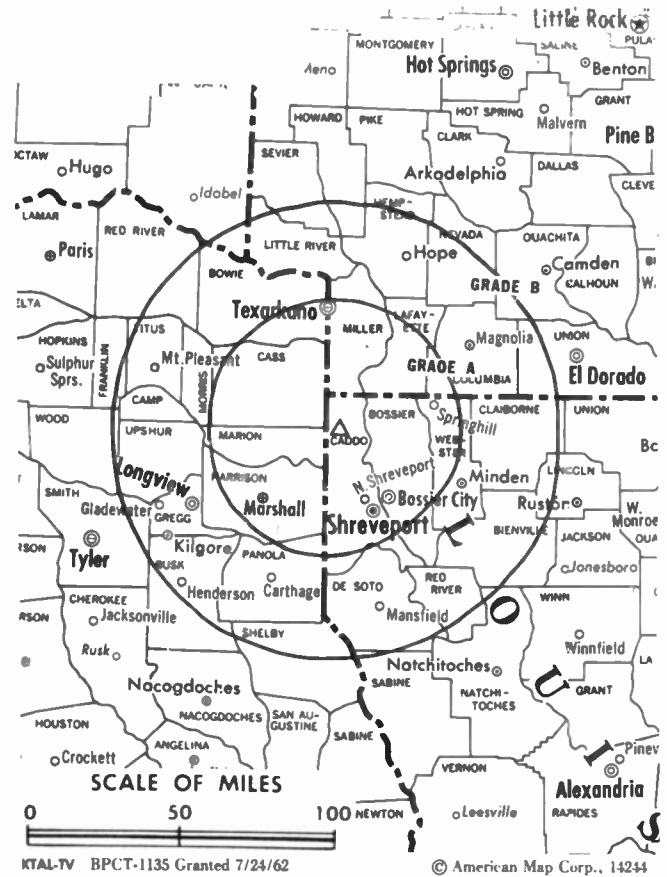
Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$750.

City of License: Texarkana, TX. ADI: Shreveport, LA-Texarkana, TX. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	9,800	9,600	98
	Hempstead	8,600	8,400	98
	Howard	5,100	5,000	98
	Lafayette	3,600	3,500	97
	Little River	5,100	5,000	98
	Miller	14,400	14,200	99
	Nevada	3,800	3,700	97
	Sevier	5,500	5,400	98
	LOUISIANA			
Bienville	6,200	6,100	98	
Bossier	32,800	32,500	99	
Caddo	103,400	102,400	99	
Claiborne	6,400	6,300	98	
De Soto	10,400	10,200	98	
Red River	3,800	3,700	97	
Webster	17,400	17,100	99	
OKLAHOMA				
Mc Curtain	13,000	12,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bowie	31,000	30,700	99
	Camp	4,200	4,100	98
	Cass	11,300	11,100	98
	Gregg	42,100	41,600	99
	Harrison	20,400	20,100	99
	Marion	4,200	4,100	98
	Morris	5,300	5,200	98
	Panola	8,500	8,400	99
	Red River	6,100	5,900	97
Between 25-49%	LOUISIANA			
	Sabine	10,700	10,400	97
	TEXAS			
Between 5-24%	ARKANSAS			
	Ouachita	13,000	12,800	98
	Pike	4,200	4,100	98
Totals	LOUISIANA			
	Polk	6,600	6,400	97
	Union	18,700	18,400	98
	LOUISIANA			
	Natchitoches	14,400	14,000	97
TEXAS				
Hopkins	11,600	11,400	98	
(Continued on page A-539)				
Totals		615,100	605,600	98
Net Weekly Circulation (1990)			377,500	
Average Daily Circulation (1990)			216,900	

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. Fax: 318-865-1718.

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, 7.3-meter C-band; Andrew, 6.2-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.7-meter; Avantek, Scientific-Atlanta receivers.

News Services: ABC, AP.

Ownership: KTBS Inc.

Began Operation: September 3, 1955.

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

EDWIN N. WRAY JR., president & general manager.

STEVEN SMITH, local sales manager.

ALLAN STOLL, national sales manager.

ANDREW PONTZ, news director.

MARVIN L. PERRY JR., program manager.

DON WIEGEL, promotion manager.

A. DALE BEASLEY, business manager.

DAVID L. HENDRICKS, chief engineer.

ORAL LINK, production manager.

CAROLYN LOWRY, traffic manager.

GEORGE SIRVEN, community projects director.

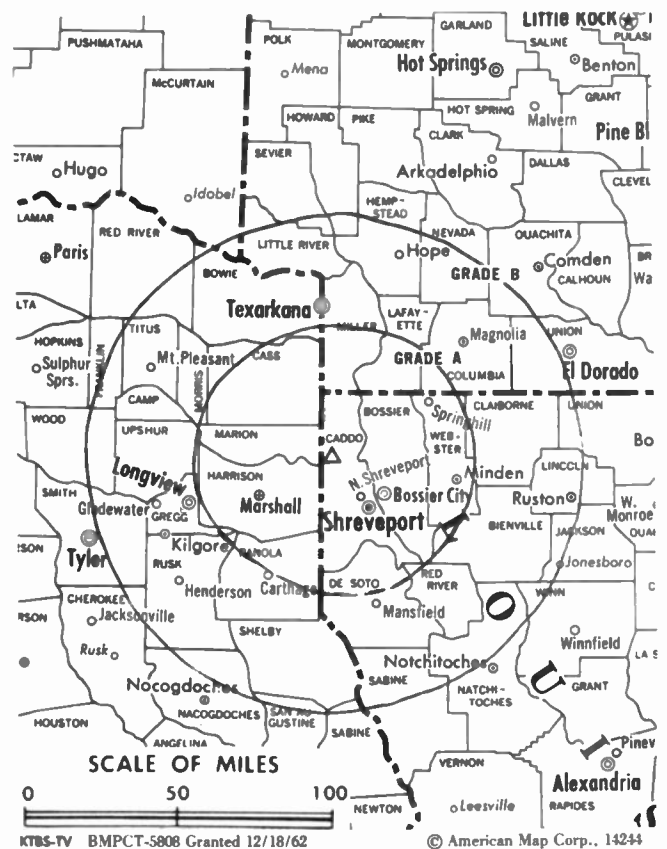
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1200.

City of License: Shreveport. ADI: Shreveport, LA-Texarkana, TX. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	9,800	9,600	98
	Hempstead	8,600	8,400	98
	Lafayette	3,600	3,500	97
	Little River	5,100	5,000	98
	Miller	14,400	14,200	99
	Sevier	5,500	5,400	98
	LOUISIANA			
	Bienville	6,200	6,100	98
	Bossier	32,800	32,500	99
	Caddo	103,400	102,400	99
	Claiborne	6,400	6,300	98
	De Soto	10,400	10,200	98
	Natchitoches	14,400	14,000	97
Red River	3,800	3,700	97	
Sabine	10,700	10,400	97	
Webster	17,400	17,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Mc Curtain	13,000	12,700	98
	TEXAS			
	Bowie	31,000	30,700	99
	Camp	4,200	4,100	98
	Cass	11,300	11,100	98
	Franklin	3,200	3,100	97
	Gregg	42,100	41,600	99
	Harrison	20,400	20,100	99
	Marion	4,200	4,100	98
	Morris	5,300	5,200	98
	Panola	8,500	8,400	99
	Red River	6,100	5,900	97
	Rusk	16,500	16,300	99
Shelby	9,400	9,200	98	
Titus	9,100	9,000	99	
Upshur	12,200	12,000	98	
Between 25-49%	ARKANSAS			
	Howard	5,100	5,000	98
	Nevada	3,800	3,700	97
Between 5-24%	LOUISIANA			
	Jackson	7,000	6,900	99
	Lincoln	14,200	14,100	99
Between 5-24%	ARKANSAS			
	Ouachita	13,000	12,800	98
	LOUISIANA			
Union	8,200	8,100	99	
Winn	6,200	6,100	98	
(Continued on page A-539)				
Totals		637,700	628,100	98
Net Weekly Circulation (1990)				412,700
Average Daily Circulation (1990)				254,100

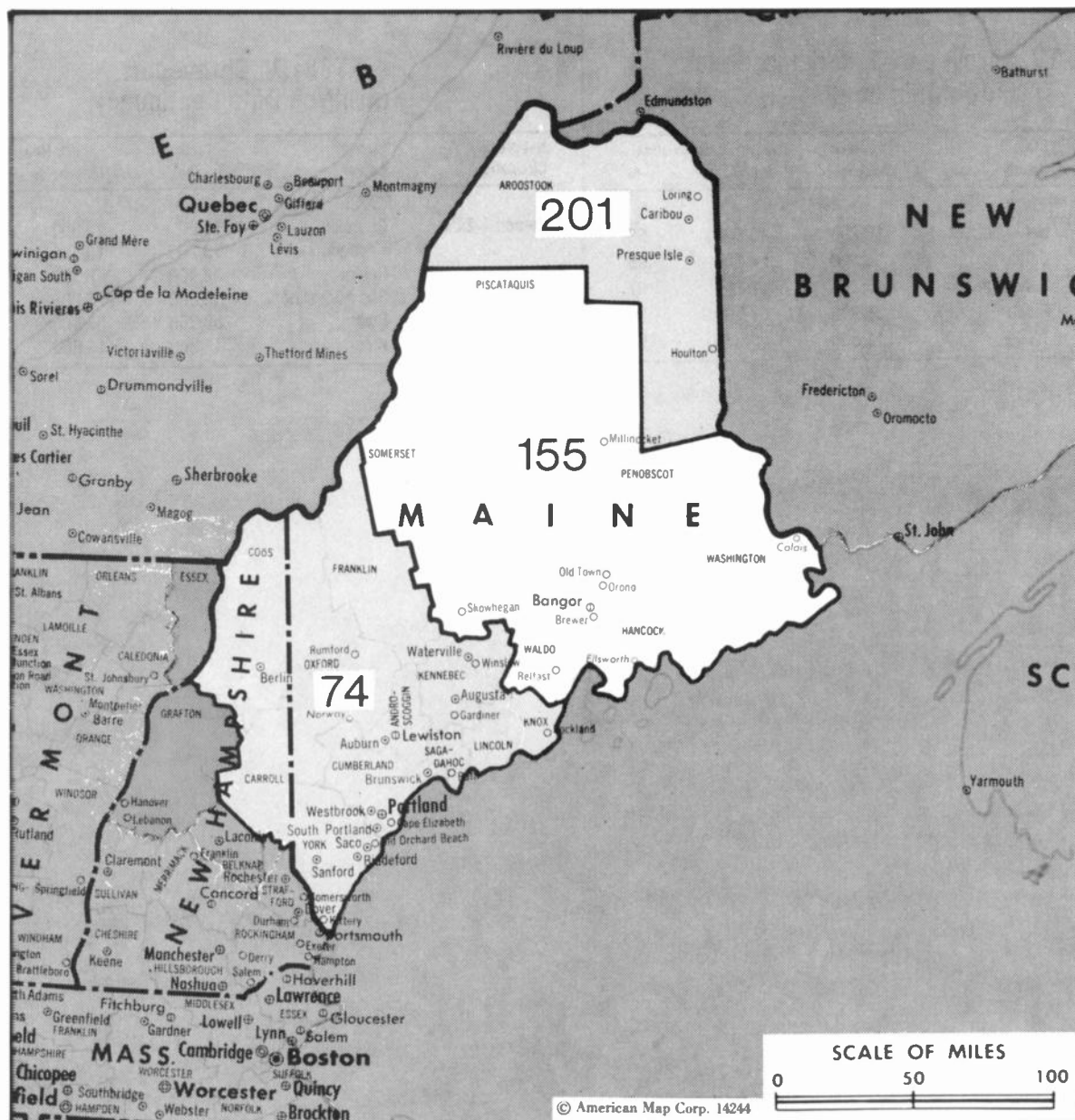
Louisiana

KTAL-TV, Shreveport-Texarkana, Texas (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 5-24%	Nacogdoches	19,200	18,800	98
	Sabine	4,400	4,300	98
	San Augustine	3,300	3,200	97
	Smith	58,200	57,500	99
	Wood	11,800	11,600	98

KTBS-TV, Shreveport (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 5-24%	Cherokee	15,600	15,300	98
	Nacogdoches	19,200	18,800	98
	Sabine	4,400	4,300	98
	San Augustine	3,300	3,200	97
	Smith	58,200	57,500	99
Wood	11,800	11,600	98	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Portland-Poland Spring, ME.....	336,000	74	WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51)
Bangor, ME.....	116,300	155	WABI-TV (5), WLBZ-TV (2), WVII-TV (7)
Presque Isle, ME.....	29,300	201	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, 1990

	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, 5 Milk St., Portland, ME 04412.

Studio: 35 Hildreth St., Bangor, ME 04401.

Telephone: 207-947-8321. **TWX:** 910-240-1221. **Fax:** 207-941-9378.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 40-kw visual, 6-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 Mountain, 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 (Group Owner).

Began Operation: January 25, 1953.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

GEORGE GONYAR, vice president & general manager.

JOSEPH CARR, operations manager.

MICHAEL YOUNG, local sales manager.

DALE CARTER, chief engineer.

DON COLSON, news director.

PAUL SALIWANCHEK, promotion director.

LILIAN HOLLIS, business manager.

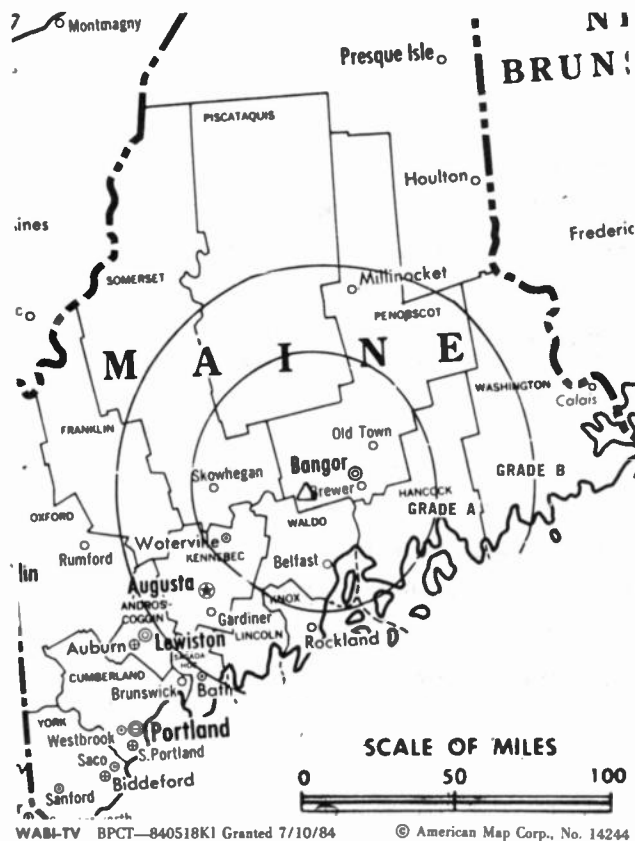
BETTI LAVERTY, public service director.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1028.

City of License: Bangor. **ADI:** Bangor. **Rank:** 155.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Franklin	11,100	10,800	97
	Hancock	18,400	18,100	98
	Kennebec	44,000	43,200	98
	Knox	14,200	13,800	97
	Penobscot	49,800	49,000	98
	Piscataquis	6,800	6,700	99
	Somerset	17,100	16,800	98
	Waldo	11,900	11,600	97
	Washington	13,500	13,100	97
Between 5-24%	MAINE			
	Androscoggin	38,500	38,000	99
	Aroostook	30,000	29,300	98
	Lincoln	11,500	11,300	98
	Oxford	19,700	19,400	98
Totals		286,500	281,100	98
Net Weekly Circulation (1990)				149,600
Average Daily Circulation (1990)				96,400

Maine—Bangor

WLBZ-TV

Ch. 2

Network Service: NBC.

Licensee: Maine Bcstg. Co., One Congress Square, Portland, ME 04101.

Studio: 329 Mount Hope Ave., Bangor, ME 04401.

Telephone: 207-942-4822. **TWX:** 710-222-1877. **Fax:** 207-945-6816.

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 Broadcasting System (Group Owner).

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, P.C.

Personnel:

MARY RINES THOMPSON, chairman of board.

FREDERIC THOMPSON, president.

BRUCE MCGORRILL, executive vice president.

MARGO COBB, vice president & general manager.

JIM BARTLETT, sales manager.

PHIL GILDART, local sales manager.

SHARON GOSS, national sales manager.

PAUL REECE, news director.

JIM CHADWICK, chief engineer.

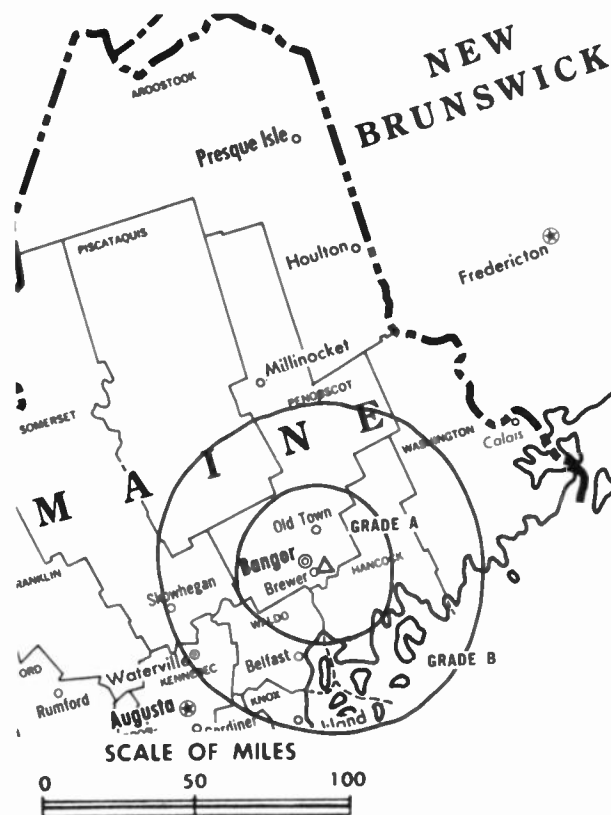
LAURA JOYNER, promotion director.

MARIA KREIL-KAMP, business manager.

Highest 30 Sec. Rate: \$900.

City of License: Bangor. **ADI:** Bangor. **Rank:** 155.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	18,400	18,100	98
	Penobscot	49,800	49,000	98
	Piscataquis	6,800	6,700	99
	Somerset	17,100	16,800	98
	Waldo	11,900	11,600	97
Between 25-49%	MAINE			
	Aroostook	30,000	29,300	98
	Kennebec	44,000	43,200	98
	Knox	14,200	13,800	97
Between 5-24%	MAINE			
Franklin	11,100	10,800	97	
Totals		216,800	212,400	98
Net Weekly Circulation (1990)			137,000	
Average Daily Circulation (1990)			90,000	

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. Fax: 207-942-0511.

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 Mountain, Eddington, ME.

Satellite Earth Stations: Comtech, 5-meter C-band; Andrew, 4.5-meter C-band; Andrew, Pinzone receivers.

News Services: ABC, AP.

Ownership: Seaway Communications Inc. (Group Owner).

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): Mullen, Rhyne, Emmons & Topel, P.C.

Personnel:

BARBARA CYR, executive vice president & general manager.

JUDITH L. VARDAMIS, program director & national sales manager.

TIM GAIER, news director.

MICHELE A. SLATER, local sales manager.

BERNARD E. CHASE, business manager.

GARY KASPAREK, promotion director.

MIKE STAPLES, chief engineer.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$250.

City of License: Bangor. ADI: Bangor. Rank: 155.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Hancock	18,400	18,100	98
	Penobscot	49,800	49,000	98
	Piscataquis	6,800	6,700	99
	Waldo	11,900	11,600	97
	Washington	13,500	13,100	97



WVII-TV BPCT-881010KN Granted 1/29/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MAINE			
	Aroostook	30,000	29,300	98
	Knox	14,200	13,800	97
	Somerset	17,100	16,800	98
Between 5-24%	MAINE			
	Franklin	11,100	10,800	97
	Kennebec	44,000	43,200	98
Totals		216,800	212,400	98
Net Weekly Circulation (1990)				113,300
Average Daily Circulation (1990)				58,800

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From the Factbook?**

Call Information Marketing Services
703-821-8130

Maine—Portland-Poland Spring

WMTW-TV

Ch. 8

Network Service: ABC.

Licensee: Harron Communications Corp., 70 E. Lancaster Ave., Frazer, PA 19355-2121.

Studio: Box 8, Auburn, ME 04210.

Sales Office: 119 Middle St., Portland, ME 04112-9501.

Telephones: 207-775-1800, Portland; 207-782-1800, Auburn.

TWX: 710-221-1708. Fax: 207-783-7371.

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: Mount Washington, NH.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 5-meter C-band; Comtech, 5-meter C-band; Prodelin, 5-meter C-band; RCA, 5-meter Ku-band; Avantek, M/A-Corn, Pinzone receivers.

SNG Mobile Dish: Vertex, 2.8-meter Ku-band.

News Services: AP, ABC.

Ownership: Harron Communications Corp. (Group Owner).

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.

RICHARD CUSHMAN, director of engineering.

DENNIS TOMPKINS, news director.

STEVE LAKEY, promotion manager.

CONNIE DENSMORE, business manager.

DAVID BEANE, production manager.

JACK CONNOR, assistant chief engineer.

PHYLLIS BOUCHLES, traffic manager, Auburn.

DARLENE STERLING, traffic manager, Portland.

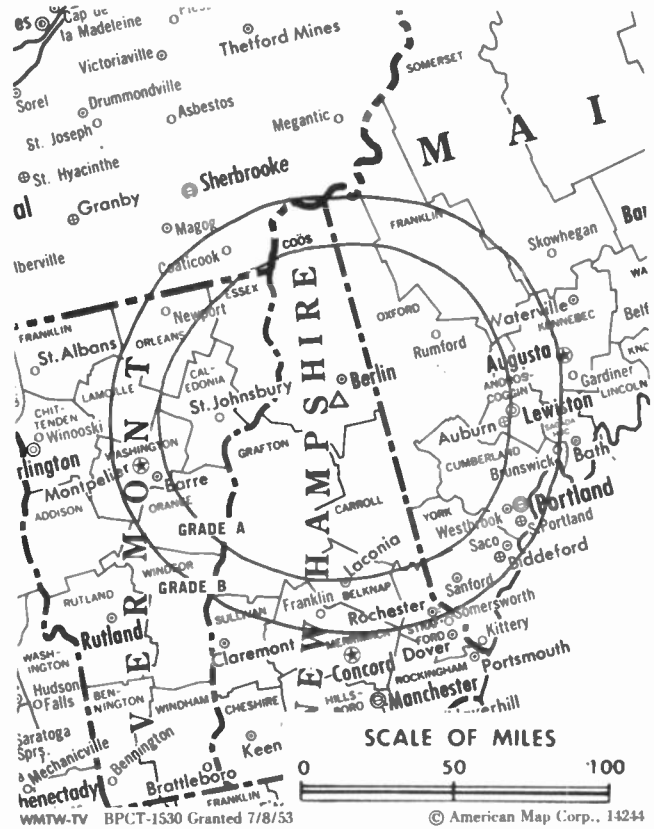
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$750.

City of License: Poland Spring. ADI: Portland-Poland Spring. Rank: 74.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	38,500	38,000	99
	Cumberland	92,200	90,900	99
	Franklin	11,100	10,800	97
	Kennebec	44,000	43,200	98
	Knox	14,200	13,800	97
	Lincoln	11,500	11,300	98
	Oxford	19,700	19,400	98
	Sagadahoc	12,800	12,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Somerset	17,100	16,800	98
	York	64,500	63,700	99
	NEW HAMPSHIRE			
	Carroll	14,800	14,500	98
	Coos	13,500	13,300	99
	VERMONT			
	Caledonia	10,800	10,600	98
	Essex	2,700	2,700	100
	Orleans	9,100	9,000	99
	Washington	21,400	21,000	98
	Between 25-49%	MAINE		
Waldo		11,900	11,600	97
NEW HAMPSHIRE				
Belknap		19,400	19,200	99
Grafton		26,900	26,100	97
Merrimack		45,200	44,400	98
Strafford		35,800	35,200	98
Sullivan		15,500	15,100	97
VERMONT				
Orange		9,400	9,200	98
Windsor		22,700	22,100	97
Between 5-24%	NEW HAMPSHIRE			
	Hillsborough	124,100	122,600	99
	Rockingham	89,400	88,300	99
	NEW YORK			
	Essex	14,400	14,100	98
	VERMONT			
	Addison	11,500	11,200	97
	Chittenden	48,000	47,300	99
	Lamoille	7,200	7,100	99
	Rutland	23,900	23,400	98
	Windham	16,400	15,700	96
Totals		919,600	904,100	98
Net Weekly Circulation (1990)			402,000	
Average Daily Circulation (1990)			203,300	

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: 207-828-6666. 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 Mountain, Sebago, ME.

Satellite Earth Station: Satcom Technologies, 7-meter; M/A-Com receivers.

News Services: AP, Group W Newsfeed, NBC.

Ownership: Maine Broadcasting System (Group Owner).

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, vice president & general manager.

DALE EICHORN, treasurer.

FRED NUTTER, public affairs & editorial director.

JEFFREY MARKS, station manager.

JIM HOPKINS, chief engineer.

RICK BASSETT, film director.

MIKE COHEN, local sales manager.

BOB BURTT, national sales manager.

MIKE CARQUE, news director.

CARY COLLETTE, promotion director.

GLENN MORIN, business manager.

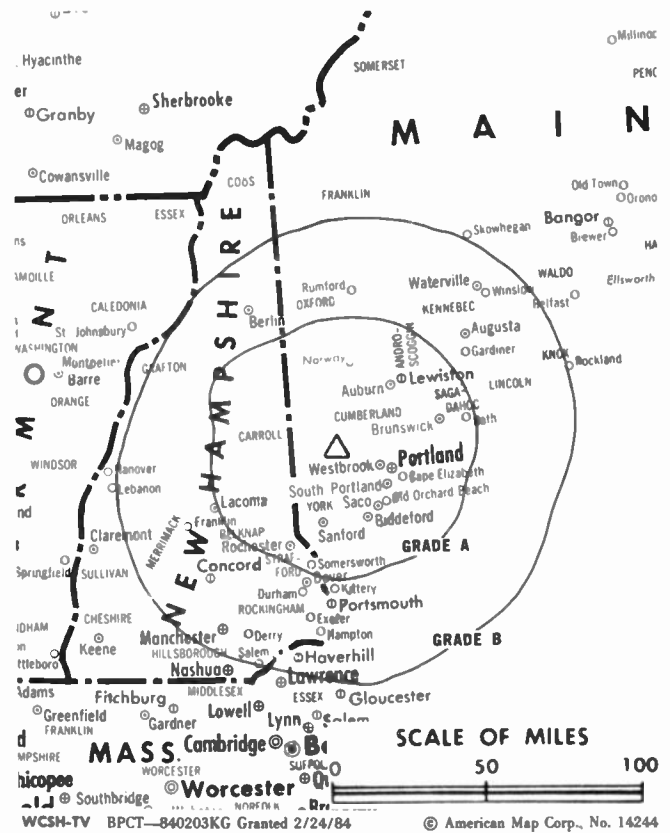
DEBBIE BRIGGS, marketing director.

Rates: On request.

City of License: Portland. ADI: Portland-Poland Spring. Rank: 74.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	38,500	38,000	99
	Cumberland	92,200	90,900	99
	Franklin	11,100	10,800	97
	Kennebec	44,000	43,200	98
	Knox	14,200	13,800	97
	Lincoln	11,500	11,300	98
	Oxford	19,700	19,400	98
	Sagadahoc	12,800	12,500	98
	York	64,500	63,700	99
	NEW HAMPSHIRE			
	Belknap	19,400	19,200	99
	Carroll	14,800	14,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Coos	13,500	13,300	99
	Strafford	35,800	35,200	98
Between 25-49%	MAINE			
	Somerset	17,100	16,800	98
	NEW HAMPSHIRE			
Merrimack	45,200	44,400	98	
Between 5-24%	MAINE			
	Waldo	11,900	11,600	97
	NEW HAMPSHIRE			
	Grafton	26,900	26,100	97
	Hillsborough	124,100	122,600	99
	Rockingham	89,400	88,300	99
	Sullivan	15,500	15,100	97
	VERMONT			
Caledonia	10,800	10,600	98	
Essex	2,700	2,700	100	
Totals		735,600	724,000	98
Net Weekly Circulation (1990)			370,800	
Average Daily Circulation (1990)			229,400	

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Television & Cable Factbook

Maine—Portland

WGME-TV Ch. 13

Network Service: CBS.

Licensee: Guy Gannett Publishing Co., Northport Business Park, Washington Ave., Portland, ME 04103.

Studio: Northport Business Park, Portland, ME 04103.

Telephone: 207-797-9330. **Fax:** 207-878-3505.

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: C-band; KU-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Guy Gannett Broadcasting Services (Group Owner).

Began Operation: May 16, 1954.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

WILLIAM B. STOUGH, vice president & general manager.

WILLIAM WHITTEN, general sales manager.

JEANNINE LEFEVRE, national sales manager.

TOWLE TOMPKINS, operations manager.

JIM SANDERS, news director.

BARBARA GRAHAM, promotion director.

WAYNE BEAROR, business manager.

FRED DESJARDINS, chief engineer.

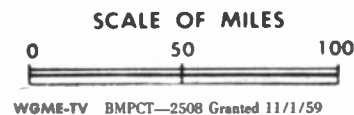
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Portland. **ADI:** Portland-Poland Spring. **Rank:** 74.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	38,500	38,000	99
	Cumberland	92,200	90,900	99
	Franklin	11,100	10,800	97
	Kennebec	44,000	43,200	98
	Knox	14,200	13,800	97
	Lincoln	11,500	11,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Oxford	19,700	19,400	98
	Sagadahoc	12,800	12,500	98
	York	64,500	63,700	99
	NEW HAMPSHIRE			
	Carroll	14,800	14,500	98
Between 25-49%	MAINE			
	Somerset	17,100	16,800	98
	NEW HAMPSHIRE			
	Belknap	19,400	19,200	99
	Coos	13,500	13,300	99
	Strafford	35,800	35,200	98
Between 5-24%	MAINE			
	Waldo	11,900	11,600	97
	NEW HAMPSHIRE			
	Grafton	26,900	26,100	97
	Merrimack	45,200	44,400	98
Totals		493,100	484,700	98
Net Weekly Circulation (1990)			293,000	
Average Daily Circulation (1990)			168,300	

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. **Fax:** 207-774-6849.

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: Chapparral C-band; Comtech C-band; Scientific-Atlanta Ku-band; Vertex Ku-band; M/A-Com, Pinzone, Scientific-Atlanta receivers, Standard Communications.

Ownership: Portland Broadcasting Inc.

Began Operation: September 14, 1986. FCC approved transfer of control to present owner Oct 6, 1986.

Represented (sales): Sattel Inc.

Represented (legal): Hopkins & Sutter.

Represented (engineering): Ray Goudreau.

Personnel:

JOSH MCGRAW, general manager.

TONY PALMINTERI, general sales manager.

DOUG FINCK, local sales manager.

ROY OUELLETTE, chief engineer.

JENNIFER VANDERWERF, program & operations manager.

DOREEN MORGAN, promotion manager.

ANN GAGNE, business manager.

Highest 30 Sec. Rate: \$900.

City of License: Portland. **ADI:** Portland-Poland Spring. **Rank:** 74.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	38,500	38,000	99
	Cumberland	92,200	90,900	99
	Sagadahoc	12,800	12,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MAINE			
	Kennebec	44,000	43,200	98
	Knox	14,200	13,800	97
	Lincoln	11,500	11,300	98
	Oxford	19,700	19,400	98
	York	64,500	63,700	99
Between 5-24%	MAINE			
	Franklin	11,100	10,800	97
	Penobscot	49,800	49,000	98
	Waldo	11,900	11,600	97
	NEW HAMPSHIRE			
	Carroll	14,800	14,500	98
Totals		385,000	378,700	98
Net Weekly Circulation (1990)				141,900
Average Daily Circulation (1990)				54,900

Maine—Presque Isle

WAGM-TV

Ch. 8

Network Service: CBS, NBC, ABC.

Licensee: NEPSK Inc., 701 Alpha Dr., Pittsburgh, PA 15238.

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. Fax: 207-764-5329.

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; Harris, 4.6-meter Ku-band; Star, 3.6-meter; M/A-Com, Standard Communications receivers.

Ownership: NEPSK Inc.

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, vice president & general manager.

KATHLEEN McLAIN, general sales manager.

EDGAR DERY, chief engineer.

SUE BERNARD, news director.

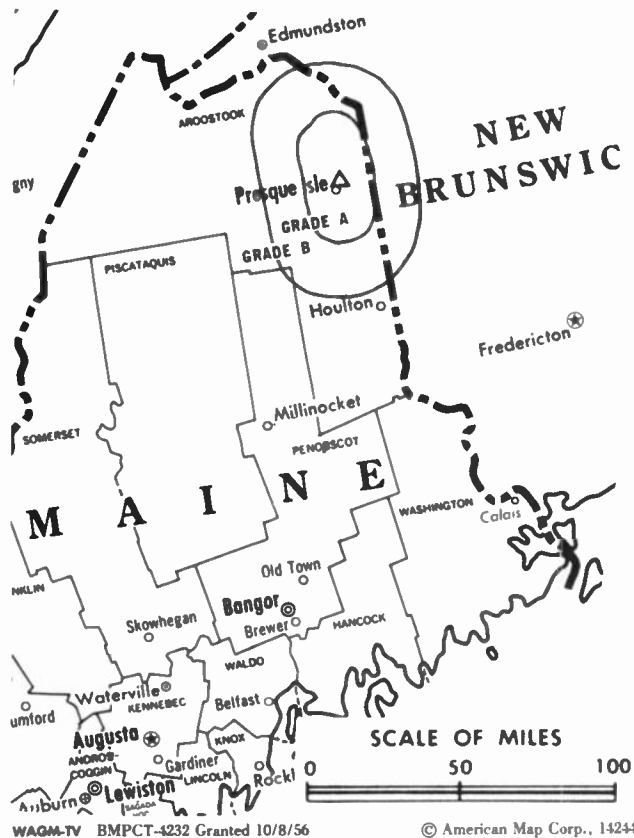
BUDDY PRICE, promotion director.

CATHY DONOVAN, business manager.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$450.

City of License: Presque Isle. ADI: Presque Isle. Rank: 201.



Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	MAINE			
50% & Over	Aroostook	30,000	29,300	98
Totals		30,000	29,300	98
Net Weekly Circulation (1990)				27,300
Average Daily Circulation (1990)				20,900



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,701,700	9	WDCa-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9)
Pittsburgh, PA	1,165,500	17	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Baltimore, MD	937,400	22	WBAL-TV (11), WBFF (45), WHSW (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Salisbury, MD	93,400	161	WBOC-TV (16), WMDT (47)
Hagerstown, MD	42,100	192	WHAG-TV (25), WJAL (68)

Maryland Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	3	7	10
Educational Television Stations	0	6	6
	3	13	16

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Call Lynn Levine or Nancy Cramer
202-872-9200

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: WITY, 20-kw, 97.9 MHz (No. 250), 960-ft.

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

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: March 11, 1948.

Represented (sales): Blair Television.

Represented (legal): Dempsey & Koplovitz.

Personnel:

DAVID J. BARRETT, vice president & general manager.
JOSEPH W. HESTON, vice president & station manager.
JACK GILMORE, vice president & general sales manager.
T. C. SHULTZ, local sales manager.
TOM VAN BENSCHOTEN, national sales manager.
ROBERT OGREN, director of engineering.
TOM HAUFF, news director.
EMERSON COLEMAN, director of programming.
KERRY RICHARDS, promotion director.
GORDON JONES, business manager.
KAREN MEEKINS, marketing director.
EDITH HOUSE, public affairs manager.

Rates: On request.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Anne Arundel	149,000	148,300	100
	Baltimore	264,900	263,800	100
	Caroline	9,300	9,200	99
	Carroll	41,500	41,300	100
	Cecil	24,600	24,500	100
	Dorchester	11,600	11,500	99
	Harford	57,900	57,600	99
	Howard	60,900	60,600	100
	Kent	6,600	6,500	98
	Queen Annes	11,500	11,400	99
	Talbot	11,500	11,400	99
	Baltimore City	282,400	281,100	100
	PENNSYLVANIA			
	Adams	26,100	25,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	MARYLAND				
	Calvert	16,400	16,200	99	
	Frederick	49,100	48,800	99	
	St Marys	24,000	23,800	99	
	Wicomico	27,300	27,100	99	
	Worcester	15,300	15,000	98	
	PENNSYLVANIA				
	Franklin	46,000	44,600	97	
	Between 5-24%	DISTRICT OF COLUMBIA			
		Dist Of Columbia	254,400	251,900	99
DELAWARE					
Kent		38,600	38,300	99	
Sussex		43,700	43,100	99	
MARYLAND					
Montgomery		270,900	269,900	100	
Prince Georges		248,800	248,000	100	
Somerset		7,000	6,900	99	
Washington		42,000	41,700	99	
PENNSYLVANIA					
Lancaster	149,100	144,500	97		
York	128,200	126,000	98		
VIRGINIA					
Arlington	133,900	133,200	100		
Clarke	4,100	4,100	100		
Frederick	22,200	22,000	99		
Prince William	70,000	69,600	99		
Rappahannock	2,600	2,600	100		
Warren	9,400	9,300	98		
WEST VIRGINIA					
Berkeley	21,200	21,000	99		
Jefferson	13,100	13,000	99		
Totals		2,595,100	2,573,300	99	
Net Weekly Circulation (1990)				1,013,300	
Average Daily Circulation (1990)				510,800	

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: 301-462-4588.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 1292-kw max. visual. Antenna: 1238-ft. above av. terrain, 1259-ft. above ground, 1549-ft. above sea level.

Latitude 39° 20' 10"
Longitude 76° 38' 59"

Transmitter: 0.24-mi. NNW of intersection of Hooper Ave. & 41st St., Baltimore.

Ownership: Sinclair Broadcasting Group Inc. (Group Owner).

Began Operation: April 11, 1971.

Represented (sales): Seitel 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.
- TIM DOTSON, national sales manager.
- DENNIS WINTERS, chief engineer.
- MIKE SCHROEDER, program & promotion director.
- DAVID B. AMY, controller.
- WILLIAM MURPHY, business manager.
- LARRY HARRISON, marketing director.
- DWIGHT WEEMS, production manager.
- SHARON WYLIE, public affairs manager.

Highest 30 Sec. Rate: \$4,000.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Baltimore City	282,400	281,100	100
Between 25-49%	MARYLAND			
	Anne Arundel	149,000	148,300	100
	Baltimore	264,900	263,800	100
	Carroll	41,500	41,300	100
	Cecil	24,600	24,500	100
	Harford	57,900	57,600	99
	Howard	60,900	60,600	100
	Kent	6,600	6,500	98
	St Marys	24,000	23,800	99
Between 5-24%	DISTRICT OF COLUMBIA			
	Dist Of Columbia	254,400	251,900	99
	DELAWARE			
	Kent	38,600	38,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MARYLAND			
	Calvert	16,400	16,200	99
	Caroline	9,300	9,200	99
	Dorchester	11,600	11,500	99
	Frederick	49,100	48,800	99
	Montgomery	270,900	269,900	100
	Prince Georges	248,800	248,000	100
	Queen Annes	11,500	11,400	99
	Talbot	11,500	11,400	99
		PENNSYLVANIA		
	Adams	26,100	25,500	98
	Franklin	46,000	44,600	97
	Lancaster	149,100	144,500	97
	Perry	15,600	15,200	97
	York	128,200	126,000	98
	VIRGINIA			
	Arlington	133,900	133,200	100
	Clarke	4,100	4,100	100
	Fairfax	285,900	285,000	100
	Frederick	22,200	22,000	99
	Stafford	17,600	17,400	99
	Warren	9,400	9,300	98
	WEST VIRGINIA			
	Berkeley	21,200	21,000	99
	Jefferson	13,100	13,000	99
Totals		2,706,300	2,684,900	99
Net Weekly Circulation (1990)			636,000	
Average Daily Circulation (1990)			238,400	

Maryland—Baltimore

WHSW

Ch. 24

Network Service: Home Shopping Network.

Licensee: Silver King Bcstg. of Maryland, 4820 Seton Dr., Suite M-N, 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: 2038 Powers Lane, Catonsville, MD.

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 (Group Owner).

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.

CAROLE A. TAYLOR, program manager.

JOHN C. SKELNIK, chief engineer.

MAXINE RUSH, business manager.

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., 888 Seventh Ave., New York, NY 10106.

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' 04.30"
Longitude 76° 39' 02.80"

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 (Group Owner).

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:

MARCELLUS ALEXANDER, vice president & general manager.

DANA FITZGERALD, general sales manager.

PATRICK GIAMMARISE, director, new product development.

RUTH HELTNE, 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 CURCURUTO, business manager.

PHYLLIS SHELTON, public communications manager.

RICK SEABY, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1925.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Anne Arundel	149,000	148,300	100
	Baltimore	264,900	263,800	100
	Caroline	9,300	9,200	99
	Carroll	41,500	41,300	100
	Cecil	24,600	24,500	100
	Dorchester	11,600	11,500	99
	Harford	57,900	57,600	99
	Howard	60,900	60,600	100
	Kent	6,600	6,500	98
	Queen Annes	11,500	11,400	99
	Talbot	11,500	11,400	99
	Baltimore City	282,400	281,100	100
	PENNSYLVANIA			
	Adams	26,100	25,500	98
DELAWARE				
Between 25-49%	Kent	38,600	38,300	99
	Sussex	43,700	43,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MARYLAND			
	Allegany	28,800	28,600	99
	Frederick	49,100	48,800	99
	Wicomico	27,300	27,100	99
	Worcester	15,300	15,000	98
	PENNSYLVANIA			
	Franklin	46,000	44,600	97
	York	128,200	126,000	98
	WEST VIRGINIA			
	Mineral	10,400	10,300	99
Between 5-24%	DISTRICT OF COLUMBIA			
	Dist Of Columbia	254,400	251,900	99
MARYLAND				
Calvert	16,400	16,200	99	
Charles	30,600	30,300	99	
Montgomery	270,900	269,900	100	
Prince Georges	248,800	248,000	100	
St Marys	24,000	23,800	99	
Somerset	7,000	6,900	99	
Washington	42,000	41,700	99	
PENNSYLVANIA				
Fulton	5,600	5,400	96	
Lancaster	149,100	144,500	97	
VIRGINIA				
Arlington	133,900	133,200	100	
Clarke	4,100	4,100	100	
Fauquier	16,100	15,900	99	
Frederick	22,200	22,000	99	
King George	4,400	4,300	99	
Loudoun	26,000	25,700	99	
(Continued on page A-560)				
Totals		2,754,100	2,730,500	99
Net Weekly Circulation (1990)			1,155,000	
Average Daily Circulation (1990)			630,000	

Maryland—Baltimore

WMAR-TV

Ch. 2

Network Service: NBC.

Licensee: WMAR Bcstg. 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: Scientific-Atlanta, 7-meter C-band; Harris, 6-meter Ku-band; AFC, 3.2-meter Ku-band; Harris, 3-meter Ku-band; DX Engineering, Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Dalsat/Andrew, 4-meter Ku-band.

News Services: AP, NBC, UPI.

Ownership: Gillett Holdings Inc. (Group Owner). Sale to Scripps Howard pending (Television Digest, Vol. 30:30, 33).

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 & marketing.
JOSEPH M. BRUNO, vice president, engineering.
EMILY BARR, director, broadcast operations.
GARY WORDLAW, news director.
LEN WEINSTEIN, local sales manager.
MARK DISTLER, national sales manager.
ROBERT IMHOFF, controller.

Highest 30 Sec. Rate: \$5000.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MARYLAND				
	Anne Arundel	149,000	148,300	100	
	Baltimore	264,900	263,800	100	
	Caroline	9,300	9,200	99	
	Carroll	41,500	41,300	100	
	Cecil	24,600	24,500	100	
	Dorchester	11,600	11,500	99	
	Frederick	49,100	48,800	99	
	Harford	57,900	57,600	99	
	Howard	60,900	60,600	100	
	Kent	6,600	6,500	98	
	Queen Annes	11,500	11,400	99	
	Talbot	11,500	11,400	99	
	Wicomico	27,300	27,100	99	
	Worcester	15,300	15,000	98	
	Baltimore City	282,400	281,100	100	
	Between 25-49%	DELAWARE			
		Kent	38,600	38,300	99
		Sussex	43,700	43,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MARYLAND			
	Calvert	16,400	16,200	99
	St Marys	24,000	23,800	99
	Somerset	7,000	6,900	99
	Washington	42,000	41,700	99
	PENNSYLVANIA			
	Adams	26,100	25,500	98
	York	128,200	126,000	98
	VIRGINIA			
	Warren	9,400	9,300	98
Between 5-24%	WEST VIRGINIA			
	Jefferson	13,100	13,000	99
	Morgan	4,500	4,400	98
	MARYLAND			
	Charles	30,600	30,300	99
	Montgomery	270,900	269,900	100
	Prince Georges	248,800	248,000	100
	PENNSYLVANIA			
	Franklin	46,000	44,600	97
	Fulton	5,600	5,400	96
Lancaster	149,100	144,500	97	
Perry	15,600	15,200	97	
VIRGINIA				
Arlington	133,900	133,200	100	
Fairfax	285,900	285,000	100	
Fauquier	16,100	15,900	99	
Frederick	22,200	22,000	99	
Loudoun	26,000	25,700	99	
Prince William	70,000	69,600	99	
Rappahannock	2,600	2,600	100	
WEST VIRGINIA				
Berkeley	21,200	21,000	99	
Totals		2,720,900	2,699,200	99
Net Weekly Circulation (1990)			1,093,500	
Average Daily Circulation (1990)			587,500	

Maryland—Baltimore

WNUV-TV

Ch. 54

Network Service: None, independent.

Licensee: WNUV TV 54 Partnership, Two Copley Place, Boston, MA 02116.

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: 5000-kw max. visual. Antenna: 1148-ft. above av. terrain, 971-ft. above ground, 1480-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, 7-meter C-band; Microdyne, 5-meter C-band; Microdyne, 3.7-meter ku-band; M/A-Com receivers, Microdyne.

Ownership: ABRY Communications (Group Owner).

Began Operation: July 1, 1982. Sale to present owners by Samuel S. Kravetz, et al., approved by FCC Jan. 23, 1989.

Represented (sales): Petry Television Inc.

Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

JOSEPH KOFF, general manager.
MICHAEL KELLY, general sales manager.
BONITA CLARK, regional sales manager.
MANNY PAIGE, national sales manager.
BRUCE BINENFELD, program & promotion director.
PAUL GARNET, chief engineer.
COLLETTE LEONARD, business manager.
DONNA COOPER, marketing director.

Highest 30 Sec. Rate: \$400.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND Baltimore City	282,400	281,100	100
Between 25-49%	MARYLAND Anne Arundel	149,000	148,300	100
	Baltimore	264,900	263,800	100
	Carroll	41,500	41,300	100
	Harford	57,900	57,600	99
	Howard	60,900	60,600	100
	Kent	6,600	6,500	98
	Queen Annes	11,500	11,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	DISTRICT OF COLUMBIA Dist Of Columbia	254,400	251,900	99
	MARYLAND			
	Calvert	16,400	16,200	99
	Caroline	9,300	9,200	99
	Cecil	24,600	24,500	100
	Dorchester	11,600	11,500	99
	Frederick	49,100	48,800	99
	Montgomery	270,900	269,900	100
	Prince Georges	248,800	248,000	100
	St Marys	24,000	23,800	99
	Talbot	11,500	11,400	99
	PENNSYLVANIA			
	Adams	26,100	25,500	98
	VIRGINIA			
	King George	4,400	4,300	99
	Westmoreland	6,000	5,900	98
	WEST VIRGINIA			
	Berkeley	21,200	21,000	99
	Jefferson	13,100	13,000	99
Totals		1,866,100	1,855,500	99
Net Weekly Circulation (1990)			482,200	
Average Daily Circulation (1990)			174,300	

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: 1358-kw max. visual. Antenna: 1230-ft. above av. terrain, 427-ft. above ground, 1864-ft. above sea level.

Latitude 39° 39' 35"

Longitude 77° 57' 57"

Transmitter: 1.8-mi. W of Clear Spring, Fairview Mountain.

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. (Group Owner).

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.

BOB BORNGESSER, news director.

CHUCK NOLAND, program & promotion director.

MARK GREEN, business manager.

WAYNE YOUNKINS, chief engineer.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$145.

City of License: Hagerstown. ADI: Hagerstown. Rank: 192.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Allegany	28,800	28,600	99
	Washington	42,000	41,700	99
	PENNSYLVANIA			
	Franklin	46,000	44,600	97
	WEST VIRGINIA			
	Berkeley	21,200	21,000	99
Mineral	10,400	10,300	99	



WHAG-TV · BPC1-880601LE Granted 4/18/89

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MARYLAND			
	Garrett	9,800	9,700	98
	PENNSYLVANIA			
	Fulton	5,600	5,400	96
	VIRGINIA			
	Page	7,800	7,800	100
Between 5-24%	WEST VIRGINIA			
	Hampshire	6,100	6,000	98
	Morgan	4,500	4,400	98
	MARYLAND			
	Frederick	49,100	48,800	99
	PENNSYLVANIA			
	Adams	26,100	25,500	98
	VIRGINIA			
	Clarke	4,100	4,100	100
	Frederick	22,200	22,000	99
Warren	9,400	9,300	98	
WEST VIRGINIA				
Grant	3,600	3,500	97	
Jefferson	13,100	13,000	99	
Pendleton	3,000	2,900	97	
Totals		312,800	308,600	99
Net Weekly Circulation (1990)			126,900	
Average Daily Circulation (1990)			67,300	

Maryland—Hagerstown

WJAL

Ch. 68

Network Service: None, independent.

Grantee: Channel 68 Bcstg. Corp., 2688 Molly Pitcher Hwy. S, Box 229, Chambersburg, PA 17201.

Studio: 16948 Buchanan Trail Rest, Mercersburg, PA 17326.

Telephones: 717-263-6852; 800-444-8868. Fax: 717-263-6652.

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: Paracclipse, 3-meter Ku & C-band; Winegard, 3-meter Ku & C-band.

News Service: INN.

Ownership: Channel 68 Bcstg. Corp.

Began Operation: May 5, 1987.

Represented (legal): McCabe & Allen.

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

Personnel:

JEFF MILLER, general manager.

JEROME FOREMAN, chief engineer.

BERNICE KOPPENHAVER, business manager.

DOTTIE ZIMMERMAN, marketing director.

Highest 30 Sec. Rate: \$250.



Arbitron Data: Not available.

City of License: Hagerstown. ADI: Hagerstown. Rank: 192.

Maryland—Salisbury

WBOC-TV

Ch. 16

Network Service: CBS.

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. & 93.3-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. (Group Owner).

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: 161.

Total Households: ©MSI Consumer Market Data as of 1/1/80. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	38,600	38,300	99
	Sussex	43,700	43,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Dorchester	11,600	11,500	99
	Somerset	7,000	6,900	99
	Wicomico	27,300	27,100	99
	Worcester	15,300	15,000	98
Between 25-49%	VIRGINIA			
	Accomack	12,200	11,900	98
Between 5-24%	MARYLAND			
	Caroline	9,300	9,200	99
Totals	Talbot	11,500	11,400	99
	VIRGINIA			
Net Weekly Circulation (1990)	Northampton	5,700	5,600	98
	Northumberland	4,200	4,200	99
Average Daily Circulation (1990)		186,400	184,200	99
			131,100	
			87,100	

Maryland—Salisbury

WMDT

Ch. 47

Network Service: ABC, NBC.

Licensee: Delmarva Broadcast Service Gen. 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. & 67.6-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"

Holds CP for change to 2190-kw max. visual, 997-ft. above av. terrain, 1001-ft. above ground, 1024-ft. above sea level, transmitter to 0.2-mi. NW of intersection of State Rds. 452 & 477, Wicomico County. BMPCT-900518KQ.

Transmitter: Sneath 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, Standard Agile Omni receivers.

News Services: ABC, AP.

Ownership: Estate of Joseph Brechner & Marion Brechner (Group Owner).

Began Operation: April 11, 1980. Sale to present owners approved by FCC May 5, 1982.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

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

Personnel:

- FRANK PILGRIM, general manager.
- RICH DIPILLA, national/regional sales manager.
- SUSAN KELLY, local sales manager.
- RAY CARTER, news director.
- KAREN CANNON, program director.
- MATT SWIDER, promotion director.
- LINDA SKELLEY, business manager.
- WILLIAM HOCTOR, director of engineering.

Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$275.

City of License: Salisbury. ADI: Salisbury. Rank: 161.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Sussex	43,700	43,100	99
	MARYLAND			
	Somerset	7,000	6,900	99
	Wicomico	27,300	27,100	99
	Worcester	15,300	15,000	98
Between 25-49%	DELAWARE			
	Kent	38,600	38,300	99
	MARYLAND			
	Caroline	9,300	9,200	99
	Dorchester	11,600	11,500	99
	VIRGINIA			
	Accomack	12,200	11,900	98
Between 5-24%	MARYLAND			
Talbot	11,500	11,400	99	
Totals		176,500	174,400	99
Net Weekly Circulation (1990)				98,200
Average Daily Circulation (1990)				52,500

Maryland

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WJZ-TV, Baltimore (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	VIRGINIA			
	Prince William	70,000	69,600	99
	Spotsylvania	22,100	21,900	99
	Stafford	17,600	17,400	99
	Warren	9,400	9,300	98
	WEST VIRGINIA			
	Berkeley	21,200	21,000	99
Jefferson	13,100	13,000	99	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Boston, MA	2,105,800	6	WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHDH-TV (7), WHLL (27), WHRC (46), WSHH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WQTV (68), WSBK-TV (38)
Providence, RI-New Bedford, MA	556,900	44	WCVX (58), WJAR (10), WLNE (6), WNAC-TV (64), WPRI-TV (12)
Albany-Schenectady-Troy, NY	489,500	53	WCDC (19), WNYT (13), WOCG (55), WRGB (6), WTEN (10), WXXA-TV (23)
Springfield, MA	244,700	98	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
WMFP, Boston	See Lawrence, MA
WHRC, Boston	See Norwell, 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, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	3	11	14
Educational Television Stations	1	2	3
	4	13	17

Massachusetts—Adams

WCDC

Ch. 19

(Satellite of WTEN, Albany, NY)

Network Service: ABC.

Licensee: Young Bcstg. of Albany Inc., Three E. 54th St., New York, NY 10022.

Studio: See WTEN, Albany.

Telephones: 518-436-4822; 413-743-5326. **Fax:** 518-462-6065.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 220-kw visual, 20-kw aural. Antenna: 2090-ft. above av. terrain, 248-ft. above ground, 3688-ft. above sea level.

Latitude	42°	38'	14"
Longitude	73°	10'	07"

Transmitter: Mount Greylock, Adams, MA.

News Services: AP, UPI.

Ownership: Young Broadcasting Inc. (Group Owner).

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 Knight-Ridder Bcstg. Inc. by Poole Bcstg. Co. approved by FCC 1977. Sale to present owner approved by FCC Aug. 24, 1989 (Vol. 29:13).

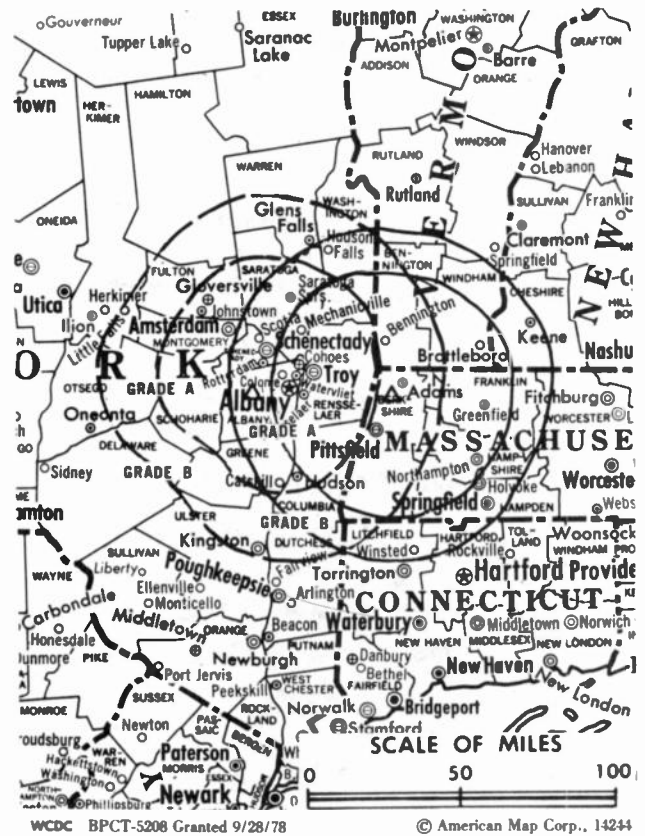
Represented (sales): Harrington, Righter & Parsons Inc.

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:** 53.

Massachusetts—Boston

WBZ-TV
Ch. 4

Network Service: NBC.

Licensee: Group W Television Inc., 1025 Connecticut Ave. NW, Suite 506, Washington, DC 20036.

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; Agile, Omni, Harris, Scientific-Atlanta receivers.

AM Affiliate: WBZ, 50-kw, 1030 kHz.

News Services: AP, Group W Newsfeed, NBC, UPI.

Ownership: Group W—Westinghouse Broadcasting (Group Owner).

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, station manager.

PAM MASTERS, national sales manager.

SCOTT BRADY, local sales manager.

PETER HENNESSEY, local sales manager.

BARRY SCHULMAN, program manager.

FRANCINE ACHBAR, executive producer.

ERIC GOLDSTEIN, creative services director.

KIM HARBIN, public relations director.

STAN HOPKINS, news director.

BOB HOUGHTON, controller.

GEORGE ST. ANDRE, engineering manager.

JOSEPH BLAKE, assistant engineering manager.

Rates: On request.

City of License: Boston. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Bristol	185,800	183,800	99
	Dukes	5,500	5,300	96
	Essex	251,800	249,100	99
	Franklin	27,700	26,900	97
	Middlesex	507,900	502,400	99
	Nantucket	2,800	2,700	96
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Suffolk	272,000	266,100	98
	Worcester	250,800	247,600	99
	NEW HAMPSHIRE			
	Belknap	19,400	19,200	99
Cheshire	25,800	25,100	97	
Hillsborough	124,100	122,600	99	
Merrimack	45,200	44,400	98	



WBZ-TV BPC-T-2072 Granted 2/8/56 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rockingham	89,400	88,300	99
	Strafford	35,800	35,200	98
	Sullivan	15,500	15,100	97
	VERMONT Windham	16,400	15,700	96
Between 25-49%	CONNECTICUT Windham	36,900	36,200	98
	MAINE York	64,500	63,700	99
	NEW HAMPSHIRE Grafton	26,900	26,100	97
	RHODE ISLAND Providence	222,400	219,800	99
	VERMONT Caledonia	10,800	10,600	98
	Windsor	22,700	22,100	97
	Between 5-24%	CONNECTICUT New London	91,400	89,600
Tolland		42,700	41,900	98
MASSACHUSETTS Berkshire		55,500	54,600	98
Hampden		170,500	168,100	99
Hampshire		49,500	48,500	98
NEW HAMPSHIRE Carroll		14,800	14,500	98
RHODE ISLAND Bristol		16,400	16,300	99
Kent		60,100	59,600	99
Newport		31,100	30,700	99
Washington		37,900	37,300	98
VERMONT Orange	9,400	9,200	98	
Totals		3,296,200	3,250,000	99
Net Weekly Circulation (1990)			2,120,400	
Average Daily Circulation (1990)			1,204,900	

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; 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: Hearst Broadcasting (Group Owner).

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, president & general manager.
DEBORAH J. SINAY, vice president & sales director.
PAUL LA CAMERA, vice president & station manager.
THOMAS J. BRINGOLA, vice president & business manager.
ROSS KAUFFMAN, vice president & director of engineering.
EMILY ROONEY, news director.
MICHAEL TIEDEMANN, design director.
EDWARD AARONSON, creative services director.
ANN MARIE REDDY, 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Windham	36,900	36,200	98
	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Bristol	185,800	183,800	99
	Essex	251,800	249,100	99
	Middlesex	507,900	502,400	99
	Nantucket	2,800	2,700	96
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Suffolk	272,000	266,100	98
	Worcester	250,800	247,600	99
	NEW HAMPSHIRE			
	Belknap	19,400	19,200	99
Cheshire	25,800	25,100	97	
Hillsborough	124,100	122,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Merrimack	45,200	44,400	98
	Rockingham	89,400	88,300	99
	Strafford	35,800	35,200	98
	VERMONT			
Windham	16,400	15,700	96	
Between 25-49%	CONNECTICUT			
	New London	91,400	89,600	98
	MASSACHUSETTS			
	Berkshire	55,500	54,600	98
	Dukes	5,500	5,300	96
	Franklin	27,700	26,900	97
	MAINE			
York	64,500	63,700	99	
NEW HAMPSHIRE				
Sullivan	15,500	15,100	97	
RHODE ISLAND				
Providence	222,400	219,800	99	
Between 5-24%	CONNECTICUT			
	Tolland	42,700	41,900	98
	MASSACHUSETTS			
	Hampshire	49,500	48,500	98
	NEW HAMPSHIRE			
	Carroll	14,800	14,500	98
	Grafton	26,900	26,100	97
	RHODE ISLAND			
	Bristol	16,400	16,300	99
	Kent	60,100	59,600	99
Newport	31,100	30,700	99	
Washington	37,900	37,300	98	
VERMONT				
Windsor	22,700	22,100	97	
Totals		3,105,500	3,062,100	99
Net Weekly Circulation (1990)			2,062,100	
Average Daily Circulation (1990)			1,132,600	

Massachusetts—Boston

WFXT
Ch. 25

Network Service: Fox.

Licensee: Boston Celtics Communications L.P., 151 Merrimac St., Boston, MA 02114.

Studio: 100 2nd Ave., Needham, MA 02194.

Telephone: 617-449-2525. **Fax:** 617-455-8768.

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 C-band; Scientific-Atlanta receivers.

News Service: UPI.

Ownership: Boston Celtics Communications L.P.

Began Operation: October 10, 1977. FCC approved sale by CBN Bcstg. Network Inc. to Fox Television Stations Nov. 18, 1986 (Television Digest, Vol. 26:33). Transfer of control to trustees approved April 26, 1989 (Vol. 28:11, 17, 25; 29:18). Sale to present owners approved April 25, 1990 (Vol. 29:39).

Represented (sales): Petry Television Inc.

Personnel:

- GERALD R. WALSH, vice president & general manager.
- CHRISTOPHER T. KAGER, general sales manager.
- DEBBY SMITH, local sales manager.
- PETER DOUGHERTY, national sales manager.
- GUNNAR RIEGER, chief engineer.
- CANDACE FISHER, program director.
- JAMES R. BYRNE, promotion director.
- JACK MULLANEY, research director.
- PATTI KEAGY, business manager.
- MARIAN WARD, cable relations director.

Highest 30 Sec. Rate: \$3000.

City of License: Boston. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Bristol	185,800	183,800	99
	Essex	251,800	249,100	99
	Middlesex	507,900	502,400	99
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Suffolk	272,000	266,100	98
	Worcester	250,800	247,600	99
	NEW HAMPSHIRE			
Hillsborough	124,100	122,600	99	
Rockingham	89,400	88,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	RHODE ISLAND			
	Bristol	16,400	16,300	99
	Newport	31,100	30,700	99
	Providence	222,400	219,800	99
Washington	37,900	37,300	98	
Between 5-24%	MASSACHUSETTS			
	Dukes	5,500	5,300	96
	Hampshire	49,500	48,500	98
	Nantucket	2,800	2,700	96
	MAINE			
	York	64,500	63,700	99
NEW HAMPSHIRE				
Merrimack	45,200	44,400	98	
Strafford	35,800	35,200	98	
Sullivan	15,500	15,100	97	
RHODE ISLAND				
Kent	60,100	59,600	99	
Totals		2,725,300	2,690,200	99
Net Weekly Circulation (1990)				1,024,200
Average Daily Circulation (1990)				320,500

Some 23,705 key industry people can see your message when you advertise in the **Television & Cable Factbook**

Massachusetts—Boston

WHDH-TV
(formerly WNEV-TV)
Ch. 7

WHDH-TV BOSTON

Network Service: CBS.

Licensee: New England Television Corp., Government Center, Boston, MA 02114.

Studio: 7 Bulfinch Place, Government 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.

AM Affiliate: WHDH.

News Services: AP, CBS.

Ownership: New England Television Corp.

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.
GARY CECCHINI, vice president, sales.
BRUCE MARSON, vice president & station manager.
RICHARD WEISBERG, vice president, marketing & creative services.
JACQUES NATZ, vice president, news.
KARL RENWANZ, vice president, engineering & operations.
VICTOR LAI, vice president, finance & administration.
JACKIE COMEAU, vice president, research.
HAIG SARIAN, local sales manager.
LEONARD GOLDMAN, regional sales manager.
PETER DADOMO, national sales manager.
DAVID TING, controller.
ED BELL, managing editor, news.
JUDITH YOUNG, design director.

Rates: On request.

City of License: Boston. **ADI:** Boston. **Rank:** 6.

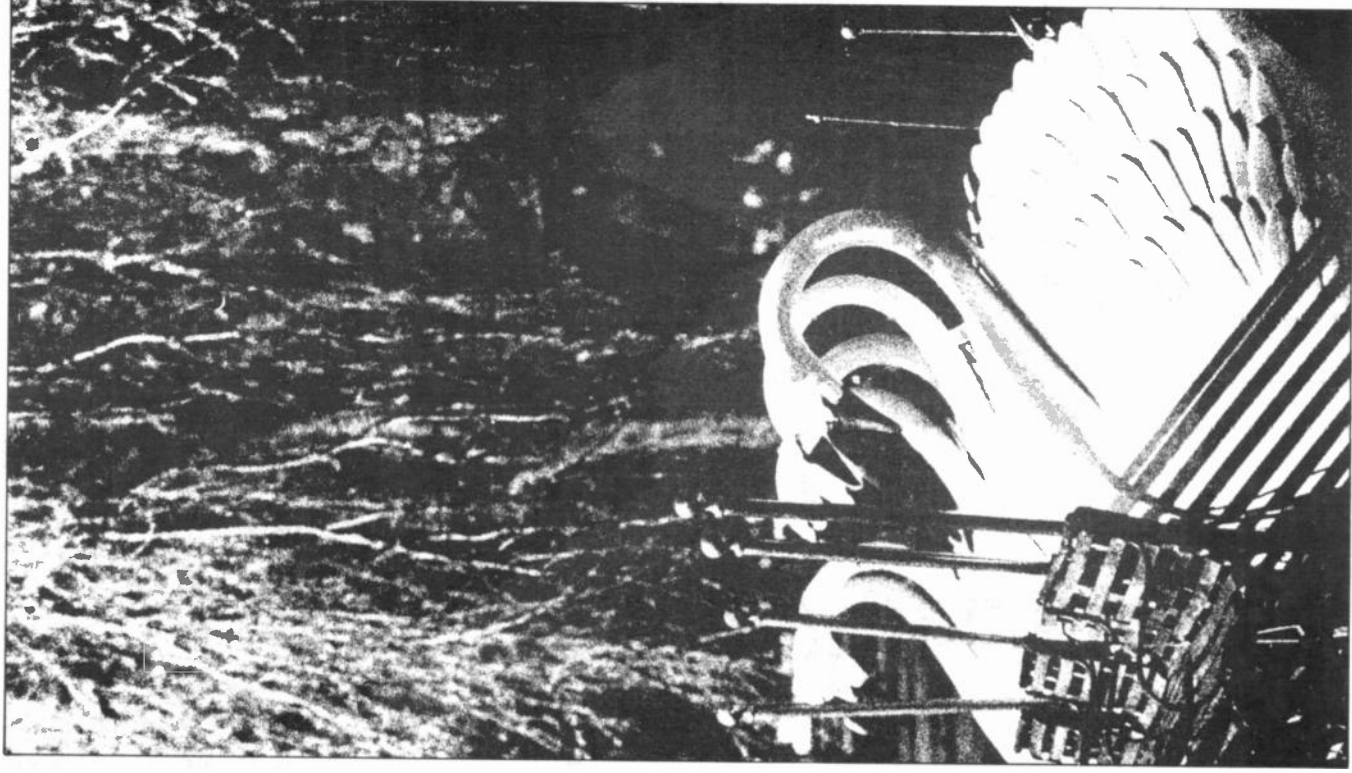
Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Essex	251,800	249,100	99
	Middlesex	507,900	502,400	99
	Nantucket	2,800	2,700	96
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Suffolk	272,000	266,100	98
	Worcester	250,800	247,600	99
	NEW HAMPSHIRE			
	Belknap	19,400	19,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cheshire	25,800	25,100	97
	Hillsborough	124,100	122,600	99
	Merrimack	45,200	44,400	98
	Rockingham	89,400	88,300	99
	Strafford	35,800	35,200	98
Between 25-49%	MASSACHUSETTS			
	Bristol	185,800	183,800	99
	Dukes	5,500	5,300	96
	Franklin	27,700	26,900	97
	MAINE			
	York	64,500	63,700	99
NEW HAMPSHIRE	Sullivan	15,500	15,100	97
	RHODE ISLAND			
Bristol	16,400	16,300	99	
Providence	222,400	219,800	99	
VERMONT				
Windham	16,400	15,700	96	
Between 5-24%	CONNECTICUT			
	Windham	36,900	36,200	98
	MASSACHUSETTS			
	Hampshire	49,500	48,500	98
	NEW HAMPSHIRE			
	Carroll	14,800	14,500	98
	Grafton	26,900	26,100	97
	RHODE ISLAND			
	Kent	60,100	59,600	99
	Newport	31,100	30,700	99
Washington	37,900	37,300	98	
VERMONT				
Windsor	22,700	22,100	97	
Totals		2,915,900	2,876,000	99
Net Weekly Circulation (1990)			1,872,500	
Average Daily Circulation (1990)			932,600	

BOSTON IS
A  PEOPLE TOWN.



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: 617-265-0063.

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: Scientific-Atlanta, 7-meter C-band; Microdyne, 5-meter Ku & C-band; Microdyne, 5-meter C-band; Microdyne, 4.5-meter Ku-band; Microdyne, 4-meter Ku-band; M/A-Corn receivers.

News Services: AP, CNN, UPI.

Ownership: Gannett Broadcasting Group (Group Owner).

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:

- PETER S. TEMPLE, vice president & general manager.
- RON BECKER, vice president, news & operations.
- PETER SCHRUTH, general sales manager.
- DENIS DOWLE, local sales manager.
- CHARLES COWDREY, national sales manager.
- JAMES GILBERT, director of operations & engineering.
- BILL BUTLER, program director.
- MICHAEL J. IZOR, controller.
- BARBARA BETHEA, production manager.
- GRACELYN BROWN, creative services director.
- NATALIE McIVER, public affairs manager.
- SUSAN BYRNE, research director.

Rates: On request.

City of License: Cambridge. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CONNECTICUT			
	New London	91,400	89,600	98
	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Bristol	185,800	183,800	99
	Dukes	5,500	5,300	96
	Essex	251,800	249,100	99
	Middlesex	507,900	502,400	99
	Nantucket	2,800	2,700	96
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Suffolk	272,000	266,100	98
	Worcester	250,800	247,600	99
	NEW HAMPSHIRE			
	Cheshire	25,800	25,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Hillsborough	124,100	122,600	99
	Merrimack	45,200	44,400	98
	Rockingham	89,400	88,300	99
	Strafford	35,800	35,200	98
	RHODE ISLAND			
	Bristol	16,400	16,300	99
	Kent	60,100	59,600	99
	Newport	31,100	30,700	99
	Providence	222,400	219,800	99
	Washington	37,900	37,300	98
Between 5-24%	CONNECTICUT			
	Tolland	42,700	41,900	98
	Windham	36,900	36,200	98
	MASSACHUSETTS			
	Berkshire	55,500	54,600	98
	Franklin	27,700	26,900	97
	Hampshire	49,500	48,500	98
	MAINE			
	Franklin	11,100	10,800	97
	Kennebec	44,000	43,200	98
Oxford	19,700	19,400	98	
Somerset	17,100	16,800	98	
York	64,500	63,700	99	
NEW HAMPSHIRE				
Belknap	19,400	19,200	99	
Coos	13,500	13,300	99	
Grafton	26,900	26,100	97	
Sullivan	15,500	15,100	97	
VERMONT				
Windham	16,400	15,700	96	
Windsor	22,700	22,100	97	
Totals		3,196,100	3,151,100	99
Net Weekly Circulation (1990)				1,156,200
Average Daily Circulation (1990)				397,500

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. Fax: 617-787-6853.

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"

Requests CP for change to 1350-kw max. visual, 818-ft. above av. terrain, 884-ft. above ground, 894-ft. above sea level, lat. 42° 20' 20", long. 71° 04' 59", transmitter to Prudential Bldg., 800 Boylston St., Boston. BPCT-900418KF.

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, M/A-Com receivers.

Ownership: Monitor Television Inc.

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): Settel Inc.

Personnel:

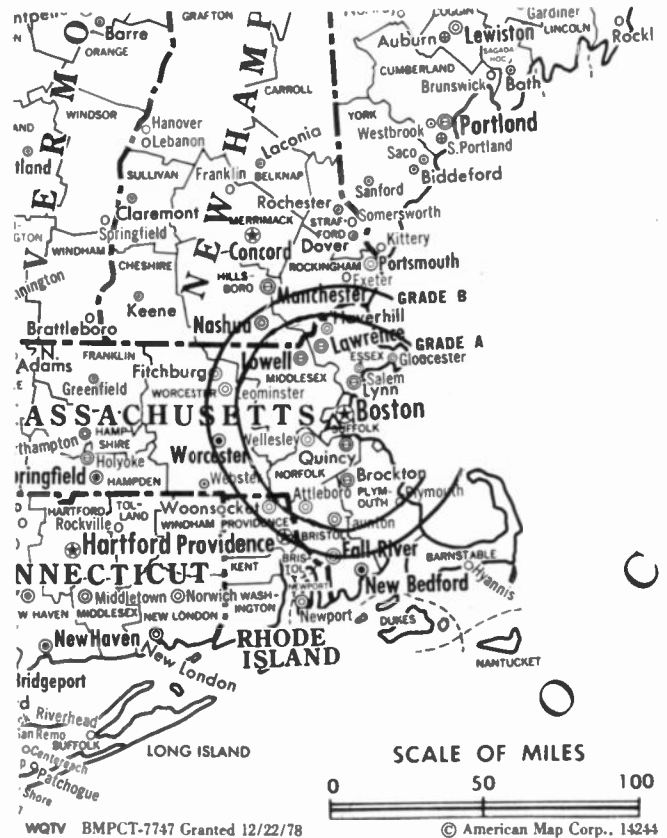
BILL SPITZER, station manager.
RONALD PULERA, general sales manager.
LYN CHAMBERLIN, program director.
BUD RATH, chief engineer.
SUSAN MORGAN, business manager.

Rates: On request.

City of License: Boston. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MASSACHUSETTS			
	Bristol	185,800	183,800	99
	Essex	251,800	249,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Middlesex	507,900	502,400	99
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Suffolk	272,000	266,100	98
	Worcester	250,800	247,600	99
	NEW HAMPSHIRE			
	Rockingham	89,400	88,300	99
Totals		1,936,400	1,912,200	99
Net Weekly Circulation (1990)			230,000	
Average Daily Circulation (1990)			59,600	

Massachusetts—Boston

WSBK-TV

Ch. 38

Network Service: None, independent.

Licensee: GNG Corp., 555 17th Ave., Suite 3300, Denver, CO 80202.

Studio: 83 Leo Birmingham Pkwy., Brighton, MA 02135.

Telephone: 617-783-3838. Fax: 617-783-1875.

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: SCI Television Inc. (Group Owner).

Begin Operation: October 12, 1964. Transfer of control to Storer Bcstg. by Catholic TV Center approved by FCC July 29, 1966 (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, general sales manager.

THOMAS S. WARNER, local sales manager.

JOHN ANDERSON, director, sales development.

JOHN S. VIALI, director of operations.

JAMES McCARTHY, chief engineer.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Essex	251,800	249,100	99
	Middlesex	507,900	502,400	99
	Nantucket	2,800	2,700	96
Between 25-49%	CONNECTICUT			
	New London	91,400	89,600	98
	Tolland	42,700	41,900	98
	Windham	36,900	36,200	98
	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Berkshire	55,500	54,600	98
	Bristol	185,800	183,800	99
	Dukes	5,500	5,300	96
	Franklin	27,700	26,900	97
	Hampden	170,500	168,100	99
	Hampshire	49,500	48,500	98
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Suffolk	272,000	266,100	98
	Worcester	250,800	247,600	99
	MAINE			
	Androscoggin	38,500	38,000	99
	Cumberland	92,200	90,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Kennebec	44,000	43,200	98
	Somerset	17,100	16,800	98
	York	64,500	63,700	99
	NEW HAMPSHIRE			
	Belknap	19,400	19,200	99
	Cheshire	25,800	25,100	97
	Coos	13,500	13,300	99
	Grafton	26,900	26,100	97
	Hillsborough	124,100	122,600	99
	Merrimack	45,200	44,400	98
	Rockingham	89,400	88,300	99
	Strafford	35,800	35,200	98
	Sullivan	15,500	15,100	97
	NEW YORK			
	Onondaga	172,800	170,700	99
	Saratoga	60,300	59,600	99
	Schenectady	59,200	58,500	99
	Warren	21,000	20,600	98
	RHODE ISLAND			
	Bristol	16,400	16,300	99
	Kent	60,100	59,600	99
	Newport	31,100	30,700	99
	Providence	222,400	219,800	99
	Washington	37,900	37,300	98
	VERMONT			
	Bennington	14,100	13,800	98
	Windham	16,400	15,700	96
	Windsor	22,700	22,100	97

(Continued on page A-577)

Totals	6,900,000	6,801,900	99
Net Weekly Circulation (1990)			1,966,000
Average Daily Circulation (1990)			651,200

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-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"

Holds 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: Paraclypse, 3.8-meter.

Ownership: MFP Inc.

Began Operation: October 16, 1987.

Represented (legal): Hopkins & Sutter.

Represented (engineering): Moffet, Larson & Johnson P.C.

Personnel:
ROBERTA E. SMITH, station manager.

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 Broadcasting of Massachusetts Inc., 71 Parmenter Rd., Hudson, MA 01749.

Studio: 71 Parmenter Rd., Hudson, MA 01749.

Telephones: 617-350-6666; 508-879-6666. **Fax:** 508-875-3416.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 3160-kw visual, 316-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: 71 Parmenter Rd., Hudson, MA.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Comtech, 7.3-meter C-band; Vertex, 4.5-meter C-band; Pinzone receivers.

News Service: UPI.

Ownership: Silver King Broadcasting (Group Owner).

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.

JANE WOODHOUSE, marketing & promotion director.

FRANCESCA BRYDEN, news & program director.

JOSEPH J. CENTORINO, chief engineer.

BARBARA PEREZ, business manager.

ROBIN BELLE-ISLE, operations supervisor.



Highest 30 Sec. Rate: \$200.

Arbitron Data: Not available.

City of License: Marlborough. **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. Fax: 413-781-1363.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 4270-kw visual, 427-kw aural. 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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.5-meter C-band; Andrew, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; AFC, 3.5-meter Ku-band; Comtech, 3.5-meter C-band; Avantek, M/A-Com, Microdyne receivers.

News Services: ABC, AP.

Ownership: Guy Gannett Broadcasting Services (Group Owner).

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:

KEVIN P. LEROUX, vice president & general manager.

JOSEPH MARCOE, general sales manager.

ROBERT FAY, local sales manager.

TED GRATKOWSKI, chief engineer.

BILL ANDERSON, director of marketing & station operations.

RICHARD WYLIE, traffic manager.

Highest 30 Sec. Rate: \$1600.

NETWORK BASE HOURLY RATE: \$750.

City of License: Springfield. ADI: Springfield, MA. Rank: 98.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Franklin	27,700	26,900	97
	Hampden	170,500	168,100	99
	Hampshire	49,500	48,500	98
Between 25-49%	VERMONT			
	Windham	16,400	15,700	96
Between 5-24%	CONNECTICUT			
	Hartford	321,500	316,800	99
	Middlesex	53,900	53,000	98
	Tolland	42,700	41,900	98
Totals		682,200	670,900	98
Net Weekly Circulation (1990)			277,600	
Average Daily Circulation (1990)			139,000	

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 Communications (Group Owner).

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.
 CONSTANCE O'BRIEN, vice president, business affairs.
 E. HOLLAND LOW, vice president & national sales manager.
 NANCY JANUS, local sales manager.
 MAX MAREK, chief engineer.
 KEITH SILVER, news director.
 ANNA GIZA, promotion manager.
 FRANCIS KOZLOWSKI JR., traffic manager.
 RICH TETTEMER, sports director.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$725.

City of License: Springfield. ADI: Springfield, MA. Rank: 98.

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Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Franklin	27,700	26,900	97
	Hampden	170,500	168,100	99
Between 25-49%	MASSACHUSETTS			
	Berkshire	55,500	54,600	98
Between 5-24%	CONNECTICUT			
	Hartford	321,500	316,800	99
	Middlesex	53,900	53,000	98
Totals	MASSACHUSETTS			
	Worcester	250,800	247,600	99
Net Weekly Circulation (1990)		972,100	957,400	98
Average Daily Circulation (1990)				301,100
				173,200

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: Cape Cod Television Inc.

Began Operation: July 19, 1985. Sale to present owner by Donald Moore, et al., approved by FCC Dec. 3, 1987.

Represented (sales): Landin Media Sales.

Represented (legal): Arter & Hadden.

Personnel:

DANIEL N. CARNEY, general manager.
JOHN D. QUINLAN, general sales manager.
GREG BUSH, news director.
ROBERT KINKEAD, program director.
CHRISTINE ZAWROTUK, promotion director.
MARY LOU WHITE, business manager.
DONALD MOORE, chief engineer.

Highest 30 Sec. Rate: \$200.

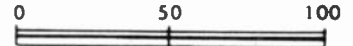
City of License: Vineyard Haven. ADI: Providence, RI-New Bedford, MA. Rank: 44.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



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SCALE OF MILES



WCVX BMPCT—850607KH Granted 6/21/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
MASSACHUSETTS				
Between 5-24%	Barnstable	78,100	76,800	98
	Dukes	5,500	5,300	96
Totals		83,600	82,100	98
Net Weekly Circulation (1990)			13,900	
Average Daily Circulation (1990)			4,400	

Massachusetts—Worcester

WHLL

Ch. 27

Network Service: None, independent.

Licensee: Corridor Bcstg. Corp., Box 27, Shrewsbury, MA 01545.

Studio: Box 27, Shrewsbury, MA 01545.

Telephones: 617-799-2727; 508-799-2727.

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 Broadcasting Corp. (Group Owner).

Began Operation: January 2, 1970. Sale to present owner 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.

Personnel:

- MICHAEL VOLPE, general manager.
- RICHARD BETRO, station manager.
- MICHAEL NURSE, local sales manager.
- DOROTHY BUDUO, marketing manager.
- FRAN VACCARI, chief engineer.
- LYNNE MACNAMEE, news director.
- LILLIAN CHAN, program director.
- ROBERT DAVIS, promotion director.
- RICHARD BETRO, business manager.

Highest 30 Sec. Rate: \$360.

City of License: Worcester. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

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Net Weekly Circulation	State County	Total Households	TV Households	%
MASSACHUSETTS				
Between 5-24%	Bristol	185,800	183,800	99
	Essex	251,800	249,100	99
	Middlesex	507,900	502,400	99
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Suffolk	272,000	266,100	98
	Worcester	250,800	247,600	99
NEW HAMPSHIRE				
	Rockingham	89,400	88,300	99
RHODE ISLAND				
	Bristol	16,400	16,300	99
	Newport	31,100	30,700	99
	Providence	222,400	219,800	99
VERMONT				
	Windham	16,400	15,700	96
Totals		2,222,700	2,194,700	99
Net Weekly Circulation (1990)				241,400
Average Daily Circulation (1990)				57,000

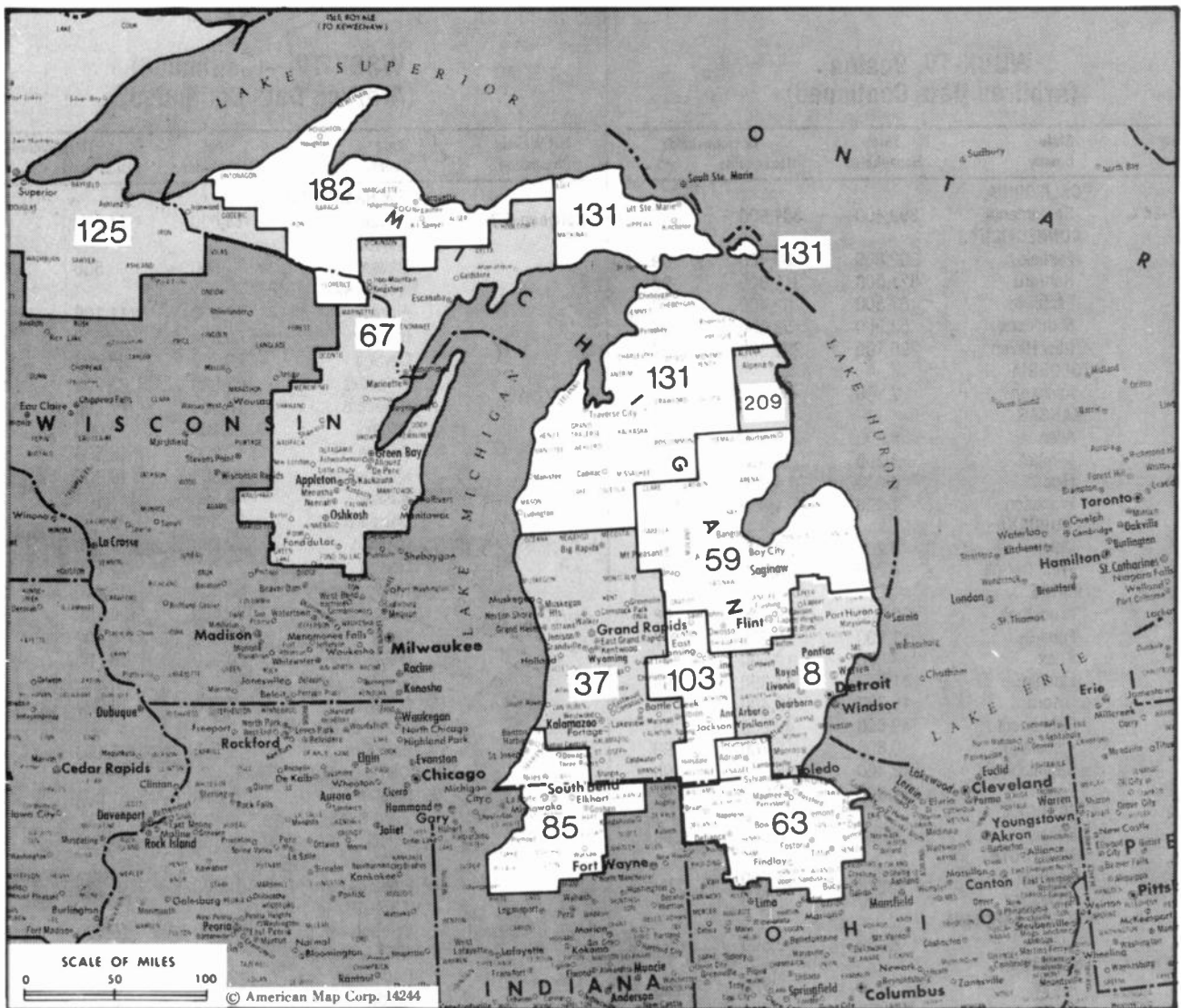
Massachusetts

WSBK-TV, Boston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA			
	Sacramento	392,400	381,900	97
	CONNECTICUT			
	Fairfield	302,800	299,400	99
	Hartford	321,500	316,800	99
	Litchfield	63,500	62,400	98
	Middlesex	53,900	53,000	98
	New Haven	296,100	292,300	99
	GEORGIA			
	Atkinson	2,100	2,000	95
	KANSAS			
	Allen	6,200	6,100	98
	Mitchell	3,300	3,200	97
	Rice	4,600	4,600	100
	Woodson	1,800	1,800	100
	LOUISIANA			
	Union	8,200	8,100	99
	West Carroll	4,700	4,600	98
	MAINE			
	Aroostook	30,000	29,300	98
	Franklin	11,100	10,800	97
	Knox	14,200	13,800	97
	Lincoln	11,500	11,300	98
	Oxford	19,700	19,400	98
	Penobscot	49,800	49,000	98
	Piscataquis	6,800	6,700	99
	Sagadahoc	12,800	12,500	98
	Waldo	11,900	11,600	97
	MICHIGAN			
	Benzie	4,700	4,600	98
	MINNESOTA			
	Beltrami	12,000	11,500	96
	Faribault	7,300	7,200	99
NORTH CAROLINA				
Clay	2,900	2,800	97	
NEBRASKA				
Arthur	200	200	100	
Blaine	300	300	100	

WSBK-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW HAMPSHIRE			
	Carroll	14,800	14,500	98
	NEVADA			
	Eureka	500	500	100
	NEW YORK			
	Albany	112,900	111,100	98
	Broome	80,600	79,500	99
	Cayuga	29,300	28,700	98
	Columbia	23,600	23,200	98
	Delaware	18,000	17,400	97
	Fulton	21,400	21,000	98
	Greene	16,800	16,500	98
	Montgomery	20,300	19,900	98
	Nassau	449,500	447,100	99
	Oneida West	33,800	33,400	99
	Oswego	42,000	41,400	99
	Otsego	21,700	21,200	98
	Rensselaer	56,400	55,400	98
	Suffolk	430,600	426,600	99
	Tioga	18,800	18,500	98
	Washington	20,000	19,700	98
	PENNSYLVANIA			
	Potter	7,000	6,800	97
	SOUTH CAROLINA			
	Bamberg	6,200	6,100	98
	SOUTH DAKOTA			
	Haakon	1,000	1,000	100
	TENNESSEE			
	Unicoi	6,500	6,400	98
	TEXAS			
	Edwards	700	700	100
	VERMONT			
	Caledonia	10,800	10,600	98
WEST VIRGINIA				
Doddridge	2,900	2,800	98	
Hardy	3,700	3,600	97	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Detroit, MI	1,723,500	8	WADL (38), WBSX (31), WDIV (4), WGPR-TV (62), WJBK-TV (2), WKBD-TV (50), WXON (20), WXYZ-TV (7)
Grand Rapids-Kalamazoo-Battle Creek, MI	623,200	37	WLLA (64), WOTV (8), WTLJ (54), WUHQ-TV (41), WWMT (3), WXMI (17), WZZM-TV (13)
Flint-Saginaw-Bay City, MI	452,900	59	WAOP (49), WEYI-TV (25), WJRT-TV (12), WNEM-TV (5), WSMH (66)
Toledo, OH	409,700	63	WGGN-TV (52), WNWO-TV (24), WTOL-TV (11), WTVG (13), WUPW (36)
Green Bay-Appleton, WI	381,600	67	WBAY-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLUK-TV (11), WSCO (14), WXGZ-TV (32)
South Bend-Elkhart, IN	294,500	85	WHME-TV (46), WNDU-TV (16), WSBT-TV (22), WSJV (28)
Lansing, MI	225,000	103	WILX-TV (10), WLNS-TV (6), WSYM-TV (47)
Duluth, MN-Superior, WI	170,200	125	KBJR-TV (6), KDLH-TV (3), WDIO-TV (10), WIRT (13)
Traverse City-Cadillac, MI	162,100	131	WGKI (33), WGTQ (8), WGTU (29), WPBN-TV (7), WTOM-TV (4), WWTW (9), WWUP-TV (10)
Marquette, MI	55,300	182	WLUC-TV (6)
Alpena, MI	15,500	209	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, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	18	15	33
Educational Television Stations	2	10	12
	20	25	45

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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 C-band; M/A-Com, Standard Communications receivers.

News Services: CBS, UPI.

Ownership: Thunder Bay Broadcasting Corp.; Stephen A. Marks (Group Owner).

Began Operation: September 22, 1975.

Represented (sales): Sekel Inc.

Represented (legal): Cohn & Marks.

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

Personnel:

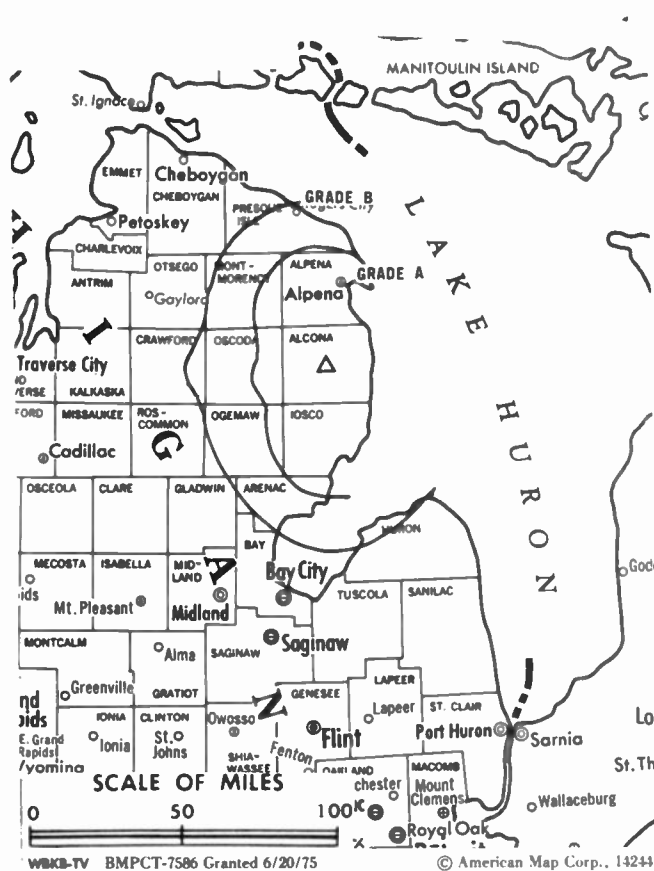
STEPHEN A. MARKS, president.
CURTIS W. SMITH, vice president & general manager.
BARB BOWEN, general sales manager.
CHER ALLEN, local sales manager.
MARK NOWAK, chief engineer.
TERESE THOMAS, news director.
THERESA STOPPA, business manager.
MICHAEL STROUD, production manager.

Rates: On request.

City of License: Alpena. **ADI:** Alpena. **Rank:** 209.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alcona	4,400	4,300	97
	Alpena	11,500	11,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Iosco	11,900	11,800	99
Between 25-49%	MICHIGAN			
	Huron	13,700	13,400	98
	Montmorency	3,300	3,200	97
	Ogemaw	7,100	7,000	99
	Oscoda	3,000	2,900	97
	Presque Isle	5,400	5,200	96
Between 5-24%	MICHIGAN			
	Arenac	5,900	5,800	98
Totals		66,200	64,700	98
Net Weekly Circulation (1990)			34,200	
Average Daily Circulation (1990)			18,800	

Michigan—Ann Arbor

WBSX

Ch. 31

Network Service: None, independent.

Licensee: Blackstar Communications of Michigan Inc., 3975 Varsity Dr., Ann Arbor, MI 48108.

Studio: 3975 Varsity Dr., Ann Arbor, MI 48108.

Telephone: 313-973-7900. Fax: 313-973-7906.

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: Gardiner, 5.6-meter C-band; Gardiner, 4.6-meter Ku-band; AFC, 3.5-meter C-band; Microdyne receivers.

Ownership: Blackstar Communications (Group Owner).

Began Operation: January 12, 1981. Sale to present owner by FAB Communications approved by FCC July 10, 1989 (Television Digest, Vol. 28:52; 29:20).

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

Represented (engineering): Lohnes & Culver.

Personnel:

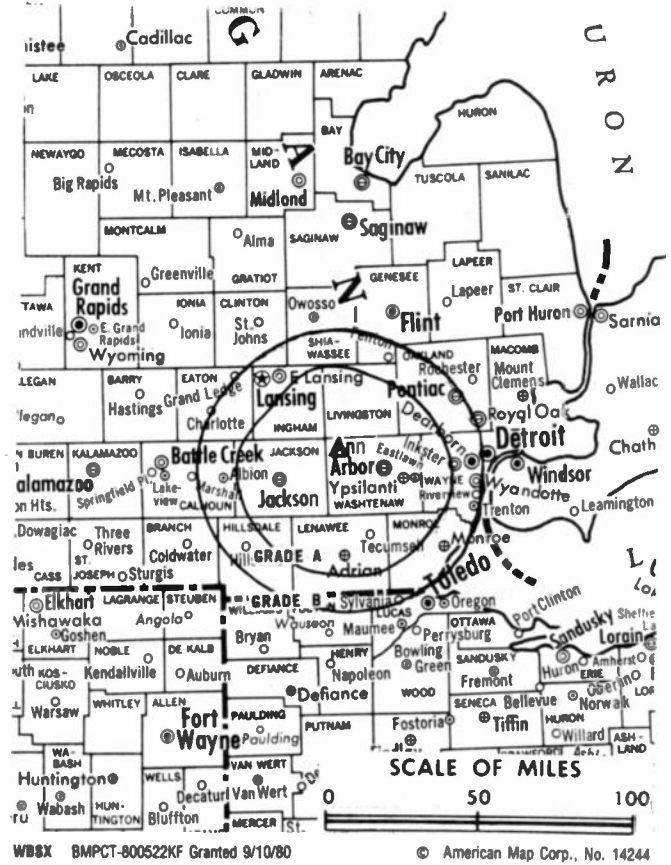
CHRISTOPHER WEBB, vice president & general manager.

ROBERT THOMPSON, chief engineer.

JERRY SAMONS, program director.

MARJORIE WIECHERS, business manager.

Highest 30 Sec. Rate: \$100.



NETWORK BASE HOURLY RATE: \$1000.

Arbitron Data: Not available.

City of License: Ann Arbor. ADI: Detroit. Rank: 8.

Michigan—Bay City-Saginaw-Flint

WNEM-TV

Ch. 5

Network Service: NBC.

Licensee: Meredith Corp., Box 531, Saginaw, MI 48606.

Studios: 107 N. Franklin St., Saginaw, MI 48606; 5409 Gateway Centre, Flint, MI 48507.

Telephones: 517-755-8191, Saginaw; 313-232-3900, Flint.

Fax: 517-755-1860, Saginaw; 312-239-2420, 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 Service: AP.

Ownership: Meredith Corp. (Group Owner).

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 VIRCI GLIO, vice president & general manager.

GARY RIVARD, general sales manager.

SANDY LANGWORTHY, sales & operations manager, Saginaw.

PEGGY MADIGAN, national sales manager, Flint.

GREG SURMA, director of engineering.

BRUCE WHITEAKER, news director.

BILL AVERY, program director.

PAT DeCORTE, business manager.

JOHN HAUPRICHT, production manager.

MICHELLE KEILITZ, creative services director.

MARC WESLEY, sports director.

Rates: On request.

City of License: Bay City. ADI: Flint-Saginaw-Bay City. Rank: 59.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alcona	4,400	4,300	97
	Alpena	11,500	11,100	97
	Arenac	5,900	5,800	98
	Bay	41,800	41,400	99
	Clare	10,500	10,300	98
	Genesee	161,400	159,900	99
	Gladwin	9,000	8,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gratiot	14,000	13,800	99
	Huron	13,700	13,400	98
	Iosco	11,900	11,800	99
	Isabella	17,800	17,500	98
	Lapeer	24,100	23,800	99
	Midland	27,100	26,900	99
	Ogemaw	7,100	7,000	99
	Saginaw	77,100	76,300	99
	Sanilac	15,500	15,200	98
	Shiawassee	24,400	24,100	99
	Tuscola	19,100	18,800	98
Between 25-49%	MICHIGAN			
	Chippewa	10,200	10,000	98
	Roscommon	8,600	8,500	99
Between 5-24%	MICHIGAN			
	Clinton	19,300	19,100	99
	Emmet	9,500	9,300	97
	Mecosta	12,800	12,600	98
	Missaukee	4,000	3,900	98
	Montcalm	18,800	18,500	98
	Oscoda	3,000	2,900	97
Totals		582,500	575,000	99
Net Weekly Circulation (1990)				446,200
Average Daily Circulation (1990)				288,300

Michigan—Cadillac

WGKI
Ch. 33

Network Service: Fox.

Licensee: GRK Productions Joint Venture, 7400 S. 45th Rd., Cadillac, MI 49601.

Studio: 7400 S. 45th Rd., Cadillac, MI 49601.

Telephones: 616-775-9813; 616-775-0330. **Fax:** 616-775-1898.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 61.52-kw max. visual, 6.152-kw 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: Master Channel, 10-meter; Uniden, 10-meter; Uniden receivers.

Ownership: GRK Productions Joint Venture.

Began Operation: October 11, 1989.

Represented (sales): Roslin TV Sales.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

GARY KNAPP, general manager.

BOB LEE, operations manager.

JOYCE BASSETTE, traffic.

DONNA HORNING, national & local sales manager.

ANDY MEASEL, program director.

CONNIE KNAPP, business manager.

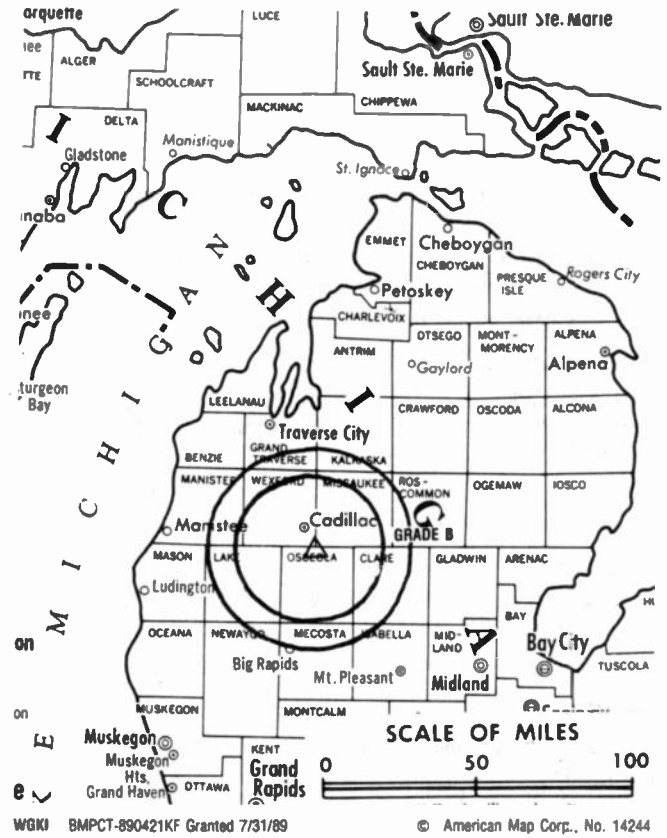
GLEN WALKER, chief engineer.

Highest 30 Sec. Rate: \$75.

City of License: Cadillac. ADI: Traverse City-Cadillac. Rank: 131.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 5-24%	Clare	10,500	10,300	98
	Lake	3,900	3,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Mecosta	12,800	12,600	98
	Missaukee	4,000	3,900	98
	Montcalm	18,800	18,500	98
	Osceola	7,700	7,600	99
	Wexford	10,600	10,400	98
Totals		68,300	67,100	98
Net Weekly Circulation (1990)			9,500	
Average Daily Circulation (1990)			4,000	

Michigan—Cadillac- Traverse City

WWTV

Ch. 9

(Operates satellite WWUP-TV, Sault Ste. Marie, MI)

Network Service: CBS.

Licensee: Heritage Bcstg. Co. of Michigan, 1500 N. Woodward, Birmingham, MI 48009.

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.

Telephones: 616-775-3478; 616-775-3671.

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: Scientific-Atlanta, 7-meter C-band; Microwave General, 5-meter C-band; RCA, 3-meter KU-band; Pinzone, Scientific-Atlanta receivers.

News Services: AP, CBS, Michigan News Exchange, UPI.

Ownership: Heritage Broadcasting Group (Group Owner).

Began Operation: December 11, 1953. Sale to present owner by Wilson Communications approved by FCC March 2, 1989. Sale to Wilson Communications 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:

WILLIAM D. WEBB, vice president & general manager.

FRANCIS X. BRADY, general sales manager.

BOB YOUNG, director of news, community & public affairs.

SHERRI MCKINLEY, program director.

BOB FAULL, promotion director.

LOWELL SHORE, chief engineer.

Highest 30 Sec. Rate: \$400.

Rates: WWTV is sold in combination with WWUP-TV, Sault Ste. Marie.

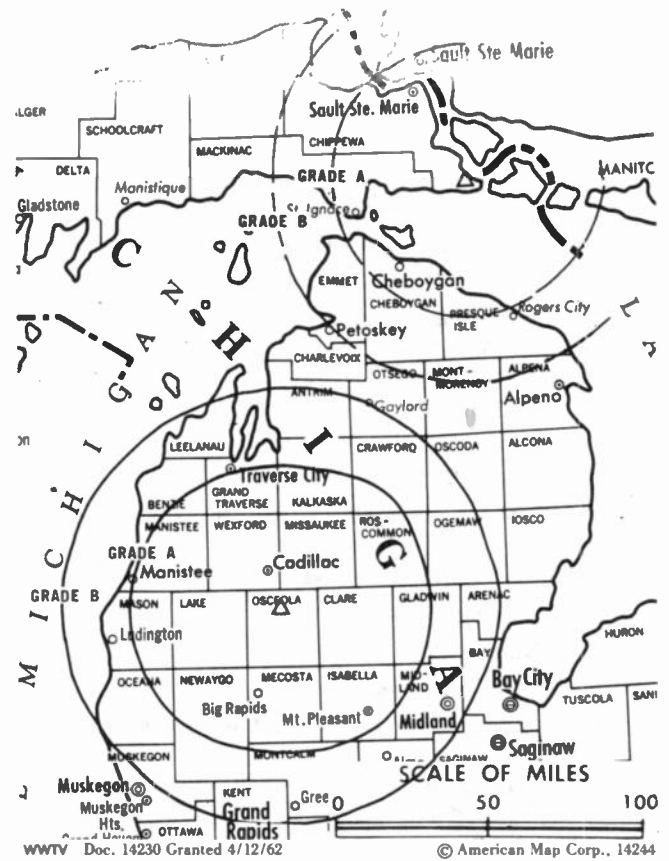
NETWORK BASE HOURLY RATE: \$1000.

Arbitron Data: Figures include WWUP-TV, Sault Ste. Marie.

City of License: Cadillac. ADI: Traverse City-Cadillac. Rank: 131.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Berzie	4,700	4,600	98
	Charlevoix	8,400	8,200	98
	Cheboygan	8,300	8,000	96
	Chippewa	10,200	10,000	98
	Clare	10,500	10,300	98
	Crawford	3,900	3,800	97
	Emmet	9,500	9,300	97
	Gladwin	9,000	8,800	98
	Grand Traverse	23,500	23,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Isabella	17,800	17,500	98
	Kalkaska	5,000	4,900	98
	Lake	3,900	3,800	97
	Leelanau	6,200	6,100	98
	Luce	2,200	2,100	95
	Mackinac	3,900	3,800	97
	Manistee	9,500	9,300	98
	Mason	10,500	10,200	97
	Mecosta	12,800	12,600	98
	Missaukee	4,000	3,900	98
	Montmorency	3,300	3,200	97
	Oceana	8,500	8,300	98
	Ogemaw	7,100	7,000	99
	Osceola	7,700	7,600	99
Oscoda	3,000	2,900	97	
Otsego	6,100	6,000	98	
Presque Isle	5,400	5,200	96	
Roscommon	8,600	8,500	99	
Wexford	10,600	10,400	98	
Between 25-49%	MICHIGAN			
	Gratiot	14,000	13,800	99
	Midland	27,100	26,900	99
	Montcalm	18,800	18,500	98
Newaygo	14,800	14,500	98	
Between 5-24%	MICHIGAN			
	Alger	3,200	3,100	97
	Alpena	11,500	11,100	97
	Bay	41,800	41,400	99
	Delta	13,900	13,600	98
	Dickinson	10,700	10,600	99
	Marquette	25,400	25,100	99
	Schoolcraft	3,000	2,900	97
Totals	414,900	407,300	98	
Net Weekly Circulation (1990)			240,100	
Average Daily Circulation (1990)			139,900	

Michigan—Cheboygan

WTOM-TV

Ch. 4

(Satellite of WPBN-TV, Traverse City, MI)

Network Service: NBC.

Licensee: Federal Bcstg. Co., 29201 Telegraph Rd., Suite 300, Southfield, MI 48034.

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 visual, 20-kw 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 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, CNN Headline News, Conus, NBC, Sports News Satellite, Sun World Satellite News.

Ownership: Federal Broadcasting Co. (Group Owner).

Began Operation: May 16, 1959. Sale by Beam Communications Corp. to present owner approved by FCC August 2, 1990.

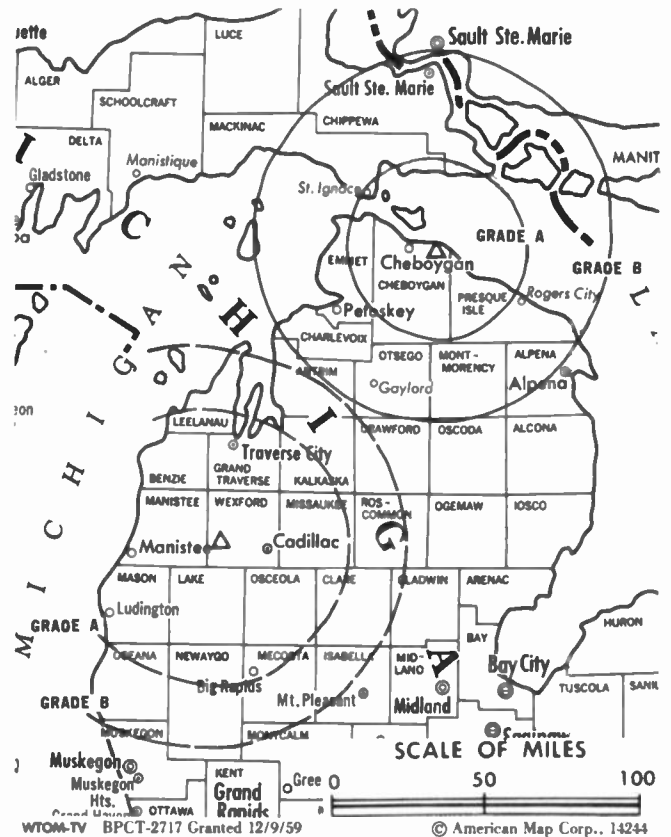
Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Lohnes & Culver.

Personnel:

PETER GOOD, general manager.



CHARLES CONNOR, general sales manager.

Rates: See WPBN-TV, Traverse City.

Arbitron Data: Included with WPBN-TV, Traverse City.

City of License: Cheboygan. **ADI:** Traverse City-Cadillac. **Rank:** 131.

Michigan—Mount Clemens-Detroit

WADL

Ch. 38

Network Service: None, independent.

Grantee: Adell Bcstg. Corp., 22590 Fifteen Mile Rd., Mount Clemens, MI 48043.

Studio: 35000 Adell Dr., Mount Clemens, MI 48043.

Telephone: 313-790-3838.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual. Antenna: 630-ft. above av. terrain, 623-ft. above ground, 1214-ft. above sea level.

Latitude 42° 33' 15"

Longitude 82° 53' 15"

Transmitter: 22590 15 Mile Rd., 1.6-mi. S of Mount Clemens.

Ownership: Adell Broadcasting Corp.

Began Operation: May 20, 1989.

Represented (sales): Landin Media Sales.

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

Personnel:

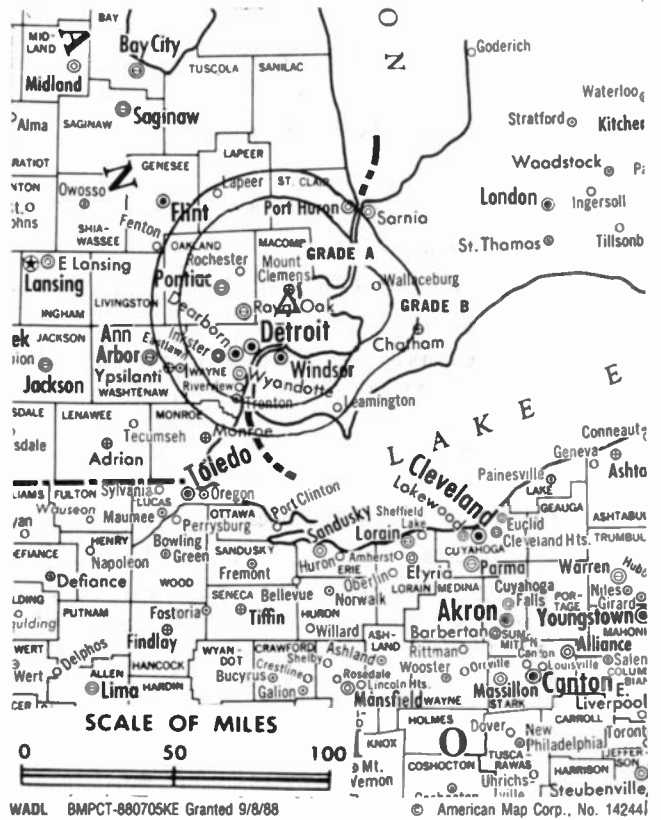
FRANK ADELL, general manager.

JIM PANAGOS, general sales & programming manager.

JIM KUHN, chief engineer.

KEVIN ADELL, marketing.

Arbitron Data: Not available.



City of License: Mount Clemens. ADI: Detroit. Rank: 8.

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. **Fax:** 313-222-0471.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1004-ft. above av. terrain, 1020-ft. above ground, 1706-ft. above sea level.

Latitude 42° 28' 59"
Longitude 83° 12' 20"

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; Satcom Technologies, 5.5-meter C-band; Satcom Technologies, 7.0-meter C-band; Microdyne, Scientific-Atlanta receivers.

News Services: AP, CNN, NBC, UPI.

Ownership: Post-Newsweek Stations Inc. (Group Owner).

Began Operation: June 3, 1947. Exchange for WTOP-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.
- ROBERT WARFIELD, vice president & station manager.
- HENRY MALDONADO, vice president, programming & promotion.
- HAL WHACK, general sales manager.
- KEITH SIMMONS, local sales manager.
- HARRY REMBOLDT, national sales manager.
- LAURA BENAVIDES, press & publicity manager.
- MARCUS WILLIAMS, chief engineer.
- MARCIA ETIENNE, director of business & administrative affairs.
- DENISE CUNNINGHAM, operations manager.
- KATHY SALAZAR, business manager.
- CAROL RUEPPEL, news director.
- TERRI TURPIN-AMATO, manager, on-air promotion.
- MARY ANN RUSCH, research director.
- JEFF FISH, senior producer, promotion.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3802.

City of License: Detroit. **ADI:** Detroit. **Rank:** 8.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Lapeer	24,100	23,800	99
	Livingston	37,300	37,000	99
	Macomb	255,100	253,800	99
	Morroe	46,800	46,400	99
	Oakland	395,400	393,000	99
	St Clair	52,100	51,500	99
	Washtenaw	101,600	99,500	98
	Wayne	814,200	805,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MICHIGAN			
	Genesee	161,400	159,900	99
	Jackson	52,400	51,800	99
	Lenawee	32,000	31,600	99
Between 5-24%	Sanilac	15,500	15,200	98
	KENTUCKY			
	Cumberland	2,800	2,800	98
	Hart	6,000	6,000	99
MICHIGAN	Hillsdale	15,500	15,200	98
	Houghton	13,600	13,200	97
	Huron	13,700	13,400	98
	Shiawassee	24,400	24,100	99
	Tuscola	19,100	18,800	98
MISSOURI	Carter	2,100	2,000	95
	Harrison	4,100	4,000	98
	Ripley	5,200	4,900	94
NEBRASKA	Rock	900	900	100
OHIO	Fulton	14,600	14,300	98
	Lucas	180,500	178,700	99
	Ottawa	15,500	15,300	99
	Wood	39,400	39,000	99
SOUTH DAKOTA	Brown	14,400	14,300	99
	Hyde	800	800	100
	Potter	1,300	1,300	100
Totals		2,361,800	2,338,200	99
Net Weekly Circulation (1990)				1,704,000
Average Daily Circulation (1990)				1,058,100

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. Fax: 313-259-6662.

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: Harris, 5-meter; Harris, 4.6-meter; M/A-Com, 3.3-meter; M/A-Com, Harris, Pinzone receivers.

Ownership: WGPR Inc.

Began Operation: September 29, 1975.

Represented (sales): R. A. Lazar Co.

Represented (legal): Hogan & Hartson.

Personnel:

GEORGE MATHEWS, president & general manager.

MICHELLE DeSOUZA, vice president, traffic & production manager.

CELESTINE HARRIS, public relations & promotion director.

ALBERT RUEDEMANN, chief engineer.

JILL JONES, news director.

JOE SPENCER, program director.

ROGER WILLIAMS, business manager.

Highest 30 Sec. Rate: \$100.

City of License: Detroit. ADI: Detroit. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MICHIGAN			
	Macomb	255,100	253,800	99
	Monroe	46,800	46,400	99
	Oakland	395,400	393,000	99
	Wayne	814,200	805,700	99
Totals		1,511,500	1,498,900	99
Net Weekly Circulation (1990)			195,200	
Average Daily Circulation (1990)			57,100	

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. Fax: 313-552-0280.

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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Satcom Technologies, 7-meter C-band; Vertex, 6-meter C-band; Scientific-Atlanta receivers.

News Services: AP, CBS, UPI.

Ownership: SCI Television Inc. (Group Owner).

Began Operation: October 24, 1948.

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

Represented (legal): Pepper & Corazzini.

Personnel:

STEVE ANTONIOTTI, president & general manager.
SPENCER KOCH, vice president of sales & station manager.
DILLARD SCOTT, vice president of finance & administration.
KEN RYCYZYN, national sales manager.
WAYNE JOSEPH, local sales manager.
DEBRA LAWSON, community affairs director.
JEFF FORSTER, operations manager.
CAROLYN WORFORD, program manager.
GLORIA PETERSON, controller.
MORT MEISNER, news director.
KATY BAETZ, promotion director.
STEVE SCHRAM, marketing director.

Rates: On request.

City of License: Detroit. ADI: Detroit. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Lapeer	24,100	23,800	99
	Livingston	37,300	37,000	99
	Macomb	255,100	253,800	99
	Monroe	46,800	46,400	99
	Oakland	395,400	393,000	99
	St Clair	52,100	51,500	99
	Washtenaw	101,600	99,500	98
Wayne	814,200	805,700	99	
Between 25-49%	MICHIGAN			
	Genesee	161,400	159,900	99
	Sanilac	15,500	15,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ARKANSAS			
	Jackson	7,600	7,500	99
	FLORIDA			
	Levy	9,900	9,600	97
	MICHIGAN			
	Houghton	13,600	13,200	97
	Jackson	52,400	51,800	99
	Lenawee	32,000	31,600	99
	Shiawassee	24,400	24,100	99
	MISSOURI			
	Harrison	4,100	4,000	98
	NEBRASKA			
	Rock	900	900	100
OHIO				
Lucas	180,500	178,700	99	
Sandusky	23,700	23,500	99	
Wood	39,400	39,000	99	
SOUTH DAKOTA				
Fall River	3,400	3,300	97	
Totals		2,295,400	2,273,000	99
Net Weekly Circulation (1990)			1,563,200	
Average Daily Circulation (1990)			812,200	

THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS

Call Lynn Levine or Nancy Cramer
202-872-9200

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, UPI.

Ownership: Cox Enterprises Inc. (Group Owner).

Begin 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:

DUANE G. KELL, vice president & general manager.

ELLEN M. BRAMSON, general sales manager.

BILL TYNAN, local sales manager.

STEVE SCHWARZ, national sales manager.

HELEN PASAKARNIS, news director.

PAUL A. PRANGE, program director.

TOBY CUNNINGHAM, promotion director.

BOB FITZGERALD, business manager.

LORI BELL-SHUK, marketing director.

DAVID L. JERRELL, director of operations.

GENE FAULKNER, chief engineer.

Highest 30 Sec. Rate: \$7000.

City of License: Detroit. ADI: Detroit. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Houghton	13,600	13,200	97
	Livingston	37,300	37,000	99
	Macomb	255,100	253,800	99
	Monroe	46,800	46,400	99
	Oakland	395,400	393,000	99
	St Clair	52,100	51,500	99
	Washtenaw	101,600	99,500	98
	Wayne	814,200	805,700	99
	Between 25-49%	MICHIGAN		
Alpena		11,500	11,100	97
Antrim		6,600	6,500	98
Baraga		3,000	2,900	97
Bay		41,800	41,400	99
Calhoun		53,000	52,500	99
Charlevoix		8,400	8,200	98
Cheboygan		8,300	8,000	96
Chippewa		10,200	10,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Delta	13,900	13,600	98
	Dickinson	10,700	10,600	99
	Emmet	9,500	9,300	97
	Genesee	161,400	159,900	99
	Gogebic	7,500	7,300	97
	Grand Traverse	23,500	23,000	98
	Ingham	103,200	101,900	99
	Iosco	11,900	11,800	99
	Jackson	52,400	51,800	99
	Kalamazoo	83,700	82,600	99
	Keweenaw	700	700	100
	Lapeer	24,100	23,800	99
	Lenawee	32,000	31,600	99
	Luce	2,200	2,100	95
	Marquette	25,400	25,100	99
	Muskegon	58,300	57,600	99
	Otsego	6,100	6,000	98
	Sanilac	15,500	15,200	98
	Schoolcraft	3,000	2,900	97
	Wexford	10,600	10,400	98
OHIO	Hancock	25,300	25,000	99
	Lucas	180,500	178,700	99
	Sandusky	23,700	23,500	99
	WISCONSIN			
	Ashland	6,400	6,300	98
Between 5-24%	MICHIGAN			
	Alcona	4,400	4,300	97
	Alger	3,200	3,100	97
(Continued on page A-617)				
Totals		3,505,000	3,465,600	99
Net Weekly Circulation (1990)			1,670,000	
Average Daily Circulation (1990)			678,600	

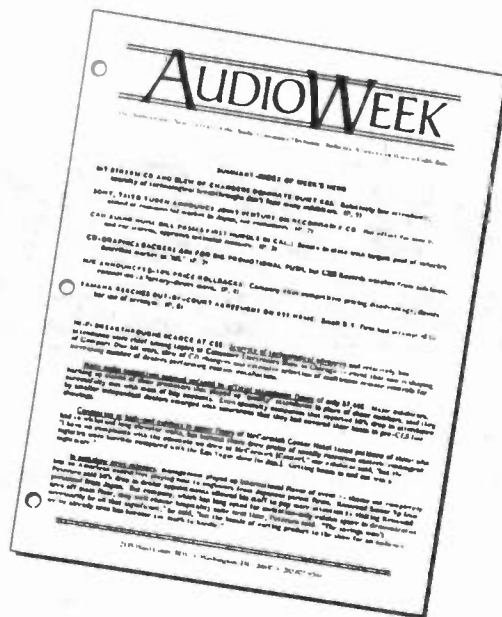
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Michigan—Detroit

WXON
Ch. 20



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. Fax: 313-355-0368.

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-Corn, 4.7-meter Ku-band.

News Service: UPI.

Ownership: WXON-TV Inc.

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 (legal): Arthur V. Belendiuk.

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

Personnel:

DOUGLAS JOHNSON, vice president & general manager.

MICHAEL BERMAN, station manager.

JACK DABBAH, local sales manager.

HOWARD LEVINSON, national sales manager.

A. J. SCHWEIZER, operations manager.

GARY KING, chief engineer.

TRACEY NICHOL, publicity & promotions.

MELANIE CHURELLA, news director.

KATHY DUBRO, business manager.

Highest 30 Sec. Rate: \$400.

City of License: Detroit. ADI: Detroit. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Macomb	255,100	253,800	99
	St Clair	52,100	51,500	99
	Wayne	814,200	805,700	99
Between 25-49%	MICHIGAN			
	Lapeer	24,100	23,800	99
	Livingston	37,300	37,000	99
	Monroe	46,800	46,400	99
	Oakland	395,400	393,000	99
	Washtenaw	101,600	99,500	98
Between 5-24%	MICHIGAN			
	Genesee	161,400	159,900	99
	Hillsdale	15,500	15,200	98
	Jackson	52,400	51,800	99
	Lenawee	32,000	31,600	99
	Sanilac	15,500	15,200	98
	Shiawassee	24,400	24,100	99
	Tuscola	19,100	18,800	98
	OHIO			
	Fulton	14,600	14,300	98
Totals		2,061,500	2,041,600	99
Net Weekly Circulation (1990)				924,000
Average Daily Circulation (1990)				372,200

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WXON
DETROIT

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. Fax: 313-827-4454.

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: Andrew, 7.3-meter C-band; Vertex, 4.6-meter Ku-band; Avantek, Standard Communications receivers.

News Services: ABC, AP, UPI.

Ownership: Scripps Howard Broadcasting Co. (Group Owner).

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, vice president & general manager.
- GRACE GILCHRIST, assistant general manager & general sales manager.
- JOE TRONDLE, local sales manager.
- ROBERT SLIVA, national sales manager.
- MILDA SKORUPSKAS, traffic manager.
- WALLACE RODAMMER, director of engineering.
- BOB ROWE, news director.
- MARLA DRUTZ, program director.
- JAN QUALTIERE, business manager.
- THOMAS POLK, promotion director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3600.

City of License: Detroit. ADI: Detroit. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Jackson	52,400	51,800	99
	Lapeer	24,100	23,800	99
	Lenawee	32,000	31,600	99
	Livingston	37,300	37,000	99
	Macomb	255,100	253,800	99
	Monroe	46,800	46,400	99
	Oakland	395,400	393,000	99
	St Clair	52,100	51,500	99
	Washtenaw	101,600	99,500	98
Wayne	814,200	805,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	MICHIGAN				
	Genesee	161,400	159,900	99	
	Hillsdale	15,500	15,200	98	
	Sanilac	15,500	15,200	98	
	NORTH DAKOTA				
	Golden Valley	900	900	100	
	NEBRASKA				
	Rock	900	900	100	
	Between 5-24%	MICHIGAN			
		Houghton	13,600	13,200	97
Huron		13,700	13,400	98	
Ingham		103,200	101,900	99	
Iosco		11,900	11,800	99	
Shiawassee		24,400	24,100	99	
Tuscola		19,100	18,800	98	
NORTH DAKOTA					
Hettinger		1,500	1,500	100	
Mc Kenzie		2,700	2,700	100	
OHIO	Lucas	180,500	178,700	99	
	Ottawa	15,500	15,300	99	
	PENNSYLVANIA				
Elk	14,000	13,800	98		
Totals		2,405,300	2,381,400	99	
Net Weekly Circulation (1990)			1,722,800		
Average Daily Circulation (1990)			1,043,600		

Michigan—Detroit-Windsor, Ontario

CBET
Ch. 9

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont. K1G 3J5.

Studio: 825 Riverside Drive W, Windsor, Ont. N9A 5K9.

Mailing Address: Box 1609, Windsor, ON N9A 1K7.

Telephone: 519-255-3411. **Telex:** 064-77622. **Fax:** 519- 255-3403.

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.

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, television technical facilities.

RON SUTHERLAND, sales manager.

STEVE ANDRUSIAK, executive producer, news.

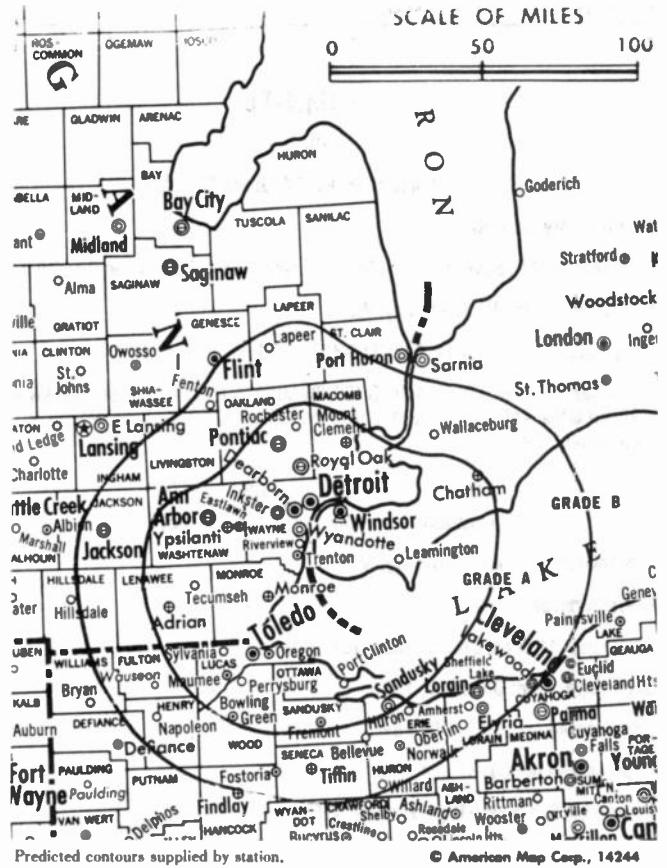
R. SUAVE, supervisor, television technical production services.

JIM MOLNAR, communications officer.

Rates: On request.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MICHIGAN Monroe	46,800	46,400	99
	MICHIGAN Alpena	11,500	11,100	97
Between 5-24%	Genesee	161,400	159,900	99
	Gratiot	14,000	13,800	99
	Lapeer	24,100	23,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lenawee	32,000	31,600	99
	Livingston	37,300	37,000	99
	Macomb	255,100	253,800	99
	Oakland	395,400	393,000	99
	Otsego	6,100	6,000	98
	St Clair	52,100	51,500	99
	Washtenaw	101,600	99,500	98
OHIO	Lucas	180,500	178,700	99
	Ottawa	15,500	15,300	99
Totals		2,147,600	2,127,100	99
Net Weekly Circulation (1990)				389,500
Average Daily Circulation (1990)				108,200

Michigan—Escanaba

WJMN-TV

Ch. 3

(Satellite of WFRV-TV, Green Bay, WI)

Network Service: ABC.

Licensee: WFRV Television Inc., 1181 E. Mason, Box 19055, Green Bay, WI 54307.

Studio: See WFRV-TV, Green Bay, WI.

Telephone: 414-437-5411. Fax: 414-437-4576.

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 Communications Inc. (Group Owner).

Began Operation: October 7, 1969.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftain.

Personnel: See WFRV-TV, Green Bay, WI.

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: 67.

Michigan—Flint-Saginaw-Bay City

WJRT-TV

Ch. 12

Network Service: ABC.

Licensee: Flint License Subsidiary Corp., 3302 Lapeer Rd., Flint, MI 48502.

Studio: 2302 Lapeer Rd., Flint, MI 48502.

Telephone: 316-265-3333. **Fax:** 313-257-2834.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 34.76-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: 7401 Burt Rd., St. Charles.

Satellite Earth Stations: Harris, 7.3-meter C-band; Harris, 6.1-meter C-band; Scientific-Atlanta, 5-meter C-band; Harris, 4.6-meter Ku-band; Harris, M/A-Corn, Scientific-Atlanta receivers.

News Service: AP.

Ownership: SJL Broadcast Management Corp. (Group Owner).

Began Operation: October 12, 1958. Sale to present owner by Knight-Ridder Bcstg. approved by FCC June 8, 1989 (Television Digest, Vol. 29:13). Sale to Knight-Ridder Bcstg. by Poole Bcstg. approved by FCC Dec. 12, 1958. (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): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

THOMAS BRYSON, president & general manager.

DAN AUBE, general sales manager.

ROBERTA VOELKER, local sales manager.

RAY SCOTT, national sales manager.

WILLIAM DAYTON, chief engineer.

JAMES BLEICHER, news director.

SARA JO GALLOCK, director of programming & creative services.

RICHARD GARRISON, business manager.

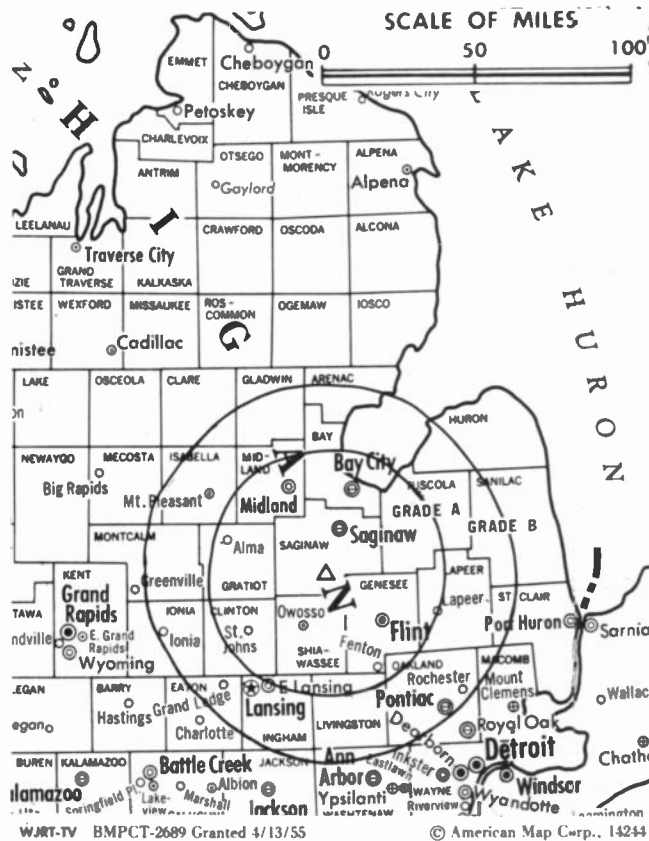
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1650.

City of License: Flint. **ADI:** Flint-Saginaw-Bay City. **Rank:** 59.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
50% & Over	Alpena	11,500	11,100	97
	Arenac	5,900	5,800	98
	Bay	41,800	41,400	99
	Clare	10,500	10,300	98
	Clinton	19,300	19,100	99
	Genesee	161,400	159,900	99
	Gladwin	9,000	8,800	98
	Gratiot	14,000	13,800	99
	Huron	13,700	13,400	98
	Ingham	103,200	101,900	99
	Iosco	11,900	11,800	99
	Isabella	17,800	17,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lapeer	24,100	23,800	99
	Midland	27,100	26,900	99
	Ogemaw	7,100	7,000	99
	Saginaw	77,100	76,300	99
	Sanilac	15,500	15,200	98
	Shiawassee	24,400	24,100	99
	Tuscola	19,100	18,800	98
Between 25-49%	MICHIGAN			
	Alcona	4,400	4,300	97
	Eaton	35,300	34,900	99
	Montcalm	18,800	18,500	98
	Roscommon	8,600	8,500	99
Between 5-24%	MICHIGAN			
	Ionia	17,700	17,500	99
	Jackson	52,400	51,800	99
	Livingston	37,300	37,000	99
	Mecosta	12,800	12,600	98
Totals		801,700	792,000	99
Net Weekly Circulation (1990)			546,000	
Average Daily Circulation (1990)			305,800	

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

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"

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 (Group Owner).

Began Operation: April 8, 1985. Sale to present owner by Flint Family TV Inc., et al., approved by FCC April 21, 1986.

Represented (sales): Seitel Inc.

Represented (legal): McCampbell & Young.

Represented (engineering): Sterling Communications Inc.

Personnel:

WILLIAM W. HARPER, general manager.

JON HARPST, local sales manager.

JIM REPERT, program manager.

DAWN FLEETWOOD, promotion director.

JEANETTE NIELSEN, business manager.

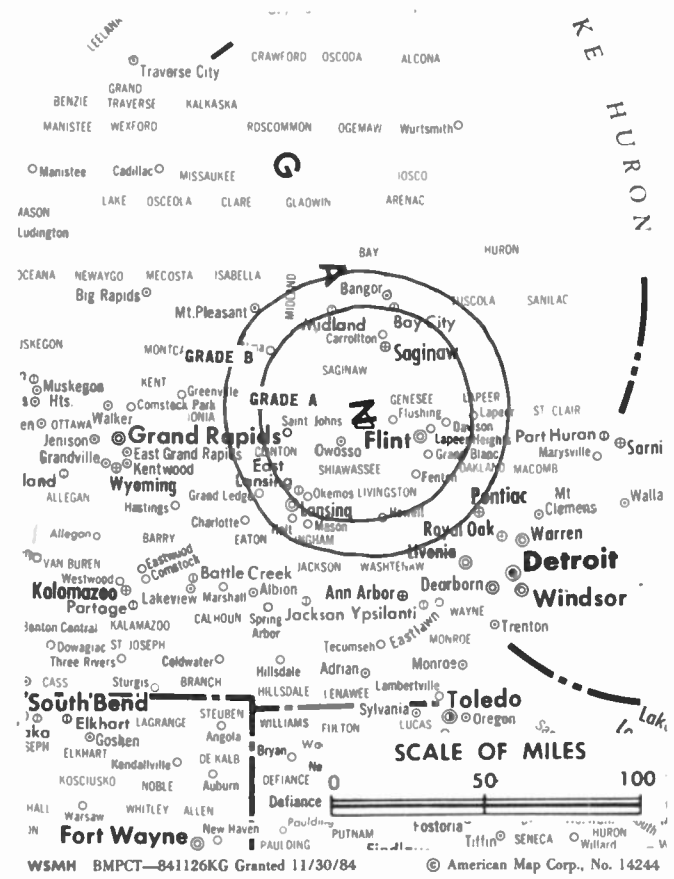
JOHN GROVER, chief engineer.

Highest 30 Sec. Rate: \$250.

City of License: Flint. ADI: Flint-Saginaw-Bay City. Rank: 59.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Bay	41,800	41,400	99
	Genesee	161,400	159,900	99
	Saginaw	77,100	76,300	99
	Shiawassee	24,400	24,100	99
	Tuscola	19,100	18,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MICHIGAN			
	Clinton	19,300	19,100	99
	Gladwin	9,000	8,800	98
	Gratiot	14,000	13,800	99
	Huron	13,700	13,400	98
	Isabella	17,800	17,500	98
	Lapeer	24,100	23,800	99
Midland	27,100	26,900	99	
Between 5-24%	MICHIGAN			
	Arenac	5,900	5,800	98
	Clare	10,500	10,300	98
	Ionia	17,700	17,500	99
	Livingston	37,300	37,000	99
	Montcalm	18,800	18,500	98
Sanilac	15,500	15,200	98	
Totals		554,500	548,100	99
Net Weekly Circulation (1990)				259,200
Average Daily Circulation (1990)				114,700

Michigan—Grand Rapids-Kalamazoo-Battle Creek

WOTV
Ch. 8

Network Service: NBC.

Licensee: LCH Cellular Inc., 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. Fax: 616-456-9676.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual. Antenna: Circularly polarized 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. SW of Middleville, MI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Harris, 6-meter C-band; Harris, 3-meter Ku-band; Harris receivers.

News Services: AP, CNN, Group W Newsfeed, Michigan News Exchange, Skycom, UPI.

Ownership: LIN Television Corp. (Group Owner).

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 (legal): Covington & Burling.

Represented (engineering): Jansky & Bailey.

Personnel:

M. J. (BOB) GROOTHAND, president & general manager.

RICHARD MCKAY, general sales manager.

LYNEA WARREN, marketing director.

JEFF CARTWRIGHT, local sales manager.

TOM RICHARDS, program manager.

JAMES THOMAS, promotion director.

JIM SHERLOCK, news director.

DON GALLAGHER, chief engineer.

LIL CLARY-WELTI, business manager.

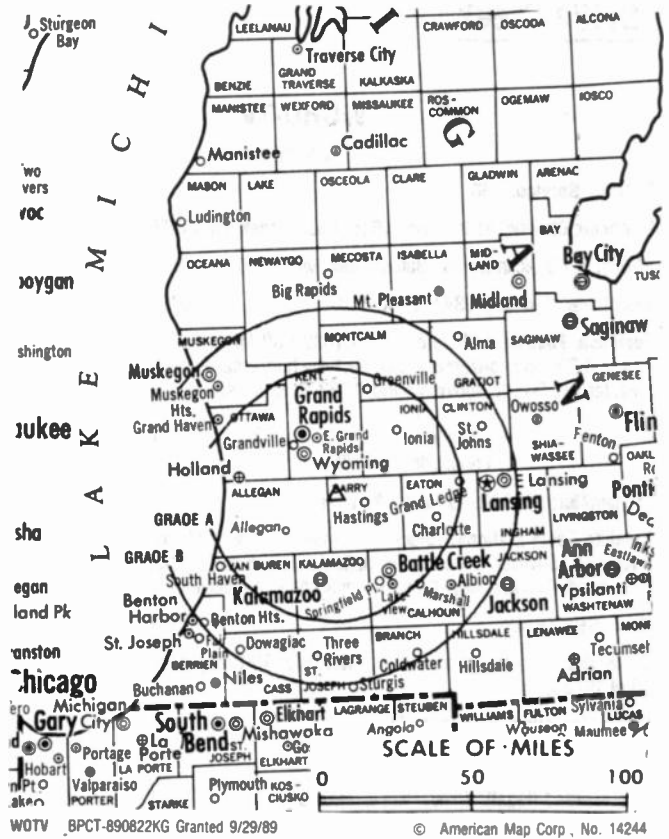
Highest 30 Sec. Rate: \$2400.

NETWORK BASE HOURLY RATE: \$2400.

City of License: Grand Rapids. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 37.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
50% & Over	Allegan	32,100	31,700	99
	Barry	17,700	17,500	99
	Branch	15,100	14,900	99
	Calhoun	53,000	52,500	99
	Eaton	35,300	34,900	99
	Ionia	17,700	17,500	99
	Kalamazoo	83,700	82,600	99
	Kent	183,400	180,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montcalm	18,800	18,500	98
	Muskegon	58,300	57,600	99
	Newaygo	14,800	14,500	98
	Ottawa	60,500	59,700	99
	Van Buren	26,200	25,900	99
Between 25-49%	MICHIGAN			
	Clinton	19,300	19,100	99
	Ingham	103,200	101,900	99
	Mecosta	12,800	12,600	98
Between 5-24%	INDIANA			
	Steuben	10,700	10,500	98
	MICHIGAN			
	Berrien	62,600	61,600	98
	Cass	18,500	18,200	98
	Gratiot	14,000	13,800	99
	Hillsdale	15,500	15,200	98
	Isabella	17,800	17,500	98
	Jackson	52,400	51,800	99
	Oceana	8,500	8,300	98
Totals		974,600	961,400	99
Net Weekly Circulation (1990)				596,000
Average Daily Circulation (1990)				344,200

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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. Fax: 616-966-6837.

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: 5800 Norris Rd., Delton, MI.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Microdyne, 7-meter C-band; Andrew, 5-meter C-band; Scientific-Atlanta, 5-meter C-band; RCA, 4.5-meter Ku-band; AvanteK, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Channel 41 Inc. Sale to Northstar TV Group pending (Television Digest, Vol. 30:33).

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.
MARK FEATHERSTON, vice president & regional sales manager.
MARK CRAWFORD, vice president & director of communications.
ANN ELLIS, southern sales manager.
ROB PENNOCK, accounting supervisor.
PHIL HARTMAN, program & promotion director.
LARRY NIENHAUS, news director.
KATHY LONG, traffic manager.

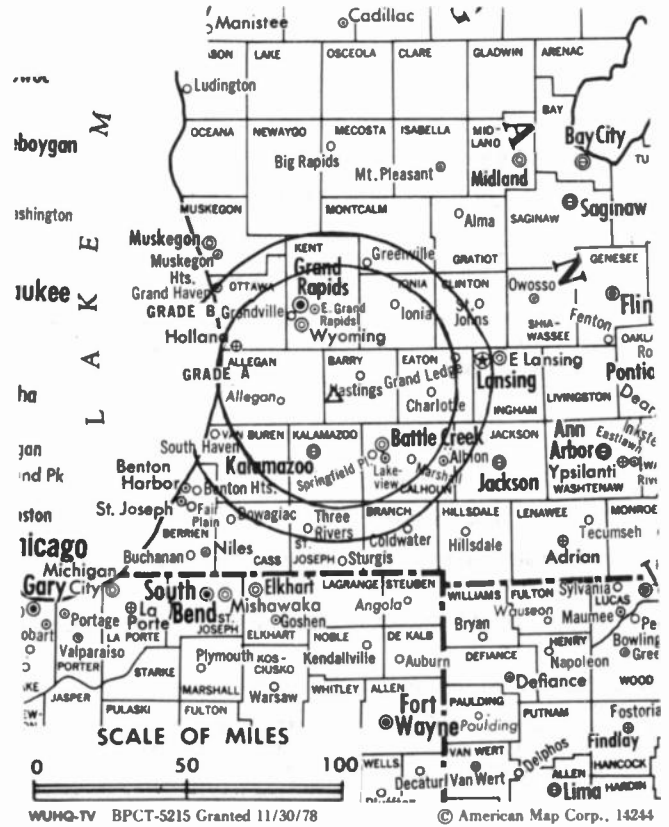
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$475.

City of License: Battle Creek. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 37.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Barry	17,700	17,500	99
	Branch	15,100	14,900	99
	Calhoun	53,000	52,500	99
	Kalamazoo	83,700	82,600	99
	Van Buren	26,200	25,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MICHIGAN			
	Allegan	32,100	31,700	99
	Eaton	35,300	34,900	99
	Hillsdale	15,500	15,200	98
	Ionia	17,700	17,500	99
	Kent	183,400	180,700	99
St Joseph	22,700	22,400	99	
Between 5-24%	MICHIGAN			
	Cass	18,500	18,200	98
	Clinton	19,300	19,100	99
	Ingham	103,200	101,900	99
	Jackson	52,400	51,800	99
	Montcalm	18,800	18,500	98
Muskegon	58,300	57,600	99	
Ottawa	60,500	59,700	99	
Totals		833,400	822,600	99
Net Weekly Circulation (1990)			300,300	
Average Daily Circulation (1990)			117,200	

Michigan—Grand Rapids-Kalamazoo-Battle Creek

WWMT

Ch. 3

(Also serves Muskegon)

Network Service: CBS.

Licensee: Busse Bcstg. Corp., 590 W. Maple St., Kalamazoo, MI 49008.

Studio: 590 W. Maple St., Kalamazoo, MI 49008.

Telephone: 616-388-3333. **Fax:** 616-388-8322.

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 Services: AP, CBS, UPI.

Ownership: Busse Broadcasting Corp. (Group Owner).

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): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Personnel:

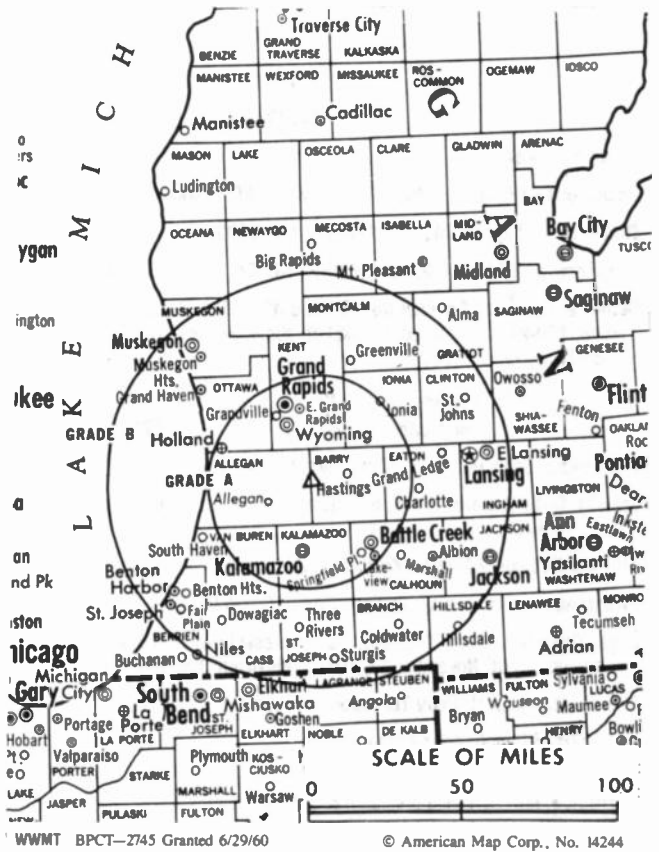
- LAWRENCE BUSSE, president & general manager.
- GIL BUETTNER, station manager.
- CHRISTOPHER CORNELIUS, general sales manager.
- AL LANCASTER, national sales manager.
- PERRY BOXX, news director.
- JEANNENE JACQUES, business manager.
- JEFF WATTS, production manager.
- DAVID COMISAR, program manager.
- JAMES STEFFEY, chief engineer.
- ROB GRAY, studio operations manager.
- PHIL PARSONS, promotion manager.

Rates: On request.

City of License: Kalamazoo. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 37.

Total Households: ©MSI Consumer Market Data as of 1/1/90. **TV Homes, TV% and Circulation** ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Allegan	32,100	31,700	99
	Barry	17,700	17,500	99
	Branch	15,100	14,900	99
	Calhoun	53,000	52,500	99
	Ionia	17,700	17,500	99
	Kalamazoo	83,700	82,600	99
	Kent	183,400	180,700	99
	Montcalm	18,800	18,500	98
	Muskegon	58,300	57,600	99
	Newaygo	14,800	14,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ottawa	60,500	59,700	99
	St Joseph	22,700	22,400	99
	Van Buren	26,200	25,900	99
Between 25-49%	MICHIGAN			
	Cass	18,500	18,200	98
	Eaton	35,300	34,900	99
Between 5-24%	INGHAM	103,200	101,900	99
	INDIANA			
	Stauben	10,700	10,500	98
	MICHIGAN			
	Berrien	62,600	61,600	98
	Clinton	19,300	19,100	99
	Hillsdale	15,500	15,200	98
Jackson	52,400	51,800	99	
Mecosta	12,800	12,600	98	
Oceana	8,500	8,300	98	
Totals		942,800	930,100	99
Net Weekly Circulation (1990)			566,200	
Average Daily Circulation (1990)			287,100	

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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. **Fax:** 616-364-8500.

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 C-band; Harris receivers.

SNG Mobile Dish: 2.2-meter Ku-band.

Ownership: Dudley Communications Group (Group Owner).

Began Operation: March 18, 1982. Sale to present owner by Harold O. Shively, et al., approved by FCC November 17, 1988 (Television Digest, Vol. 29:19).

Represented (sales): Petry Television Inc.

Represented (legal): Arter & Hadden.

Personnel:

PATRICK J. MULLEN, vice president & general manager.

JUDY KENNEY, director of sales.

ED FERNANDEZ, local sales manager.

JULIANE GALLE, national sales manager.

DALE SCHOLTEN, director of engineering.

MONICA F. EDISON, promotion director.

PAM SWENK, director of broadcast services.

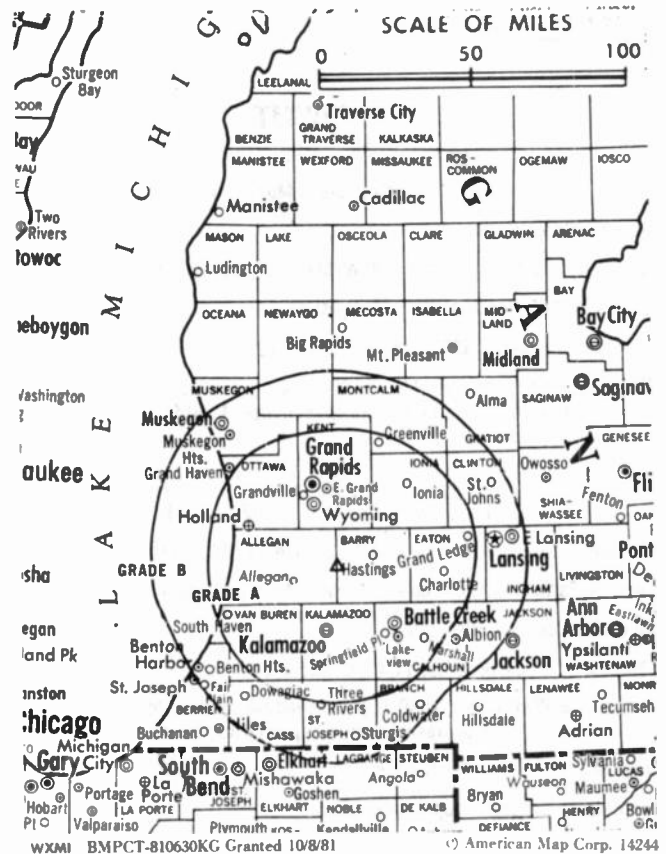
BONNIE HUNTER, director of office services.

Highest 30 Sec. Rate: \$2000.

City of License: Grand Rapids. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 37.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Allegan	32,100	31,700	99
	Barry	17,700	17,500	99
	Branch	15,100	14,900	99
	Calhoun	53,000	52,500	99
	Ionia	17,700	17,500	99
	Kalamazoo	83,700	82,600	99
	Kent	183,400	180,700	99
	Montcalm	18,800	18,500	98
	Ottawa	60,500	59,700	99
Van Buren	26,200	25,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 25-49%	Eaton	35,300	34,900	99
	Mecosta	12,800	12,600	98
	Muskegon	58,300	57,600	99
	Newaygo	14,800	14,500	98
	St Joseph	22,700	22,400	99
MICHIGAN				
Between 5-24%	Cass	18,500	18,200	98
	Clinton	19,300	19,100	99
	Gratiot	14,000	13,800	99
	Hillsdale	15,500	15,200	98
	Isabella	17,800	17,500	98
	Jackson	52,400	51,800	99
	Oceana	8,500	8,300	98
Totals		798,100	787,400	99
Net Weekly Circulation (1990)			376,200	
Average Daily Circulation (1990)			162,000	

Michigan—Grand Rapids

WZZM-TV

Ch. 13

Network Service: ABC.

Licensee: NTG Inc., 405 Lexington Ave., 54th Floor, New York, NY 10174.

Studio: 645 Three Mile Rd., Walker, MI 49504.

Mailing Address: Box Z, Grand Rapids, MI 49501.

Telephone: 212-697-2280. Fax: 616-784-2408.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63-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, MI.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; RCA, 4.5-meter Ku-band; AvanteK, Harris, M/A-Corn receivers.

News Services: ABC, AP, UPI.

Ownership: Northstar Television Group Inc. (Group Owner).

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 Price Communications approved Dec. 19, 1985. Sale to present owner approved Sept. 11, 1989.

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.

KAREN HORSTMANSHOF, controller.

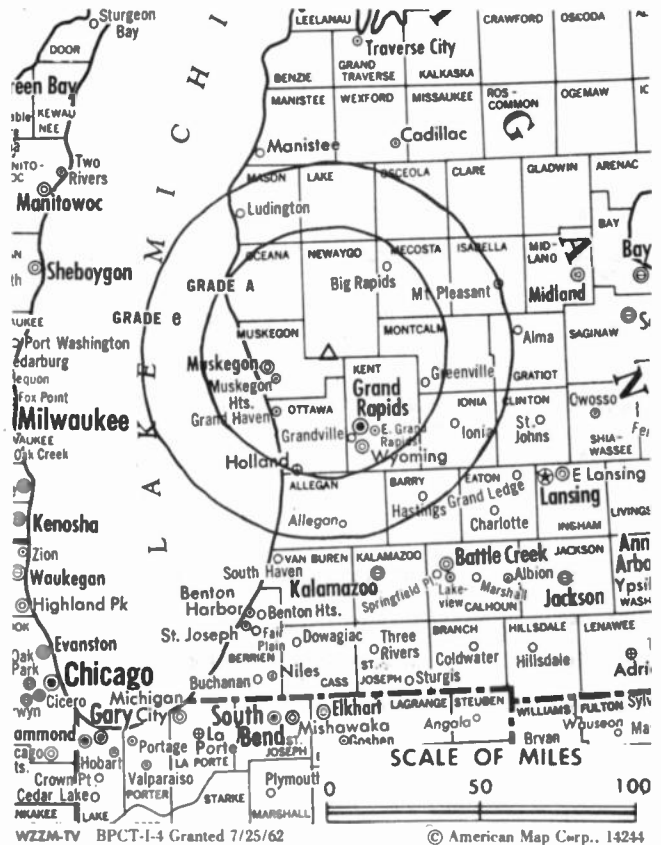
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1200.

City of License: Grand Rapids. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 37.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
50% & Over	Allegan	32,100	31,700	99
	Ionia	17,700	17,500	99
	Kent	183,400	180,700	99
	Lake	3,900	3,800	97
	Mason	10,500	10,200	97
	Mecosta	12,800	12,600	98
	Montcalm	18,800	18,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Muskegon	58,300	57,600	99
	Newaygo	14,800	14,500	98
	Oceana	8,500	8,300	98
	Osceola	7,700	7,600	99
	Ottawa	60,500	59,700	99
Between 25-49%	MICHIGAN			
	Manistee	9,500	9,300	98
	Van Buren	26,200	25,900	99
Between 5-24%	MICHIGAN			
	Barry	17,700	17,500	99
	Clare	10,500	10,300	98
	Grand Traverse	23,500	23,000	98
	Gratiot	14,000	13,800	99
	Isabella	17,800	17,500	98
	Kalamazoo	83,700	82,600	99
	Missaukee	4,000	3,900	98
Wexford	10,600	10,400	98	
Totals		646,500	636,900	99
Net Weekly Circulation (1990)				404,300
Average Daily Circulation (1990)				249,100

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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., Box 431, Kalamazoo, MI 49001.

Telephone: 616-345-6421.

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 1500-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"

Holds CP for change to 2500-kw max. visual. BPCT-890404KF.

Transmitter: 5800 Norris Rd., Delton, MI.

Ownership: Christian Faith Broadcast Inc. (Group Owner).

Began Operation: June 30, 1987.

Represented (legal): May & Dunne, Chartered.

Represented (engineering): Smith Electronics.

Personnel:

RICHARD HAWKINS, general manager.

RUSTY YOST, chief engineer.

DANIEL BEHRMANN, program director.

Highest 30 Sec. Rate: \$32.

City of License: Kalamazoo. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 37.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	MICHIGAN			
Between 5-24%	Barry	17,700	17,500	99
Totals		17,700	17,500	99
Net Weekly Circulation (1990)				3,500
Average Daily Circulation (1990)				1,800

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.

Studios: 1510 Springport Rd., Jackson, MI 49202; 500 American Rd., Lansing, MI 48911.

Mailing Address: Box 30380, Lansing, MI 48909.

Telephones: 517-482-0721, Lansing; 517-783-2621, Jackson.

Fax: 517-787-9744.

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 (Group Owner).

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:

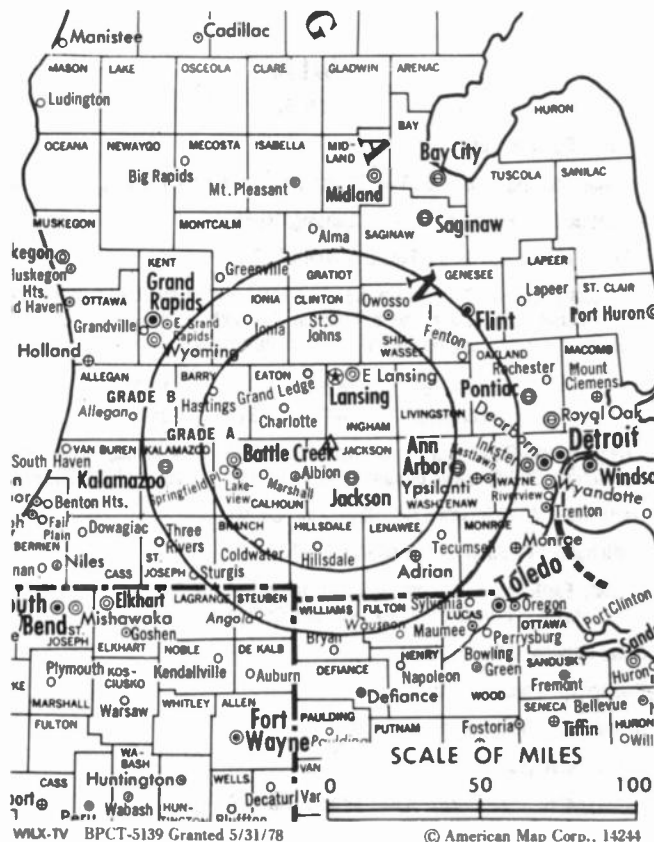
WILLIAM G. SNIDER, president & general manager.
SANDRA K. CARSON, vice president & national sales manager.
PAMELA J. MANOR, vice president of business affairs.
ROGER P. BRANDT, local sales manager.
RAYMOND J. PERNOT, director of broadcast operations.
DOUGLAS G. CHALGIAN, news director.
JIM GREENHOE, creative services director.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1050.

City of License: Onondaga. ADI: Lansing. Rank: 103.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Branch	15,100	14,900	99
	Clinton	19,300	19,100	99
	Eaton	35,300	34,900	99
	Hillsdale	15,500	15,200	98
	Ingham	103,200	101,900	99
Between 25-49%	Jackson	52,400	51,800	99
	Shiawassee	24,400	24,100	99
	MICHIGAN			
Between 5-24%	Calhoun	53,000	52,500	99
	Ionia	17,700	17,500	99
	Livingston	37,300	37,000	99
Totals	MICHIGAN			
	Barry	17,700	17,500	99
	Gratiot	14,000	13,800	99
	Kalamazoo	83,700	82,600	99
	Lenawee	32,000	31,600	99
	Montcalm	18,800	18,500	98
Net Weekly Circulation (1990)		539,400	532,900	99
Average Daily Circulation (1990)				288,900
				152,100

Michigan—Lansing

WLAJ
Ch. 53

Network Service: ABC.

Grantee: Lansing 53 Inc., 600 W. St. Joseph St., Suite 10, Lansing, MI 48933.

Studio: 5815 S. Pennsylvania Ave., Lansing, MI 48911.

Telephone: 517-484-9100. **Fax:** 517-484-0553.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 1740-kw max. visual, 174-kw max. aural. Antenna: Circularly polarized, 976-ft. above av. terrain, 1009-ft. above ground, 1949-ft. above sea level.

Latitude	42°	25'	11.0"
Longitude	84°	31'	25.5"

Requests modification of CP for change to 1660-kw max. visual, 981-ft. above av. terrain, 988-ft. above ground, 1929-ft. above sea level. BMPCT-900717KG.

Transmitter: 4543 Baseline Rd., Rives Junction, MI.

Multichannel TV Sound: Planned stereo only.

Satellite Earth Stations: Andrew, 7.3-meter; Andrew, 4.5-meter; Vertex, 6.1-meter; DH Satellite, 3.8-meter; Andrew, Standard Components receivers.

News Service: ABC.

Ownership: Lansing 53 Inc.

Scheduled to Begin: October 15, 1990.

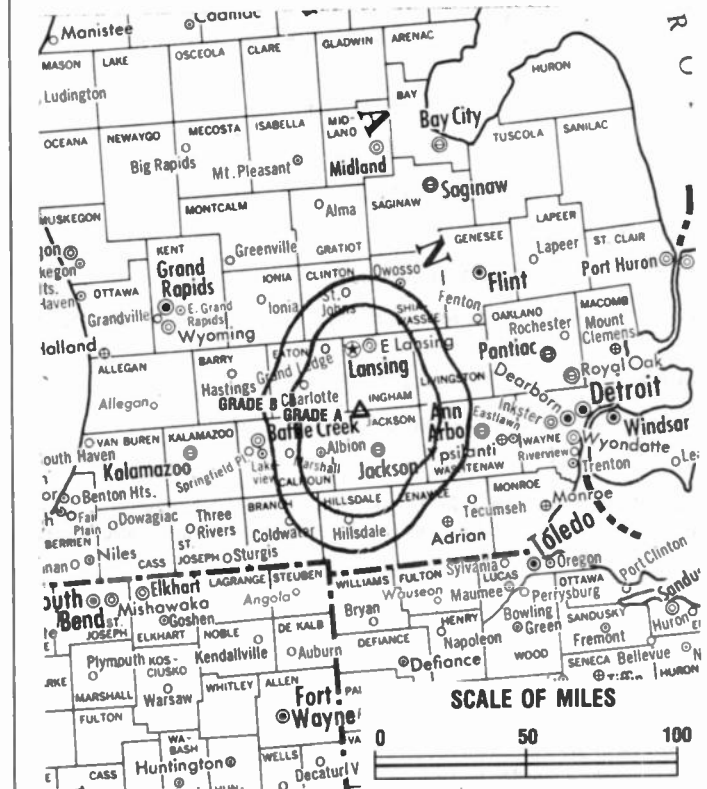
Represented (sales): Katz Television.

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

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

Personnel:

THOMAS B. JONES, general manager.
ROBERT E. SERRE, general sales manager.
LARRY A. ESTLACK, chief engineer.
BRUCE N. CORNELIUS, news director.



WLAJ BMPCT-890501KF Granted 3/2/90

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RUTH GLOVER, business manager.

Highest 30 Sec. Rate: \$2000.

Airbitron Data: Not available.

City of License: Lansing. ADI: Lansing. Rank: 103.

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 E. Saginaw St., 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: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta receivers.

News Services: AP, CNN, Sports News Satellite.

Ownership: Young Broadcasting Inc. (Group Owner).

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.

GRANT A. SANTIMORE, vice president & general manager.

THOMAS GRISMAR, general sales manager.

DANIEL BATCHELOR, local sales manager.

CARL ONKEN, chief engineer.

STEVEN HILLMAN, operations manager.

PAULA RICHARDSON, business manager.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$1214.

City of License: Lansing. ADI: Lansing. Rank: 103.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	MICHIGAN			
	Clinton	19,300	19,100	99
	Eaton	35,300	34,900	99
	Gratiot	14,000	13,800	99
	Hillsdale	15,500	15,200	98
	Ingham	103,200	101,900	99
	Jackson	52,400	51,800	99
	Shiawassee	24,400	24,100	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	MICHIGAN			
	Branch	15,100	14,900	99
	Calhoun	53,000	52,500	99
	Genesee	161,400	159,900	99
	Ionia	17,700	17,500	99
	Livingston	37,300	37,000	99
Between 5-24%	MICHIGAN			
	Montcalm	18,800	18,500	98
	Bary	17,700	17,500	99
	Isabella	17,800	17,500	98
	Lapeer	24,100	23,800	99
	Lenawee	32,000	31,600	99
Totals		837,700	827,300	99
	Net Weekly Circulation (1990)			358,600
Average Daily Circulation (1990)				180,200

Michigan—Lansing

WSYM-TV Ch. 47

Network Service: Fox.

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. **TWX:** 810-251-0807. **Fax:** 517-484-3144.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1350-kw max. & 813-kw horizontal visual, 135-kw max. & 81.3-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: Microdyne, 7-meter C-band; Vertex, 4.6-meter Ku-band; M/A-Corn, 3.2-meter C-band; M/A-Corn, Microdyne, Drake receivers.

Ownership: WTMJ Inc. (Group Owner).

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): Petry Television Inc.

Represented (legal): Crowell & Moring.

Represented (engineering): Carl E. Smith Consulting Engineers.

Personnel:

PETER BANNISTER, vice president & general manager.
RANDY ROSE, local sales manager.
W. B. SHIPLEY, operations manager.
THOM LILLY, national sales manager.
BILL SHIPLEY, program director.
KIP BOHNE, promotion director.
LARRY AMBURGEY, business manager.

Highest 30 Sec. Rate: \$500.

City of License: Lansing. **ADI:** Lansing. **Rank:** 103.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	MICHIGAN			
	Eaton	35,300	34,900	99
	Ingham	103,200	101,900	99
	Jackson	52,400	51,800	99
Between 25-49%	MICHIGAN			
	Branch	15,100	14,900	99
	Calhoun	53,000	52,500	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Clinton	19,300	19,100	99
	Hillsdale	15,500	15,200	98
	Ionia	17,700	17,500	99
	Shiawassee	24,400	24,100	99
Between 5-24%	INDIANA			
	Steuben	10,700	10,500	98
	MICHIGAN			
	Barry	17,700	17,500	99
	Gratiot	14,000	13,800	99
	Kalamazoo	83,700	82,600	99
	Livingston	37,300	37,000	99
Monicarm	18,800	18,500	98	
St Joseph	22,700	22,400	99	
Totals		540,800	534,200	99
Net Weekly Circulation (1990)				193,900
Average Daily Circulation (1990)				73,400

Michigan—Marquette

WLUC-TV

Ch. 6

Network Service: CBS, NBC.

Licenses: Federal Bcstg Co., 29201 Telegraph Rd., Suite 300, Southfield, MI 48034.

Studio: 177 U.S. Highway 41, Negaunee, MI 49866.

Telephones: 906-475-4161; 906-475-4141, news. TWX: 62127136.

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, 7-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed.

Ownership: Federal Broadcasting Co. (Group Owner).

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): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

JAMES KIZER, vice president & general manager.

BRAD VAN SLUYTERS, general sales manager.

ERIK STORCK, national sales manager.

ED KEARNEY, news director.

JUDY RICHER, business manager.

KIM PARKER, marketing director.

STEVE HEIKKINEN, production manager.

JOHN TRUITT, chief engineer.

Highest 30 Sec. Rate: \$575.

NETWORK BASE HOURLY RATE: \$972.

City of License: Marquette. ADI: Marquette. Rank: 182.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Baraga	3,000	2,900	97
	Delta	13,900	13,600	98
	Dickinson	10,700	10,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gogebic	7,500	7,300	97
	Houghton	13,600	13,200	97
	Iron	5,800	5,700	98
	Keweenaw	700	700	100
	Marquette	25,400	25,100	99
	Ontonagon	3,500	3,400	97
	Schoolcraft	3,000	2,900	97
	WISCONSIN			
	Florence	1,400	1,400	100
	Between 25-49%	MICHIGAN		
Luce		2,200	2,100	95
Menominee		9,700	9,500	98
WISCONSIN				
Iron	2,700	2,700	100	
Between 5-24%	WISCONSIN			
	Forest	3,400	3,300	97
	Marinette	16,200	16,000	99
	Oneida	13,100	12,800	98
	Vilas	7,600	7,400	97
Totals		146,600	143,700	98
Net Weekly Circulation (1990)				92,000
Average Daily Circulation (1990)				64,300

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. (Group Owner).

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.

RICK WOODBY, business manager.

Rates: On request.

City of License: Muskegon. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 37.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



WTLJ BMPCT-86024KE Granted 4/28/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 5-24%	Ottawa	60,500	59,700	99
Totals		60,500	59,700	99
Net Weekly Circulation (1990)				10,500
Average Daily Circulation (1990)				2,900

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: 517-754-1038. **Fax:** 517-754-8668.

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 Inc. (Group Owner).

Began Operation: March 26, 1985.

Represented (legal): May & Dunne, Chartered.

Personnel:

GARTH COONCE, general manager.

CHRIS GABRIEL, local sales manager & news director.

KEN BIGELOW, chief engineer.

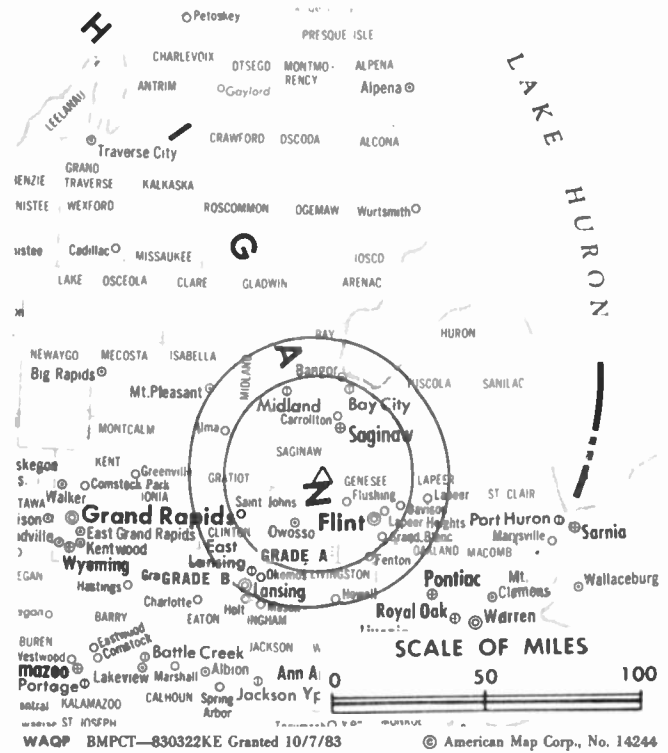
TINA COONCE, program director.

MIKE SOCIER, office manager.

Rates: On request.

City of License: Saginaw. **ADI:** Flint-Saginaw-Bay City. **Rank:** 59.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 5-24%	Arenac	5,900	5,800	98
	Sanilac	15,500	15,200	98
Totals		21,400	21,000	98
Net Weekly Circulation (1990)			11,100	
Average Daily Circulation (1990)			3,900	

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.

Telephone: 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: Harris, 9-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 3.1-meter Ku-band; Harris receivers.

News Service: AP.

Ownership: Television Station Partners L.P. (Group Owner).

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.
ERIC LAND, vice president & general manager.
RAY NELSON, local & regional sales manager.
JON BENGTON, program manager.
TERRY STANTON, news director.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Bay	41,800	41,400	99
	Genesee	161,400	159,900	99
	Huron	13,700	13,400	98
	Lapeer	24,100	23,800	99
	Midland	27,100	26,900	99
Saginaw	77,100	76,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sanilac	15,500	15,200	98
	Shiawassee	24,400	24,100	99
	Tuscola	19,100	18,800	98
Between 25-49%	MICHIGAN			
	Arenac	5,900	5,800	98
	Gratiot	14,000	13,800	99
	Iosco	11,900	11,800	99
Isabella	17,800	17,500	98	
Between 5-24%	MICHIGAN			
	Alcona	4,400	4,300	97
	Clare	10,500	10,300	98
	Clinton	19,300	19,100	99
	Gladwin	9,000	8,800	98
Montcalm	18,800	18,500	98	
Ogemaw	7,100	7,000	99	
Totals		522,900	516,700	99
Net Weekly Circulation (1990)			311,500	
Average Daily Circulation (1990)			138,000	

Michigan—Sault Ste. Marie

WGTO

Ch. 8

(Satellite of WGTO, Traverse City, MI)

Network Service: ABC.

Licensee: Michigan Center Bcstg., 201 E. Front St., Traverse City, MI 49684.

Studio: See WGTO, Traverse City.

Mailing Address: 201 E. Front St., Traverse City, MI 49684.

Telephone: 906-632-3333.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-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.

Began Operation: October 29, 1976.

Represented (sales): Settel Inc.

Represented (legal): Koteen & Naftalin.

Personnel:

PAUL ANDARY, WGTO sales.

DENNIS BERNARD, engineer-in-charge.

Rates: Sold in combination with WGTO, Traverse City, MI.



Arbitron Data: Included with WGTO, Traverse City, MI.

City of License: Sault Ste. Marie. **ADI:** Traverse City-Cadillac. **Rank:** 131.

Michigan—Sault Ste. Marie

WWUP-TV

Ch. 10

(Satellite of WWTV, Cadillac, MI)

Network Service: CBS.

Licensee: Heritage Bcstg. Co. of Michigan, 1500 N. Woodward St., Suite 335, Birmingham, MI 48009.

Studio: See WWTV, Cadillac.

Telephone: 616-775-3478. TWX: 906-635-6225. Fax: 906-635-1597.

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: Heritage Broadcasting Group (Group Owner).

Began Operation: June 15, 1962.

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

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: 131.

Michigan—Traverse City

WGTU

Ch. 29

(Operates satellite WGTQ, Sault St. Marie, MI)

Network Service: ABC.

Licenses: 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. Fax: 616-946-1600.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1000-kw max. & 776-kw horizontal visual, 200-kw max. & 74.1-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

Began Operation: August 23, 1971. Sale to present owner approved by FCC May 21, 1982.

Represented (sales): Seitel 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 WGTU, Sault Ste. Marie, MI.

City of License: Traverse City. ADI: Traverse City-Cadillac. Rank: 131.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	4,700	4,600	98
	Charlevoix	8,400	8,200	98
	Cheboygan	8,300	8,000	96
	Chippewa	10,200	10,000	98
	Crawford	3,900	3,800	97
	Emmet	9,500	9,300	97
	Grand Traverse	23,500	23,000	98
	Kalkaska	5,000	4,900	98
Leelanau	6,200	6,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Mackinac	3,900	3,800	97
	Missaukee	4,000	3,900	98
	Montmorency	3,300	3,200	97
	Oscoda	3,000	2,900	97
	Otsego	6,100	6,000	98
	Presque Isle	5,400	5,200	96
	Roscommon	8,600	8,500	99
	Wexford	10,600	10,400	98
	Between 25-49%	MICHIGAN		
Manistee		9,500	9,300	98
Between 5-24%	MICHIGAN			
	Alcona	4,400	4,300	97
	Alpena	11,500	11,100	97
	Luce	2,200	2,100	95
	Ogemaw	7,100	7,000	99
Totals		165,900	162,100	98
Net Weekly Circulation (1990)			106,700	
Average Daily Circulation (1990)			60,000	

Michigan—Traverse City-Cadillac

WPBN-TV

Ch. 7

(Affiliated with WTOM-TV, Cheboygan, MI)

Network Service: NBC.

Licensee: Federal Bcstg. Co., 29201 Telegraph Rd., Suite 300, Southfield, MI 48034.

Studio: 8518 M72 West, Traverse City, MI 33149.

Mailing Address: Box 546, Traverse City, MI 49685-0546.

Telephone: 313-352-7560. Fax: 616-947-0354.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1350-ft. above av. terrain, 1125-ft. above ground, 2549-ft. above sea level.

Latitude 44° 16' 33"
Longitude 85° 42' 49"

Transmitter: 2-mi. S of Harrietta, 33-mi. S of Traverse City.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Vertex, 4.6-meter Ku-band; ADM, 4.0-meter C-band; Harris, 3.0-meter Ku-band; DX Antenna, Harris, M/A-Com, Standard Communications receivers.

SNG Mobile Dish: DX Antenna Ku-band.

News Services: Conus, CNN Headline News, NBC, SNN, Sun World Satellite News, UPI.

Ownership: Federal Broadcasting Co. (Group Owner).

Began Operation: September 13, 1954. Sale to present owner approved by FCC August 2, 1990. Sale to Beam Communications 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.

CHUCK O'CONNOR, general sales manager.

JUDY HORAN, news director.

WARREN MIKULA, program director.

CHERYL STEPHENSON, business manager.

Highest One Hour Rate: \$2400.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$800.

Arbitron Data: Figures include WTOM-TV, Cheboygan, MI.

City of License: Traverse City. ADI: Traverse City-Cadillac. Rank: 131.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	4,700	4,600	98
	Charlevoix	8,400	8,200	98
	Cheboygan	8,300	8,000	96
	Chippewa	10,200	10,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Crawford	3,900	3,800	97
	Emmet	9,500	9,300	97
	Grand Traverse	23,500	23,000	98
	Kalkaska	5,000	4,900	98
	Lake	3,900	3,800	97
	Leelanau	6,200	6,100	98
	Mackinac	3,900	3,800	97
	Manistee	9,500	9,300	98
	Mason	10,500	10,200	97
	Mecosta	12,800	12,600	98
	Missaukee	4,000	3,900	98
	Montmorency	3,300	3,200	97
	Oceana	8,500	8,300	98
	Osceola	7,700	7,600	99
	Oscoda	3,000	2,900	97
Otsego	6,100	6,000	98	
Presque Isle	5,400	5,200	96	
Roscommon	8,600	8,500	99	
Wexford	10,600	10,400	98	
Between 25-49%	MICHIGAN			
	Alpena	11,500	11,100	97
	Clare	10,500	10,300	98
	Luce	2,200	2,100	95
Between 5-24%	MICHIGAN			
	Alcona	4,400	4,300	97
	Isabella	17,800	17,500	98
	Newaygo	14,800	14,500	98
	Ogemaw	7,100	7,000	99
Totals		252,400	246,900	98
Net Weekly Circulation (1990)				169,900
Average Daily Circulation (1990)				102,000

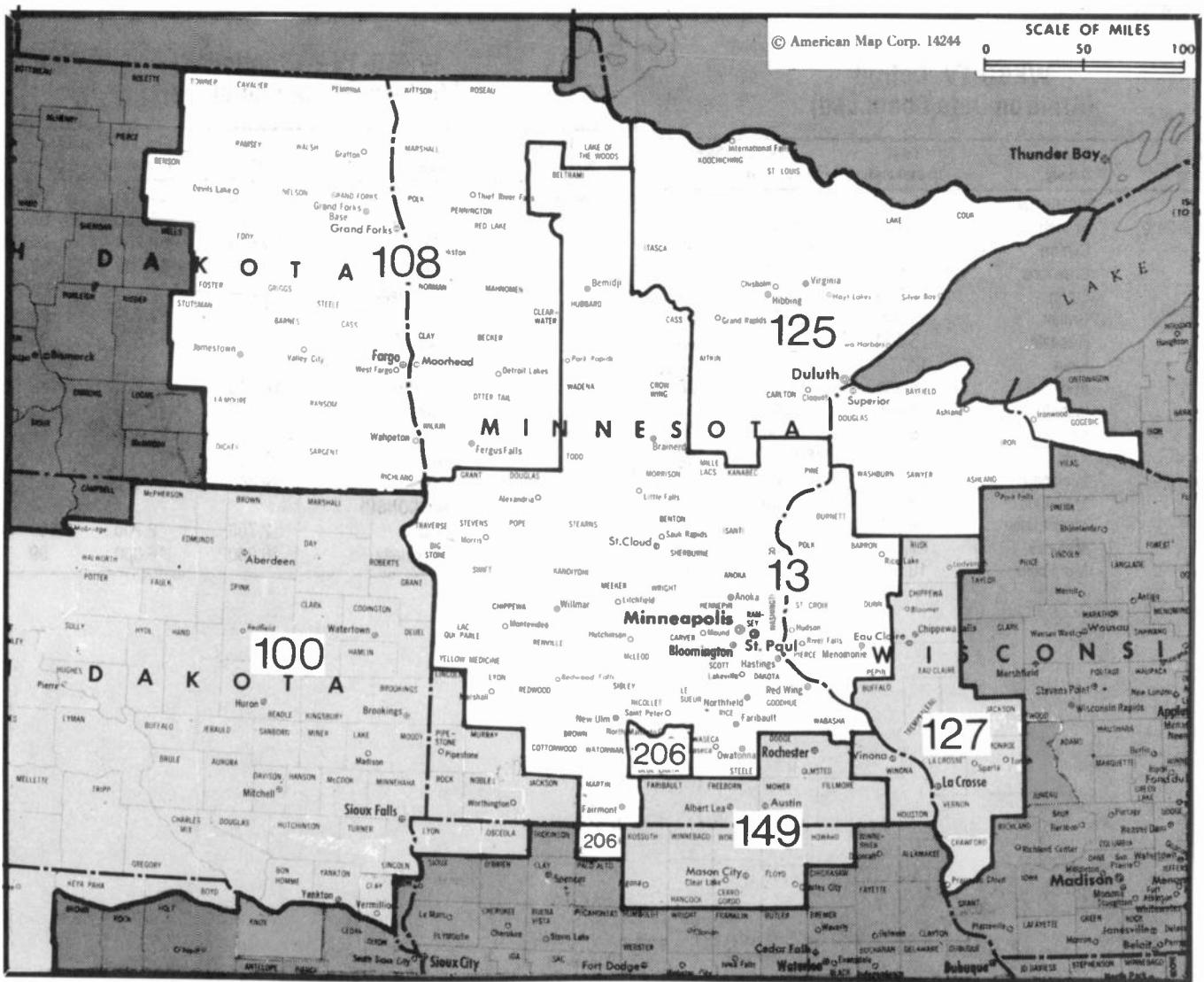
Michigan

WKBD-TV, Detroit (Arbitron Data Continued)

Net Weekly Circulation	State County	TV Households		
		Total Households	Households	%
Between 5-24%	MICHIGAN			
	Branch	15,100	14,900	99
	Clinton	19,300	19,100	99
	Crawford	3,900	3,800	97
	Eaton	35,300	34,900	99
	Gratiot	14,000	13,800	99
	Hillsdale	15,500	15,200	98
	Ionia	17,700	17,500	99
	Iron	5,800	5,700	98
	Isabella	17,800	17,500	98
	Kalkaska	5,000	4,900	98
	Kent	183,400	180,700	99
	Leelanau	6,200	6,100	98
	Mackinac	3,900	3,800	97
	Menominee	9,700	9,500	98
	Midland	27,100	26,900	99
	Montcalm	18,800	18,500	98

WKBD-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	TV Households		
		Total Households	Households	%
Between 5-24%	NEWAYGO	14,800	14,500	98
	Ononagon	3,500	3,400	97
	Ottawa	60,500	59,700	99
	Saginaw	77,100	76,300	99
	St Joseph	22,700	22,400	99
	Shiawassee	24,400	24,100	99
	Tuscola	19,100	18,800	98
	OHIO			
	Fulton	14,600	14,300	98
	Henry	10,600	10,500	99
	Huron	20,700	20,400	99
	Seneca	22,200	21,900	99
	Wood	39,400	39,000	99
	WISCONSIN			
	Iron	2,700	2,700	100
	Marinette	16,200	16,000	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Minneapolis-St. Paul, MN	1,333,200	13	KARE (11), KCCO-TV (7), KCCW-TV (12), KITN (29), KMSP-TV (9), KRWF (43), KSAX (42), KSTP-TV (5), KTMA-TV (23), WCCO-TV (4)
Sioux Falls-Mitchell, SD	235,900	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	218,000	108	KBRR (10), KJRR (7), KNRR (12), KTHI-TV (11), KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Duluth, MN-Superior, WI	170,200	125	KBJR-TV (6), KDLH-TV (3), WDIO-TV (10), WIRT (13)
La Crosse-Eau Claire, WI	165,700	127	WEAU-TV (13), WKBT (8), WLAX (25), WQOW-TV (18), WXOW-TV (19)
Rochester, MN-Mason City, IA-Austin, MN	142,000	149	KAAL (6), KIMT (3), KTTC (10)
Mankato, MN	23,100	206	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
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, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	14	4	18
Educational Television Stations	4	3	7
	18	7	25

Minnesota—Alexandria

KCCO-TV

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. Fax: 612-763-4991.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-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. (Group Owner).

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:

BOB MCGANN, general manager.

KEN REES, station manager.

WAYNE QUERNEMOEN, chief engineer.

MARK PROUDFOOT, local sales manager.

KEVIN CUDDIHY, national sales manager, WCCO-TV.

JOHN FROYD, news director.

DUANE TINGUM, business manager.

Highest 30 Sec. Rate: \$600.

Combination rates: KCCO-TV, Alexandria & KCCW-TV, Walker, MN.

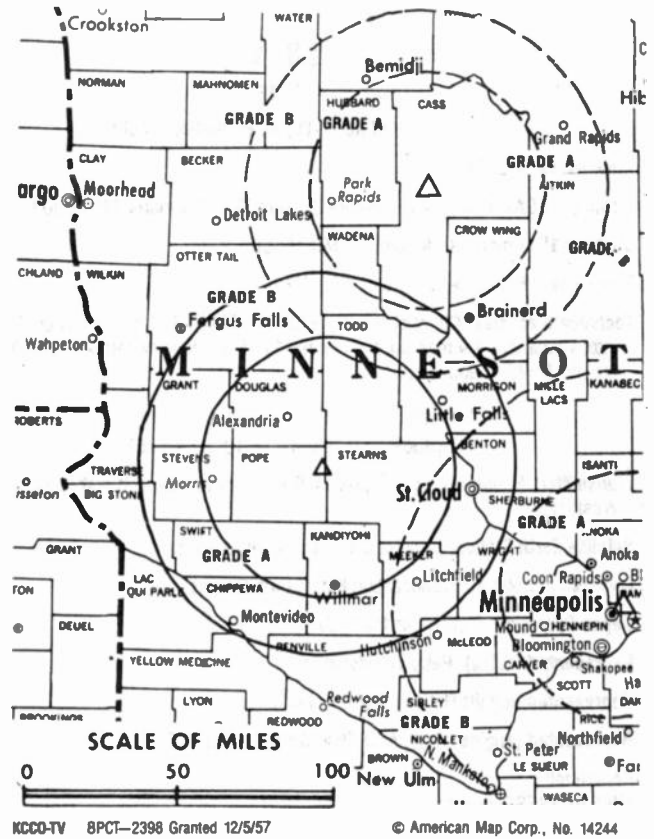
NETWORK BASE HOURLY RATE: \$980.

Arbitron Data: Figures include KCCW-TV, Walker, MN.

City of License: Alexandria. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Aitkin	5,500	5,400	98
	Beltrami	12,000	11,500	96
	Big Stone	2,900	2,900	100
	Cass	8,300	8,000	96
	Chippewa	5,500	5,400	98
	Crow Wing	18,200	17,800	98
	Douglas	11,600	11,400	98
	Grant	2,700	2,700	100
	Hubbard	5,900	5,700	97
	Itasca	16,400	16,100	98
	Lac Qui Parle	3,800	3,700	97
	Morrison	10,500	10,300	98
	Otter Tail	20,100	19,700	98
	Pope	4,600	4,500	98
	Stevens	3,600	3,500	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Swift	4,600	4,500	98
	Todd	9,500	9,300	98
	Traverse	1,800	1,800	100
	Wadena	5,000	4,800	96
Between 25-49%	MINNESOTA			
	Benton	10,100	10,000	99
	Clearwater	3,200	3,100	97
	Kandiyohi	14,500	14,200	98
	Stearns	37,500	37,000	99
	Yellow Medicine	4,600	4,400	96
Between 5-24%	SOUTH DAKOTA			
	Grant	3,200	3,100	97
Between 5-24%	MINNESOTA			
	Becker	11,200	11,000	98
	Carver	15,300	15,200	99
	Lyon	9,100	8,900	98
	Mahnomen	1,700	1,700	100
	Meeker	7,900	7,800	99
	Millie Lacs	7,100	7,000	99
	Renville	7,300	7,200	99
	Sherburne	12,000	11,900	99
	Wilkin	2,800	2,800	100
	NORTH DAKOTA			
Richland	7,100	7,000	99	
SOUTH DAKOTA				
Roberts	3,900	3,800	97	
Totals		311,000	305,100	98
Net Weekly Circulation (1990)				151,900
Average Daily Circulation (1990)				93,000

Minnesota—Alexandria

KSAX

Ch. 42

(Satellite of KSTP-TV, St. Paul-Minneapolis)

Network Service: ABC.

Licensee: KSAX-TV Inc., 415 Fillmore St., Box 637, Alexandria, MN 56308.

Studio: 415 Fillmore St., 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.

Satellite Earth Station: 3-meter C-band; Avcom receivers.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: September 15, 1987.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

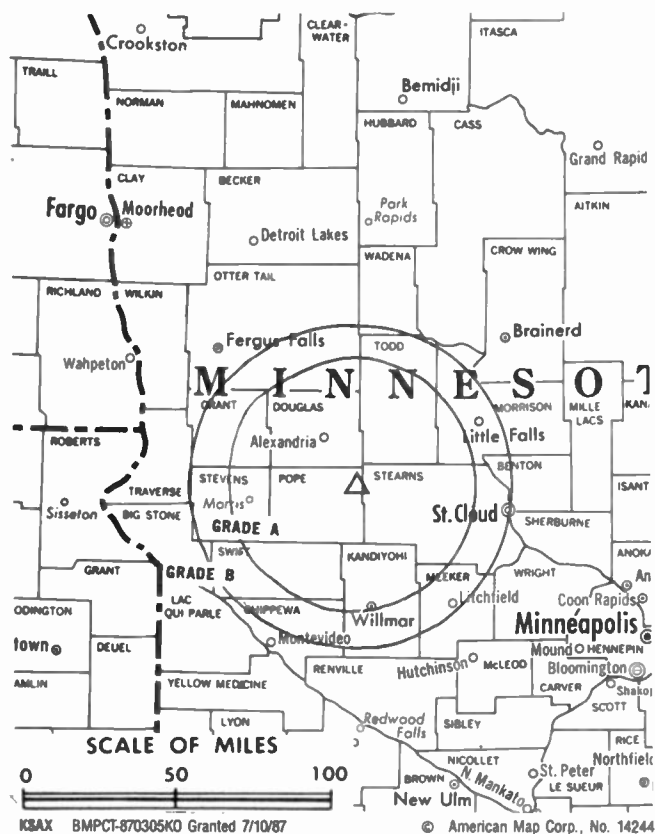
Personnel:

MIKE BURGESS, general manager.

MARK VANDERWERF, news director.

DONNA CORLE, operations manager.

Rates: On request.



Arbitron Data: Included with KSTP-TV, St. Paul-Minneapolis, MN.

City of License: Alexandria. ADI: Minneapolis-St. Paul. Rank: 13.

Minnesota—Austin

KAAL
Ch. 6

Network Service: ABC.

Licensee: Midwest KAAL Corp., 1701 10th Place NE, Box 577, Austin, MN 55912.

Studio: 1701 10th Place NE, Austin, MN 55912.

Telephone: 507-433-8836. Fax: 507-433-9560.

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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Miralite, 3.7-meter C-band; RCA, 3-meter Ku-band; Avantek, M/A-Com, Pinzone receivers.

News Services: ABC, AP.

Ownership: Wooster Republican Printing Co. (Group Owner).

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): Baker & Hostetler.

Personnel:

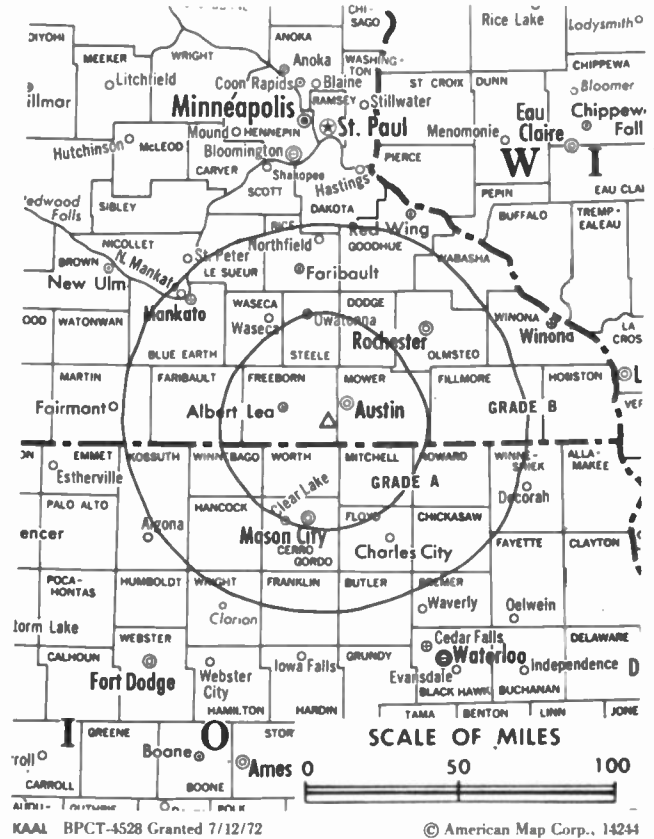
CLARK CIPRA, president & general manager.
JERALD JONES, vice president, engineering.
PAT NIEKAMP, general sales manager.
TERRY HURLEY, local sales manager.
JANET ANDERSON, program director.
GREG GRIMLEY, production manager.
GREGG GAFFNEY, assistant chief engineer.
LORA LEE BAUER, data processing manager.

Rates: On request.

City of License: Austin. ADI: Rochester, MN-Mason City, IA-Austin, MN. Rank: 149.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cerro Gordo	20,000	19,800	99
	Floyd	7,100	7,000	99
	Hancock	5,500	5,400	98
	Howard	4,000	3,900	98
	Kossuth	7,800	7,700	99
	Mitchell	4,500	4,500	100
	Winnebago	5,200	5,100	98
	Worth	3,500	3,500	100
	MINNESOTA			
Dodge	5,500	5,400	98	
Faribault	7,300	7,200	99	
Fillmore	7,800	7,700	99	
Freeborn	13,500	13,400	99	
Mower	15,000	14,900	99	
Olmsted	37,500	37,200	99	
Between 25-49%	MINNESOTA			
	Blue Earth	18,700	18,400	98
	Martin	9,600	9,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Nicollet	10,200	10,100	99
	Steele	11,300	11,200	99
	Waseca	6,800	6,700	99
Between 5-24%	IOWA			
	Butler	6,300	6,200	98
	Chickasaw	5,300	5,200	98
	Emmet	4,800	4,700	98
	Franklin	5,100	5,100	100
	Palo Alto	4,500	4,400	98
	Wright	6,200	6,100	98
MINNESOTA				
Brown	10,200	10,000	98	
Houston	6,500	6,400	98	
Le Sueur	8,800	8,700	99	
Rice	16,400	16,200	99	
Wabasha	7,600	7,500	99	
Watonwan	4,700	4,600	98	
Winona	16,300	16,000	98	
WISCONSIN				
Pierce	11,700	11,500	98	
Totals		315,200	311,200	99
Net Weekly Circulation (1990)				143,800
Average Daily Circulation (1990)				76,700

There is no more visible place for your advertising message than the pages of the **Television & Cable Factbook**

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. Fax: 218-727-1737.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-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: 410 W. 10th Street, Duluth.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Vertex, 4.5-meter Ku-band; Paracclipse, 4-meter C-band; Paracclipse, 3.6-meter C-band; Harris, 3-meter Ku-band; Harris, Houston Tracker receivers, M/A-Com.

News Services: MediaLink, NBC, UPI.

Ownership: Granite Broadcasting Corporation (Group Owner).

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

Personnel:

F. ROBERT KALTHOFF, general manager.

COLE CARLEY, general sales manager.

STEVE BOLF, local sales manager.

DAVE JENSCH, news director.

BOB WILMERS, director of operations.

DIANNE KOLTHOFF, director of audience development.

BRIAN AUTIO, business manager.

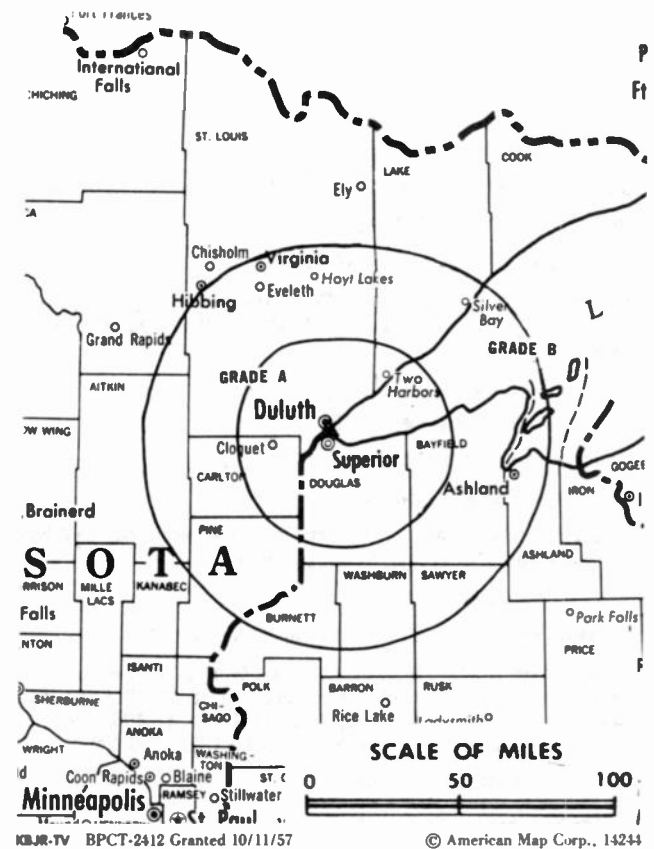
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$800.

City of License: Superior, WI. ADI: Duluth, MN-Superior, WI. Rank: 125.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Gogebic	7,500	7,300	97
	MINNESOTA			
	Aitkin	5,500	5,400	98
	Carlton	10,700	10,600	99
	Cook	1,800	1,800	100
	Itasca	16,400	16,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Koochiching	5,800	5,600	97
	Lake	4,300	4,300	100
	St Louis	78,100	77,300	99
	WISCONSIN			
	Ashland	6,400	6,300	98
	Bayfield	5,500	5,400	98
	Douglas	16,400	16,200	99
	Iron	2,700	2,700	100
	Sawyer	5,700	5,500	96
	Between 25-49%	MINNESOTA		
Beltrami		12,000	11,500	96
Cass		8,300	8,000	96
Pine		7,600	7,500	99
Wadena		5,000	4,800	96
WISCONSIN	Washburn	5,800	5,700	98
	Between 5-24%	Burnett	5,500	5,400
Totals		211,000	207,400	98
Net Weekly Circulation (1990)			157,600	
Average Daily Circulation (1990)			101,500	

Minnesota—Duluth-Superior, Wisconsin

KDLH-TV

Ch. 3

Network Service: CBS.

Licensee: Blue Grass Television Inc., Box 13000, Bowling Green, KY 42102.

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, 7-meter C-band; M/A-Com, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Harris, 3.8-meter Ku-band; Microdyne, Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed.

Ownership: A. Richard Benedek (Group Owner).

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): Blair Television; Glen-Warren Broadcast Sales (Canada).

Represented (legal): Crowell & Moring.

Personnel:

JOHN LaFORGE, vice president & general manager.

STUART A. LUNSFORD, director of sales.

WALT LEDINGHAM, local sales manager.

KEN FLANNERY, operations manager.

JEFF POTTS, news director.

JIM CUZZO, program director.

JAMES JUNKER, promotion director.

JULIE TOLAND, business manager.

STEVEN HASSKAMP, chief engineer.

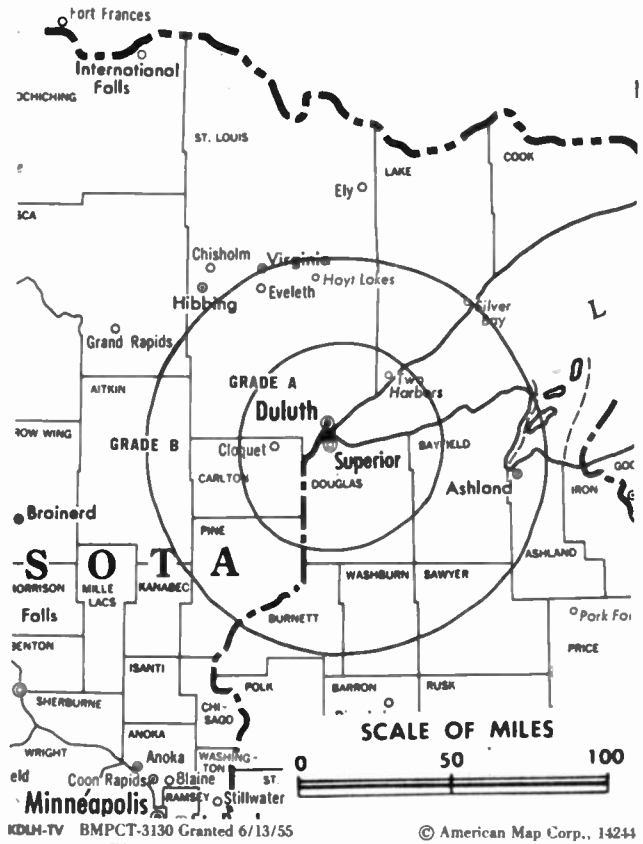
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1060.

City of License: Duluth. ADI: Duluth, MN-Superior, WI. Rank: 125.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Gogebic	7,500	7,300	97
	MINNESOTA			
	Carlton	10,700	10,600	99
	Cook	1,800	1,800	100
	Itasca	16,400	16,100	98
	Koochiching	5,800	5,600	97
	Lake	4,300	4,300	100
	Pine	7,600	7,500	99
	St Louis	78,100	77,300	99
	WISCONSIN			
	Ashland	6,400	6,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Bayfield	5,500	5,400	98
	Douglas	16,400	16,200	99
	Iron	2,700	2,700	100
	Sawyer	5,700	5,500	96
	Washburn	5,800	5,700	98
Between 25-49%	MINNESOTA			
	Aitkin	5,500	5,400	98
Between 5-24%	MICHIGAN			
	Ortonagon	3,500	3,400	97
	MINNESOTA			
	Beltrami	12,000	11,500	96
	Cass	8,300	8,000	96
	WISCONSIN			
Burnett	5,500	5,400	97	
Price	6,400	6,200	97	
Totals		215,900	212,200	98
Net Weekly Circulation (1990)				150,700
Average Daily Circulation (1990)				90,400

**Need Broadcast TV or Cable TV Mail Labels
From the Factbook?**

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703-821-8130

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. Fax: 218-727-4415.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1010-ft. above av. terrain, 868-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 13"

Longitude 92° 07' 17"

Transmitter: 10 Observation Rd., Duluth.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 5-meter Ku-band; Andrew, 7.3-meter C-band; AvanteK receivers.

News Service: ABC, AP, Conus, SNS, UPI.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

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): Fletcher, Heald & Hildreth.

Represented (engineering): Smith & Powstenko.

Personnel:

GEORGE COUTURE, general manager.
 JOE GOLDEN, national sales manager.
 SUSAN ANDERSON, local sales manager.
 DAVE POIRIER, program manager.
 GEORGE W. WOODY, chief engineer.
 JOEL ANDERSON, news director.
 BRUCE GIANUNZIO, film director.
 JEFF LAUNDERGAN, on-station promotion.

Highest 30 Sec. Rate: \$375.

NETWORK BASE HOURLY RATE: \$850.

Arbitron Data: Figures include WIRT, Hibbing, MN.

City of License: Duluth. ADI: Duluth, MN-Superior, WI. Rank: 125.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN Gogebic	7,500	7,300	97
	MINNESOTA Aitkin	5,500	5,400	98
	Carleton	10,700	10,600	99
	Cook	1,800	1,800	100



WDIO-TV BPCT-3404 Granted 8/25/65

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Itasca	16,400	16,100	98
	Koochiching	5,800	5,600	97
	Lake	4,300	4,300	100
	St Louis	78,100	77,300	99
	WISCONSIN Ashland	6,400	6,300	98
	Bayfield	5,500	5,400	98
	Douglas	16,400	16,200	99
	Iron	2,700	2,700	100
	Sawyer	5,700	5,500	96
	Between 25-49%	MINNESOTA Beltrami	12,000	11,500
Pine		7,600	7,500	99
WISCONSIN Washburn		5,800	5,700	98
Between 5-24%		MICHIGAN Ontonagon	3,500	3,400
	MINNESOTA Cass	8,300	8,000	96
	WISCONSIN Burnett	5,500	5,400	97
Totals		209,500	206,000	98
Net Weekly Circulation (1990)				156,100
Average Daily Circulation (1990)				99,600

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, 12.50-kw max. aural. Antenna: 666-ft. above av. terrain, 517-ft. above ground, 2123-ft. above sea level.

Latitude	47°	22'	52"
Longitude	92°	57'	18"

Transmitter: Maple Hill, Hibbing, MN.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: August 31, 1967. Sale to present owners approved by FCC Nov. 27, 1987.

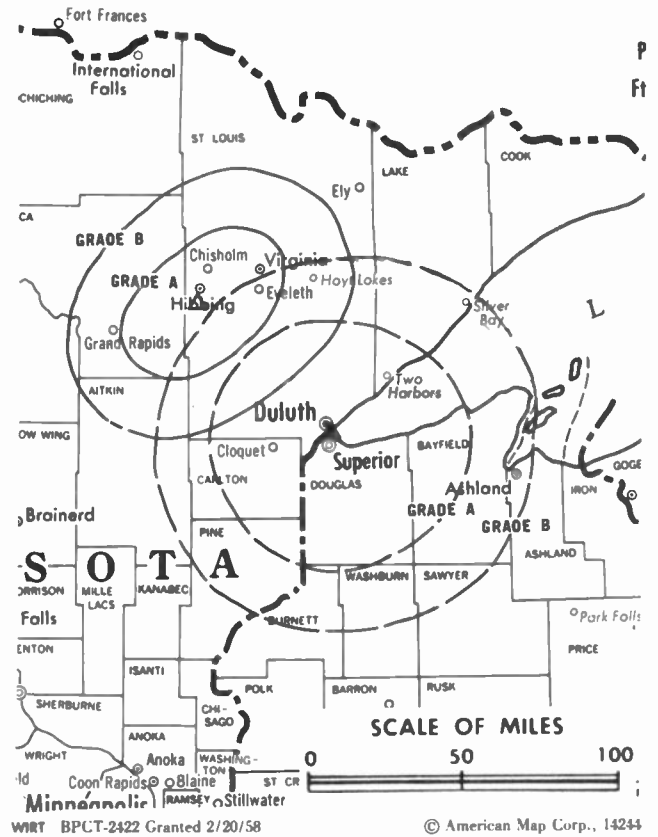
Personnel:

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:** 125.

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: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; M/A-Corn, Scientific-Atlanta, Standard Communications receivers.

News Services: CBS, UPI.

Ownership: United Communications Corp. (Group Owner).

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.

RICK KRAMLINGER, production manager.

DAVID HOOGE, chief engineer.

DAVID NIXON, news director.

LLOYD MILLER, local sales manager.

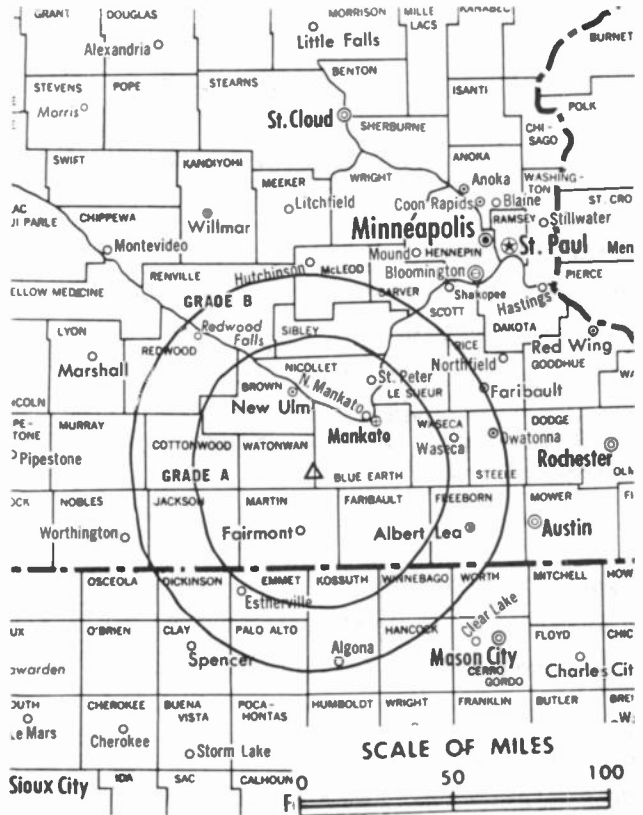
SHARON FREITAG, business manager.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$491.

City of License: Mankato. ADI: Mankato. Rank: 206.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



KEYC-TV BPCT-2433 Granted 6/11/58

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Net Weekly Circulation	State County	Total Households	TV Households	Households %	
50% & Over	Nicollet	10,200	10,100	99	
	Watowwan	4,700	4,600	98	
Between 25-49%	MINNESOTA				
	Freeborn	13,500	13,400	99	
	Le Sueur	8,800	8,700	99	
	Redwood	6,600	6,400	97	
	Renville	7,300	7,200	99	
	Sibley	5,400	5,300	98	
Waseca	6,800	6,700	99		
Between 5-24%	IOWA				
	Humboldt	5,000	4,900	98	
	Pocahontas	4,100	4,000	98	
	Winnebago	5,200	5,100	98	
MINNESOTA	Dodge	5,500	5,400	98	
	Lyon	9,100	8,900	98	
	McLeod	11,600	11,500	99	
	Murray	3,900	3,900	100	
	Nobles	7,600	7,500	99	
	Rice	16,400	16,200	99	
	Steele	11,300	11,200	99	
	Totals		222,100	218,700	98
	Net Weekly Circulation (1990)				97,100
Average Daily Circulation (1990)				50,500	

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. Fax: 612-541-8019.

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; Scientific-Atlanta, 10-meter; Vertex, 6-meter; Harris, 3-meter; DX Engineering, Harris, Scientific-Atlanta receivers.

SNG Mobile Dish: RSI, 2.4-meter Ku-band.

News Services: AP, Nexus, UPI.

Ownership: Gannett Broadcasting Group (Group Owner).

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): Reed, Smith, Shaw & McClay.

Personnel:

LINDA RIOS BROOK, president & general manager.
ELLIOT A. BASS, vice president & general sales manager.
KATHRYN BARDINS, vice president & community affairs manager.
H. G. (SKIP) ALDRICH, vice president & chief engineer.
RICHARD MODIG, vice president, broadcast operations.
JANET MASON, vice president, news.
SUSAN ADAMS LOYD, marketing & research director.
THOMAS FEE, local sales manager.
JOHN REMES, national sales manager.
PAME GARDNER, advertising & promotion manager.
PAUL BALDWIN, news director.
MERVEN JENSEN, controller.

Rates: On request.

City of License: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Anoka	77,200	77,000	100
	Benton	10,100	10,000	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,700	18,400	98
	Brown	10,200	10,000	98
	Carver	15,300	15,200	99
	Chippewa	5,500	5,400	98
	Chisago	9,800	9,700	99
	Cottonwood	5,200	5,000	96
	Dakota	87,400	86,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Douglas	11,600	11,400	98
	Goodhue	14,900	14,700	99
	Hennepin	420,000	416,300	99
	Isanti	9,400	9,300	99
	Jackson	4,800	4,700	98
	Kanabec	4,700	4,600	98
	Kandiyohi	14,500	14,200	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,800	8,700	99
	Lyon	9,100	8,900	98
	McLeod	11,600	11,500	99
	Martin	9,600	9,500	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,500	10,300	98
	Nicollet	10,200	10,100	99
	Pine	7,600	7,500	99
	Ramsey	190,000	188,500	99
	Redwood	6,600	6,400	97
	Renville	7,300	7,200	99
Rice	16,400	16,200	99	
Scott	18,300	18,200	99	
Sherburne	12,000	11,900	99	
Sibley	5,400	5,300	98	
Stearns	37,500	37,000	99	
Steele	11,300	11,200	99	
Stevens	3,600	3,500	97	
Swift	4,600	4,500	98	
Wabasha	7,600	7,500	99	
Waseca	6,800	6,700	99	
(Continued on page A-637)				
Totals		1,463,400	1,447,100	99
Net Weekly Circulation (1990)			1,106,500	
Average Daily Circulation (1990)			619,900	

Minnesota—Minneapolis-St. Paul

KITN

Ch. 29

Network Service: Fox.

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. **Fax:** 612-424-2649.

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"

Holds CP for change to 4556-kw max. visual, 1224-ft. above av. terrain, 1227-ft. above ground, 2136-ft. above sea level, lat. 45°03' 30", long. 93°07' 27". BPCT-900719KE.

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; Paracipse, 3.7-meter Ku & C-band; M/A-Com, Chapparral receivers.

News Service: CNN.

Ownership: Nationwide Communications Inc. (Group Owner).

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.
MARTIN SOKOLER, general sales manager.
DIANE MIGNONE, local sales manager.
RICHARD DEUTSCH, national sales manager.
DALE PALECEK, program director.
MARY O'NEILL, director of advertising & promotion.
KATHLEEN BEAUCHAMP, business manager.
DON KIRBY, chief engineer.

Rates: On request.

City of License: Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Anoka	77,200	77,000	100
	Carver	15,300	15,200	99
	Chippewa	5,500	5,400	98
	Chisago	9,800	9,700	99
	Dakota	87,400	86,900	99
	Hennepin	420,000	416,300	99
	Kandiyohi	14,500	14,200	98
	Lac Qui Parle	3,800	3,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ramsey	190,000	188,500	99
	Rice	16,400	16,200	99
	Scott	18,300	18,200	99
	Washington	44,800	44,500	99
	WISCONSIN			
	St Croix	17,200	17,000	99
Between 25-49%	MINNESOTA			
	Blue Earth	18,700	18,400	98
	Brown	10,200	10,000	98
	Cottonwood	5,200	5,000	96
	Douglas	11,600	11,400	98
	Goodhue	14,900	14,700	99
	Isanti	9,400	9,300	99
	Kanabec	4,700	4,600	98
	Le Sueur	8,800	8,700	99
	Mc Leod	11,600	11,500	99
	Nicollet	10,200	10,100	99
	Olmsted	37,500	37,200	99
	Pope	4,600	4,500	98
	Redwood	6,600	6,400	97
	Renville	7,300	7,200	99
	Sherburne	12,000	11,900	99
	Stearns	37,500	37,000	99
	Stevens	3,600	3,500	97
	Swift	4,600	4,500	98
	Wabasha	7,600	7,500	99
Waseca	6,800	6,700	99	
Watwan	4,700	4,600	98	
Winona	16,300	16,000	98	
Wright	21,300	21,000	99	
(Continued on page A-637)				
Totals		1,368,000	1,353,600	99
Net Weekly Circulation (1990)				625,200
Average Daily Circulation (1990)				212,700

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) 853-8995
 P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8750

Minnesota—Minneapolis-St. Paul

KMSP-TV

Ch. 9

Network Service: None, independent.

Licensee: 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.

Fax: 612-926-9368; 612-926-4935 (news).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: Circularly polarized, 1427-ft. above av. terrain, 1430-ft. above ground, 2339-ft. above sea level.

Latitude 45° 03' 30"
Longitude 93° 07' 27"

Transmitter: 550 Gramsie Rd., Shoreview.

Satellite Earth Stations: Microdyne, 7-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Harris, Microdyne, Scientific-Atlanta receivers.

News Service: CNN.

Ownership: United Television Inc. (Group Owner).

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): Wilmer, Cutler & Pickering.

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.
MARK HERMAN, local sales manager.
GENE STEINBERG, program director.
DARRELL SCHMIDT, business manager.
DONNA YONCHAK, traffic manager.
PENNY PARRISH, director of news.
SUSAN ARNESON, manager, program services.
DAROLD ARVIDSON, director of engineering.
PAMELA SPRINGER, promotion manager.
JEANINE SOCHA, research director.
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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Anoka	77,200	77,000	100
	Benton	10,100	10,000	99
	Blue Earth	18,700	18,400	98
	Brown	10,200	10,000	98
	Carver	15,300	15,200	99
	Chippewa	5,500	5,400	98
	Chisago	9,800	9,700	99



KMSP-TV 8PCT-860116KE Granted 9/30/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Crow Wing	18,200	17,800	98
	Dakota	87,400	86,900	99
	Dodge	5,500	5,400	98
	Goodhue	14,900	14,700	99
	Grant	2,700	2,700	100
	Hennepin	420,000	416,300	99
	Isanti	9,400	9,300	99
	Kanabec	4,700	4,600	98
	Kandiyohi	14,500	14,200	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,800	8,700	99
	McLeod	11,600	11,500	99
	Martin	9,600	9,500	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,500	10,300	98
	Nicollet	10,200	10,100	99
	Olmsted	37,500	37,200	99
	Pine	7,600	7,500	99
	Ramsey	190,000	188,500	99
	Redwood	6,600	6,400	97
	Renville	7,300	7,200	99
	Rice	16,400	16,200	99
	Scott	18,300	18,200	99
	Sherburne	12,000	11,900	99
	Sibley	5,400	5,300	98
	Stearns	37,500	37,000	99
	Steele	11,300	11,200	99
	Stevens	3,600	3,500	97
	Swift	4,600	4,500	98

(Continued on page A-637)

Totals	1,821,400	1,799,900	99
Net Weekly Circulation (1990)			1,075,200
Average Daily Circulation (1990)			493,200

Minnesota—St. Paul-Minneapolis

KSTP-TV

Ch. 5

(Also operates satellites 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. TWX: 62790871. Telex: 59-0244.

Fax: 612-642-4172.

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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 11-meter; Scientific-Atlanta, 5.5-meter; Scientific-Atlanta, 4.5-meter; Scientific-Atlanta, 3.7-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: ABC, AP, Conus.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: April 23, 1948.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

HAROLD C. CRUMP, president & general manager.
JOHN M. DEGAN, station manager.
KARL GENSHEIMER, vice president & director of sales.
MENDES NAPOLI, vice president, news.
DIXIE HANSEN, vice president & business manager.
JOHN MISNER, assistant general sales manager.
JOSEPH TAYLOR, chief engineer.
GUY GROSSMAN, marketing director.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1800.

Arbitron Data: Figures include KSAX, Alexandria & KRWF, Redwood Falls, MN.

City of License: St. Paul. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Anoka	77,200	77,000	100
	Benton	10,100	10,000	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,700	18,400	98
	Brown	10,200	10,000	98
	Carver	15,300	15,200	99
	Chippewa	5,500	5,400	98
	Chisago	9,800	9,700	99
	Crow Wing	18,200	17,800	98
	Dakota	87,400	86,900	99
	Dodge	5,500	5,400	98
	Douglas	11,600	11,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Goodhue	14,900	14,700	99
	Grant	2,700	2,700	100
	Hennepin	420,000	416,300	99
	Isanti	9,400	9,300	99
	Jackson	4,800	4,700	98
	Kanabec	4,700	4,600	98
	Kandiyohi	14,500	14,200	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,800	8,700	99
	Lyon	9,100	8,900	98
	McLeod	11,600	11,500	99
	Martin	9,600	9,500	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,500	10,300	98
	Nicollet	10,200	10,100	99
	Pine	7,600	7,500	99
	Pope	4,600	4,500	98
	Ramsey	190,000	188,500	99
	Redwood	6,600	6,400	97
	Renville	7,300	7,200	99
	Rice	16,400	16,200	99
	Scott	18,300	18,200	99
	Sherburne	12,000	11,900	99
	Sibley	5,400	5,300	98
	Stearns	37,500	37,000	99
	Steele	11,300	11,200	99
	Stevens	3,600	3,500	97
	Swift	4,600	4,500	98
	Todd	9,500	9,300	98

(Continued on page A-638)

Totals	1,568,000	1,549,600	99
Net Weekly Circulation (1990)			1,185,900
Average Daily Circulation (1990)			652,100

Minnesota—Minneapolis-St. Paul

KTMA-TV

Ch. 23

Network Service: None, independent.

Licensee: KTMA Acquisition Corp., Debtor in Possession, 1640 Como Ave., St. Paul, MN 55108.

Studio: 1640 Como Ave., St. Paul, MN 55108.

Telephone: 612-646-2300. Fax: 612-646-1220.

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; W/A-Com, Pinzone, Scientific-Atlanta receivers.

Ownership: KTMA Acquisition Corp.

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

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

Personnel:

DONALD W. O'CONNOR, president & general manager.

MIKE GILLHAM, general sales manager.

ROBB ANTHONY, local sales manager.

KIM MacDONALD, news director.

BRENDA WILSON, program director.

TIM JERKOVICH, promotion director.

CAROL MAUDER, business manager.

CAL LANG, marketing director.

STEVEN LUNDE, chief engineer.

Highest 30 Sec. Rate: \$1500.

City of License: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MINNESOTA			
	Anoka	77,200	77,000	100
	Chisago	9,800	9,700	99
	Dakota	87,400	86,900	99
	Isanti	9,400	9,300	99
	Kanabec	4,700	4,600	98
	Ramsey	190,000	188,500	99
	Rice	16,400	16,200	99
	Scott	18,300	18,200	99
	WISCONSIN			
	St Croix	17,200	17,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MINNESOTA			
	Benton	10,100	10,000	99
	Blue Earth	18,700	18,400	98
	Carver	15,300	15,200	99
	Goodhue	14,900	14,700	99
	Hennepin	420,000	416,300	99
	Le Sueur	8,800	8,700	99
	McLeod	11,600	11,500	99
	Meeker	7,900	7,800	99
	Sherburne	12,000	11,900	99
	Sibley	5,400	5,300	98
	Stearns	37,500	37,000	99
	Steele	11,300	11,200	99
	Waseca	6,800	6,700	99
	Washington	44,800	44,500	99
	Watsonwan	4,700	4,600	98
	Wright	21,300	21,000	99
	WISCONSIN			
	Pierce	11,700	11,500	98
	Polk	13,400	13,200	99
	Totals		1,106,600	1,096,900
Net Weekly Circulation (1990)			258,800	
Average Daily Circulation (1990)			69,100	

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

Minnesota—Minneapolis-St. Paul

WCCO-TV

Ch. 4

(Also operates satellites KCCO-TV, Alexandria & KCCW-TV Walker, MN)

Network Service: CBS.

Licensee: WCCO Television Inc., 90 South 11th St., Minneapolis, MN 55403.

Studio: 90 South 11th St., Minneapolis, MN 55403.

Telephone: 612-339-4444. TWX: 910-576-3401. Telecopier: 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 Datsat, 4.3-meter Ku-band; Microdyne, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; Andrew, 4.6-meter Ku & C-band; Scientific-Atlanta, 4.6-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. (Group Owner).

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:

ROBERT G. McGANN, vice president & general manager.

KEN REES, station manager.

WILLIAM BRADLEY, general sales director.

BETTY MAY, program coordinator.

LORI FINK GARELICK, program director.

JOHN CULLITON, director of news.

KEVIN CUDDIHY, local sales manager.

JOHN O'NEILL, national sales manager.

STEVEN SMITH, director of engineering & operations.

SUSAN WEAS, director of publicity & events.

GREG KECK, business manager.

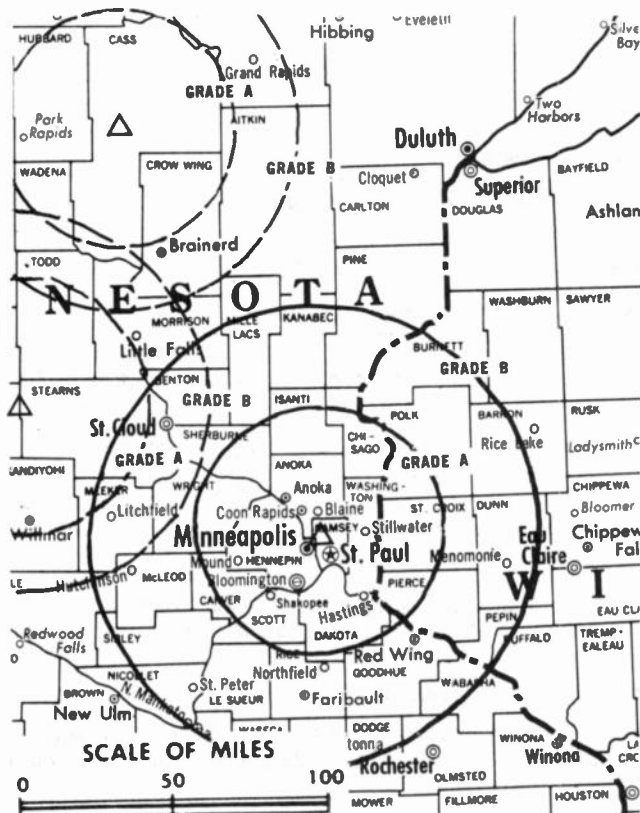
MICHAEL WRIGHT, director of graphic design.

Rates: On request.

City of License: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Anoka	77,200	77,000	100
	Benton	10,100	10,000	99
	Blue Earth	18,700	18,400	98
	Brown	10,200	10,000	98
	Carver	15,300	15,200	99
	Chisago	9,800	9,700	99
	Dakota	87,400	86,900	99



WCCO-TV BMPCT-7126 Granted 1/8/70

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dodge	5,500	5,400	98
	Goodhue	14,900	14,700	99
	Hennepin	420,000	416,300	99
	Isanti	9,400	9,300	99
	Kanabec	4,700	4,600	98
	Kandiyohi	14,500	14,200	98
	Le Sueur	8,800	8,700	99
	Lincoln	2,900	2,900	100
	Lyon	9,100	8,900	98
	McLeod	11,600	11,500	99
	Martin	9,600	9,500	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,500	10,300	98
	Nicollet	10,200	10,100	99
	Olmsted	37,500	37,200	99
	Pine	7,600	7,500	99
	Ramsey	190,000	188,500	99
	Redwood	6,600	6,400	97
	Renville	7,300	7,200	99
	Rice	16,400	16,200	99
	Scott	18,300	18,200	99
	Sherburne	12,000	11,900	99
	Sibley	5,400	5,300	98
	Stearns	37,500	37,000	99
	Steele	11,300	11,200	99
	Wabasha	7,600	7,500	99
	Waseca	6,800	6,700	99
	Washington	44,800	44,500	99
	Watwan	4,700	4,600	98

(Continued on page A-638)

Totals	1,518,400	1,501,500	99
Net Weekly Circulation (1990)			1,162,600
Average Daily Circulation (1990)			662,500

Minnesota—Redwood Falls

KRWF

Ch. 43

(Satellite of KSTP-TV, St. Paul-Minneapolis)

Network Service: ABC.

Licensee: KSAX Inc., 415 Fillmore St., Box 637, Alexandria, MN 56308.

Studio: See KSAX-TV, Alexandria, MN.

Telephones: 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 Broadcasting Inc. (Group Owner).

Began Operation: April 14, 1987.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

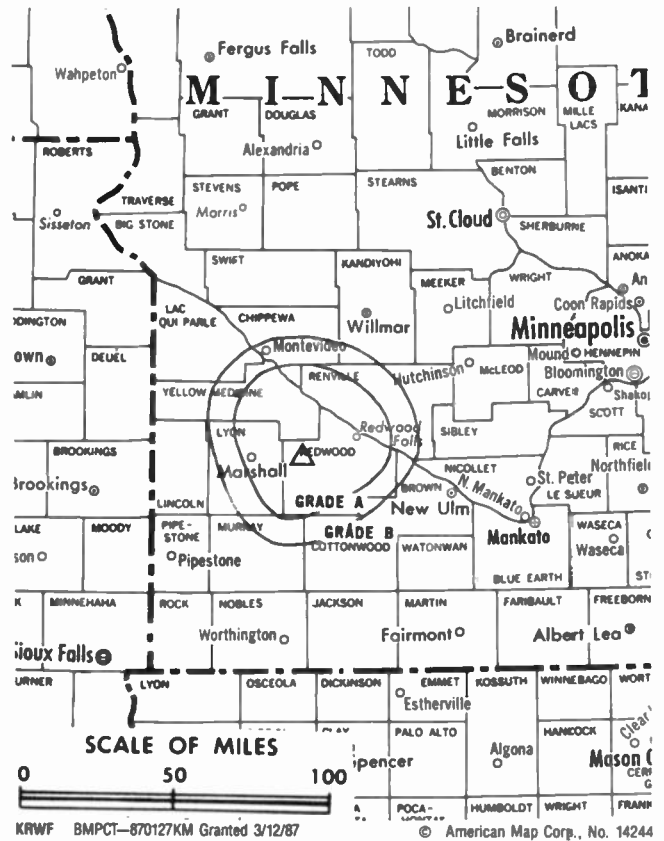
Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

MIKE BURGESS, general manager.

Rates: Sold in combination with KSAX-TV, Alexandria, 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 First Ave. SW, Rochester, MN 55902.

Studio: 601 First 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, Conus, NBC.

Ownership: Quincy Broadcasting Co. (Group Owner).

Began Operation: July 14, 1953. Sale to present owner by G. David Genting approved by FCC May 6, 1976 (Television Digest, Vol. 16:6). Transfer of control to Genting by Agnes P. Genting, Marvin O. Foss, Philip H. & Allan A. Genting approved April 2, 1963.

Represented (sales): Petry Television Inc.

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

Represented (engineering): Lohnes & Culver.

Personnel:

JOHN LEIFHEIT, vice president & general manager.

JOHN WADE, sales manager.

RONALD E. GRUBER, operations manager.

C. H. (BUD) SANDERS, chief engineer.

GENE CARLSON, news director.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$490.

City of License: Rochester. ADI: Rochester, MN-Mason City, IA-Austin, MN. Rank: 149.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cerro Gordo	20,000	19,800	99
	Floyd	7,100	7,000	99
	Hancock	5,500	5,400	98
	Howard	4,000	3,900	98
	Mitchell	4,500	4,500	100
	Winnebago	5,200	5,100	98
	Winneshiek	7,600	7,500	99
	Worth	3,500	3,500	100
	MINNESOTA			
	Dodge	5,500	5,400	98
	Faribault	7,300	7,200	99
	Fillmore	7,800	7,700	99
	Freeborn	13,500	13,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mower	15,000	14,900	99
	Olmsted	37,500	37,200	99
	Wabasha	7,600	7,500	99
	Winona	16,300	16,000	98
Between 25-49%	IOWA			
	Allamakee	5,400	5,300	98
	Chickasaw	5,300	5,200	98
	Kossuth	7,800	7,700	99
	MINNESOTA			
Houston	6,500	6,400	98	
Steele	11,300	11,200	99	
WISCONSIN				
	Buffalo	5,500	5,400	98
Vernon	10,200	10,000	98	
Between 5-24%	IOWA			
	Bremer	8,700	8,600	99
	Butler	6,300	6,200	98
	Emmet	4,800	4,700	98
	Franklin	5,100	5,100	100
	MINNESOTA			
	Blue Earth	18,700	18,400	98
	Goodhue	14,900	14,700	99
	Martin	9,600	9,500	99
	Nicollet	10,200	10,100	99
Waseca	6,800	6,700	99	
WISCONSIN				
	Crawford	6,100	6,000	98
La Crosse	36,400	36,000	99	
Totals		347,500	343,200	99
Net Weekly Circulation (1990)				164,800
Average Daily Circulation (1990)				89,400

Minnesota—Thief River Falls

KBRR

Ch. 10

(Satellite of KVRR, Fargo, ND)

Network Service: Fox.

Licensee: Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

Studio: See KVRR, Fargo.

Telephone: 701-277-1515. TWX: 510-600-6414. Fax: 701-277-1830.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 130-kw visual, 13-kw aural. Antenna: 596-ft. above av. terrain, 408-ft. above ground, 1624-ft. above sea level.

Latitude	48°	01'	19"
Longitude	96°	22'	12"

Transmitter: 227-ft. NE of intersection of Hwys. 3 & 12, W of St. Hilaire, MN.

Ownership: Red River Broadcast Corp. (Group Owner).

Began Operation: October 25, 1985.

Represented (sales): Blair Television.

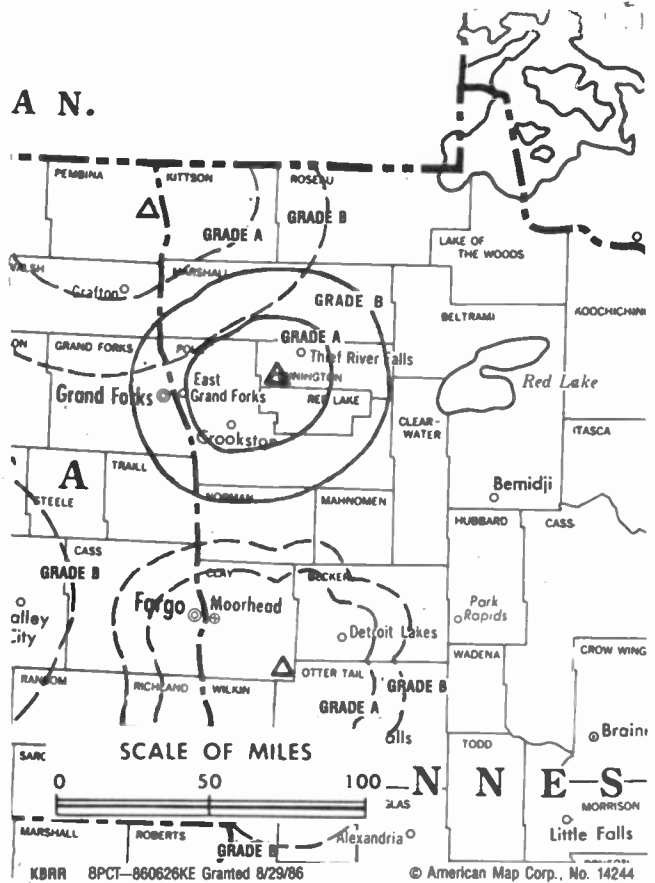
Represented (legal): Crowell & Moring.

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

Personnel:
See KVRR(TV), Fargo, ND.

Rates: On request.

Arbitron Data: Included with KVRR, Fargo, ND.



City of License: Thief River Falls. ADI: Fargo. Rank: 108.

Minnesota—Walker

KCCW-TV

Ch. 12

(Satellite of KCCO-TV, Alexandria, 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. **Fax:** 612-763-4991.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 933-ft. above av. terrain, 999-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: Satellite Video Systems, 4.5-meter C-band; Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: Midwest Communications Inc. (Group Owner).

Began Operation: January 1, 1964. Sale to present owner approved by FCC Oct. 15, 1987 (Television Digest, Vol. #26:45; 27:43).

Represented (sales): TeleRep Inc.

Personnel:

KEN REES, station manager.

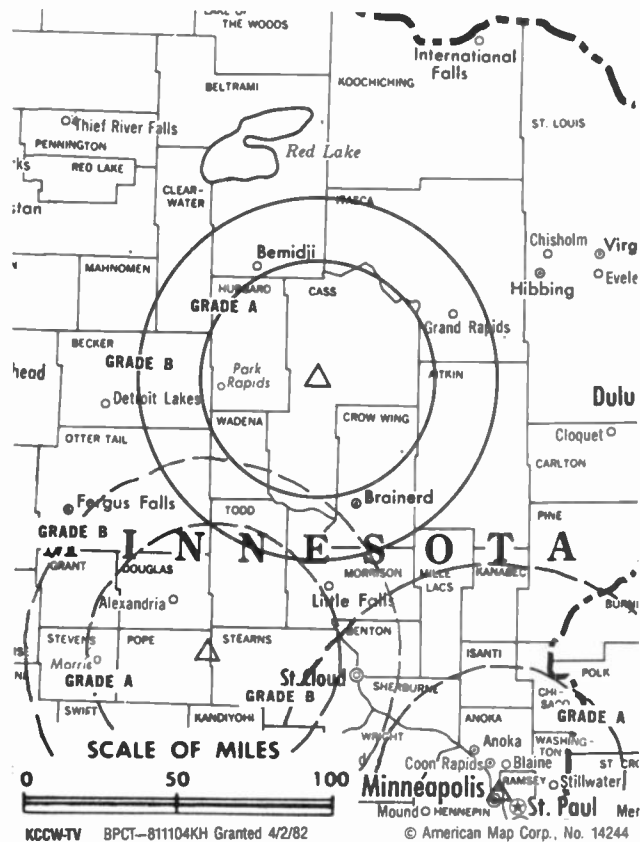
KEVIN CUDDIHY, general sales manager.

JOHN GINTHER, local sales manager.

WAYNE QUERNEMOEN, chief engineer.

JOHN FROYD, news director.

DUANE TINGUM, business manager.



Rates: Sold in combination with KCCO-TV, Alexandria, MN.

Arbitron Data: Included with KCCO-TV, Alexandria, MN.

City of License: Walker. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

Minnesota

KARE, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	MINNESOTA			
	Washington	44,800	44,500	99
	Watonwan	4,700	4,600	98
	Wright	21,300	21,000	99
	Yellow Medicine	4,600	4,400	96
	SOUTH DAKOTA			
	Grant	3,200	3,100	97
	WISCONSIN			
	Barron	15,800	15,400	97
	Burnett	5,500	5,400	97
	Pierce	11,700	11,500	98
Polk	13,400	13,200	99	
St Croix	17,200	17,000	99	
Between 25-49%	MINNESOTA			
	Aitkin	5,500	5,400	98
	Crow Wing	18,200	17,800	98
	Dodge	5,500	5,400	98
	Olmsted	37,500	37,200	99
	Pope	4,600	4,500	98
	Todd	9,500	9,300	98
	Traverse	1,800	1,800	100
	WISCONSIN			
	Dunn	12,300	12,000	98
	Eau Claire	32,000	31,500	98
	Pepin	2,800	2,700	96
	Washburn	5,800	5,700	98
	Between 5-24%	IOWA		
Emmet		4,800	4,700	98
MINNESOTA				
Cass		8,300	8,000	96
Lincoln		2,900	2,900	100
Murray		3,900	3,900	100
Wadena		5,000	4,800	96
WISCONSIN				
Chippewa		19,200	18,900	98
Rusk		5,800	5,700	97

KITN, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	WISCONSIN			
	Pierce	11,700	11,500	98
	Polk	13,400	13,200	99
Between 5-24%	MINNESOTA			
	Benton	10,100	10,000	99
	Big Stone	2,900	2,900	100
	Crow Wing	18,200	17,800	98
	Dodge	5,500	5,400	98
	Faribault	7,300	7,200	99
	Grant	2,700	2,700	100
	MINNESOTA			
	Jackson	4,800	4,700	98
	Lyon	9,100	8,900	98
	Martin	9,600	9,500	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,500	10,300	98
	Sibley	5,400	5,300	98
	Steele	11,300	11,200	99
	Yellow Medicine	4,600	4,400	96

KITN—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	SOUTH DAKOTA			
	Grant	3,200	3,100	97
	WISCONSIN			
	Barron	15,800	15,400	97
	Buffalo	5,500	5,400	98
Burnett	5,500	5,400	97	

KMSP-TV, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	MINNESOTA				
	Wabasha	7,600	7,500	99	
	Waseca	6,800	6,700	99	
	Washington	44,800	44,500	99	
	Watonwan	4,700	4,600	98	
	Wright	21,300	21,000	99	
	Yellow Medicine	4,600	4,400	96	
	WISCONSIN				
	Barron	15,800	15,400	97	
	Burnett	5,500	5,400	97	
	Dunn	12,300	12,000	98	
	Pepin	2,800	2,700	96	
	Pierce	11,700	11,500	98	
	Polk	13,400	13,200	99	
	St Croix	17,200	17,000	99	
	Washburn	5,800	5,700	98	
	Between 25-49%	IOWA			
		Emmet	4,800	4,700	98
		MINNESOTA			
		Big Stone	2,900	2,900	100
Carlton		10,700	10,600	99	
Cottonwood		5,200	5,000	96	
Douglas		11,600	11,400	98	
Faribault		7,300	7,200	99	
Freeborn		13,500	13,400	99	
Jackson		4,800	4,700	98	
Lincoln		2,900	2,900	100	
Lyon		9,100	8,900	98	
Nobles		7,600	7,500	99	
Otter Tail		20,100	19,700	98	
Pennington		5,600	5,500	98	
Pope		4,600	4,500	98	
Rock		3,800	3,800	100	
St Louis		78,100	77,300	99	
Todd		9,500	9,300	98	
Traverse		1,800	1,800	100	
Wadena	5,000	4,800	96		
Wilkin	2,800	2,800	100		
NORTH DAKOTA					
Grand Forks	24,700	24,500	99		
SOUTH DAKOTA					
Codington	8,900	8,800	99		
Grant	3,200	3,100	97		
WISCONSIN					
Chippewa	19,200	18,900	98		
Douglas	16,400	16,200	99		
Eau Claire	32,000	31,500	98		
Between 5-24%	MINNESOTA				
	Aitkin	5,500	5,400	98	
	Becker	11,200	11,000	98	
	Beltrami	12,000	11,500	96	
	Cass	8,300	8,000	96	
	Clay	17,100	17,000	99	

Minnesota

KMSP-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	MINNESOTA			
	Fillmore	7,800	7,700	99
	Hubbard	5,900	5,700	97
	Itasca	16,400	16,100	98
	Kittson	2,400	2,300	96
	Lake	4,300	4,300	100
	Lake Of The Woods	1,500	1,400	93
	Marshall	4,500	4,400	98
	Mower	15,000	14,900	99
	Murray	3,900	3,900	100
	Pipestone	4,300	4,200	98
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
	Roseau	5,000	4,700	94
	NORTH DAKOTA			
	Richland	7,100	7,000	99
	SOUTH DAKOTA			
	Brookings	8,900	8,800	99
	Day	3,000	3,000	100
	Roberts	3,900	3,800	97
	WISCONSIN			
	Buffalo	5,500	5,400	98
	Rusk	5,800	5,700	97
Sawyer	5,700	5,500	96	

KSTP-TV, St. Paul-Minneapolis (Arbitron Data Continued)

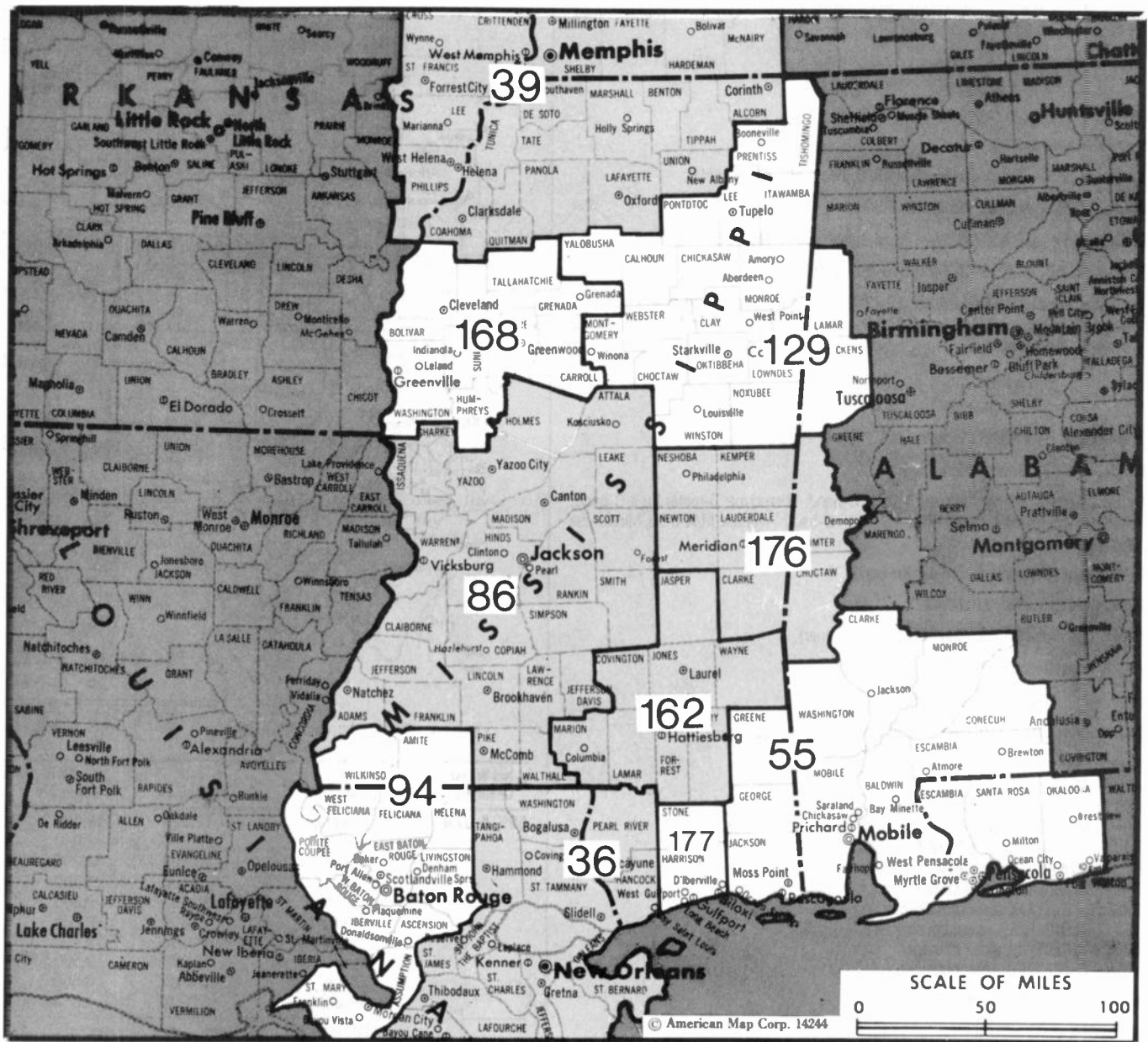
Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	MINNESOTA			
	Wabasha	7,600	7,500	99
	Wadena	5,000	4,800	96
	Waseca	6,800	6,700	99
	Washington	44,800	44,500	99
	Watsonwan	4,700	4,600	98
	Wright	21,300	21,000	99
	Yellow Medicine	4,600	4,400	96
	WISCONSIN			
	Barron	15,800	15,400	97
	Burnett	5,500	5,400	97
	Dunn	12,300	12,000	98
	Pepin	2,800	2,700	96
	Pierce	11,700	11,500	98
	Polk	13,400	13,200	99
	St Croix	17,200	17,000	99
	Between 25-49%	MINNESOTA		
Aitkin		5,500	5,400	98
Beltrami		12,000	11,500	96
Cass		8,300	8,000	96
Cottonwood		5,200	5,000	96
Faribault		7,300	7,200	99
Hubbard		5,900	5,700	97
Lincoln		2,900	2,900	100
Murray		3,900	3,900	100
Nobles		7,600	7,500	99
Olmsted		37,500	37,200	99
Otter Tail		20,100	19,700	98
Traverse		1,800	1,800	100
Winona		16,300	16,000	98
SOUTH DAKOTA				
Grant		3,200	3,100	97
WISCONSIN				
Washburn		5,800	5,700	98

KSTP-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	IOWA			
	Emmet	4,800	4,700	98
	MINNESOTA			
	Fillmore	7,800	7,700	99
	Rock	3,800	3,800	100
	Wilkin	2,800	2,800	100
	NORTH DAKOTA			
	Richland	7,100	7,000	99
	WISCONSIN			
	Buffalo	5,500	5,400	98
	Chippewa	19,200	18,900	98
	Eau Claire	32,000	31,500	98
	Rusk	5,800	5,700	97
	Sawyer	5,700	5,500	96

WCCO-TV, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	MINNESOTA				
	Wright	21,300	21,000	99	
	Yellow Medicine	4,600	4,400	96	
	WISCONSIN				
	Barron	15,800	15,400	97	
	Burnett	5,500	5,400	97	
	Dunn	12,300	12,000	98	
	Pepin	2,800	2,700	96	
	Pierce	11,700	11,500	98	
	Polk	13,400	13,200	99	
	St Croix	17,200	17,000	99	
	Washburn	5,800	5,700	98	
	Between 25-49%	MINNESOTA			
		Aitkin	5,500	5,400	98
		Chippewa	5,500	5,400	98
		Cottonwood	5,200	5,000	96
		Crow Wing	18,200	17,800	98
Faribault		7,300	7,200	99	
Jackson		4,800	4,700	98	
Nobles		7,600	7,500	99	
Pope		4,600	4,500	98	
Todd		9,500	9,300	98	
Winona		16,300	16,000	98	
SOUTH DAKOTA					
Grant		3,200	3,100	97	
WISCONSIN					
Chippewa		19,200	18,900	98	
Eau Claire		32,000	31,500	98	
Between 5-24%		MINNESOTA			
	Big Stone	2,900	2,900	100	
	Cass	8,300	8,000	96	
	Douglas	11,600	11,400	98	
	Freeborn	13,500	13,400	99	
	Murray	3,900	3,900	100	
	Pipestone	4,300	4,200	98	
	Rock	3,800	3,800	100	
	Swift	4,600	4,500	98	
	Traverse	1,800	1,800	100	
	Wadena	5,000	4,800	96	
	SOUTH DAKOTA				
	Brookings	8,900	8,800	99	
	WISCONSIN				
	Buffalo	5,500	5,400	98	
	Rusk	5,800	5,700	97	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New Orleans, LA	640,800	36	WCCL (49), WDSU-TV (6), WGNO (26), WNOL-TV (38), WVUE (8), WWL-TV (4)
Memphis, TN	605,400	39	WHBQ-TV (13), WLMT (30), WMC-TV (5), WPTY-TV (24), WREG-TV (3)
Mobile, AL-Pensacola, FL	467,900	55	WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRG-TV (5), WMPV-TV (21), WPAN (53), WPML (15)
Jackson, MS	292,900	86	WAPT (16), WDBD (40), WJTV (12), WLBT-TV (3)
Baton Rouge, LA	253,600	94	WAFB (9), WBRZ (2), WVLA (33)
Columbus-Tupelo, MS	164,400	129	WCBI-TV (4), WTVA (9), WWSB-TV (27)
Laurel-Hattiesburg, MS	91,000	162	WDAM-TV (7), WHLT (22)
Greenwood-Greenville, MS	82,200	168	WABG-TV (6), WXVT (15)
Meridian, MS	67,300	176	WLBM-TV (30), WTOK-TV (11), WTZH (24)
Biloxi-Gulfport-Pascagoula, MS	66,700	177	WLOX-TV (13), WXXV-TV (25)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WXXV-TV, Biloxi	See Gulfport MS
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, 1990

	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 39535.

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 C-band; Microdyne, 5-meter Ku & C-band; Andrew, 4.5-meter C-band; RCA, 4.5-meter C-band; Avantek, M/A-Com, Microdyne receivers.

SNG Mobile Dish: RSI, 2.4-meter Ku-band.

News Services: ABC, AP, NIWS.

Ownership: Love Broadcasting Co. (Group Owner).

Began Operation: September 15, 1962.

Represented (sales): Katz 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.
DAVID VINCENT, vice president & news director.
BOBBY EDWARDS, general sales manager.
RALPH CAUDILL, national sales manager.
DARLENE DUFFANO, program director.
TED FORTENBERRY, promotion director.
GENE FAUCETT, business manager.
JAMES S. FLEMING, chief engineer.

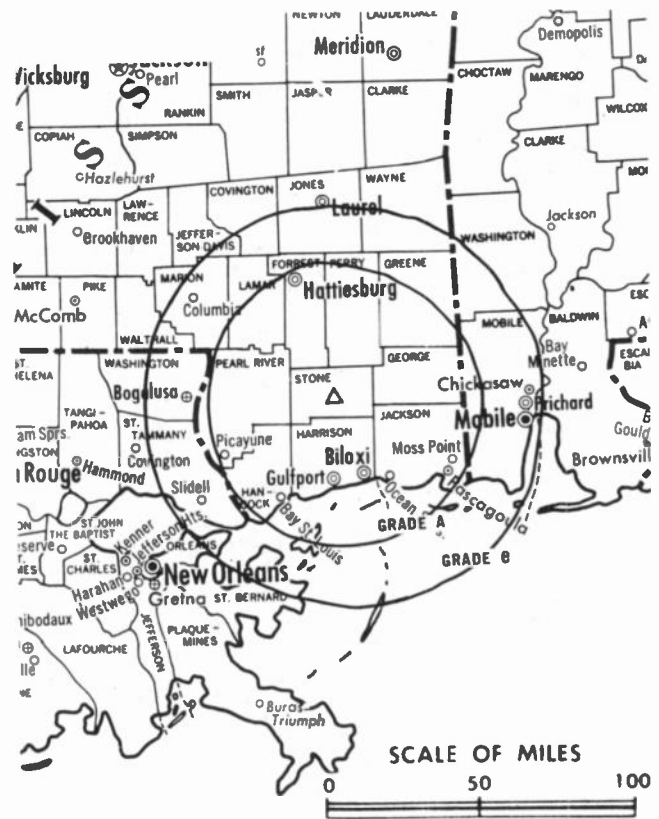
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$550.

City of License: Biloxi. ADI: Biloxi-Gulfport-Pascagoula. Rank: 177.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Forrest	26,400	26,100	99
	George	5,700	5,600	99
	Greene	3,300	3,200	97



WLOX-TV BMPCT-5991 Granted 7/31/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hancock	12,200	12,100	99
	Harrison	63,300	62,900	99
	Jackson	45,200	44,900	99
	Jones	23,400	23,200	99
	Lamar	10,100	9,900	99
	Marion	9,400	9,200	98
	Pearl River	14,300	14,100	99
	Perry	3,600	3,500	99
	Stone	3,700	3,600	99
	Walthall	4,900	4,800	98
Between 25-49%	LOUISIANA			
	Washington	17,100	16,800	98
	MISSISSIPPI			
	Covington	6,100	6,000	98
	Jefferson Davis	4,800	4,700	98
Wayne	7,000	6,900	99	
Between 5-24%	MISSISSIPPI			
	Jasper	6,000	5,900	98
Totals		266,500	263,400	99
Net Weekly Circulation (1990)				200,000
Average Daily Circulation (1990)				122,700

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. & Family (Group Owner).

Began Operation: July 13, 1956.

Represented (sales): Seltek Inc.

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

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

Personnel:

STAN SEGAL, group manager.
FRANK IMES, general manager.
MARK GORDON, local sales manager.
GENE EDWARDS, news director.
DONNY BISHOP, chief engineer.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$1075.

City of License: Columbus. ADI: Columbus-Tupelo. Rank: 129.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Fayette	7,300	7,200	99
	Lamar	6,400	6,300	98
	Pickens	7,300	7,100	98
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Chickasaw	6,400	6,300	98
	Choctaw	3,100	3,100	98
	Clay	7,600	7,500	99
	Itawamba	8,000	7,900	99
	Kemper	3,600	3,500	97
	Lee	24,900	24,700	99
	Lowndes	22,000	21,800	99
Monroe	13,000	12,800	99	
Noxubee	4,100	4,000	98	
Oktober	12,400	12,200	98	



WCBI-TV BPCT-840723KS Granted 1/30/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pontotoc	8,600	8,500	99
	Prentiss	9,400	9,300	99
	Tishomingo	7,100	7,000	99
	Webster	3,800	3,700	97
	Winston	7,000	6,900	99
Between 25-49%	ALABAMA			
	Greene	3,700	3,600	97
	MISSISSIPPI			
	Carroll	3,500	3,400	97
	Montgomery	4,400	4,300	98
	Neshoba	9,300	9,200	99
Between 5-24%	Tallahatchie	5,400	5,300	97
	Union	8,900	8,800	99
	Yalobusha	5,100	5,000	98
	ALABAMA			
	Franklin	11,300	11,100	99
	Marion	12,300	12,200	99
	Perry	5,000	4,900	98
	Sumter	5,400	5,300	98
	MISSISSIPPI			
	Alcorn	13,300	13,100	99
Attala	7,200	7,100	98	
Grenada	6,900	6,800	98	
Holmes	7,600	7,400	98	
Lafayette	11,500	11,300	99	
Leflore	13,900	13,700	98	
Panola	10,200	10,000	99	
Tippah	7,100	7,000	99	
Totals		319,700	314,900	98
Net Weekly Circulation (1990)				172,400
Average Daily Circulation (1990)				102,700

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: ADM, 5.5-meter; DH Satellite, 5-meter; Harris, 3-meter; RCA, 3-meter.

News Services: AP, CBS, Group W Newsfeed, Sports News Satellite.

Ownership: Lamco Communications Inc. (Group Owner).

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.

GINA SMITH, program director.

DAVID MITCHELL, promotion director.

ROBBIN MORGAN, business manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$225.

City of License: Greenville. ADI: Greenwood-Greenville. Rank: 168.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	MISSISSIPPI			
	Bolivar	14,500	14,100	98
	Coahoma	12,400	12,100	98
	Grenada	6,900	6,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Humphreys	4,500	4,400	98
	Leflore	13,900	13,700	98
	Sunflower	10,900	10,600	98
	Tallahatchie	5,400	5,300	97
	Washington	23,900	23,500	98
Between 25-49%	MISSISSIPPI			
	Carroll	3,500	3,400	97
	Montgomery	4,400	4,300	98
	Quitman	4,000	3,900	97
Between 5-24%	ARKANSAS			
	Desha	6,600	6,500	98
	Phillips	10,800	10,500	97
Totals	MISSISSIPPI			
	Holmes	7,600	7,400	98
	Yalobusha	5,100	5,000	98
Totals		140,100	137,000	98
Net Weekly Circulation (1990)				81,500
Average Daily Circulation (1990)				49,100

Mississippi—Greenwood-Greenville

WABG-TV

Ch. 6

Network Service: ABC.

Licensee: Mississippi Telecasting Co. Inc., Box 720, Greenwood, MS 38930.

Studios: 849 Washington Ave., Box 1243, Greenville, MS 38701; 2001 Garrard Ave., Box 720, Greenwood, MS 38930.

Telephones: 601-332-0949, Greenville; 601-453-4001, Greenwood.

TWX: 810-966-0022. Fax: 601-334-6420.

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: ABC, AP, CNN.

Ownership: Bahakel Communications Ltd. (Group Owner).

Began Operation: October 20, 1959.

Represented (sales): Katz Television.

Personnel:

CY N. BAHAKEL, president.

JOHN ROGERS, general manager.

BUD BORCHERT, station manager, Greenwood.

MIKE SEILER, general sales manager.

GLENN YORK, operations manager.

BRAD LeBRUN, chief engineer.

JEFF PISELLI, news director.

GENE DENT, program & promotion director.

JANET FERGUSON, office manager.

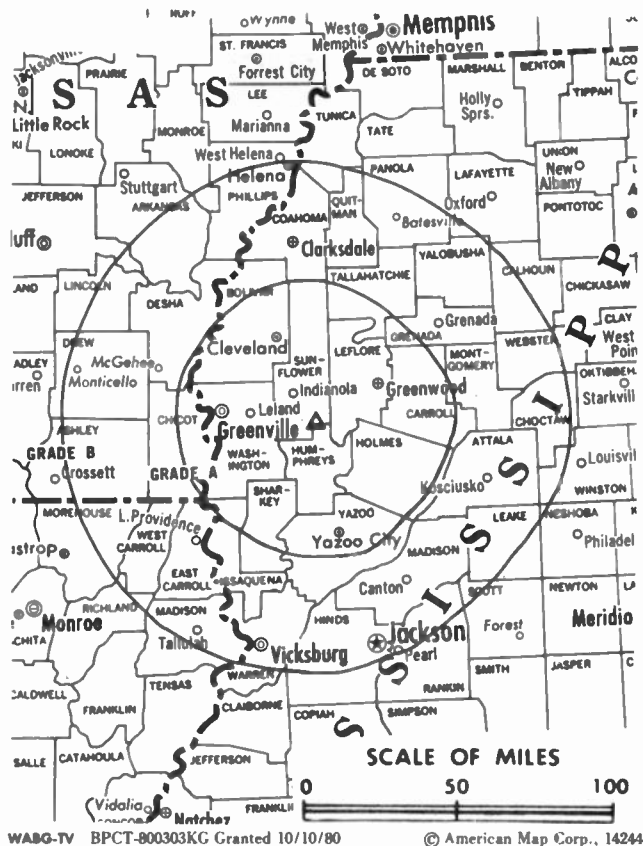
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$550.

City of License: Greenwood. ADI: Greenwood-Greenville. Rank: 168.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	MISSISSIPPI			
	Attala	7,200	7,100	98
	Bolivar	14,500	14,100	98
	Carroll	3,500	3,400	97
	Coahoma	12,400	12,100	98
	Grenada	6,900	6,800	98
	Holmes	7,600	7,400	98
	Humphreys	4,500	4,400	98
	Issaquena	800	800	100
	Leflore	13,900	13,700	98
	Montgomery	4,400	4,300	98
	Quitman	4,000	3,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sharkey	2,300	2,200	98
	Sunflower	10,900	10,600	98
	Tallahatchie	5,400	5,300	97
	Washington	23,900	23,500	98
	Yalobusha	5,100	5,000	98
	Yazoo	9,500	9,400	98
Between 25-49%	LOUISIANA			
	East Carroll	3,700	3,600	97
	West Carroll	4,700	4,600	98
	MISSISSIPPI			
Calhoun	5,700	5,600	98	
Choctaw	3,100	3,100	98	
Webster	3,800	3,700	97	
Between 5-24%	ARKANSAS			
	Ashley	9,400	9,200	98
	Bradley	5,100	5,000	98
	Desha	6,600	6,500	98
	Phillips	10,800	10,500	97
	LOUISIANA			
	Madison	5,800	5,700	97
	MISSISSIPPI			
	Lafayette	11,500	11,300	99
	Leake	6,900	6,800	99
Madison	17,800	17,400	98	
Noxubee	4,100	4,000	98	
Panola	10,200	10,000	99	
Warren	19,300	19,000	99	
Totals		271,000	265,500	98
Net Weekly Circulation (1990)				136,100
Average Daily Circulation (1990)				79,700

Mississippi—Gulfport

WXXV-TV

Ch. 25

Network Service: Fox.

Licensee: AmSouth Realty Inc., Box 11007, Birmingham, AL 35288.

Studio: Hwy. 49 North, Gulfport, MS 39505.

Mailing Address: Box 2500, Gulfport, MS 39505.

Telephone: 205-320-7151. **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.

Ownership: AmSouth Realty Inc.

Began Operation: February 14, 1987. Sale to present owner by Gulf Coast TV Ltd. approved by FCC Dec. 8, 1989.

Represented (sales): Adam Young Inc.

Represented (legal): Cordon & Kelly.

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

Personnel:

WILLIAM RITCHIE, general manager.

TERRY SMITH, station manager.

BILL REYNOLDS, general sales manager.

CURT MABRY, promotion director.

KATHY HAYES, program director.

RAY LUKE, chief engineer.

Highest 30 Sec. Rate: \$325.

City of License: Gulfport. **ADI:** Biloxi-Gulfport-Pascagoula. **Rank:** 177.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	George	5,700	5,600	99
	Greene	3,300	3,200	97
	Harrison	63,300	62,900	99
	Jackson	45,200	44,900	99
	Stone	3,700	3,600	99
Between 25-49%	MISSISSIPPI			
	Covington	6,100	6,000	98



WXXV-TV BMPCT—840824KJ Granted 2/28/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Forrest	26,400	26,100	99
	Hancock	12,200	12,100	99
	Jones	23,400	23,200	99
	Lamar	10,100	9,900	99
	Marion	9,400	9,200	98
	Pearl River	14,300	14,100	99
	Perry	3,600	3,500	99
Between 5-24%	ALABAMA			
	Washington	5,800	5,700	98
	LOUISIANA			
	Washington	17,100	16,800	98
	MISSISSIPPI			
	Jasper	6,000	5,900	98
	Jefferson Davis	4,800	4,700	98
Walthall	4,900	4,800	98	
Wayne	7,000	6,900	99	
Totals		272,300	269,100	99
Net Weekly Circulation (1990)			117,400	
Average Daily Circulation (1990)			49,500	

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 39401.

Mailing Address: Box 232, Hattiesburg, MS 39401-0232.

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.

News Service: AP.

Ownership: News Press & Gazette Co. (Group Owner).

Began Operation: January 23, 1987.

Represented (sales): Blair Television.

Personnel:

BEN R. STRICKLAND, vice president & general manager.

WALTER JOHNSON, news director.

DANIEL HAMILTON, production manager.

Highest 30 Sec. Rate: \$250.

City of License: Hattiesburg. ADI: Laurel-Hattiesburg. Rank: 162.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Covington	6,100	6,000	98
	Forrest	26,400	26,100	99
	Jones	23,400	23,200	99
	Lamar	10,100	9,900	99
	Perry	3,600	3,500	99
Between 25-49%	MISSISSIPPI			
	Jasper	6,000	5,900	98
	Jefferson Davis	4,800	4,700	98
	Marion	9,400	9,200	98
	Wayne	7,000	6,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSISSIPPI			
	Greene	3,300	3,200	97
	Pearl River	14,300	14,100	99
	Smith	5,700	5,600	98
	Stone	3,700	3,600	99
Totals		123,800	121,900	98
Net Weekly Circulation (1990)				57,100
Average Daily Circulation (1990)				25,200

Some 23,705 key industry people can see your message when you advertise in the **Television & Cable Factbook**

Mississippi—Jackson

WAPT

Ch. 16

Network Service: ABC.

Licensee: NTG Inc., 405 Lexington Ave., New York, NY 10174.

Studio: Channel 16 Way & Maddox Rd., Jackson, MS 39209.

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 Stations: Microdyne, 4-meter C-band; Scientific-Atlanta, 4-meter; M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: BMS, Ku-band.

News Service: AP.

Ownership: Northstar Television Group Inc. (Group Owner).

Began Operation: October 3, 1970. Sale to present owners approved Sept. 11, 1989. Sale to Price Communications approved June 23, 1987 (Television Digest, Vol. 27:21). Sale to Clay Communications by Lewis C. Hopper, et al., approved by FCC March 18, 1979. Sale by American Public Life Insurance Co. to Lewis Hopper, et al. approved by FCC March 18, 1976.

Represented (sales): Pety Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

BILL FERRELL, general manager.

JOE ROOT, station manager.

MAX LAIL, local sales manager.

TERRY KURTRIGHT, news director.

JOE ROOT, program director.

JOHN MICHAEL SCANLON, promotion director.

ANNA BOX, business manager.

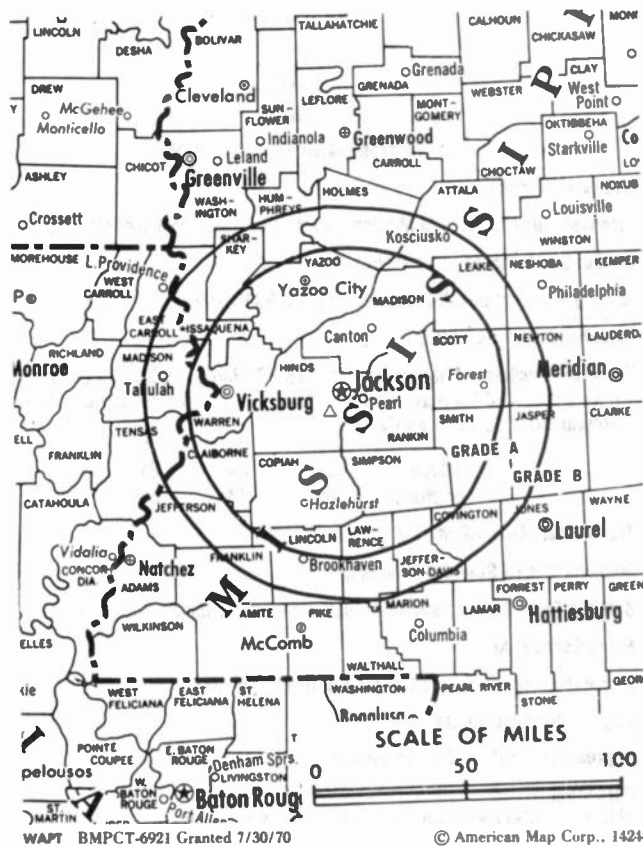
Highest 30 Sec. Rate: \$655.

NETWORK BASE HOURLY RATE: \$400.

City of License: Jackson. ADI: Jackson, MS. Rank: 86.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Copiah	9,500	9,400	98
	Hinds	96,800	96,100	99
	Issaquena	800	800	100
	Jefferson	3,000	2,900	97
	Lawrence	4,600	4,500	98
	Lincoln	11,600	11,400	99
	Madison	17,800	17,400	98
	Rankin	29,400	29,000	99
Simpson	8,900	8,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Warren	19,300	19,000	99
	Yazoo	9,500	9,400	98
Between 25-49%	LOUISIANA			
	Madison	5,800	5,700	97
	Tensas	3,000	2,900	97
	MISSISSIPPI			
	Adams	13,800	13,600	98
	Attala	7,200	7,100	98
	Claiborne	3,700	3,600	97
	Franklin	3,300	3,200	97
	Holmes	7,600	7,400	98
	Humphreys	4,500	4,400	98
	Jefferson Davis	4,800	4,700	98
	Leake	6,900	6,800	99
Montgomery	4,400	4,300	98	
Newton	7,700	7,600	99	
Pike	13,900	13,700	98	
Scott	9,700	9,600	99	
Sharkey	2,300	2,200	98	
Smith	5,700	5,600	98	
Between 5-24%	LOUISIANA			
	Concordia	8,200	8,000	98
	East Carroll	3,700	3,600	97
	MISSISSIPPI			
	Carroll	3,500	3,400	97
Covington	6,100	6,000	98	
Jasper	6,000	5,900	98	
Totals		343,000	338,000	99
Net Weekly Circulation (1990)				213,100
Average Daily Circulation (1990)				117,100

Mississippi—Jackson

WDBD
Ch. 40

Network Service: Fox.

Licensee: D & K Broadcast Properties L.P., 7200 Wisconsin Ave., No. 310, Bethesda, MD 20814.

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: Donatelli & Klein Inc. (Group Owner).

Began Operation: December 27, 1984. Transfer of control of CP from Brenda Harrison to H. Bernard Dixon approved by FCC April 30, 1985. Transfer of control from H. Bernard Dixon to Media Central approved by FCC Nov. 26, 1985. Assignment of license from Media Central to C. Kenneth Still, trustee approved May 10, 1989. Sale to current owner approved by FCC June 22, 1989.

Represented (sales): Independent TV Sales.

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

Personnel:

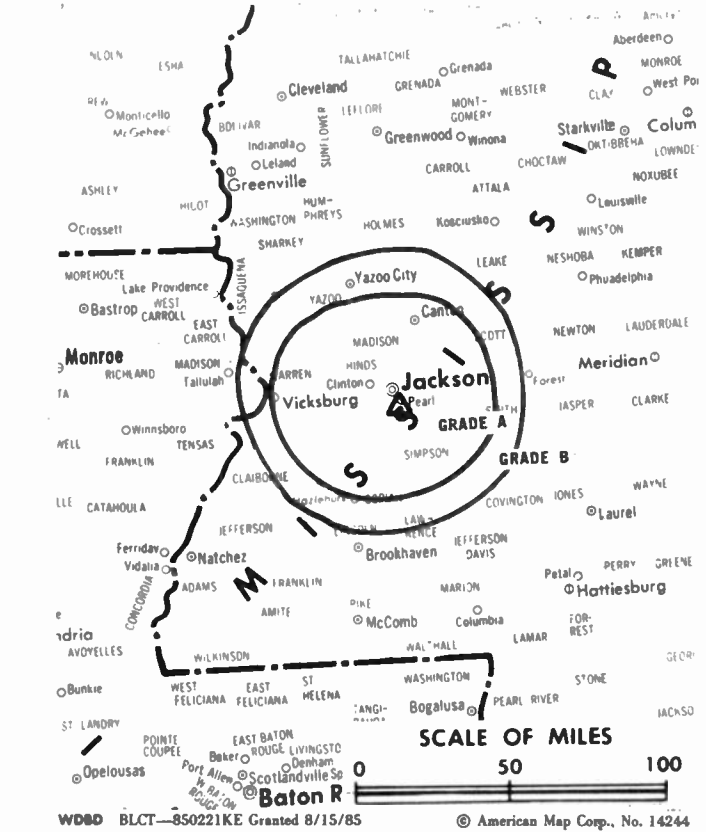
SAM McLEOD, general manager.
LYNN BOGGS, general sales manager.
ALAN SIMMONS, program director.
DON LONG, chief engineer.
HANK DOWNEY, news director.

Highest 30 Sec. Rate: \$150.

City of License: Jackson. ADI: Jackson, MS. Rank: 86.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Claiborne	3,700	3,600	97
	Copiah	9,500	9,400	98
	Hinds	96,800	96,100	99
	Madison	17,800	17,400	98
	Rankin	29,400	29,000	99
	Simpson	8,900	8,800	99
Yazoo	9,500	9,400	98	
Between 25-49%	LOUISIANA			
	Madison	5,800	5,700	97
	MISSISSIPPI			
	Holmes	7,600	7,400	98
	Humphreys	4,500	4,400	98
	Issaquena	800	800	100
	Jefferson	3,000	2,900	97
Lawrence	4,600	4,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	LOUISIANA			
	Leake	6,900	6,800	99
	Lincoln	11,600	11,400	99
	Scott	9,700	9,600	99
	Sharkey	2,300	2,200	98
	Smith	5,700	5,600	98
Between 5-24%	LOUISIANA			
	East Carroll	3,700	3,600	97
	Tensas	3,000	2,900	97
	MISSISSIPPI			
	Attala	7,200	7,100	98
	Carroll	3,500	3,400	97
	Covington	6,100	6,000	98
	Franklin	3,300	3,200	97
	Jasper	6,000	5,900	98
	Jefferson Davis	4,800	4,700	98
Montgomery	4,400	4,300	98	
Newton	7,700	7,600	99	
Totals		307,100	302,700	99
Net Weekly Circulation (1990)			140,800	
Average Daily Circulation (1990)			61,200	

THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS

Call Lynn Levine or Nancy Cramer
202-872-9200

Mississippi—Jackson

WJTV

Ch. 12

(Operates satellite WHLT, Hattiesburg-Laurel, MS)

Network Service: CBS.

Licensee: News Press & Gazette Co., Box 8887, Jackson, MS 39284.

Studio: 1820 TV Road, Jackson, MS 39204.

Mailing Address: Box 8887, Jackson, MS 39284.

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. (Group Owner).

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): Blair Television.

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

Personnel:

JOHN A. MacGREGOR, president.
MICHAEL R. BROOKS, exec. vice president & general manager.
FRED HOWARD, local sales manager.
SCOTT SIMPSON, local sales manager.
WALTER SADDLER, news director.
GLENDA McKAY, program & public affairs director.
BUCK HOLSTON, chief engineer.

Rates: On request.

City of License: Jackson. ADI: Jackson, MS. Rank: 86.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Madison	5,800	5,700	97
	MISSISSIPPI			
	Adams	13,800	13,600	98
	Attala	7,200	7,100	98
	Claiborne	3,700	3,600	97
	Copiah	9,500	9,400	98
	Franklin	3,300	3,200	97
	Hinds	96,800	96,100	99
	Holmes	7,600	7,400	98
	Humphreys	4,500	4,400	98
	Issaquena	800	800	100
	Jefferson	3,000	2,900	97
	Jefferson Davis	4,800	4,700	98
	Lawrence	4,600	4,500	98
	Leake	6,900	6,800	99
	Lincoln	11,600	11,400	99
	Madison	17,800	17,400	98
	Montgomery	4,400	4,300	98
	Pike	13,900	13,700	98
	Rankin	29,400	29,000	99
Scott	9,700	9,600	99	



WJTV BPCT-2540 Granted 1/10/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sharkey	2,300	2,200	98
	Simpson	8,900	8,800	99
	Smith	5,700	5,600	98
	Warren	19,300	19,000	99
	Yazoo	9,500	9,400	98
Between 25-49%	LOUISIANA			
	Tensas	3,000	2,900	97
	MISSISSIPPI			
	Bolivar	14,500	14,100	98
	Carroll	3,500	3,400	97
	Covington	6,100	6,000	98
	Grenada	6,900	6,800	98
	Jasper	6,000	5,900	98
	Leflore	13,900	13,700	98
	Neshoba	9,300	9,200	99
Between 5-24%	NEWTON	7,700	7,600	99
	Sunflower	10,900	10,600	98
	Walthall	4,900	4,800	98
	Washington	23,900	23,500	98
	Winston	7,000	6,900	99
	ARKANSAS			
	Chicot	5,700	5,500	96
	LOUISIANA			
	East Carroll	3,700	3,600	97
	Franklin	8,500	8,300	98
Richland	7,900	7,800	99	
West Carroll	4,700	4,600	98	
MISSISSIPPI				
Amite	4,800	4,700	98	
Choctaw	3,100	3,100	98	
Marion	9,400	9,200	98	
Webster	3,800	3,700	97	
Totals		474,000	466,500	98
Net Weekly Circulation (1990)			312,300	
Average Daily Circulation (1990)			191,400	

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: Circularly polarized, 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.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Civic Communications Corp. (Group Owner).

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.
- BRAD STREIT, station manager.
- DAN MODISSETT, general sales manager.
- FRANKIE THOMAS, local sales manager.
- DENNIS SMITH, news director.
- JACQUELINE WARREN, promotion director.
- FRANK CARLISLE, business manager.
- JACQUELYN GARY, personnel director.
- GOLDIA REVIES, public service director.
- RENAE WRIGHT, marketing director.
- FLOYD KINARD, chief engineer.

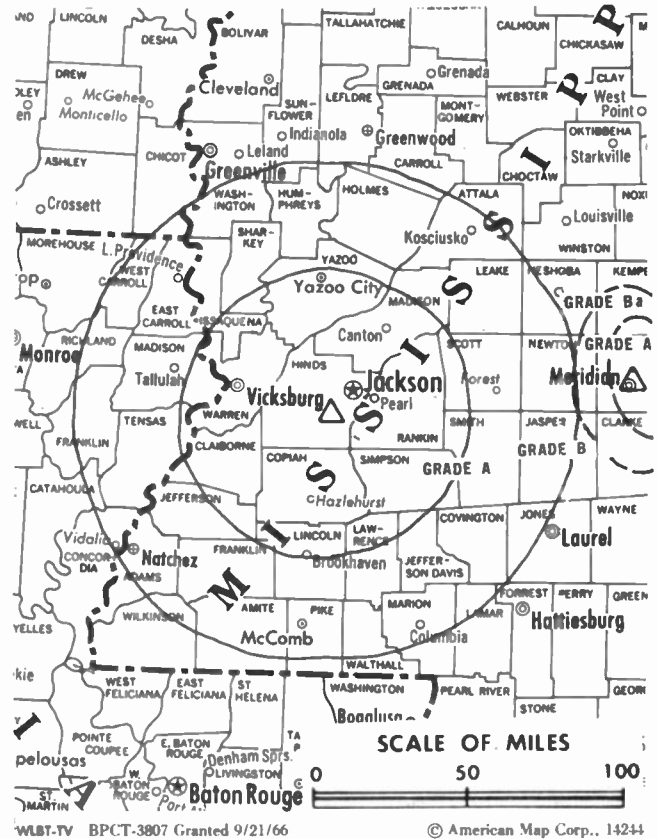
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1800.

City of License: Jackson. ADI: Jackson, MS. Rank: 86.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Madison	5,800	5,700	97
	Tensas	3,000	2,900	97
	MISSISSIPPI			
	Adams	13,800	13,600	98
	Attala	7,200	7,100	98
	Carroll	3,500	3,400	97
	Claiborne	3,700	3,600	97
	Copiah	9,500	9,400	98
	Franklin	3,300	3,200	97
	Hinds	96,800	96,100	99
	Holmes	7,600	7,400	98
	Humphreys	4,500	4,400	98
	Issaquena	800	800	100
Jefferson	3,000	2,900	97	
Jefferson Davis	4,800	4,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Lawrence	4,600	4,500	98	
	Leake	6,900	6,800	99	
	Lincoln	11,600	11,400	99	
	Madison	17,800	17,400	98	
	Newton	7,700	7,600	99	
	Pike	13,900	13,700	98	
	Rankin	29,400	29,000	99	
	Scott	9,700	9,600	99	
	Sharkey	2,300	2,200	98	
	Simpson	8,900	8,800	99	
	Smith	5,700	5,600	98	
Walthall	4,900	4,800	98		
Warren	19,300	19,000	99		
Washington	23,900	23,500	98		
Yazoo	9,500	9,400	98		
Between 25-49%	LOUISIANA				
	East Carroll	3,700	3,600	97	
	MISSISSIPPI				
	Amite	4,800	4,700	98	
	Covington	6,100	6,000	98	
	Jasper	6,000	5,900	98	
Between 5-24%	ARKANSAS				
	Chicot	5,700	5,500	96	
	LOUISIANA				
	Concordia	8,200	8,000	98	
	(Continued on page A-656)				
	Totals		487,200	479,600	98
Net Weekly Circulation (1990)			324,000		
Average Daily Circulation (1990)			209,300		

Mississippi—Laurel-Hattiesburg

WDAM-TV

Ch. 7

Network Service: NBC.

Licensee: Federal Broadcasting Co.

Studio: Hwy. 11 N, Hattiesburg, MS 39402.

Mailing Address: Box 16269, Hattiesburg, MS 39404-6269.

Telephones: 601-544-4730, Hattiesburg; 601-649-3111, Laurel.

Fax: 601-584-9302.

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: Federal Broadcasting Co. (Group Owner).

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. Matison 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 Beam Communications approved July 27, 1983. Sale to present owner approved Aug. 2, 1990.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Carl T. Jones Corp.

Personnel:

- CLIFF BROWN, general manager.
- LEN JAMES GIACONE, general sales manager.
- WILEY KNIGHT, local sales manager.
- BILL TELL ZORTMAN, news director.
- DIANE SCHILLING, program & traffic director.
- LINDA TALBERT-DURHAM, community affairs director.
- HENRY LENA, creative services director.
- BOBBY SMITH, chief engineer.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$975.

City of License: Laurel. ADI: Laurel-Hattiesburg. Rank: 162.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Covington	6,100	6,000	98
	Forrest	26,400	26,100	99
	Greene	3,300	3,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jasper	6,000	5,900	98
	Jefferson Davis	4,800	4,700	98
	Jones	23,400	23,200	99
	Lamar	10,100	9,900	99
	Marion	9,400	9,200	98
	Perry	3,600	3,500	99
	Smith	5,700	5,600	98
	Stone	3,700	3,600	99
	Walthall	4,900	4,800	98
	Wayne	7,000	6,900	99
Between 25-49%	MISSISSIPPI			
	Clarke	6,400	6,300	98
Between 5-24%	ALABAMA			
	Choctaw	5,900	5,800	97
	Washington	5,800	5,700	98
	LOUISIANA			
	Washington	17,100	16,800	98
	MISSISSIPPI			
	George	5,700	5,600	99
	Newton	7,700	7,600	99
Pearl River	14,300	14,100	99	
Pike	13,900	13,700	98	
Simpson	8,900	8,800	99	
Totals		200,100	197,000	98
Net Weekly Circulation (1990)				114,500
Average Daily Circulation (1990)				82,600

Mississippi—Meridian

WTZH

Ch. 24

Network Service: CBS.

Licensee: Meridian Broadcasting Partnership, Box 5185, Meridian, MS 39301.

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, 1.8-mi. S of Meridian on Hwy. 45.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; ProJelin, 5-meter C-band; Prodelin, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Meridian Broadcasting Partnership.

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): Setkel Inc.

Represented (legal): Reddy, Begley & Martin.

Personnel:

- JACK LONG, general manager.
- TONY SANSONE, local & regional sales manager.
- DAVE BOWMAN, chief engineer.
- TOM DANIELS, news director.
- DAWN WALKER, program & promotion director.
- SUE WEATHERS, business manager.
- GREG GRIFFITH, production manager.
- AMELIA PORTIS, traffic manager.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$355.

City of License: Meridian. ADI: Meridian. Rank: 176.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	29,900	29,600	99
	Newton	7,700	7,600	99
Between 25-49%	ALABAMA			
	Sumter	5,400	5,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSISSIPPI			
	Kemper	3,600	3,500	97
	Neshoba	9,300	9,200	99
Between 5-24%	ALABAMA			
	Choctaw	5,900	5,800	97
	MISSISSIPPI			
	Jasper	6,000	5,900	98
	Wayne	7,000	6,900	99
Totals		81,200	80,100	99
Net Weekly Circulation (1990)				43,300
Average Daily Circulation (1990)				24,100

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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. **Fax:** 601-354-3107.

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.

Satellite Earth Stations: 8-meter; 3-meter; Harris receivers.

News Services: AP, NBC.

Ownership: Civic Communications Corp. (Group Owner).

Began Operation: September 30, 1982.

Represented (sales): Adam Young Inc.

Represented (legal): Blair, Joyce & Silva.

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

Personnel:

PLURIA MARSHALL JR., vice president & general manager.
ALFRED MARTIN, local sales manager & marketing director.
DANNY JOHNSON, chief engineer.
DON SPANN, promotion director.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$13,000.

City of License: Meridian. **ADI:** Meridian. **Rank:** 176.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI Lauderdale	29,900	29,600	99
Between 25-49%	ALABAMA Choctaw	5,900	5,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Sumter	5,400	5,300	98
	MISSISSIPPI Clarke	6,400	6,300	98
	Kemper	3,600	3,500	97
MISSISSIPPI				
Between 5-24%	Neshoba	9,300	9,200	99
	Newton	7,700	7,600	99
Totals		68,200	67,300	99
Net Weekly Circulation (1990)			34,100	
Average Daily Circulation (1990)			17,300	

Mississippi—Meridian

WTOK-TV

Ch. 11

Network Service: ABC.

Licensee: Benedek Bcstg. Corp., Box 2988, Meridian, MS 39301.

Studio: 9th St. & 23rd Ave., Meridian, MS 39301.

Mailing Address: Box 2988, Meridian, MS 39301.

Telephone: 601-693-1441. TWX: 501-961-1090.

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 (Group Owner).

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.

BOB HOLLAND, station manager.

TOM WALL, general sales manager.

TOMMY GRAY, chief engineer.

JOHN JOHNSON, news director.

EDNA LA SHANE, program manager.

PAULA THOMAS, business manager.

Highest 30 Sec. Rate: \$900.

City of License: Meridian. ADI: Meridian. Rank: 176.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Choctaw	5,900	5,800	97
	Marengo	8,700	8,500	98
	Sumter	5,400	5,300	98
	MISSISSIPPI			
	Clarke	6,400	6,300	98
	Jasper	6,000	5,900	98
	Kemper	3,600	3,500	97
	Lauderdale	29,900	29,600	99
	Neshoba	9,300	9,200	99
	Newton	7,700	7,600	99
	Wayne	7,000	6,900	99
	Winston	7,000	6,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Greene	3,700	3,600	97
	MISSISSIPPI			
	Noxubee	4,100	4,000	98
	Scott	9,700	9,600	99
Between 5-24%	ALABAMA			
	Clarke	9,500	9,300	98
	Hale	5,200	5,100	98
	Pickens	7,300	7,100	98
	Washington	5,800	5,700	98
	MISSISSIPPI			
	Jones	23,400	23,200	99
	Leake	6,900	6,800	99
	Smith	5,700	5,600	98
Totals		178,200	175,500	98
Net Weekly Circulation (1990)			95,500	
Average Daily Circulation (1990)			59,800	

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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. **Fax:** 601-844-7061.

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.

SNG Mobile Dish: Hubcom Ku-band.

News Service: AP.

Ownership: WTWV Inc. (Group Owner).

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.

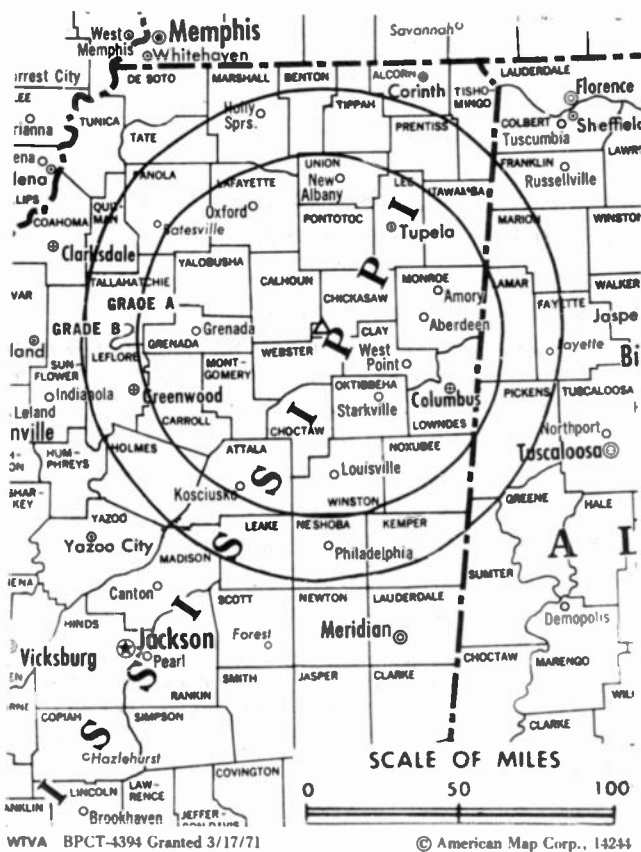
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$900.

City of License: Tupelo. **ADI:** Columbus-Tupelo. **Rank:** 129.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Lamar	6,400	6,300	98
	MISSISSIPPI			
	Alcorn	13,300	13,100	99
	Attala	7,200	7,100	98
	Calhoun	5,700	5,600	98
	Carroll	3,500	3,400	97
	Chickasaw	6,400	6,300	98
	Choctaw	3,100	3,100	98
	Clay	7,600	7,500	99
	Grenada	6,900	6,800	98
	Itawamba	8,000	7,900	99
	Lafayette	11,500	11,300	99
	Lee	24,900	24,700	99
	Leflore	13,900	13,700	98
	Lowndes	22,000	21,800	99
	Monroe	13,000	12,800	99
	Montgomery	4,400	4,300	98
	Neshoba	9,300	9,200	99
	Noxubee	4,100	4,000	98
	Oktibbeha	12,400	12,200	98
	Pontotoc	8,600	8,500	99
	Prentiss	9,400	9,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tallahatchie	5,400	5,300	97
	Tishomingo	7,100	7,000	99
	Union	8,900	8,800	99
	Webster	3,800	3,700	97
	Winston	7,000	6,900	99
	Yalobusha	5,100	5,000	98
Between 25-49%	ALABAMA			
	Marion	12,300	12,200	99
	Pickens	7,300	7,100	98
	MISSISSIPPI			
	Coahoma	12,400	12,100	98
	Holmes	7,600	7,400	98
	Kemper	3,600	3,500	97
Panola	10,200	10,000	99	
Tippah	7,100	7,000	99	
Between 5-24%	ALABAMA			
	Colbert	21,100	20,900	99
	Fayette	7,300	7,200	99
	Franklin	11,300	11,100	99
	Greene	3,700	3,600	97
	Sumter	5,400	5,300	98
	Tuscaloosa	54,800	54,200	99
	MISSISSIPPI			
	Benton	2,700	2,700	98
	Bolivar	14,500	14,100	98
	Leake	6,900	6,800	99
	Marshall	10,800	10,600	98
	Quitman	4,000	3,900	97
Sunflower	10,900	10,600	98	
Tate	7,300	7,200	99	
TENNESSEE				
Mc Nairy	9,700	9,600	98	
Totals		469,800	462,700	98
Net Weekly Circulation (1990)				233,600
Average Daily Circulation (1990)				150,400

Mississippi—West Point

WVSB-TV

Ch. 27

Network Service: ABC.

Licensee: Venture Systems Inc., Box 777, West Point, MS 39773.

Studio: 310 E. Westbrook, West Point, MS 39773.

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. & 46.8-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: Venture Systems Inc.

Began Operation: May 29, 1983.

Represented (sales): Adam Young Inc.

Represented (legal): Cordon & Kelly.

Personnel:

DAVID C. HOPPER, general manager.
SAM TAYLOR, general sales manager.
LEWIS HOPPER, national 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: 129.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Chickasaw	6,400	6,300	98
	Clay	7,600	7,500	99
	Lee	24,900	24,700	99
	Lowndes	22,000	21,800	99
	Monroe	13,000	12,800	99
	Oktibbeha	12,400	12,200	98
	Webster	3,800	3,700	97
Between 25-49%	MISSISSIPPI			
	Choctaw	3,100	3,100	98



WVSB-TV BMPCT-821109KM Granted 11/29/82 © American Map Corp. 14244

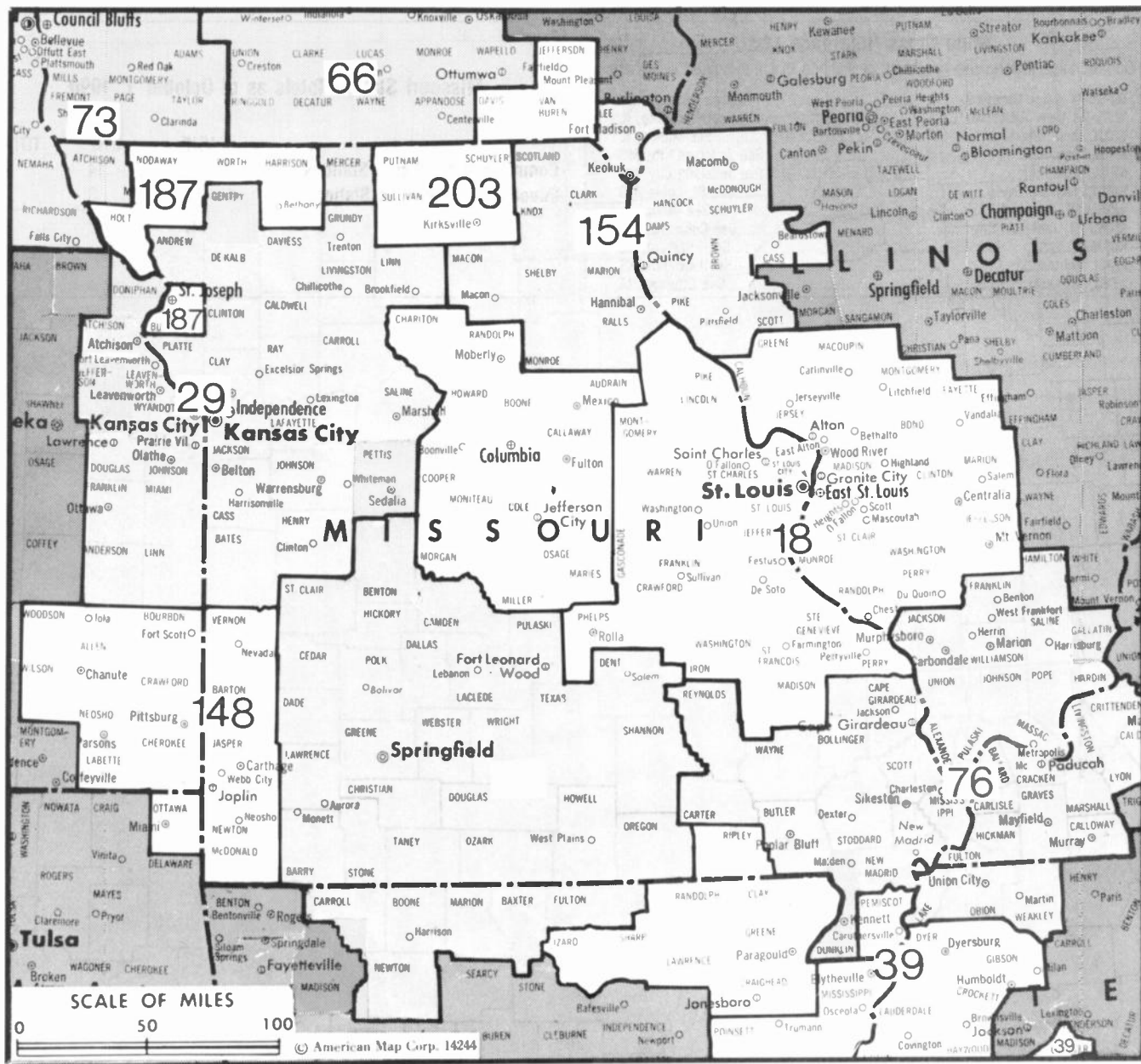
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Itawamba	8,000	7,900	99
	Noxubee	4,100	4,000	98
	Pontotoc	8,600	8,500	99
	Union	8,900	8,800	99
Between 5-24%	ALABAMA			
	Lamar	6,400	6,300	98
	Pickens	7,300	7,100	98
	MISSISSIPPI			
	Carroll	3,500	3,400	97
	Lafayette	11,500	11,300	99
	Prentiss	9,400	9,300	99
	Quitman	4,000	3,900	97
	Tallahatchie	5,400	5,300	97
	Tippah	7,100	7,000	99
Tishomingo	7,100	7,000	99	
Winston	7,000	6,900	99	
Totals		197,200	194,400	99
Net Weekly Circulation (1990)				83,300
Average Daily Circulation (1990)				34,300

Mississippi

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WLBT-TV, Jackson (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MISSISSIPPI			
Between 5-24%	Bolivar	14,500	14,100	98
	Choctaw	3,100	3,100	98
	Clarke	6,400	6,300	98
	Jones	23,400	23,200	99
	Leflore	13,900	13,700	98
	Perry	3,600	3,500	99
	Wilkinson	3,400	3,300	97
	Winston	7,000	6,900	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
St. Louis, MO	1,121,500	18	KDNL-TV (30), KMOV (4), KNLC (24), KPLR-TV (11), KSDK (5), KTVI (2), WCEE (13), WHSL (46)
Kansas City, MO	755,900	29	KCTV (5), KMBC-TV (9), KMCI (38), KSHB-TV (41), KYFC (50), KZKC (62), WDAF-TV (4)
Memphis, TN	605,400	39	WHBQ-TV (13), WLMT (30), WMC-TV (5), WPTY-TV (2), WREG-TV (3)
Des Moines, IA	382,400	66	KCCI-TV (8), KDSSM-TV (17), WHO-TV (13), WOIT-TV (5)
Omaha, NE	351,300	73	KETV (7), KMTV (3), KPTM (42), WOWT (6)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	328,100	76	KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27)
Springfield, MO	296,500	83	KDEB-TV (27), KOLR (10), KSPR (33), KYTV (3)
Joplin, MO-Pittsburg, KS	143,000	148	KFAA (51), KOAM-TV (7), KODE-TV (12), KSNF (16)
Columbia-Jefferson City, MO	133,400	153	KMZJ (17), KNLJ (25), KOMU-TV (8), KRGC (13)
Quincy, IL-Hannibal, MO	121,200	154	KHQATV (7), WGEM-TV (10), WTJR (16)
Jonesboro, AR	73,100	174	KAITV (8)
St. Joseph, MO	47,500	187	KQTV (2), KTAJ (16)
Ottumwa, IA-Kirksville, MO	28,600	203	KOIA-TV (15), KTVO (3)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WPSO-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
WHSL, East St. Louis	See St. Louis, MO
WGEM-TV, Hannibal	See Quincy, IL
KOMU-TV, Jefferson City	See Columbia, MO
KOAM-TV, Joplin	See Pittsburg, KS
KMCI, Kansas City	See Lawrence, KS
KTVD, Kirksville	See Ottumwa, IA

Missouri Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	15	14	29
Educational Television Stations	2	3	5
	17	17	34

Missouri—Cape Girardeau

KBSI

Ch. 23

Network Service: Fox.

Licensee: Engles Communications Inc., 806 Enterprise St., Cape Girardeau, MO 63701.

Studio: 806 Enterprise, Cape Girardeau, MO 63701.

Telephone: 314-334-1223. Easylink: 910-760-1494. Fax: 314-334-1208.

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: Engles Communications Inc.

Began Operation: September 10, 1983. Sale to present owners by Stephen Kent, et al., approved by FCC Dec. 20, 1989.

Represented (sales): Sektel Inc.

Represented (legal): Peper, Martin, Jensen, Maichel & Hetlage.

Personnel:

STEVEN B. ENGLER, president & general manager.

MARK CULBERTSON, program manager.

JOHN BAKER, chief engineer.

JEAN TURNBOUGH, local sales manager.

BRYAN UPTAIN, promotions director.

CONNIE YEARGAIN, business manager.

Rates: On request.

City of License: Cape Girardeau. ADI: Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. Rank: 76.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Alexander	4,700	4,500	96
	Jackson	24,000	23,300	97
	Johnson	3,500	3,400	97
	Massac	6,300	6,100	97
	Pulaski	3,500	3,400	97
	Union	7,700	7,500	97
	Williamson	25,400	24,800	98
	KENTUCKY			
	Ballard	3,200	3,200	100
	Hickman	2,000	2,000	100
	MISSOURI			
	Cape Girardeau	23,200	22,900	99
Mississippi	5,400	5,300	98	
New Madrid	7,700	7,500	97	
Perry	6,200	6,100	98	
Scott	15,000	14,800	99	
Stoddard	11,300	11,100	98	
TENNESSEE				
Obion	13,300	13,200	99	
Between 25-49%	ILLINOIS			
	Franklin	17,900	17,400	97
	Hamilton	3,900	3,700	95



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Hardin	2,100	2,000	95
	Pope	1,900	1,800	95
	Saline	12,200	11,900	98
	KENTUCKY			
	Calloway	12,100	12,000	99
	Carlisle	2,000	2,000	100
	Fulton	3,100	3,100	100
	Graves	13,400	13,300	99
	Livingston	3,700	3,700	100
	Mc Cracken	24,500	24,300	99
	Marshall	10,700	10,600	99
	MISSOURI			
	Bollinger	4,300	4,200	98
	Butler	15,000	14,600	97
	Dunklin	13,000	12,700	98
	Iron	3,900	3,800	97
	Pemiscot	8,500	8,300	98
	TENNESSEE			
	Lake	2,600	2,600	100
Between 5-24%	ARKANSAS			
	Clay	7,700	7,600	99
	ILLINOIS			
	Gallatin	3,000	2,900	97
	Perry	9,000	8,800	98
	Randolph	12,800	12,500	98
	KENTUCKY			
	Lyon	2,300	2,300	100
	MISSOURI			
	Madison	4,800	4,700	98
Wayne	5,000	4,900	98	
TENNESSEE				
Weakley	12,600	12,400	99	
Totals		374,400	367,200	98
Net Weekly Circulation (1990)			154,700	
Average Daily Circulation (1990)			65,300	

Missouri—Cape Girardeau

KFVS-TV
Ch. 12

Network Service: CBS.

Licensee: American Family Broadcast Group Inc., Box 100, Cape Girardeau, MO 63702.

Studio: 310 Broadway, Cape Girardeau, MO 63701.

Mailing Address: Box 100, Cape Girardeau, MO 63702.

Telephone: 314-335-1212. TWX: 910-760-1564.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 1677-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 Stations: ADM, 6.1-meter C-band; RCA, 3.7-meter Ku-band; Avcom, M/A-Com receivers.

News Service: AP.

Ownership: American Family Corp. (Group Owner).

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.

JAMES WAREHAM, general sales manager.

JOHN BLIM, operations manager.

MICHAEL BEECHER, news director.

ROBERT L. RICHARDSON, chief engineer.

FRANK KNIGHT, business manager.

Rates: On request.

City of License: Cape Girardeau. ADI: Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL. Rank: 76.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Clay	7,700	7,600	99
	ILLINOIS			
	Alexander	4,700	4,500	96
	Franklin	17,900	17,400	97
	Gallatin	3,000	2,900	97
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Jackson	24,000	23,300	97
	Jefferson	16,000	15,500	97
	Johnson	3,500	3,400	97
	Massac	6,300	6,100	97
	Perry	9,000	8,800	98
	Pope	1,900	1,800	95
	Pulaski	3,500	3,400	97
	Saline	12,200	11,900	98
	Union	7,700	7,500	97
	Williamson	25,400	24,800	98
	KENTUCKY			
Ballard	3,200	3,200	100	
Calloway	12,100	12,000	99	
Carlisle	2,000	2,000	100	
Crittenden	3,300	3,300	100	



KFVS-TV BPCT-2609 Granted 4/17/59

© American Map Corp., 14244.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fulton	3,100	3,100	100
	Graves	13,400	13,300	99
	Hickman	2,000	2,000	100
	Livingston	3,700	3,700	100
	Lyon	2,300	2,300	100
	Mc Cracken	24,500	24,300	99
	Marshall	10,700	10,600	99
	MISSOURI			
	Bollinger	4,300	4,200	98
	Butler	15,000	14,600	97
Cape Girardeau	23,200	22,900	99	
Carter	2,100	2,000	95	
Dunklin	13,000	12,700	98	
Iron	3,900	3,800	97	
Madison	4,800	4,700	98	
Mississippi	5,400	5,300	98	
New Madrid	7,700	7,500	97	
Pemiscot	8,500	8,300	98	
Perry	6,200	6,100	98	
Ripley	5,200	4,900	94	
St Genevieve	5,900	5,800	98	
Scott	15,000	14,800	99	
Stoddard	11,300	11,100	98	
Wayne	5,000	4,900	98	
TENNESSEE				
Lake	2,600	2,600	100	
Obion	13,300	13,200	99	
Weakley	12,600	12,400	99	

(Continued on page A-688)

Totals	568,500	557,200	98
Net Weekly Circulation (1990)		355,900	
Average Daily Circulation (1990)		229,300	

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. Fax: 314-875-7078.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1600-kw max. visual. Antenna: 1141-ft. above av. terrain, 1070-ft. above ground, 1877-ft. above sea level.

Latitude 38° 46' 29"
Longitude 92° 33' 22"

Transmitter: 3.5-mi. W of Jamestown.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; AFC, 3.66-meter Ku-band; 3-meter C-band; Andrew receivers.

News Service: ABC.

Ownership: Stauffer Communications Inc. (Group Owner).

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.
- JEAN VIOX, general sales manager.
- KELLEY MATHIS, local sales manager.
- TOM CHAPMAN, program director.
- CHRISTINE SCIOLE, news director.
- BRAD STROMMEN, chief engineer.
- GREG CRAIN, promotion director.
- GARY PEEL, business manager.

Rates: On request.

City of License: Columbia. ADI: Columbia-Jefferson City. Rank: 153.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 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	41,100	40,500	99
	Callaway	11,300	11,100	98
	Cole	23,200	23,000	99
	Cooper	5,700	5,600	98
	Howard	3,700	3,600	97
	Miller	8,300	8,200	99
	Moniteau	4,500	4,400	98
	Morgan	6,200	6,100	98
	Osage	4,300	4,200	98
	Pettis	14,100	13,900	99
	Randolph	9,700	9,600	99



KMIZ 8PCT-890522KF Granted 7/31/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	MISSOURI			
	Camden	10,700	10,500	98
	Chariton	4,000	3,900	97
	Pulaski	12,000	11,800	98
	Saline	9,500	9,400	99
Between 5-24%				
	MISSOURI			
	Benton	5,500	5,300	96
	Carroll	4,600	4,500	98
	Maries	3,100	3,000	97
	Monroe	3,600	3,600	100
	Montgomery	4,300	4,200	98
	Phelps	12,300	12,000	98
	Ralls	3,400	3,400	100
Totals		214,700	211,300	98
Net Weekly Circulation (1990)				116,000
Average Daily Circulation (1990)				52,000

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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. Fax: 314-449-3435.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw 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.

SNG Mobile Dish: Satcom, 2.4-meter Ku-band.

News Service: AP.

Ownership: The Curators of the University of Missouri.

Began Operation: December 21, 1953.

Represented (sales): Petry Television Inc.

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

Personnel:

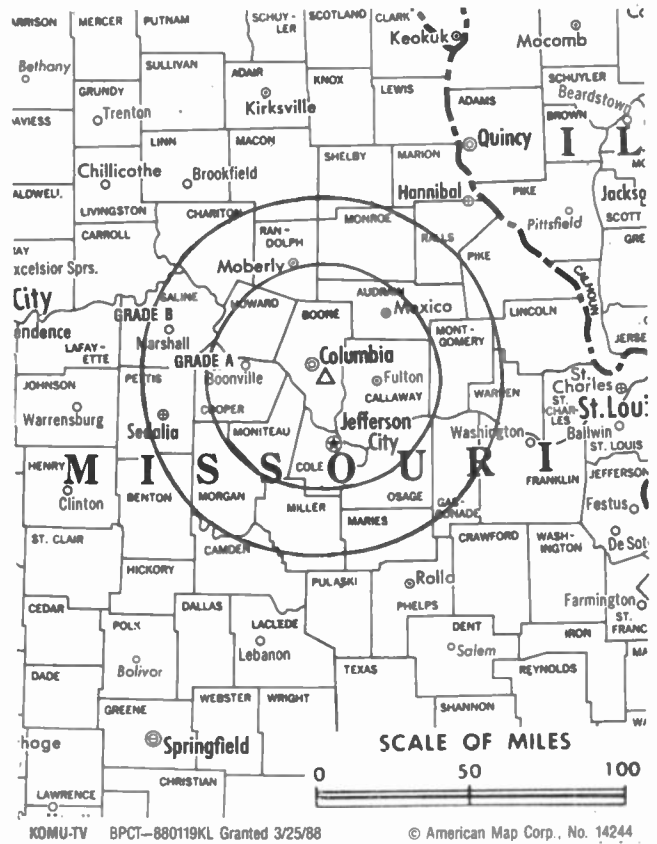
TOM GRAY, general manager.
JOHN STRECKER, sales manager.
BOB AUSTIN, program director.
COLLEEN BARTOK, promotion director.
KENT COLLINS, news director.
ROGER ALLBEE, operations manager.
JIM R. MOORE, chief engineer.

Rates: On request.

City of License: Columbia. ADI: Columbia-Jefferson City. Rank: 153.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 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	41,100	40,500	99
	Callaway	11,300	11,100	98
	Cole	23,200	23,000	99
	Cooper	5,700	5,600	98
	Gasconade	5,400	5,300	98
	Howard	3,700	3,600	97
	Macon	6,500	6,400	98
	Maries	3,100	3,000	97
	Miller	8,300	8,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Moniteau	4,500	4,400	98
	Monroe	3,600	3,600	100
	Morgan	6,200	6,100	98
	Osage	4,300	4,200	98
	Pettis	14,100	13,900	99
Randolph	9,700	9,600	99	
Between 25-49%	MISSOURI			
	Benton	5,500	5,300	96
	Camden	10,700	10,500	98
	Chariton	4,000	3,900	97
	Linn	6,200	6,100	98
	Montgomery	4,300	4,200	98
Saline	9,500	9,400	99	
Between 5-24%	MISSOURI			
	Carroll	4,600	4,500	98
	Phelps	12,300	12,000	98
	Pulaski	12,000	11,800	98
Ralls	3,400	3,400	100	
Totals		232,800	229,100	98
Net Weekly Circulation (1990)				153,800
Average Daily Circulation (1990)				96,900

Missouri—Hannibal-Quincy, Illinois

KHQA-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.

Telephone: 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, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: A. Richard Benedek (Group Owner).

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 (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.

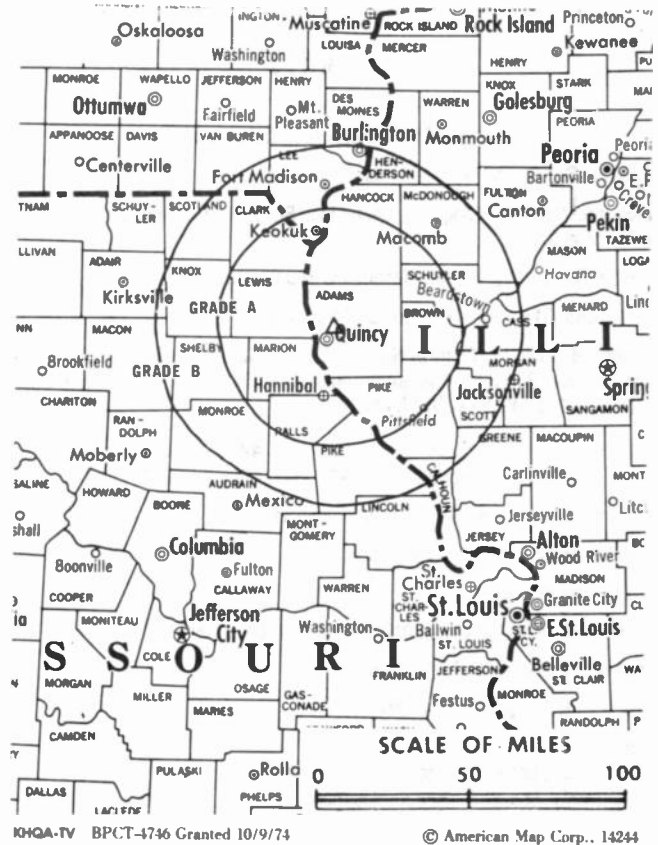
Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$1158.

City of License: Hannibal. ADI: Quincy, IL-Hannibal, MO. Rank: 154.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Lee	16,400	16,200	99
	Van Buren	3,200	3,100	97
50% & Over	ILLINOIS			
	Adams	26,700	26,300	98
	Brown	2,000	1,900	95
	Cass	5,500	5,400	98
	Hancock	9,200	9,100	99
	Mc Donough	12,600	12,400	98
	Morgan	14,500	14,100	97
	Pike	7,400	7,200	97
	Schuyler	3,100	3,000	97
	Scott	2,300	2,300	100



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MISSOURI				
	Adair	9,100	9,000	99	
	Clark	3,000	2,900	97	
	Knox	2,100	2,100	100	
	Lewis	3,800	3,700	97	
	Macon	6,500	6,400	98	
	Marion	10,700	10,600	99	
	Monroe	3,600	3,600	100	
	Pike	6,000	5,900	98	
	Ralls	3,400	3,400	100	
Between 25-49%	MISSOURI				
	Schuyler	2,000	2,000	100	
	Scotland	2,100	2,100	100	
	Shelby	3,000	3,000	100	
	Between 5-24%	IOWA			
	Davis	3,300	3,300	100	
	Des Moines	18,100	17,900	99	
Between 5-24%	ILLINOIS				
	Greene	6,200	6,100	98	
	Henderson	3,500	3,400	97	
Totals	MISSOURI				
	Putnam	2,100	2,100	100	
	Sullivan	2,800	2,800	100	
Totals		203,800	200,800	99	
Net Weekly Circulation (1990)				132,700	
Average Daily Circulation (1990)				80,800	

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. **Fax:** 314-896-4376.

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 Stations: In operation.

News Service: INN.

Ownership: New Life Evangelistic Center Inc. (Group Owner).

Began Operation: March 30, 1986.

Represented (legal): John Midlen Jr.

Personnel:

LARRY RICE, general manager.

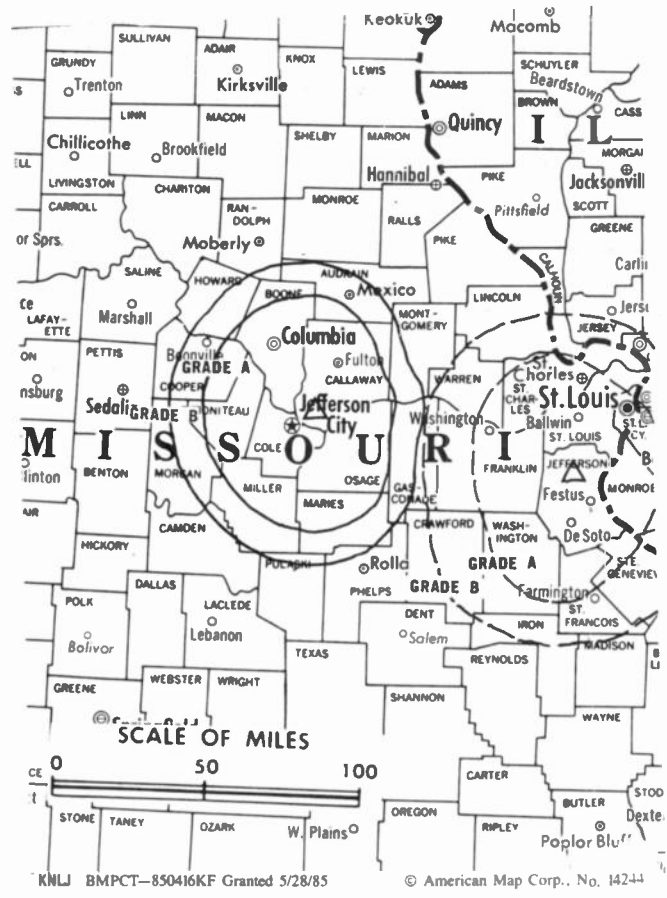
PENNY RICE, station & general sales manager.

Highest 30 Sec. Rate: \$100.

City of License: Jefferson City. **AOI:** Columbia-Jefferson City. **Rank:** 153.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI				
Between 5-24%	Audrain	9,600	9,500	99
	Boone	41,100	40,500	99
	Callaway	11,300	11,100	98
	Cole	23,200	23,000	99
	Cooper	5,700	5,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Howard	3,700	3,600	97
	Miller	8,300	8,200	99
	Moniteau	4,500	4,400	98
	Montgomery	4,300	4,200	98
	Morgan	6,200	6,100	98
	Osage	4,300	4,200	98
Totals		122,200	120,400	99
Net Weekly Circulation (1990)				16,700
Average Daily Circulation (1990)				6,000

Missouri—Jefferson City

KRCG
Ch. 13

Network Service: CBS.

Licensee: Mel Wheeler Inc., 1710 Westminster St., Denton, TX 76205.

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.

Multichannel TV Sound: Stereo only.

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.

SNG Mobile Dish: Harris-Farion Ku-band.

News Services: AP, CBS, Group W Newsfeed, SNN.

Ownership: Mel Wheeler Inc. (Group Owner).

Began Operation: February 13, 1955. Sale to present owner by Price Communications approved by FCC Sept. 9, 1988. Sale to Price Communications by LDX Broadcast approved 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): Pepper & Corazzini.

Represented (engineering): Lohnes & Culver.

Personnel:

JOHN DEUSHANE, vice president & general manager.

TIM THOMPSON, local sales manager.

LELAND GORDON, program director.

ROGER WELLMAN, news director.

BEVERLY PURVIS, promotion director.

DEANNA RACKERS, business manager.

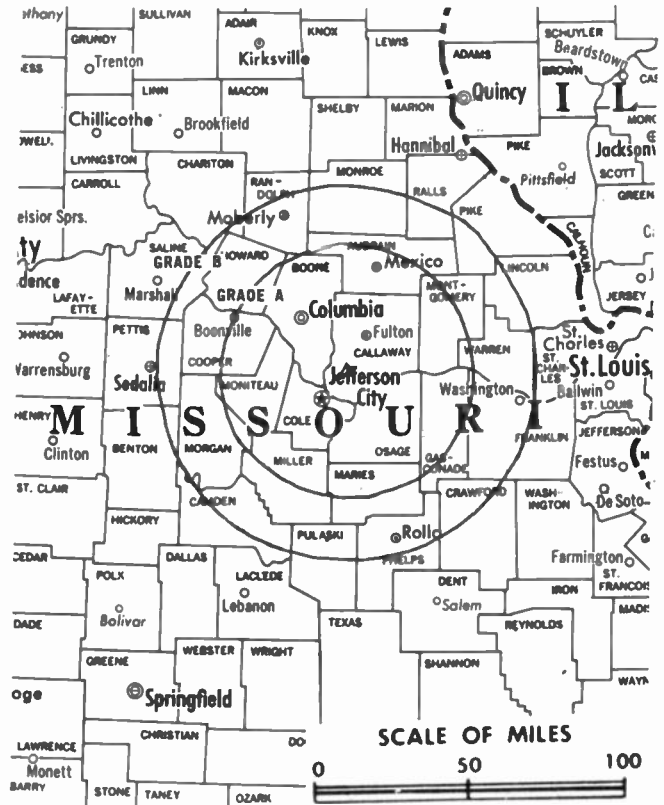
STEVE METZGER, chief engineer.

Highest 30 Sec. Rate: \$750.

City of License: Jefferson City. ADI: Columbia-Jefferson City. Rank: 153.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 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	41,100	40,500	99
	Callaway	11,300	11,100	98
	Cole	23,200	23,000	99
	Cooper	5,700	5,600	98
	Gasconade	5,400	5,300	98
	Howard	3,700	3,600	97
	Maries	3,100	3,000	97
	Miller	8,300	8,200	99



KRCG BPCT-811221KE Granted 1/12/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Missouri Moniteau	4,500	4,400	98
	Montgomery	4,300	4,200	98
	Morgan	6,200	6,100	98
	Osage	4,300	4,200	98
	Pettis	14,100	13,900	99
	Phelps	12,300	12,000	98
	Randolph	9,700	9,600	99
Between 25-49%				
	Missouri Camden	10,700	10,500	98
	Chariton	4,000	3,900	97
	Monroe	3,600	3,600	100
	Pulaski	12,000	11,800	98
Between 5-24%				
	Missouri Bertron	5,500	5,300	96
	Crawford	7,500	7,300	97
	Macon	6,500	6,400	98
	Pike	6,000	5,900	98
	Saline	9,500	9,400	99
Totals		232,100	228,300	98
Net Weekly Circulation (1990)				153,700
Average Daily Circulation (1990)				88,400

Some 23,705 key industry people can see your message when you advertise in the **Television & Cable Factbook**

Missouri—Joplin

KODE-TV

Ch. 12

Network Service: ABC.

Licensee: Eastern Bcstg. 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: ABC, AP.

Ownership: Roger A. Neuhoff.

Began Operation: September 26, 1954. Sale to present owner approved by FCC March 23, 1990 (Television Digest, Vol. 30:8). Sale to Gilmore Bcstg. by WSTV Inc. (United Printers & Publishers Inc.) approved by FCC May 23, 1962 (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): Schwartz, Woods & Miller.

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

Personnel:

JERRY MONTGOMERY, general manager.

GARY HOOD, general sales manager.

JOHN HOFFMAN, regional sales manager.

LARRY YOUNG, news director.

KELLEY SHIELDS, program director.

BOB SHRYOCK, business manager.

GARY BANDY, production manager.

MICHAEL JACKSON, chief engineer.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Joplin. ADI: Joplin, MO-Pittsburg, KS. Rank: 148.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Allen	6,200	6,100	98
	Bourbon	6,600	6,500	98
	Cherokee	9,100	9,000	99
	Crawford	15,600	15,400	99
	Labette	9,700	9,600	99
	Neosho	7,000	6,900	99
	Wilson	4,900	4,800	98
	MISSOURI			
	Barry	10,600	10,400	98
	Barton	4,800	4,700	98
	Cedar	5,100	5,000	98
	Jasper	35,600	35,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lawrence	12,100	11,900	98
	Mc Donald	6,300	6,200	98
	Newton	16,900	16,700	99
	Vernon	7,800	7,600	97
	OKLAHOMA			
Ottawa	12,700	12,600	99	
Between 25-49%	ARKANSAS			
	Benton	37,400	36,700	98
	KANSAS			
	Montgomery	16,600	16,300	98
	Woodson	1,800	1,800	100
	MISSOURI			
	Dade	3,200	3,200	100
OKLAHOMA				
Craig	5,600	5,500	98	
Delaware	11,300	11,100	98	
Between 5-24%	ARKANSAS			
	Carroll	8,100	8,000	99
	Madison	4,800	4,600	96
	Washington	42,300	41,500	98
	KANSAS			
	Elk	1,600	1,600	100
	Linn	3,400	3,300	97
MISSOURI				
St Clair	3,500	3,400	97	
OKLAHOMA				
Mayes	13,200	13,000	98	
Nowata	4,300	4,300	100	
Totals		328,100	322,800	98
Net Weekly Circulation (1990)				176,500
Average Daily Circulation (1990)				102,700

Missouri—Joplin

KSNF
Ch. 16

Network Service: NBC.

Licensee: Tri-State Bcstg. Corp., Box 1393, Joplin, MO 64802.

Studio: 1502 Cleveland Ave., Joplin, MO 64801.

Telephone: 417-781-2345. TWX: 910-774-4520. Fax: 417-782-2417.

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: Harris, 6.2-meter Ku-band; Scientific-Atlanta, 4.6-meter; RCA, 3.2-meter Ku-band; Channel Master, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: Price Communications Corp. (Group Owner).

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.

GARY SISCO, operations & production manager.

MELVIN BROOKS, chief engineer.

STEVE RUSSELL, news director.

MIKE POUND, promotion director.

LINDA DORLETT, business director.

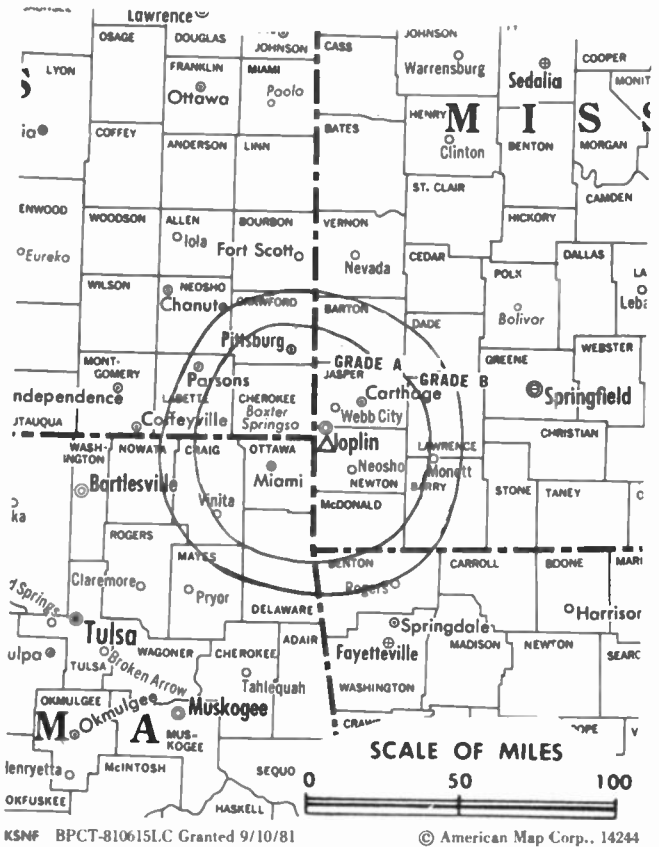
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Joplin. ADI: Joplin, MO-Pittsburg, KS. Rank: 148.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Allen	6,200	6,100	98
	Bourbon	6,600	6,500	98
	Cherokee	9,100	9,000	99
	Crawford	15,600	15,400	99
	Labette	9,700	9,600	99
	Montgomery	16,600	16,300	98
	Neosho	7,000	6,900	99
	Wilson	4,900	4,800	98
	Woodson	1,800	1,800	100
	MISSOURI			
	Barton	4,800	4,700	98
	Jasper	35,600	35,100	99
	Mc Donald	6,300	6,200	98
	Newton	16,900	16,700	99
	Vernon	7,800	7,600	97
	OKLAHOMA			
Ottawa	12,700	12,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Benton	37,400	36,700	98
	MISSOURI			
	Barry	10,600	10,400	98
	Lawrence	12,100	11,900	98
	OKLAHOMA			
	Craig	5,600	5,500	98
	Delaware	11,300	11,100	98
	ARKANSAS			
Between 5-24%	Washington	42,300	41,500	98
	KANSAS			
	Elk	1,600	1,600	100
	MISSOURI			
	Bates	6,400	6,300	98
	Cedar	5,100	5,000	98
	Dade	3,200	3,200	100
OKLAHOMA				
Nowata	4,300	4,300	100	
Totals		301,500	296,800	98
Net Weekly Circulation (1990)			163,600	
Average Daily Circulation (1990)			96,400	

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Call Lynn Levine or Nancy Cramer
202-872-9200

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. Fax: 913-677-7284.

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. (Group Owner).

Began Operation: September 27, 1953.

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

JOHN C. ROSE, vice president & general manager.

ERWIN PARTHE, station operations director.

PAT NORTH, general sales manager.

ROBERT FREY, local sales manager.

MARK ST. CLAIR, national sales manager.

JOE SNELSON, director of engineering.

JIM OVERBAY, news director.

BERNIE ERBER, business manager.

PATTI DeWALT, marketing manager.

ROGER HULL, production & operations manager.

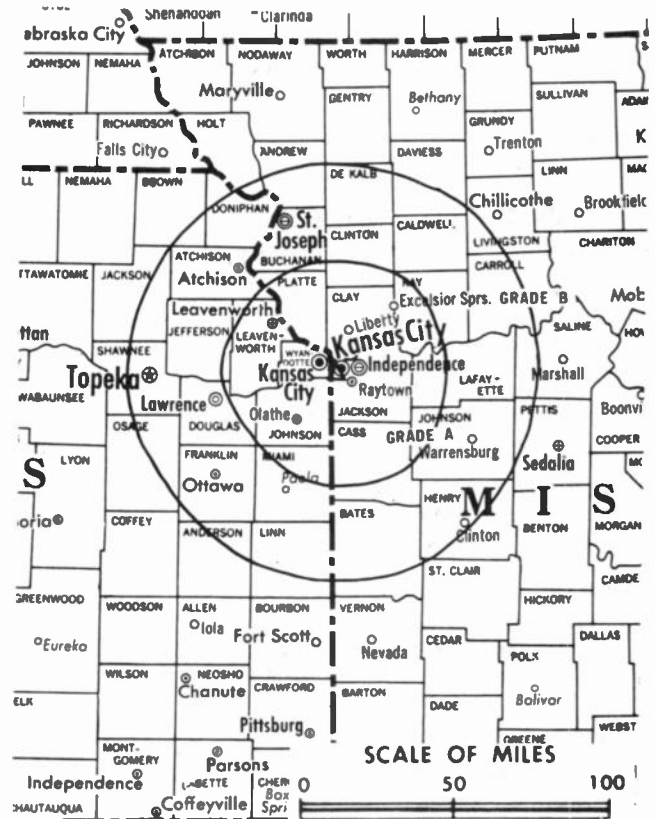
DUKE URIDGE, creative service manager.

Rates: On request.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Anderson	3,200	3,100	97
	Atchison	6,500	6,400	98
	Doniphan	3,500	3,400	99
	Douglas	27,000	26,600	99
	Franklin	8,500	8,400	99
	Jefferson	5,900	5,800	98
	Johnson	131,700	131,100	100
	Leavenworth	20,000	19,800	99
	Linn	3,400	3,300	97
	Miami	8,600	8,500	99
	Wyandotte	65,700	65,100	99
	MISSOURI			
	Andrew	5,400	5,300	98
	Bates	6,400	6,300	98
	Buchanan	32,900	32,500	99
	Caldwell	3,200	3,200	100
	Carroll	4,600	4,500	98
	Cass	21,000	20,800	99
Chariton	4,000	3,900	97	
Clay	57,200	56,800	99	
Clinton	6,300	6,200	98	
Davies	3,400	3,300	97	



KCTV BMPCT-2317 Granted 10/26/54

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Henry	8,300	8,200	99
	Jackson	255,600	252,700	99
	Johnson	13,100	12,900	98
	Lafayette	12,000	11,900	99
	Livingston	5,900	5,800	98
	Nodaway	7,600	7,500	99
	Pettis	14,100	13,900	99
	Platte	19,600	19,400	99
Ray	8,500	8,400	99	
Saline	9,500	9,400	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KANSAS			
	Bourbon	6,600	6,500	98
	Brown	4,800	4,700	98
	Clay	3,800	3,700	97
	Coffey	3,600	3,500	97
	Gear	10,700	10,600	99
	Morris	2,600	2,500	96
	Osage	6,100	6,000	98
	Shawnee	64,900	64,300	99
	MISSOURI			
Adair	9,100	9,000	99	
De Kalb	3,200	3,100	97	
Harrison	4,100	4,000	98	
Holt	2,700	2,600	96	
Linn	6,200	6,100	98	

(Continued on page A-688)

Totals	1,043,400	1,030,900	99
Net Weekly Circulation (1990)			729,100
Average Daily Circulation (1990)			422,700

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. Fax: 816-421-4163.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1170-ft. above av. terrain, 1085-ft. above ground, 2009-ft. above sea level.

Latitude 39° 05' 01"
Longitude 94° 30' 57"

Transmitter: 5701 E. 22nd St., Kansas City.

Satellite Earth Stations: Andrew, 7.3-meter C-band; SatCom, 5.5-meter Ku-band; Andrew, 4.5-meter C-band; Microdyne, 3.66-meter Ku-band; Andrew, DX Antenna, M/A-Com receivers.

News Services: ABC, AP.

Ownership: Hearst Broadcasting (Group Owner).

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, local sales & marketing manager.

MARK MANDERS, national sales manager.

JOHN CALVER, promotion director.

GERALD GOLDEN, business manager.

PAT PATTON, program director.

BRIAN BRACCO, news director.

JERRY DIXON, chief engineer.

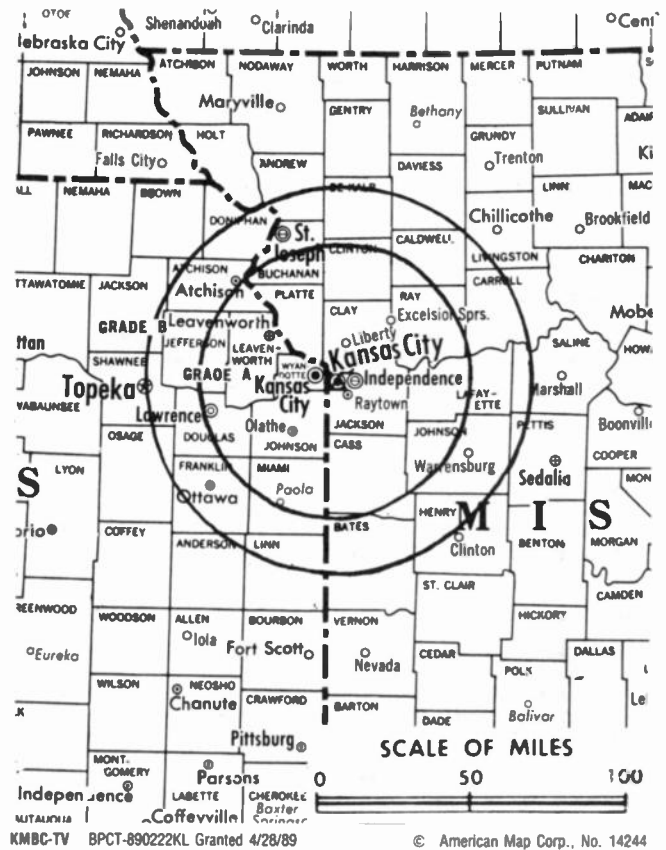
EVA PINON, traffic/computer operations manager.

Rates: On request.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Anderson	3,200	3,100	97
	Atchison	6,500	6,400	98
	Doriphan	3,500	3,400	99
	Douglas	27,000	26,600	99
	Ellis	10,500	10,400	99
	Franklin	8,500	8,400	99
	Geary	10,700	10,600	99
	Johnson	131,700	131,100	100
	Leavenworth	20,000	19,800	99
	Linn	3,400	3,300	97
	Miami	8,600	8,500	99
	Wyandotte	65,700	65,100	99
	MISSOURI			
Bates	6,400	6,300	98	
Buchanan	32,900	32,500	99	
Caldwell	3,200	3,200	100	
Carroll	4,600	4,500	98	
Cass	21,000	20,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Chariton	4,000	3,900	97
	Clay	57,200	56,800	99
	Clinton	6,300	6,200	98
	Daviess	3,400	3,300	97
	Grundy	4,700	4,600	98
	Henry	8,300	8,200	99
	Jackson	255,600	252,700	99
	Johnson	13,100	12,900	98
	Lafayette	12,000	11,900	99
	Livingston	5,900	5,800	98
Pettis	14,100	13,900	99	
Platte	19,600	19,400	99	
Ray	8,500	8,400	99	
Saline	9,500	9,400	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KANSAS			
	Bourbon	6,600	6,500	98
	Brown	4,800	4,700	98
	Clay	3,800	3,700	97
	Cloud	4,500	4,400	98
	Dickinson	8,200	8,100	99
	Jefferson	5,900	5,800	98
	Neosho	7,000	6,900	99
	Osage	6,100	6,000	98
	Riley	20,400	20,000	98
MISSOURI				
Andrew	5,400	5,300	98	
Benton	5,500	5,300	96	
De Kalb	3,200	3,100	97	
Gentry	3,100	3,000	97	

(Continued on page A-688)

Totals	1,114,100	1,100,700	99
Net Weekly Circulation (1990)			744,800
Average Daily Circulation (1990)			419,800

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. Telex: 477-225. Fax: 816-932-4122.

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 C-band; Harris, 6.1-meter C-band; Microdyne, 3.6-meter Ku-band; DX Engineering, Harris, M/A-Corn receivers.

News Services: AP, CNN.

Ownership: Scripps Howard Broadcasting Co. (Group Owner).

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 & Hostetter.

Represented (engineering): Paul Godley Co.

Personnel:

BOB WORMINGTON, vice president & general manager.

CHARLOTTE MOORE-ENGLISH, station 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: On request.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
KANSAS					
50% & Over	Atchison	6,500	6,400	98	
	Doniphan	3,500	3,400	99	
	Douglas	27,000	26,600	99	
	Edwards	1,700	1,700	100	
	Franklin	8,500	8,400	99	
	Geary	10,700	10,600	99	
	Johnson	131,700	131,100	100	
	Leavenworth	20,000	19,800	99	
	Linn	3,400	3,300	97	
	Lyon	13,700	13,400	98	
	Miami	8,600	8,500	99	
	Wyandotte	65,700	65,100	99	
	MISSOURI				
		Buchanan	32,900	32,500	99
	Caldwell	3,200	3,200	100	
	Carroll	4,600	4,500	98	
	Cass	21,000	20,800	99	
	Clay	57,200	56,800	99	
	Clinton	6,300	6,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jackson	255,600	252,700	99
	Johnson	13,100	12,900	98
	Platte	19,600	19,400	99
	Ray	8,500	8,400	99

KANSAS				
Between 25-49%	Anderson	3,200	3,100	97
	Bourbon	6,600	6,500	98
	Brown	4,800	4,700	98
	Clay	3,800	3,700	97
	Cloud	4,500	4,400	98
	Coffey	3,600	3,500	97
	Dickinson	8,200	8,100	99
	Harvey	11,600	11,400	98
	Jefferson	5,900	5,800	98
	Jewell	1,900	1,800	95
	Labette	9,700	9,600	99
	Neosho	7,000	6,900	99
	Osage	6,100	6,000	98
	Pottawatomie	6,000	5,900	98
Republic	2,900	2,800	96	
Riley	20,400	20,000	98	
Saline	20,300	20,100	99	
Shawnee	64,900	64,300	99	
Wilson	4,900	4,800	98	
MISSOURI				
	Andrew	5,400	5,300	98
	Bates	6,400	6,300	98
	Davies	3,400	3,300	97
	De Kalb	3,200	3,100	97

(Continued on page A-688)

Totals	1,213,100	1,198,300	99
Net Weekly Circulation (1990)			613,000
Average Daily Circulation (1990)			267,700

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. & 67.6-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.

Ownership: Kansas City Youth for Christ Inc.

Began Operation: December 15, 1978.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

RONNIE METSKER, president.
KURT REINKE, general sales manager.
SUE COPLING, program director.
GEORGE PUIA, marketing director.
RON ROCKROHR, chief engineer.

Rates: On request.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS			
	Brown	4,800	4,700	98
	Wyandotte	65,700	65,100	99
MISSOURI	Bates	6,400	6,300	98
	Caldwell	3,200	3,200	100
	Carroll	4,600	4,500	98
	Cass	21,000	20,800	99
	De Kalb	3,200	3,100	97
	Henry	8,300	8,200	99
	Jackson	255,600	252,700	99
	Johnson	13,100	12,900	98



KYFC BPCT-4950 Granted 4/29/77 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lafayette	12,000	11,900	99
	Ray	8,500	8,400	99
	St Clair	3,500	3,400	97
Totals		409,900	405,200	99
Net Weekly Circulation (1990)			34,300	
Average Daily Circulation (1990)			11,100	

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Missouri—Kansas City

KZKC

Ch. 62

Network Service: None, independent.

Licensee: KZKC Television Inc., First American, Suite 2700, Nashville, TN 37238.

Studio: 2111 Television Place, Kansas City, MO 64126.

Telephone: 816-254-6262. TWX: 910-777-6901. Fax: 816-254-3571.

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"

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: ABRY Communications (Group Owner).

Begin Operation: December 7, 1983. Sale to present owner approved by FCC Jan. 31, 1990.

Represented (sales): Settel Inc.

Represented (legal): Arter & Hadden.

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

Personnel:

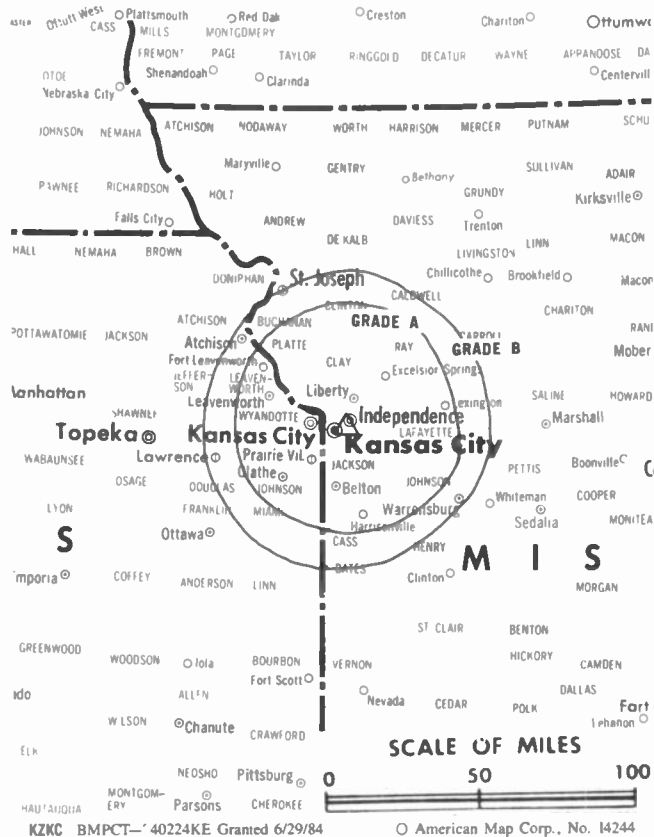
JIM MacDONALD, general manager.
LEN RANDAZZO, national sales manager.
KURT BARTOLICH, program director.
JOHN MERTZ, promotion director.
CHRISTI HURTT, business manager.

Highest 30 Sec. Rate: \$1000.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Doniphan	3,500	3,400	99
	MISSOURI			
	Caldwell	3,200	3,200	100
Between 25-49%	KANSAS			
	Douglas	27,000	26,600	99
	Jefferson	5,900	5,800	98
	Johnson	131,700	131,100	100
	Leavenworth	20,000	19,800	99
	Miami	8,600	8,500	99
	Wyandotte	65,700	65,100	99
	MISSOURI			
	Andrew	5,400	5,300	98
	Bates	6,400	6,300	98
	Buchanan	32,900	32,500	99
	Carroll	4,600	4,500	98
Cass	21,000	20,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CLAY	57,200	56,800	99
	Daviess	3,400	3,300	97
	Jackson	255,600	252,700	99
	Johnson	13,100	12,900	98
	Lafayette	12,000	11,900	99
	Livingston	5,900	5,800	98
	Platte	19,600	19,400	99
	Ray	8,500	8,400	99
	Saline	9,500	9,400	99
Between 5-24%	KANSAS			
	Anderson	3,200	3,100	97
	Atchison	6,500	6,400	98
	Bourbon	6,600	6,500	98
	Franklin	8,500	8,400	99
	Linn	3,400	3,300	97
	Osage	6,100	6,000	98
	MISSOURI			
	De Kalb	3,200	3,100	97
	Gentry	3,100	3,000	97
Henry	8,300	8,200	99	
Pettis	14,100	13,900	99	
Totals		790,000	781,600	99
Net Weekly Circulation (1990)				286,200
Average Daily Circulation (1990)				93,600

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. Fax: 816-931-3984.

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 Harris, 9.2-meter C-band; Scientific-Atlanta, 3-meter C-band; Harris receivers.

SNG Mobile Dish: Midwest, 3-meter KU-band.

AM Affiliate: WDAF, 5-kw, 610 kHz.

FM Affiliate: KYYS, 100-kw, 102.1 MHz (No. 271), 940-ft.

News Services: AP, CNN, NIWS, UPI.

Ownership: Great American Broadcasting Co. (Group Owner).

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 TV 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 government 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 McDONALD, general sales manager.
JOHN HEGEDUS, local sales manager.
GREG BLESSEN, national sales manager.
BUD TURNER, teleport manager.
MIKE McDONALD, news director.
ED FULGINITI, program director.
ANDRE RENAUD II, promotion director.
THERMAL STEWART, business manager.
DEBORAH WEBER, manager, public relations & special projects.
JACK WINTER, chief engineer.

Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1920.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS				
50% & Over	Anderson	3,200	3,100	97
	Atchison	6,500	6,400	98
	Doniphan	3,500	3,400	99
	Douglas	27,000	26,600	99
	Franklin	8,500	8,400	99
	Johnson	131,700	131,100	100
	Leavenworth	20,000	19,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Linn	3,400	3,300	97
	Miami	8,600	8,500	99
	Wyandotte	65,700	65,100	99
MISSOURI				
	Andrew	5,400	5,300	98
	Bates	6,400	6,300	98
	Buchanan	32,900	32,500	99
	Caldwell	3,200	3,200	100
	Carroll	4,600	4,500	98
	Cass	21,000	20,800	99
	Chariton	4,000	3,900	97
	Clay	57,200	56,800	99
	Clinton	6,300	6,200	98
	Daviess	3,400	3,300	97
	De Kalb	3,200	3,100	97
	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Harrison	4,100	4,000	98
	Henry	8,300	8,200	99
	Holt	2,700	2,600	96
	Jackson	255,600	252,700	99
	Johnson	13,100	12,900	98
	Lafayette	12,000	11,900	99
	Livingston	5,900	5,800	98
	Nodaway	7,600	7,500	99
	Pettis	14,100	13,900	99
	Platte	19,600	19,400	99
	Ray	8,500	8,400	99
	Saline	9,500	9,400	99

(Continued on page A-689)

Totals	1,087,400	1,074,100	99
Net Weekly Circulation (1990)			775,900
Average Daily Circulation (1990)			444,600

Missouri—Poplar Bluff

KPOB-TV

Ch. 15

(Satellite of WSIL-TV, Harrisburg, IL)

Network Service: ABC.

Licensee: WSIL-TV Inc., Rte. 13, Carterville, IL 62918.

Studio: Oak Grove Community, U.S. Rte. 67.

Telephone: 618-985-2333.

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. (Group Owner).

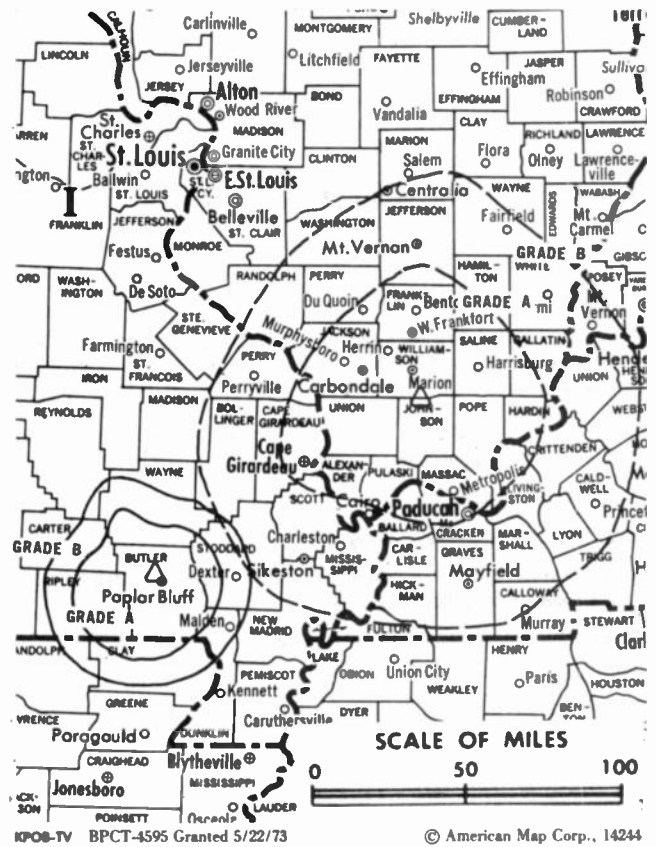
Began Operation: September 2, 1961. Left air Sept. 21, 1966; returned Jan. 14, 1977.

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: 76.

Missouri—St. Joseph

KQTV
Ch. 2

Network Service: ABC.

Licensee: TCS Television Partners L.P., 52 Fieldstone Rd., Bronx, NY 10471.

Studio: 40th & Faraon Sts., St. Joseph, MO 64506.

Mailing Address: Box 247, St. Joseph, MO 64506.

Telephone: 816-364-2222. **Fax:** 216-364-3787.

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: ADM, 6.1-meter C-band; RCA, 3-meter Ku-band; Andrew, 7.3-meter C-band; Avantek, Avcom, M/A-Com receivers.

News Services: ABC, AP.

Ownership: TCS Television Partners (Group Owner).

Began Operation: September 13, 1953. Sale to present owner by Malcolm I. Glazer approved by FCC May 1, 1990 (Television Digest, Vol. 30:8, 26). Sale to Glazer by Amarturo Group approved by FCC Sept. 10, 1979 (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): Cohn & Marks.

Represented (engineering): Lohnes & Cuver.

Personnel:

JERRY CONDRA, executive 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.

JUDY ROLLISON, promotion director.

PATTY ZIESEL, business manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$700.

City of License: St. Joseph. **ADI:** St. Joseph. **Rank:** 187.

Total Households: © MSI Consumer Market Data as of 1/1/90. **TV Homes, TV% and Circulation** © 1990 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	3,500	3,400	99
	MISSOURI			
	Andrew	5,400	5,300	98
	Atchison	3,100	3,100	100
	Buchanan	32,900	32,500	99
	Davies	3,400	3,300	97



KQTV BPCT-2219 Granted 12/4/56

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	De Kalb	3,200	3,100	97
	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Harrison	4,100	4,000	98
	Holt	2,700	2,600	96
	Nodaway	7,600	7,500	99
	Worth	1,100	1,100	100
Between 25-49%	MISSOURI			
	Caldwell	3,200	3,200	100
	Clinton	6,300	6,200	98
	Livingston	5,900	5,800	98
Between 5-24%	NEBRASKA			
	Richardson	4,300	4,200	98
	IOWA			
	Decatur	3,400	3,300	97
	KANSAS			
	Atchison	6,500	6,400	98
	Jackson	4,500	4,400	98
	Jefferson	5,900	5,800	98
	Johnson	131,700	131,100	100
	Leavenworth	20,000	19,800	99
Nemaha	4,200	4,100	98	
Osage	6,100	6,000	98	
MISSOURI	Carroll	4,600	4,500	98
	Linn	6,200	6,100	98
	Mercer	1,600	1,600	100
	Platte	19,600	19,400	99
	Totals		313,600	310,100
Net Weekly Circulation (1990)				104,500
Average Daily Circulation (1990)				55,800

Missouri—St. Joseph

KTAJ
Ch. 16

Network Service: None, independent.

Licensee: All American TV Inc., 13181 Cross Roads Pkwy. N, Suite 250, City of Industry, CA 91746.

Studio: 4410-B, South 40th, St. Joseph, MO 64503.

Mailing Address: 4410 B, South 40th, St. Joseph, MO 64503.

Telephones: 714-641-3222; 213-699-1348.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1071-ft. above av. terrain, 1027-ft. above ground, 2012-ft. above sea level.

Latitude 39° 39' 03"
Longitude 94° 40' 11"

Transmitter: 1.5-mi. SW of intersection of Hwy. 31 & Rte. E, near Gower.

Ownership: All American TV Inc. (Group Owner).

Began Operation: October 7, 1986.

Represented (legal): May & Dunne.

Represented (engineering): Smith & Powstenko.

Personnel:

GARY PENOVITCH, general manager.
EUGENE SEIBEL, station manager & chief engineer.
DONNA SEIBEL, program director.
GINNY WHITSELL, promotion director.

Rates: On request.

City of License: St. Joseph. ADI: St. Joseph. Rank: 187.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

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Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS				
Between 25-49%	Doniphan	3,500	3,400	99
MISSOURI				
Between 5-24%	Gentry	3,100	3,000	97
Totals		6,600	6,400	97
Net Weekly Circulation (1990)			7,700	
Average Daily Circulation (1990)			3,700	

Missouri—St. Louis

KDNL-TV

Ch. 30

Network Service: Fox.

Licensee: River City Television Partners, 1215 Cole St., St. Louis, MO 63106.

Studio: 1215 Cole St., St. Louis, MO 63106.

Telephone: 314-436-3030. Fax: 314-436-5149.

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; M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, CNN.

Ownership: Atlantic Bcstg. Co. (Group Owner).

Began Operation: June 8, 1969. Sale to Cox Enterprises by Evans Bcstg. approved by FCC Nov. 25, 1981 (Television Digest, Vol. 21:10) Sale to present owner approved by FCC July 14, 1989 (Vol. 29:9, 37).

Represented (sales): MMT Sales Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

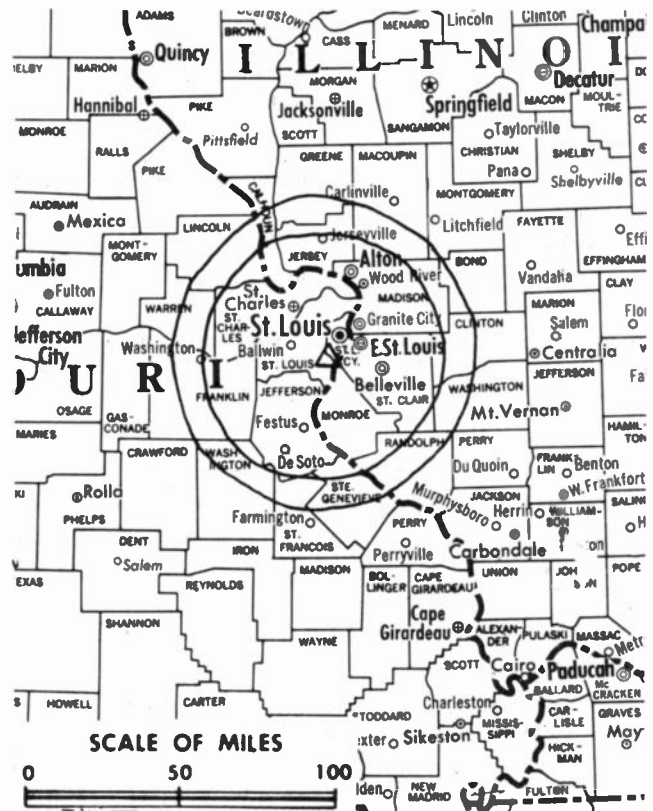
BARRY BAKER, chief executive officer & general manager.
LARRY D. MARCUS, chief financial officer.
GREGORY FILANDRINOS, vice president & station manager.
THOMAS EHLMANN, national sales manager.
DONNA FUHRMAN, local sales manager.
JAMES LOWERY, director of station operations.
ROBERT G. WEST, program director.
ROBERT KOBARG, promotion director.
MICHAEL SILECK, manager of finance & business affairs.
JEAN O'ROURKE, traffic manager.
SUSAN KIEL, research director.

Highest 30 Sec. Rate: \$3000.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 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
	Madison	96,200	95,000	99
	Randolph	12,800	12,500	98
	St Clair	97,400	95,800	98
	Washington	6,000	5,800	97
	MISSOURI			
	Franklin	27,500	27,200	99
	Jefferson	56,700	56,300	99
	St Charles	65,700	65,200	99
St Louis	373,200	369,400	99	
St Louis City	171,600	169,800	99	
Between 25-49%	ILLINOIS			
	Bond	6,300	6,100	97
	Calhoun	2,100	2,100	98
	Clinton	12,000	11,800	98



KDNL-TV BPCT-790629KI Granted 10/30/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Fayette	8,400	8,200	98
	Jersey	7,400	7,200	97
	Macoupin	20,100	19,700	98
	Marion	17,600	17,200	98
	Monroe	8,100	7,900	98
	MISSOURI			
	Crawford	7,500	7,300	97
	Iron	3,900	3,800	97
	Lincoln	9,600	9,400	98
	Marion	10,700	10,600	99
	Montgomery	4,300	4,200	98
	Perry	6,200	6,100	98
	Phelps	12,300	12,000	98
	Ste Genevieve	5,900	5,800	98
	St Francois	16,400	16,200	99
Warren	7,000	6,900	99	
Washington	6,800	6,700	99	
Between 5-24%	ILLINOIS			
	Montgomery	12,400	12,100	98
	Perry	9,000	8,800	98
	Pike	7,400	7,200	97
	Scott	2,300	2,300	100
	MISSOURI			
	Audrain	9,600	9,500	99
Callaway	11,300	11,100	98	
Dent	5,600	5,400	96	
Gasconade	5,400	5,300	98	
Madison	4,800	4,700	98	
Maries	3,100	3,000	97	
Osage	4,300	4,200	98	
Pike	6,000	5,900	98	
Wayne	5,000	4,900	98	
Totals		1,172,100	1,156,700	99
Net Weekly Circulation (1990)			589,800	
Average Daily Circulation (1990)			245,700	

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: 314-444-3367.

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, 7-meter C-band; Vertex, 6.1-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; Andrew, Scientific-Atlanta receivers.

News Services: AP, CNN.

Ownership: Viacom Broadcasting Inc. (Group Owner).

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.
WALTER NICHOL, chief engineer.
AL HOLZER, director of news.
DAN DILLON, promotion director.
LAURA LARRABEE, traffic manager.
WILBUR ALLMEYER, engineer in charge.
JIM ROTHSCHILD, director of operations.
MARY CANNON, 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 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,300	6,100	97
	Calhoun	2,100	2,100	98
	Clinton	12,000	11,800	98
	Fayette	8,400	8,200	98
	Greene	6,200	6,100	98
	Jefferson	16,000	15,500	97
	Jersey	7,400	7,200	97
	Macoupin	20,100	19,700	98
	Madison	96,200	95,000	99
	Marion	17,600	17,200	98
	Monroe	8,100	7,900	98
	Montgomery	12,400	12,100	98
	Randolph	12,800	12,500	98
	St Clair	97,400	95,800	98
	Washington	6,000	5,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Crawford	7,500	7,300	97
	Franklin	27,500	27,200	99
	Gasconade	5,400	5,300	98
	Iron	3,900	3,800	97
	Jefferson	56,700	56,300	99
	Lincoln	9,600	9,400	98
	Montgomery	4,300	4,200	98
	Perry	6,200	6,100	98
	Pike	6,000	5,900	98
	Reynolds	2,800	2,700	96
	St Charles	65,700	65,200	99
	St Genevieve	5,900	5,800	98
St Francois	16,400	16,200	99	
St Louis	373,200	369,400	99	
Warren	7,000	6,900	99	
Washington	6,800	6,700	99	
St Louis City	171,600	169,800	99	
Between 25-49%	ILLINOIS			
	Perry	9,000	8,800	98
	Pike	7,400	7,200	97
	MISSOURI			
Butler	15,000	14,600	97	
Dent	5,600	5,400	96	
Madison	4,800	4,700	98	
Phelps	12,300	12,000	98	
Between 5-24%	ILLINOIS			
	Adams	26,700	26,300	98
Franklin	17,900	17,400	97	
(Continued on page A-689)				
Totals		1,346,900	1,327,700	99
Net Weekly Circulation (1990)			1,008,500	
Average Daily Circulation (1990)			596,000	

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. (Group Owner).

Began Operation: September 12, 1982.

Represented (legal): John Midlen Jr.

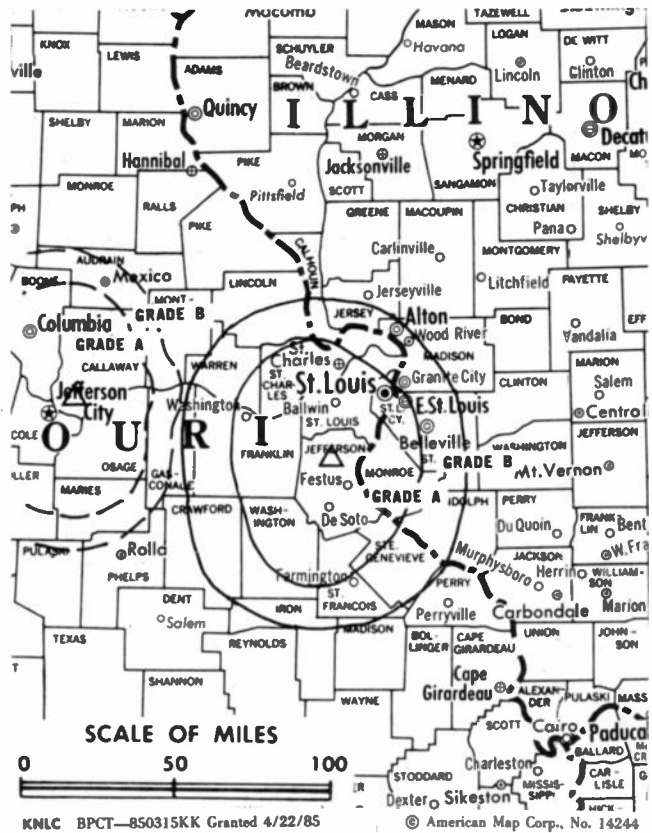
Personnel:
JUDY REDLICH, acting general manager & program director.

Rates: On request.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Madison	96,200	95,000	99
	Randolph	12,800	12,500	98
	MISSOURI			
	Crawford	7,500	7,300	97
	Franklin	27,500	27,200	99
	Lincoln	9,600	9,400	98
St Charles	65,700	65,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	St Francois	16,400	16,200	99
	St Louis	373,200	369,400	99
	Washington	6,800	6,700	99
	St Louis City	171,600	169,800	99
Totals		787,300	778,700	99
Net Weekly Circulation (1990)				60,200
Average Daily Circulation (1990)				14,700

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 Saturn, 3.1-meter Ku-band; Harris, Gardiner, M/A-Com, Microdyne, Sony receivers.

News Services: AP, CNN, UPI.

Ownership: Koplars Communications Inc. (Group Owner).

Began Operation: April 28, 1959.

Represented (sales): Petry Television Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates.

Personnel:

TED KOPLAR, president.

ROBERT W. FULSTONE, vice president & general manager.

JIM WRIGHT, vice president, operations.

DAN NEUMANN, vice president, administrative & strategic planning.

DENNY VAN VALKENBURGH, general sales manager.

TIM MCKERNAN, director of sales.

SUZI SCHRAPPEN, director of creative services.

HOWARD STEVENS, director of programming.

JIM WINKLE, production manager.

GIL ENGLER, news director.

WADE LINK, director of design.

JAN PENDLETON, traffic manager.

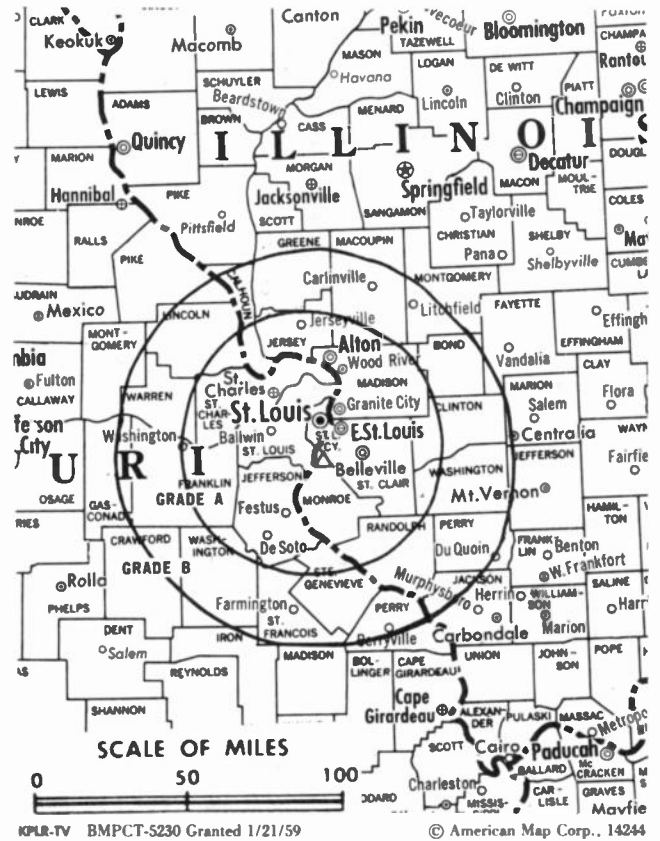
GLORIA SAWYER, public affairs director.

Highest 30 Sec. Rate: \$3000.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,300	6,100	97
	Calhoun	2,100	2,100	98
	Clay	6,200	6,000	97
	Clinton	12,000	11,800	98
	Fayette	8,400	8,200	98
	Greene	6,200	6,100	98
	Jersey	7,400	7,200	97
	Macoupin	20,100	19,700	98
	Madison	96,200	95,000	99
	Marion	17,600	17,200	98
	Monroe	8,100	7,900	98
	Montgomery	12,400	12,100	98
	Perry	9,000	8,800	98
	Pike	7,400	7,200	97
	Randolph	12,800	12,500	98
	St. Clair	97,400	95,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Scott	2,300	2,300	100
	Washington	6,000	5,800	97
	MISSOURI			
	Crawford	7,500	7,300	97
	Franklin	27,500	27,200	99
	Gasconade	5,400	5,300	98
	Iron	3,900	3,800	97
	Jefferson	56,700	56,300	99
	Lincoln	9,600	9,400	98
	Montgomery	4,300	4,200	98
	Perry	6,200	6,100	98
	Pike	6,000	5,900	98
	St. Charles	65,700	65,200	99
	Ste. Genevieve	5,900	5,800	98
	St. Francois	16,400	16,200	99
	St. Louis	373,200	369,400	99
	Warren	7,000	6,900	99
Washington	6,800	6,700	99	
St. Louis City	171,600	169,800	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Adams	26,700	26,300	98
	Christian	14,400	14,100	98
	Effingham	12,300	11,900	97
	Jefferson	16,000	15,500	97
	Morgan	14,500	14,100	97
	Richland	6,900	6,700	97
	MISSOURI			
	Audrain	9,600	9,500	99
	Butler	15,000	14,600	97

(Continued on page A-689)

Totals	1,471,600	1,449,600	99
Net Weekly Circulation (1990)			884,600
Average Daily Circulation (1990)			417,000

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; Anöder-Mark, 5-meter C-band; Harris, 3-meter Ku-band; Comtech, 5-meter C-band; Microdyne, 3.7-meter Ku-band; RCA, 3.7-meter Ku-band; Comtech, Microdyne, Standard Components receivers.

SNG Mobile Dish: BAF/Andrew, 2.3-meter Ku-band.

News Services: AP, NBC, UPI.

Ownership: Multimedia Broadcasting Co. (Group Owner).

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:
EDWARD J. PEITTE, vice president & general manager.
EUGENE HILL, vice president, engineering.
ROBERT DREWEL, general sales manager.
ROSE WEITZ, national sales manager.
LARRY DAUER, local sales manager.
RICHARD BRASE, director, broadcast operations.
TERRY DOLL, community relations manager.
CLIFF ABROMATS, director of news.
TERRI MATTHEWS, research & marketing manager.
CHRIS FRICKE, business manager.
PAULA STACY, program administrator.
JEFF GRAY, director of creative services.
PAT BOLLING, public relations director.

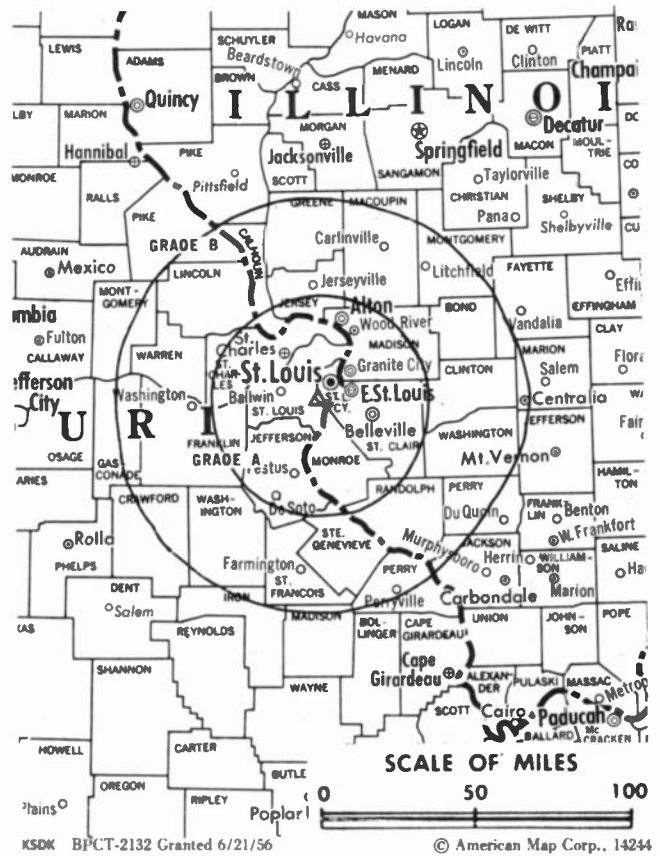
Rates: On request.

NETWORK BASE HOURLY RATE: \$2350.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,300	6,100	97
	Calhoun	2,100	2,100	98
	Clinton	12,000	11,800	98
	Fayette	8,400	8,200	98
	Greene	6,200	6,100	98
	Jefferson	16,000	15,500	97
	Jersey	7,400	7,200	97
	Macoupin	20,100	19,700	98
	Madison	96,200	95,000	99
	Marion	17,600	17,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONROE	8,100	7,900	98
	MONTGOMERY	12,400	12,100	98
	Perry	9,000	8,800	98
	Randolph	12,800	12,500	98
	St Clair	97,400	95,800	98
	Washington	6,000	5,800	97
	MISSOURI			
	Crawford	7,500	7,300	97
	Franklin	27,500	27,200	99
	Gasconade	5,400	5,300	98
	Iron	3,900	3,800	97
	Jefferson	56,700	56,300	99
	Lincoln	9,600	9,400	98
	Madison	4,800	4,700	98
	Montgomery	4,300	4,200	98
	Perry	6,200	6,100	98
	Pike	6,000	5,900	98
	St Charles	65,700	65,200	99
	Ste Genevieve	5,900	5,800	98
St Francois	16,400	16,200	99	
St Louis	373,200	369,400	99	
Warren	7,000	6,900	99	
Washington	6,800	6,700	99	
St Louis City	171,600	169,800	99	
Between 25-49%	ILLINOIS			
	Effingham	12,300	11,900	97
	Morgan	14,500	14,100	97
	Pike	7,400	7,200	97
(Continued on page A-690)				
Totals		1,474,000	1,452,300	99
Net Weekly Circulation (1990)			1,079,500	
Average Daily Circulation (1990)			734,900	

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. Fax: 314-647-3637.

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, 7.3-meter C-band; Andrew, 4.5-meter C-band; Microdyne, 3.66-meter Ku-band; Vertex, 4.5-meter Ku & C-band; Avantek, M/A-Com, Standard Communications receivers.

SNG Mobile Dish: Midwest Vertex, 2.6-meter Ku-band.

News Services: AP, UPI.

Ownership: Times Mirror Broadcasting (Group Owner).

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. Pelton 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): Blair Television.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

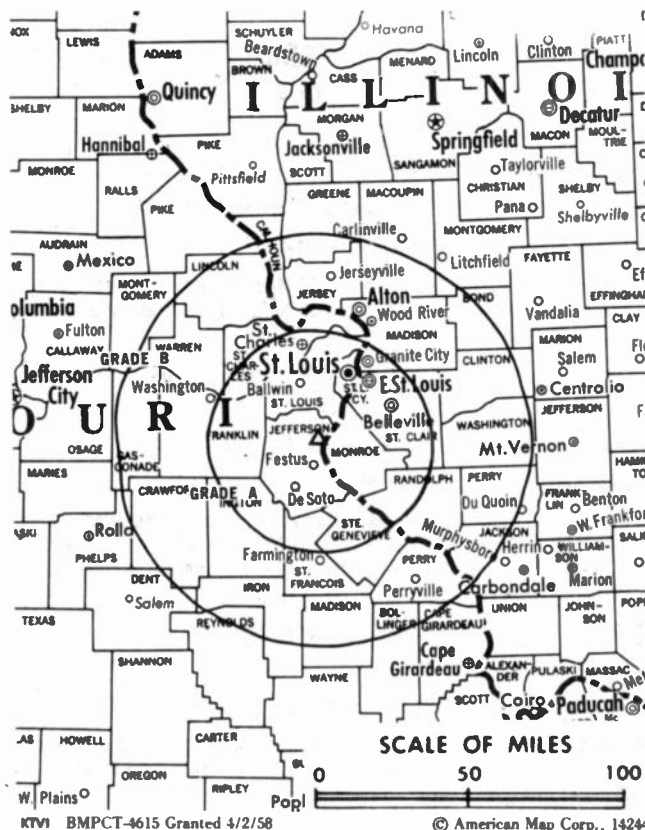
A. WAYNE THOMAS, vice president & general manager.
MARSHALL W. GALLIERS, v. p., station & director of sales.
WILLIAM M. BERRA, news director.
SUSAN C. MATTHEWS, program director.
TERRY B. DUNNING, local sales manager.
KEVIN L. HARLAN, national sales manager.
CASON W. CAPPS, chief engineer.
CRAIG R. GHIOTTI, controller/treasurer.
ROBERT EARL SMITH, director of creative services.

Rates: On request.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,300	6,100	97
	Calhoun	2,100	2,100	98
	Clinton	12,000	11,800	98
	Greene	6,200	6,100	98
	Jefferson	16,000	15,500	97
	Jersey	7,400	7,200	97
	Macoupin	20,100	19,700	98
	Madison	96,200	95,000	99
	Marion	17,600	17,200	98
	Monroe	8,100	7,900	98
	Montgomery	12,400	12,100	98
	Pike	7,400	7,200	97
	Randolph	12,800	12,500	98
	St. Clair	97,400	95,800	98
	Washington	6,000	5,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Crawford	7,500	7,300	97
	Franklin	27,500	27,200	99
	Gasconade	5,400	5,300	98
	Iron	3,900	3,800	97
	Jefferson	56,700	56,300	99
	Lincoln	9,600	9,400	98
	Madison	4,800	4,700	98
	Montgomery	4,300	4,200	98
	Perry	6,200	6,100	98
	Pike	6,000	5,900	98
	Reynolds	2,800	2,700	96
	St. Charles	65,700	65,200	99
	Ste. Genevieve	5,900	5,800	98
	St. Francois	16,400	16,200	99
St. Louis	373,200	369,400	99	
Warren	7,000	6,900	99	
Washington	6,800	6,700	99	
St. Louis City	171,600	169,800	99	
Between 25-49%	ILLINOIS			
	Fayette	8,400	8,200	98
	Scott	2,300	2,300	100
MISSOURI	Marion	10,700	10,600	99
	Phelps	12,300	12,000	98
IOWA	Lee	16,400	16,200	99
(Continued on page A-690)				
Totals		1,281,100	1,263,300	99
Net Weekly Circulation (1990)				939,700
Average Daily Circulation (1990)				491,400

Missouri—St. Louis-East St. Louis, Illinois

WHSL

Ch. 46

Network Service: None, independent.

Licensee: Roberts Bcstg. Co., 1408 N. Kingshighway Blvd., Suite 202, St. Louis, MO 63113.

Telephone: 314-367-4600.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1132-ft. above av. terrain, 820-ft. above ground, 1719-ft. above sea level.

Latitude	38°	23'	30"
Longitude	90°	29'	16"

Transmitter: Butler Hill & Hageman Rds., St. Louis.

Ownership: Roberts Bcstg. Co.

Began Operation: September 11, 1989.

Represented (legal): Hogan & Hartson.

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

Personnel:

STEVEN ROBERTS, general manager.

MICHAEL ROBERTS, sales manager.

GARY KENNEY, chief engineer.

Rates: On request.

Arbitron Data: Not available.



City of License: East St. Louis. ADI: St. Louis. Rank: 18.

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. TWX: 62938402. Fax: 417-831-4209.

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: Scientific-Atlanta, 7-meter C-band; Anbter-Mark, 5-meter C-band; AFC, 3.9-meter Ku-band; DX Communications, Harris, M/A-Com, Standard Components, Scientific-Atlanta receivers.

Ownership: Charles Woods, (Group Owner).

Began Operation: October 2, 1968. Sale to present owner by Kenneth E. Meyer, et al., approved by FCC March 18, 1985.

Represented (sales): Sektel Inc.

Represented (engineering): Jules Cohen & Associates.

Personnel:

CHARLES WOODS, president.
DEBORAH W. CORBETT, general manager.
J. KEITH ABERCROMBIE, general sales manager.
ELIZABETH TUCKER, national sales manager.
RANDY SELVIDGE, chief engineer.
NANCY BINGHAM, program director.
DAVE LOGAN, promotion director.
TIM BRYAN, business manager.

Highest 30 Sec. Rate: \$125.

City of License: Springfield. ADI: Springfield, MO. Rank: 83.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSOURI				
50% & Over	Barry	10,600	10,400	98
	Camden	10,700	10,500	98
	Cedar	5,100	5,000	98
	Christian	11,000	10,800	98
	Dade	3,200	3,200	100
	Dallas	5,200	5,100	98
	Douglas	4,700	4,600	98
	Greene	79,400	78,600	99
	Hickory	3,300	3,200	97
	Laclede	10,400	10,200	98
	Lawrence	12,100	11,900	98
	Ozark	3,600	3,500	97
	Polk	7,800	7,600	97
	Pulaski	12,000	11,800	98
	St Clair	3,500	3,400	97
	Shannon	3,000	2,800	93
	Stone	7,700	7,500	97
	Taney	10,900	10,700	98
	Texas	8,400	8,100	96



KDEB-TV BMPCT-860327KE Granted 5/27/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Webster	8,200	8,000	98
	Wright	6,300	6,100	97
ARKANSAS				
Between 25-49%	Boone	11,800	11,600	98
	Carroll	8,100	8,000	99
	Marion	5,300	5,200	98
	Newton	3,200	3,100	97
MISSOURI				
	Benton	5,500	5,300	96
	Howell	12,000	11,500	96
	Miller	8,300	8,200	99
ARKANSAS				
Between 5-24%	Baxter	13,800	13,500	98
	Fulton	4,500	4,300	96
	Izard	4,500	4,300	96
	Madison	4,800	4,600	96
MISSOURI				
	Barton	4,800	4,700	98
	Dent	5,600	5,400	96
	Jasper	35,600	35,100	99
	Morgan	6,200	6,100	98
	Oregon	4,000	3,800	95
	Phelps	12,300	12,000	98
	Vernon	7,800	7,600	97
Totals		385,200	377,300	98
Net Weekly Circulation (1990)				190,300
Average Daily Circulation (1990)				89,700

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, 7-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta Ku-band; Scientific-Atlanta receivers.

News Service: AP.

Ownership: Independent Broadcasting Co.

Began Operation: March 14, 1953.

Represented (sales): Katz Television.

Represented (legal): Peper, Martin, Jensen, Maichel & Hetlage.

Personnel:

ELLIS SHOOK, vice president & general manager.

MALCOLM HUKRIEDE, general sales manager.

CATHY RIPPEE, national sales manager.

GENE HARTLEY, news director.

JIM SCHMEICHEL, program operations director.

DON MILLER, chief engineer.

DEAN WASSON, promotion director.

SUSAN BRASHEARS, business manager.

Highest 30 Sec. Rate: \$550.

City of License: Springfield. ADI: Springfield, MO. Rank: 83.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 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	11,800	11,600	98
	Carroll	8,100	8,000	99
	Fulton	4,500	4,300	96
	Izard	4,500	4,300	96
	Marion	5,300	5,200	98
	Newton	3,200	3,100	97
	MISSOURI			
	Barry	10,600	10,400	98
	Benton	5,500	5,300	96
	Camden	10,700	10,500	98
	Cedar	5,100	5,000	98
	Christian	11,000	10,800	98
Dade	3,200	3,200	100	
Dallas	5,200	5,100	98	
Dent	5,600	5,400	96	
Douglas	4,700	4,600	98	
Greene	79,400	78,600	99	
Hickory	3,300	3,200	97	
Howell	12,000	11,500	96	
Laclede	10,400	10,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lawrence	12,100	11,900	98
	Ozark	3,600	3,500	97
	Polk	7,800	7,600	97
	Pulaski	12,000	11,800	98
	St. Clair	3,500	3,400	97
	Shannon	3,000	2,800	93
	Stone	7,700	7,500	97
	Taney	10,900	10,700	98
	Texas	8,400	8,100	96
	Webster	8,200	8,000	98
	Wright	6,300	6,100	97
Between 25-49%	ARKANSAS			
	Madison	4,800	4,600	96
	Searcy	3,600	3,500	97
	Sharp	6,500	6,300	97
	MISSOURI			
	Henry	8,300	8,200	99
Miller	8,300	8,200	99	
Oregon	4,000	3,800	95	
Phelps	12,300	12,000	98	
Vernon	7,800	7,600	97	
Between 5-24%	ARKANSAS			
	Benton	37,400	36,700	98
	Washington	42,300	41,500	98
	MISSOURI			
	Barton	4,800	4,700	98
	Mc Donald	6,300	6,200	98
Maries	3,100	3,000	97	
Morgan	6,200	6,100	98	
Totals		457,100	447,600	98
Net Weekly Circulation (1990)			290,200	
Average Daily Circulation (1990)			168,800	

Missouri—Springfield

KSPR
Ch. 33

Network Service: ABC.

Licensee: Davis-Goldfarb Company, 2121 Ave. of the Stars, 28th Floor, Los Angeles, CA 90067.

Studio: 1359 St. Louis St., Springfield, MO 65802.

Telephone: 417-831-1333. **Fax:** 417-831-4125.

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, 7.3-meter C-band; Harris, 6.1-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.7-meter Ku-band; Andrew, Gardiner, Harris receivers.

News Services: ABC, AP, CNN.

Ownership: Davis-Goldfarb Co. (Group Owner).

Began Operation: March 9, 1983. Sale to present owner approved by FCC Dec. 1, 1988. Sale to Goitrin Communications Inc. by Lorimar-Telepictures approved by FCC Feb. 12, 1988 (Television Digest, Vol. 28:17). Sale to Lorimar-Telepictures by Springfield TV Assoc. Ltd. approved Dec. 12, 1984.

Represented (sales): Petry Television Inc.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Hammett & Edison Inc.

Personnel:

BARBARA E. GOLDFARB, general manager.
RANDY COLLARD, general sales manager.
PAULA RINGER, operations director.
JIM WARE, news director.
LELAND SANDERS, program director.
TONY FOUTS, assistant operations manager.
SHERRY YATES, controller.
GAYLE KIRCHNER, promotion manager.
KIRK LEMONS, chief engineer.
BETTY ALLEY, traffic manager.

Highest 30 Sec. Rate: \$700.

City of License: Springfield. **ADI:** Springfield, MO. **Rank:** 83.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Boone	11,800	11,600	98
	Marion	5,300	5,200	98
	MISSOURI			
	Camden	10,700	10,500	98
	Christian	11,000	10,800	98
	Dade	3,200	3,200	100
	Dallas	5,200	5,100	98
	Douglas	4,700	4,600	98
	Greene	79,400	78,600	99
Hickory	3,300	3,200	97	
Laclede	10,400	10,200	98	
Lawrence	12,100	11,900	98	
Ozark	3,600	3,500	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Polk	7,800	7,600	97
	Pulaski	12,000	11,800	98
	Stone	7,700	7,500	97
	Taney	10,900	10,700	98
	Texas	8,400	8,100	96
	Webster	8,200	8,000	98
	Wright	6,300	6,100	97
Between 25-49%	ARKANSAS			
	Baxter	13,800	13,500	98
	Carroll	8,100	8,000	99
Newton	3,200	3,100	97	
Between 5-24%	MISSOURI			
	Barry	10,600	10,400	98
	Benton	5,500	5,300	96
	Cedar	5,100	5,000	98
	Dent	5,600	5,400	96
	Howell	12,000	11,500	96
	Miller	8,300	8,200	99
	St Clair	3,500	3,400	97
	ARKANSAS			
	Fulton	4,500	4,300	96
Madison	4,800	4,600	96	
MISSOURI				
Barton	4,800	4,700	98	
Morgan	6,200	6,100	98	
Oregon	4,000	3,800	95	
Phelps	12,300	12,000	98	
Shannon	3,000	2,800	93	
Vernon	7,800	7,600	97	
Totals		345,100	337,900	98
Net Weekly Circulation (1990)			197,600	
Average Daily Circulation (1990)			98,100	

Missouri—Springfield

KYTV

Ch. 3

Network Service: NBC.

Licensee: KY3 Inc., Box 3500, Springfield, MO 65808.

Studio: 999 W. Sunshine, Springfield, MO 65807.

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: 6 in operation; Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: DX.

News Service: AP.

Ownership: Schurz Communications Inc. (Group Owner).

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, president & general manager.

PAT DALBEY, general sales manager.

ANNE HEIM, national sales manager.

NATALIE MURPHY, programming & public affairs director.

DAN WHITE, production manager.

DEB GALLION, advertising & events coordinator.

TRUMAN KRUMHOLZ, chief engineer.

MARCI BURDICK, news director.

BILL SADDLER, business manager.

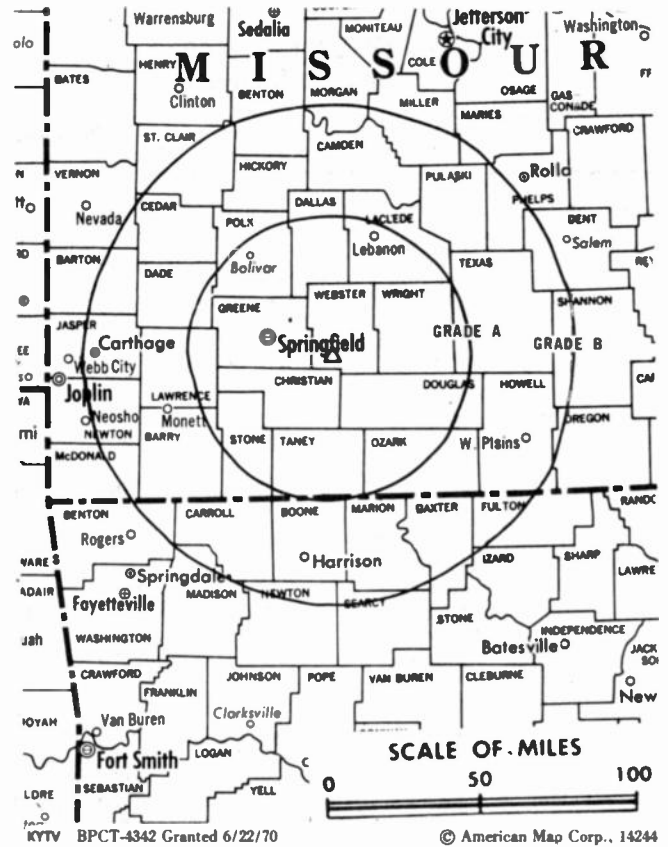
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$2300.

City of License: Springfield. ADI: Springfield, MO. Rank: 83.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 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	11,800	11,600	98
	Carroll	8,100	8,000	99
	Fulton	4,500	4,300	96
	Izard	4,500	4,300	96
	Madison	4,800	4,600	96
	Marion	5,300	5,200	98
	Newton	3,200	3,100	97
	MISSOURI			
	Barry	10,600	10,400	98
	Benton	5,500	5,300	96
	Camden	10,700	10,500	98
	Cedar	5,100	5,000	98
	Christian	11,000	10,800	98
	Dade	3,200	3,200	100
	Dallas	5,200	5,100	98
Dent	5,600	5,400	96	
Douglas	4,700	4,600	98	
Greene	79,400	78,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hickory	3,300	3,200	97
	Howell	12,000	11,500	96
	Laclede	10,400	10,200	98
	Lawrence	12,100	11,900	98
	Oregon	4,000	3,800	95
	Ozark	3,600	3,500	97
	Phelps	12,300	12,000	98
	Polk	7,800	7,600	97
	Pulaski	12,000	11,800	98
	St Clair	3,500	3,400	97
	Shannon	3,000	2,800	93
	Stone	7,700	7,500	97
	Taney	10,900	10,700	98
	Texas	8,400	8,100	96
	Webster	8,200	8,000	98
	Wright	6,300	6,100	97
	Between 25-49%	ARKANSAS		
Searcy		3,600	3,500	97
Sharp		6,500	6,300	97
Between 5-24%	MISSOURI			
	Morgan	6,200	6,100	98
	Vernon	7,800	7,600	97
Totals	ARKANSAS			
	Benton	37,400	36,700	98
	MISSOURI			
	Barton	4,800	4,700	98
	Carter	2,100	2,000	95
	Henry	8,300	8,200	99
	Maries	3,100	3,000	97
	Miller	8,300	8,200	99
	Newton	16,900	16,700	99
	Totals		427,500	418,600
Net Weekly Circulation (1990)				294,300
Average Daily Circulation (1990)				209,200

Missouri

KFVS-TV, Cape Girardeau (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Randolph	12,800	12,500	98
	Wayne	7,500	7,200	96
	White	7,400	7,100	96
Between 5-24%	MISSOURI			
	Reynolds	2,800	2,700	96
	TENNESSEE			
	Henry	11,800	11,600	99
	ARKANSAS			
	Greene	12,500	12,300	98
	Randolph	6,600	6,500	98
	ILLINOIS			
	Clay	6,200	6,000	97
	Marion	17,600	17,200	98
Washington	6,000	5,800	97	
KENTUCKY				
Caldwell	5,000	4,900	98	
Trigg	3,600	3,600	100	
Union	5,800	5,800	99	
Webster	5,600	5,500	98	
MISSOURI				
St Francois	16,400	16,200	99	
Shannon	3,000	2,800	93	
TENNESSEE				
Carroll	11,000	10,900	99	
Dyer	13,600	13,400	99	
Gibson	19,200	19,000	99	

KCTV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEBRASKA			
	Richardson	4,300	4,200	98
Between 5-24%	KANSAS			
	Cloud	4,500	4,400	98
	Crawford	15,600	15,400	99
	Dickinson	8,200	8,100	99
	Jackson	4,500	4,400	98
	Lyon	13,700	13,400	98
	Pottawatomie	6,000	5,900	98
	Riley	20,400	20,000	98
	Wabaunsee	2,500	2,400	96
	Woodson	1,800	1,800	100
	MISSOURI			
	Atchison	3,100	3,100	100
	Berton	5,500	5,300	96
	Cedar	5,100	5,000	98
	Cooper	5,700	5,600	98
	Mercer	1,600	1,600	100
	Randolph	9,700	9,600	99
	St Clair	3,500	3,400	97
	Vernon	7,800	7,600	97
	Worth	1,100	1,100	100

KMBC-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI			
	Harrison	4,100	4,000	98
	Linn	6,200	6,100	98
	St Clair	3,500	3,400	97
Between 5-24%	NEBRASKA			
	Richardson	4,300	4,200	98
	KANSAS			
	Allen	6,200	6,100	98
	Coffey	3,600	3,500	97
	Jackson	4,500	4,400	98
	Labette	9,700	9,600	99
	Lyon	13,700	13,400	98
	Montgomery	16,600	16,300	98
	Nemaha	4,200	4,100	98
Pottawatomie	6,000	5,900	98	
Rush	1,700	1,700	100	
Russell	3,400	3,300	97	
Saline	20,300	20,100	99	
Shawnee	64,900	64,300	99	
Wabaunsee	2,500	2,400	96	
MISSOURI				
Cedar	5,100	5,000	98	
Cole	23,200	23,000	99	
Cooper	5,700	5,600	98	
Holt	2,700	2,600	96	
Nodaway	7,600	7,500	99	
Randolph	9,700	9,600	99	
Sullivan	2,800	2,800	100	
Vernon	7,800	7,600	97	

KSHB-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI			
	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Henry	8,300	8,200	99
	Lafayette	12,000	11,900	99
	Livingston	5,900	5,800	98
	Nodaway	7,600	7,500	99
	Pettis	14,100	13,900	99
	Randolph	9,700	9,600	99
	Saline	9,500	9,400	99
	NEBRASKA			
	Richardson	4,300	4,200	98
	OKLAHOMA			
	Washington	17,900	17,800	99
Between 5-24%	IOWA			
	Marion	11,100	11,000	99
	KANSAS			
	Allen	6,200	6,100	98
Barton	12,500	12,400	99	
Jackson	4,500	4,400	98	

Missouri

KSHB-TV--(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA			
	Mitchell	3,300	3,200	97
	Montgomery	16,600	16,300	98
	Morris	2,600	2,500	96
	Nemaha	4,200	4,100	98
	Reno	26,000	25,800	99
	Wabauunsee	2,500	2,400	96
	MISSOURI			
	Atchison	3,100	3,100	100
	Benton	5,500	5,300	96
	Boone	41,100	40,500	99
	Cedar	5,100	5,000	98
	Chariton	4,000	3,900	97
	Cooper	5,700	5,600	98
Harrison	4,100	4,000	98	
Holt	2,700	2,600	96	
Linn	6,200	6,100	98	
St Clair	3,500	3,400	97	
Vernon	7,800	7,600	97	

WDAF-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	KANSAS				
	Bourbon	6,600	6,500	98	
	Brown	4,800	4,700	98	
	Clay	3,800	3,700	97	
	Cloud	4,500	4,400	98	
	Coffey	3,600	3,500	97	
	Ellis	10,500	10,400	99	
	Geary	10,700	10,600	99	
	Jackson	4,500	4,400	98	
	Jefferson	5,900	5,800	98	
	Jewell	1,900	1,800	95	
	Lyon	13,700	13,400	98	
	Morris	2,600	2,500	96	
	Osage	6,100	6,000	98	
	Pottawatomie	6,000	5,900	98	
	Republic	2,900	2,800	96	
	Riley	20,400	20,000	98	
	Saline	20,300	20,100	99	
	Shawnee	64,900	64,300	99	
	MISSOURI				
	Adair	9,100	9,000	99	
	Atchison	3,100	3,100	100	
	Linn	6,200	6,100	98	
	St Clair	3,500	3,400	97	
	Worth	1,100	1,100	100	
	NEBRASKA				
	Richardson	4,300	4,200	98	
	Between 5-24%	KANSAS			
		Allen	6,200	6,100	98
		Crawford	15,600	15,400	99
Dickinson		8,200	8,100	99	
Mitchell		3,300	3,200	97	
Nemaha		4,200	4,100	98	
Russell		3,400	3,300	97	
Wabauunsee		2,500	2,400	96	
MISSOURI					
Benton		5,500	5,300	96	
Cedar		5,100	5,000	98	

WDAF-TV--(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Cooper	5,700	5,600	98
	Mercer	1,600	1,600	100
	Sullivan	2,800	2,800	100
	Vernon	7,800	7,600	97

KMOV, St. Louis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Jackson	24,000	23,300	97
	Morgan	14,500	14,100	97
	Scott	2,300	2,300	100
	MISSOURI			
	Audrain	9,600	9,500	99
	Bollinger	4,300	4,200	98
	Boone	41,100	40,500	99
	Callaway	11,300	11,100	98
	Cole	23,200	23,000	99
Maries	3,100	3,000	97	
Osage	4,300	4,200	98	
Wayne	5,000	4,900	98	

KPLR-TV, St. Louis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	MISSOURI				
	Cole	23,200	23,000	99	
	Madison	4,800	4,700	98	
	Marion	10,700	10,600	99	
	Osage	4,300	4,200	98	
	Phelps	12,300	12,000	98	
	Reynolds	2,800	2,700	96	
	Scott	15,000	14,800	99	
	Between 5-24%	IOWA			
		Lee	16,400	16,200	99
ILLINOIS					
Franklin		17,900	17,400	97	
Hancock		9,200	9,100	99	
Jackson		24,000	23,300	97	
Union		7,700	7,500	97	
Wayne		7,500	7,200	96	
Williamson		25,400	24,800	98	
MISSOURI					
Bollinger	4,300	4,200	98		
Callaway	11,300	11,100	98		
Dent	5,600	5,400	96		
Maries	3,100	3,000	97		
Mississippi	5,400	5,300	98		
New Madrid	7,700	7,500	97		
Randolph	9,700	9,600	99		
Stoddard	11,300	11,100	98		
Wayne	5,000	4,900	98		

Missouri

KSDK, St. Louis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Scott	2,300	2,300	100
	MISSOURI			
	Butler	15,000	14,600	97
	Dent	5,600	5,400	96
	Phelps	12,300	12,000	98
	Reynolds	2,800	2,700	96
Between 5-24%	ARKANSAS			
	Clay	7,700	7,600	99
	IOWA			
	Lee	16,400	16,200	99
	ILLINOIS			
	Adams	26,700	26,300	98
	Christian	14,400	14,100	98
	Clay	6,200	6,000	97
	Franklin	17,900	17,400	97
	Jackson	24,000	23,300	97
	Williamson	25,400	24,800	98
	MISSOURI			
	Audrain	9,600	9,500	99
	Bollinger	4,300	4,200	98
	Boone	41,100	40,500	99
	Callaway	11,300	11,100	98
	Cole	23,200	23,000	99
Dunklin	13,000	12,700	98	
Maries	3,100	3,000	97	
Marion	10,700	10,600	99	
Osage	4,300	4,200	98	
Randolph	9,700	9,600	99	
Stoddard	11,300	11,100	98	
Wayne	5,000	4,900	98	

KTVI, St. Louis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Adams	26,700	26,300	98
	Brown	2,000	1,900	95
	Morgan	14,500	14,100	97
	Perry	9,000	8,800	98

KTVI—(Continued) (Arbitron Data Continued)

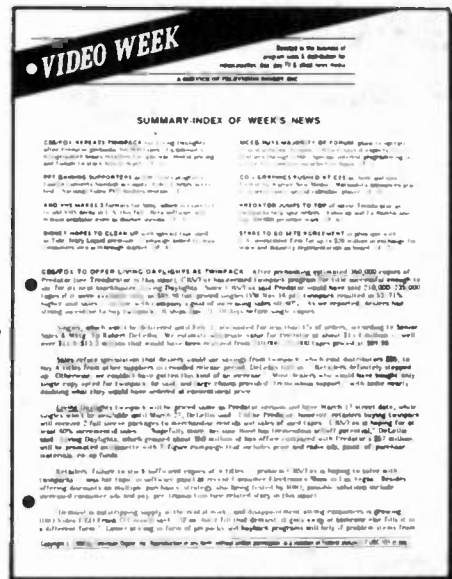
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSOURI			
	Audrain	9,600	9,500	99
	Bollinger	4,300	4,200	98
	Butler	15,000	14,600	97
	Callaway	11,300	11,100	98
	Dent	5,600	5,400	96
	Maries	3,100	3,000	97
	Osage	4,300	4,200	98
	Stoddard	11,300	11,100	98
	Wayne	5,000	4,900	98

KPLR-TV, St. Louis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	MISSOURI				
	Cole	23,200	23,000	99	
	Madison	4,800	4,700	98	
	Marion	10,700	10,600	99	
	Osage	4,300	4,200	98	
	Phelps	12,300	12,000	98	
	Reynolds	2,800	2,700	96	
	Scott	15,000	14,800	99	
	Between 5-24%	IOWA			
		Lee	16,400	16,200	99
		ILLINOIS			
Franklin		17,900	17,400	97	
Hancock		9,200	9,100	99	
Jackson		24,000	23,300	97	
Union		7,700	7,500	97	
Wayne		7,500	7,200	96	
Williamson		25,400	24,800	98	
MISSOURI					
Bollinger		4,300	4,200	98	
Callaway		11,300	11,100	98	
Dent		5,600	5,400	96	
Maries		3,100	3,000	97	
Mississippi		5,400	5,300	98	
New Madrid		7,700	7,500	97	
Randolph		9,700	9,600	99	
Stoddard	11,300	11,100	98		
Wayne	5,000	4,900	98		

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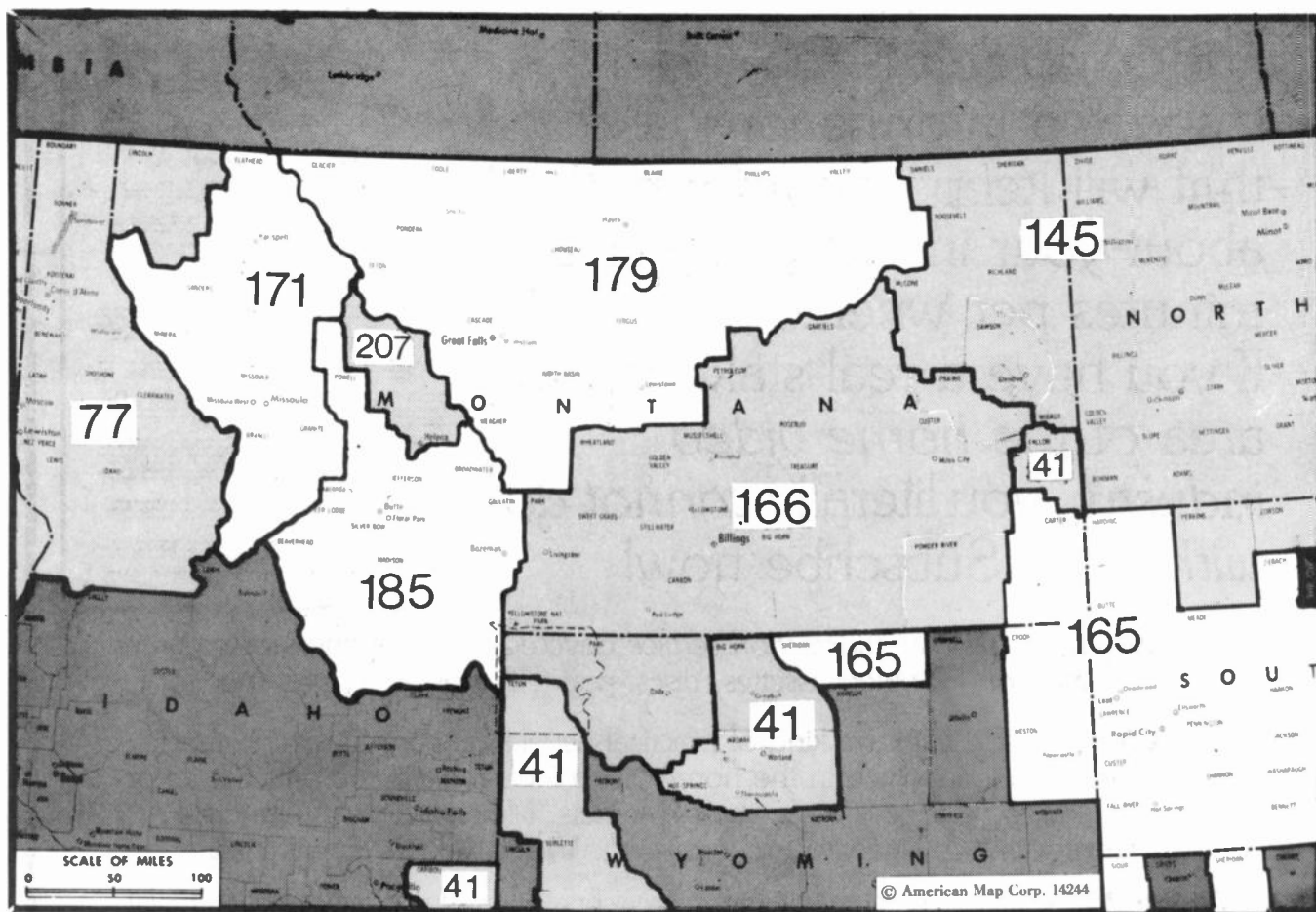
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Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT	598,200	41	KCCZ (4), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)
Spokane, WA	320,500	77	KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Minot-Bismarck-Dickinson, ND, Glendive, MT	144,600	145	KBMY (17), KFYZ-TV (5), KMZY (14), KMOT (10), KQCD-TV (7), KUMV-TV (8), KXGN-TV (5), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)
Rapid City, SD	86,400	165	KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
Billings-Hardin, MT	85,000	166	KOUS-TV (4), KTVQ (2), KULR-TV (8), KYUS-TV (3)
Missoula, MT	79,200	171	KCFW-TV (9), KECI-TV (13), KPAX-TV (8)
Great Falls, MT	64,800	179	KFBB-TV (5), KRTV (3), KTFG (16)
Butte, MT	48,600	185	KCTZ (7), KTVM (6), KXLF-TV (4)
Helena, MT	19,400	207	KTVH (12)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KOUS-TV, Billings See Hardin, MT

Montana Station Totals as of October 1, 1990

	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 Third Ave. N, Box 2557, Billings, MT 59103.

Studio: 3203 Third 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, 10.20-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 Broadcast Management Corp. (Group Owner).

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): Latham & Watkins.

Represented (engineering): Jansky & Bailey.

Personnel:

KELLY SUGAI, general manager.

LEE LAREVA, operations director.

RON JACOBSON, chief engineer.

AL NASH, news director.

JANET SKORUPA, promotion director.

MONTY WALLIS, local sales manager.

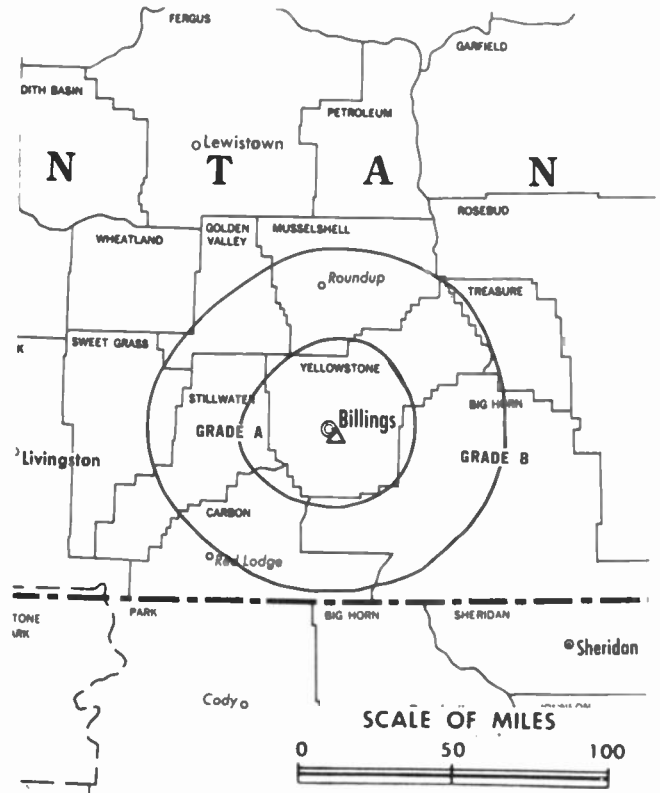
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$770.

City of License: Billings. ADI: Billings-Hardin. Rank: 166.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Big Horn	3,500	3,300	94
	Carbon	3,700	3,600	97
	Custer	5,400	5,100	94
	Golden Valley	400	400	100
	Musselshell	1,800	1,700	94
	Park	5,400	5,200	96
	Petroleum	200	200	100
	Powder River	900	800	89
	Rosebud	4,300	4,100	94
	Stillwater	2,600	2,600	100



KTVQ BMPCT-4001 Granted 8/20/56

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Sweet Grass	1,300	1,200	92	
	Treasure	400	400	100	
	Wheatland	900	900	100	
	Yellowstone	47,100	46,400	99	
	WYOMING				
	Big Horn	4,500	4,300	96	
	Park	9,300	8,900	96	
	Sheridan	10,300	9,800	95	
	Between 25-49%	MONTANA			
		Meagher	800	800	100
Between 5-24%	MONTANA				
	Carter	600	600	100	
	Fergus	5,000	4,800	96	
	Gallatin	19,000	18,400	97	
	Garfield	600	500	83	
	Judith Basin	1,000	1,000	100	
	Phillips	2,200	2,100	95	
	Richland	4,700	4,600	97	
	WYOMING				
	Johnson	2,600	2,500	96	
	Totals		138,500	134,200	97
Net Weekly Circulation (1990)			85,500		
Average Daily Circulation (1990)			53,900		

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 80810, Billings, MT 59108.

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

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 38.90-kw aural. Antenna: 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level.

Latitude 45° 45' 35.00"
Longitude 108° 27' 13.60"

Transmitter: 2.7-mi. E of Billings.

Satellite Earth Stations: Harris, 6.1-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.5-meter Ku-band; Andrew, DX, Scientific Atlanta receivers.

News Services: AP, NBC.

Ownership: Wooster Republican Printing Co. (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Baker & Hostetler.

Represented (engineering): Hammett & Edison Inc.

Personnel:

STAN WHITMAN, president.
RON OLSEN, station manager & program director.
BOB KORUM, general sales manager.
DEAN JANSMA, chief engineer.
JULIE OMVIG, promotion director.

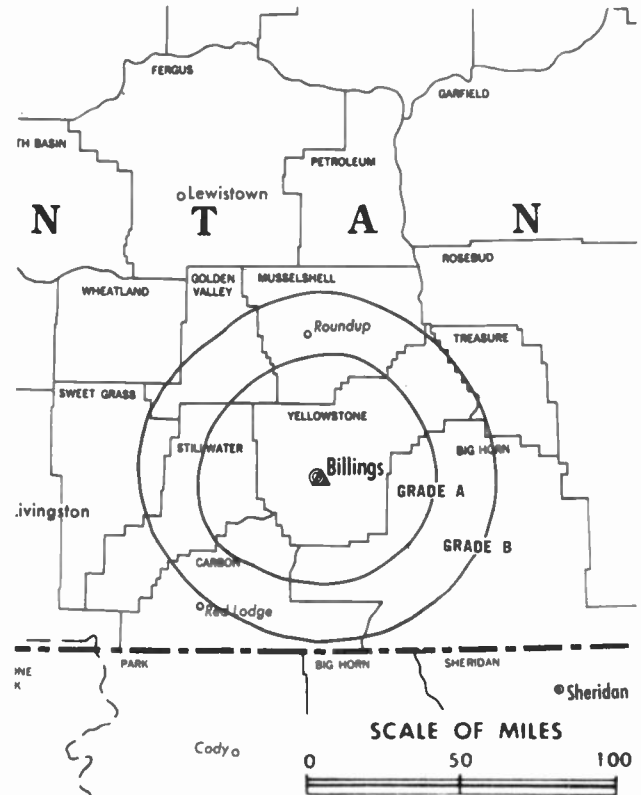
Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$425.

City of License: Billings. **ADI:** Billings-Hardin. **Rank:** 166.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Big Horn	3,500	3,300	94
	Carbon	3,700	3,600	97
	Custer	5,400	5,100	94
	Garfield	600	500	83
	Golden Valley	400	400	100
	Musselshell	1,500	1,700	94
	Park	5,400	5,200	96



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

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Petroleum	200	200	100	
	Rosebud	4,300	4,100	94	
	Stillwater	2,600	2,600	100	
	Sweet Grass	1,300	1,200	92	
	Treasure	400	400	100	
	Wheatland	900	900	100	
	Yellowstone	47,100	46,400	99	
	WYOMING				
	Big Horn	4,500	4,300	96	
	Park	9,300	8,900	96	
Between 25-49%	MONTANA				
	Fergus	5,000	4,800	96	
	Meagher	800	800	100	
	Powder River	900	800	89	
	Prairie	700	600	86	
WYOMING					
Sheridan	10,300	9,800	95		
Between 5-24%	MONTANA				
	Judith Basin	1,000	1,000	100	
Totals		110,100	106,600	97	
Net Weekly Circulation (1990)				77,900	
Average Daily Circulation (1990)				45,200	

Montana—Bozeman

KCTZ
Ch. 7

Network Service: ABC.

Grantee: Big Horn Communications, Drawer D, Hardin, MT 59034.

Studio: 1128 E. Main, Bozeman, MT 59715.

Telephone: 406-586-3280. Fax: 406-586-4135.

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 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.

News Service: AP.

Ownership: Big Horn Communications Inc. (Group Owner).

Began Operation: September 1, 1987. Sale to present owners by Bee Bcstg. Assoc. approved by FCC June 28, 1988.

Represented (sales): Roslin Spot TV Sales.

Represented (legal): Brinig & Bernstein.

Personnel:

RAY MOSER, general manager.

MICHAEL DOUGLAS, station & general sales manager.

J. R. MIDDLETON, chief engineer.

GENE BRODEUR, news director.

JOHNA ZINDA, program director.

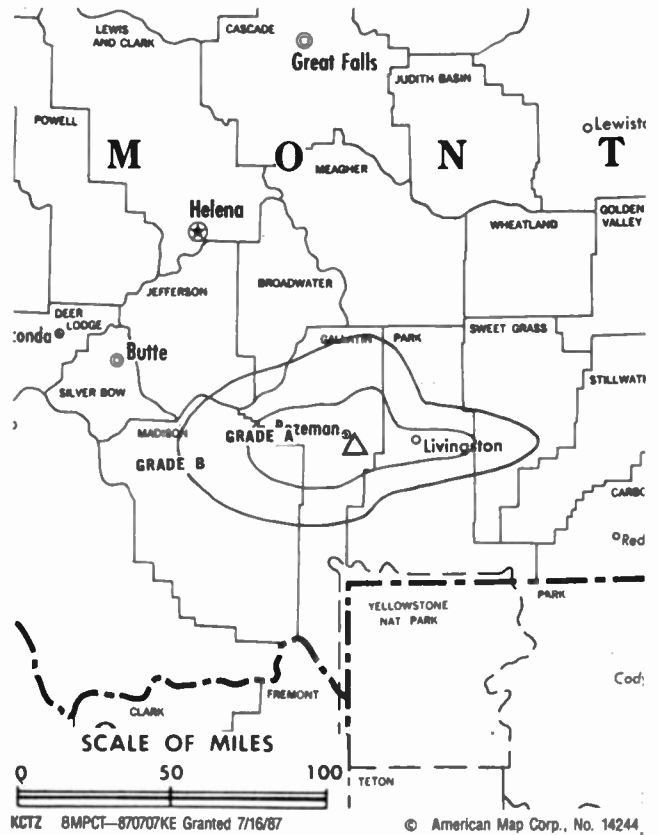
STEVE BRUGGEMAN, business manager.

Highest 30 Sec. Rate: \$125.

City of License: Bozeman. ADI: Butte. Rank: 185.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA Gallatin	19,000	18,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MONTANA Park	5,400	5,200	96
Between 5-24%	MONTANA Madison	2,200	2,200	100
	Meagher	800	800	100
	Sweet Grass	1,300	1,200	92
Totals		28,700	27,800	97
Net Weekly Circulation (1990)				14,500
Average Daily Circulation (1990)				6,800

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, 12.50-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, NBC.

Ownership: Precht Communications Inc. (Group Owner).

Began Operation: May 15, 1970.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

ROBERT H. PRECHT, president & general manager.

LARRY SEM, station manager.

PAT GRANT, national sales manager.

TIM LEDBETTER, news director.

BILLY WARD, chief engineer.

JANE ENGLISH, business manager.

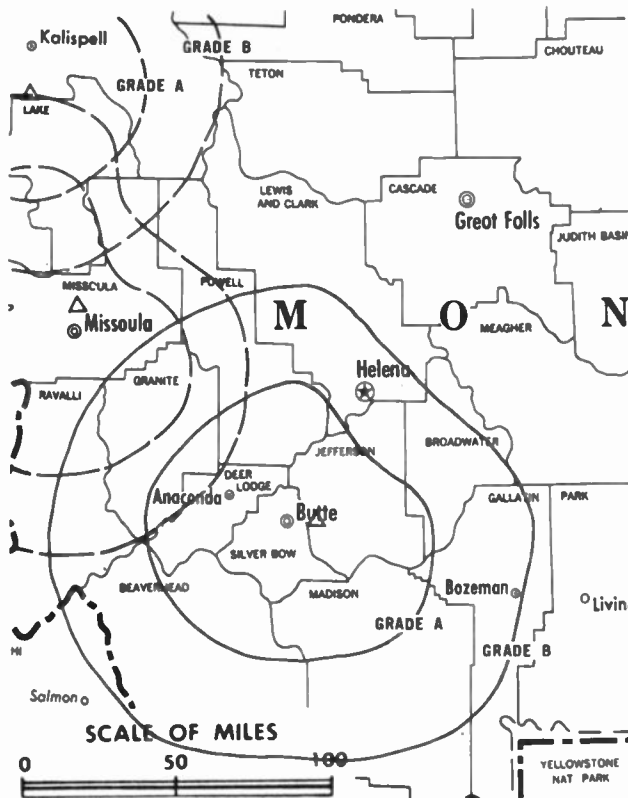
Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$400.

City of License: Butte. ADI: Butte. Rank: 185.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 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
	Deer Lodge	4,100	4,000	98



KTVM BPCT-4187 Granted 12/3/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gallatin	19,000	18,400	97
	Jefferson	3,200	3,100	97
	Madison	2,200	2,200	100
	Powell	2,400	2,300	96
	Silver Bow	14,300	14,000	98
MONTANA				
Between 5-24%	Broadwater	1,700	1,600	94
	Granite	1,100	1,100	100
	Park	5,400	5,200	96
Totals		56,600	54,900	97
Net Weekly Circulation (1990)				39,100
Average Daily Circulation (1990)				23,300

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. Fax: 406-782-8906.

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.

Multichannel TV Sound: Separate audio program.

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

News Services: AP, Montana TV Network News.

Ownership: Evening Post Publishing Co. (Group Owner).

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.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

RON CASS, president & general manager.

JAY KOHN, news director.

PAT COONEY, sales manager.

JOHN MIZELLE, chief engineer.

MARGARET McINTOSH, program director.

LINDA THOMPSON, business manager.

LYNN CLARK, promotion director.

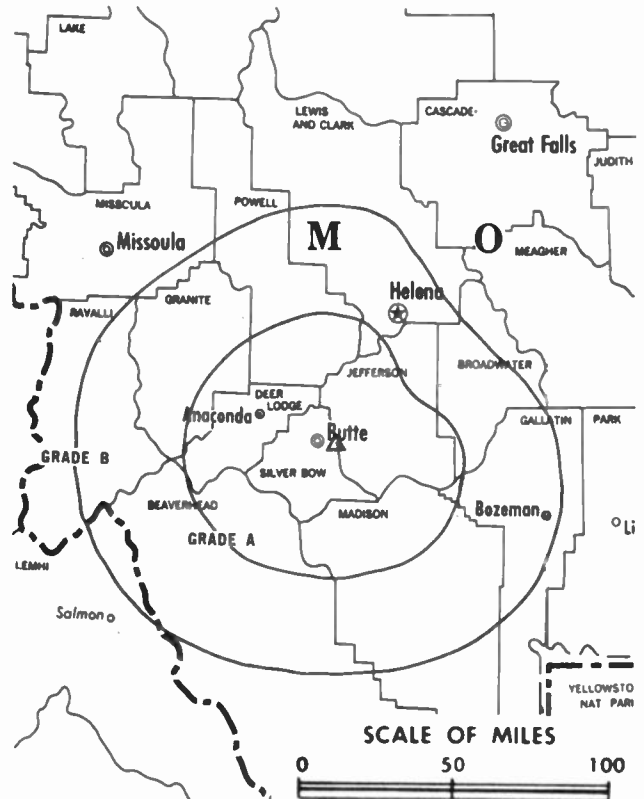
Highest 30 Sec. Rate: \$325.

NETWORK BASE HOURLY RATE: \$960.

City of License: Butte. ADI: Butte. Rank: 185.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 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	1,700	1,600	94
	Deer Lodge	4,100	4,000	98
	Gallatin	19,000	18,400	97
	Jefferson	3,200	3,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lewis + Clark	19,800	19,200	97
	Madison	2,200	2,200	100
	Powell	2,400	2,300	96
	Silver Bow	14,300	14,000	98
Between 25-49%	MONTANA Granite	1,100	1,100	100
	MONTANA Meagher Park	800	800	100
Between 5-24%		5,400	5,200	96
	Totals	77,200	74,900	97
Net Weekly Circulation (1990)				58,700
Average Daily Circulation (1990)				37,400

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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. Fax: 406-365-3378.

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; 4.5-meter Ku-band; 3.7-meter C-band.

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

News Service: National Weather Service.

Ownership: Stephen A. Marks (Group Owner).

Began Operation: November 1, 1957. Sale to present owner by Lewis W. Moore, et al., approved by FCC April 18, 1990 (Television Digest, Vol. 30:17).

Represented (sales): Hooper Jones Associates.

Represented (engineering): Mullaney Engineering Inc.

Personnel:

DAN FRENZEL, general manager.

MARK GAUTHIER, news director.

TRACI SCHELL, program director.

WINNIFRED NORTON, promotion director.

DENNIS HANSON, chief engineer.

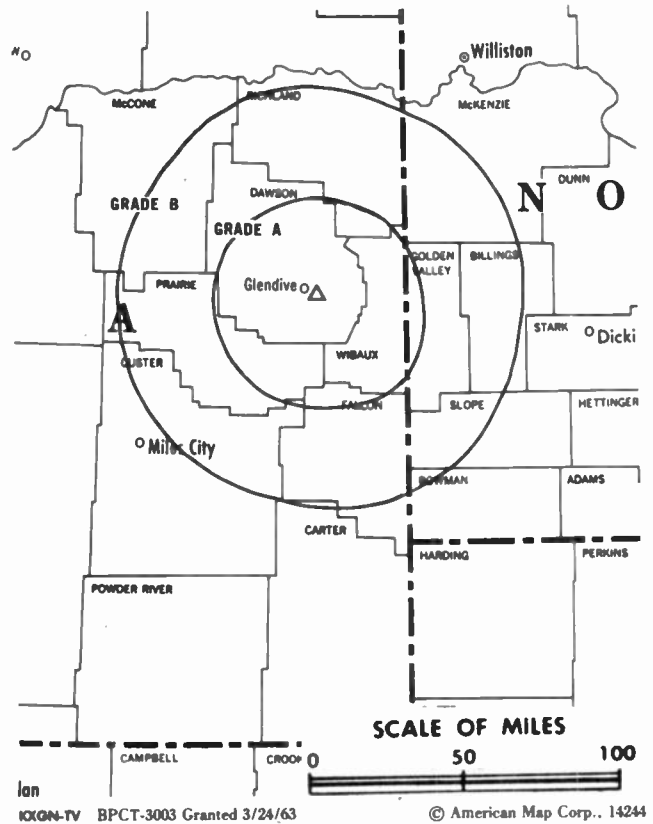
Highest 30 Sec. Rate: \$150.

NETWORK BASE HOURLY RATE: \$100.

City of License: Glendive. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA Dawson	4,400	4,200	95
	Fallon	1,400	1,300	93



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Prairie	700	600	86
	Wibaux	500	500	100
Between 25-49%	MONTANA Carter	600	600	100
	Mc Cone	900	900	100
	Richland	4,700	4,600	97
	NORTH DAKOTA Golden Valley	900	900	100
	MONTANA Garfield	600	500	83
Totals		14,700	14,100	96
Net Weekly Circulation (1990)				7,800
Average Daily Circulation (1990)				4,300

Montana—Great Falls

KFBB-TV

Ch. 5

Network Service: ABC.

Licensee: KFBB Corp., 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. Fax: 406-727-9703.

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. (Group Owner).

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.

Represented (engineering): Mullaney Engineering Inc.

Personnel:

JACK J. FISHER SR., general manager.

JACK MAY, local sales manager.

DICK POMPA, news director.

LOREN HENDRICKSON, production/promotion coordinator.

MIKE WARNER, chief engineer.

MYLA COLE, accounting supervisor.

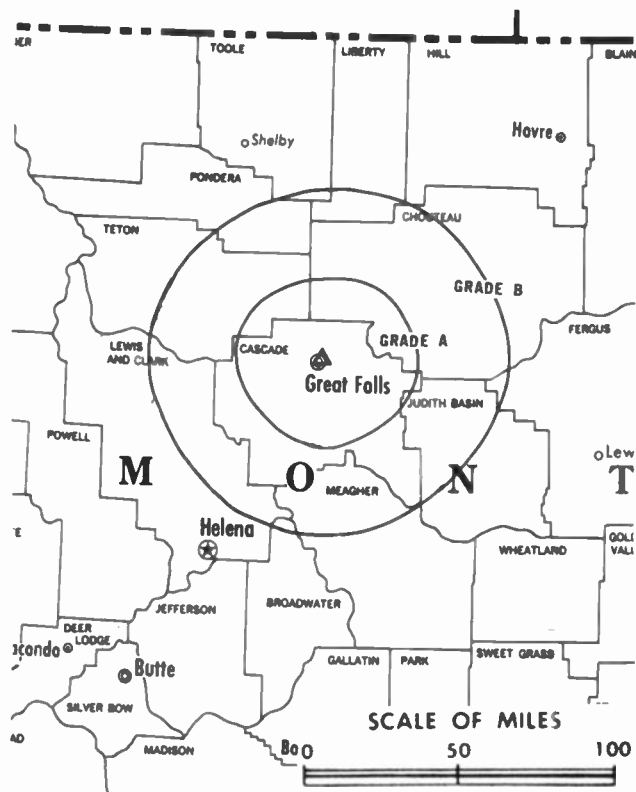
CAROL FUNSTON, traffic manager.

Rates: On request.

City of License: Great Falls. ADI: Great Falls. Rank: 179.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Blaine	2,600	2,400	92
	Broadwater	1,700	1,600	94
	Cascade	30,700	30,200	98
	Chouteau	2,200	2,100	95
	Fergus	5,000	4,800	96
	Glacier	3,800	3,600	95
	Hill	6,900	6,700	97
	Judith Basin	1,000	1,000	100



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lewis + Clark	19,800	19,200	97
	Liberty	1,000	1,000	100
	Phillips	2,200	2,100	95
	Pondera	2,500	2,400	96
	Teton	2,500	2,400	96
	Toole	2,300	2,200	96
	Valley	3,800	3,600	95
Between 25-49%	MONTANA			
	Garfield	600	500	83
	Meagher	800	800	100
Between 5-24%	MONTANA			
	Jefferson	3,200	3,100	97
	Roosevelt	3,800	3,700	97
Totals		96,400	93,400	97
Net Weekly Circulation (1990)				70,900
Average Daily Circulation (1990)				42,000

THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS

Call Lynn Levine or Nancy Cramer
202-872-9200

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 Missouri River, Great Falls

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

Telephone: 406-453-2431. **TWX:** 62948919. **Fax:** 406-453-8041.

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: RCA, 4.5-meter Ku-band; Poultan, 3.2-meter; Scientific-Atlanta receivers.

News Services: AP, Montana TV Network News.

Ownership: Evening Post Publishing Co. (Group Owner).

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:

DONALD G. BRADLEY, president & general manager.

PETER B. FRIDEN, general sales manager.

REED LARSON, local sales manager.

PHIL SAXTON, chief engineer.

JOEL LUNDSTAD, news director.

ROXANNA RATTRAY, traffic director/program coordinator.

JOSEPH LAWSON, promotion director.

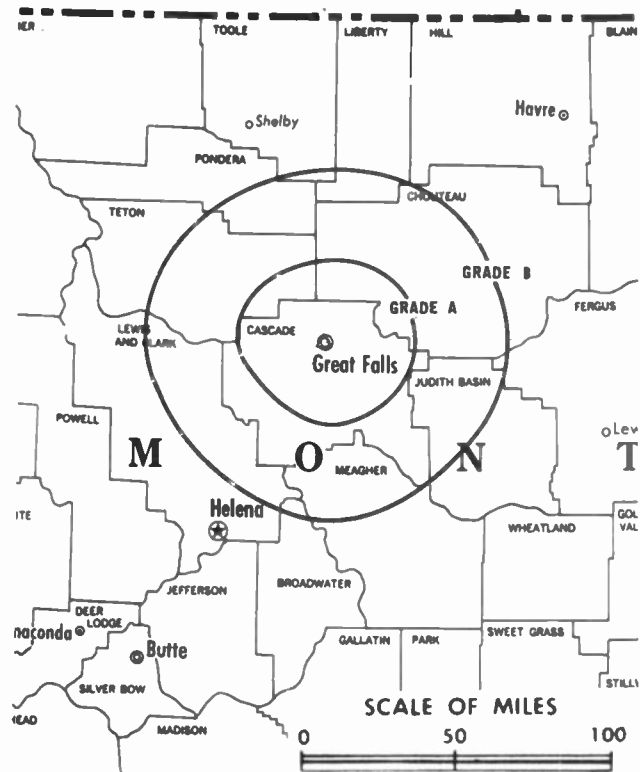
Highest 30 Sec. Rate: \$215.

NETWORK BASE HOURLY RATE: \$655.

City of License: Great Falls. **ADI:** Great Falls. **Rank:** 179.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Blaine	2,600	2,400	92
	Cascade	30,700	30,200	98
	Chouteau	2,200	2,100	95



KRTV BPCT-4457 Granted 10/18/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fergus	5,000	4,800	96
	Garfield	600	500	83
	Glacier	3,800	3,600	95
	Hill	6,900	6,700	97
	Judith Basin	1,000	1,000	100
	Liberty	1,000	1,000	100
	Phillips	2,200	2,100	95
	Pondera	2,500	2,400	96
	Teton	2,500	2,400	96
	Toole	2,300	2,200	96
	Valley	3,800	3,600	95
Between 25-49%	MONTANA Meagher	800	800	100
Between 5-24%	MONTANA Jefferson	3,200	3,100	97
Totals		71,100	68,900	97
Net Weekly Circulation (1990)				56,300
Average Daily Circulation (1990)				35,300

Montana—Great Falls

KTGF

Ch. 16

Network Service: NBC.

Grantee: Continental Television Network Inc., 118 Sixth St. S, Great Falls, MT 59405.

Studio: 118 Sixth St. S, Great Falls, MT 59405.

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

Telephone: 406-761-8816. Fax: 406-454-3484.

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

News Service: AP.

Ownership: Continental Television Network Inc.

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.

CHERYL CORDEIRO, station manager.

JANET DORALE-DANA, national sales manager.

SCOTT BARELLA, chief engineer.

JO MAY BARKER, news director.

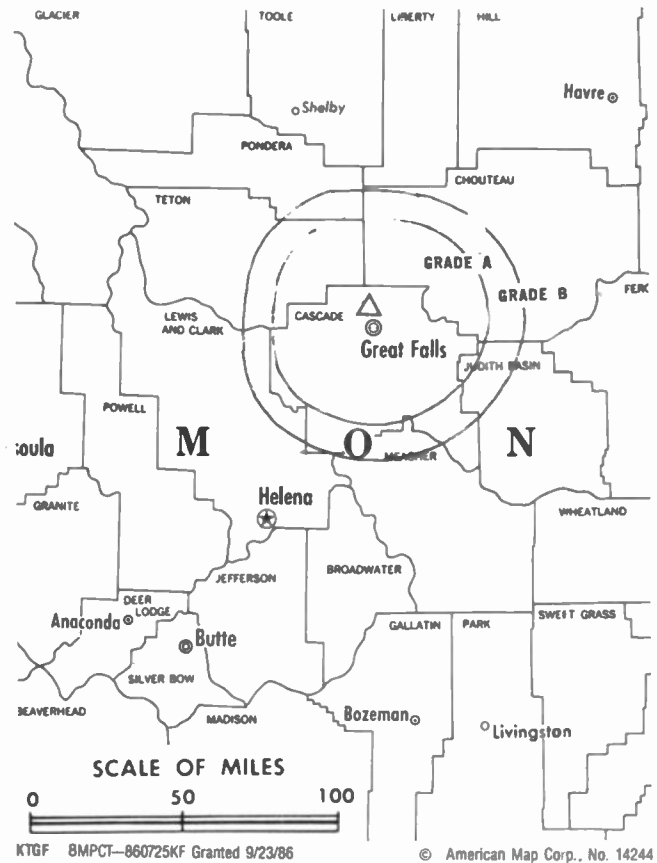
PENNY ADKINS, promotion, marketing & program director.

Highest 30 Sec. Rate: \$290.

City of License: Great Falls. ADI: Great Falls. Rank: 179.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MONTANA				
50% & Over	Blaine	2,600	2,400	92
	Cascade	30,700	30,200	98
	Fergus	5,000	4,800	96
	Glacier	3,800	3,600	95
	Hill	6,900	6,700	97
	Liberty	1,000	1,000	100
	Phillips	2,200	2,100	95
	Pondera	2,500	2,400	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Teton	2,500	2,400	96
	Toole	2,300	2,200	96
Between 25-49%	MONTANA Chouteau	2,200	2,100	95
	MONTANA Garfield	600	500	83
Between 5-24%	Judith Basin	1,000	1,000	100
	Valley	3,800	3,600	95
Totals		67,100	65,000	97
Net Weekly Circulation (1990)			43,100	
Average Daily Circulation (1990)			22,900	

There is no more visible place for your advertising message than the pages of the **Television & Cable Factbook**

Montana—Hardin-Billings

KOUS-TV

Ch. 4

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

Network Service: ABC.

Licensee: KOUS-TV Inc., 2116 Broadwater Ave., Box 23309, Billings, MT 59104.

Studio: W. Third St., Hardin, MT 59034.

Mailing Address: Box 23309, Billings, MT 59104.

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: Big Horn Communications Inc. (Group Owner).

Began Operation: November 26, 1980.

Represented (sales): Settel Inc.; Bob Hix (Denver).

Represented (legal): Fortas & Hardman.

Personnel:

RAY MOSER, general manager.
DAN MICHAEL, general sales manager.
DOUG RICE, local sales manager.
J. R. MIDDLETON, chief engineer.
TRACY NELSON, traffic director.
JOHNA ZINDA, program director.
ED CONNERS, promotion director.

Highest One Hour Rate: \$1200.

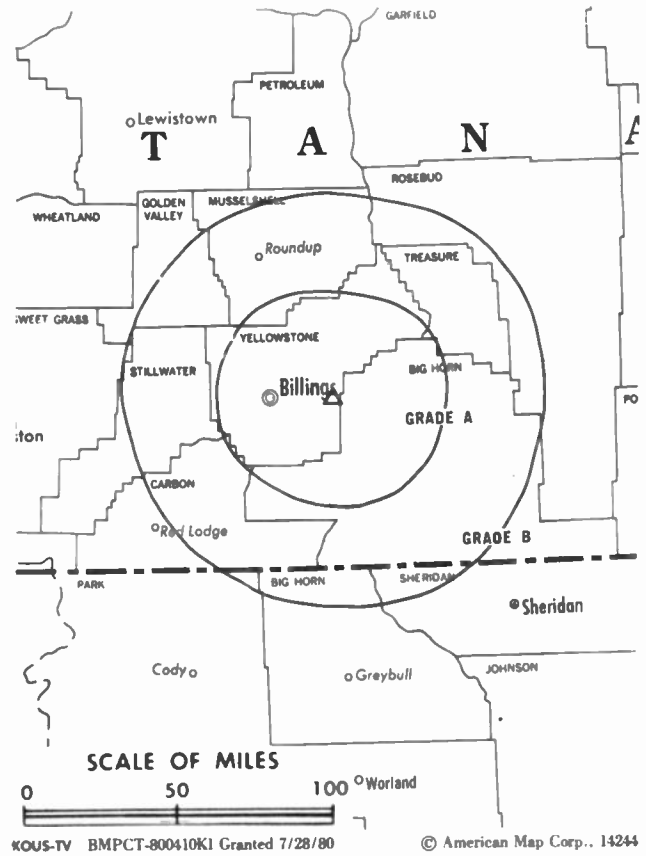
Highest 30 Sec. Rate: \$490.

Arbitron Data: Figures include KYUS-TV, Miles City, MT.

City of License: Hardin. ADI: Billings-Hardin. Rank: 166.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Big Horn	3,500	3,300	94
	Carbon	3,700	3,600	97
	Custer	5,400	5,100	94
	Golden Valley	400	400	100
	Musselshell	1,800	1,700	94
	Petroleum	200	200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Stillwater	2,600	2,600	100
	Treasure	400	400	100
	Wheatland	900	900	100
	Yellowstone	47,100	46,400	99
	WYOMING			
	Park	9,300	8,900	96
Between 25-49%	MONTANA			
	Prairie	700	600	86
	Rosebud	4,300	4,100	94
	Sweet Grass	1,300	1,200	92
Between 5-24%	MONTANA			
	Fergus	5,000	4,800	96
	Park	5,400	5,200	96
	WYOMING			
	Big Horn	4,500	4,300	96
	Sheridan	10,300	9,800	95
Totals		106,800	103,500	97
Net Weekly Circulation (1990)				61,300
Average Daily Circulation (1990)				30,900

Montana—Helena

KTVH
Ch. 12

Network Service: NBC.

Licensee: Big Sky Bcstg. L.P., 2433 N. Montana Ave., Helena, MT 59601.

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

Mailing Address: Box 6125, Helena, MT 59604.

Telephone: 406-443-5050. Fax: 406-442-5106.

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 Mountain, approx. 22-mi. NE of Helena.

Satellite Earth Stations: AFC, 3-meter Ku-band; Paracclipse, 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.

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, Courtneage, & Lundberg approved April 22, 1985. Sale to present owners approved by FCC Aug. 4, 1988.

Represented (sales): Seitel Inc.; The Tacher Co.

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

Personnel:

JOHN RADECK, president & general manager.

BILL STEBBINS, general sales manager.

JANICE W. RADECK, program director.

ALLEN KNUTH, chief engineer.

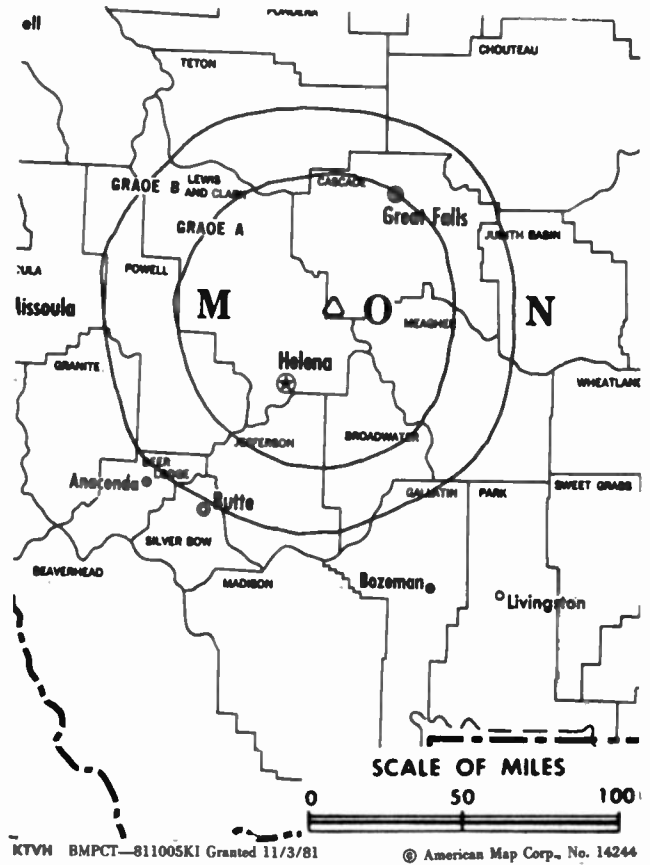
ASHLEY WEBSTER, news director.

DYAN FOSTER, business manager.

Highest 30 Sec. Rate: \$250.

City of License: Helena. AOI: Helena. Rank: 207.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Broadwater	1,700	1,600	94
	Lewis + Clark	19,800	19,200	97
Between 25-49%	MONTANA			
	Jefferson	3,200	3,100	97
	Meagher	800	800	100
Between 5-24%	MONTANA			
	Chouteau	2,200	2,100	95
	Gallatin	19,000	18,400	97
	Pondera	2,500	2,400	96
	Teton	2,500	2,400	96
Totals		51,700	50,000	97
Net Weekly Circulation (1990)				22,700
Average Daily Circulation (1990)				13,500

Montana—Kalispell

KCFW-TV

Ch. 9

(Satellite of KECI-TV, Missoula, MT)

Network Service: NBC, ABC.

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

Studio: 401 First Ave. E, 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 Mountain, 6.5-mi. W of Lakeside, MT.

News Services: AP, NBC.

Ownership: Precht Communications Inc., (Group Owner).

Began Operation: June 10, 1968.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Personnel:

ROBERT H. PRECHT, president and general manager.

STEVE FETVEIT, station manager.

MARK HOLSTON, news director.

CHRIS NEUHAUSEN, chief engineer.

PAT GRANT, national sales manager.

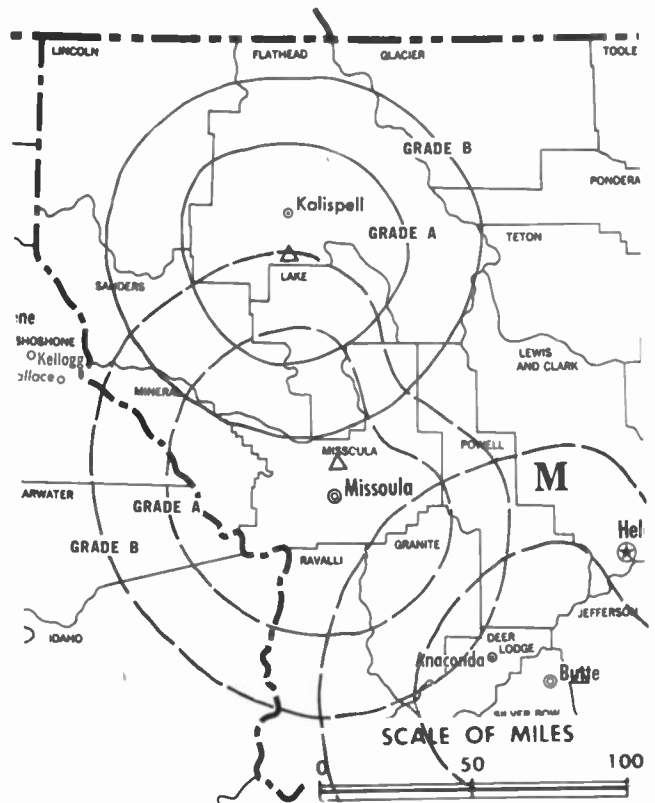
JANE ENGLISH, business manager.

Highest 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$400.

City of License: Kalispell. **ADI:** Missoula. **Rank:** 171.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 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	23,900	23,200	97
	Lincoln	6,800	6,500	96
Between 25-49%	MONTANA			
	Lake	8,400	8,100	97
Between 5-24%	MONTANA			
	Sanders	3,900	3,700	95
Totals		43,000	41,500	97
Net Weekly Circulation (1990)				28,900
Average Daily Circulation (1990)				19,600

Montana—Miles City

KYUS-TV

Ch. 3

(Satellite of KOUS-TV, Hardin, MT)

Network Service: ABC.

Licensee: KOUS-TV Inc., 2116 Broadwater Ave., Box 23309, Billings, MT 59104.

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: Big Horn Communications Inc. (Group Owner).

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

Represented (sales): Sattel Inc.; Bob Hix (Denver).

Represented (legal): Fortas & Hardman.

Personnel:

RAY MOSER, general manager.

DAN MICHAEL, local sales manager.

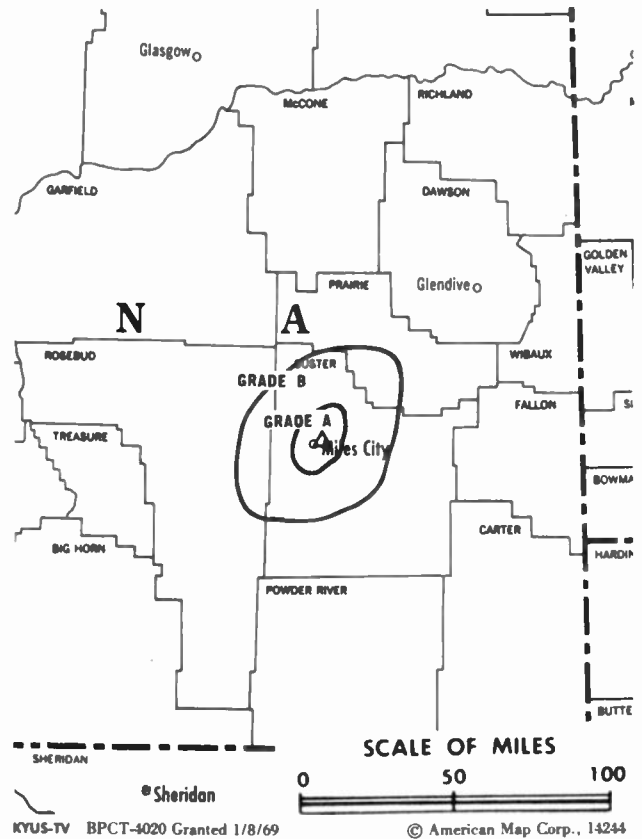
J. R. MIDDLETON, chief engineer.

JOHNA ZINDA, program director.

ED CONNERS, promotion director.

TRACY NELSON, traffic director.

Highest 30 Sec. Rate: \$60.



Arbitron Data: Included with KOUS-TV, Hardin, MT.

City of License: Miles City. ADI: Billings-Hardin. Rank: 166.

Montana—Missoula

KECI-TV

Ch. 13

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

Network Service: NBC, ABC.

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

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

Telephone: 406-721-2063. TWX: 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; Paracclipse, 4.5-meter C-band; Harris, 4.5-meter C-band; Harris, 3-meter Ku-band; Harris, M/A-Com receivers.

News Services: AP, NBC.

Ownership: Precht Communications Inc. (Group Owner).

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:

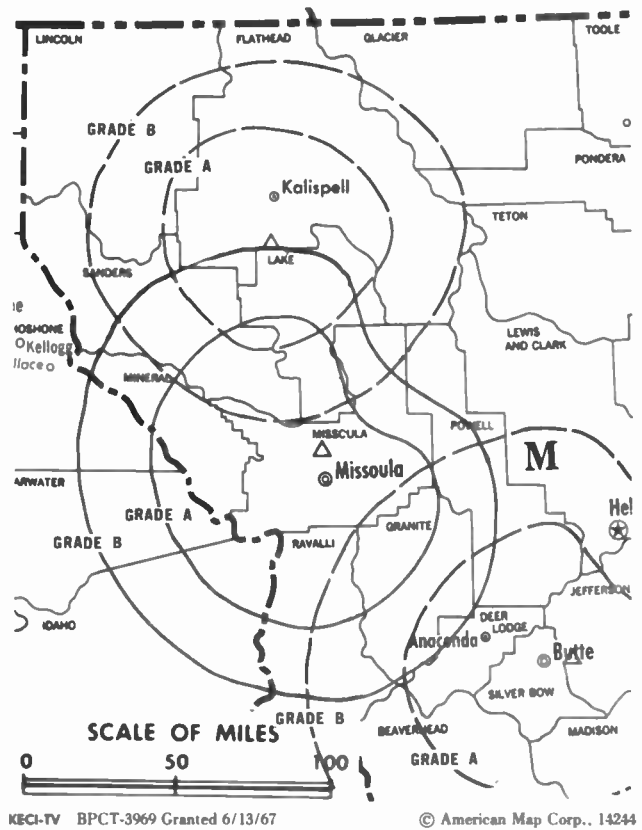
ROBERT H. PRECHT, president & general manager.
STEVE HELLEGAARD, station manager.
JEAN CREPEAU, program director.
JIM HARMON, news director.
LARRY ARBAUGH, chief engineer.
PAT GRANT, national sales manager.
JANE ENGLISH, business manager.

Highest 30 Sec. Rate: \$625.

NETWORK BASE HOURLY RATE: \$800.

City of License: Missoula. ADI: Missoula. Rank: 171.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Granite	1,100	1,100	100
	Lake	8,400	8,100	97
	Mineral	1,700	1,700	100
	Missoula	32,300	31,300	97
	Ravalli	10,600	10,300	97
	Sanders	3,900	3,700	95
Between 25-49%	IDAHO			
	Lemhi	2,700	2,500	93
Totals		60,700	58,700	97
Net Weekly Circulation (1990)				48,700
Average Daily Circulation (1990)				31,100

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 & 257-kw horizontal visual, 51.5-kw & 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.

Multichannel TV Sound: Stereo and separate audio program.

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

News Services: AP, Montana TV Network.

Ownership: Evening Post Publishing Co. (Group Owner).

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:

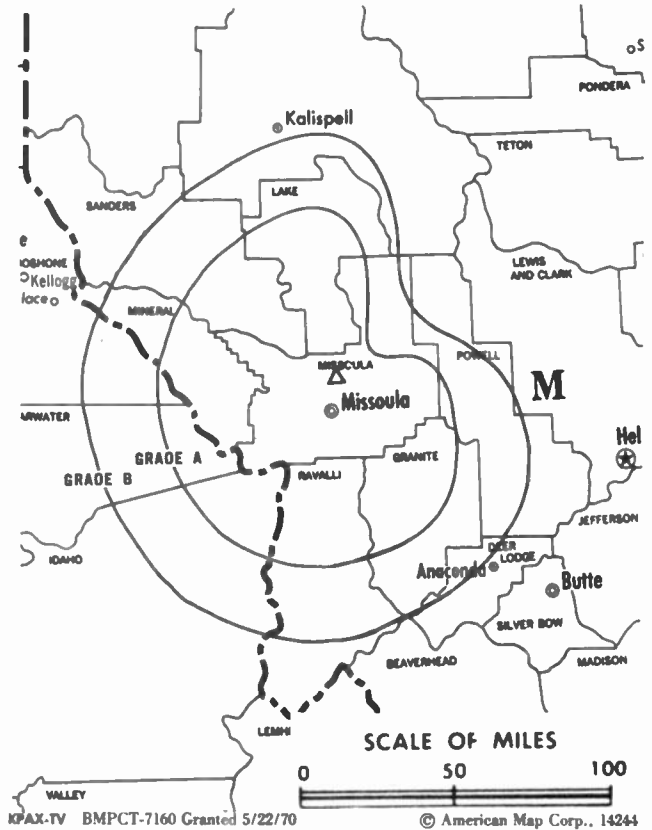
WILLIAM F. SULLIVAN, president & general manager.
TAMMY ENGLE, program director & operations manager.
ROBERT HERMES, local sales manager.
IAN MARQUAND, news director.
MARIE LANE, promotion director.
MARK RAPSON, chief engineer.

Highest 30 Sec. Rate: \$375.

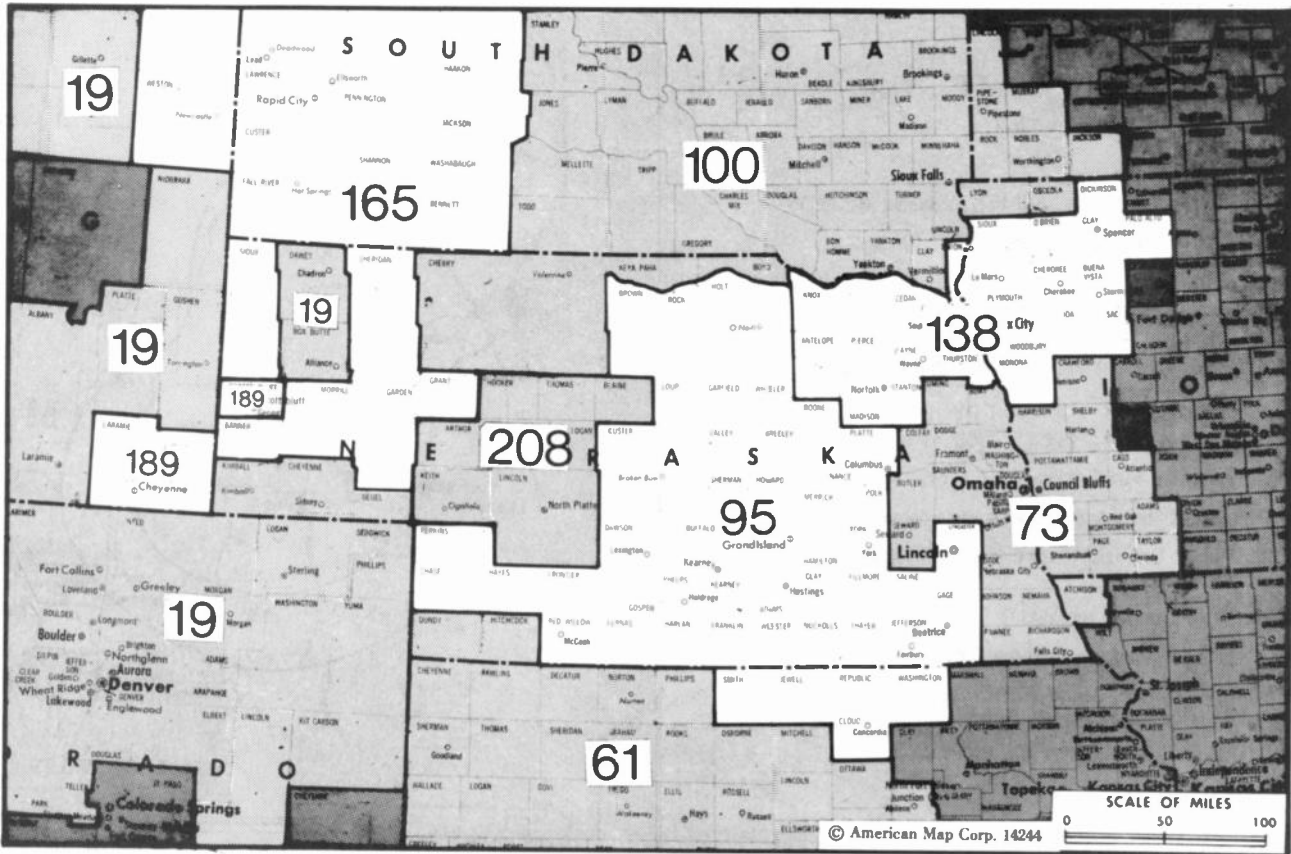
City of License: Missoula. ADI: Missoula. Rank: 171.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Flathead	23,900	23,200	97
	Granite	1,100	1,100	100
	Lake	8,400	8,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mineral	1,700	1,700	100
	Missoula	32,300	31,300	97
	Ravalli	10,600	10,300	97
Between 25-49%	IDAHO			
	Lemhi	2,700	2,500	93
	MONTANA			
	Sanders	3,900	3,700	95
Between 5-24%	IDAHO			
	Clearwater	3,400	3,300	97
	MONTANA			
	Lincoln	6,800	6,500	96
Totals		94,800	91,700	97
Net Weekly Circulation (1990)				63,200
Average Daily Circulation (1990)				39,200



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Denver, CO.....	1,047,400	19	KCNC-TV (4), KQVR (31), KMGH-TV (7), KREG-TV (3), KSBS-TV (24), KTVD (20), KUBD (59), KUSA-TV (9), KWGN-TV (2), KWHD (53)
Wichita-Hutchinson, KS.....	434,700	61	KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBSH-TV (7), KBLS-TV (10), KLBY (4), KSAS-TV (24), KSNC (2), KSNB (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12)
Omaha, NE.....	351,300	73	KETV (7), KMTV (3), KPTM (42), WOWT (6)
Lincoln-Hastings-Kearney, NE.....	253,400	95	KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6)
Sioux Falls-Mitchell, SD.....	235,900	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.....	155,800	138	KCAU-TV (9), KMEG (14), KTIV (4)
Rapid City, SD.....	86,400	165	KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
Cheyenne, WY-Scottsbluff, NE-Sterling, CO.....	44,400	189	KDUH-TV (4), KGWN-TV (5), KKTU (33), KSTF (10), KTVS (3)
North Platte, NE.....	18,000	208	KNOP-TV (2)

State Cross Reference List
Communities that receive programs of stations that are located elsewhere.

KSTF, Gering.....	See Scottsbluff, NE
KHGI-TV, Hastings.....	See Kearney, NE

Nebraska Station Totals as of October 1, 1990

	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: RR 1, Genoa, NE 68640.

Telephones: 402-495-4995, Albion; 712-277-2345, Sioux City.

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, 5-meter; Pinzone, 3.7-meter; Pinzone receivers.

Ownership: Citadel Communications Co. Ltd. (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

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

Personnel:

PHILIP J. LOMBARDO, president.

RAY COLE, vice president & general manager.

DON HALE, sales manager.

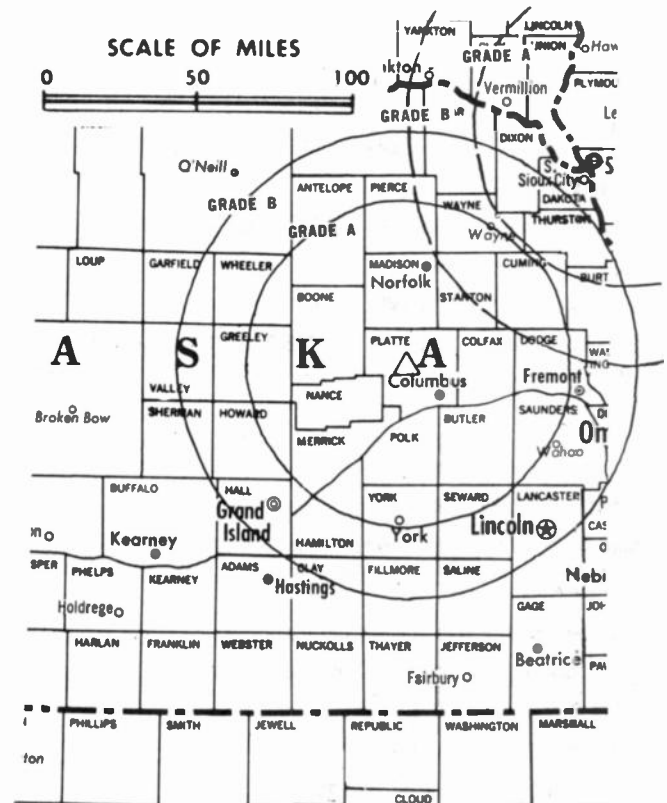
DAN ACKERMAN, chief engineer.

Highest 30 Sec. Rate: \$250.

City of License: Albion. ADI: Lincoln-Hastings-Kearney. Rank: 95.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NEBRASKA			
	Antelope	3,200	3,100	97
	Nance	1,800	1,800	100
	Wheeler	400	400	100
Between 25-49%	NEBRASKA			
	Boone	2,600	2,600	100
	Butler	3,400	3,300	97
	Coffax	3,600	3,500	97
	Garfield	1,000	1,000	100
	Greeley	1,200	1,200	100
	Holt	5,000	4,800	96
	Howard	2,400	2,400	100
	Merrick	3,200	3,200	100
	Platte	10,800	10,700	99



KCAN 8MPCT-821229KE Granted 1/28/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Polk	2,300	2,300	100
	Stanton	2,500	2,500	100
Between 5-24%	NEBRASKA			
	Brown	1,700	1,700	100
	Clay	3,000	3,000	100
	Custer	5,000	4,900	98
	Fillmore	2,900	2,900	100
	Hall	18,700	18,500	99
	Hamilton	3,400	3,400	100
	Knox	4,000	3,900	98
	Loup	300	300	100
	Madison	12,700	12,500	98
	Rock	900	900	100
	Saline	5,000	4,900	98
	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
Thurston	2,400	2,400	100	
Valley	2,300	2,200	96	
York	5,700	5,600	98	
SOUTH DAKOTA	Bon Homme	2,800	2,700	96
Totals		127,100	125,300	99
Net Weekly Circulation (1990)				33,200
Average Daily Circulation (1990)				14,600

Nebraska—Grand Island

KGIN

Ch. 11

(Satellite of KOLN, Lincoln, NE)

Network Service: CBS.

Licensee: Busse Bcstg. Corp., 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; DH Satellite, 5-meter Ku-band; Scientific-Atlanta, 4.6-meter; Microdyne, Scientific-Atlanta receivers.

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

Ownership: Busse Broadcasting Corp. (Group Owner).

Began Operation: October 1, 1961.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Lohnes & Culver.

Personnel: See KOLN, Lincoln.

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



KGIN BMPCT—5631 Granted 8/24/61

© American Map Corp., No. 14244

Arbitron Data: Included with KOLN, Lincoln, NE.

City of License: Grand Island. ADI: Lincoln-Hastings-Kearney. Rank: 95.

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.

Mailing Address: Box 578, Hastings, NE 68901.

Telephone: 402-463-1321. Telex: 62069443. 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.

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.

DAVE BLOCK, chief engineer.

JACKIE ACKERMAN, program director.

DORIS SANFORD, business manager.

Highest 30 Sec. Rate: \$525.

NETWORK BASE HOURLY RATE: \$410.

City of License: Hastings. ADI: Lincoln-Hastings-Kearney. Rank: 95.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Jewell	1,900	1,800	95
	Phillips	2,900	2,800	96
	Republic	2,900	2,800	96
	Smith	2,300	2,300	100
	NEBRASKA			
	Adams	12,100	12,000	99
	Buffalo	13,900	13,800	99
	Clay	3,000	3,000	100
	Fillmore	2,900	2,900	100
Franklin	1,600	1,600	100	
Garfield	1,000	1,000	100	
Greeley	1,200	1,200	100	
Hall	18,700	18,500	99	
Hamilton	3,400	3,400	100	
Howard	2,400	2,400	100	
Kearney	2,600	2,600	100	
Merrick	3,200	3,200	100	
Nance	1,800	1,800	100	
Nuckolls	2,600	2,600	100	
Phelps	3,700	3,700	100	
Sherman	1,500	1,500	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Thayer	2,700	2,700	100
	Valley	2,300	2,200	96
	Webster	2,000	2,000	100
	Wheeler	400	400	100
	York	5,700	5,600	98
Between 25-49%	NEBRASKA			
	Boone	2,600	2,600	100
	Harlan	1,700	1,700	100
	Jefferson	3,700	3,600	97
	Loup	300	300	100
Between 5-24%	KANSAS			
	Cloud	4,500	4,400	98
	Washington	3,000	2,900	97
	NEBRASKA			
	Custer	5,000	4,900	98
	Dawson	8,300	8,200	99
	Gosper	800	800	100
	Platte	10,800	10,700	99
	Saline	5,000	4,900	98
	Seward	5,900	5,800	98
Totals		152,600	150,900	99
Net Weekly Circulation (1990)				89,800
Average Daily Circulation (1990)				47,800

**Need Broadcast TV or Cable TV Mail Labels
From the Factbook?**

Call Information Marketing Services
703-821-8130

Nebraska—Hayes Center

KWNB-TV

Ch. 6

(Satellite of KHGI-TV, Kearney, NE)

Network Service: ABC.

Licensee: Joseph C. Amato, Receiver, 2929 E. Commercial Blvd., PHC, Fort Lauderdale, FL 33308.

Studio: See KHGI-TV, Kearney.

Telephone: 308-743-2494. TWX: 910-960-3746. Fax: 308-743-2644.

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

Ownership: Joseph C. Amato, Receiver (Group Owner).

Began Operation: February 9, 1956.

Represented (sales): Katz Television.

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

Personnel:

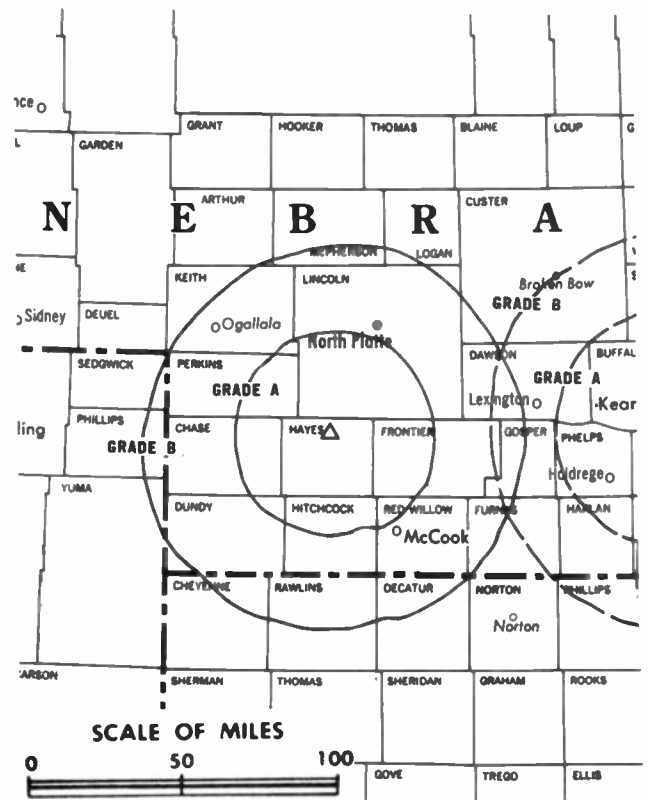
PEGGY A. LANDRY, general manager.

GENE SHORT, general sales manager.

JERRY FUEHRER, chief engineer.

MARK NELSEN, news director.

DOROTHY JOHNSON, business manager.



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

© American Map Corp., 14244

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

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

City of License: Hayes Center. ADI: Lincoln-Hastings-Kearney. Rank: 95.

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: Joseph C. Amaro, Receiver, PHC, 2929 E. Commercial Blvd., Fort Lauderdale, FL 33308.

Studio: 14-mi. S of Kearney on Hwy. 44.

Mailing Address: Box 220, Kearney, NE 68848.

Telephone: 308-743-2494. TWX: 910-960-3746. Fax: 308-743-2644.

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: ABC, AP, NWS, National Weather Service, Environmental Satellite Services.

Ownership: Joseph C. Amaro, Receiver (Group Owner).

Began Operation: December 24, 1953. Sale to NTV by Bi-States Co. (F. Wayne Brewster, et al.) approved by FCC April 29, 1974 (Television Digest, Vol. 14:7). Sale to Amaro Group by NTV Enterprises approved by FCC Nov. 16, 1979 (Vol. 19:24). Sale to Gordon Bcstg. Inc. by Amaro Group approved by FCC Jan. 17, 1986. Sale to Sterling Communications by Gordon Bcstg. Inc. approved by FCC Feb. 27, 1989, but not consummated. Assignment to Joseph C. Amaro, Receiver, granted June 28, 1979.

Represented (sales): Katz Television.

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

Personnel:

PEGGY A. LANDRY, general manager.

GENE SHORT, sales manager.

JERRY FUEHRER, chief engineer.

MARK NELSEN, news director.

DOROTHY JOHNSON, business manager.

Rates: On request.

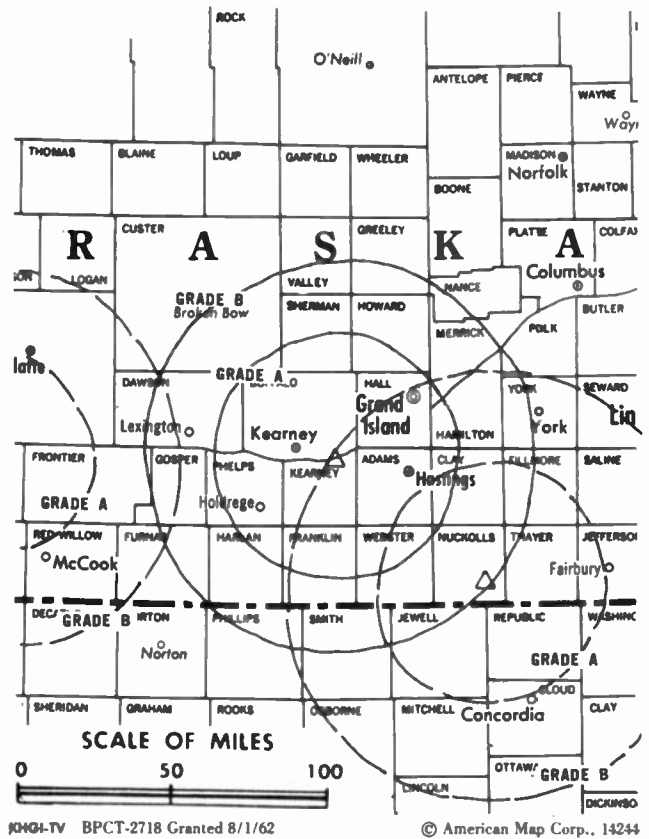
NETWORK BASE HOURLY RATE: \$800.

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

City of License: Kearney. ADI: Lincoln-Hastings-Kearney. Rank: 95.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Cloud	4,500	4,400	98
	Jewell	1,900	1,800	95
	Norton	2,700	2,700	100
	Osborne	2,300	2,200	96
	Phillips	2,900	2,800	96
	Republic	2,900	2,800	96
	Rooks	2,500	2,500	100
	Smith	2,300	2,300	100
	Washington	3,000	2,900	97
	NEBRASKA			
	Adams	12,100	12,000	99
	Buffalo	13,900	13,800	99
	Chase	1,900	1,900	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clay	3,000	3,000	100
	Custer	5,000	4,900	98
	Dawson	8,300	8,200	99
	Dundy	1,200	1,200	100
	Fillmore	2,900	2,900	100
	Franklin	1,600	1,600	100
	Frontier	1,400	1,400	100
	Furnas	2,600	2,500	96
	Gosper	800	800	100
	Greeley	1,200	1,200	100
	Hall	18,700	18,500	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	2,600	2,600	100	
Lincoln	12,700	12,500	99	
Merrick	3,200	3,200	100	
Nuckolls	2,600	2,600	100	

(Continued on page A-724)

Totals	214,600	212,000	99
Net Weekly Circulation (1990)			133,500
Average Daily Circulation (1990)			73,200

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 42401, Cincinnati, Ohio 45242 (513) 791-8730

Nebraska—Lincoln

KOLN

Ch. 10

(Also operates satellite KGIN, Grand Island, NE)

Network Service: CBS.

Licensee: Busse Bcstg. Corp., 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, 31.6-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; DH Satellite, 5-meter Ku & C-band; Scientific-Atlanta, 4.6-meter; Microdyne, Scientific-Atlanta receivers.

News Services: AP, U.S. Weather Bureau.

Ownership: Busse Broadcasting Corp. (Group Owner).

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 Oct. 29, 1985. Sale to present owners by Gillett Bcstg. approved by FCC July 31, 1987.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Lohnes & Culver.

Personnel:

FRANK JONAS, president & general manager.

DICK NELSON, general sales manager.

DAVID BRADLEY, national sales manager.

JOHN DENNEY, news director.

CHARLIE WEBER, program & promotion director.

LISA GUILL, production supervisor.

KIM KNOX, community affairs director.

LYLE KAUFMAN, chief engineer & operations manager.

CHRISTINE McPIKE, business manager.

Highest 30 Sec. Rate: \$2500.

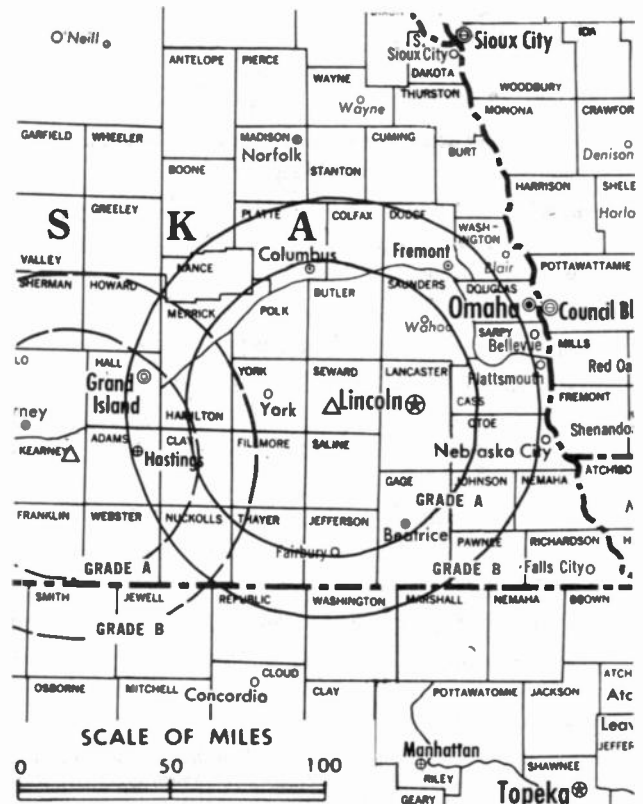
NETWORK BASE HOURLY RATE: \$910.

Arbitron Data: Includes KGIN, Grand Island, NE.

City of License: Lincoln. ADI: Lincoln-Hastings-Kearney. Rank: 95.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Jewell	1,900	1,800	95
	Marshall	5,300	5,200	98
	Phillips	2,900	2,800	96
	Republic	2,900	2,800	96
	Smith	2,300	2,300	100
	Washington	3,000	2,900	97
NEBRASKA	Adams	12,100	12,000	99
	Antelope	3,200	3,100	97
	Boone	2,600	2,600	100
	Brown	1,700	1,700	100
	Buffalo	13,900	13,800	99



1 KOLN BPCT-3649 Granted 12/15/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Butler	3,400	3,300	97
	Clay	3,000	3,000	100
	Colfax	3,600	3,500	97
	Custer	5,000	4,900	98
	Dawson	8,300	8,200	99
	Fillmore	2,900	2,900	100
	Franklin	1,600	1,600	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	18,700	18,500	99
	Hamilton	3,400	3,400	100
	Harlan	1,700	1,700	100
	Holt	5,000	4,800	96
	Howard	2,400	2,400	100
	Jefferson	3,700	3,600	97
	Johnson	2,000	2,000	100
Kearney	2,600	2,600	100	
Keith	3,700	3,700	100	
Lancaster	83,500	82,700	99	
Lincoln	12,700	12,500	99	
Loup	300	300	100	
Madison	12,700	12,500	98	
Merrick	3,200	3,200	100	
Nance	1,800	1,800	100	
Nuckolls	2,600	2,600	100	
(Continued on page A-724)				
Totals		399,500	394,800	99
Net Weekly Circulation (1990)			276,700	
Average Daily Circulation (1990)			176,100	

Nebraska—McCook-Oberlin, Kansas

KSNK

Ch. 8

(Satellite of KSNW, Wichita, KS)

Network Service: NBC.

Licensee: Wichita License Subsidiary Corp., 333 N. Main St., Wichita, KS 67201.

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

Telephone: 913-475-2248. Fax: 913-475-3944.

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-Corn, 4-meter; M/A-Corn receivers.

News Services: AP, CNN, Conus, KSN.

Ownership: SJL Broadcast Management Corp. (Group Owner).

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): Latham & Watkins.

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

Personnel:

BOB SALEM

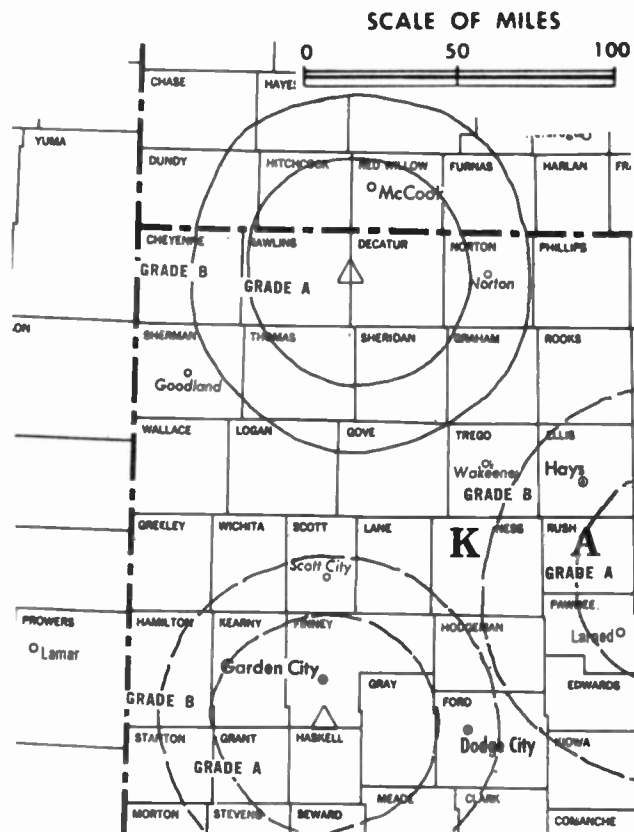
JIM BOWERS, chief engineer.

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: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	1,700	1,700	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	3,100	3,000	97
	NEBRASKA			
	Dundy	1,200	1,200	100
Furnas	2,600	2,500	96	
Gosper	800	800	100	
Hayes	500	500	100	



KSNK BPCT-820707KF Granted 8/20/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hitchcock	1,500	1,500	100
	Red Willow	5,000	4,900	98
Between 25-49%	KANSAS			
	Phillips	2,900	2,800	96
	Rooks	2,500	2,500	100
	NEBRASKA			
Frontier	1,400	1,400	100	
Between 5-24%	KANSAS			
	Trego	1,800	1,800	100
	NEBRASKA			
	Chase	1,900	1,900	100
	Harlan	1,700	1,700	100
Totals		42,800	42,400	99
Net Weekly Circulation (1990)			28,900	
Average Daily Circulation (1990)			18,100	

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

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, 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: North Platte Television Inc.

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.

CHRIS DAVIES, chief engineer.

CHERYL McDONALD, traffic director.

GREGG HOOVER, program & promotion director.

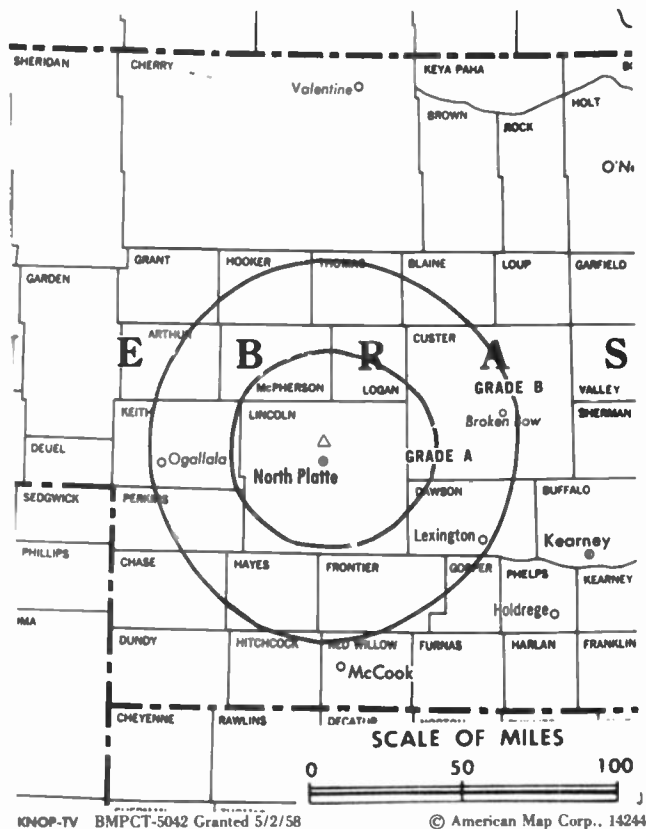
Highest 30 Sec. Rate: \$285.

NETWORK BASE HOURLY RATE: \$200.

City of License: North Platte. ADI: North Platte. Rank: 208.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Cherry	2,600	2,600	100
	Dawson	8,300	8,200	99
	Frontier	1,400	1,400	100
	Grant	300	300	100
	Hooker	400	400	100
	Keith	3,700	3,700	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lincoln	12,700	12,500	99
	Logan	400	400	100
	Mc Pherson	200	200	100
	Perkins	1,500	1,500	100
	Thomas	400	400	100
NEBRASKA				
Between 25-49%	Chase	1,900	1,900	100
	Custer	5,000	4,900	98
	Deuel	1,000	1,000	100
	Garden	1,000	1,000	100
NEBRASKA				
Between 5-24%	Hayes	500	500	100
	Loup	300	300	100
	Phelps	3,700	3,700	100
	Red Willow	5,000	4,900	98
Totals		50,800	50,300	99
Net Weekly Circulation (1990)				30,700
Average Daily Circulation (1990)				20,600

Nebraska—Omaha

KETV
Ch. 7

Network Service: ABC.

Licensee: Pulitzer Bcstg. Co., 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; Andrew, 6-meter Ku & C-band; BMS, 6-meter C-band; M/A-Com, 3-meter Ku-band; Avartek, M/A-Com receivers.

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

Ownership: Pulitzer Broadcasting Co. (Group Owner).

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, Liefert, Bernhard, McPherson & Hand.

Personnel:

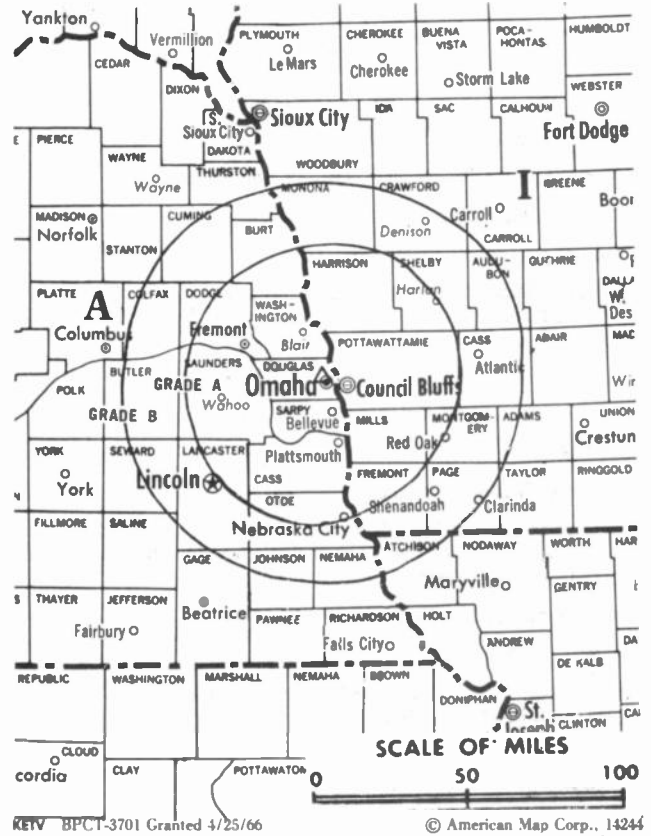
DAVID SUMMERS, general manager.
HOWARD SHRIER, general sales manager.
DONNA RIDGLEY, local sales manager.
BETTIE DENNY, program/community affairs manager.
PHIL CLARK, promotion manager.
KIRK WINKLER, news director.
DON CLAUSEN, chief engineer.
DICK SPARK, business manager.

Highest 30 Sec. Rate: \$4500.

City of License: Omaha. ADI: Omaha. Rank: 73.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cass	6,600	6,500	98
	Fremont	3,800	3,800	100
	Harrison	6,000	5,900	98
	Mills	4,700	4,700	100
	Monona	4,400	4,300	98
	Montgomery	5,400	5,300	98
	Page	7,400	7,300	99
	Pottawattamie	33,700	33,400	99
	Shelby	5,500	5,500	100
	Taylor	3,200	3,100	97
	MISSOURI			
	Atchison	3,100	3,100	100
	NEBRASKA			
	Burt	3,400	3,400	100
	Butler	3,400	3,300	97
	Cass	8,500	8,400	99
Colfax	3,600	3,500	97	
Cuming	4,000	3,900	98	
Dodge	14,000	13,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Douglas	160,500	159,100	99
	Gage	9,000	8,900	99
	Johnson	2,000	2,000	100
	Lancaster	83,500	82,700	99
	Nemaha	3,200	3,200	100
	Otoe	5,900	5,800	98
	Pawnee	1,500	1,500	100
	Platte	10,800	10,700	99
	Richardson	4,300	4,200	98
	Saline	5,000	4,900	98
	Sarpy	32,800	32,700	100
	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
Washington	6,000	6,000	100	
Between 25-49%	IOWA			
	Adams	2,100	2,100	100
	Audubon	3,000	3,000	100
	Crawford	6,800	6,700	99
NEBRASKA	Jefferson	3,700	3,600	97
	Polk	2,300	2,300	100
	Stanton	2,500	2,500	100
	Thurston	2,400	2,400	100
	York	5,700	5,600	98
	Between 5-24%	IOWA		
Ida		3,500	3,500	100
Sac		5,300	5,200	98
Union	5,400	5,300	98	
(Continued on page A-725)				
Totals		540,500	535,100	99
Net Weekly Circulation (1990)				405,200
Average Daily Circulation (1990)				236,900

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

News Services: AP, CBS, UPI.

Ownership: Lee Enterprises Inc. (Group Owner).

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): Reed, Smith, Shaw & McClay.

Represented (engineering): David Steel & Associates Inc.

Personnel:

HOWARD KENNEDY, general manager.

DAVID L. KUEHN, general sales manager.

LIN WHITE, national 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: 73.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cass	6,600	6,500	98
	Crawford	6,800	6,700	99
	Fremont	3,800	3,800	100
	Harrison	6,000	5,900	98
	Mills	4,700	4,700	100
	Monona	4,400	4,300	98
	Montgomery	5,400	5,300	98
	Page	7,400	7,300	99
	Pottawattamie	33,700	33,400	99
	Shelby	5,500	5,500	100
	MISSOURI			
	Atchison	3,100	3,100	100
	NEBRASKA			
	Burt	3,400	3,400	100
	Butler	3,400	3,300	97
	Cass	8,500	8,400	99
Colfax	3,600	3,500	97	
Cuming	4,000	3,900	98	
Dodge	14,000	13,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Douglas	160,500	159,100	99	
	Johnson	2,000	2,000	100	
	Lancaster	83,500	82,700	99	
	Nemaha	3,200	3,200	100	
	Otoe	5,900	5,800	98	
	Sarpy	32,800	32,700	100	
	Saunders	7,000	6,900	99	
Washington	6,000	6,000	100		
Between 25-49%	IOWA				
	Adams	2,100	2,100	100	
	Taylor	3,200	3,100	97	
Between 5-24%	MISSOURI				
	Nodaway	7,600	7,500	99	
50% & Over	NEBRASKA				
	Pawnee	1,500	1,500	100	
	Platte	10,800	10,700	99	
	Richardson	4,300	4,200	98	
	Saline	5,000	4,900	98	
	Seward	5,900	5,800	98	
	Thurston	2,400	2,400	100	
	Wayne	3,300	3,300	100	
	Between 5-24%	IOWA			
		Audubon	3,000	3,000	100
MISSOURI					
Holt	2,700	2,600	96		
Between 5-24%	NEBRASKA				
Dakota	6,600	6,600	100		
(Continued on page A-724)					
Totals		519,500	514,400	99	
Net Weekly Circulation (1990)				361,100	
Average Daily Circulation (1990)				200,700	

Nebraska—Omaha

KPTM
Ch. 42

Network Service: Fox.

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

Studio: 4625 Farnam 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: Harris, 6.1-meter C-band; AFC, 3.6-meter Ku-band; Harris, M/A-Corn receivers.

Ownership: Pappas Telecasting Companies (Group Owner).

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.

HAROLD E. PROTTER, vice president & general manager.

JIM McKERNAN, station manager & general marketing manager.

STEVE RABB, national marketing manager.

ROGER MOODY, local marketing manager.

BRAD GONZALEZ, program/promotion manager.

AMY ELIZABETH HANTEN, news director.

KATHY HIGGINS, traffic manager.

DALE SCHERBRING, chief engineer.

JACE ANDERSON, production manager.

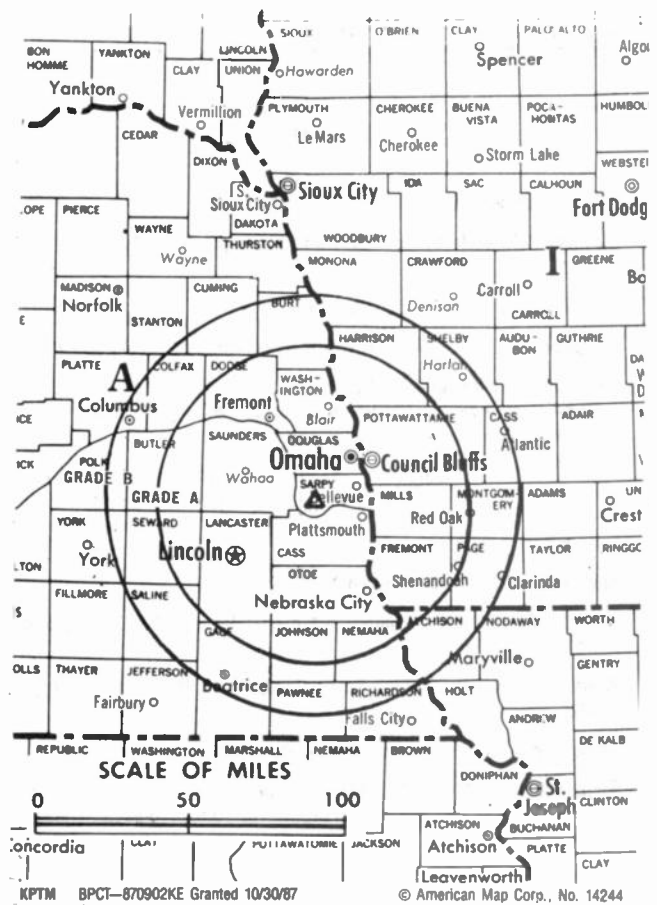
MARILYN ROTHE, film manager & programming assistant.

Rates: On request.

City of License: Omaha. **ADI:** Omaha. **Rank:** 73.

Total Households: ©ANSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Fremont	3,800	3,800	100
	Mills	4,700	4,700	100
	Montgomery	5,400	5,300	98
	Page	7,400	7,300	99
	Pottawattamie	33,700	33,400	99
	NEBRASKA			
	Cass	8,500	8,400	99
	Colfax	3,600	3,500	97
	Dodge	14,000	13,900	99
Douglas	160,500	159,100	99	
Johnson	2,000	2,000	100	
Lancaster	83,500	82,700	99	
Nemaha	3,200	3,200	100	
Otoe	5,900	5,800	98	
Pawnee	1,500	1,500	100	
Platte	10,800	10,700	99	
Sarpy	32,800	32,700	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
	Washington	6,000	6,000	100
Between 25-49%	IOWA			
	Cass	6,600	6,500	98
	Crawford	6,800	6,700	99
	Harrison	6,000	5,900	98
	Monona	4,400	4,300	98
	Shelby	5,500	5,500	100
	Taylor	3,200	3,100	97
	MISSOURI			
	Atchison	3,100	3,100	100
	NEBRASKA			
Burt	3,400	3,400	100	
Butler	3,400	3,300	97	
Cuming	4,000	3,900	98	
Gage	9,000	8,900	99	
Jefferson	3,700	3,600	97	
Polk	2,300	2,300	100	
Richardson	4,300	4,200	98	
Saline	5,000	4,900	98	
Stanton	2,500	2,500	100	
Thurston	2,400	2,400	100	
Wayne	3,300	3,300	100	
York	5,700	5,600	98	
Between 5-24%	IOWA			
	Adams	2,100	2,100	100
(Continued on page A-724)				
Totals		509,300	504,400	99
Net Weekly Circulation (1990)				297,200
Average Daily Circulation (1990)				141,800

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. (Group Owner).

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:

STURGES DORRANCE, interim general manager.
DONALD GRUBAUGH, vice president & general sales manager.
JOHN DIXON, program director.
WAYNE GOETZ, chief engineer.
JUDY HORAN, promotion manager.
MARILYN KONIGSBERG, community affairs director.
BRYCE ANDERSON, farm director.
KAREN BRIDE, controller.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2000.

City of License: Omaha. ADI: Omaha. Rank: 73.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cass	6,600	6,500	98
	Fremont	3,800	3,800	100
	Harrison	6,000	5,900	98
	Mills	4,700	4,700	100
	Monona	4,400	4,300	98
	Montgomery	5,400	5,300	98
	Page	7,400	7,300	99
	Pottawattamie	33,700	33,400	99
	Shelby	5,500	5,500	100
	MISSOURI			
	Atchison	3,100	3,100	100
	NEBRASKA			
	Burt	3,400	3,400	100
Butler	3,400	3,300	97	
Cass	8,500	8,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Colfax	3,600	3,500	97
	Cuming	4,000	3,900	98
	Dodge	14,000	13,900	99
	Douglas	160,500	159,100	99
	Gage	9,000	8,900	99
	Johnson	2,000	2,000	100
	Lancaster	83,500	82,700	99
	Nemaha	3,200	3,200	100
	Otoe	5,900	5,800	98
	Pawnee	1,500	1,500	100
	Platte	10,800	10,700	99
	Saline	5,000	4,900	98
	Sarpy	32,800	32,700	100
	Saunders	7,000	6,900	99
Seward	5,900	5,800	98	
Washington	6,000	6,000	100	
Between 25-49%	IOWA			
	Adams	2,100	2,100	100
	Audubon	3,000	3,000	100
	Crawford	6,800	6,700	99
	Taylor	3,200	3,100	97
	MISSOURI			
	Nodaway	7,600	7,500	99
NEBRASKA				
Madison	12,700	12,500	98	
Richardson	4,300	4,200	98	
Thurston	2,400	2,400	100	
York	5,700	5,600	98	
(Continued on page A-725)				
Totals		530,600	525,400	99
Net Weekly Circulation (1990)				393,500
Average Daily Circulation (1990)				214,200

Nebraska—Scottsbluff

KDUH-TV

Ch. 4

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

Network Service: ABC.

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

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

Telephone: 308-632-3071.

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

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

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

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

News Services: ABC, UPI.

Ownership: Duhamel Broadcasting Enterprises (Group Owner).

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.

REX SWANSON, station manager.

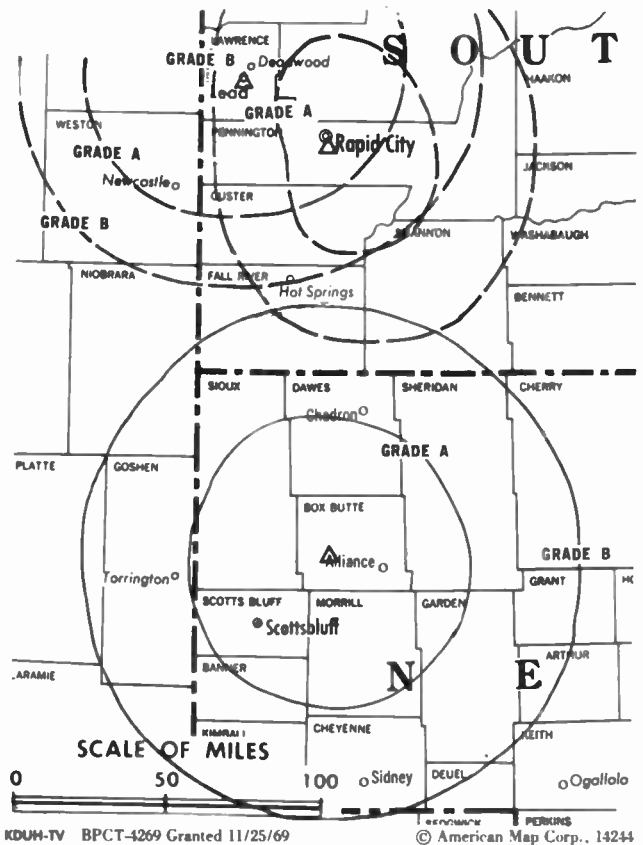
DENNIS LORTZ, news director.

Rates: Sold in combination with KOTA-TV, Rapid City, SD.

City of License: Scottsbluff. ADI: Cheyenne, WY-Scottsbluff, NE-Sterling, CO. Rank: 189.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	5,400	5,300	98
	Cheyenne	4,200	4,100	98
	Dawes	3,500	3,400	97
	Garden	1,000	1,000	100
	Grant	300	300	100
	Kimball	1,900	1,900	100
	Morrill	2,400	2,300	96
	Scotts Bluff	14,400	14,200	99
	Sheridan	2,900	2,900	100
	Sioux	700	700	100
	WYOMING			
	Goshen	5,200	5,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Niobrara	1,200	1,200	100
	Platte	4,200	4,000	95
NEBRASKA				
Between 25-49%	Deuel	1,000	1,000	100
NEBRASKA				
Between 5-24%	Cherry	2,600	2,600	100
	Hooker	400	400	100
SOUTH DAKOTA				
	Fall River	3,400	3,300	97
	Shannon	2,700	2,500	93
WYOMING				
	Weston	2,800	2,700	96
Totals		60,500	59,200	98
Net Weekly Circulation (1990)				41,100
Average Daily Circulation (1990)				25,300

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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: See KGWN-TV, Cheyenne, WY.

Telephone: 307-634-7755. Fax: 307-635-0224.

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. (Group Owner).

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 J. OCCHIPINTI, general manager.

ROBERT OLSEN, station manager.

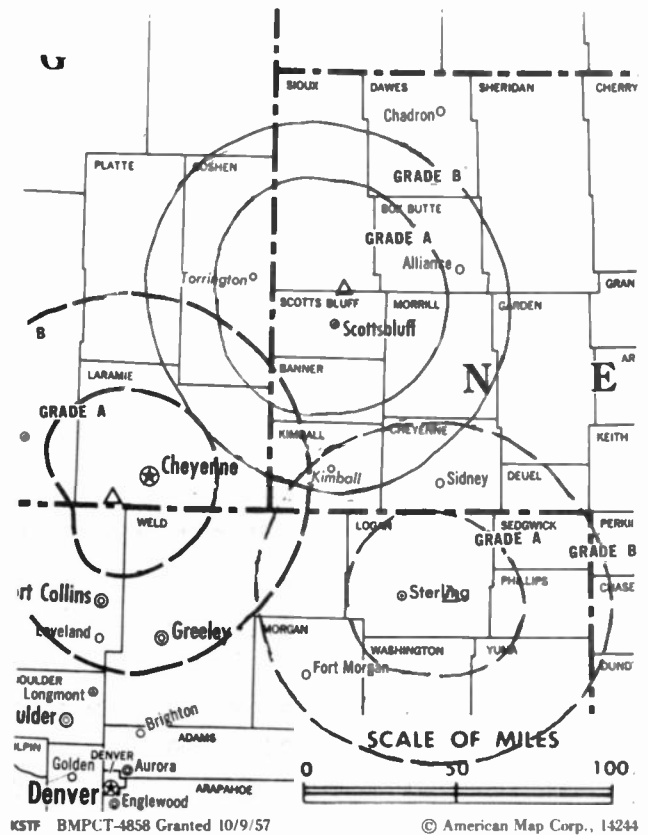
Rates: See KGWN-TV, Cheyenne, WY.

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

City of License: Scottsbluff. ADI: Cheyenne, WY-Scottsbluff, NE-Sterling, CO. Rank: 189.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	5,400	5,300	98
	Kimball	1,900	1,900	100
	Morrill	2,400	2,300	96



KSTF BMPCT-4858 Granted 10/9/57

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Scotts Bluff	14,400	14,200	99
	Sioux	700	700	100
	WYOMING			
Between 25-49%	Goshen	5,200	5,100	98
	WYOMING			
Between 5-24%	Platte	4,200	4,000	95
	NEBRASKA			
	Cheyenne	4,200	4,100	98
	Dawes	3,500	3,400	97
	Garden	1,000	1,000	100
	Sheridan	2,900	2,900	100
Totals		46,100	45,200	98
Net Weekly Circulation (1990)			28,000	
Average Daily Circulation (1990)			16,100	

Nebraska—Superior

KSNB-TV

Ch. 4

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

Network Service: ABC.

Licensee: Joseph C. Amato, Receiver, PHC, 2929 E. Commercial Blvd., Fort Lauderdale, FL 33308.

Studio: 14.5-mi. S of Hwy. 44, Kearney, NE 68848.

Telephone: 308-743-2494. TWX: 910-960-3746. Fax: 308-743-2644.

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: Prodefin, 5-meter; Pinzone receivers.

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

Ownership: Joseph C. Amato, Receiver (Group Owner).

Began Operation: October 1, 1965.

Represented (sales): Katz Television.

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

Personnel:

PEGGY A. LANDRY, general manager.

GENE SHORT, sales manager.

JERRY FUEHRER, chief engineer.

MARK NELSEN, news director.

DOROTHY JOHNSON, business manager.



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

Arbitron Data: Included with KHGI-TV, Kearney.

City of License: Superior. ADI: Lincoln-Hastings-Kearney. Rank: 95.

Nebraska

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NEBRASKA			
	Perkins	1,500	1,500	100
	Phelps	3,700	3,700	100
	Red Willow	5,000	4,900	98
	Sherman	1,500	1,500	100
	Thayer	2,700	2,700	100
	Valley	2,300	2,200	96
	Webster	2,000	2,000	100
Between 25-49%	KANSAS			
	Cheyenne	1,500	1,500	100
	Decatur	1,700	1,700	100
	Mitchell	3,300	3,200	97
	Ottawa	2,300	2,200	96
	Rawlins	1,500	1,500	100
	NEBRASKA			
	Arthur	200	200	100
	Deuel	1,000	1,000	100
	Garden	1,000	1,000	100
	Garfield	1,000	1,000	100
	Keith	3,700	3,700	100
	Logan	400	400	100
	Mc Pherson	200	200	100
Nance	1,800	1,800	100	
York	5,700	5,600	98	
Between 5-24%	KANSAS			
	Clay	3,800	3,700	97
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Lincoln	1,600	1,600	100
	Marshall	5,300	5,200	98
	NEBRASKA			
	Antelope	3,200	3,100	97
	Blaine	300	300	100
	Boone	2,600	2,600	100
	Gage	9,000	8,900	99
	Loup	300	300	100
	Polk	2,300	2,300	100
	Saline	5,000	4,900	98
Wheeler	400	400	100	

KOLN, Lincoln (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NEBRASKA			
	Pawnee	1,500	1,500	100
	Perkins	1,500	1,500	100
	Phelps	3,700	3,700	100
	Platte	10,800	10,700	99
	Polk	2,300	2,300	100
	Red Willow	5,000	4,900	98
	Rock	900	900	100
	Saline	5,000	4,900	98
	Seward	5,900	5,800	98
	Sherman	1,500	1,500	100
	Stanton	2,500	2,500	100
	Thayer	2,700	2,700	100
	Valley	2,300	2,200	96
	Webster	2,000	2,000	100

KOLN—(continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Wheeler	400	400	100
	York	5,700	5,600	98
Between 25-49%	KANSAS			
	Cloud	4,500	4,400	98
	Norton	2,700	2,700	100
	NEBRASKA			
	Boyd	1,300	1,300	100
	Cass	8,500	8,400	99
	Cherry	2,600	2,600	100
	Keya Paha	500	500	100
	Logan	400	400	100
	Nemaha	3,200	3,200	100
	Otoe	5,900	5,800	98
	Richardson	4,300	4,200	98
	Saunders	7,000	6,900	99
	Between 5-24%	KANSAS		
Graham		1,500	1,500	100
Nemaha		4,200	4,100	98
Osborne		2,300	2,200	96
Rooks		2,500	2,500	100
NEBRASKA				
Blaine		300	300	100
Cedar		4,000	4,000	100
Chase		1,900	1,900	100
Cuming		4,000	3,900	98
Dodge		14,000	13,900	99
Hitchcock		1,500	1,500	100
Knox		4,000	3,900	98
Pierce		3,100	3,100	100
Washington	6,000	6,000	100	

KPTM, Omaha (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KANSAS			
	Marshall	5,300	5,200	98
	MISSOURI			
	Nodaway	7,600	7,500	99
	NEBRASKA			
	Dakota	6,600	6,600	100
Fillmore	2,900	2,900	100	

KMTV, Omaha (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	NEBRASKA			
	Gage	9,000	8,900	99
	Jefferson	3,700	3,600	97
	Madison	12,700	12,500	98
	Polk	2,300	2,300	100
	Stanton	2,500	2,500	100
	York	5,700	5,600	98

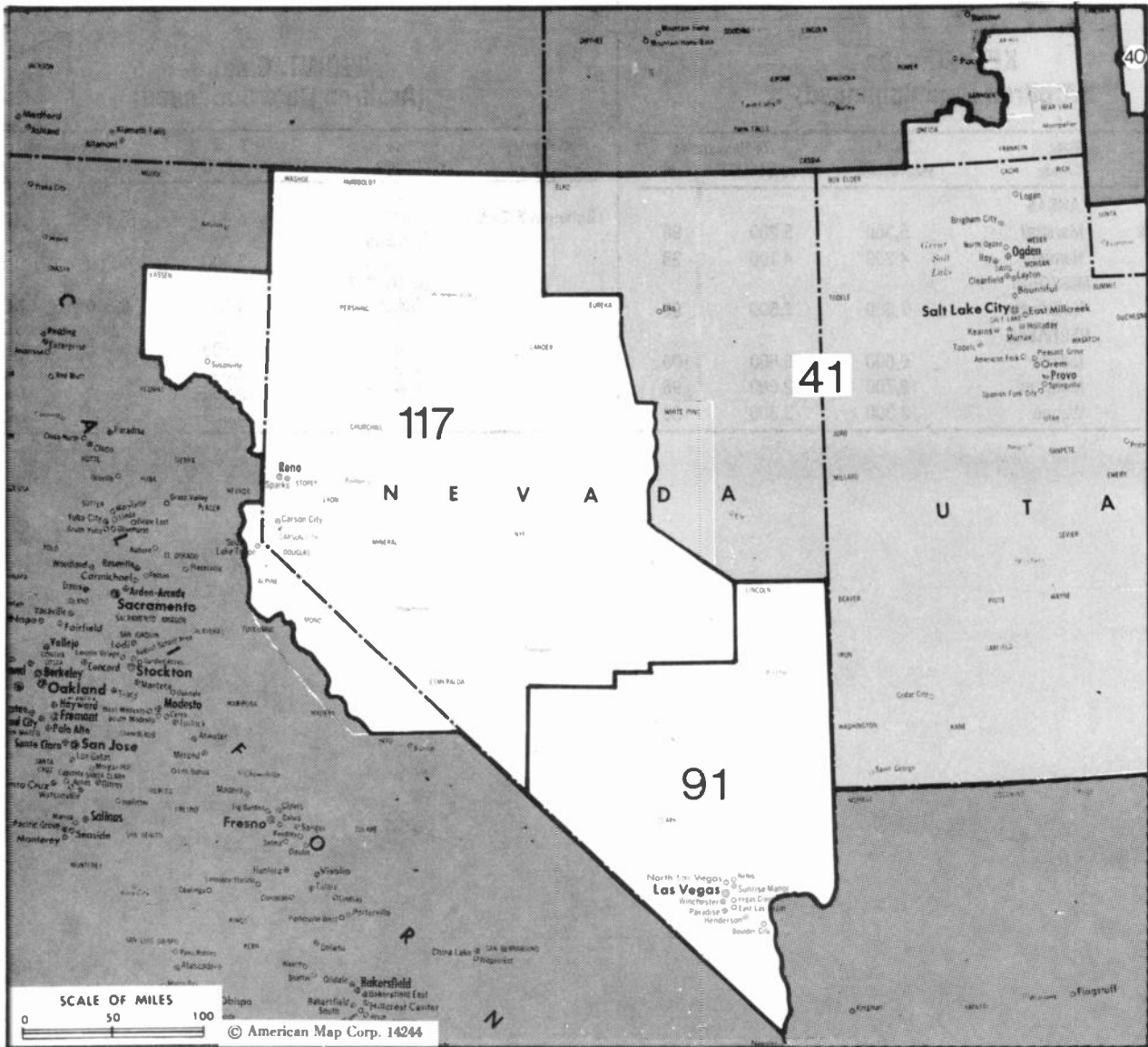
Nebraska

KETV, Omaha (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS			
	Marshall	5,300	5,200	98
	Nemaha	4,200	4,100	98
	MISSOURI			
	Nodaway	7,600	7,500	99
	NEBRASKA			
	Dakota	6,600	6,600	100
	Madison	12,700	12,500	98
	Wayne	3,300	3,300	100

WOWT, Omaha (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA			
	Union	5,400	5,300	98
	KANSAS			
	Marshall	5,300	5,200	98
	NEBRASKA			
	Dakota	6,600	6,600	100
	Jefferson	3,700	3,600	97
	Pierce	3,100	3,100	100
	Polk	2,300	2,300	100
	Stanton	2,500	2,500	100
	Wayne	3,300	3,300	100



Market	Arbitron AOI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT	598,200	41	KCCZ (4), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)
Las Vegas, NV	270,600	91	KBLR (39), KF8T (33), KLAS-TV (8), KRLR (21), KTNV (13), KVBC (3), KVVU-TV (5)
Reno, NV	187,300	117	KAME-TV (21), KOLO-TV (8), KREN-TV (27), KRNV (4), KTVN (2)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

- KVVU-TV, Henderson See Las Vegas, NV
- KBLR, Las Vegas See Paradise, NV

Nevada Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	7	5	12
Educational Television Stations	2	0	2
	9	5	14

Nevada—Las Vegas

KFBT

Ch. 33

Network Service: None, independent.

Grantee: Channel 33 Inc., 3840 S. Jones Blvd., Las Vegas, NV 89103.

Studio: 3840 S. Jones Blvd., Las Vegas, NV 89103.

Telephone: 702-873-0033. Fax: 702-873-6192.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1349-kw max. visual. Antenna: 1906-ft. above av. terrain, 174-ft. above ground, 4494-ft. above sea level.

Latitude 35° 56' 44"
Longitude 115° 02' 31"

Transmitter: 1.03-mi. NE of Black Mountain.

Satellite Earth Stations: 2 in operation.

Ownership: Channel 33 Inc.

Began Operation: August 1, 1989.

Represented (sales): Landin Media Sales.

Represented (engineering): Mel Freedman.

Personnel:

STEVE GROESBECK, general manager.

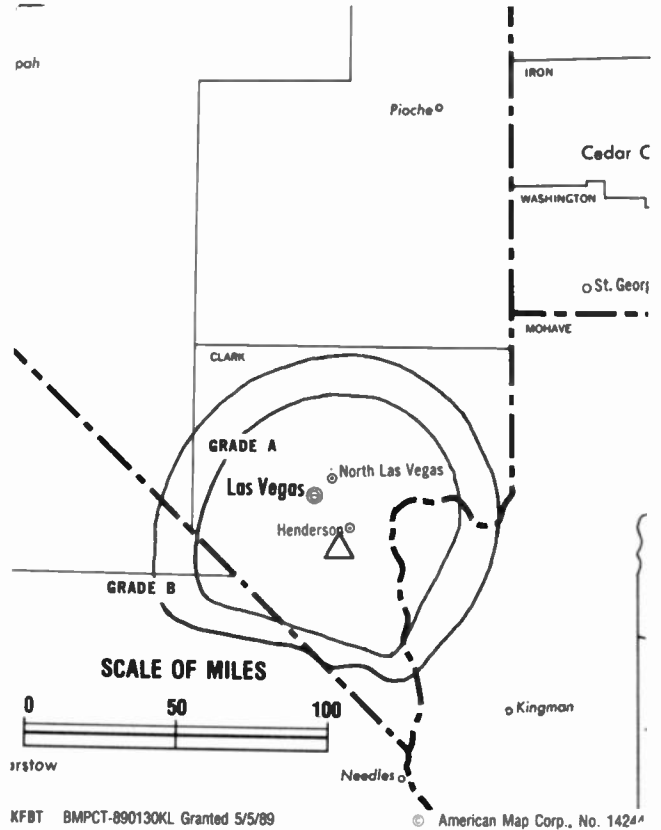
SAM SUMNER, chief engineer.

Highest 30 Sec. Rate: \$120.

City of License: Las Vegas. ADI: Las Vegas. Rank: 91.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEVADA				
Between 5-24%	Clark	263,300	258,900	98
Totals		263,300	258,900	98
Net Weekly Circulation (1990)			23,800	
Average Daily Circulation (1990)			6,400	



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Television & Cable Factbook

Nevada—Las Vegas

KLAS-TV

Ch. 8

Network Service: CBS.

Licensee: Landmark Television Inc., 3228 Channel 8 Dr., Las Vegas, NV 89114.

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

Mailing Address: Box 15047, Las Vegas, NV 89114.

Telephones: 702-733-8850; 702-792-8888. TWX: 910-397-6968.

Fax: 702-734-7437.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw max. & 288-kw horizontal Visual, 63.2-kw max. & 57.5-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 Mountain, 7-mi. from Henderson.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Anixter, 5-meter C-band; Microdyne, 7-meter C-band; DH Satellite, 5-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6 meter C-band; Agile, AvanteK, DX Antenna, M/A-Com, Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: SatCom, 2.4-meter Ku-band.

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

Ownership: Landmark Communications Inc.

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): Harrington, Righter & Parsons Inc.

Represented (legal): Hogan & Hartson.

Personnel:

RICHARD FRAIM, vice president & general manager.

ANDY HENDERSON, general sales manager.

MATT AARON, national sales manager.

BOB STOLDAL, news director.

PAT MONSON, program director.

CRAIG SPELLERBERG, promotion director.

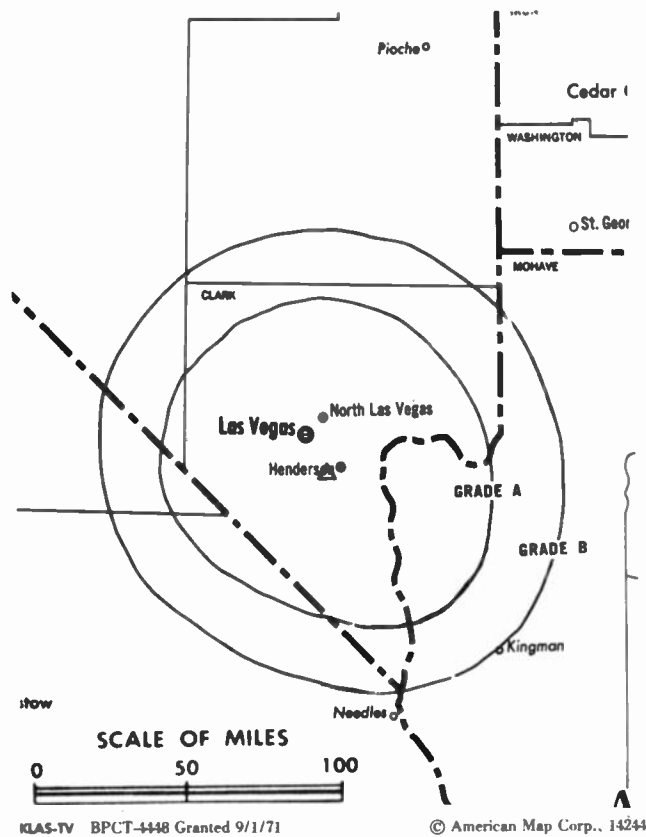
VIRGINIA CANFIELD, business manager.

JEFF CHESSER, production manager.

JOHN NELSON, chief engineer.

Rates: On request.

City of License: Las Vegas. **ADI:** Las Vegas. **Rank:** 91.



Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Clark	263,300	258,900	98
	Lincoln	1,400	1,300	93
	Nye South	3,700	3,400	92
Between 5-24%	ARIZONA			
	Mohave	35,500	33,900	95
	NEVADA			
	White Pine	3,100	3,000	97
Totals		307,000	300,500	98
Net Weekly Circulation (1990)			239,100	
Average Daily Circulation (1990)			147,600	

Nevada—Las Vegas

KRLR

Ch. 21

Network Service: None, independent.

Licensee: DRES Media Inc., Box 26815, Las Vegas, NV 89126.

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 Mountain, 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; M/A-Com, 3.2-meter Ku-band; ChannelMaster, DX Engineering, M/A-Com, Pinzone receivers.

Ownership: DRES Media Inc.

Began Operation: July 31, 1984.

Represented (sales): Sektel Inc.

Represented (legal): Miller & Fields, P.C.

Represented (engineering): Carl T. Jones Corp.

Personnel:

RICK SCOTT, general manager.

WAYNE GARTLEY, station manager & national sales manager.

JEFF LONG, local sales manager.

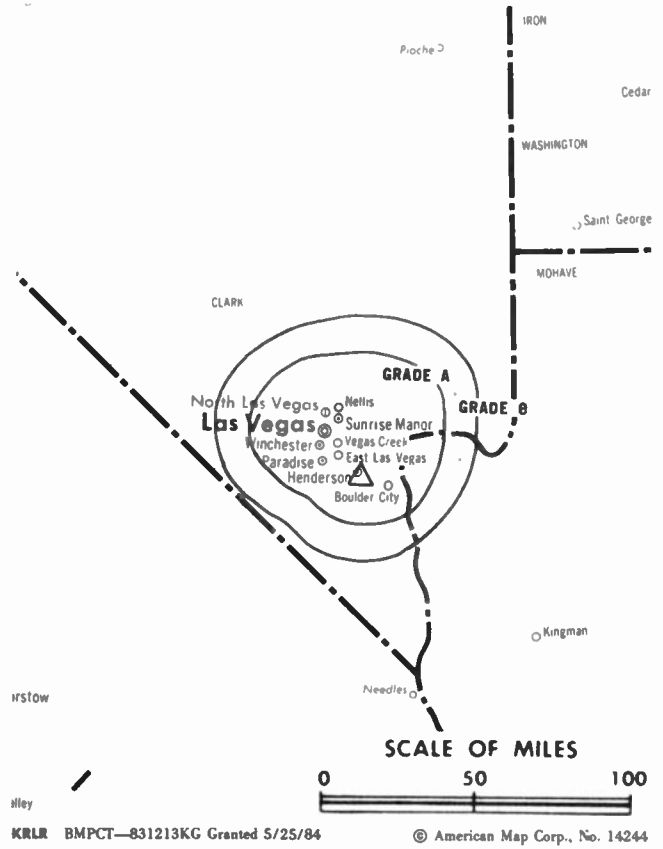
RICK SCOTT, promotion director.

STEVE SCOTT, chief engineer.

RITA WOTHERSPOON, traffic & business manager.

Highest 30 Sec. Rate: \$1500.

City of License: Las Vegas. **ADI:** Las Vegas. **Rank:** 91.



Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEVADA				
Between 25-49%	Clark	263,300	258,900	98
Totals		263,300	258,900	98
Net Weekly Circulation (1990)			128,100	
Average Daily Circulation (1990)			47,000	

Nevada—Las Vegas

KTNV

Ch. 13

Network Service: ABC.

Licensee: WTMJ Inc.

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

Telephone: 702-876-1313. **Fax:** 702-871-1961.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 15.8-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 Mountain.

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. (Group Owner).

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.

RICHARD UREY, news director.

STORMI LLOYD-DRAKE, program director.

CURT HALL, promotion director.

JAYNE BOHN, business manager.



Rates: On request.

City of License: Las Vegas. **ADI:** Las Vegas. **Rank:** 91.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	NEVADA			
50% & Over	Clark	263,300	258,900	98
	Lincoln	1,400	1,300	93
	Nye South	3,700	3,400	92
Totals		268,400	263,600	98
Net Weekly Circulation (1990)			229,400	
Average Daily Circulation (1990)			124,500	

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: 702-642-3333. TWX: 910-397-6997. Fax: 702-399-0767.

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; DX Engineering, Pinzone receivers.

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

Ownership: Sunbelt Broadcasting Co. (Group Owner).

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.

JUDY REICH, program director.

PETER CARLSON, promotion director.

SUSAN JACOBS, business manager.

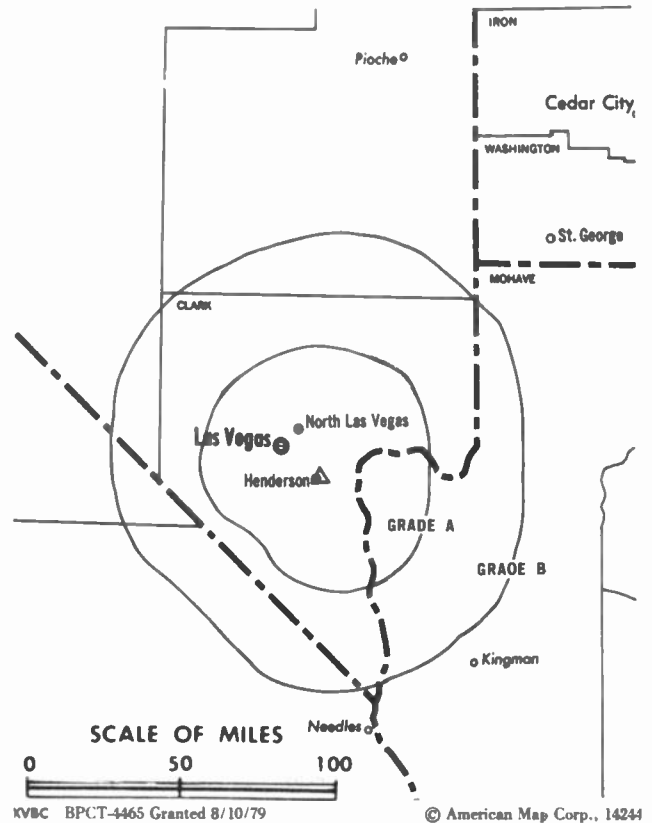
JOHN HOLLAND, technical supervisor.

TOM CROSS, operations supervisor.

Rates: On request.

City of License: Las Vegas. ADI: Las Vegas. Rank: 91.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Clark	263,300	258,900	98
	Lincoln	1,400	1,300	93
	Nye South	3,700	3,400	92
Between 5-24%	UTAH			
	Washington	13,000	12,400	95
Totals	ARIZONA			
	Mohave	35,500	33,900	95
	NEVADA			
	Eureka	500	500	100
	White Pine	3,100	3,000	97
Net Weekly Circulation (1990)		320,500	313,400	98
Average Daily Circulation (1990)				252,200
				161,200

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. **Fax:** 702-451-4220.

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 Mountain, 2-mi. SW of Henderson.

Satellite Earth Stations: Simulcast, 5-meter C-band; AFC, 3.5-meter Ku-band; M/A-Com, Standard Communications receivers.

News Service: UPI.

Ownership: Meredith Corp. (Group Owner).

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

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

RUSTY DURANTE, vice president & general manager.

BILL UTTON, general sales manager.

TOM MARCIANO, national sales manager.

JACK SMITH, director of engineering.

TOM PURNEY, promotion director.

MONTE WAGNER, business manager.

Rates: On request.

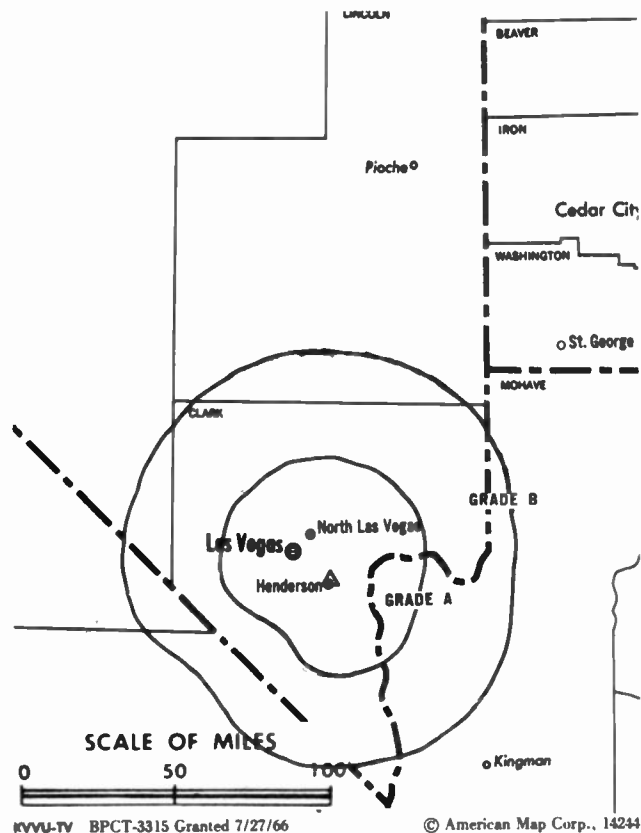
City of License: Henderson. **ADI:** Las Vegas. **Rank:** 91.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

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Net Weekly Circulation	State County	Total Households	TV Households	
			Households	%
50% & Over	ARIZONA Mohave	35,500	33,900	95
	NEVADA Clark	263,300	258,900	98
	NEVADA Nye South	3,700	3,400	92
Between 25-49%	NEVADA Lincoln	1,400	1,300	93
	UTAH Washington	13,000	12,400	95
	NEVADA White Pine	3,100	3,000	97
Totals		320,000	312,900	98
Net Weekly Circulation (1990)			248,100	
Average Daily Circulation (1990)			139,800	

Nevada—Paradise

KBLR

Ch. 39

Network Service: None, independent.

Licensee: Rose Communications, 2309 Renaissance Dr., Las Vegas, NV 89119.

Studio: 2309 Renaissance Dr., Las Vegas, NV 89119.

Telephone: 702-736-3993. **Fax:** 702-736-4971.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 1330-kw max. visual. Antenna: 1204-ft. above av. terrain, 223-ft. above ground, 3481-ft. above sea level.

Latitude 36° 00' 31"

Longitude 115° 00' 22"

Transmitter: Black Mountain communications site, near Henderson, Clark County.

Satellite Earth Station: Midwest Communications Ku & C-band; Drake receivers.

Ownership: Rose Communications.

Began Operation: April 1, 1989.

Represented (sales): Airwaves Inc.

Represented (legal): Jones, Waldo, Holbrook & McDonough.

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

Personnel:

JAMES D. WILLIAMS, general manager.

TED LON, station manager & general sales manager.

JOHN ROMANKO, chief engineer.

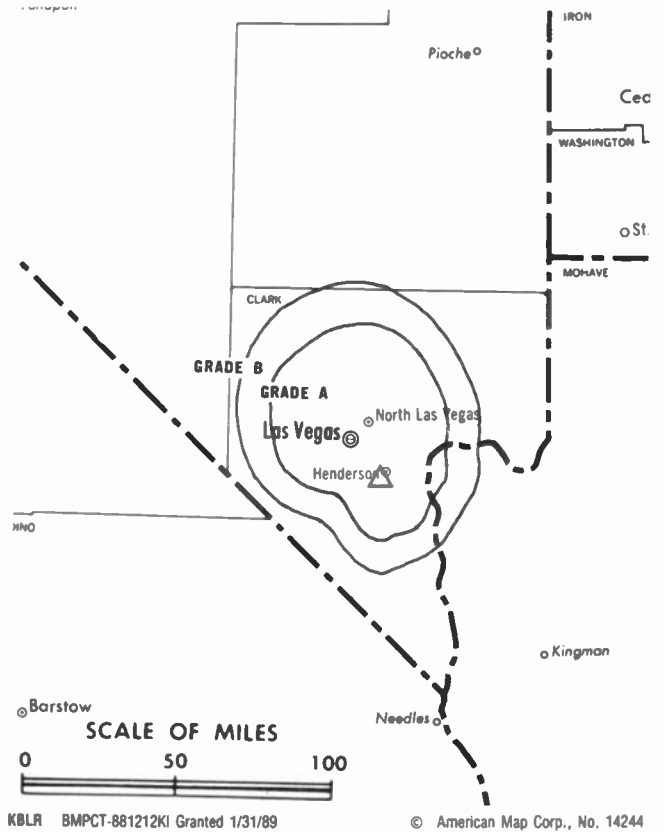
LOU ANN BOONE, program director.

WENDY OESTERLE, business manager.

Highest 30 Sec. Rate: \$110.

City of License: Paradise. **ADI:** Las Vegas. **Rank:** 91.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	NEVADA			
Between 5-24%	Clark	263,300	258,900	98
Totals		263,300	258,900	98
Net Weekly Circulation (1990)				37,000
Average Daily Circulation (1990)				9,500

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. Fax: 702-786-9146.

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

Latitude 39° 35' 03.50"
Longitude 119° 47' 51.00"

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

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Andrew, 4.5-meter Ku & C-band; Scientific-Atlanta, Standard Communications receivers.

News Service: INN.

Ownership: Page Enterprises Inc.

Began Operation: October 11, 1981.

Represented (sales): Seitel Inc.

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

Represented (engineering): Smith & Powstenko.

Personnel:

BILL ANDREWS, president & general manager.

B. J. ANDREWS, station manager.

MICHAEL ANDREWS, general sales manager.

BILL ANDRUS, local sales manager.

AL RUCH, chief engineer.

DEBBIE SCHULTZ, program director.

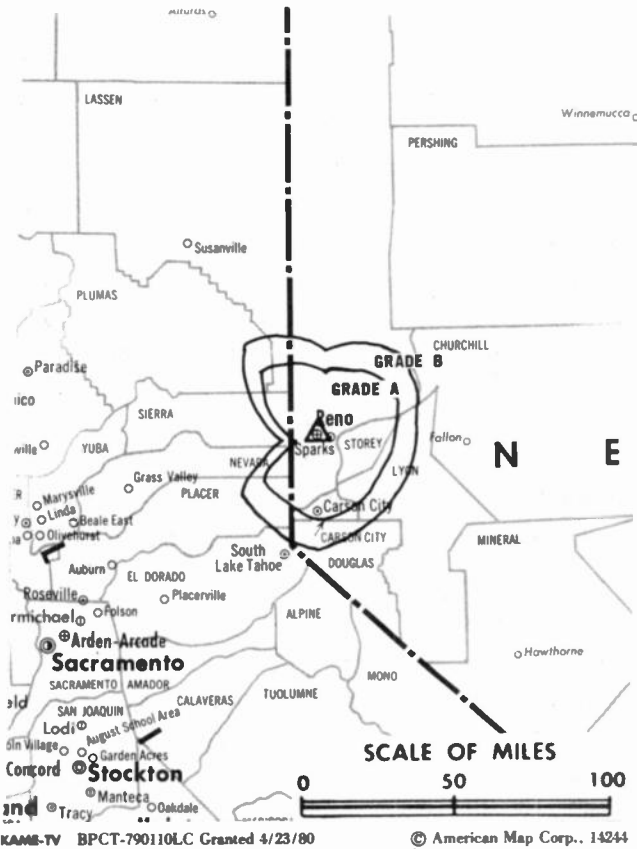
BARRY MYER, business manager.

Highest 30 Sec. Rate: \$600.

City of License: Reno. ADI: Reno. Rank: 117.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Lassen	8,300	7,800	94
	NEVADA			
	Churchill	6,800	6,700	99
	Douglas	10,700	10,300	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pershing	1,600	1,600	97
	Washoe	105,900	103,500	98
	Carson City	16,300	15,900	98
Between 25-49%	CALIFORNIA			
	Alpine	400	300	75
	El Dorado East	12,300	11,800	96
	Placer East	4,400	4,200	95
NEVADA				
	Lyon	7,600	7,300	96
	Mineral	2,600	2,500	96
	Storey	600	600	100
NEVADA	Esmeralda	300	300	100
Totals		177,800	172,800	97
Net Weekly Circulation (1990)				95,500
Average Daily Circulation (1990)				39,000

Nevada—Reno

KOLO-TV

Ch. 8

Network Service: ABC.

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

Studio: 4850 Ampere Dr., Reno, NV 89502.

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 Mountain, Washoe County.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; GE, 3-meter Ku-band; Andrew, Avantek, Standard Components receivers.

News Services: ABC, AP.

Ownership: Donrey Media Group Inc.

Began Operation: September 26, 1953.

Represented (sales): Blair Television.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): Hammett & Edison Inc.

Personnel:

FRED W. SMITH, president.

CHARLES S. ALVEY, general manager.

ROBERT THOMPSON, general sales manager.

DAVID WARD, local & regional sales manager.

JOHN Z. CSIA, program/operations manager.

ROBERT L. NORTHAM, chief engineer.

MARK MAYHEW, news director.

EARL LING, promotion & film director.

JOHN HOWE, director of community relations.

LORNA KING, traffic director.

Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$275.

City of License: Reno. ADI: Reno. Rank: 117.

Total Households: ©MSI Consumer Market Data as of 1/1/80. TV Homes, TV% and Circulation ©1990 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	12,300	11,800	96
	Lassen	8,300	7,800	94
	Mono	4,100	3,500	86
	Placer East	4,400	4,200	95
	NEVADA			
	Churchill	6,800	6,700	99
	Douglas	10,700	10,300	96
	Eureka	500	500	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Humboldt	4,600	4,400	96
	Lander	1,900	1,800	95
	Lyon	7,600	7,300	96
	Mineral	2,600	2,500	96
	Pershing	1,600	1,600	97
	Storey	600	600	100
	Washoe	105,900	103,500	98
	Carson City	16,300	15,900	98
Between 25-49%	CALIFORNIA			
	Irigoien	7,800	7,000	90
	Modoc	3,600	3,300	92
	NEVADA			
Elko	9,800	9,200	94	
Esmeralda	300	300	100	
Nye North	2,900	2,700	93	
Between 5-24%	CALIFORNIA			
	Nevada	30,800	29,100	94
	Plumas	8,400	7,900	93
	Sierra	1,500	1,400	93
	NEVADA			
White Pine	3,100	3,000	97	
Totals		256,800	246,600	96
Net Weekly Circulation (1990)			171,300	
Average Daily Circulation (1990)			100,000	

Nevada—Reno

KREN-TV

Ch. 27

Network Service: Univision.

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

Studio: 4600 Kietzke Lane, Bldg. G, No. 171, Reno, NV 89502.

Telephones: 702-826-8827; 209-523-0777. **Fax:** 702-826-8830.

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

Latitude 39° 18' 47"

Longitude 119° 52' 59"

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

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

Ownership: Sainte Ltd. (Group Owner).

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.

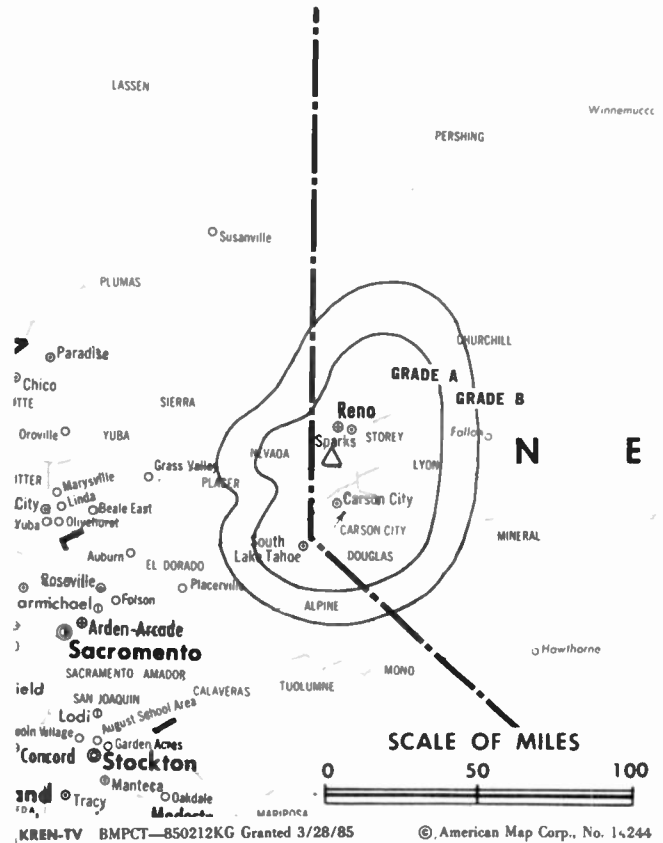
LESLIE MIX, local sales manager.

JERRY NICHOLS, engineering director.

Highest 30 Sec. Rate: \$60.

City of License: Reno. **ADI:** Reno. **Rank:** 117.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
Between 5-24%	Plumas	8,400	7,900	93
Totals		8,400	7,900	94
Net Weekly Circulation (1990)				2,300
Average Daily Circulation (1990)				1,000

Nevada—Reno

KRNV
(formerly KCRL)
Ch. 4

Network Service: NBC.

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

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

Mailing Address: Box 7160, Reno, NV 89510.

Telephone: 702-322-4444. TWX: 910-395-7080. Fax: 702-788-6050.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 17.04-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; Scientific-Atlanta, 4.5-meter Ku & C-band; Harris, 3-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, NBC, UPI.

Ownership: Sunbelt Broadcasting Co. (Group Owner).

Began Operation: September 30, 1962. Sale to present owner by Circle L Inc. approved by FCC Sept. 13, 1989.

Represented (sales): Petry Television Inc.

Represented (engineering): Lohnes & Culver.

Personnel:

ROBERT N. ORDONEZ, vice president & general manager.

JIM ELLIOTT, station manager.

MIKE ADDISON, local sales manager.

JACK HARTMAN, national sales manager.

WALT BUTLER, chief engineer.

HANK TESTER, news director.

RALPH TODORE, program & promotion director.

GINNY ERNSBERGER, business manager.

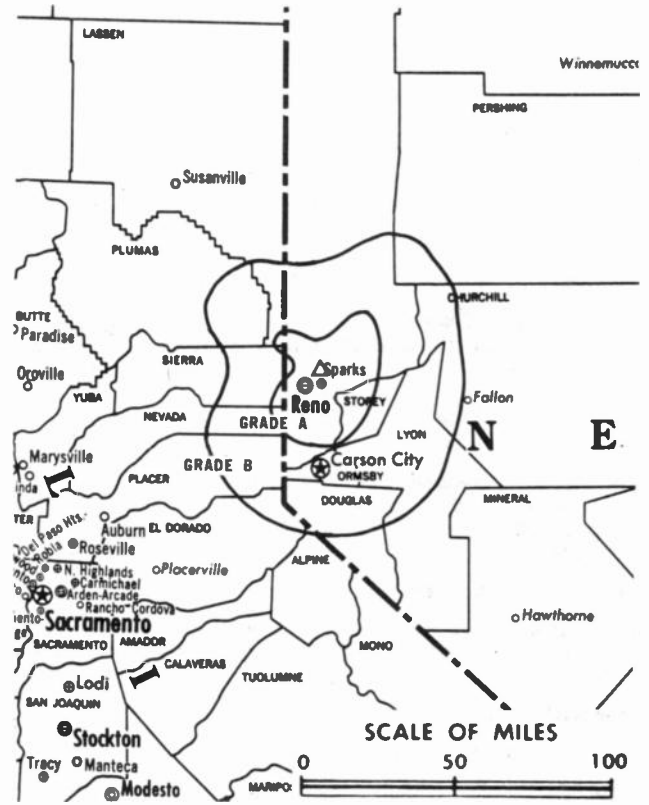
Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$325.

City of License: Reno. ADI: Reno. Rank: 117.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	12,300	11,800	96
	Lassen	8,300	7,800	94
	Placer East	4,400	4,200	95



KRNV BPCT-2656 Granted 6/15/61

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Churchill	6,800	6,700	99
	Douglas	10,700	10,300	96
	Humboldt	4,600	4,400	96
	Lyon	7,600	7,300	96
	Mineral	2,600	2,500	96
	Nye North	2,900	2,700	93
	Pershing	1,600	1,600	97
	Storey	600	600	100
	Washoe	105,900	103,500	98
Carson City	16,300	15,900	98	
Between 25-49%	CALIFORNIA			
	Mono	4,100	3,500	86
Between 5-24%	NEVADA			
	Esmeralda	300	300	100
Between 5-24%	CALIFORNIA			
	Plumas	8,400	7,900	93
	Sierra	1,500	1,400	93
Totals		199,300	192,700	97
Net Weekly Circulation (1990)			145,500	
Average Daily Circulation (1990)			78,800	

Nevada—Reno

KTVN

Ch. 2

Network Service: CBS.

Licensee: Sarkes Tarzian Inc., Box 7220, Reno, NV 89510.

Studio: 4925 Energy Way, Reno, NV 89502.

Mailing Address: Box 7220, Reno, NV 89510.

Telephone: 702-786-2212. TWX: 910-395-7096. Fax: 702-323-7836.

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

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

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

News Services: AP, Conus, LPN.

Ownership: Sarkes Tarzian Inc. (Group Owner).

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.
JUDY K. DILLARD, general sales manager.
TOM JEANS, creative services director.
SHARON ASHER, program services manager.
DON WELLS, director of promotion & news.
JOANN MITCHELL, comptroller.
JOE ZUCCARINI, advertising & promotion manager.

Rates: On request.

City of License: Reno. ADI: Reno. Rank: 117.

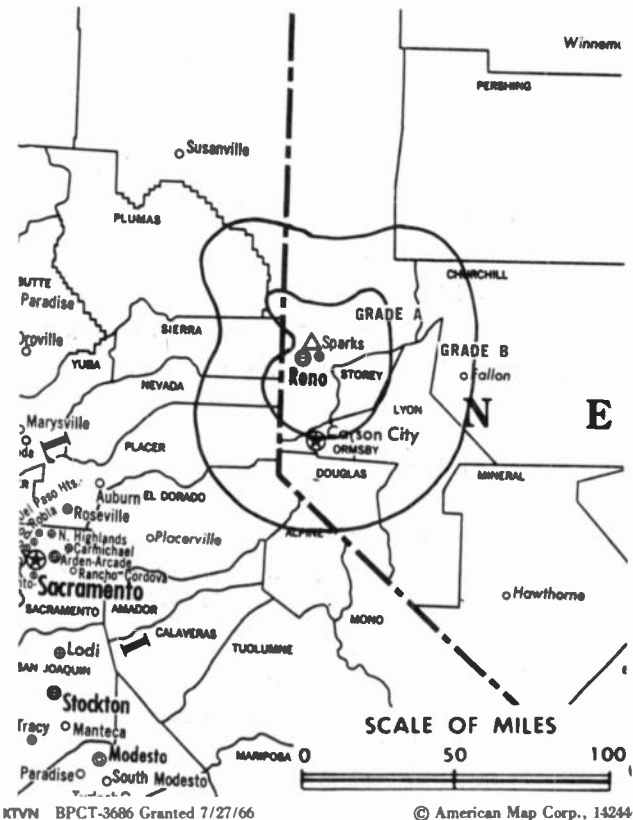
Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alpine	400	300	75
	El Dorado East	12,300	11,800	96

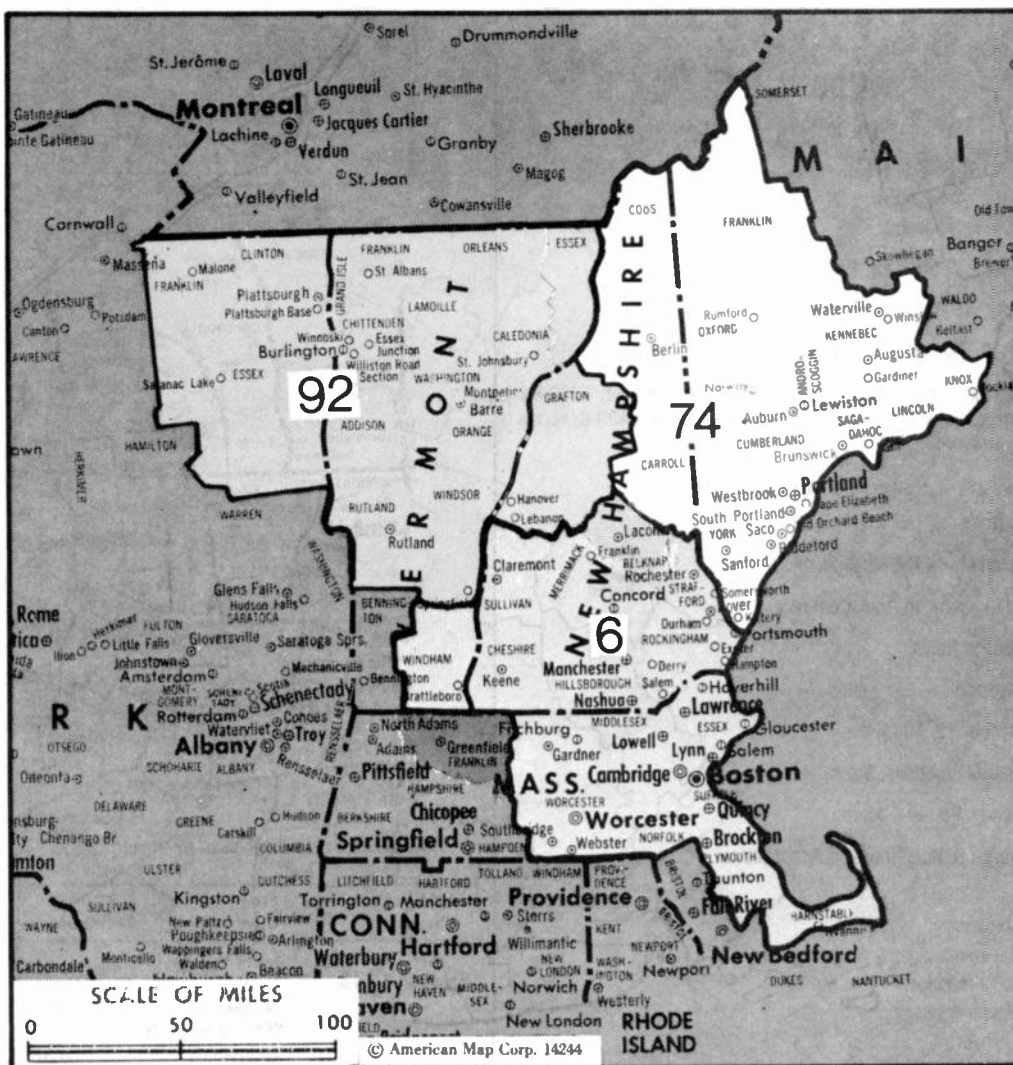
Our firm acted as financial advisor and broker in the 1980 sale of KTVN-TV

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



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Lassen	8,300	7,800	94	
	Placer East	4,400	4,200	95	
	NEVADA				
	Churchill	6,800	6,700	99	
	Douglas	10,700	10,300	96	
	Elko	9,800	9,200	94	
	Esmeralda	300	300	100	
	Humboldt	4,600	4,400	96	
	Lander	1,900	1,800	95	
	Lyon	7,600	7,300	96	
	Mineral	2,600	2,500	96	
	Nye North	2,900	2,700	93	
	Pershing	1,600	1,600	97	
	Storey	600	600	100	
Washoe	105,900	103,500	98		
Carson City	16,300	15,900	98		
Between 25-49%	CALIFORNIA				
	Sierra	1,500	1,400	93	
	NEVADA				
	Eureka	500	500	100	
Between 5-24%	CALIFORNIA				
	Calaveras	12,900	12,300	95	
	Mono	4,100	3,500	86	
	Plumas	8,400	7,900	93	
	NEVADA				
	Lincoln	1,400	1,300	93	
	Nye South	3,700	3,400	92	
White Pine	3,100	3,000	97		
Totals		232,600	224,200	96	
Net Weekly Circulation (1990)				155,300	
Average Daily Circulation (1990)				85,300	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Boston, MA	2,105,800	6	WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHDH-TV (7), WHLL (27), WHRC (46), WSHS (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WQTV (68), WSBK-TV (38)
Portland-Poland Spring, ME	336,000	74	WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51)
Burlington, VT-Plattsburgh, NY	265,100	92	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
- WMTW-TV, Mount Washington See Poland Spring, ME

New Hampshire Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	1	2	3
Educational Television Stations	1	3	4
	2	5	7

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. **Fax:** 603-434-8627.

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; W/A-Com receivers.

News Service: CNN Headline News.

Ownership: CTV of Derry Inc.

Began Operation: September 12, 1983.

Represented (sales): Savalli Broadcast Sales.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

JOHN L. FOLEY, general manager.

SUSANE K. NEWELL, station manager & program director.

WILLIAM YORK, local sales manager.

ERIC T. FUREY, national sales manager.

PAUL HUNTER, chief engineer.

RHONDA M. OHLMAN, news & promotion director.

CAROL HAWLEY, business manager.

Highest 30 Sec. Rate: \$275.

City of License: Derry. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MASSACHUSETTS			
	Essex	251,800	249,100	99
	Middlesex	507,900	502,400	99
	NEW HAMPSHIRE			
	Belknap	19,400	19,200	99
	Hillsborough	124,100	122,600	99
Merrimack	45,200	44,400	98	
Rockingham	89,400	88,300	99	
Strafford	35,800	35,200	98	
Totals		1,073,600	1,061,200	99
Net Weekly Circulation (1990)				134,000
Average Daily Circulation (1990)				34,500

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: 603-669-9999. Fax: 603-641-9044.

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: Andrew, 7.3-meter C-band; Andrew, 4.5-meter Ku-band; Vertex, 4.5-meter Ku-band; Vertex, 4-meter C-band; Andrew, M/A-Corn, Standard Components receivers.

News Service: AP.

Ownership: Birney Ims Jr. & Family (Group Owner).

Began Operation: March 28, 1954. Transfer from estate of Francis P. Murphy approved by FCC Feb. 3, 1959 (Television Digest, Vol. 14:15; 15:2, 6). Sale to present owner by Richard Eaton Estate approved by FCC July 22, 1981.

Represented (sales): Seitel 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.
JOSEPH PACIORKOWSKI, chief engineer.
MILES RESNICK, news director.
CHRYS OGLE, promotion director.
LINDA WILKINS, business 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 1/1/80. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW HAMPSHIRE			
	Belknap	19,400	19,200	99
	Cheshire	25,800	25,100	97
	Hillsborough	124,100	122,600	99
	Merrimack	45,200	44,400	98
	Strafford	35,800	35,200	98
	Sullivan	15,500	15,100	97
	VERMONT			
	Windham	16,400	15,700	96



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW HAMPSHIRE			
	Carroll	14,800	14,500	98
	Grafton	26,900	26,100	97
	Rockingham	89,400	88,300	99
	VERMONT			
Windsor	22,700	22,100	97	
Between 5-24%	MASSACHUSETTS			
	Essex	251,800	249,100	99
	Franklin	27,700	26,900	97
	Middlesex	507,900	502,400	99
	Worcester	250,800	247,600	99
MAINE				
York	64,500	63,700	99	
Totals		1,538,700	1,518,000	99
Net Weekly Circulation (1990)			330,900	
Average Daily Circulation (1990)			153,900	

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

New Hampshire—Merrimack

WGOT

Ch. 60

Network Service: None, independent.

Licensee: Paugus Television Inc., Box 265, Feeding Hills, MA 01030-0265.

Studio: One Sundial Ave., Suite 501, Manchester, NH 03103.

Telephone: 603-647-6060. Fax: 603-644-0060.

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: South Mountain, Goffstown.

Satellite Earth Stations: Comtech, 3.8-meter C-band; Comtech, 3.8-meter Ku-band.

Ownership: Paugus Television Inc.

Began Operation: August 14, 1987. Sale to present owners by Golden Triangle TV60 granted Jan. 6, 1989.

Represented (legal): Davis, Wright & Tremaine.

Personnel:

JOHN FERGIE, general manager.

MARDIE WOMELDORF, station manager.

BILL HAGGERTY, general sales manager.

DON HILL, operations manager.

ED WILLIAMS, director of engineering.

DOREEN WARCHAL, program & promotion director.

SANDRA DEI DOLORI, production manager.

MAUREEN SAWYER, business manager.

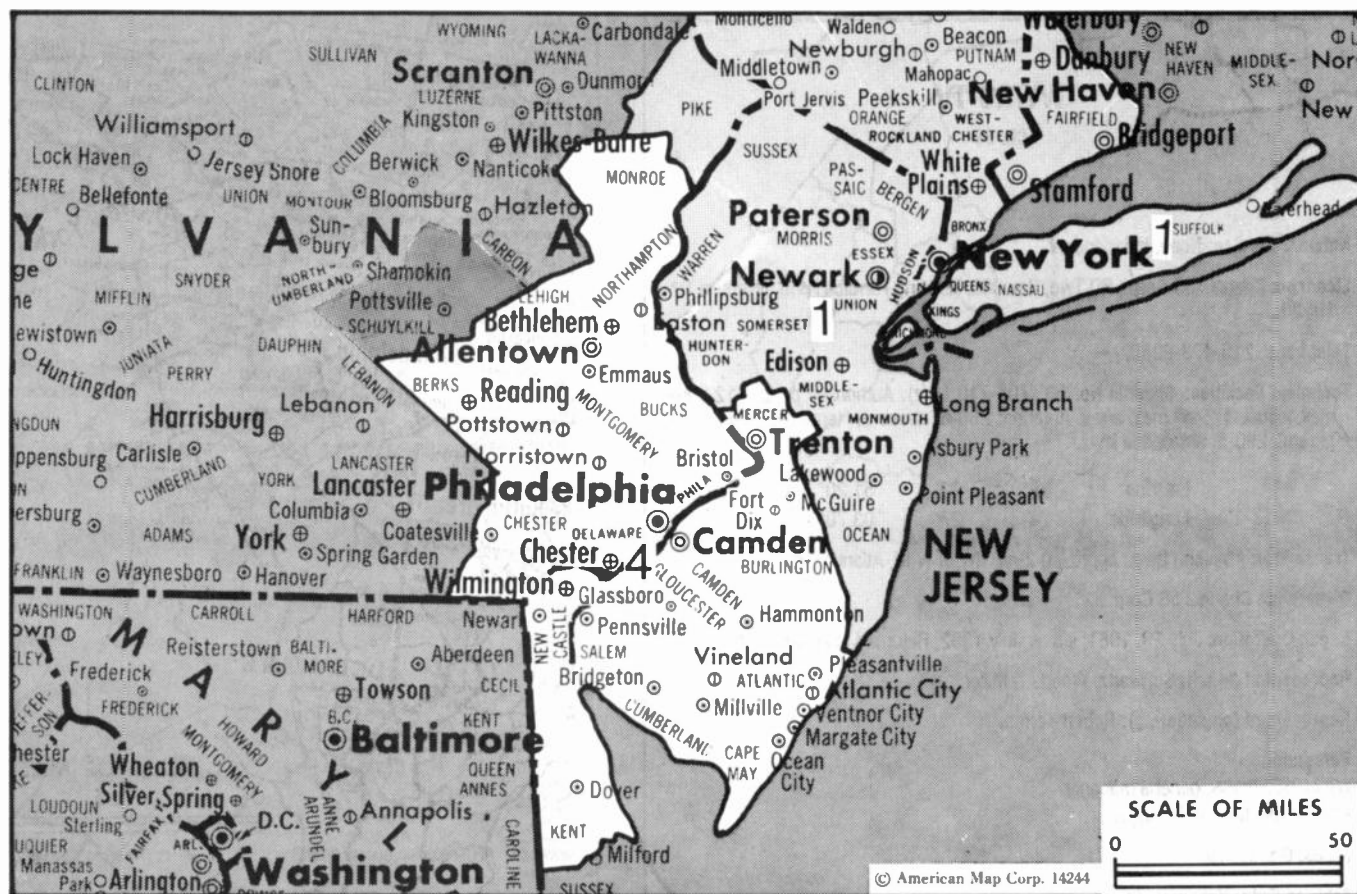
Highest 30 Sec. Rate: \$150.

City of License: Merrimack. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NEW HAMPSHIRE				
Between 5-24%	Hillsborough	124,100	122,600	99
	Merrimack	45,200	44,400	98
Totals		169,300	167,000	99
Net Weekly Circulation (1990)			17,800	
Average Daily Circulation (1990)			5,800	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New York, NY	7,043,900	1	WABC-TV (7), WCBS-TV (2), WHAI-TV (43), WHSE (68), WHSI (67), WLIG (55), WNBC-TV (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41)
Philadelphia, PA*	2,704,400	4	KYW-TV (3), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTGI-TV (61), WTVE (51), WTXF-TV (29), WWAC-TV (53)

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

New Jersey Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	0	3	3
Educational Television Stations	0	4	4
	0	7	7

— NEW AREA CODES —

State	Before	After	Effective Date
New Jersey	201	201 908 Bergen, Essex, Passaic, Hudson, Sussex, Morris (portions) counties Union, Warren, Hunterdon, Somerset, Middlesex, Monmouth, Ocean (portions) counties	June 1991
California	415	415 510 Marin County, San Mateo County, San Francisco County Alameda County, Contra Costa County	October 1991

New Jersey—Atlantic City

WWAC-TV

Ch. 53

Network Service: None, independent.

Licensee: Channel 53 Corp., RD Two, Box 385, Redding Furnace Farm, Elverson, PA 19520.

Telephone: 215-473-9060.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 12.2-kw max. visual, 1.2-kw max. aural. Antenna: 280-ft. above av. terrain, 280-ft. above ground, 290-ft. above sea level.

Latitude	39°	22'	51.20"
Longitude	74°	27'	03.70"

Transmitter: Absecon Blvd., approx. 0.2-mi. NW of WIIN, Atlantic City.

Ownership: Channel 53 Corp.

Began Operation: July 29, 1981; left air July 1982. Returned to air July 1, 1988.

Represented (legal): Schwartz, Woods & Miller.

Represented (engineering): Robert Terres.

Personnel:

WILLIAM GROSS, general manager.

HARRY JENNING, chief engineer.

Rates: On request.

Arbitron Data: Not available.



City of License: Atlantic City. ADI: Philadelphia. Rank: 4.

New Jersey—Vineland

WHSP

Ch. 65

Network Service: Home Shopping Network.

Licensee: Silver King Bcstg. of Vineland, 1529 U.S. 19 S, Clearwater, FL 33546.

Studio: 4449 N. Delsea Dr., Newfield, NJ 08344.

Telephone: 609-691-6565. Fax: 609-691-2483.

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 (Group Owner).

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:

MARY McKEE, vice president & station manager.

CHRIS HILL, program director.

BUNNIE LEDERMAN, business manager.

MARSHA PERRY, marketing director.

LINDA CARMICHAEL, traffic manager.

Highest 30 Sec. Rate: \$200.



WHSP BMPCT-800818KJ Granted 10/23/80

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Arbitron Data: Not available.

City of License: Vineland. ADI: Philadelphia. Rank: 4.

New Jersey—Wildwood-Atlantic City

WMGM-TV

Ch. 40

Network Service: NBC.

Licensor: South Jersey Radio Inc., 15 Shore Rd., Linwood, NJ 08221.

Studio: Avalon Blvd., Swainton, NJ.

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: ChannelMaster; RCA.

News Services: AP, NBC.

Ownership: Howard Green Group (Group Owner).

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.

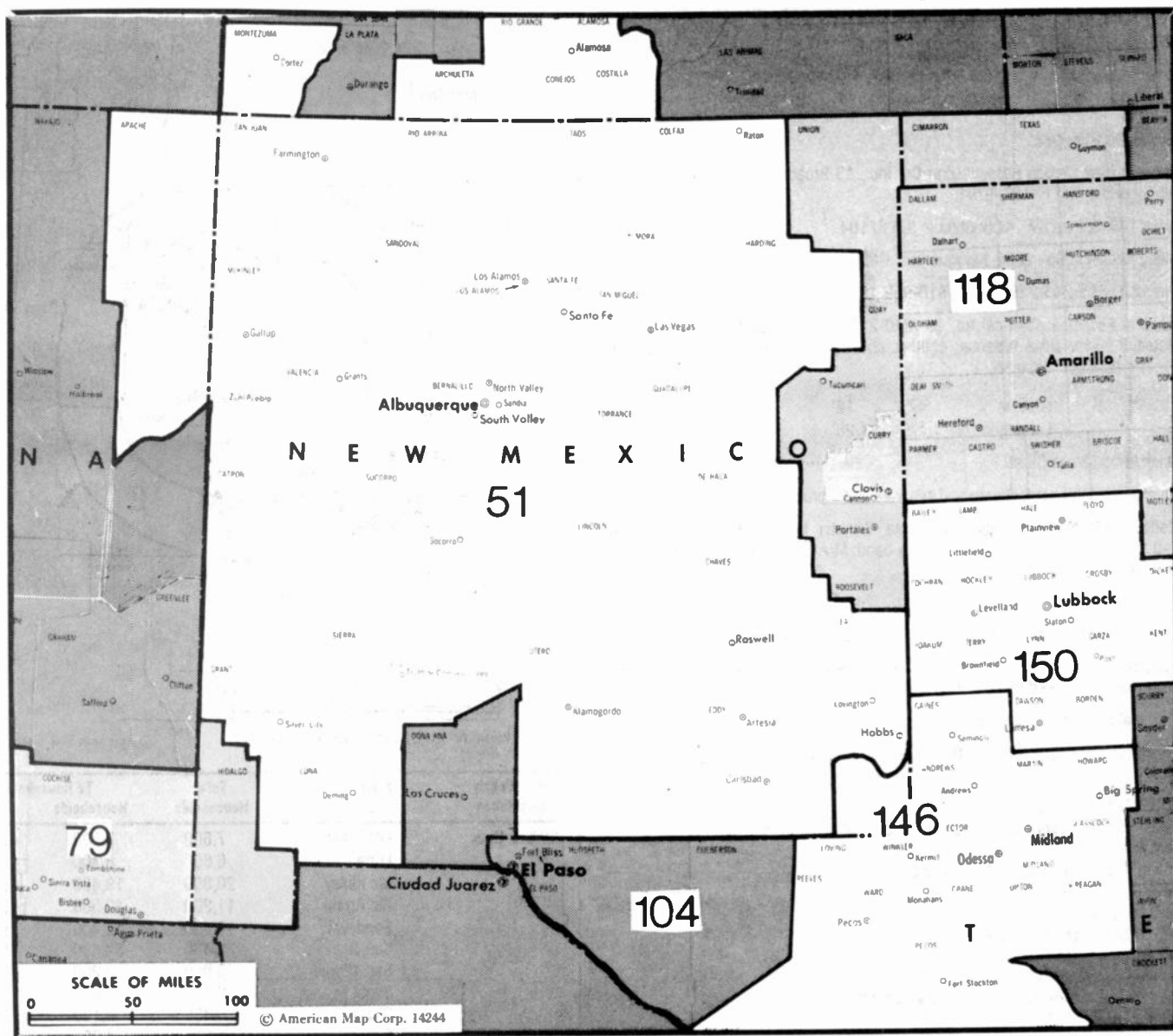
Highest 30 Sec. Rate: \$300.

City of License: Wildwood. ADI: Philadelphia. Rank: 4.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW JERSEY Cape May	41,700	41,000	98
	DELAWARE Sussex	43,700	43,100	99
Between 5-24%	NEW JERSEY Atlantic	83,400	81,900	98
	Totals	168,800	166,000	98
Net Weekly Circulation (1990)			53,300	
Average Daily Circulation (1990)			24,200	



Market	Arbitron AOI TV Households	Rank	Market Area Commercial TV Stations
Albuquerque, NM	503,900	51	KBIM-TV (10), KCHF (11), KGGM-TV (13), KGSW-TV (14), KKTO (2), KLUZ-TV (41), KNAT (23), KOAT-TV (7), KOB-TV (4), KOBF (12), KOBR (8), KRPV (27), KVIO-TV (6), KWNM-TV (10)
Tucson, AZ	307,900	79	KGUN (9), KMSB-TV (11), KOLD-TV (13), KPOL (40), KTTU-TV (18), KVOA-TV (4)
El Paso, TX	224,300	104	KCIC (14), KDBC-TV (4), KINTV (26), KTSM-TV (9), KVIA-TV (7), KZIA (48), XEJ-TV (5), XEPM-TV (2), XHJ-TV (44)
Amarillo, TX	185,100	118	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVII-TV (7), KVIH-TV (12), KVIJ-TV (8)
Odessa-Midland, TX	143,300	146	KMID-TV (2), KMLM (42), KOSA-TV (7), KPEJ (24), KTPX (9), KWAB-TV (4)
Lubbock, TX	137,500	150	KAMC (28), KCBD-TV (11), KJTV (34), KLBK-TV (13)

New Mexico Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	11	6	17
Educational Television Stations	2	2	4
	13	8	21

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Call Lynn Levine or Nancy Cramer
202-872-9200

New Mexico—Albuquerque

KGGM-TV

Ch. 13

Network Service: CBS.

Licensee: New Mexico Broadcasting Co. Inc., 13 Broadcast Plaza SW, 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. Fax: 505-842-8483.

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.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microdyne, 5-meter C-band; Scientific-Atlanta, 4.2-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: New Mexico Broadcasting Co. Inc. (Group Owner).

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.
IRWIN P. STARR, executive vice president & general manager.
STAN BYARS, vice president, sales.
CHARLIE JONES, national sales manager.
DEAN CARROLL, local sales manager.
DOUG MILLIGAN, local sales manager.
ALAN P. DEME, chief engineer.
JIM LOY, news director.
BRENDA YAGER, public affairs director.
JOHN TISCHENDORF, program & promotion director.
DONNA BERGMAN, business manager.

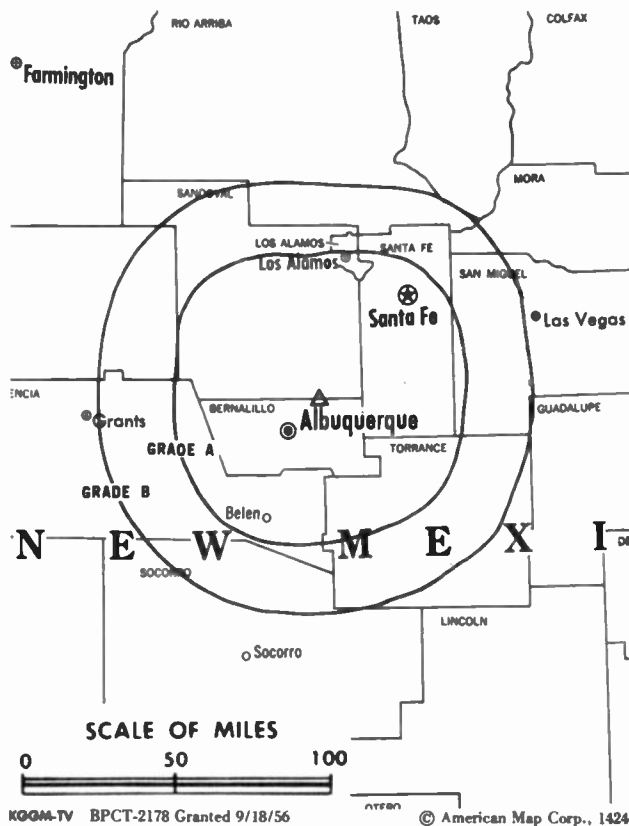
Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1016.

City of License: Albuquerque. ADI: Albuquerque. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache North	12,800	11,600	91
	COLORADO			
	Alamosa	4,600	4,400	96
	Archuleta	2,100	2,000	95
	Conejos	2,800	2,700	96
	NEW MEXICO			
	Bernalillo	193,200	190,300	98
	Cibola	8,700	8,600	98
	Colfax	5,200	4,900	94
	Grant	9,600	9,100	95
	Guadalupe	1,500	1,400	93
	Harding	400	400	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Los Alamos	7,600	7,500	99
	Luna	6,600	6,400	97
	Mc Kinley	20,800	19,400	93
	Rio Arriba	11,200	10,500	94
	Sandoval	17,400	16,400	95
	San Juan	32,400	30,600	95
	San Miguel	8,800	8,200	93
	Santa Fe	36,000	35,000	97
	Sierra	4,400	4,100	94
	Socorro	4,800	4,700	98
	Taos	7,400	6,800	92
	Torrance	3,500	3,400	96
	Valencia	15,200	15,000	99
Between 25-49%	COLORADO			
	Montezuma	6,900	6,600	96
	Rio Grande	4,000	3,800	95
Between 5-24%	Saguache	1,400	1,300	93
	NEW MEXICO			
	Mora	1,500	1,300	87
Between 5-24%	Otero	18,000	17,600	98
	Quay	4,600	4,400	96
	COLORADO			
Between 5-24%	La Plata	12,100	11,600	96
	Mineral	300	300	100
	NEW MEXICO			
Between 5-24%	Catron	900	800	89
	Lincoln	6,100	5,900	96
Totals		472,800	457,000	97
Net Weekly Circulation (1990)				341,800
Average Daily Circulation (1990)				187,700

New Mexico—Albuquerque

KGSW-TV

Ch. 14

9

Network Service: Fox.

Licensee: KGSW-TV Inc., 1377 University Blvd. NE, Albuquerque, NM 87102.

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: 4181-ft. above av. terrain, 145-ft. above ground, 10,769-ft. above sea level.

Latitude 35° 12' 55"
Longitude 106° 27' 02"

Transmitter: Sandia Crest, near Albuquerque.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; RCA, 5-meter Ku-band.

News Service: INDX.

Ownership: Providence Journal Broadcasting Corp. (Group Owner).

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, president & general manager.

R. MARK CORTNER, general sales manager.

MICHAEL MAULANO, national sales manager.

DUDLEY BULLOCK, chief engineer.

DEBRA JAMES, news director.

BRIAN ANDERSON, creative services director.

IDA GANGER, business manager.

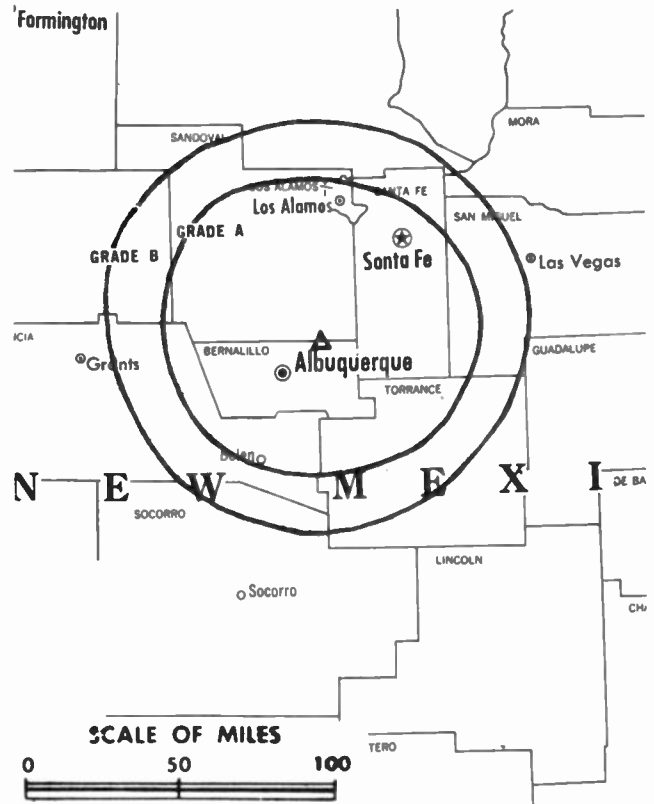
JIM GONSEY, technical operations manager.

Highest 30 Sec. Rate: \$950.

City of License: Albuquerque. ADI: Albuquerque. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Bernalillo	193,200	190,300	98
	Cibola	8,700	8,600	98
	Rio Arriba	11,200	10,500	94
	Sandoval	17,400	16,400	95
	Socorro	4,800	4,700	98
	Torrance	3,500	3,400	96
Valencia	15,200	15,000	99	
Between 25-49%	COLORADO			
	Alamosa	4,600	4,400	96
	Conejos	2,800	2,700	96
	Saguache	1,400	1,300	93



KGSW-TV BPCT-871118KF Granted 4/29/88

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW MEXICO			
	Chaves	21,700	21,300	98
	Eddy	19,300	18,900	98
	Lea North	20,300	19,900	98
	Lincoln	6,100	5,900	96
	Los Alamos	7,600	7,500	99
	McKinley	20,800	19,400	93
	Otero	18,000	17,600	98
	San Juan	32,400	30,600	95
	San Miguel	8,800	8,200	93
Santa Fe	36,000	35,000	97	
Sierra	4,400	4,100	94	
Between 5-24%	COLORADO			
	Costilla	1,200	1,100	92
	La Plata	12,100	11,600	96
	Montezuma	6,900	6,600	96
	Rio Grande	4,000	3,800	95
	NEW MEXICO			
	Guadalupe	1,500	1,400	93
	Taos	7,400	6,800	92
Totals		491,300	477,000	97
Net Weekly Circulation (1990)			226,500	
Average Daily Circulation (1990)			93,600	

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) 863-8995
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

New Mexico—Albuquerque

KLUZ-TV

Ch. 41

Network Service: Univision.

Licensee: Univision Station Group Inc., 330 Madison Ave., New York, NY 10017-5002.

Studio: 2725 F Broadbent Pkwy., Albuquerque, NM 87107.

Telephone: 505-344-5589.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1170-kw visual, 58.9-kw aural. Antenna: 4152-ft. above av. terrain, 114-ft. above ground, 10,754-ft. above sea level.

Latitude 35° 12' 41"
Longitude 106° 26' 56"

Transmitter: Sandia Crest, approx. 15-mi. NE of Albuquerque.

Satellite Earth Station: Scientific-Atlanta.

Ownership: Univision Holdings Inc. (Group Owner).

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.

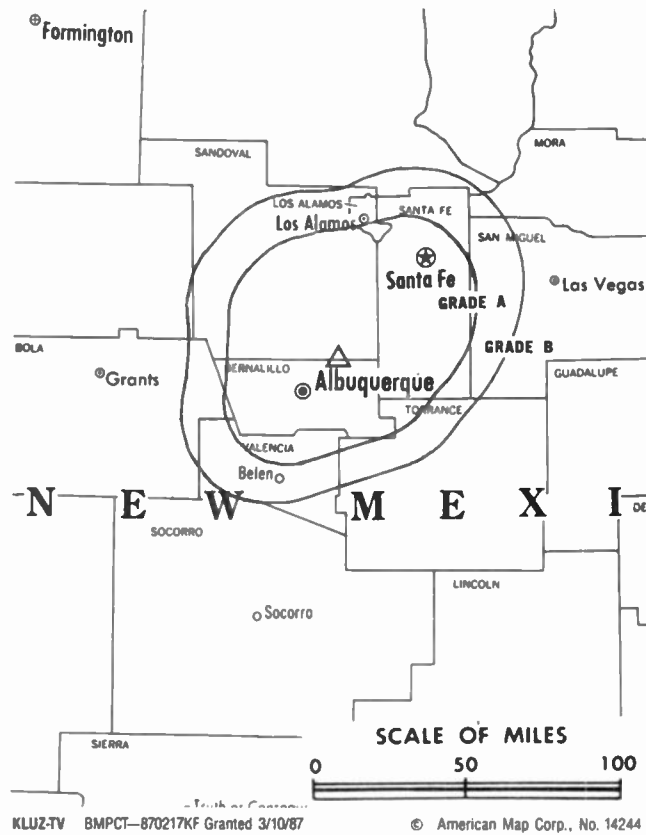
LEROY MASCARENAS, production manager.

Highest 30 Sec. Rate: \$275.

City of License: Albuquerque. **ADI:** Albuquerque. **Rank:** 51.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

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Net Weekly Circulation	State County	Total Households	TV Households	%
NEW MEXICO				
Between 5-24%	Rio Arriba	11,200	10,500	94
	Santa Fe	36,000	35,000	97
	Socorro	4,800	4,700	98
	Valencia	15,200	15,000	99
Totals		67,200	65,200	97
Net Weekly Circulation (1990)				13,300
Average Daily Circulation (1990)				6,200

New Mexico—Albuquerque

KNAT

Ch. 23

Network Service: None, independent.

Licensee: All American TV Inc., 13181 Crossroads Pkwy. N, City of Industry, CA 91746.

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: All American TV Inc. (Group Owner).

Began Operation: August 10, 1975. Sale to present owner by Trinity Bcstg. Network approved by FCC Nov. 6, 1989. Sale to Trinity 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 Y. HODGES, general manager.

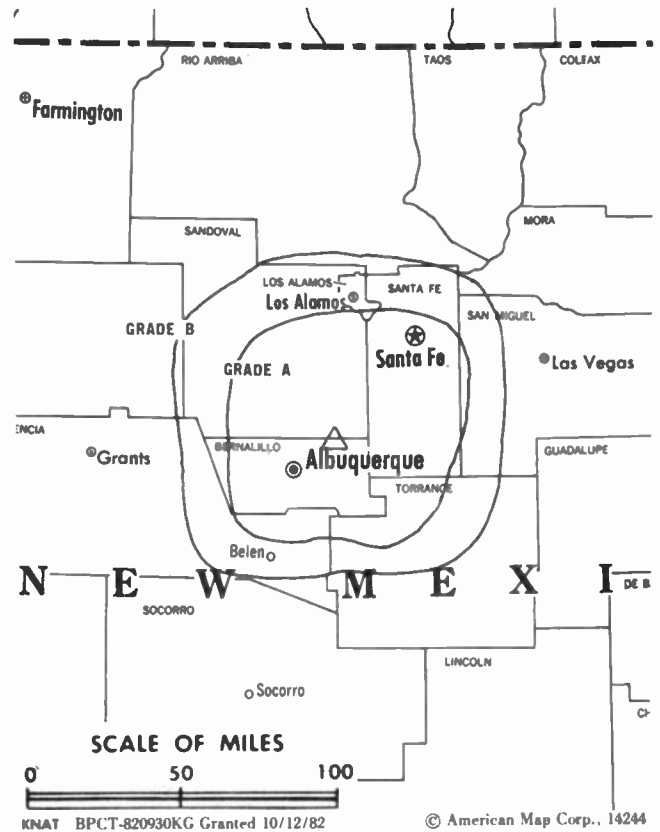
JIM BOOTH, chief engineer.

JO ANN HODGES, program director.

Highest 30 Sec. Rate: \$120.

City of License: Albuquerque. ADI: Albuquerque. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NEW MEXICO				
Between 5-24%	Torrance	3,500	3,400	96
Totals		3,500	3,400	97
Net Weekly Circulation (1990)			4,500	
Average Daily Circulation (1990)			1,700	

New Mexico—Albuquerque

KOAT-TV

Ch. 7

(Operates Satellite KWNM-TV; Silver City, NM)

Network Service: ABC.

Licensee: Pulitzer Bcstg. Co., 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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 9.3-meter; Harris, 6.1-meter; Vertex, 4.7-meter; Andrew, 4.5-meter; Avantek, Harris, M/A-Com, Standard Components receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

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, Liefert, Bernhard, McPherson & Hand.

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

Personnel:

C. WAYNE GODSEY, vice president & general manager.
GREG STRAUSSER, general sales manager.
ELVIN SMITH, assistant general manager.
BARBARA WAGONER, national sales manager.
MARY LYNN ROPER, news director.
JAMES SHARMAN, chief engineer.
JIM DIXON, production manager.
ROY LEONE, program director.
PARKER HARMS, marketing director.
LINDA EDDLEMAN, business manager.

Highest 30 Sec. Rate: \$2500.

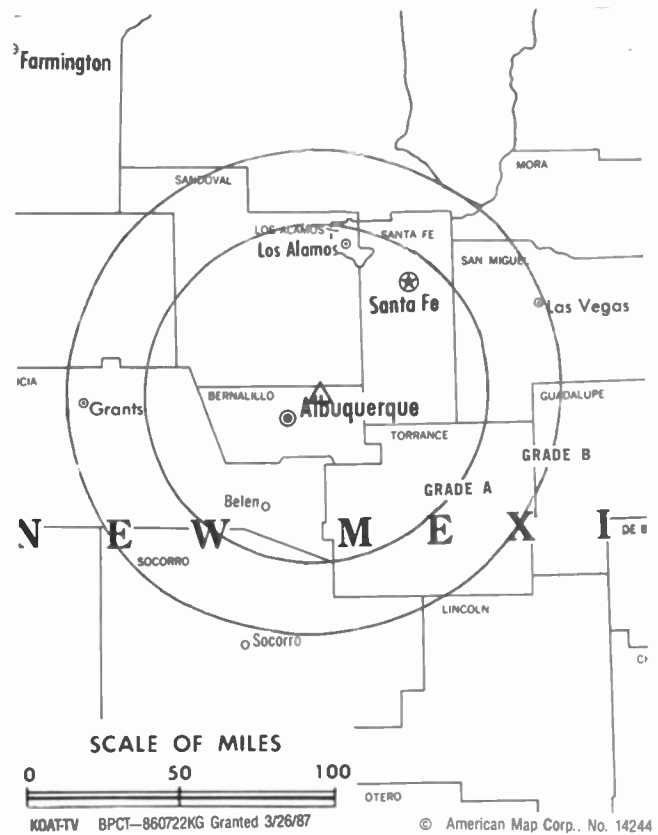
NETWORK BASE HOURLY RATE: \$1200.

Arbitron Data: Figures include KWNM-TV, Silver City, NM.

City of License: Albuquerque. ADI: Albuquerque. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache North	12,800	11,600	91
	COLORADO			
	Alamosa	4,600	4,400	96
	Archuleta	2,100	2,000	95
	Conejos	2,800	2,700	96
	La Plata	12,100	11,600	96
	Montezuma	6,900	6,600	96
	Rio Grande	4,000	3,800	95
	Saguache	1,400	1,300	93



Net Weekly Circulation	State County	Total Households	TV Households	%
NEW MEXICO				
50% & Over	Bernalillo	193,200	190,300	98
	Catron	900	800	89
	Chaves	21,700	21,300	98
	Cibola	8,700	8,600	98
	Coffax	5,200	4,900	94
	Curry	16,300	15,900	98
	De Baca	1,100	1,100	100
	Grant	9,600	9,100	95
	Guadalupe	1,500	1,400	93
	Harding	400	400	100
	Hidalgo	2,000	1,900	95
	Lea North	20,300	19,900	98
	Lincoln	6,100	5,900	96
	Los Alamos	7,600	7,500	99
	Luna	6,600	6,400	97
	Mc Kinley	20,800	19,400	93
	Otero	18,000	17,600	98
	Quay	4,600	4,400	96
	Rio Arriba	11,200	10,500	94
	Sandoval	17,400	16,400	95
San Juan	32,400	30,600	95	
San Miguel	8,800	8,200	93	
Santa Fe	36,000	35,000	97	
Sierra	4,400	4,100	94	
Socorro	4,800	4,700	98	
Taos	7,400	6,800	92	
Torrance	3,500	3,400	96	
Valencia	15,200	15,000	99	

(Continued on page A-755)

Totals	602,900	583,700	97
Net Weekly Circulation (1990)			436,700
Average Daily Circulation (1990)			266,500

New Mexico—Albuquerque

KOB-TV

Ch. 4

(Operates satellites KOB-F, Farmington & KOBR, Roswell, NM)

Network Service: NBC.

Licensee: KOB-TV Inc., Box 1351, Albuquerque, NM 87103.

Studio: 4 Broadcast Plaza SW, Albuquerque, NM 87104.

Mailing Address: Box 1351, Albuquerque, NM 87103.

Telephone: 505-243-4411. TWX: 910-989-1682. Fax: 505-764-2522.

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 Satellite Technology, 5.5-meter Ku-band & Harris, 6.2-meter Ku-band; Scientific-Atlanta, 5-meter C-band; RCA Americom, 4.57-meter Ku-band; Kavouras, 3.6-meter C-band; Harris, 2.8-meter Ku-band; Andrew, 2.36-meter Ku-band; Harris, Scientific-Atlanta receivers.

SNG Mobile Dish: Hubcom, Ku-band.

News Services: AP, Conus, NBC, NIWS, NOAA.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

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 DANZIGER, president.
DAVE HERMAN, senior vice president & general manager.
BOB EVANS, general sales manager.
HOWARD HOFFMAN, national sales manager.
BOB RICHARDSON, news director.
GARY WILLIAMS, production manager.
SAM TIKKANEN, chief engineer.
PAULA MAES, promotion director.
DRU FELT, business manager.

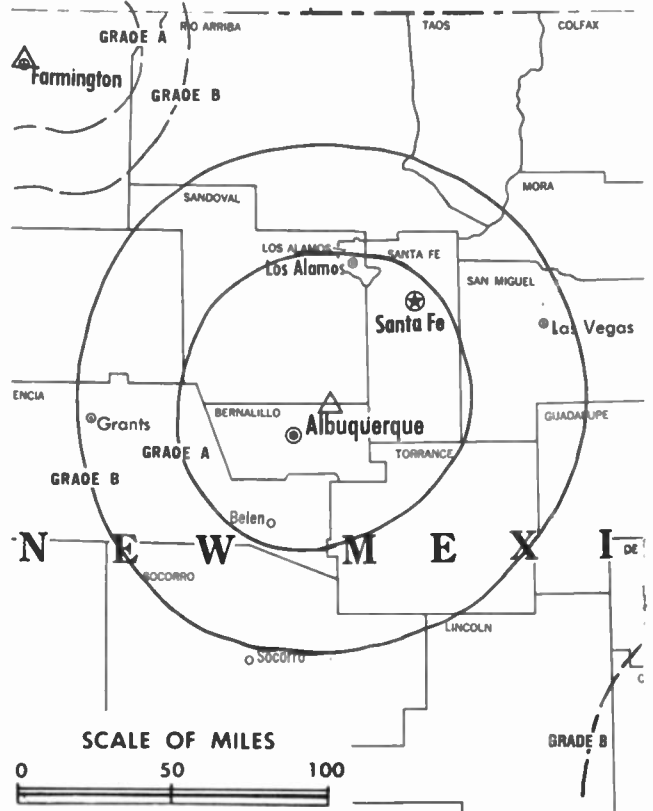
Rates: On request.

Arbitron Data: Figures include KOB-F, Farmington & KOBR, Roswell, NM.

City of License: Albuquerque. ADI: Albuquerque. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	ARIZONA				
		Apache North	12,800	11,600	91
	COLORADO				
		Alamosa	4,600	4,400	96
		Archuleta	2,100	2,000	95
		Conejos	2,800	2,700	96
		La Plata	12,100	11,600	96
		Montezuma	6,900	6,600	96
		Rio Grande	4,000	3,800	95
		Saguache	1,400	1,300	93



KOB-TV BPCT-1693 Granted 6/2/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
NEW MEXICO				
50% & Over	Bernalillo	193,200	190,300	98
	Chaves	21,700	21,300	98
	Cibola	8,700	8,600	98
	Colfax	5,200	4,900	94
	Curry	16,300	15,900	98
	De Baca	1,100	1,100	100
	Eddy	19,300	18,900	98
	Grant	9,600	9,100	95
	Guadalupe	1,500	1,400	93
	Harding	400	400	100
	Lea North	20,300	19,900	98
	Lincoln	6,100	5,900	96
	Los Alamos	7,600	7,500	99
	Mc Kinley	20,800	19,400	93
	Mora	1,500	1,300	87
	Otero	18,000	17,600	98
	Quay	4,600	4,400	96
	Rio Arriba	11,200	10,500	94
	Roosevelt	6,300	6,100	97
	Sandoval	17,400	16,400	95
San Juan	32,400	30,600	95	
San Miguel	8,800	8,200	93	
Santa Fe	36,000	35,000	97	
Sierra	4,400	4,100	94	
Socorro	4,800	4,700	98	
Taos	7,400	6,800	92	
Torrance	3,500	3,400	96	
Valencia	15,200	15,000	99	

(Continued on page A-765)

Totals	576,400	558,400	97
Net Weekly Circulation (1990)			452,000
Average Daily Circulation (1990)			267,700

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. 82.

Multichannel TV Sound: Stereo and separate audio program.

News Services: AP, Conus, Sun World Satellite News.

Ownership: Marsh Media Inc. (Group Owner).

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).

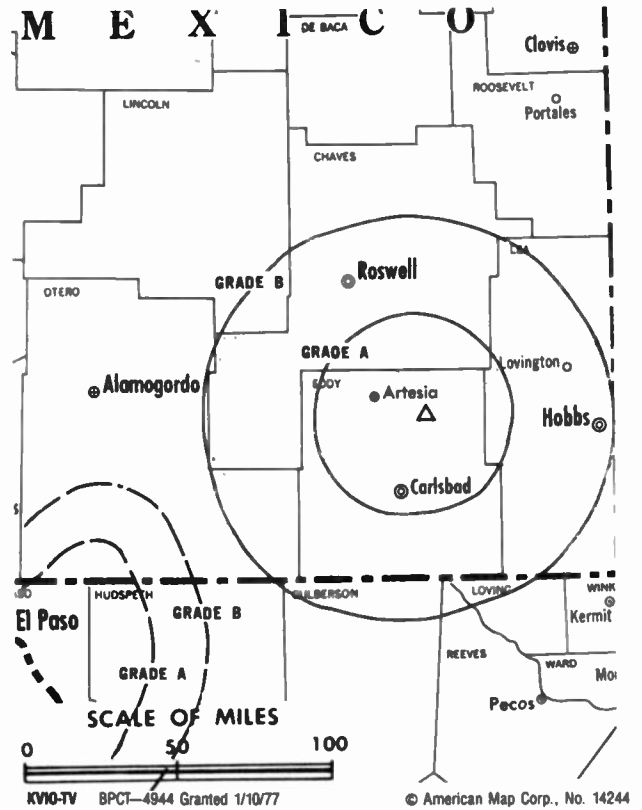
Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

See KVIA, El Paso, TX.



Arbitron Data: Included with KVIA-TV, El Paso, TX.

City of License: Carlsbad. ADI: Albuquerque. Rank: 51.

New Mexico—Clovis

KVIIH-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. Fax: 806-371-7329.

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.

Multichannel TV Sound: Stereo only.

Ownership: Marsh Media Inc. (Group Owner).

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).

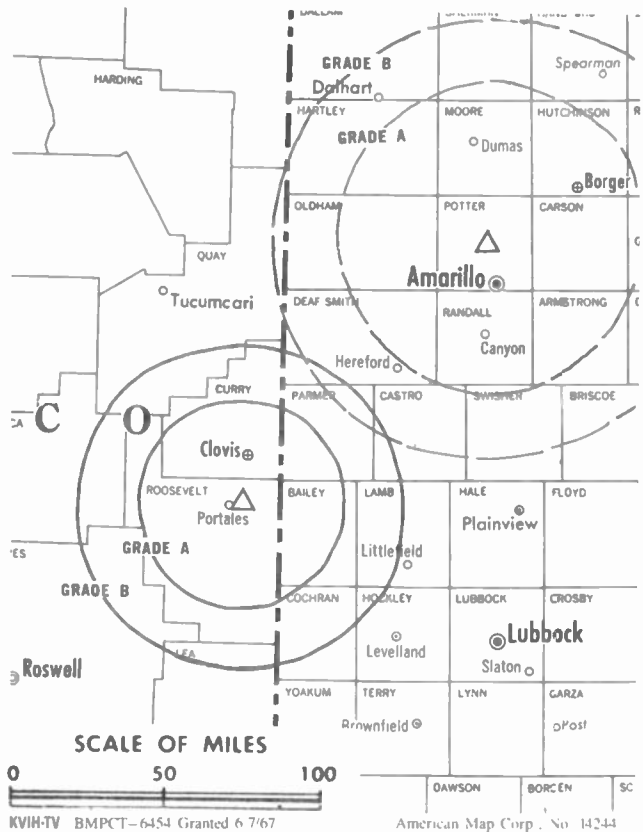
Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

See KVII-TV, Amarillo, TX.



Rates: See KVII-TV, Amarillo, TX.

Arbitron Data: Figures included with KVII-TV, Amarillo, TX.

City of License: Clovis. ADI: Amarillo. Rank: 118.

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. Fax: 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 Station: RCA Americom Ku-band; Avcom receivers.

News Services: AP, Conus, NBC.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

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:

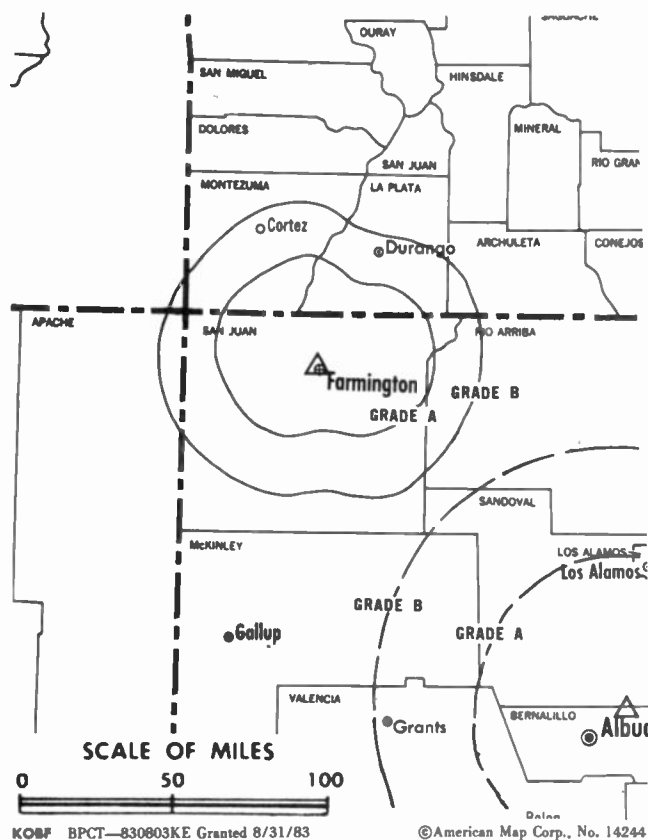
JERRY DANZIGER, president, KOB-TV.

STEVE HENDERSON, station manager.

SCOTT MICHLIN, news director.

DAN HARLIN, 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: 51.

New Mexico—Hobbs

KHFT

Ch. 29

Network Service: None, independent.

Licensee: Hobbs Family Television, 5701 N. Del Paso, Hobbs, NM 88241.

Studio: 420 N. Turner, Hobbs, NM 88240.

Mailing Address: Box 96, Hobbs, NM 88241.

Telephone: 505-393-0944. Fax: 505-393-6208.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 8-kw visual, 0.8-kw aural. Antenna: 550-ft. above av. terrain, 536-ft. above ground, 4156-ft. above sea level.

Latitude 32° 43' 28"
Longitude 103° 05' 46"

Transmitter: 2.9-mi. E of Hobbs on Mariand Dr.

Ownership: Hobbs Family Television.

Began Operation: February 1, 1989.

Represented (legal): McCampbell & Young.

Represented (engineering): Sterling Communications Inc.

Personnel:

KIMBERLY BRUNSON, general manager.

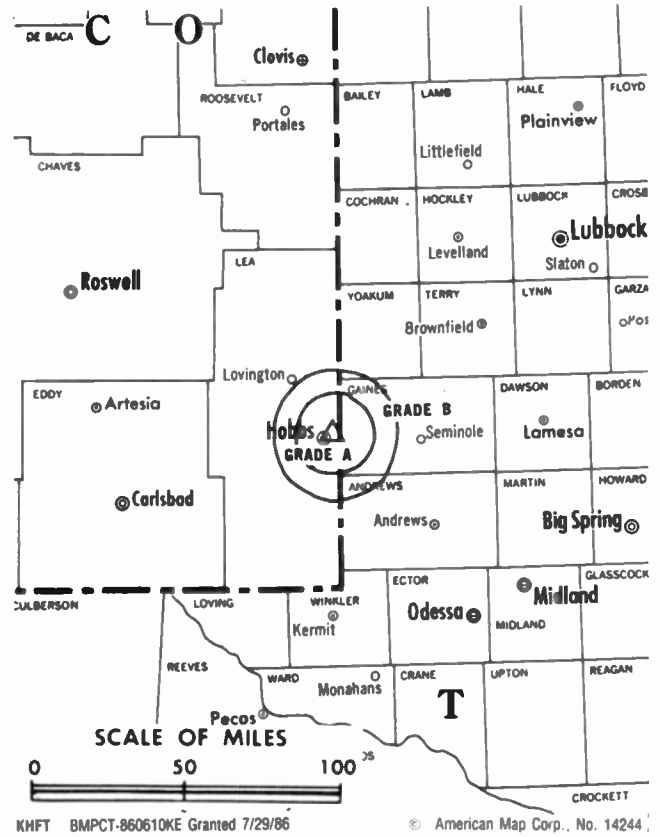
PETE WARREN, chief engineer.

Rates: On request.

City of License: Hobbs. ADI: Albuquerque. Rank: 51.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW MEXICO Lea North	20,300	19,900	98
Totals		20,300	19,900	98
Net Weekly Circulation (1990)			1,600	
Average Daily Circulation (1990)			400	



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New Mexico—Las Cruces

KZIA

(formerly KASK-TV)

Ch. 48

Network Service: None, independent.

Licensee: Southwestern Bcstg. Co. Inc., 500 S. Main St., Suite 150, Las Cruces, NM 88001.

Studio: First National Tower, Las Cruces, NM 88005.

Telephone: 505-526-4848. **Fax:** 505-526-0938.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 5000-kw max. visual. Antenna: 440-ft. above av. terrain, 469-ft. above ground, 4590-ft. above sea level.

Latitude	32°	02'	30"
Longitude	106°	27'	41"

Transmitter: 9-mi. ENE of Anthony, 3-mi. E of Rte. 213.

Satellite Earth Station: Simulsat, 5-meter; Microdyne receivers.

Ownership: Southwestern Broadcasting Co. Inc.

Began Operation: November 18, 1984. Sale to present owner by Lynn Dubois, Receiver, approved by FCC Nov. 29, 1989. Sale to Roy E. Henderson 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:

ROBERT L. MUNOZ, president & general manager.

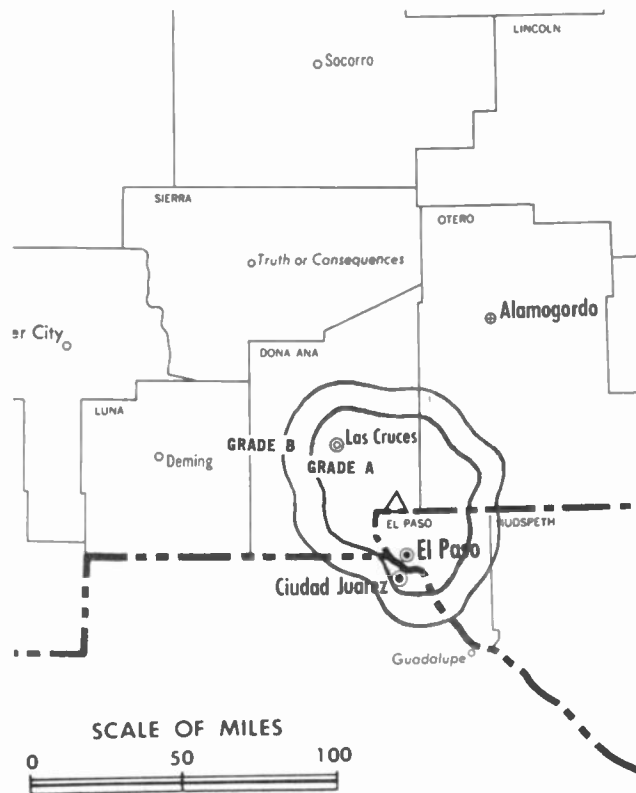
SAM KOBREN, general sales manager.

JOEL RICKMAN, local sales manager.

KERRY COOPER, chief engineer.

BILL MITCHELL, news & production director.

JAY DUNCAN, program director.



KZIA BMPCT-900514KF Granted 6/13/90

American Map Corp No 14244

Arbitron Data: Not available.

Highest 30 Sec. Rate: \$112.50.

City of License: Las Cruces. **ADI:** El Paso. **Rank:** 104.

New Mexico—Roswell

KBIM-TV

Ch. 10

Network Service: CBS.

Licensee: New Mexico Bcstg. Co. Inc., Box 294, Albuquerque, NM 87103.

Studio: 212-214 N. Main St., Roswell, NM 88201.

Telephone: 505-622-2120. **TWX:** 510-101-1181. **Fax:** 505-623-6606.

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-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: New Mexico Broadcasting Co. Inc. (Group Owner).

Began Operation: February 23, 1966. Sale to present owners by Holsum Inc. approved by FCC April 12, 1989.

Represented (sales): Katz Television.

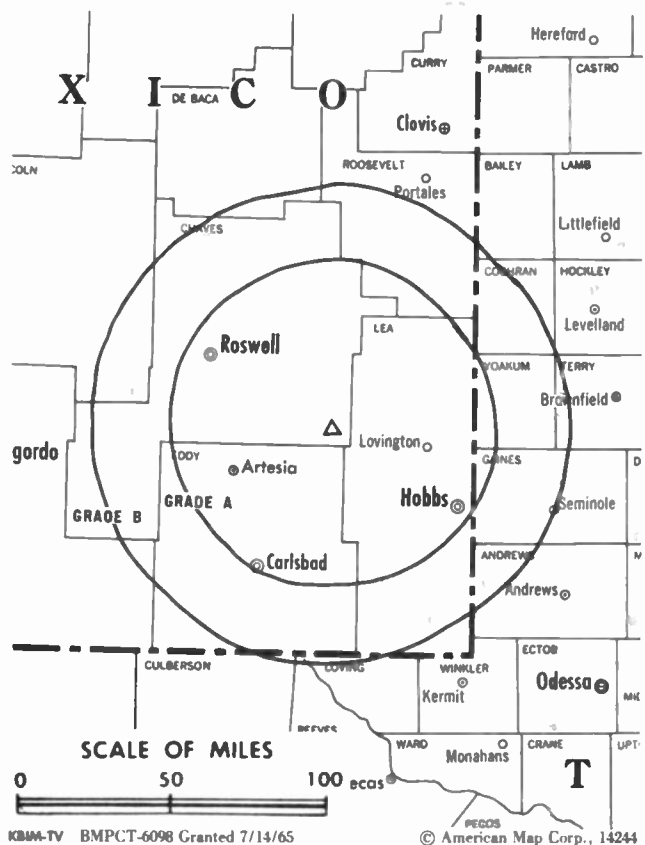
Personnel:
JACK HENRY, station manager.
DAVE ATKINS, director of engineering.
DAVID GONZALES, news director.
CATHY BURCH, promotion director.

Rates: On request.

City of License: Roswell. **ADI:** Albuquerque. **Rank:** 51.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Chaves	21,700	21,300	98
	Curry	16,300	15,900	98
	De Baca	1,100	1,100	100
	Eddy	19,300	18,900	98
	Lea North	20,300	19,900	98
	Lea South	2,400	2,300	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lincoln	6,100	5,900	96
	Roosevelt	6,300	6,100	97
Between 5-24%	NEW MEXICO			
	Otero	18,000	17,600	98
	TEXAS			
	Hudspeth	1,000	1,000	100
	Parmer	3,300	3,300	100
	Terry	5,000	5,000	99
	Yoakum	3,600	3,600	100
Totals		124,400	121,900	98
Net Weekly Circulation (1990)			74,200	
Average Daily Circulation (1990)			42,400	

New Mexico—Roswell

KOBR

Ch. 8

(Satellite of KOB-TV, Albuquerque, NM)

Network Service: NBC.

Licensee: Stanley S. Hubbard Revocable Trust.

Studio: 124 E. Fourth St., Roswell, NM 88201.

Telephone: 505-625-8888. **Fax:** 505-625-8866.

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 Broadcasting Inc. (Group Owner).

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.

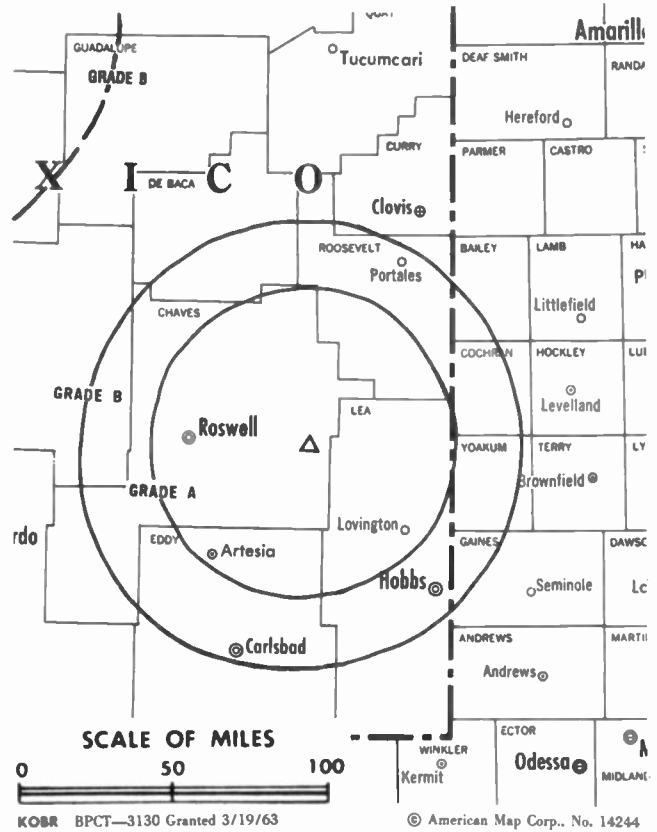
Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

JERRY DANZIGER, president, KOB-TV.

TIM SPINDER, station manager.

DAVE ATKINS, chief engineer.



JOHN PURVIS, news director.
DUSTY HUCKABEE, production manager.

Rates: On request.

Arbitron Data: Included with KOB-TV, Albuquerque, NM.

City of License: Roswell. **ADI:** Albuquerque. **Rank:** 51.

New Mexico—Roswell

KRPV
Ch. 27

Network Service: None, independent.

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.

Began Operation: September 9, 1986.

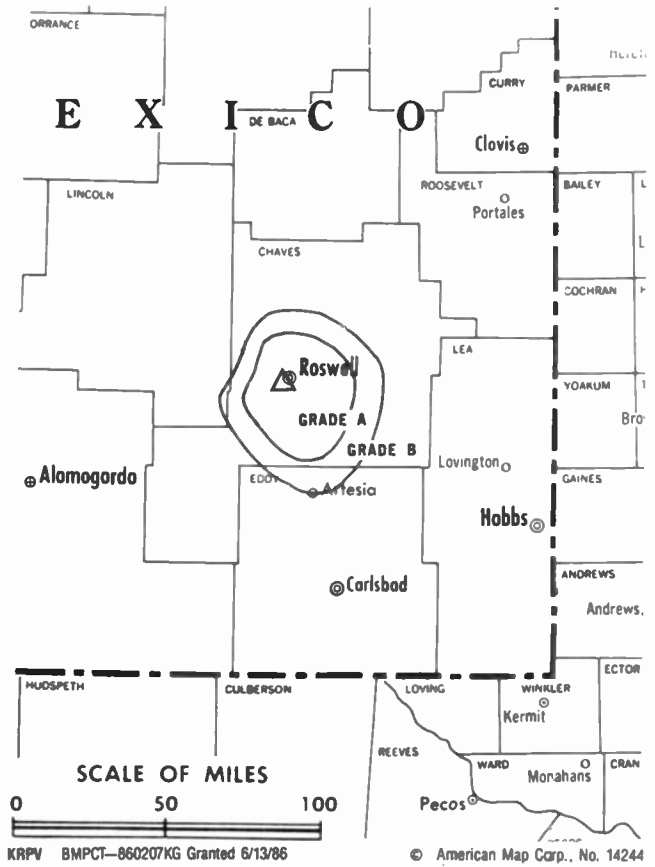
Represented (legal): Stuart B. Mitchell & Associates.

Personnel:

AL COOPER, general manager.
TOMMIE COOPER, program director.
LYMAN GRAHAM, traffic.
AMY BARE, office manager.

Rates: On request.

Arbltron Data: Not available.



City of License: Roswell. ADI: Albuquerque. Rank: 51.

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 visual, 26.3-kw aural. Antenna: 2028-ft. above av. terrain, 273-ft. above ground, 10,195-ft. above sea level.

Latitude 35° 47' 15"
Longitude 106° 31' 35"

Transmitter: No Name Mountain E of Jemez Springs.

Satellite Earth Station: Paraclype, 3-meter; GLR receivers.

News Service: INN.

Ownership: Son Broadcasting Inc.

Began Operation: January 21, 1984.

Represented (engineering): Serge Bergen.

Personnel:

BLACKIE GONZALEZ, general manager.

ROB RAMSEYER, chief engineer.

JOSE GONZALES, sales manager.

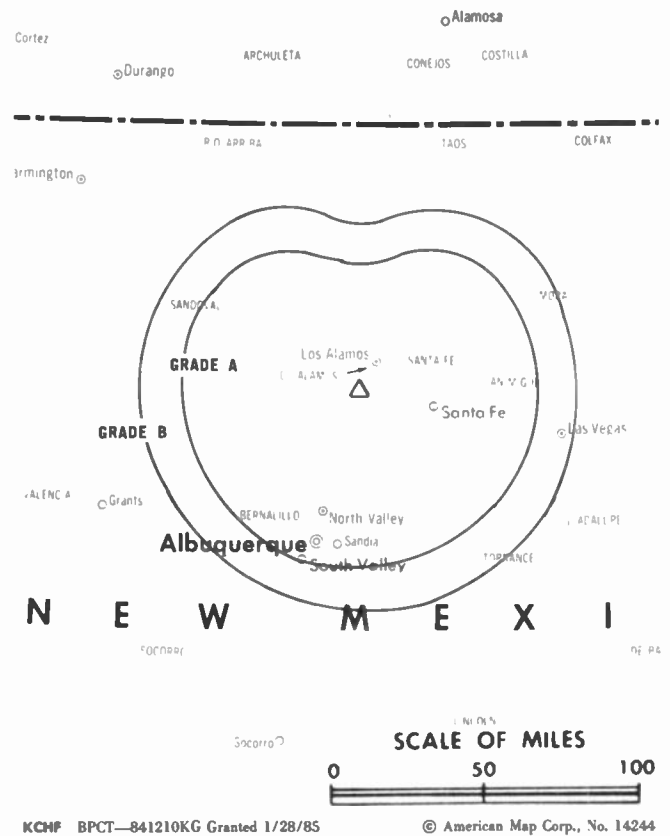
MARY KAY GONZALES, program director.

ANGIE GONZALES, marketing director.

Highest 30 Sec. Rate: \$200.

City of License: Santa Fe. ADI: Albuquerque. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NEW MEXICO				
Between 5-24%	Socorro	4,800	4,700	98
	Torrance	3,500	3,400	96
Totals		8,300	8,100	98
Net Weekly Circulation (1990)				4,700
Average Daily Circulation (1990)				1,400

New Mexico—Santa Fe

KKTO

Ch. 2

Network Service: None, independent.

Licensee: Coronado Communications Co., 301 Clark Ave., No. 880, Las Vegas, NV 89101.

Studio: 1311 Calle Nava, Santa Fe, NM 87501.

Mailing Address: Box 92222, Albuquerque, NM 87199.

Telephones: 505-982-2422; 505-345-2222. TWX: 9109970849.

Fax: 505-982-1117.

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 Broadcasting Co. (Group Owner).

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 (legal): Dow, Lohnes & Albertson.

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

Personnel:

MIKE ADDISON, station manager.

RICHARD PEXTON, chief engineer.

KATHY BROWN, program director.

JOHN EVILSIZER, promotion director.

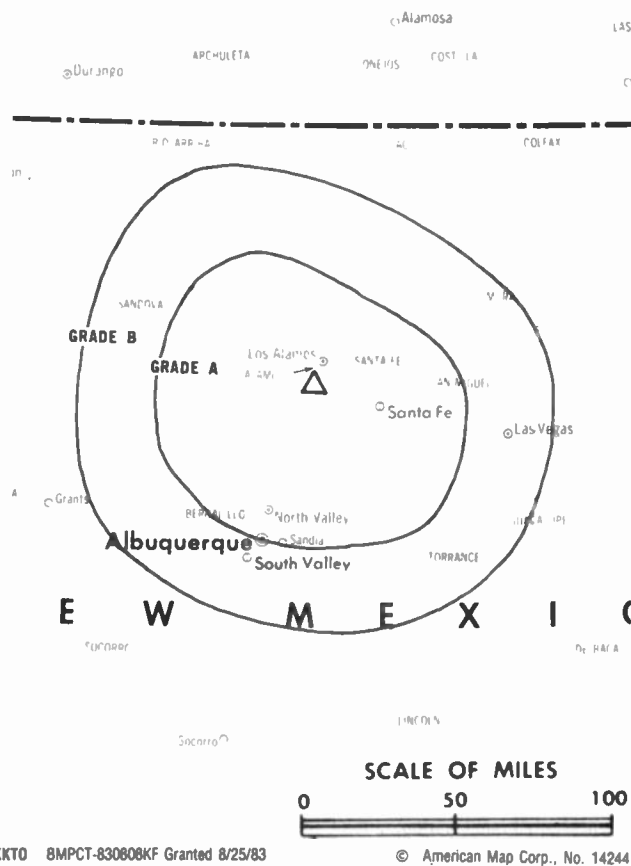
ROSE BAKOS, business manager.

Highest 30 Sec. Rate: \$600.

City of License: Santa Fe. ADI: Albuquerque. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NEW MEXICO			
	Rio Arriba	11,200	10,500	94
	Sandoval	17,400	16,400	95
Between 25-49%	NEW MEXICO			
	Bernalillo	193,200	190,300	98



KKTO BMPCT-830808KF Granted 8/25/83

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Santa Fe	36,000	35,000	97
	Taos	7,400	6,800	92
	Valencia	15,200	15,000	99
Between 5-24%	COLORADO			
	Conejos	2,800	2,700	96
	Rio Grande	4,000	3,800	95
	NEW MEXICO			
	Los Alamos	7,600	7,500	99
Totals	Mora	1,500	1,300	87
	San Juan	32,400	30,600	95
	Torrance	3,500	3,400	96
	Totals		332,200	323,300
Net Weekly Circulation (1990)				111,100
Average Daily Circulation (1990)				39,900

New Mexico—Silver City

KWNM-TV

Ch. 10

(Satellite of KOAT-TV, Albuquerque, NM)

Network Service: ABC.

Licensee: Pulitzer Bcstg. Co., 3801 Carlisle Blvd. NE, Albuquerque, NM 87107.

Studio: See KOAT-TV, Albuquerque.

Mailing Address: Box 25982, Albuquerque, NM 87125.

Telephone: 505-884-7777. **Fax:** 505-884-6282.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 8.71-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 Mountain, 1.2-mi. W of Pinos Altos.

Multichannel TV Sound: Stereo only.

News Services: ABC, AP, CNN, UPI.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: September 10, 1987.

Represented (sales): Blair Television.

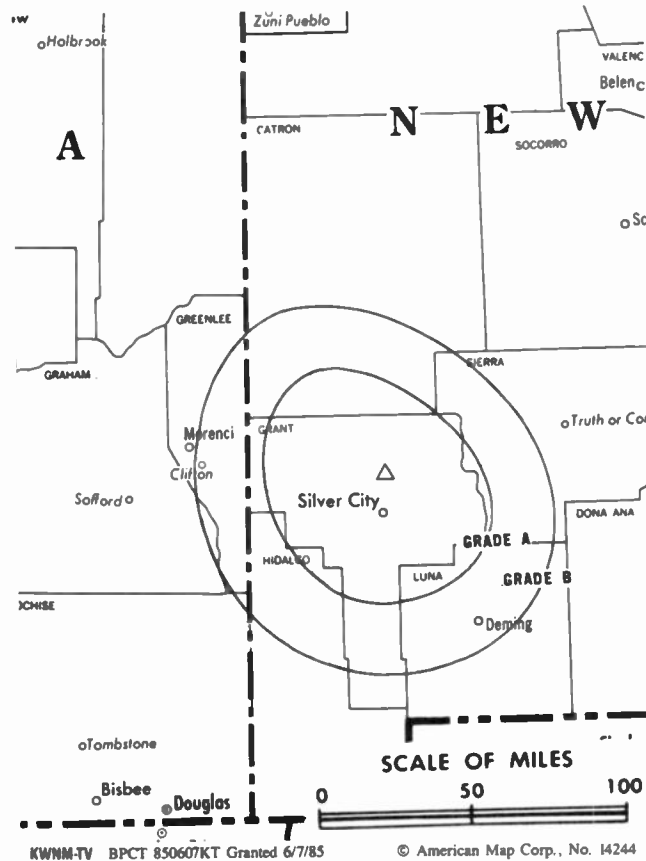
Represented (legal): Verner, Lipfert, Bernhard, McPherson & Hand.

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:** 51.

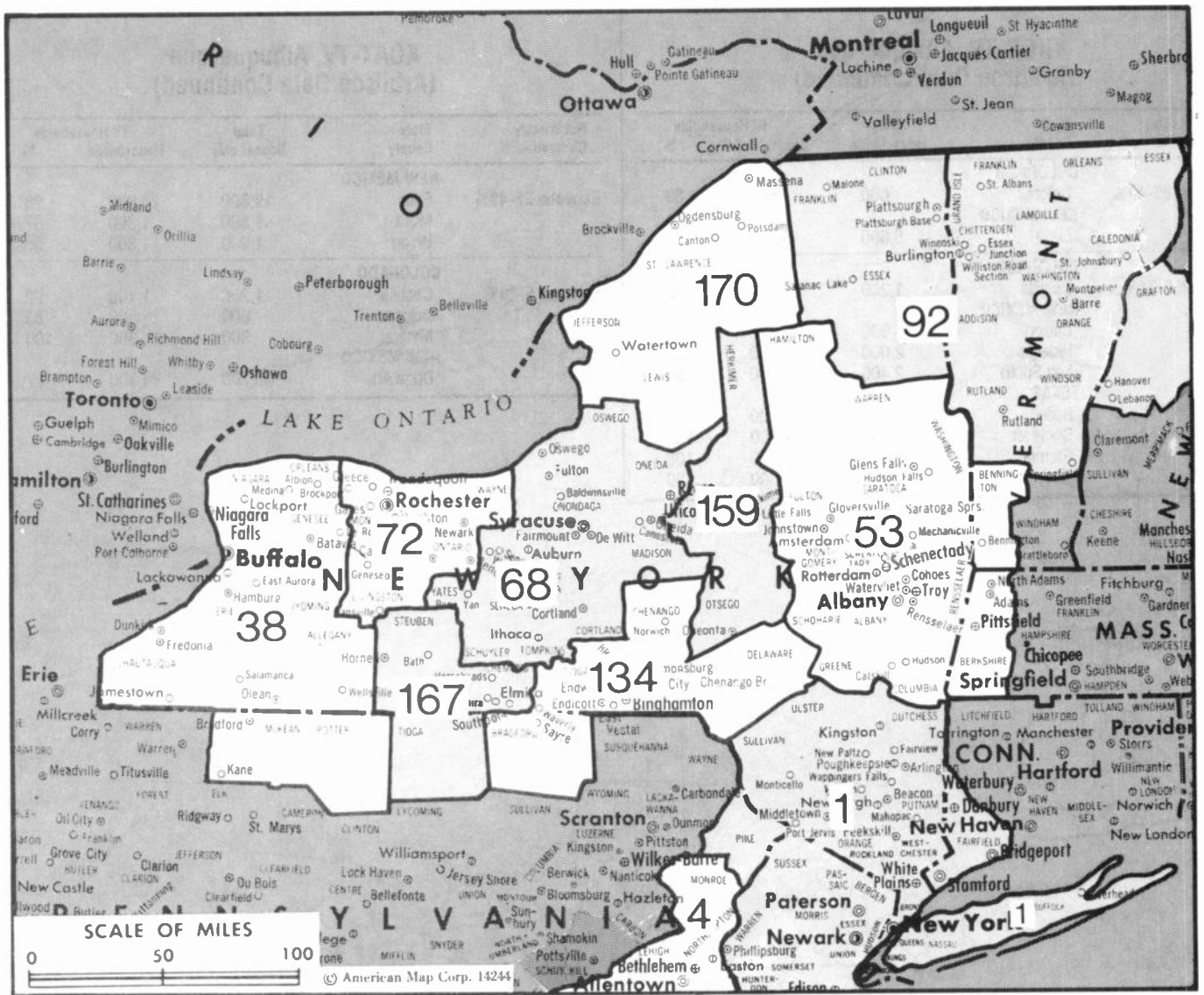
New Mexico

KOB-TV, Albuquerque (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	COLORADO			
	Dolores	600	500	83
	NEW MEXICO			
	Luna	6,600	6,400	97
Between 5-24%	COLORADO			
	Costilla	1,200	1,100	92
	NEW MEXICO			
	Catron	900	800	89
	Hidalgo	2,000	1,900	95
	Lea South	2,400	2,300	96
	TEXAS			
	Bailey	2,700	2,700	100
	Cochran	1,700	1,700	100
	Parmer	3,300	3,300	100
Terry	5,000	5,000	99	

KOAT-TV, Albuquerque (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NEW MEXICO			
	Eddy	19,300	18,900	98
	Mora	1,500	1,300	87
	Union	1,900	1,800	95
Between 5-24%	COLORADO			
	Costilla	1,200	1,100	92
	Dolores	600	500	83
	Mineral	300	300	100
	NEW MEXICO			
	Dona Ana	45,700	44,300	97



Market	Arbitron A-DI TV Households	Rank	Market Area Commercial TV Stations
New York, NY	7,043,900	1	WABC-TV (7), WCBS-TV (2), WHAI-TV (43), WHSE (68), WHSI (67), WLIG (55), WNBC-TV (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41)
Philadelphia, PA	2,704,400	4	KYW-TV (3), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTGI-TV (61), WTVE (51), WTXF-TV (29), WWAC-TV (53)
Buffalo, NY	611,600	38	WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WNYB-TV (49), WTJA (26), WUTV (29)
Albany-Schenectady-Troy, NY	489,500	53	WCDC (19), WNYT (13), WOCD (55), WRGB (6), WTEN (10), WXXA-TV (23)
Syracuse, NY	371,500	68	WIXT (9), WSNR-TV (43), WSTM-TV (3), WSYT (68), WTVH (5)
Rochester, NY	353,000	72	WHEC-TV (10), WOKR (13), WROC-TV (8), WUHF (31)
Burlington, VT-Plattsburgh, NY	265,100	92	WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)
Binghamton, NY	158,600	134	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Utica, NY	103,600	159	WFXV (33), WKTV (2), WUTR (20)
Elmira, NY	84,100	167	WENY-TV (36), WETM-TV (18)
Watertown-Carthage, NY	81,900	170	WWNY-TV (7), WWTI (50)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WOCO, Albany.....	See Amsterdam, NY
WWNY-TV, Carthage.....	See Watertown, NY
WCAX-TV & WVNY, Plattsburgh.....	See Burlington, VT
WUTR, Rome.....	See Utica, NY
WNYT, WRGB, WTEN, WXXA-TV, Schenectady.....	See Albany, NY
WNYT & WRGB, Troy.....	See Albany, NY

New York Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	22	21	43
Educational Television Stations	1	13	14
	23	34	57

New York—Albany-Troy-Schenectady

WNYT

Ch. 13

Network Service: NBC.

Licensee: Arsenal M Sub 17 Inc., 200 Elm St., Dedham, MA 02026.

Studio: 15 N. Pearl St., Menands, NY 12204.

Mailing Address: Box 4035, Albany, NY 12204.

Telephone: 518-436-4791. TWX: 710-441-8282. Fax: 518-436-8723.

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 Mountain, Brunswick, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Scientific-Atlanta, 7-meter C-band; RCA, 3.6-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: BAF 450B, 2.4-meter Ku-band.

News Services: AP, NBC, UPI.

Ownership: Viacom Broadcasting Inc. (Group Owner).

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.

ROBERT GILBERT, local sales manager.

KARL DAVIS, national sales manager.

NOELLE WALL, director of operations.

JIM MOORE, director of production.

JEANNE CHARTERS, marketing director.

STEVE BABOULIS, news director.

DOUG JONES, director of programming & public affairs.

LINDA CUMMINGS, traffic manager.

RICHARD KLEIN, chief engineer.

KATHLEEN BAYLIES, promotion manager.

Rates: On request.

City of License: Albany. ADI: Albany-Schenectady-Troy. Rank: 53.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



WNYT BPT-781228LC. Granted 6/20/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Berkshire	55,500	54,600	98
	NEW YORK			
	Albany	112,900	111,100	98
	Columbia	23,600	23,200	98
	Fulton	21,400	21,000	98
	Greene	16,800	16,500	98
	Montgomery	20,300	19,900	98
	Rensselaer	56,400	55,400	98
	Saratoga	60,300	59,600	99
	Schenectady	59,200	58,500	99
Schoharie	11,200	10,900	97	
Warren	21,000	20,600	98	
Washington	20,000	19,700	98	
VERMONT				
Bennington	14,100	13,800	98	
Between 25-49%	NEW YORK			
	Hamilton	2,000	1,900	95
VERMONT				
Rutland	23,900	23,400	98	
Between 5-24%	NEW YORK			
	Delaware	18,000	17,400	97
	Otsego	21,700	21,200	98
Ulster	62,700	61,100	97	
Totals		621,000	609,800	98
Net Weekly Circulation (1990)			437,900	
Average Daily Circulation (1990)			260,900	

New York—Albany-Schenectady-Troy

WRGB

Ch. 6

Network Service: CBS.

Licensee: WRGB Bcstg. Inc., 1400 Balltown Rd., Schenectady, NY 12309.

Studio: 1400 Balltown Rd., Schenectady, NY 12309.

Telephone: 518-346-6666. TWX: 710-442-2974.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 93-kw visual, 11-kw aural. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1830-ft. above sea level.

Latitude 42° 38' 12"
Longitude 73° 59' 45"

Transmitter: New Scotland, NY.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5-meter Ku-band; Scientific-Atlanta, Standard Components receivers.

SNG Mobile Dish: Vertex, 2.6-meter Ku-band.

News Services: AP, CBS, CNN.

Ownership: Freedom Newspapers Inc. (Group Owner).

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): Petry Television Inc.

Represented (legal): Latham & Watkins.

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

Personnel:

DAVID M. LYNCH, vice president & general manager.

CHERYL SNELL, general sales manager.

DON EVANS, local sales manager.

LOU VERRUTO, national sales manager.

GARY WHITAKER, news manager.

DANIEL A. FIORILLO, engineering manager.

FRED LASS, chief engineer.

TERRY WALDEN, programming & promotion manager.

BEVERLY WITTNER, public affairs manager.

WILLIAM FUTRELL, production manager.

WILLIAM A. RINCHIK, controller.

Highest 30 Sec. Rate: \$1750.

City of License: Schenectady. ADI: Albany-Schenectady-Troy. Rank: 53.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Berkshire	55,500	54,600	98
	NEW YORK			
	Albany	112,900	111,100	98
	Columbia	23,600	23,200	98
	Fulton	21,400	21,000	98
	Greene	16,800	16,500	98
	Hamilton	2,000	1,900	95
	Montgomery	20,300	19,900	98
	Rensselaer	56,400	55,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Saratoga	60,300	59,600	99
	Schenectady	59,200	58,500	99
	Schoharie	11,200	10,900	97
	Warren	21,000	20,600	98
	Washington	20,000	19,700	98
Between 25-49%	VERMONT			
	Bennington	14,100	13,800	98
	NEW YORK			
Between 5-24%	Otsego	21,700	21,200	98
	Ulster	62,700	61,100	97
	VERMONT			
Totals	Rutland	23,900	23,400	98
	Delaware	18,000	17,400	97
	Dutchess	90,700	89,000	98
	Essex	14,400	14,100	98
	Herkimer	24,800	24,400	98
Totals	VERMONT			
	Addison	11,500	11,200	97
	Totals	762,400	748,500	98
Net Weekly Circulation (1990)			480,500	
Average Daily Circulation (1990)			287,700	

There is no more visible place for your advertising message than the pages of the **Television & Cable Factbook**

New York—Albany

WTEN

Ch. 10

(Operates satellite WCDC, Adams, MA)

Network Service: ABC.

Licensee: Young Broadcasting of Albany Inc., 47th floor, 599 Lexington Ave., New York, NY 10022.

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, 20-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 Mountain, New Scotland.

Satellite Earth Stations: Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Vertex, 4.6-meter Ku-band; Andrew, 4.5-meter C-band; Avantek, Harris, M/A-Com receivers.

News Services: ABC, AP, NWS, Sports News Satellite, UPI, Weather Services Inc.

Ownership: Young Broadcasting Inc. (Group Owner).

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) Sale by Knight-Ridder to Young Bcstg. approved by FCC Aug. 24, 1989 (Vol. 29:13, Consummation pending).

Represented (sales): Adam Young Inc.

Represented (engineering): Smith & Powstenko.

Personnel:

ROBERT PETERSON, vice president & general manager.

VERA HOPE, general sales manager.

MICHAEL FUNK, local sales manager.

DON DECKER, news director.

DESARE FRAZIER, community affairs director.

HAROLD LANSING, chief engineer.

CONNIE SCOTT, business manager.

LYNN RILEY, production & marketing director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2550.

Arbitron Data: Includes satellite WCDC, Adams, MA.

City of License: Albany. ADI: Albany-Schenectady-Troy. Rank: 53.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Berkshire	55,500	54,600	98
	NEW YORK			
	Albany	112,900	111,100	98
	Columbia	23,600	23,200	98
	Fulton	21,400	21,000	98
	Greene	16,800	16,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTGOMERY	20,300	19,900	98
	RENSSELAER	56,400	55,400	98
	SARATOGA	60,300	59,600	99
	SCHENECTADY	59,200	58,500	99
	SCHOHARIE	11,200	10,900	97
	WARREN	21,000	20,600	98
	WASHINGTON	20,000	19,700	98
	VERMONT			
	Bennington	14,100	13,800	98
	Rutland	23,900	23,400	98
Between 25-49%	NEW YORK			
	Hamilton	2,000	1,900	95
	Herkimer	24,800	24,400	98
Between 5-24%	MASSACHUSETTS			
	Hampden	170,500	168,100	99
	NEW HAMPSHIRE			
	Cheshire	25,800	25,100	97
	NEW YORK			
	Delaware	18,000	17,400	97
	Dutchess	90,700	89,000	98
	Otsego	21,700	21,200	98
	Ulster	62,700	61,100	97
	VERMONT			
Addison	11,500	11,200	97	
Windham	16,400	15,700	96	
Totals		960,700	943,300	98
Net Weekly Circulation (1990)			491,100	
Average Daily Circulation (1990)			288,900	

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. TWX: 518-438-0090.

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, 7-meter C-band; AFC, 3.7-meter Ku-band; Andrew, 4.5-meter C-band; M/A-Com, Microdyne receivers.

Ownership: Heritage Broadcasting Group (Group Owner).

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): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

WILL MEYL, vice president & general manager.

KEVIN O'KANE, general sales manager.

GARY De LUKE, local sales manager.

SARGENT CATHRALL, chief engineer.

TIM PENNING, promotion director.

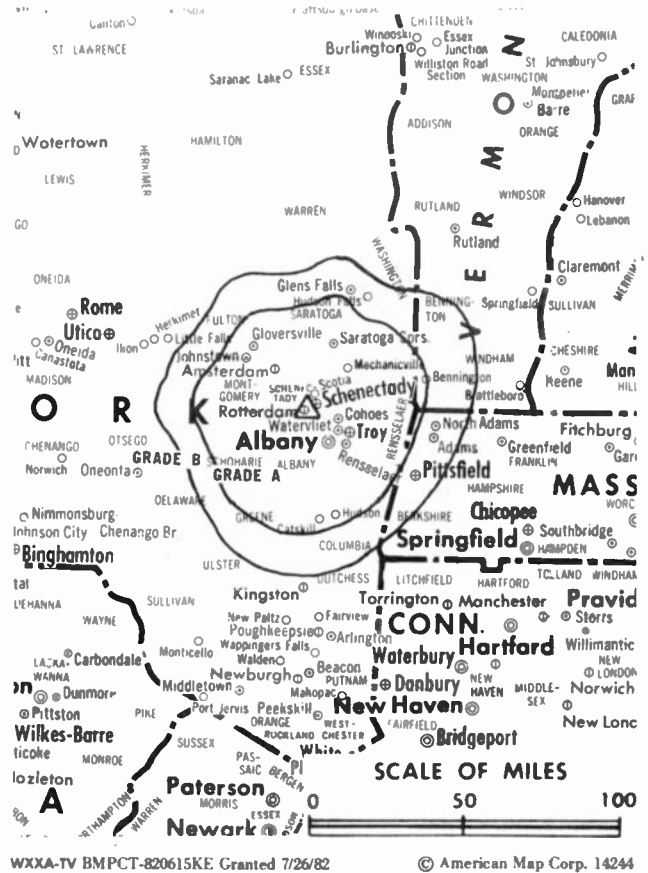
CATHERINE CASTRACANE, business manager.

Rates: On request.

City of License: Albany. ADI: Albany-Schenectady-Troy. Rank: 53.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Albany	112,900	111,100	98
	Columbia	23,600	23,200	98
	Fulton	21,400	21,000	98
	Rensselaer	56,400	55,400	98
	Saratoga	60,300	59,600	99
	Schenectady	59,200	58,500	99
Between 25-49%	MASSACHUSETTS			
	Berkshire	55,500	54,600	98
	NEW YORK			
	Greene	16,800	16,500	98
	Montgomery	20,300	19,900	98
	Schoharie	11,200	10,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Warren	21,000	20,600	98
	Washington	20,000	19,700	98
	BENNINGTON VERMONT	14,100	13,800	98
Between 5-24%	NEW YORK			
	Dutchess	90,700	89,000	98
	Hamilton	2,000	1,900	95
	RUTLAND VERMONT	23,900	23,400	98
Totals		609,300	599,100	98
Net Weekly Circulation (1990)			255,200	
Average Daily Circulation (1990)			101,600	

Need Broadcast TV or Cable TV Mail Labels From the Factbook?

Call Information Marketing Services
703-821-8130

New York—Amsterdam

WOCB
Ch. 55

Network Service: None, Independent.

Licensee: Amsterdam Bcstg. Inc., 165 Freemans Bridge Rd., Scotia, NY 12302.

Studio: 165 Freemans Bridge Rd., Schenectady, NY 12302.

Branch Office: 21 Main St., Hagaman, NY 12086.

Telephone: 619-942-9650.

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: Paracclipse, 3.5-meter; M/A-Com receivers.

Ownership: Amsterdam Bcstg. Inc.

Began Operation: December 14, 1987, left air Nov. 24, 1989; resumed operation Sept. 29, 1990. Sale to Capital District Partners approved by FCC Feb. 16, 1990, but never consummated.

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

Represented (engineering): Communications Technology.

Personnel:

FRED WUENSCHEL, general manager.

HERBERT SABIN, general sales manager & marketing director.

PAGE MORRISON, program director.

ROSEMARY WUENSCHEL, promotion director & business manager.

KEVIN KINCAID, chief engineer.



Highest 30 Sec. Rate: \$160.

Arbitron Data: Not available.

City of License: Amsterdam. ADI: Albany-Schenectady-Troy. Rank: 53.

New York—Binghamton

WBNG-TV

Ch. 12

Network Service: CBS.

Licensee: Gateway Communications Inc., One Bala Plaza, Suite 237, Bala Cynwyd, PA 19004.

Studio: 50 Front St., Binghamton, NY 13902.

Branch Office: 111-115 N. Main St., Elmira, NY 14901.

Mailing Address: Box 1200, Binghamton, NY 13902-1200.

Telephone: 607-723-7311. TWX: 510-252-1991. Fax: 607-724-7817.

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 visual, 1210-ft. above av. terrain, 789-ft. above ground, 2554-ft. above sea level. 8PCT-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-Corn, Scientific-Atlanta receivers.

News Services: AP, CBS, CNN.

Ownership: Gateway Communications Inc. (Group Owner).

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 (engineering): Smith & Powstenko.

Personnel:

JOHN S. MUCHA, vice president & general manager.

JOSEPH P. McNAMARA, national sales manager.

BOB KRUMMENACKER, regional sales manager.

RALPH CHRISTIAN, local sales manager.

JIM BISHOP, business manager.

RON SHOEMAKER, chief engineer.

MARK PRUTISTO, program manager.

PAUL DAFFINEE, news director.

VERONIKA LINEBERRY, marketing director.

Highest 30 Sec. Rate: \$3000.

City of License: Binghamton. ADI: Binghamton. Rank: 134.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Broome	80,600	79,500	99
	Chemung	34,300	33,600	98
	Chenango	19,000	18,600	98
	Cortland	16,900	16,600	98
	Delaware	18,000	17,400	97
	Otsego	21,700	21,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tioga	18,800	18,500	98
	Tompkins	32,000	30,600	96
	PENNSYLVANIA			
	Bradford	24,400	23,900	98
	Sullivan	2,300	2,200	96
	Tioga	15,100	14,700	97
Between 25-49%	NEW YORK			
	Schuyler	6,500	6,300	97
	Steuben	36,600	35,800	98
	PENNSYLVANIA			
	Susquehanna	15,400	15,100	98
Between 5-24%	NEW YORK			
	Seneca	12,100	12,000	99
	PENNSYLVANIA			
	Wayne	15,600	15,100	97
	Wyoming	10,500	10,300	98
Totals		379,800	371,400	98
Net Weekly Circulation (1990)			248,400	
Average Daily Circulation (1990)			151,200	

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

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: 468.3-kw max. visual. 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 Broadcasting Co. (Group Owner).

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): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

JESSE S. PEVEAR, vice president & general manager.

GINO RICCIARDELLI, vice president, engineering.

JOHN LEET, general sales manager.

ROBERT CIBULSKY, local sales manager.

DEAN ADAMS, news director.

CHRISTINE LOMANACO, program director.

VERNON ROWLANDS, promotion director.

VIRGINIA JURIK, business manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$400.

City of License: Binghamton. ADI: Binghamton. Rank: 134.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Broome	80,600	79,500	99
	Delaware	18,000	17,400	97
	Tioga	18,800	18,500	98



WICZ-TV 8PCT-890801KH Granted 8/29/89

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Chenango	19,000	18,600	98
	PENNSYLVANIA			
	Bradford	24,400	23,900	98
	Susquehanna	15,400	15,100	98
Between 5-24%	NEW YORK			
	Cortland	16,900	16,600	98
	Otsego	21,700	21,200	98
	Steuben	36,600	35,800	98
	Tompkins	32,000	30,600	96
PENNSYLVANIA				
	Sullivan	2,300	2,200	96
	Tioga	15,100	14,700	97
	Wyoming	10,500	10,300	98
Totals		311,300	304,400	98
Net Weekly Circulation (1990)			138,800	
Average Daily Circulation (1990)			68,800	

New York—Binghamton

WMGC-TV

Ch. 34

Network Service: ABC.

Licensee: Citadel Communications Co. Ltd., 17 Kraft Ave., Bronxville, NY 10708.

Studio: Ingraham Hill Rd., Binghamton, NY 13902.

Telephone: 607-723-7464. Fax: 607-723-1034.

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; Comtech, 4-meter C-band; Scientific-Atlanta, 4-meter C-band; Harris, 3-meter Ku-band; RCA, 3-meter Ku-band; Avantek, Drake, Microwave Assoc., Scientific-Atlanta receivers.

News Service: AP.

Ownership: Citadel Communications Co. Ltd. (Group Owner).

Began Operation: November 24, 1962. Sale of control to Arthur, Hessen and Lazare by Alfred E. Ansbomb (53.13%) and James E. Greeley (10.4%) approved Aug. 17, 1966 by FCC (Television Digest, Vol. 6:34). Sale to Pinnacle Communications Inc. approved Aug. 7, 1978. Sale to present owners approved Aug. 6, 1986.

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

PHIL LOMBARDO, president.
GREGORY O'CONNOR, vice president & general manager.
MARTHA CAMERON, news director.
WILLIAM LUXFORD, operations manager.
MARY ANN HARKNESS, national sales manager.
DON STEWART, chief engineer.
BRIAN DURHAM, business manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$200.

City of License: Binghamton. ADI: Binghamton. Rank: 134.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Broome	80,600	79,500	99
	Tioga	18,800	18,500	98
Between 25-49%	NEW YORK			
	Chenango	19,000	18,600	98
	Delaware	18,000	17,400	97



WMGC-TV 6PCT-870403KF Granted 7/13/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Bradford	24,400	23,900	98
Between 5-24%	NEW YORK			
	Chemung	34,300	33,600	98
	Cortland	16,900	16,600	98
	PENNSYLVANIA			
	Sullivan	2,300	2,200	96
	Susquehanna	15,400	15,100	98
	Tioga	15,100	14,700	97
	Wayne	15,600	15,100	97
Totals		260,400	255,200	98
Net Weekly Circulation (1990)			110,700	
Average Daily Circulation (1990)			48,400	

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New York—Buffalo

WGRZ-TV

Ch. 2

Network Service: NBC.

Licensee: Tak-WGRZ Inc., 259 Delaware Ave., Buffalo, NY 14202.

Studio: 259 Delaware Ave., Buffalo, NY 14202.

Telephone: 716-856-1414. TWX: 710-522-1729. Fax: 716-849-5703.

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 Inc. (Group Owner).

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:

THOMAS HARTMAN, president & general manager.

KATHY LUNDQUIST, controller.

JEFF FEYES, general sales manager.

TIM BUSCH, national sales manager.

DAVID BAER, news director.

LARRY FLOSS, manager of engineering.

CARLA CONTINO, program director.

PEGGY PENDERS, promotion director.

MARILYN CAMPANA, traffic manager.

JUDY GRADY, marketing director.

GARY LETGERS, operations manager.

Highest 30 Sec. Rate: \$3000.

City of License: Buffalo. ADI: Buffalo. Rank: 38.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	17,600	17,200	97
	Cattaraugus	31,000	30,400	98
	Chautauqua	54,600	53,700	98
	Erie	359,600	355,700	99
	Genesee	21,600	21,300	99
	Niagara	80,700	79,800	99
Orleans	14,200	14,000	98	
Wyoming	13,800	13,700	99	
PENNSYLVANIA	Mc Kean	18,200	17,800	98
	Potter	7,000	6,800	97
	PENNSYLVANIA			
Between 25-49%	Warren	17,600	17,100	97
	NEW YORK			
Between 5-24%	Livingston	20,200	19,900	99
	Steuben	36,600	35,800	98
	PENNSYLVANIA			
	Cameron	2,700	2,700	100
Totals		695,400	685,900	99
Net Weekly Circulation (1990)				559,200
Average Daily Circulation (1990)				337,600

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: 716-874-1015.

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, Sportssticker, UPI.

Ownership: Buffalo Broadcasting Co. Inc.

Began Operation: May 14, 1948. Sale to Howard Publications Inc. by Buffalo Evening News approved by FCC Sept. 16, 1977 (Television Digest, Vol. 17:22). Sale to present owner approved Oct. 13, 1988 (vol. 28:26).

Represented (sales): TeleRep Inc.; Airtime TV Sales Inc. (Canada).

Personnel:

GARY R. NIELSEN, vice president & general manager.

JACK LYONS, sales director.

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.

TONY BALLEW, news director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1826.

City of License: Buffalo. ADI: Buffalo. Rank: 38.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Allegany	17,600	17,200	97
	Cattaraugus	31,000	30,400	98
	Chautauqua	54,600	53,700	98
	Erie	359,600	355,700	99
	Genesee	21,600	21,300	99
	Niagara	80,700	79,800	99
	Orleans	14,200	14,000	98
	Wyoming	13,800	13,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Mc Kean	18,200	17,800	98
	Potter	7,000	6,800	97
Between 25-49%	NEW YORK			
	Steuben	36,600	35,800	98
Between 5-24%	PENNSYLVANIA			
	Cameron	2,700	2,700	100
Totals	NEW YORK			
	Livingston	20,200	19,900	99
Net Weekly Circulation (1990)	PENNSYLVANIA			
	Tioga	15,100	14,700	97
Average Daily Circulation (1990)		710,500	700,600	99
				552,400
				333,200

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New York—Buffalo

WKBW-TV

Ch. 7

Network Service: ABC.

Licensee: Queen City III Limited Partnership, 7 Broadcast Plaza, Buffalo, NY 14202.

Studio: 7 Broadcast Plaza, Buffalo, NY 14202.

Telephone: 716-845-6100. TWX: 710-522-1846. Fax: 716-842-1855.

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., Colder, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 9-meter; Harris receivers.

News Services: AP, UPI.

Ownership: Queen City III Ltd. Partnership

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): Petry Television.

Represented (legal): Wilkes, Artis, Hedrick & Lane.

Represented (engineering): Moffet, Larson & Johnson, P.C.

Personnel:

STEPHEN H. KIMATIAN, president & general manager.

CLIFF FISHER, vice president & general sales manager.

KEN KOLLER, vice president & chief financial officer.

PAUL CUNNINGHAM, local sales manager.

SARAH NORAT-PHILLIPS, director, programming & public affairs.

LINDA LEVY, news director.

DON HOLLAND, chief engineer.

STEVE ZAPPIA, operations manager.

JOHN DISCUILLO, promotion director.

Highest 30 Sec. Rate: \$9000.

NETWORK BASE HOURLY RATE: \$2350.

City of License: Buffalo. ADI: Buffalo. Rank: 38.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Allegany	17,600	17,200	97
	Cattaraugus	31,000	30,400	98
	Chautauqua	54,600	53,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Erie	359,600	355,700	99
	Genesee	21,600	21,300	99
	Niagara	80,700	79,800	99
	Orleans	14,200	14,000	98
	Wyoming	13,800	13,700	99
	PENNSYLVANIA			
Between 25-49%	Cameron	2,700	2,700	100
	Mc Kean	18,200	17,800	98
	Potter	7,000	6,800	97
	Warren	17,600	17,100	97
Between 5-24%	NEW YORK			
	Steuben	36,600	35,800	98
	NEW YORK			
Totals	Livingston	20,200	19,900	99
	PENNSYLVANIA			
	Elk	14,000	13,800	98
	Tioga	15,100	14,700	97
Net Weekly Circulation (1990)		724,500	714,400	99
Average Daily Circulation (1990)				572,700
				361,400

New York—Buffalo

WNYB-TV

Ch. 49

Network Service: None, independent.

Licensee: Tri-State Christian TV Inc., Box 1010, Marion, IL 62959.

Studio: 699 Hertel Ave., Buffalo, NY 14207-2341.

Telephone: 716-875-4919. TWX: 981-280. Fax: 716-875-0646.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 4932-kw max. visual, 493-kw max. aural. Antenna: 1235-ft. above av. terrain, 1049-ft. above ground, 2420-ft. above sea level.

Latitude	42°	46'	58"
Longitude	78°	27'	28"

Transmitter: 2034 Folsomdale Rd., Cowlesville, NY.

Multichannel TV Sound: Separate audio program.

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

Ownership: Tri-State Christian TV Inc. (Group Owner)

Began Operation: September 1, 1987. Sale to present owner by Niagara Frontier Bcstg. Partnership approved by FCC Oct. 19, 1989 (Television Digest, Vol. 29:36).

Represented (sales): Seltel Inc.

Represented (legal): May & Duanne, Chartered.

Personnel:

KATHY LUNBQUIST, general manager.

SUE SALAMONE, assistant general manager.

JON BIVIN, chief engineer.

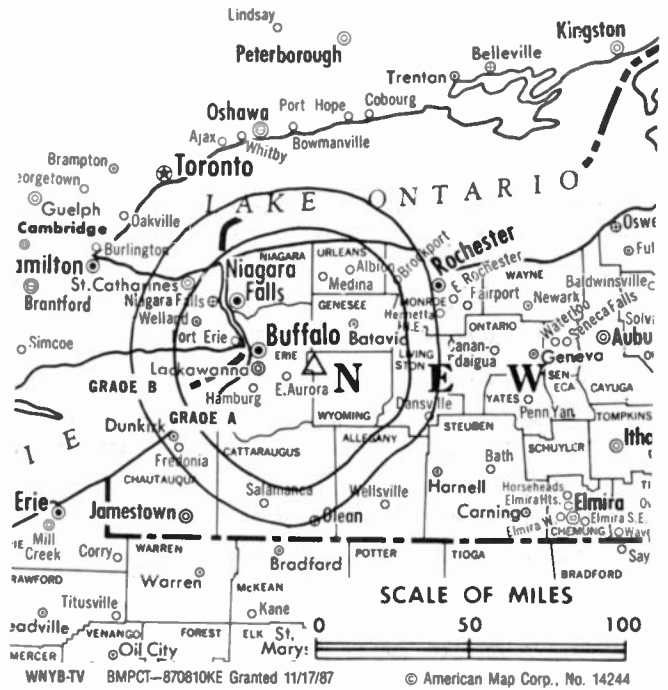
LAURA BIVIN, public service director.

Rates: On request.

City of License: Buffalo. ADI: Buffalo. Rank: 38.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Erie	359,600	355,700	99
	Genesee	21,600	21,300	99
	Niagara	80,700	79,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Orleans	14,200	14,000	98
	Wyoming	13,800	13,700	99
Between 5-24%	NEW YORK			
	Allegany	17,600	17,200	97
	Cattaraugus	31,000	30,400	98
	Chautauqua	54,600	53,700	98
	Livingston	20,200	19,900	99
Totals		613,300	605,700	99
Net Weekly Circulation (1990)				224,500
Average Daily Circulation (1990)				85,300

New York—Buffalo

WUTV

Ch. 29

Network Service: Fox

Licensee: ACT III Bcstg. of Buffalo Inc., One CNN Center, Suite 800, South Tower, Atlanta, GA 30278.

Studio: 951 Whitehaven Rd., Grand Island, NY 14072.

Telephone: 716-773-7531. TWX: 710-260-1359.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1250-kw max. & 1050-kw horizontal visual, 105-kw aural. Antenna: 920-ft. above av. terrain, 959-ft. above ground, 1549-ft. above sea level.

Latitude 43° 01' 27"
Longitude 78° 55' 40"

Transmitter: 951 Whitehaven Rd., Grand Island, NY.

Satellite Earth Stations: Microdyne, 5-meter Ku-band; Microdyne, 5-meter C-band; Microdyne, 3.7-meter Ku-band; Harris, 3-meter C-band; DX Antenna, M/A-Corn, Microdyne, Standard Communications receivers.

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: December 21, 1970. Sale to present owner by Citadel Communications approved by FCC June 13, 1990 (Television Digest, Vol. 29:36, 30:26). Sale to Citadel by Whitehaven Entertainment approved Aug. 31, 1984 (Vol. 24:29). Sale to Whitehaven by Herman Pease, et al., approved August 31, 1984. Sale to Herman Pease, et al., by Ultravision Bcstg. Co. (F. R. Burczynski, et al.) approved Feb. 10, 1978 (Vol. 17:31).

Represented (sales): Seitel Inc.

Represented (legal): Goldberg & Spector.

Personnel:

- WILLARD J. STONE, general manager.
- JOHN FRIEND, general sales manager.
- ROBERT FRENCH, national sales manager.
- JIM DIMINO, local sales manager.
- LEE McENERY, promotion director.
- DENNIS J. MAJEWICZ, chief engineer.
- LOIS RINGLE, program director.
- ROBERT BART, business manager.
- KEN KASZUBOWSKI, operations manager.

Highest 30 Sec. Rate: \$1800.

City of License: Buffalo. ADI: Buffalo. Rank: 38.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Niagara	80,700	79,800	99
Between 25-49%	NEW YORK			
	Cattaraugus	31,000	30,400	98
	Erie	359,600	355,700	99
	Genesee	21,600	21,300	99
	Orleans	14,200	14,000	98
	Wyoming	13,800	13,700	99
Between 5-24%	NEW YORK			
	Allegany	17,600	17,200	97
	Chautauqua	54,600	53,700	98
	Livingston	20,200	19,900	99
	PENNSYLVANIA			
	Warren	17,600	17,100	97
Totals		630,900	622,800	99
Net Weekly Circulation (1990)				252,300
Average Daily Circulation (1990)				90,300

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: Howard Green Group (Group Owner).

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 & general sales manager.

ELLEN PAINTER, production director.

DON RYAN, chief engineer.

DAN JOHNSON, news director.

Highest 30 Sec. Rate: \$260.

City of License: Elmira. ADI: Elmira. Rank: 167.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Steuben	36,600	35,800	98
	PENNSYLVANIA			
	Tioga	15,100	14,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Schuyler	6,500	6,300	97
	PENNSYLVANIA			
	Bradford	24,400	23,900	98
Between 5-24%	NEW YORK			
	Allegany	17,600	17,200	97
	Tioga	18,800	18,500	98
	Tompkins	32,000	30,600	96
	PENNSYLVANIA			
	Potter	7,000	6,800	97
Totals		192,300	187,400	97
Net Weekly Circulation (1990)				89,300
Average Daily Circulation (1990)				42,600

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. & 22.4-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 Broadcasting Group Inc., 77.8% (Group Owner); William S. Reyner, 15.2%; Robert N. Smith, 7%.

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.

TERRIL DOANE, local sales manager.

MARK CARROS, news director.

LUKE J. WOZNIAC, program & promotion director.

PAM CAMPBELL, business manager.

MARK POLOVICK, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$250.

City of License: Elmira. ADI: Elmira. Rank: 167.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Steuben	36,600	35,800	98
	PENNSYLVANIA			
	Bradford	24,400	23,900	98
	Tioga	15,100	14,700	97
Between 25-49%	NEW YORK			
	Schuyler	6,500	6,300	97
Between 5-24%	NEW YORK			
	Tioga	18,800	18,500	98
	Yates	8,700	8,500	98
	PENNSYLVANIA			
	Potter	7,000	6,800	97
	Sullivan	2,300	2,200	96
Totals		153,700	150,300	98
Net Weekly Circulation (1990)				87,500
Average Daily Circulation (1990)				54,100

New York—Jamestown

WTJA
Ch. 26

Network Service: None, independent.

Licensee: 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, 2057-ft. above sea level.

Latitude	42°	05'	06"
Longitude	79°	17'	23"

Holds CP for change to 461-kw max. visual. BPCT-890512KF.

Transmitter: 2 Orchard Rd., Ellicott.

Ownership: Jamestown TV Assoc.

Began Operation: September 24, 1988.

Represented (legal): James L. Oyster.

Personnel:

CRAIG FOX, general manager.

Rates: On request.

Arbitron Data: Not available.



City of License: Jamestown. ADI: Buffalo. Rank: 38.

New York—Kingston

WTZA
Ch. 62

Network Service: None, independent.

Licensee: WTZA-TV Assoc., 721 Broadway, Box 1609, Kingston, NY 12401.

Studios: 721 Broadway, Kingston, NY 12401; 800 Y St., Stewart Airport, Newburgh, NY 12550.

Telephones: 914-339-6200, Kingston; 914-454-6200, Poughkeepsie.

Fax: 914-339-6264.

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: WTZA-TV Assoc.

Began Operation: December 15, 1985.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

EDWARD P. SWYER, managing partner & chief executive officer.
GENE COLLINS, general manager.
ANDREA CETERA, general sales manager.
JAN CHOMIAK, national sales manager.
HENRY MARCOTTE, news director.
ROBERT LANOUE, promotion director.
KATHY YANAS, director of community relations.
LILLIAN MATHISEN, business manager.
MICHAEL SHO VAN, assistant chief engineer.

Highest 30 Sec. Rate: \$300.

City of License: Kingston. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



WTZA BNPCT-850529KF Granted 9/4/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Columbia	23,600	23,200	98
	Dutchess	90,700	89,000	98
	Greene	16,800	16,500	98
Between 5-24%	Ulster	62,700	61,100	97
	NEW YORK			
	Orange	97,700	96,000	98
Totals	Rensselaer	56,400	55,400	98
	Sullivan	25,400	24,700	97
Net Weekly Circulation (1990)		373,300	365,900	98
Average Daily Circulation (1990)				99,700
				34,300

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 Stations: Andrew, 5.6-meter Ku-band; Vertex, 4.7-meter Ku-band; Andrew, M/A-Com receivers.

AM Affiliate: WABC, 50-kw, 770 kHz.

FM Affiliate: WPLJ, 4.6-kw, 95.5 MHz (No. 238) 1300-ft.

News Services: ABC, AP, UPI.

Ownership: Capital Cities/ABC Inc. (Group Owner).

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, director of community affairs.

RICHARD R. GRAHAM, director of finance & business affairs.

ART MOORE, program director.

SYLVIA HUESTON, director of community relations.

ANNA CARBONELL, press information manager.

ROB BATTLES, promotion director.

PATRICIA LIGUORI, research director.

GRACE FRISONE, assistant research director.

Rates: On request.

City of License: New York. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	302,800	299,400	99
	NEW JERSEY			
	Bergen	318,100	316,000	99
	Essex	313,000	308,800	99
	Hudson	214,500	211,900	99
	Hunterdon	35,300	34,800	99
	Mercer	119,700	118,000	99
	Middlesex	233,600	231,700	99
	Monmouth	207,500	205,400	99
	Morris	150,500	149,400	99
	Ocean	172,100	170,500	99
	Passaic	169,200	167,400	99
	Somerset	81,100	80,300	99
	Sussex	45,500	44,800	98
	Union	189,000	187,500	99
	NEW YORK			
	Bronx	464,600	457,700	99
	Dutchess	90,700	89,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kings	905,000	889,700	98
	Nassau	449,500	447,100	99
	New York	773,300	736,500	95
	Orange	97,700	96,000	98
	Putnam	28,800	28,400	99
	Queens	758,200	750,600	99
	Richmond	131,600	130,400	99
	Rockland	87,100	86,000	99
	Suffolk	430,600	426,600	99
	Sullivan	25,400	24,700	97
	Ulster	62,700	61,100	97
	Westchester	324,000	320,400	99
PENNSYLVANIA				
Pike	10,200	9,900	97	
Between 25-49%	CONNECTICUT			
	New Haven	296,100	292,300	99
	NEW JERSEY			
Warren	33,400	32,900	99	
Between 5-24%	ARKANSAS			
	Chicot	5,700	5,500	96
	CONNECTICUT			
	Litchfield	63,500	62,400	98
	GEORGIA			
	Clinch	2,400	2,300	98
	Dawson	2,800	2,700	96
	Pierce	4,700	4,600	98
	Rabun	4,400	4,300	98
	Towns	2,800	2,800	100
(Continued on page A-812)				
Totals		7,928,500	7,804,800	98
Net Weekly Circulation (1990)				6,385,500
Average Daily Circulation (1990)				3,825,200

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. (Group Owner).

Began Operation: July 1, 1941.

Represented (sales): CBS Television Stations National Sales.

Personnel:

ROGER COLLOFF, vice president & general manager.

JAMES A. CLAYTON, director of sales.

ELLIOT BLACK, national sales manager.

ALICE FLOOD, director of planning & administration.

PAUL SAGAN, director of news.

DINORAH SPALDING, director of station services.

DAVID LaFOUNTAIN, director of communications.

NESLINE SWABY, manager of news administration.

BARBARA TERASAKA, director of finance & business affairs.

TONI JOHNSON, manager of broadcast operations.

JAMES PICINICH, director of broadcast administration.

JOSEPH FEDELE, manager of technical operations.

DOLORES DANSKA, program director.

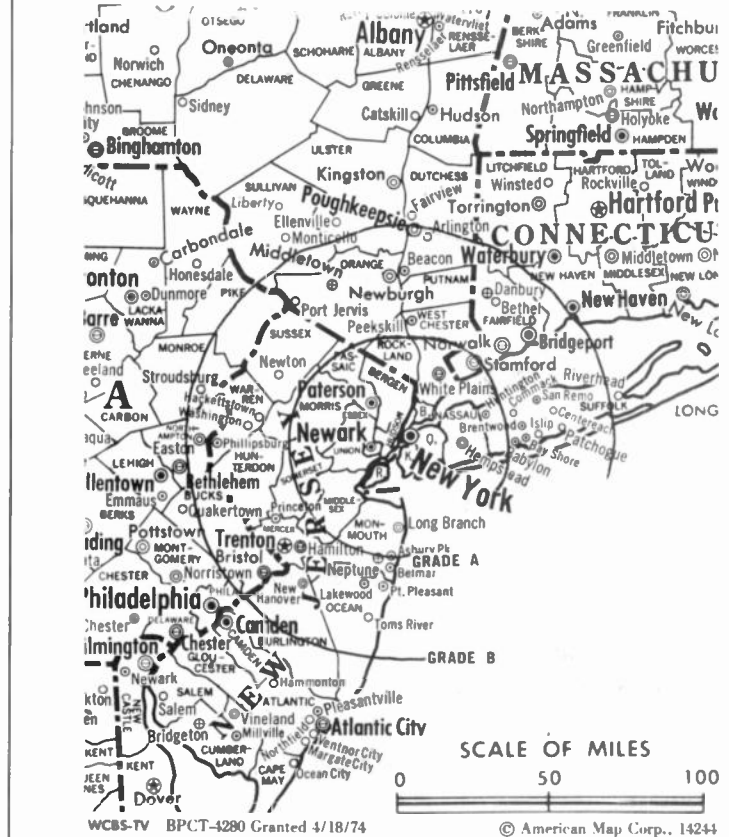
DANIEL SCHER, marketing director.

Rates: On request.

City of License: New York. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	302,800	299,400	99
	NEW JERSEY			
	Bergen	318,100	316,000	99
	Essex	313,000	308,800	99
	Hudson	214,500	211,900	99
	Hunterdon	35,300	34,800	99
	Middlesex	233,600	231,700	99
	Monmouth	207,500	205,400	99
	Morris	150,500	149,400	99
	Ocean	172,100	170,500	99
	Passaic	169,200	167,400	99
	Somerset	81,100	80,300	99
	Sussex	45,500	44,800	98
	Union	189,000	187,500	99
	Warren	33,400	32,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Bronx	464,600	457,700	99
	Dutchess	90,700	89,000	98
	Kings	905,000	889,700	98
	Nassau	449,500	447,100	99
	New York	773,300	736,500	95
	Orange	97,700	96,000	98
	Putnam	28,800	28,400	99
	Queens	758,200	750,600	99
	Richmond	131,600	130,400	99
	Rockland	87,100	86,000	99
Suffolk	430,600	426,600	99	
Sullivan	25,400	24,700	97	
Ulster	62,700	61,100	97	
Westchester	324,000	320,400	99	
PENNSYLVANIA				
Pike	10,200	9,900	97	
Between 25-49%	CONNECTICUT			
	New Haven	296,100	292,300	99
	NEW JERSEY			
Mercer	119,700	118,000	99	
Between 5-24%	CONNECTICUT			
	Litchfield	63,500	62,400	98
	PENNSYLVANIA			
	Lehigh	114,200	112,600	99
	Monroe	35,100	34,500	98
	Northampton	91,600	90,200	98
Wayne	15,600	15,100	97	
Totals		7,840,800	7,720,000	98
Net Weekly Circulation (1990)			5,997,500	
Average Daily Circulation (1990)			3,202,800	

New York—New York

WNBC-TV

Ch. 4

Network Service: NBC.

Licensee: NBC Subsidiary Inc. 1, 30 Rockefeller Plaza, New York, NY 10112.

Studio: 30 Rockefeller Plaza, New York, NY 10112.

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.

News Services: AP, NBC, UPI.

Ownership: National Broadcasting Co. (Group Owner).

Began Operation: July 1, 1941. Sale of RCA approved by FCC June 5, 1986.

Represented (sales): NBC TV Spot Sales.

Personnel:

WILLIAM G. MOLL, vice president & general manager.

JAY LINDEN, director, sales.

JON SPAET, national sales manager.

CHRIS BUSHNELL, local sales manager.

LINDA BUTTON, director, communications.

JOHN O'NEILL, director, finance & administration.

BRET MARCUS, director, news.

JUDY GIRARD, director, broadcasting.

ERIC DAUSMAN, director, engineering & operations.

Rates: On request.

City of License: New York. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	302,800	299,400	99
	NEW JERSEY			
	Bergen	318,100	316,000	99
	Essex	313,000	308,800	99
	Hudson	214,500	211,900	99
	Hunterdon	35,300	34,800	99
	Mercer	119,700	118,000	99
	Middlesex	233,600	231,700	99
	Monmouth	207,500	205,400	99
	Morris	150,500	149,400	99
	Ocean	172,100	170,500	99
	Passaic	169,200	167,400	99
	Somerset	81,100	80,300	99
	Sussex	45,500	44,800	98
	Union	189,000	187,500	99
	NEW YORK			
	Bronx	464,600	457,700	99
	Dutchess	90,700	89,000	98
Kings	905,000	889,700	98	
Nassau	449,500	447,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	New York	773,300	736,500	95
	Orange	97,700	96,000	98
	Putnam	28,800	28,400	99
	Queens	758,200	750,600	99
	Richmond	131,600	130,400	99
	Rockland	87,100	86,000	99
	Suffolk	430,600	426,600	99
	Sullivan	25,400	24,700	97
	Ulster	62,700	61,100	97
	Westchester	324,000	320,400	99
Between 25-49%	PENNSYLVANIA	10,200	9,900	97
	Pike			
	CONNECTICUT			
	Litchfield	63,500	62,400	98
	New Haven	296,100	292,300	99
Between 5-24%	NEW JERSEY			
	Warren	33,400	32,900	99
	PENNSYLVANIA			
Monroe	35,100	34,500	98	
Totals	PENNSYLVANIA			
	Lehigh	114,200	112,600	99
	Northampton	91,600	90,200	98
	Wayne	15,600	15,100	97
Totals		7,840,800	7,720,000	98
Net Weekly Circulation (1990)			6,292,800	
Average Daily Circulation (1990)			3,489,400	

New York—New York

WNYW
Ch. 5

Network Service: Fox.

Licensee: Fox Television Stations Inc.

Studio: 205 E. 67th St., New York, NY 10021.

Telephone: 212-452-5555. **Fax:** 212-249-1182. **Easylink:** 62000096.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 17.4-kw visual, 1.74-kw aural. Antenna: 1690-ft. above av. terrain, 1741-ft. above ground, 1729-ft. above sea level.

Latitude 40° 42' 43"
Longitude 74° 00' 49"

Transmitter: World Trade Center.

News Services: AP, UPI.

Ownership: Fox Television Stations Inc. (Group Owner).

Began Operation: May 2, 1944 as a Du Mont station. Du Mont Broadcasting Corp. was spun off by Allen B. Du Mont Laboratories Inc. on Dec. 2, 1955, to its common stockholders of record on Nov. 14, 1955, pursuant to FCC consent of Nov. 17, 1955, and its name was changed to Metropolitan Broadcasting Corp. on May 13, 1958. March 28, 1961, parent company name became Metromedia Inc. FCC approved sale to present owner by Metromedia Nov. 14, 1985.

Represented (sales): Pety Television Inc.

Personnel:

- CAROLYN WALL, vice president & general manager.
- RUDY TAYLOR, vice president & general sales manager.
- DIANNE GIOVANNI, vice president & local sales manager.
- JOE BERINI, v.p. & director, broadcast operations & engineering.
- PHYLLIS SEIFER, vice president, advertising & creative services.
- MURIEL REIS, vice president & general counsel.
- IAN RAE, vice president & news director.
- DONALD EPSTEIN, vice president, finance & administration.
- BRUCE SUTTON, director of traffic.
- JACQUELINE TODTMAN, director of research & marketing.
- MICHELE LIEBOWITZ, national sales manager.
- THOMAS ROCCO, marketing director.

Rates: On request.

City of License: New York. **ADI:** New York. **Rank:** 1.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	302,800	299,400	99
	NEW JERSEY			
	Bergen	318,100	316,000	99
	Essex	313,000	308,800	99
	Hudson	214,500	211,900	99
	Hunterdon	35,300	34,800	99
	Middlesex	233,600	231,700	99
	Monmouth	207,500	205,400	99
	Morris	150,500	149,400	99
	Ocean	172,100	170,500	99
	Passaic	169,200	167,400	99
	Somerset	81,100	80,300	98
	Sussex	45,500	44,800	98
	Union	189,000	187,500	99
	NEW YORK			
	Bronx	464,600	457,700	99
Kings	905,000	889,700	98	
Nassau	449,500	447,100	99	
New York	773,300	736,500	95	
Orange	97,700	96,000	98	
Putnam	28,800	28,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Queens	758,200	750,600	99
	Richmond	131,600	130,400	99
	Rockland	87,100	86,000	99
	Suffolk	430,600	426,600	99
	Sullivan	25,400	24,700	97
	Ulster	62,700	61,100	97
	Westchester	324,000	320,400	99
	PENNSYLVANIA			
	Lehigh	114,200	112,600	99
	Monroe	35,100	34,500	98
Between 25-49%	Northampton	91,600	90,200	98
	Pike	10,200	9,900	97
	CONNECTICUT			
	Litchfield	63,500	62,400	98
	New Haven	296,100	292,300	99
	NEW JERSEY			
	Atlantic	83,400	81,900	98
	Mercer	119,700	118,000	99
	Warren	33,400	32,900	99
	NEW YORK			
Broome	80,600	79,500	99	
Cattaraugus	31,000	30,400	98	
Chemung	34,300	33,600	98	
Dutchess	90,700	89,000	98	
Otsego	21,700	21,200	98	
St Lawrence	38,000	37,300	98	
Steuben	36,600	35,800	98	
Totals				
		9,108,000	8,965,200	98
Net Weekly Circulation (1990)			5,891,600	
Average Daily Circulation (1990)			2,817,800	

(Continued on page A-812)

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-Corn receivers.

News Services: AP, INN, UPI, Visnews, WTN.

Ownership: Tribune Broadcasting Co. (Group Owner).

Began Operation: June 15, 1948.

Represented (sales): TeleRep Inc.

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

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

Personnel:

- LEAVITT J. POPE, president.
- MICHAEL EIGNER, executive vice president & general manager.
- DAVID H. POLINGER, senior vice president & assistant to president.
- PATRICK AUSTIN, senior vice president & treasurer.
- JOHN CORPORON, senior vice president, news.
- MIKE WACH, vice president & general sales manager.
- 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.
- JANET GRAY, promotion director.
- SUSAN KEAN, media director.
- SANDY WEINBERGER, marketing director.
- DICK SLENKER, director, technical operations.
- DAVE BINGHAM, engineering supervisor.
- EARL ARBUCKLE, assistant chief engineer.
- GUY BEVERLIN, assistant chief engineer.
- ROSSANA ROSADO, director, public service.
- ROSE ANTONUCCI, program administrator.
- ALBERTO KNIE, art director.
- ABE ADLER, production manager.

Rates: On request.

City of License: New York. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW JERSEY			
	Bergen	318,100	316,000	99
	Essex	313,000	308,800	99
	Hudson	214,500	211,900	99
	Middlesex	233,600	231,700	99
	Monmouth	207,500	205,400	99
	Morris	150,500	149,400	99
	Ocean	172,100	170,500	99
	Passaic	169,200	167,400	99
	Somerset	81,100	80,300	99
	Sussex	45,500	44,800	98
	Union	189,000	187,500	99
	NEW YORK			
	Bronx	464,600	457,700	99
Kings	905,000	889,700	98	
Nassau	449,500	447,100	99	
New York	773,300	736,500	95	
Orange	97,700	96,000	98	
Putnam	28,800	28,400	99	
Queens	758,200	750,600	99	
Richmond	131,600	130,400	99	
Suffolk	430,600	426,600	99	
Westchester	324,000	320,400	99	
PENNSYLVANIA				
Cameron	2,700	2,700	100	
Between 25-49%	CONNECTICUT			
	Fairfield	302,800	299,400	99
	Litchfield	63,500	62,400	98
New Haven	296,100	292,300	99	
(Continued on page A-812)				
Totals		15,721,500	15,486,300	99
Net Weekly Circulation (1990)			5,956,200	
Average Daily Circulation (1990)			2,243,800	

New York—New York-Newark, New Jersey

WHSE

Ch. 68

Network Service: Home Shopping Network.

Licensee: Silver King Bcstg. of New Jersey Inc.

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, 219-kw 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 Fifth Ave., New York, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Vertex, 9-meter C-band; Vertex, 6.1-meter C-band; Pinzone receivers.

News Service: AP.

Ownership: Silver King Broadcasting (Group Owner).

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.
ALVIN SALTZMAN, chief engineer.



WHSE 8PCT-820422KE Granted 9/22/82

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WILLIAM ROLLER, program director.
VIOLETA ZAPATA, 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.

Sales Office: 1740 Broadway, New York, NY 10019.

Telephones: 212-492-5500. Fax: 212-459-9498.

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: One World Trade Center, New York.

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, CNN, UPI.

Ownership: Telemundo Group (Group Owner).

Began Operation: May 16, 1965.

Represented (sales): Telemundo TV Group.

Represented (legal): Hogan & Hartson.

Represented (engineering): Hammett & Edison Inc.

Personnel:

DONALD K. PARSONS, senior vice president & general manager.

GEORGE KRAUS, vice president & station manager.

THOMAS JOHANSEN, vice president, sales.

MORRIS MAROTTA, vice president, finance & controller.

ROSEMARIE LIEBERMAN, general sales manager.

MANUEL MARTINEZ-LLORAN, national sales manager.

SYLVIA PASCUAL, programming manager.

HELGA SILVA, news director.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW JERSEY			
	Essex	313,000	308,800	99
	Hudson	214,500	211,900	99
	Passaic	169,200	167,400	99
	NEW YORK			
	Bronx	464,600	457,700	99
	Kings	905,000	889,700	98
	New York	773,300	736,500	95
	Queens	758,200	750,600	99
Totals		3,597,800	3,522,600	98
Net Weekly Circulation (1990)			365,200	
Average Daily Circulation (1990)			173,200	

New York—New York-Secaucus, New Jersey

WWOR-TV

Ch. 9

Network Service: None, independent.

Licensee: WWOR-TV Inc., 445 Park Ave., New York, NY 10022.

Studio: 9 Broadcast Plaza, Secaucus, NJ 07096.

Telephone: 201-348-0009. Fax: 201-330-2488.

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.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Station: Harris, 6.1-meter C-band; RSI 2.8-meter Ku-band; Drake, Harris receivers.

News Services: AP, CNN, Conus, Group W Newsfeed, UPI.

Ownership: WWOR-TV Inc.

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): Katz Television.

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

Personnel:

MICHAEL B. ALEXANDER, executive vice president & general manager.
DONNA ZAPATA, senior vice president, sales & marketing.
BARBARA LEVY LANDES, senior vice president, finance & operations.
THOMAS N. RYAN, vice president & general sales manager.
TIMOTHY CONNORS, vice president & local sales manager.
FARRELL MEISEL, vice president, programming.
BARRY FREY, vice president, target sales.
ROBERT WOODRUFF, vice president, program development.
FREDERIC J. GOLD, vice president & director of research services.
DOUGLAS LAND, vice president & general counsel.
ARTHUR HECHT, vice president & director of marketing.
ROBERT FRENCH, vice president & New Jersey sales manager.
RICK MINER, vice president production & engineering.
THOMAS PETNER, vice president, news.
CYNTHIA HARRISON, vice president, public relations & market planning.
SETH WINTER, national sales manager.
BARRY MARGOLIS, local sales manager.
ALEXANDER DUSEK, director of creative services.
KEN MCGOWAN, director of engineering.
ELLEN MORGENSTERN, manager, press & publicity.
ANN SARDINI, controller.

Rates: On request.

City of License: Secaucus, NJ. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	302,800	299,400	99
	NEW JERSEY			
	Bergen	318,100	316,000	99
	Essex	313,000	308,800	99
	Hudson	214,500	211,900	99
	Hunterdon	35,300	34,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Middlesex	233,600	231,700	99
	Monmouth	207,500	205,400	99
	Morris	150,500	149,400	99
	Ocean	172,100	170,500	99
	Passaic	169,200	167,400	99
	Somerset	81,100	80,300	99
	Sussex	45,500	44,800	98
	Union	189,000	187,500	99
	NEW YORK			
	Bronx	464,600	457,700	99
	Dutchess	90,700	89,000	98
	Kings	905,000	889,700	98
	Nassau	449,500	447,100	99
	New York	773,300	736,500	95
Orange	97,700	96,000	98	
Queens	758,200	750,600	99	
Richmond	131,600	130,400	99	
Rockland	87,100	86,000	99	
Suffolk	430,600	426,600	99	
Ulster	62,700	61,100	97	
Westchester	324,000	320,400	99	
PENNSYLVANIA				
Pike	10,200	9,900	97	
Between 25-49%	ALABAMA			
	Calhoun	45,400	45,100	99
	Madison	93,300	92,400	99
ARIZONA				
Cochise	37,100	35,900	97	
(Continued on page A-814)				
Totals		34,676,500	34,225,200	99
Net Weekly Circulation (1990)			9,016,900	
Average Daily Circulation (1990)			3,423,000	

New York—New York-Paterson, New Jersey

WXTV

Ch. 41

Network Service: Univision.

Licensee: Univision Station Group Inc., 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"

Holds CP for change to 2340-kw max. visual, 1381-ft. above av. terrain, 1385-ft. above ground, 1437-ft. above sea level; lat. 40° 44' 54", long. 73° 59' 10", transmitter to Empire State Bldg., 350 Fifth Ave., New York, NY. BPCT-890821KF.

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. (Group Owner).

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:

MARA RANKIN, vice president & general manager.

KARMEN RECCIO, station manager.

CRISTINA SCHWARZ, general sales manager.

ALAN COHEN, chief engineer.

CHRISTOPHER CROMMETT, news director.

MARIA URQUIAGA, program director.

MARGARET AGSTERIBBE, marketing director.

MARIA TORRES, merchandising director.

Highest 30 Sec. Rate: \$600.

City of License: Paterson, NJ. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NEW JERSEY				
Between 5-24%	Essex	313,000	308,800	99
	Hudson	214,500	211,900	99
	Passaic	169,200	167,400	99
NEW YORK				
	Bronx	464,600	457,700	99
	Kings	905,000	889,700	98
	New York	773,300	736,500	95
	Queens	758,200	750,600	99
Totals		3,597,800	3,522,600	98
Net Weekly Circulation (1990)			335,000	
Average Daily Circulation (1990)			211,500	

New York—Plattsburgh

WPTZ

Ch. 5

Network Service: NBC.

Licensee: Heritage Media.

Studio: Old Moffitt Rd., Plattsburgh, NY 12901.

Mailing Address: Box 249, 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. (Group Owner).

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.; Airtime TV Sales Inc. (Canada).

Represented (legal): Sidley & Austin.

Personnel:

BOB SHIELDS, president & general manager.

JOE KRONE, operations manager.

BRUCE GRINDLE, general sales manager.

MIKE BEAUDOIN, local sales manager.

CECE WICK, New England sales manager.

SARAH CURTIN, national sales coordinator.

TOM BRADSHAW, chief engineer.

STEWART LEDBETTER, news director.

BRUCE CARLIN, promotion director.

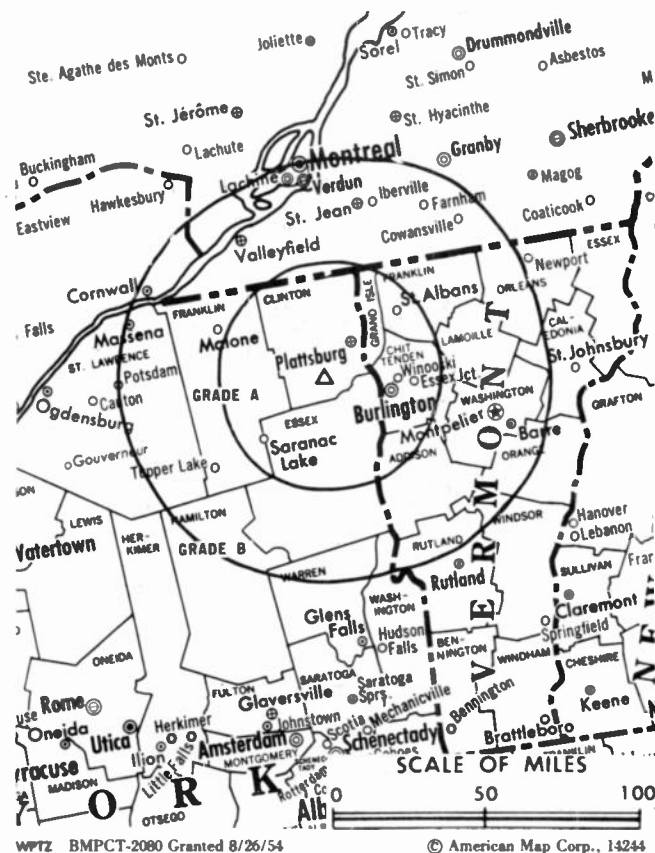
Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$1325.

City of License: North Pole. ADI: Burlington, VT-Plattsburgh, NY. Rank: 92.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Clinton	27,100	26,800	99
	Essex	14,400	14,100	98
	Franklin	16,100	15,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VERMONT			
	Addison	11,500	11,200	97
	Chittenden	48,000	47,300	99
	Franklin	13,600	13,500	99
	Grand Isle	2,000	2,000	100
	Orleans	9,100	9,000	99
	Rutland	23,900	23,400	98
Washington	21,400	21,000	98	
Between 25-49%	NEW YORK			
	St Lawrence	38,000	37,300	98
	VERMONT			
Essex	2,700	2,700	100	
Lamoille	7,200	7,100	99	
Orange	9,400	9,200	98	
Between 5-24%	NEW HAMPSHIRE			
	Grafton	26,900	26,100	97
	VERMONT			
Caledonia	10,800	10,600	98	
Totals		282,100	277,000	98
Net Weekly Circulation (1990)			178,200	
Average Daily Circulation (1990)			109,800	

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 Mountain, 4-mi. W of Poughkeepsie, near Highland.

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

Ownership: Trinity Broadcasting Network Inc. (Group Owner).

Began Operation: April 19, 1981. Sale to present owner by Family Television Inc. approved by FCC June 2, 1982.

Represented (legal): May & Dunne, Chartered.

Personnel:

CAMPBELL K. THOMPSON, vice president & station manager.

GRACE CEPHAS, director, community affairs.

WILLIAM WEEKS, chief engineer.

Highest 30 Sec. Rate: \$95.

Arbitron Data: Not available.



City of License: Poughkeepsie. ADI: New York. Rank: 1.

New York—Riverhead

WLLG

Ch. 55

Network Service: None, independent.

Licensee: Trexar Corp., 300 Crossways Park Dr., Woodbury, NY 11797.

Studio: 315 Wading River Hollow Rd., Ridge, NY 11961.

Mailing Address: Box 272, 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. & 47.4-kw horizontal aural. Antenna: 700-ft. above av. terrain, 637-ft. above ground, 731-ft. above sea level.

Latitude 40° 53' 50"
Longitude 72° 54' 56"

Transmitter: 315 Winding River Hollow Rd., Ridge.

Satellite Earth Stations: Vertex, 4.8-meter C-band; RCA Ku-band.

News Service: AP.

Ownership: Trexar Corp.

Began Operation: April 28, 1985.

Represented (sales): Roslin Spot TV Sales.

Represented (legal): Gammon & Grange.

Personnel:

MARVIN R. CHAUVIN, vice president & general manager.

TARA LAPORATI, sales manager.

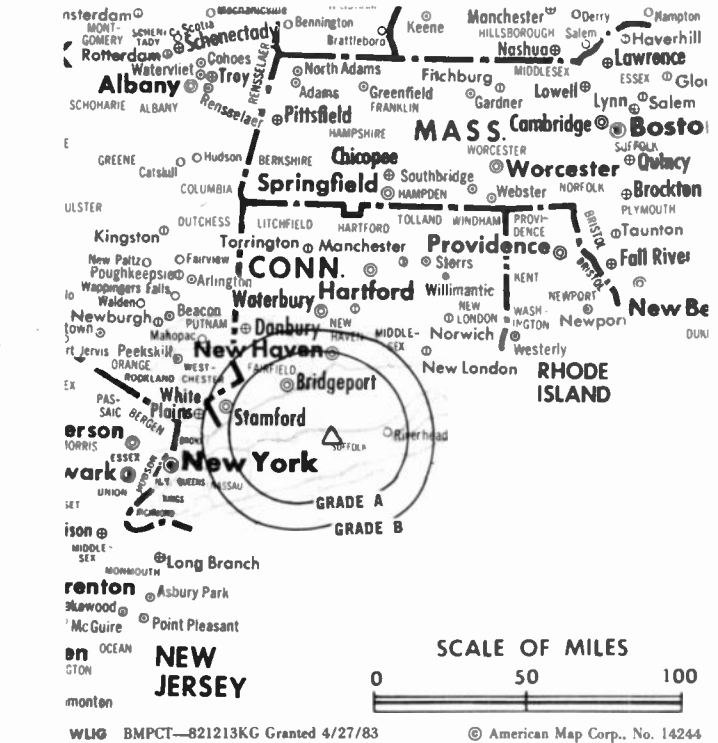
BRUCE KLEIN, program & promotion director.

DREW SCOTT, news director.

Highest 30 Sec. Rate: \$550.

City of License: Riverhead. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	NEW YORK			
Between 5-24%	Suffolk	430,600	426,600	99
Totals		430,600	426,600	99
Net Weekly Circulation (1990)			74,800	
Average Daily Circulation (1990)			18,100	

New York—Rochester

WHEC-TV

Ch. 10

Network Service: NBC.

Licensee: Arsenal Holdings II Inc., Viacom International, 1515 Broadway, New York, NY 10036.

Studio: 191 East Ave., Rochester, NY 14604.

Telephone: 716-546-5670. TWX: 510-253-3594. Fax: 716-454-7433.

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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: In operation; M/A-Com, Pinzone, Scientific-Atlanta receivers.

News Services: AP, CQI Sports Ticker, NBC, Sports News Satellite.

Ownership: Viacom Broadcasting Inc. (Group Owner).

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.; Airtime TV Sales Inc. (Canada).

Personnel:

ARNOLD KLINSKY, vice president & general manager.

HARVEY LAZEAR, general sales manager.

ANDREW ALFORD, local sales manager.

STEVE ARVAN, national sales manager.

JOHN WALSH, chief engineer.

JOSEPH LaFORNARA, business manager.

STEVE HAMMEL, news director.

TERRY A. FAUTH, program director.

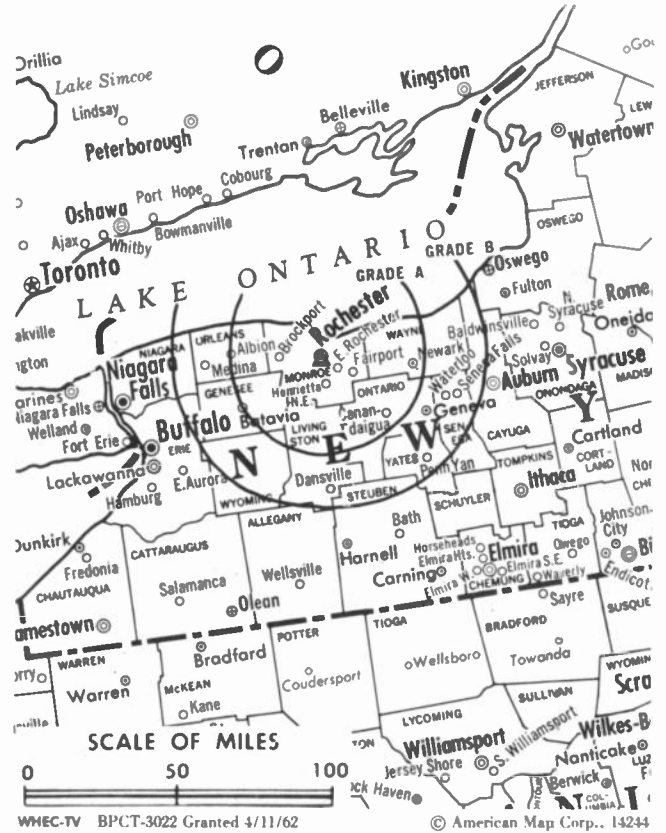
JOHN DOYLE, promotion director.

Rates: On request.

City of License: Rochester. ADI: Rochester, NY. Rank: 72.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Genesee	21,600	21,300	99
	Livingston	20,200	19,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monroe	270,900	267,400	99
	Ontario	33,600	33,100	99
	Orleans	14,200	14,000	98
	Seneca	12,100	12,000	99
	Wayne	32,100	31,600	98
Between 25-49%	NEW YORK			
	Wyoming	13,800	13,700	99
	Yates	8,700	8,500	98
Between 5-24%	NEW YORK			
	Allegany	17,600	17,200	97
	Cayuga	29,300	28,700	98
	Schuyler	6,500	6,300	97
	Steuben	36,600	35,800	98
Totals		517,200	509,500	99
Net Weekly Circulation (1990)				361,600
Average Daily Circulation (1990)				208,500

New York—Rochester

WOKR

Ch. 13

Network Service: ABC.

Licensee: WOKR Partners, Box L, Rochester, NY 14623.

Studio: 4225 W. Henrietta Rd., Rochester, NY 14623.

Mailing Address: Box L, Rochester, NY 14623.

Telephone: 716-334-8700. Fax: 716-359-1570.

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; Simulsat, 7-meter; Andrew, 4.5-meter.

News Service: AP.

Ownership: WOKR Partners.

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 Gillett Holdings approved June 19, 1984. Sale to Falmouth Bcstg. approved Feb. 8, 1990 but not consummated.

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

Represented (legal): Pepper & Corazzini.

Personnel:

VINCENT DeLUCA, president & general manager.

KENT BECKWITH, general sales manager.

DONALD J. LOY, program & creative services director.

JOHN JELFO, controller.

ROBERT ERSKINE, engineering manager.

CHARLOTTE CLARKE, public affairs director.

MICHAEL RAUSCH, news director.

JEFF STARKWETHER, marketing 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Livingston	20,200	19,900	99
	Monroe	270,900	267,400	99
	Ontario	33,600	33,100	99
	Orleans	14,200	14,000	98
	Wayne	32,100	31,600	98
Between 25-49%	NEW YORK			
	Genesee	21,600	21,300	99
	Seneca	12,100	12,000	99
	Wyoming	13,800	13,700	99
	Yates	8,700	8,500	98
Between 5-24%	NEW YORK			
	Allegany	17,600	17,200	97
	Cayuga	29,300	28,700	98
	Schuyler	6,500	6,300	97
	Steuben	36,600	35,800	98
Totals		517,200	509,500	99
Net Weekly Circulation (1990)				361,000
Average Daily Circulation (1990)				227,300

New York—Rochester

WROC-TV

Ch. 8

Network Service: CBS.

Licensee: WROC Associates/Television Station Partners.

Studio: 201 Humboldt St., Rochester, NY 14610.

Telephone: 716-288-8400. TWX: 510-253-5407. Fax: 716-288-1505.

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; United Satellite Systems, 5-meter Ku & C-band; Paracclipse, 3.8-meter C-band; DX Engineering, Harris receivers.

News Services: AP, CBS.

Ownership: Television Station Partners L.P. (Group Owner).

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): Lohnes & Culver.

Personnel:

RALPH E. BECKER, chief operating officer.

GARY R. BOLTON, vice president & general manager.

LYNDA PETERSON, general sales manager.

MARY PAVONE, local sales manager.

JEFF ULRICH, program manager.

SCOTT BENJAMIN, news director.

JOHN COON, chief engineer.

DAVID APEL, creative services director.

PAMELA CAMPBELL, business manager.

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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Livingston	20,200	19,900	99
	Monroe	270,900	267,400	99
	Ontario	33,600	33,100	99
	Orleans	14,200	14,000	98
Between 25-49%	NEW YORK			
	Genesee	21,600	21,300	99
	Seneca	12,100	12,000	99
	Wyoming	13,800	13,700	99
	Yates	8,700	8,500	98
Between 5-24%	NEW YORK			
	Allegany	17,600	17,200	97
	Cayuga	29,300	28,700	98
	Schuyler	6,500	6,300	97
	Steuben	36,600	35,800	98
Totals		517,200	509,500	99
Net Weekly Circulation (1990)				346,200
Average Daily Circulation (1990)				177,700

New York—Rochester

WUHF

Ch. 31

Network Service: Fox.

Licensee: Act III Bcstg. of Rochester Inc., One CNN Center, South Tower, Suite 800, Atlanta, GA 30303.

Studio: 360 East Ave., Rochester, NY 14604.

Telephone: 716-232-3700. TWX: 716-546-4774.

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 C-band; Scientific-Atlanta, 3.6-meter C-band; Prodelin, 3.9-meter Ku-band; Microdyne, M/A-Com receivers.

News Service: INN.

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: January 27, 1980. Sale to present owner by Makrite Communications Group approved by FCC Jan. 23, 1989. (Television Digest, Vol. 29:9).

Represented (sales): Blair Television.

Represented (engineering): Evans Associates.

Personnel:

HEATHER FARNSWORTH, vice president & general manager.

DALE HARTNETT, program director.

DON MORAN, general sales manager.

JEFF GUILBERT, local sales manager.

RICK FINNIE, chief engineer.

BARB CONTI, promotion director.

KITTY HENRY, business manager.

Rates: On request.

City of License: Rochester. ADI: Rochester, NY. Rank: 72.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK Livingston	20,200	19,900	99
	Monroe	270,900	267,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ontario	33,600	33,100	99
	Wayne	32,100	31,600	98
Between 25-49%	NEW YORK Genesee	21,600	21,300	99
	Orleans	14,200	14,000	98
	Seneca	12,100	12,000	99
	Wyoming	13,800	13,700	99
Between 5-24%	NEW YORK Schuyler	6,500	6,300	97
	Steuben	36,600	35,800	98
	Yates	8,700	8,500	98
Totals		470,300	463,600	99
Net Weekly Circulation (1990)				252,800
Average Daily Circulation (1990)				111,400

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.

Office: 3200 Expressway Dr. S, Central Islip, NY 11722.

Telephone: 516-582-6700.

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.

Ownership: Silver King Broadcasting (Group Owner).

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., Box 699, East Syracuse, NY 13057.

Studio: 5904 Bridge St., East Syracuse, NY 13057.

Telephone: 315-446-4780. **TWX:** 710-541-0565. **Fax:** 315-446-0045.

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 42° 56' 42"
Longitude 76° 01' 28"

Transmitter: Atop Mt. Sevier, Pompey, Onondaga County.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Prodelin, 5-meter C-band; Andrew, 4.5-meter C-band; Comtech, 3.8-meter C-band; Avartek, Microdyne receivers.

News Services: AP, UPI.

Ownership: Ackerley Communications Inc. (Group Owner).

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 owner approved April 16, 1982 (Vol. 22:7).

Represented (sales): Blair Television.

Represented (legal): Rubin, Winston, Diercks & Harris.

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

Personnel:

A. STEPHEN KRONQUEST, general manager.
ROBERT COUGHLIN, local sales manager.
ANGELA ROACH, national sales manager.
JOHN KING, chief engineer.
RICHARD BENNETT, operations manager.
DAN CUMMINGS, news director.
SHERRY POTTER, program director.
VINCE SPICOLA, promotion director.
MARK RINEFIERD, business manager.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$925.

City of License: Syracuse. **ADI:** Syracuse. **Rank:** 68.

Total Households: ©ANSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Cayuga	29,300	28,700	98
	Chenango	19,000	18,600	98
	Cortland	16,900	16,600	98
	Madison	22,600	22,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Oneida West	33,800	33,400	99
	Onondaga	172,800	170,700	99
	Oswego	42,000	41,400	99
	Schuyler	6,500	6,300	97
	Seneca	12,100	12,000	99
	Tompkins	32,000	30,600	96
Yates	8,700	8,500	98	
Between 25-49%	NEW YORK			
	Franklin	16,100	15,700	98
	Otsego	21,700	21,200	98
	St Lawrence	38,000	37,300	98
Between 5-24%	NEW YORK			
	Delaware	18,000	17,400	97
	Hamilton	2,000	1,900	95
	Herkimer	24,800	24,400	98
	Jefferson	34,800	34,300	99
	Lewis	9,100	8,900	98
	Oneida East	58,000	57,100	99
	Ontario	33,600	33,100	99
Steuben	36,600	35,800	98	
Wayne	32,100	31,600	98	
Totals		720,500	707,800	98
Net Weekly Circulation (1990)				393,100
Average Daily Circulation (1990)				212,200

New York—Syracuse

WSNR-TV

Ch. 43

Network Service: None, independent.

Licensee: Salt of the Earth Bcstg. Ltd., Rte. 1, Box 203A, Castleton, VA 22716.

Telephone: 703-937-4800. Fax: 703-937-2148.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 17.8-kw max. visual. Antenna: 115-ft. above av. terrain, 125-ft. above ground, 676-ft. above sea level.

Latitude	43°	03'	33"
Longitude	76°	08'	10"

Transmitter: 989 James St., Syracuse.

Ownership: Salt of the Earth Bcstg. Ltd.

Began Operation: October 7, 1989.

Personnel:
JAMES OYSTER, general manager.

Rates: On request.

Arbitron Data: Not available.



City of License: Syracuse. ADI: Syracuse. Rank: 68.

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. Fax: 315-474-5082.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 594-ft. above ground, 2037-ft. above sea level.

Latitude 42° 56' 40"
Longitude 76° 07' 08"

Transmitter: Sentinel Heights.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Comtech, 3.5-meter C-band; Harris, 3.3-meter Ku-band; RCA Americom, 3.3-meter Ku-band; Zenith, 3-meter C-band; Harris, Standard Omni receivers.

News Services: AP, Group W Newsfeed, NBC.

Ownership: SJL Broadcast Management Corp. (Group Owner); WSTM Investment Corp., ltd. partner.

Began Operation: February 15, 1950. Sale to Times Mirror Co. by Newhouse Bcstg. Corp. approved by FCC March 27, 1980 (Television Digest, Vol. 18:50; 19:19). Sale to present owner approved April 17, 1986 (Vol. 26:17).

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Personnel:

RONALD W. PHILIPS, president & general manager.
RUSS HAMILTON, general sales manager.
CHARLES BIVINS JR., program director.
MARGARET M. CAPUTO, national sales manager.
JOANN MANGIONE, creative services director.
MARK CARROS, news director.
JOHN MERRILL, chief engineer.
THERESA J. WESTON, controller.

Rates: On request.

City of License: Syracuse. ADI: Syracuse. Rank: 68.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Cayuga	29,300	28,700	98
	Chenango	19,000	18,600	98
	Cortland	16,900	16,600	98
	Jefferson	34,800	34,300	99
	Madison	22,600	22,300	99
	Oneida West	33,800	33,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Onondaga	172,800	170,700	99
	Oswego	42,000	41,400	99
	Seneca	12,100	12,000	99
	Tompkins	32,000	30,600	96
	Yates	8,700	8,500	98
Between 25-49%	NEW YORK			
	Hamilton	2,000	1,900	95
	Lewis	9,100	8,900	98
Schuyler	6,500	6,300	97	
Between 5-24%	NEW YORK			
	Delaware	18,000	17,400	97
	Herkimer	24,800	24,400	98
	Oneida East	58,000	57,100	99
	Ontario	33,600	33,100	99
	Otsego	21,700	21,200	98
	St Lawrence	38,000	37,300	98
Steuben	36,600	35,800	98	
Tioga	18,800	18,500	98	
Wayne	32,100	31,600	98	
Totals		723,200	710,600	98
Net Weekly Circulation (1990)			387,900	
Average Daily Circulation (1990)			218,500	

New York—Syracuse

WSYT
Ch. 68

Network Service: Fox

Licensee: Encore Communications Inc. of Syracuse, 900 Granby St., Norfolk, VA 23510.

Studio: 1000 James St., Syracuse, NY 13203-2704.

Telephone: 315-472-6800. TWX: 710-541-0063. Fax: 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, 4.5-meter C-band; Scientific-Atlanta, 3.2-meter C-band; DX Antenna, Microdyne, Scientific-Atlanta receivers.

Ownership: Charles A. McFadden (Group Owner).

Began Operation: February 15, 1986. Operated part-time until April 5, 1987. Sale to present owner by Thomas Flatley approved by FCC June 8, 1990.

Represented (sales): Settel Inc.

Represented (legal): Gardner, Carton & Douglas.

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

Personnel:

GARY DREISPUL, vice president & general manager.

DANIEL WALDING, national sales manager.

MICHAEL J. MAVILLE, chief engineer.

JERYL JONZA, program director.

DEBORAH CARDARELLA, promotion director.

YVONNE SACRIPANT, marketing director.

Rates: On request.

City of License: Syracuse. ADI: Syracuse. Rank: 68.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Cayuga	29,300	28,700	98
	Onondaga	172,800	170,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Cortland	16,900	16,600	98
	Madison	22,600	22,300	99
	Oswego	42,000	41,400	99
	Seneca	12,100	12,000	99
	Tompkins	32,000	30,600	96
Between 5-24%	NEW YORK			
	Chenango	19,000	18,600	98
	Oneida West	33,800	33,400	99
	Ontario	33,600	33,100	99
	Wayne	32,100	31,600	98
	Yates	8,700	8,500	98
Totals		454,900	447,500	98
Net Weekly Circulation (1990)				173,100
Average Daily Circulation (1990)				64,200

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. Fax: 315-425-5513.

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 Hts 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. (Group Owner).

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.

EDWARD BRADLEY, general sales manager.

PEG McDERMOTT, national sales manager.

SANDA COYLE, local sales manager.

A. RANDALL WENNER, program manager.

GRAHAM ROBERTSON, news director.

JAMES T. BERNIER, director of engineering.

DAVE OETJEN, promotion director.

ROBERT DIETZ, business manager.

Highest 30 Sec. Rate: \$2000.

City of License: Syracuse. ADI: Syracuse. Rank: 68.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Cayuga	29,300	28,700	98
	Cortland	16,900	16,600	98
	Herkimer	24,800	24,400	98
	Madison	22,600	22,300	99
	Oneida East	58,000	57,100	99
Oneida West	33,800	33,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Onondaga	172,800	170,700	99
	Oswego	42,000	41,400	99
	Schuyler	6,500	6,300	97
	Seneca	12,100	12,000	99
	Yates	8,700	8,500	98
Between 25-49%	NEW YORK			
	Chenango	19,000	18,600	98
	Hamilton	2,000	1,900	95
	Tompkins	32,000	30,600	96
Between 5-24%	NEW YORK			
	Delaware	18,000	17,400	97
	Jefferson	34,800	34,300	99
	Lewis	9,100	8,900	98
	Ontario	33,600	33,100	99
	Otsego	21,700	21,200	98
Steuben	36,600	35,800	98	
Totals		666,400	654,800	98
Net Weekly Circulation (1990)				405,200
Average Daily Circulation (1990)				230,900

New York—Utica

WFXV
(formerly 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; Chap-paral, M/A-Com receivers.

News Service: INN.

Ownership: Mohawk Valley Bcstg. Inc.

Began Operation: December 9, 1986.

Represented (legal): James L. Oyster.

Personnel:

KEVIN O'KANE, president & general manager.
CRAIG FOX, vice president.
JOHN L. MAURINE III, general sales manager.
RICK LEWIS, promotion director.

Highest 30 Sec. Rate: \$90.

City of License: Utica. AOI: Utica. Rank: 159.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
Between 25-49%	Herkimer	24,800	24,400	98
	Oneida East	58,000	57,100	99
	Oneida West	33,800	33,400	99
NEW YORK				
Between 5-24%	Madison	22,600	22,300	99
Totals		139,200	137,200	99
Net Weekly Circulation (1990)			43,700	
Average Daily Circulation (1990)			14,900	

New York—Utica

WKTV

Ch. 2

Network Service: NBC.

Licensee: Harron Communications Corp., Box 2, Utica, NY 13503.

Studio: Smith Hill Rd., Utica, NY 13502.

Mailing Address: Box 2, Utica, NY 13503.

Telephone: 315-733-0404. TWX: 315-797-1832. Fax: 315-793-3498.

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. (Group Owner).

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.
- TOM COYNE, 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: 159.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Hamilton	2,000	1,900	95
	Herkimer	24,800	24,400	98
	Oneida East	58,000	57,100	99
	Oneida West	33,800	33,400	99
Between 5-24%	NEW YORK			
	Chenango	19,000	18,600	98
	Delaware	18,000	17,400	97
	Fulton	21,400	21,000	98
	Lewis	9,100	8,900	98
	Madison	22,600	22,300	99
Totals	Montgomery	20,300	19,900	98
	Schoharie	11,200	10,900	97
Net Weekly Circulation (1990)		261,900	257,000	98
Average Daily Circulation (1990)				134,300
				84,700

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: United Satellite Systems, 5-meter C-band; Andrew, 4.5-meter C-band; Avantek, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Park Communications Inc. (Group Owner).

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.
STEPHEN BARRIE, general sales manager.
DAVID PHOENIX, program director.
KATHY CONTINO TURNER, news director.
ROBERT HAJEC, chief engineer.
BARBARA ROBERTS, business manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$200.

City of License: Utica. ADI: Utica. Rank: 159.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK Herkimer	24,800	24,400	98
	Oneida East	58,000	57,100	99
Between 25-49%	NEW YORK Oneida West	33,800	33,400	99
	Otsego	21,700	21,200	98
Between 5-24%	NEW YORK Lewis	9,100	8,900	98
	Madison	22,600	22,300	99
Totals		170,000	167,300	98
Net Weekly Circulation (1990)				91,000
Average Daily Circulation (1990)				47,000

New York—Watertown

WWTI
(formerly WFYF)
Ch. 50

Network Service: ABC.

Licensee: Watertown Television Corp., Box 6250, Watertown, NY 13601.

Studio: 1222 Arsenal St., Watertown, NY 13601.

Mailing Address: Box 6250, Watertown, NY 13601.

Telephone: 315-785-8850. **TWX:** 710-541-0006. **Fax:** 315-785-0127.

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: Watertown Television Corp.

Began Operation: January 3, 1988. Sale to present owners by Craig L. Fox, et al., approved by FCC June 22, 1990.

Represented (sales): Sattel Inc.; Canadian Communications.

Represented (legal): Leventhal, Senter & Lerman.

Personnel:

SHELDON MARKOFF, general manager.

PAT ACETI, station & program manager.

DICK WHELAN, local sales manager.

CHUCK PLUMPTON, news director.

BRAD PETERSON, promotion director.

DEBRA COX, traffic manager.

City of License: Watertown. **ADI:** Watertown-Carthage. **Rank:** 170.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Jefferson	34,800	34,300	99
	Lewis	9,100	8,900	98
	St Lawrence	38,000	37,300	98
Totals		81,900	80,500	98
Net Weekly Circulation (1990)			50,100	
Average Daily Circulation (1990)			24,900	

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. Fax: 315-782-7468.

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° elec. beam tilt.

Latitude 43° 57' 16"
Longitude 75° 43' 45"

Requests CP for change to 1444-ft. above av. terrain, 1263-ft. above ground, 2362-ft. above sea level, lat. 43° 57' 12", long. 75° 43' 43", transmitter to Carthage-Rutland Center Rd., 6.02-mi. W of Carthage. BPCT-890619KF.

Transmitter: Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

Satellite Earth Station: Microdyne C-band; Scientific-Atlanta receivers.

Began Operation: October 22, 1954.

Represented (sales): Katz Television.

Represented (legal): Jones, Waldo, Holbrook & McDonough.

Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

KEVIN T. MASTELLON, general manager.

EDWARD V. DEMPSEY, general sales manager.

NICOLAS DARLING, local & regional 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.

Rates: On request.

City of License: Carthage. AOI: Watertown-Carthage. Rank: 170.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Jefferson	34,800	34,300	99
	Lewis	9,100	8,900	98
	St Lawrence	38,000	37,300	98
Between 5-24%	NEW YORK			
	Hamilton	2,000	1,900	95
	Oneida West	33,800	33,400	99
	Oswego	42,000	41,400	99
Totals		159,700	157,200	98
Net Weekly Circulation (1990)			80,600	
Average Daily Circulation (1990)			57,100	

New York

WABC-TV, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA			
	Fremont	3,800	3,800	100
	Palo Alto	4,500	4,400	98
	INDIANA			
	Decatur	8,400	8,200	98
	KENTUCKY			
	Mc Creary	5,800	5,700	98
	MICHIGAN			
	Keweenaw	700	700	100
	Schoolcraft	3,000	2,900	97
	MINNESOTA			
	Cook	1,800	1,800	100
	MISSISSIPPI			
	Grenada	6,900	6,800	98
	Holmes	7,600	7,400	98
	Leflore	13,900	13,700	98
	Quitman	4,000	3,900	97
	Sharkey	2,300	2,200	98
	Sunflower	10,900	10,600	98
	Washington	23,900	23,500	98
	Yalobusha	5,100	5,000	98
	NORTH CAROLINA			
	Clay	2,900	2,800	97
	NEBRASKA			
	Blaine	300	300	100
	Boyd	1,300	1,300	100
	NEW HAMPSHIRE			
	Sullivan	15,500	15,100	97
	NEVADA			
	Nye North	2,900	2,700	93
NEW YORK				
Greene	16,800	16,500	98	
OHIO				
Monroe	6,100	5,900	97	
Morgan	5,300	5,100	96	
PENNSYLVANIA				
Monroe	35,100	34,500	98	
Northampton	91,600	90,200	98	
Potter	7,000	6,800	97	
Wayne	15,600	15,100	97	
SOUTH DAKOTA				
Haakon	1,000	1,000	100	
WISCONSIN				
Iron	2,700	2,700	100	
Kewaunee	7,000	6,900	99	
WEST VIRGINIA				
Hardy	3,700	3,600	97	
Tyler	4,000	3,900	98	

WNYW, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Carbon	21,900	21,500	98
	Mc Kean	18,200	17,800	98
	Montour	6,200	6,000	97
	Schuylkill	63,600	62,300	98
Warren	17,600	17,100	97	

WNYW—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CONNECTICUT			
	Middlesex	53,900	53,000	98
	NEW JERSEY			
	Cape May	41,700	41,000	98
	NEW YORK			
	Allegany	17,600	17,200	97
	Chautauqua	54,600	53,700	98
	Chenango	19,000	18,600	98
	Cortland	16,900	16,600	98
	Delaware	18,000	17,400	97
	Greene	16,800	16,500	98
	Herkimer	24,800	24,400	98
	Jefferson	34,800	34,300	99
	Oneida West	33,800	33,400	99
	Tioga	18,800	18,500	98
	Warren	21,000	20,600	98
	PENNSYLVANIA			
	Bucks	191,900	190,200	99
	Clearfield	30,800	30,300	98
	Clinton	14,400	14,100	98
	Columbia	23,400	23,000	98
	Lackawanna	85,600	84,600	99
	Lycoming	44,300	43,000	97
	Northumberland	40,600	39,500	97
	Union	11,400	10,900	96
	Wayne	15,600	15,100	97

WPIX, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Vanderburgh	67,300	66,000	98
	KANSAS			
	Thomas	3,100	3,000	97
	KENTUCKY			
	Elliott	2,500	2,500	100
	MASSACHUSETTS			
	Berkshire	55,500	54,600	98
	Hampden	170,500	168,100	99
	NEW HAMPSHIRE			
	Sullivan	15,500	15,100	97
	NEW JERSEY			
	Atlantic	83,400	81,900	98
	Burlington	137,300	136,100	99
	Cape May	41,700	41,000	98
	Hunterdon	35,300	34,800	99
	Mercer	119,700	118,000	99
	Warren	33,400	32,900	99
	NEW YORK			
	Albany	112,900	111,100	98
	Broome	80,600	79,500	99
	Cattaraugus	31,000	30,400	98
	Cayuga	29,300	28,700	98
	Chemung	34,300	33,600	98
	Clinton	27,100	26,800	99
	Dutchess	90,700	89,000	98
	Franklin	16,100	15,700	98
	Fulton	21,400	21,000	98
	Greene	16,800	16,500	98
	Herkimer	24,800	24,400	98
Jefferson	34,800	34,300	99	
Montgomery	20,300	19,900	98	
Oneida East	58,000	57,100	99	
Oneida West	33,800	33,400	99	

New York

WPIX—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Onondaga	172,800	170,700	99
	Oswego	42,000	41,400	99
	Otsego	21,700	21,200	98
	Rockland	87,100	86,000	99
	St Lawrence	38,000	37,300	98
	Saratoga	60,300	59,600	99
	Seneca	12,100	12,000	99
	Steuben	36,600	35,800	98
	Sullivan	25,400	24,700	97
	Tioga	18,800	18,500	98
	Tompkins	32,000	30,600	96
	Ulster	62,700	61,100	97
	Warren	21,000	20,600	98
	PENNSYLVANIA			
	Blair	50,800	50,000	98
	Carbon	21,900	21,500	98
	Centre	40,400	39,400	98
	Clinton	14,400	14,100	98
	Elk	14,000	13,800	98
	Lackawanna	85,600	84,600	99
Lehigh	114,200	112,600	99	
Luzerne	129,100	127,400	99	
Mc Kean	18,200	17,800	98	
Monroe	35,100	34,500	98	
Montour	6,200	6,000	97	
Northampton	91,600	90,200	98	
Northumberland	40,600	39,500	97	
Pike	10,200	9,900	97	
Schuylkill	63,600	62,300	98	
Tioga	15,100	14,700	97	
Union	11,400	10,900	96	
VERMONT				
Bennington	14,100	13,800	98	
Between 5-24%	ARKANSAS			
	Calhoun	2,200	2,200	100
	Pike	4,200	4,100	98
	CALIFORNIA			
	Modoc	3,600	3,300	92
	CONNECTICUT			
	Hartford	321,500	316,800	99
	Middlesex	53,900	53,000	98
	New London	91,400	89,600	98
	Tolland	42,700	41,900	98
	Windham	36,900	36,200	98
	GEORGIA			
	Brantley	4,000	3,900	97
	Glynn	23,700	23,500	99
	Ware	13,500	13,300	99
	IOWA			
	Woodbury	38,300	38,000	99
	INDIANA			
	Jefferson	10,500	10,300	98
	KANSAS			
	Mitchell	3,300	3,200	97
Rice	4,600	4,600	100	
Woodson	1,800	1,800	100	
KENTUCKY				
Casey	5,800	5,700	98	
Fleming	4,800	4,700	99	
Leslie	5,000	4,800	97	
MASSACHUSETTS				
Bristol	185,800	183,800	99	
Essex	251,800	249,100	99	
Hampshire	49,500	48,500	98	
Middlesex	507,900	502,400	99	
Suffolk	272,000	266,100	98	

WPIX—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Worcester	250,800	247,600	99
	MICHIGAN			
	Benzie	4,700	4,600	98
	MINNESOTA			
	Beltrami	12,000	11,500	96
	MISSOURI			
	Wayne	5,000	4,900	98
	MONTANA			
	Musselshell	1,800	1,700	94
	Valley	3,800	3,600	95
	NEBRASKA			
	Brown	1,700	1,700	100
	Hamilton	3,400	3,400	100
	NEW HAMPSHIRE			
	Belknap	19,400	19,200	99
	Hillsborough	124,100	122,600	99
	Rockingham	89,400	88,300	99
	NEW JERSEY			
	Camden	183,900	182,300	99
	Cumberland	49,100	48,500	99
	Gloucester	76,900	76,300	99
	NEVADA			
	Churchill	6,800	6,700	99
	Douglas	10,700	10,300	96
	NEW YORK			
	Allegany	17,600	17,200	97
	Chautauqua	54,600	53,700	98
	Chenango	19,000	18,600	98
	Columbia	23,600	23,200	98
	Cortland	16,900	16,600	98
	Delaware	18,000	17,400	97
	Erie	359,600	355,700	99
	Essex	14,400	14,100	98
	Genesee	21,600	21,300	99
	Lewis	9,100	8,900	98
	Livingston	20,200	19,900	99
	Madison	22,600	22,300	99
	Monroe	270,900	267,400	99
	Niagara	80,700	79,800	99
	Ontario	33,600	33,100	99
	Orleans	14,200	14,000	98
	Rensselaer	56,400	55,400	98
Schenectady	59,200	58,500	99	
Washington	20,000	19,700	98	
Wayne	32,100	31,600	98	
Wyoming	13,800	13,700	99	
Yates	8,700	8,500	98	
OHIO				
Jackson	11,300	11,100	98	
PENNSYLVANIA				
Beaver	71,500	70,700	99	
Berks	129,300	127,300	98	
Bradford	24,400	23,900	98	
Bucks	191,900	190,200	99	
Butler	56,000	55,300	99	
Clearfield	30,800	30,300	98	
Columbia	23,400	23,000	98	
Cumberland	73,800	72,600	98	
Dauphin	97,200	95,400	98	
Forest	1,900	1,900	100	
Greene	15,400	15,100	98	
Huntingdon	15,400	15,000	97	
Jefferson	19,300	19,000	98	
Lawrence	38,100	37,500	98	
Lebanon	42,000	41,100	98	
Lycoming	44,300	43,000	97	
Mifflin	18,200	17,600	97	
Montgomery	255,500	253,000	99	

New York

WPIX—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	PENNSYLVANIA			
	Potter	7,000	6,800	97
	Snyder	12,900	12,400	96
	Warren	17,600	17,100	97
	Wayne	15,600	15,100	97
	Wyoming	10,500	10,300	98
	RHODE ISLAND			
	Bristol	16,400	16,300	99
	Kent	60,100	59,600	99
	Newport	31,100	30,700	99
	Providence	222,400	219,800	99
	Washington	37,900	37,300	98
	SOUTH CAROLINA			
	Oconee	22,200	22,000	99
	SOUTH DAKOTA			
	Grant	3,200	3,100	97
	Tripp	2,800	2,800	100
	TENNESSEE			
	Granger	6,600	6,500	98
	VIRGINIA			
	Scott	8,900	8,700	98
	Suffolk City	18,300	18,000	98
	VERMONT			
	Chittenden	48,000	47,300	99
	Grand Isle	2,000	2,000	100
	Rutland	23,900	23,400	98
	WASHINGTON			
Columbia	1,600	1,500	94	
WISCONSIN				
Iron	2,700	2,700	100	
Kenosha	44,300	43,800	99	
WEST VIRGINIA				
Cabell	42,000	41,800	99	
Doddridge	2,900	2,800	98	
WYOMING				
Teton	5,300	5,100	96	

WWOR-TV, New York-Secaucus, New Jersey (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	COLORADO			
	Gunnison	4,100	3,900	95
	Hinsdale	200	200	100
	Moffat	5,000	4,700	94
	CONNECTICUT			
	Hartford	321,500	316,800	99
	Middlesex	53,900	53,000	98
	New Haven	296,100	292,300	99
	New London	91,400	89,600	98
	FLORIDA			
	Martin	40,200	39,800	99
	GEORGIA			
	Randolph	3,300	3,200	97
	KENTUCKY			
	Todd	4,300	4,200	99
	LOUISIANA			
	Tensas	3,000	2,900	97
	MASSACHUSETTS			
	Berkshire	55,500	54,600	98
	Hampden	170,500	168,100	99
	MICHIGAN			
	Houghton	13,600	13,200	97

WWOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NORTH CAROLINA			
	Vance	14,400	14,200	99
	NORTH DAKOTA			
	Slope	400	400	100
	NEBRASKA			
	Cherry	2,600	2,600	100
	NEW JERSEY			
	Atlantic	83,400	81,900	98
	Cape May	41,700	41,000	98
	Mercer	119,700	118,000	99
	Warren	33,400	32,900	99
	NEW MEXICO			
	Lincoln	6,100	5,900	96
	NEW YORK			
	Albany	112,900	111,100	98
	Broome	80,600	79,500	99
	Chautauqua	54,600	53,700	98
	Chemung	34,300	33,600	98
	Clinton	27,100	26,800	99
	Cortland	16,900	16,600	98
	Delaware	18,000	17,400	97
	Essex	14,400	14,100	98
	Franklin	16,100	15,700	98
	Fulton	21,400	21,000	98
	Greene	16,800	16,500	98
	Herkimer	24,800	24,400	98
	Jefferson	34,800	34,300	99
	Monroe	270,900	267,400	99
	Niagara	80,700	79,800	99
	Oneida East	58,000	57,100	99
	Oneida West	33,800	33,400	99
	Oswego	42,000	41,400	99
	Otsego	21,700	21,200	98
	Putnam	28,800	28,400	99
	Rensselaer	56,400	55,400	98
	St Lawrence	38,000	37,300	98
	Schoharie	11,200	10,900	97
	Steuben	36,600	35,800	98
	Sullivan	25,400	24,700	97
	Tioga	18,800	18,500	98
	Tompkins	32,000	30,600	96
	Warren	21,000	20,600	98
	PENNSYLVANIA			
	Blair	50,800	50,000	98
	Carbon	21,900	21,500	98
	Centre	40,400	39,400	98
	Clinton	14,400	14,100	98
	Dauphin	97,200	95,400	98
	Elk	14,000	13,800	98
	Lackawanna	85,600	84,600	99
	Lehigh	114,200	112,600	99
	Luzerne	129,100	127,400	99
	Lycoming	44,300	43,000	97
	Mc Kean	18,200	17,800	98
	Mifflin	18,200	17,600	97
	Monroe	35,100	34,500	98
	Montour	6,200	6,000	97
	Northampton	91,600	90,200	98
	Northumberland	40,600	39,500	97
	Schuylkill	63,600	62,300	98
	Tioga	15,100	14,700	97
	Union	11,400	10,900	96
	SOUTH DAKOTA			
	Grant	3,200	3,100	97
	TENNESSEE			
	Lewis	3,700	3,600	99
	TEXAS			
Garza	1,800	1,800	100	

WWOR-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	TEXAS			
	Ochiltree	3,400	3,400	100
	Terry	5,000	5,000	99
	Upton	1,600	1,600	100
	Wheeler	3,000	2,900	97
	VIRGINIA			
	Greene	3,300	3,200	97
Va Beach City	123,000	122,200	99	
	WEST VIRGINIA			
	Pleasants	2,900	2,900	100
Between 5-24%	ALABAMA			
	Barbour	9,400	9,200	98
	Bullock	3,500	3,400	97
	Butler	7,900	7,800	99
	Fayette	7,300	7,200	99
	Geneva	9,200	9,100	99
	Jefferson	267,200	265,600	99
	Perry	5,000	4,900	98
	Pike	10,600	10,400	99
	Shelby	31,500	31,300	99
	Tallapoosa	15,100	15,000	99
	Walker	26,600	26,400	99
	ARKANSAS			
	Faulkner	20,500	20,200	99
	Mississippi	19,700	19,400	98
	ARIZONA			
	Apache South	4,000	3,500	89
	Greenlee	3,200	3,100	97
	Mohave	35,500	33,900	95
	Navajo	22,700	20,900	92
	Pima	263,400	258,500	98
	Pinal	37,000	35,800	97
	CALIFORNIA			
	Cokusa	5,700	5,400	95
	Kern East	30,600	29,500	96
	Modoc	3,600	3,300	92
	Solano West	43,900	42,900	98
	COLORADO			
	Larimer	73,000	71,500	98
	CONNECTICUT			
	Litchfield	63,500	62,400	98
	Tolland	42,700	41,900	98
	Windham	36,900	36,200	98
	DELAWARE			
	Kent	38,600	38,300	99
	New Castle	155,200	154,500	100
	FLORIDA			
	Broward	532,000	529,000	99
	Citrus	40,100	39,400	98
	Dade	716,900	711,100	99
	Flagler	9,200	9,100	98
	Hendry	8,500	8,300	98
Hernando	37,200	36,600	99	
Highlands	28,200	27,800	99	
Hillsborough	328,900	325,900	99	
Lee	133,200	131,700	99	
Manatee	82,600	81,800	99	
Orange	247,000	245,000	99	
Palm Beach No	243,300	240,600	99	
Palm Beach So	122,300	120,900	99	
Pinellas	389,700	386,600	99	
St Lucie	54,000	53,300	99	
Sumter	12,000	11,800	98	
Union	2,400	2,400	100	
Vokusia	149,900	148,500	99	
GEORGIA				
Atkinson	2,100	2,000	95	

WWOR-TV—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Berrien	5,300	5,200	98
	Bulloch	12,700	12,500	98
	Camden	6,800	6,700	99
	Candler	2,700	2,600	96
	Cherokee	28,300	28,100	99
	Clayton	65,200	64,900	100
	Cobb	166,300	165,600	100
	Coffee	10,800	10,600	98
	Cook	5,100	5,000	98
	Coweta	17,900	17,600	99
	De Kalb	211,800	211,000	100
	Douglas	25,300	25,100	99
	Fayette	19,200	19,000	99
	Forsyth	15,200	15,100	99
	Fulton	263,200	261,400	99
	Glynn	23,700	23,500	99
	Gwinnett	116,300	115,400	99
	Hall	33,800	33,400	99
	Haralson	7,900	7,800	99
	Jefferson	6,700	6,500	98
	Johnson	3,200	3,200	98
	Lumpkin	4,300	4,300	99
	Mc Intosh	3,100	3,000	97
	Marion	1,800	1,700	94
	Morgan	4,300	4,200	98
	Pulaski	3,200	3,100	97
	Rockdale	18,200	18,000	99
	Spalding	19,300	19,100	99
	Tattnall	6,300	6,200	98
	Toombs	9,200	9,000	98
	Wayne	7,500	7,400	99
	IOWA			
	Black Hawk	47,000	46,700	99
	Buchanan	8,000	7,900	99
	Buena Vista	7,800	7,700	99
	Carroll	8,300	8,200	99
	Cass	6,600	6,500	98
	Clay	7,500	7,400	99
	Des Moines	18,100	17,900	99
	Dickinson	6,200	6,100	98
	Harrison	6,000	5,900	98
	Henry	7,200	7,100	99
Kossuth	7,800	7,700	99	
Lucas	4,200	4,100	98	
Lyon	4,500	4,400	98	
Monona	4,400	4,300	98	
Monroe	3,400	3,400	100	
O Brien	6,200	6,200	100	
Palo Alto	4,500	4,400	98	
Shelby	5,500	5,500	100	
Wapello	15,500	15,300	99	
IDAHO				
Camas	300	300	100	
ILLINOIS				
Brown	2,000	1,900	95	
Cass	5,500	5,400	98	
Clay	6,200	6,000	97	
Cook	1,969,600	1,941,300	99	
Dupage	277,400	275,500	99	
Effingham	12,300	11,900	97	
Ford	5,800	5,700	98	
Iroquois	12,400	12,100	98	
Jersey	7,400	7,200	97	
Lake	167,300	166,100	99	
Livingston	14,900	14,500	98	
Menard	4,800	4,700	98	
Piatt	6,500	6,400	98	
Will	117,000	115,800	99	

New York

WWOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	INDIANA			
	Adams	10,600	10,400	98
	Clay	9,600	9,500	99
	Dearborn	13,700	13,500	99
	Jay	8,200	8,000	98
	Jefferson	10,500	10,300	98
	Lake	174,400	172,300	99
	Martin	3,900	3,800	97
	Newton	5,200	5,100	98
	Ohio	2,000	2,000	100
Pike	5,300	5,100	96	
Porter	44,100	43,600	99	
	KANSAS			
	Allen	6,200	6,100	98
	Chase	1,300	1,300	100
	Clay	3,800	3,700	97
	Dickinson	8,200	8,100	99
	Haskell	1,400	1,400	100
	Lyon	13,700	13,400	98
	Meade	1,800	1,800	100
	Seward	7,000	6,900	99
	Woodson	1,800	1,800	100
	KENTUCKY			
	Adair	5,900	5,800	98
	Bracken	2,700	2,700	100
	Caldwell	5,000	4,900	98
	Carter	8,900	8,800	99
	Casey	5,800	5,700	98
	Clay	7,800	7,700	98
	Estill	5,400	5,300	97
	Grant	5,100	5,000	99
	Harlan	14,400	14,200	99
	Hickman	2,000	2,000	100
	Johnson	9,100	9,000	99
	Laurel	15,600	15,300	98
	Logan	10,000	9,900	99
	Lyon	2,300	2,300	100
	Mc Creary	5,800	5,700	98
	Martin	4,600	4,500	98
	Mason	6,300	6,200	99
	Monroe	4,800	4,700	99
	Oldham	10,300	10,200	100
	Pulaski	19,200	18,800	98
	Simpson	5,500	5,500	99
	LOUISIANA			
	Avoyelles	14,900	14,600	98
	Bossier	32,800	32,500	99
	Iberia	22,500	22,300	99
	Terrebonne	32,900	32,500	99
	Union	8,200	8,100	99
	Vernon	18,400	18,000	98
	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Dukes	5,500	5,300	96
	Essex	251,800	249,100	99
	Hampshire	49,500	48,500	98
	Middlesex	507,900	502,400	99
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Worcester	250,800	247,600	99
	MARYLAND			
	Anne Arundel	149,000	148,300	100
	Baltimore	264,900	263,800	100
	Charles	30,600	30,300	99
	Harford	57,900	57,600	99
	Howard	60,900	60,600	100
	Prince Georges	248,800	248,000	100
	Baltimore City	282,400	281,100	100

WWOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	MAINE			
	Franklin	11,100	10,800	97
	Lincoln	11,500	11,300	98
	Piscataquis	6,800	6,700	99
	MICHIGAN			
	Huron	13,700	13,400	98
	Iron	5,800	5,700	98
	Keweenaw	700	700	100
	Macomb	255,100	253,800	99
	Marquette	25,400	25,100	99
	MINNESOTA			
	Big Stone	2,900	2,900	100
	Cottonwood	5,200	5,000	96
	Faribault	7,300	7,200	99
	Goodhue	14,900	14,700	99
	Hennepin	420,000	416,300	99
	Koochiching	5,800	5,600	97
	Nobles	7,600	7,500	99
	Redwood	6,600	6,400	97
	Rock	3,800	3,800	100
	Wabasha	7,600	7,500	99
	MISSOURI			
	Caldwell	3,200	3,200	100
	Franklin	27,500	27,200	99
	Macon	6,500	6,400	98
	Monroe	3,600	3,600	100
	Pemiscot	8,500	8,300	98
	Perry	6,200	6,100	98
	Pettis	14,100	13,900	99
	Pulaski	12,000	11,800	98
	Ray	8,500	8,400	99
	Schuyler	2,000	2,000	100
	Scotland	2,100	2,100	100
	Stoddard	11,300	11,100	98
	Sullivan	2,800	2,800	100
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
	Chickasaw	6,400	6,300	98
	Clay	7,600	7,500	99
	Coahoma	12,400	12,100	98
	De Soto	22,400	22,000	98
	Jasper	6,000	5,900	98
	Monroe	13,000	12,800	99
	Noxubee	4,100	4,000	98
	MONTANA			
	Judith Basin	1,000	1,000	100
	Lincoln	6,800	6,500	96
	Missoula	32,300	31,300	97
	Rosebud	4,300	4,100	94
	NORTH CAROLINA			
	Beaufort	16,900	16,700	99
	Bertie	7,600	7,400	97
	Brunswick	19,600	19,300	98
	Cabarrus	35,900	35,700	99
	Cherokee	8,300	8,100	98
	Clay	2,900	2,800	97
	Cleveland	32,600	32,300	99
	Dare	8,900	8,700	98
	Durham	69,100	68,300	99
	Edgecombe	21,000	20,700	99
	Gaston	64,500	63,900	99
	Granville	13,000	12,800	98
	Hyde	2,100	2,000	95
	Jackson	9,900	9,700	98
	Lee	16,100	15,900	99
	Madison	6,600	6,500	98
	Mitchell	5,500	5,400	98
	New Hanover	47,000	46,600	99

**WWOR-TV—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 5-24%	NORTH CAROLINA				
		Onslow	39,400	39,100	99
		Orange	34,700	34,200	98
		Pamlico	4,200	4,200	99
		Pender	9,900	9,700	98
		Rowan	41,500	41,100	99
		Stanly	20,100	19,900	99
		Yancey	6,000	5,800	97
		NORTH DAKOTA			
		Bowman	1,600	1,600	100
		Cavalier	2,600	2,500	96
		Mc Kenzie	2,700	2,700	100
		Mountrail	2,900	2,900	100
		Towner	1,600	1,600	100
	NEBRASKA				
	Arthur	200	200	100	
	Blaine	300	300	100	
	Boone	2,600	2,600	100	
	Brown	1,700	1,700	100	
	Buffalo	13,900	13,800	99	
	Chase	1,900	1,900	100	
	Colfax	3,600	3,500	97	
	Cuming	4,000	3,900	98	
	Dodge	14,000	13,900	99	
	Douglas	160,500	159,100	99	
	Furnas	2,600	2,500	96	
	Garfield	1,000	1,000	100	
	Madison	12,700	12,500	98	
	Merrick	3,200	3,200	100	
	Pierce	3,100	3,100	100	
	Rock	900	900	100	
	Stanton	2,500	2,500	100	
	NEW HAMPSHIRE				
	Hillsborough	124,100	122,600	99	
	NEW JERSEY				
	Burlington	137,300	136,100	99	
	Camden	183,900	182,300	99	
	Cumberland	49,100	48,500	99	
	Gloucester	76,900	76,300	99	
	Salem	24,800	24,500	99	
	NEW MEXICO				
	Cibola	8,700	8,600	98	
	Dona Ana	45,700	44,300	97	
	Grant	9,600	9,100	95	
	Mc Kinley	20,800	19,400	93	
	Otero	18,000	17,600	98	
	Santa Fe	36,000	35,000	97	
	Taos	7,400	6,800	92	
	Valencia	15,200	15,000	99	
	NEVADA				
	Churchill	6,800	6,700	99	
	Clark	263,300	258,900	98	
	Douglas	10,700	10,300	96	
	Humboldt	4,600	4,400	96	
	Lander	1,900	1,800	95	
	NEW YORK				
	Allegany	17,600	17,200	97	
	Cattaraugus	31,000	30,400	98	
	Cayuga	29,300	28,700	98	
	Chenango	19,000	18,600	98	
	Columbia	23,600	23,200	98	
	Erie	359,600	355,700	99	
	Genesee	21,600	21,300	99	
	Hamilton	2,000	1,900	95	
	Lewis	9,100	8,900	98	
	Livingston	20,200	19,900	99	
	Madison	22,600	22,300	99	
	Montgomery	20,300	19,900	98	

**WWOR-TV—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 5-24%	NEW YORK				
		Onondaga	172,800	170,700	99
		Ontario	33,600	33,100	99
		Orleans	14,200	14,000	98
		Saratoga	60,300	59,600	99
		Schenectady	59,200	58,500	99
		Schuyler	6,500	6,300	97
		Seneca	12,100	12,000	99
		Washington	20,000	19,700	98
		Wayne	32,100	31,600	98
		Wyoming	13,800	13,700	99
		Yates	8,700	8,500	98
		OHIO			
		Ashland	17,000	16,800	99
		Butler	101,400	100,300	99
		Clermont	51,800	51,200	99
		Cuyahoga	574,900	568,800	99
		Geauga	25,800	25,500	99
		Hamilton	343,200	338,600	99
		Hocking	9,900	9,700	98
		Lake	79,400	78,900	99
		Lorain	97,400	96,500	99
		Madison	11,300	11,100	98
		Medina	41,000	40,600	99
		Noble	4,300	4,100	95
		Perry	11,700	11,500	98
		Pickaway	15,600	15,400	99
		Ross	24,200	23,700	98
	Stark	139,700	138,100	99	
	Summit	196,800	195,000	99	
	Union	11,400	11,200	98	
	Warren	37,600	37,200	99	
	OKLAHOMA				
	Coal	2,200	2,200	100	
	Haskell	4,700	4,600	98	
	Mc Intosh	7,200	7,100	99	
	Pontotoc	13,400	13,300	99	
	OREGON				
	Columbia	13,700	13,200	96	
	Douglas	35,700	34,000	95	
	PENNSYLVANIA				
	Allegheny	547,300	540,500	99	
	Armstrong	30,500	30,000	98	
	Beaver	71,500	70,700	99	
	Berks	129,300	127,300	98	
	Bradford	24,400	23,900	98	
	Bucks	191,900	190,200	99	
	Butler	56,000	55,300	99	
	Cambria	63,000	62,200	99	
	Cameron	2,700	2,700	100	
	Chester	127,200	125,500	99	
	Clearfield	30,800	30,300	98	
	Columbia	23,400	23,000	98	
	Cumberland	73,800	72,600	98	
	Delaware	211,800	210,200	99	
	Erie	104,400	103,100	99	
	Fayette	58,500	57,300	98	
	Greene	15,400	15,100	98	
	Indiana	32,900	32,300	98	
	Jefferson	19,300	19,000	98	
	Juniata	7,700	7,400	96	
	Lancaster	149,100	144,500	97	
	Lawrence	38,100	37,500	98	
	Lebanon	42,000	41,100	98	
	Mercer	46,200	45,400	98	
	Montgomery	255,500	253,000	99	
	Perry	15,600	15,200	97	
	Philadelphia	639,700	629,000	98	
	Potter	7,000	6,800	97	

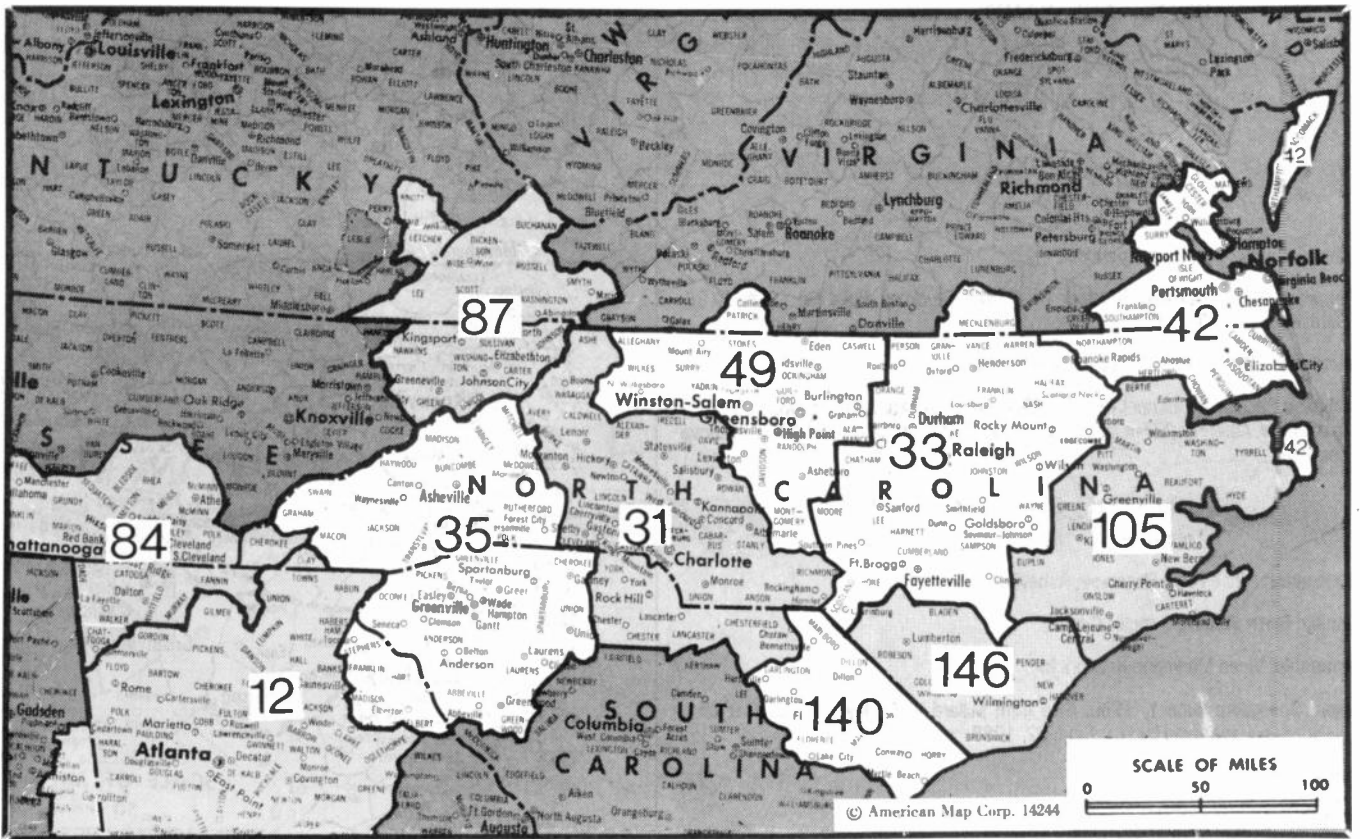
New York

WWOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	PENNSYLVANIA			
	Snyder	12,900	12,400	96
	Somerset	30,900	30,200	98
	Susquehanna	15,400	15,100	98
	Warren	17,600	17,100	97
	Washington	81,100	79,900	99
	Wayne	15,600	15,100	97
	Westmoreland	144,800	143,100	99
	Wyoming	10,500	10,300	98
	RHODE ISLAND			
	Washington	37,900	37,300	98
	SOUTH CAROLINA			
	Anderson	56,200	55,700	99
	Darlington	23,500	23,200	99
	Florence	43,300	42,700	99
	Georgetown	17,500	17,200	98
	Horry	53,900	53,000	98
	Jasper	5,700	5,600	97
	Lee	6,000	5,900	98
	Sumter	33,400	32,800	98
	SOUTH DAKOTA			
	Clay	4,900	4,800	98
	Custer	2,800	2,700	96
	Fall River	3,400	3,300	97
	Gregory	2,100	2,100	100
Lawrence	8,200	8,100	99	
Meade	8,300	8,200	99	
Perkins	1,800	1,700	94	
Spink	3,300	3,300	100	
Turner	3,500	3,500	100	
Yankton	7,200	7,100	99	
TENNESSEE				
Blount	33,500	33,300	99	
Dickson	12,900	12,800	99	
Dyer	13,600	13,400	99	
Fayette	8,600	8,400	98	
Franklin	12,400	12,300	99	
Houston	2,400	2,400	100	
Johnson	5,600	5,500	98	
Lake	2,600	2,600	100	
Lauderdale	9,400	9,300	99	
Mcminn	16,400	16,200	99	
Marion	9,600	9,500	99	
Pickett	1,600	1,600	100	
Shelby	305,400	303,400	99	
Unicoi	6,500	6,400	98	
TEXAS				
Aransas	7,000	6,900	99	
Bailey	2,700	2,700	100	
Bexar	404,600	400,500	99	
Caldwell	9,700	9,500	98	
Callahan	4,900	4,900	99	
Dawson	5,400	5,300	98	
Dimmit	3,300	3,200	97	
Frio	4,400	4,300	98	
Gillespie	6,700	6,500	97	
Hardin	15,100	14,900	99	
Hudspeth	1,000	1,000	100	
Kenedy	200	200	100	
Lipscomb	1,300	1,300	100	

WWOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lubbock			
	Milam	8,900	8,700	98
	Polk	12,800	12,500	98
	Real	1,000	1,000	100
	San Patricio	19,500	19,200	98
	Zavala	3,200	3,100	97
	UTAH			
	Cache	21,000	20,500	98
	Grand	2,800	2,600	93
	Wayne	600	600	100
	VIRGINIA			
	Arlington	133,900	133,200	100
	Augusta	33,700	33,300	99
	Buckingham	4,000	3,900	97
	Campbell	42,300	41,900	99
	Craig	1,600	1,600	100
	Fairfax	285,900	285,000	100
	Lunenburg	4,200	4,100	98
	Prince George	15,600	15,500	99
	Prince William	70,000	69,600	99
	Scott	8,900	8,700	98
	Shenandoah	11,700	11,600	99
	Southampton	8,100	7,900	98
	Chesapeake City	48,500	48,100	99
	Norfolk City	93,200	92,400	99
Portsmouth City	41,100	40,800	99	
Suffolk City	18,300	18,000	98	
VERMONT				
Addison	11,500	11,200	97	
Bennington	14,100	13,800	98	
Chittenden	48,000	47,300	99	
Franklin	13,600	13,500	99	
Rutland	23,900	23,400	98	
Washington	21,400	21,000	98	
WISCONSIN				
Columbia	18,100	17,800	98	
Door	11,000	10,900	99	
Fond Du Lac	32,500	32,000	98	
Forest	3,400	3,300	97	
Green	12,300	12,100	98	
Jackson	6,500	6,300	97	
Langlade	7,600	7,500	99	
Lincoln	11,200	11,100	99	
Manitowoc	30,100	29,900	99	
Milwaukee	376,000	371,700	99	
Monroe	13,700	13,400	98	
Sheboygan	38,500	38,100	99	
Taylor	6,600	6,500	98	
Trempealeau	9,700	9,400	97	
Walworth	27,800	27,400	99	
Waukesha	102,900	102,000	99	
Wood	29,600	29,200	99	
WEST VIRGINIA				
Barbour	6,100	6,000	98	
Greenbrier	14,500	14,200	98	
Hancock	14,900	14,900	100	
Hardy	3,700	3,600	97	
Lincoln	8,000	7,900	99	
Mingo	12,600	12,400	98	
WYOMING				
Crook	2,300	2,200	96	



Market	Arbitron A/DI TV Households	Rank	Market Area Commercial TV Stations
Atlanta, GA	1,374,900	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	729,500	31	WBTV (3), WCCB (18), WCNC-TV (36), WHKY-TV (14), WJZY (46), WSOC-TV (9), WFCT (62), WFXB (47), WKFT (40), WLFL-TV (22), WPTF-TV (28), WRAL-TV (5), WTVD (11), WYED (17)
Raleigh-Durham, NC	693,600	33	WASV-TV (62), WAXA (40), WGGG-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4)
Greenville-Spartanburg, SC-Asheville, NC	646,900	35	WAYY-TV (10), WGNB (27), WJCB (49), WTKR-TV (3), WTVZ (33), WVEC-TV (13), WAAP (16), WEJC (20), WFMV-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW (45), WXII (12)
Norfolk-Portsmouth-Newport News-Hampton, VA	575,400	42	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVG (9), WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19)
Greensboro-Winston Salem-High Point, NC	515,100	49	WCTI (12), WFXI (8), WITN-TV (7), WNCT-TV (9), WBTW (13), WGSE (43), WPDE-TV (15), WECT (6), WJKA (26), WWAY (3)
Chattanooga, TN	295,100	84	
Bristol, VA-Kingsport-Johnson City, TN	282,900	87	
Greenville-New Bern-Washington, NC	224,200	105	
Florence, SC	153,800	140	
Wilmington, NC	143,300	146	

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
WEJC, Greensboro	See Lexington, NC
WAAP, Greensboro	See Burlington, NC
WITN-TV, Greenville	See Washington, NC
WYED, Raleigh	See Goldsboro, NC
WCTI, Washington	See New Bern, NC
WNCT-TV, Washington	See Greenville, NC
WFMV-TV, WGGT, WGHP-TV, WLXI-TV, WNRW & WXII, Winston-Salem	See Greensboro, NC

North Carolina Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	13	17	30
Educational Television Stations	2	9	11
	15	26	41

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North Carolina—Asheville

WASV-TV

Ch. 62

Network Service: None, independent.

Licensee: Video Marketing Network Inc., 2477 Stuckney Point Rd., Suite 319B, Sarasota, FL 34231.

Telephone: 800-444-9233. Fax: 813-923-3733.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 1553-kw max. visual. Antenna: 227-ft. above av. terrain, 172-ft. above ground, 2652-ft. above sea level.

Latitude	35°	34'	59"
Longitude	82°	32'	45"

Transmitter: White Fawn Reservoir, Asheville.

Satellite Earth Station: 5-meter C-band.

Ownership: Video Marketing Network Inc.

Began Operation: June 1, 1986. Sale from Millard V. Oakley to Video Marketing Network Inc. approved by FCC Sept. 22, 1988.

Rates: On request.

Arbitron Data: Not available.

City of License: Asheville. ADI: Greenville-Spartanburg, SC-Asheville, NC. Rank: 35.



COMMON CARRIER WEEK

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North Carolina—Burlington

WAAP
(formerly 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 Mountain, S of Burlington.

Satellite Earth Station: ChannelMaster; Paracclipse, 3-meter C-band; M/A-Com receivers.

Ownership: Television Communications Inc.

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.

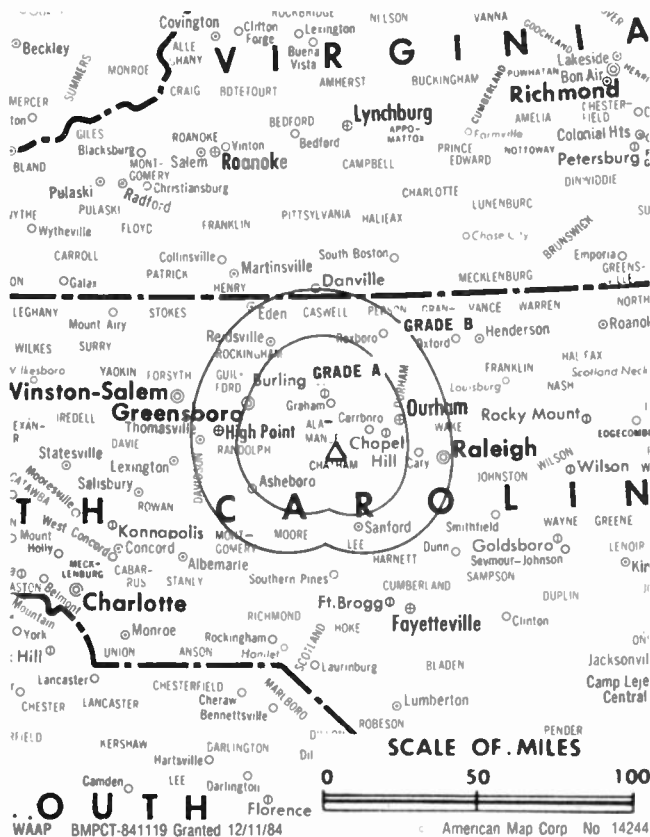
Represented (legal): Baraff, Koerner, Olender & Hochberg, P.C.

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: 49.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Alamance	40,800	40,500	99
	Caswell	7,400	7,300	99
Totals		48,200	47,800	99
Net Weekly Circulation (1990)			9,800	
Average Daily Circulation (1990)			4,200	

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: WBT-FM, 100-kw, 107.9 MHz (No. 300), 950-ft.

News Services: AP, UPI.

Ownership: Jefferson-Pilot Communications Co. (Group Owner).

Began Operation: July 15, 1949.

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- JAMES G. BABB JR., president.
- JOHN HUTCHINSON, vice president & general manager.
- JACK MASON, controller.
- JERRY PELLETIER, general sales manager.
- PAM TOMLINSON, national sales manager.
- TIM ALEVRA, local sales manager.
- KATHY RIDEAUX, local sales manager.
- ROBERT W. NAPIER II, director of engineering.
- MARION MEGINNIS, program manager.
- PAM GLASGOW, traffic manager.
- SHAY MERRITT, promotion director.
- PAUL CAMERON, sports director.
- CAROLYN MINTS, community affairs director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3300.

City of License: Charlotte. ADI: Charlotte. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Alexander	10,500	10,400	99
	Anson	9,200	9,000	98
	Ashe	9,400	9,200	98
	Avery	5,500	5,400	98
	Burke	29,700	29,400	99
	Cabarrus	35,900	35,700	99
	Caldwell	27,200	26,900	99
	Catawba	45,300	45,000	99
	Cleveland	32,600	32,300	99
	Gaston	64,500	63,900	99
	Iredell	34,800	34,400	99
	Lincoln	18,400	18,300	99
Mc Dowell	13,700	13,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Mecklenburg	189,200	187,800	99	
	Mitchell	5,500	5,400	98	
	Rowan	41,500	41,100	99	
	Rutherford	22,100	21,900	99	
	Stanly	20,100	19,900	99	
	Union	29,200	28,900	99	
	Watauga	13,000	12,800	98	
	Wilkes	23,900	23,500	99	
	SOUTH CAROLINA				
	Chester	11,200	11,000	99	
Lancaster	20,800	20,600	99		
York	45,600	45,000	99		
NORTH CAROLINA	Alleghany	4,000	3,900	97	
	Davie	11,200	11,000	98	
	Henderson	29,800	29,400	99	
	Montgomery	9,000	8,900	99	
	Polk	5,900	5,800	98	
	Richmond	18,100	17,900	99	
	SOUTH CAROLINA				
Cherokee	15,600	15,400	99		
Chesterfield	14,900	14,700	98		
Spartanburg	83,100	82,400	99		
Union	11,300	11,200	99		
NORTH CAROLINA	Buncombe	70,500	69,700	99	
	Davidson	47,300	46,800	99	
	Madison	6,600	6,500	98	
	Surry	24,700	24,400	99	
	(Continued on page A-850)				
Totals		1,210,600	1,197,300	99	
Net Weekly Circulation (1990)				744,100	
Average Daily Circulation (1990)				439,900	

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. Fax: 704-376-3415.

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. (Group Owner).

Began Operation: December 7, 1953. Sale to present owner, who changed call letters from WUTV and resumed operation Nov. 1, 1964, was approved Aug. 20, 1964 by FCC (Television Digest, Vol. 4:26, 35). Previous owner Century Advertising Co. took station off air May 16, 1963 after it had been in service since Sept. 5, 1961, following transfer of control of Century approved May 3, 1961 (Vol. 17:10). While in off-air CP status Hugh A. Deadwyler turned over station to Century Advertising, of which he was part owner (1957, Vol. 13:7). Hugh Deadwyler acquired station as WAYS-TV from G. W. Dowdy and associates for token \$4 in Dec. 1954, then took it off air March 15, 1955 (1955 Vol. 11:12).

Represented (sales): Katz Independent TV Sales.

Personnel:

CY N. BAHAKEL, president.
LORRAINE LANCASTER, senior vice president.
STEVEN SOLDINGER, general manager.
WILLIAM RIORDAN, general sales manager.
BUTCH ALLEN, local sales manager.
RICK AYDLETT, chief engineer.
HOWARD TRIVETTE, program director.
JEFF ARROWOOD, promotion director.
GERRY VAILLANCOURT, sports director.

Highest 30 Sec. Rate: \$4000.

City of License: Charlotte. ADI: Charlotte. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NORTH CAROLINA			
	Alexander	10,500	10,400	99
	Cabarrus	35,900	35,700	99
	Catawba	45,300	45,000	99
	Gaston	64,500	63,900	99
	Iredell	34,800	34,400	99
	Lincoln	18,400	18,300	99
	Mecklenburg	189,200	187,800	99
	Rowan	41,500	41,100	99
	Stanly	20,100	19,900	99
	Union	29,200	28,900	99
	SOUTH CAROLINA			
	Chesterfield	14,900	14,700	98
	Lancaster	20,800	20,600	99
	York	45,600	45,000	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NORTH CAROLINA			
	Anson	9,200	9,000	98
	Burke	29,700	29,400	99
	Caldwell	27,200	26,900	99
	Cleveland	32,600	32,300	99
	Montgomery	9,000	8,900	99
	Richmond	18,100	17,900	99
Watauga	13,000	12,800	98	
Between 5-24%	SOUTH CAROLINA			
	Chester	11,200	11,000	99
	NORTH CAROLINA			
	Alleghany	4,000	3,900	97
	Ashe	9,400	9,200	98
	Davidson	47,300	46,800	99
	Davie	11,200	11,000	98
	McDowell	13,700	13,500	99
	Polk	5,900	5,800	98
	Rutherford	22,100	21,900	99
Surry	24,700	24,400	99	
Wilkes	23,900	23,500	99	
Yadkin	11,600	11,500	99	
Totals	SOUTH CAROLINA			
	Cherokee	15,600	15,400	99
	Darlington	23,500	23,200	99
	Fairfield	7,000	6,800	98
	Kershaw	16,700	16,400	98
	Marlboro	10,800	10,600	98
	Newberry	12,700	12,500	98
VIRGINIA				
Carroll	9,600	9,400	98	
Grayson	9,400	9,200	98	
Totals		999,800	988,900	99
Net Weekly Circulation (1990)				429,300
Average Daily Circulation (1990)				166,900

North Carolina—Charlotte

WCNC-TV

Ch. 36

Network Service: NBC.

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

Studio: 8036 Hood Rd., Charlotte, NC 28215.

Mailing Address: Box 18665, Charlotte, NC 28218.

Telephone: 704-536-3636. TWX: 810-621-7888. Fax: 704-536-1891.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 5000-kw max. visual, 500-kw aural. Antenna: 1982-ft. above av. terrain, 1969-ft. above ground, 2749-ft. above sea level.

Latitude 35° 20' 49.10"
Longitude 81° 10' 14.80"

Transmitter: Between Rtes. 1101 & 1805, 0.9-mi. N of Rte. 1804 near Dallas, Gaston County.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: RCA, 6-meter Ku-band; Harris, 3-meter Ku-band; Andrew, 5-meter Ku & C-band; Harris, M/A-Com receivers.

SNG Mobile Dish: Andrew, 2.3-meter Ku-band.

News Services: AP, NBC, UPI.

Ownership: Providence Journal Broadcasting Corp. (Group Owner).

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 Odyssey Partners approved by FCC Nov. 23, 1984 (Vol. 24:15). Sale to present owner approved by FCC Nov. 1, 1988.

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

Represented (legal): Covington & Burling.

Represented (engineering): Smith & Powstenko.

Personnel:

JOHN E. HAYES, president & general manager.

NICHOLAS MAGNINI, general sales manager.

JOHN McCORMICK, national sales manager.

DAVE FOLSOM, director of engineering.

KEN MIDDLETON, news director.

TIM BLOODWORTH, program director.

GLENN NASH, promotion manager.

JEAN FULLER, director of station relations.

Highest 30 Sec. Rate: \$4000.

City of License: Charlotte. ADI: Charlotte. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Alexander	10,500	10,400	99
	Anson	9,200	9,000	98

Our firm acted as financial advisor and broker in the 1988 sale of WPCQ-TV

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road Palm Beach, Florida 33480 (407) 863-8995
PO Box 42401 Cincinnati, Ohio 45242 (513) 791-8730



WCNC-TV BPCT-870514KK Granted 11/30/87

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Cabarrus	35,900	35,700	99
	Caldwell	27,200	26,900	99
	Catawba	45,300	45,000	99
	Gaston	64,500	63,900	99
	Lincoln	18,400	18,300	99
	Mecklenburg	189,200	187,800	99
	Union	29,200	28,900	99
	SOUTH CAROLINA			
	Lancaster	20,800	20,600	99
York	45,600	45,000	99	
Between 25-49%	NORTH CAROLINA			
	Burke	29,700	29,400	99
	Cleveland	32,600	32,300	99
	Iredell	34,800	34,400	99
	Richmond	18,100	17,900	99
	Rowan	41,500	41,100	99
	Stanly	20,100	19,900	99
	SOUTH CAROLINA			
	Chester	11,200	11,000	99
	Chesterfield	14,900	14,700	98
Between 5-24%	NORTH CAROLINA			
	Davidson	47,300	46,800	99
	Davie	11,200	11,000	98
	Mitchell	5,500	5,400	98
	Montgomery	9,000	8,900	99
	Rutherford	22,100	21,900	99
	SOUTH CAROLINA			
	Cherokee	15,600	15,400	99
	Darlington	23,500	23,200	99
	Totals		832,900	824,800
Net Weekly Circulation (1990)				468,900
Average Daily Circulation (1990)				202,700

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 Station: 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. (Group Owner).

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:

JAMES C. KENNEDY, president.
JOHN E. CALLAGHAN, vice president & station manager.
MARTIN FENTON, general sales manager.
ED MUNSON, local sales manager.
ELIZABETH BRADY, national sales manager.
L. MERLE THOMAS, director, engineering & technical operations.
DICK MOORE, news director.
ALAN BATTEN, director of advertising & promotion.
BRUCE CHASTINE, controller.
RON SHUPING, production manager.

Highest 30 Sec. Rate: \$3500.

City of License: Charlotte. ADI: Charlotte. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Alexander	10,500	10,400	99
	Anson	9,200	9,000	98
	Burke	29,700	29,400	99
	Cabarrus	35,900	35,700	99
	Caldwell	27,200	26,900	99
	Catawba	45,300	45,000	99
	Cleveland	32,600	32,300	99
	Gaston	64,500	63,900	99
	Iredell	34,800	34,400	99
	Lincoln	18,400	18,300	99
	Mecklenburg	189,200	187,800	99
	Richmond	18,100	17,900	99
	Rowan	41,500	41,100	99
	Stanly	20,100	19,900	99



WSOC-TV BPCT-860115KN Granted 3/28/86

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Union	29,200	28,900	99	
	Watauga	13,000	12,800	98	
	SOUTH CAROLINA				
	Chester	11,200	11,000	99	
	Chesterfield	14,900	14,700	98	
	Lancaster	20,800	20,600	99	
York	45,600	45,000	99		
Between 25-49%	NORTH CAROLINA				
	Mitchell	5,500	5,400	98	
	Montgomery	9,000	8,900	99	
	SOUTH CAROLINA				
	Cherokee	15,600	15,400	99	
	Marlboro	10,800	10,600	98	
Between 5-24%	NORTH CAROLINA				
	Alleghany	4,000	3,900	97	
	Ashe	9,400	9,200	98	
	Avery	5,500	5,400	98	
	Davidson	47,300	46,800	99	
	Davie	11,200	11,000	98	
	Henderson	29,800	29,400	99	
	Mc Dowell	13,700	13,500	99	
	Rutherford	22,100	21,900	99	
	Wilkes	23,900	23,500	99	
	Yadkin	11,600	11,500	99	
	Yancey	6,000	5,800	97	
	SOUTH CAROLINA				
Darlington	23,500	23,200	99		
Fairfield	7,000	6,800	98		
Kershaw	16,700	16,400	98		
VIRGINIA					
Grayson	9,400	9,200	98		
Totals		993,700	982,800	99	
Net Weekly Circulation (1990)			647,000		
Average Daily Circulation (1990)			394,200		

North Carolina—Belmont-Charlotte

WJZY

Ch. 46

Network Service: None, independent.

Licensee: WJZY-TV Inc., Box 668400, Charlotte, NC 28266.

Studio: 3501 Performance Rd., Charlotte, NC 28214.

Mailing Address: Box 668400, Charlotte, NC 28266-8400.

Telephone: 704-398-0046. 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 Broadcasting Co. Inc. (Group Owner).

Began Operation: March 9, 1987. Sale to present owner approved by FCC Nov. 20, 1987.

Represented (sales): Seitel Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

MARK CONRAD, vice president & general manager.

PAUL POPE, station manager.

TOMMY SCHENCK, general sales manager.

MARK MOSELEY, national sales manager.

JANET NOLL, local sales manager.

JOHN BISHOP, engineering manager.

LYLE SCHULZE, program director.

STEVE PICKLE, promotion manager.

JACQUELINE DRAPER, business manager.

KAREN ALLEN, traffic manager.

Highest 30 Sec. Rate: \$600.

City of License: Belmont. ADI: Charlotte. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Alexander	10,500	10,400	99
	Catawba	45,300	45,000	99
	Gaston	64,500	63,900	99
	Lincoln	18,400	18,300	99
	Union	29,200	28,900	99
NORTH CAROLINA				
Between 25-49%	Burke	29,700	29,400	99
	Cabarrus	35,900	35,700	99
	Caldwell	27,200	26,900	99
	Cleveland	32,600	32,300	99
	Iredell	34,800	34,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Mecklenburg	189,200	187,800	99
	Rowan	41,500	41,100	99
	Rutherford	22,100	21,900	99
SOUTH CAROLINA				
	Cherokee	15,600	15,400	99
	Chester	11,200	11,000	99
	Lancaster	20,800	20,600	99
	York	45,600	45,000	99
NORTH CAROLINA				
Between 5-24%	Alleghany	4,000	3,900	97
	Anson	9,200	9,000	98
	Ashe	9,400	9,200	98
	Davidson	47,300	46,800	99
	Davie	11,200	11,000	98
	Montgomery	9,000	8,900	99
	Polk	5,900	5,800	98
	Stanly	20,100	19,900	99
	Surry	24,700	24,400	99
	Watauga	13,000	12,800	98
	Wilkes	23,900	23,500	99
	Yadkin	11,600	11,500	99
	SOUTH CAROLINA			
	Chesterfield	14,900	14,700	98
	Fairfield	7,000	6,800	98
	Newberry	12,700	12,500	98
	Spartanburg	83,100	82,400	99
	Union	11,300	11,200	99
Totals		992,400	982,300	99
Net Weekly Circulation (1990)				358,600
Average Daily Circulation (1990)				151,700

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 Hwys. 71 & 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: Katherine R. Everett & Robinson O. Everett (Group Owners); Jacob H. Froelich Jr.; George Lyles Jr.

Began Operation: March 4, 1985.

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

Represented (engineering): Moffet, Larson & Johnson Inc.

Personnel:

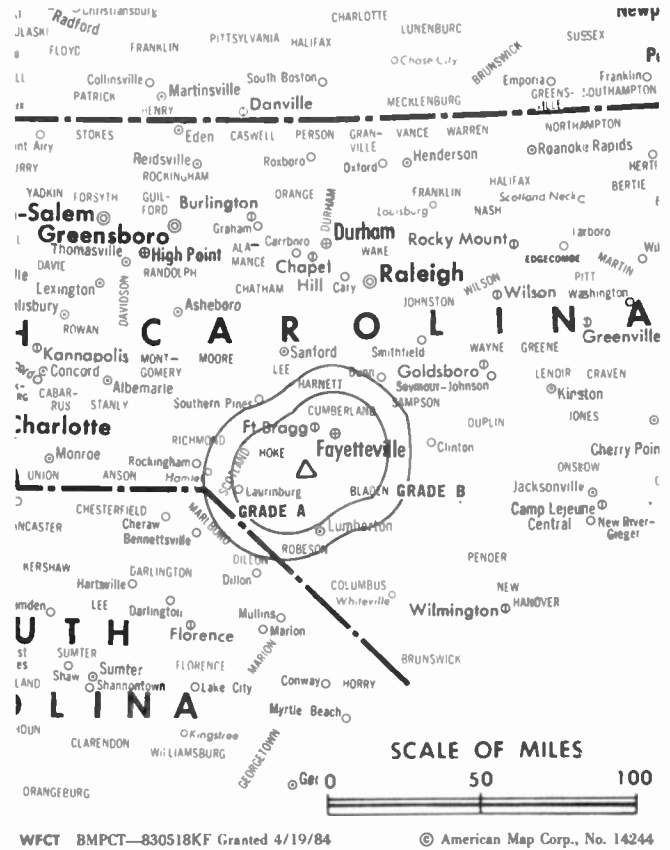
- ERNIE WHITMEYER, general manager.
- DAN COMEAU, director of sales.
- DON O'BANION, engineering director.
- JENNY MARTIN, program director.
- PAT SINGLETON, production manager.
- TERRI WALKER, business manager.

Highest 30 Sec. Rate: \$125.

City of License: Fayetteville. ADI: Raleigh-Durham. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 25-49%	Cumberland	88,400	87,500	99
	Robeson	36,100	35,400	98
	Scotland	12,100	11,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Hoke	7,600	7,400	98
	Moore	24,000	23,700	99
	Richmond	18,100	17,900	99
	Sampson	19,000	18,700	98
SOUTH CAROLINA				
	Marlboro	10,800	10,600	98
Totals		216,100	213,100	99
Net Weekly Circulation (1990)				49,300
Average Daily Circulation (1990)				11,900

There is no more visible place for your advertising message than the pages of the Television & Cable Factbook

North Carolina—Fayetteville

WKFT

Ch. 40

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, Raleigh, NC 27609.

Telephones: 919-323-4040, Fayetteville; 919-847-0040, Raleigh.

TWX: 510-938-0186. Fax: 919-323-3924.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1842-ft. above av. terrain, 1749-ft. above ground, 2149-ft. above sea level.

Latitude 35° 30' 45"
Longitude 78° 58' 40"

Transmitter: 5.9-mi. NE of Broadway, 0.65-mi. E of Hwy. 1538 & 0.6-mi. SW of Cape Fear River.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Microdyne, 7-meter; ADM, 5-meter; RCA Ku-band; M/A-Com receivers.

News Services: AP, INN.

Ownership: SJL Broadcast Management Corp. (Group Owner).

Began Operation: June 1, 1981. Sale to present owners by Norman J. Suttler, 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.

SUSAN BRAMI, general sales manager.

DAVID RICKELS, chief engineer.

ARLENE MABRY, program director.

DIANE BETHUNE, promotion director.

NANCY FULKS, business manager.

JIM LAMM, production manager.

CHRISTY GODWIN, sales service manager.

Highest 30 Sec. Rate: \$150.

City of License: Fayetteville. ADI: Raleigh-Durham. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 25-49%	Chatham	14,600	14,400	99
	Cumberland	88,400	87,500	99
	Harnett	24,100	23,800	99
	Hoke	7,600	7,400	98
	Lee	16,100	15,900	99
	Moore	24,000	23,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Robeson	36,100	35,400	98
	Sampson	19,000	18,700	98
	Scotland	12,100	11,900	98
	Wayne	36,500	36,000	99
NORTH CAROLINA				
Between 5-24%	Alamance	40,800	40,500	99
	Bladen	11,500	11,300	98
	Caswell	7,400	7,300	99
	Durham	69,100	68,300	99
	Franklin	13,000	12,700	98
	Granville	13,000	12,800	98
	Johnston	31,200	30,800	99
	Montgomery	9,000	8,900	99
	Orange	34,700	34,200	98
	Person	11,400	11,300	99
	Randolph	39,800	39,400	99
	Vance	14,400	14,200	99
	Wake	152,400	151,000	99
Wilson	24,400	24,100	99	
SOUTH CAROLINA				
	Marlboro	10,800	10,600	98
Totals		761,400	752,100	99
Net Weekly Circulation (1990)			172,600	
Average Daily Circulation (1990)			58,000	

North Carolina—Goldsboro

WYED

Ch. 17

Network Service: None, independent.

Licensee: Group H Bcstg. Corp., 200 W. Ash St., Suite 100, Midtown Mall, Goldsboro, NC 27530.

Studio: 622 S. Barbour St., Clayton, NC 27520.

Telephones: 919-553-1700; 800-442-7912. Fax: 919-553-0984.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2570-kw max. visual, 260-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; Prodelin, 5.5-meter C-band; Drake, Pinzone receivers.

Ownership: Beasley Bcstg. Group.

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.

ALLAN HOROWITZ, promotion director.

CHRISSY WALKER, business manager.

Highest 30 Sec. Rate: \$200.

City of License: Goldsboro. ADI: Raleigh-Durham. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Chatham	14,600	14,400	99
	Harnett	24,100	23,800	99
Totals		38,700	38,200	99
Net Weekly Circulation (1990)			11,200	
Average Daily Circulation (1990)			2,900	

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.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: SatCom, 9.2-meter C-band; SatCom, 5.5-meter Ku-band; Drake, 4-meter C-band; RCA, 3.66-meter Ku-band; DX Engineering, M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, Carolina News Network, CBS, GOES, NAFAX, National Weather Wire, UPI.

Ownership: Gannett Broadcasting Group (Group Owner).

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 E. PRICE, president & general manager.

GARY CURTIS, vice president, news.

JIM COLLINS, vice president, programming.

DEBORAH HOOPER, vice president & controller.

DICK KELLY, general sales manager.

JULIE MORPHIS, local sales manager.

MARJORIE MEYER, national sales manager.

MIKE TAMME, director of engineering.

SANDY SHARP, promotion manager.

JAY WILKINSON, production manager.

GARY DAVIS, community affairs manager.

Highest 30 Sec. Rate: \$5500.

NETWORK BASE HOURLY RATE: \$1492.

City of License: Greensboro. ADI: Greensboro-Winston Salem-High Point. Rank: 49.

Total Households: ©NSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	NORTH CAROLINA			
	Alamance	40,800	40,500	99
	Alleghany	4,000	3,900	97
	Ashe	9,400	9,200	98
	Caswell	7,400	7,300	99
	Davidson	47,300	46,800	99
	Davie	11,200	11,000	98
	Forsyth	108,000	107,200	99
	Guilford	131,400	130,500	99
	Montgomery	9,000	8,900	99
	Randolph	39,800	39,400	99
	Rockingham	33,600	33,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Stokes	13,800	13,600	99
	Surry	24,700	24,400	99
	Wilkes	23,900	23,500	99
	Yadkin	11,600	11,500	99
	VIRGINIA			
	Patrick	6,600	6,500	98
Between 25-49%				
	NORTH CAROLINA			
	Chatham	14,600	14,400	99
	Lee	16,100	15,900	99
	Moore	24,000	23,700	99
	Orange	34,700	34,200	98
	Person	11,400	11,300	99
	Rowan	41,500	41,100	99
	Stanly	20,100	19,900	99
	VIRGINIA			
	Carroll	9,600	9,400	98
	Grayson	9,400	9,200	98
	Henry	28,500	28,200	99
	Pittsylvania	40,800	40,300	99
Between 5-24%				
	NORTH CAROLINA			
	Anson	9,200	9,000	98
	Cabarrus	35,900	35,700	99
	Durham	69,100	68,300	99
	Granville	13,000	12,800	98
	Harnett	24,100	23,800	99
	Hoke	7,600	7,400	98
	Iredell	34,800	34,400	99
(Continued on page A-850)				
Totals		1,046,700	1,035,100	99
Net Weekly Circulation (1990)				582,400
Average Daily Circulation (1990)				344,000

North Carolina—Greensboro-High Point & Winston-Salem

WGGT

Ch. 48

Network Service: None, independent.

Licensee: Guilford Telecasters Inc., Debtor-in-Possession.

Studio: 330 S. Greene St., Greensboro, NC 27401.

Mailing Address: Box 1618, Greensboro, NC 27401.

Telephone: 919-274-4848.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1698-ft. above av. terrain, 1914-ft. above ground, 2649-ft. above sea level.

Latitude 35° 52' 13"
Longitude 79° 50' 25"

Transmitter: 1000-ft. E of County Rd. 1926, 0.7-mi. SE of County Rd. 1941, Greensboro.

Satellite Earth Stations: Microdyne, 5-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Corn receivers.

Ownership: Guilford Telecasters.

Began Operation: May 9, 1981. Sale to Edward H. Herlitz 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.

KENNY GONZALEZ, program & operations manager.

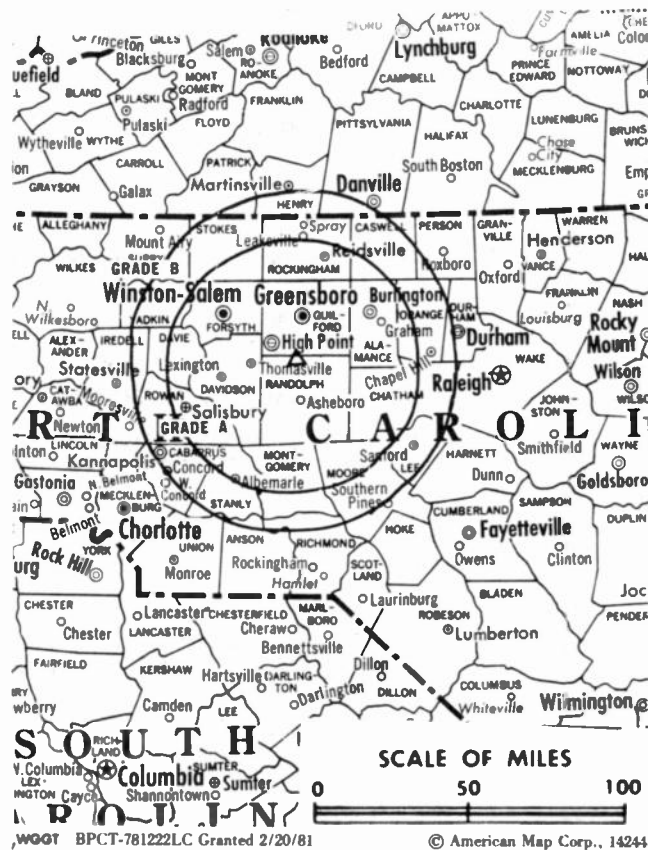
DUNCAN BROWN, traffic manager.

Rates: On request.

City of License: Greensboro. ADI: Greensboro-Winston Salem-High Point. Rank: 49.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 25-49%	Alamance	40,800	40,500	99
	Davidson	47,300	46,800	99
	Davie	11,200	11,000	98
	Forsyth	108,000	107,200	99
	Guilford	131,400	130,500	99
	Randolph	39,800	39,400	99
	Rockingham	33,600	33,300	99
	Stokes	13,800	13,600	99
Yadkin	11,600	11,500	99	
NORTH CAROLINA				
Between 5-24%	Caswell	7,400	7,300	99
	Chatham	14,600	14,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	Iredell	34,800	34,400	99	
	Lee	16,100	15,900	99	
	Montgomery	9,000	8,900	99	
	Moore	24,000	23,700	99	
	Rowan	41,500	41,100	99	
	Stanly	20,100	19,900	99	
	Surry	24,700	24,400	99	
	Wilkes	23,900	23,500	99	
	VIRGINIA				
	Halifax	12,300	12,100	98	
Henry	28,500	28,200	99		
Patrick	6,600	6,500	98		
Pittsylvania	40,800	40,300	99		
Totals		741,800	734,400	99	
Net Weekly Circulation (1990)			195,700		
Average Daily Circulation (1990)			60,500		

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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, 31.62-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; Microdyne, 7-meter C-band; Andrew, 4.5-meter C-band; Comtech, 3.7-meter Ku-band; GE, 3.7-meter Ku-band; Andrew, Cyclesat, Standard Communications receivers.

News Services: ABC, AP, Group W Newsfeed, UPI.

Ownership: Taft Broadcasting Partners L.P. (Group Owner).

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.

QUINN KOONTZ, director of sales.

NOREEN PARKER, manager of local sales.

ROSS MASON, director of engineering.

JEFF SCHEIDECKER, director of news.

LARRY BLACKERBY, director of programming & broadcast operations.

FRANK TERRY, director of finance & administration.

DAN BRAZDA, director of creative services.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1050.

City of License: High Point. ADI: Greensboro-Winston Salem-High Point. Rank: 49.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Alamance	40,800	40,500	99
	Ashe	9,400	9,200	98
	Davidson	47,300	46,800	99
	Davie	11,200	11,000	98
	Forsyth	108,000	107,200	99
	Guilford	131,400	130,500	99
	Montgomery	9,000	8,900	99
	Randolph	39,800	39,400	99
	Rockingham	33,600	33,300	99
	Rowan	41,500	41,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Stokes	13,800	13,600	99
	Surry	24,700	24,400	99
	Wilkes	23,900	23,500	99
	Yadkin	11,600	11,500	99
VIRGINIA				
	Grayson	9,400	9,200	98
	Henry	28,500	28,200	99
BETWEEN 25-49%				
NORTH CAROLINA				
	Alleghany	4,000	3,900	97
	Caswell	7,400	7,300	99
	Chatham	14,600	14,400	99
	Lee	16,100	15,900	99
	Moore	24,000	23,700	99
	Orange	34,700	34,200	98
	Stanly	20,100	19,900	99
	Watauga	13,000	12,800	98
VIRGINIA				
	Carroll	9,600	9,400	98
	Patrick	6,600	6,500	98
	Pittsylvania	40,800	40,300	99
BETWEEN 5-24%				
NORTH CAROLINA				
	Alexander	10,500	10,400	99
	Anson	9,200	9,000	98
	Cabarrus	35,900	35,700	99
	Iredell	34,800	34,400	99
	Person	11,400	11,300	99
	Richmond	18,100	17,900	99
SOUTH CAROLINA				
	Chesterfield	14,900	14,700	98
VIRGINIA				
	Floyd	4,600	4,500	98
Totals				
		914,200	904,500	99
Net Weekly Circulation (1990)				556,400
Average Daily Circulation (1990)				301,800

North Carolina—Greensboro

WLXI-TV

Ch. 61

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Bcstg. Network Inc., Box C-11949, 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. (Group Owner).

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:

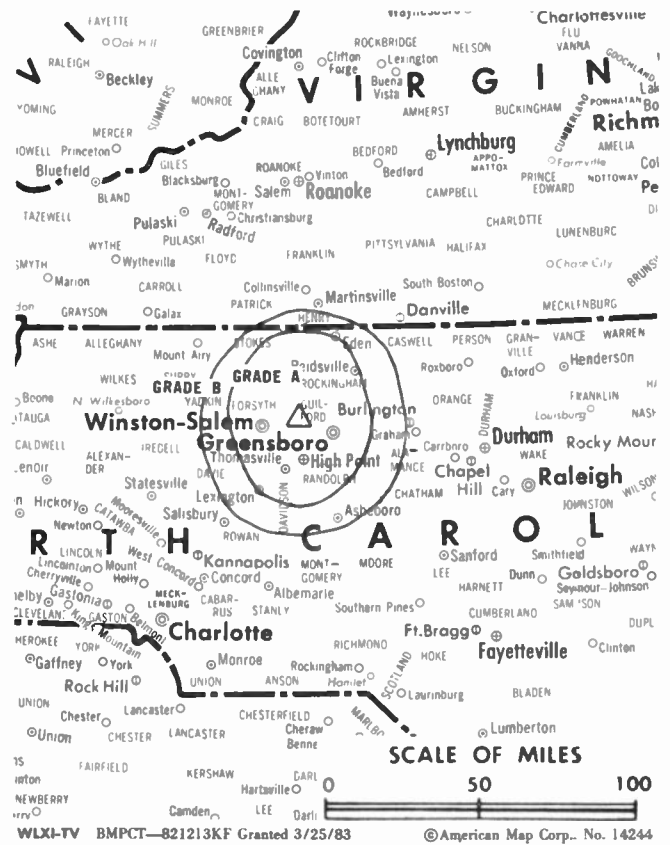
LARRY L. PATTON, general manager.

Highest 30 Sec. Rate: \$45.

City of License: Greensboro. ADI: Greensboro-Winston Salem-High Point. Rank: 49.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	NORTH CAROLINA			
Between 5-24%	Rockingham	33,600	33,300	99
Totals		33,600	33,300	99
Net Weekly Circulation (1990)			7,080	
Average Daily Circulation (1990)			2,500	



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Television & Cable Factbook

North Carolina—Winston-Salem-Greensboro-High Point

WNRW
Ch. 45

Network Service: Fox.

Licensee: Act III Bcstg. of North Carolina Inc., 3500 Myer-Lee Dr., Winston-Salem, NC 27101.

Studio: 3500 Myer-Lee Dr., Winston-Salem, NC 27101.

Telephone: 919-722-4545. **Fax:** 919-723-8217.

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: Pilot View, 4-meter C-band; AFC Ku-band; Scientific-Atlanta, M/A-Com receivers.

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: September 23, 1979. Sale to present owners by TVX Broadcast Group approved by FCC Dec. 17, 1986.

Represented (sales): Sektel Inc.

Represented (engineering): Lawrence Behr & Associates Inc.

Personnel:

DONITA TODD, vice president & general manager.

TONY HOLLOWAY, general sales manager.

JOEL KACZMAREK, national sales manager.

FRANK ARMSTRONG, director of broadcast operations.

WENDY BERNARD, program director.

VIKKI RIGGS, promotion director.

DIANE BEASLEY, business manager.

ED KASOVIC, chief engineer.

Highest 30 Sec. Rate: \$750.

City of License: Winston-Salem. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 49.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Forsyth	108,000	107,200	99
	Gulford	131,400	130,500	99
	Stokes	13,800	13,600	99
	Yadkin	11,600	11,500	99
Between 25-49%	NORTH CAROLINA			
	Alamance	40,800	40,500	99
	Caswell	7,400	7,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Davidson	47,300	46,800	99
	Davie	11,200	11,000	98
	Randolph	39,800	39,400	99
	Rockingham	33,600	33,300	99
	Surry	24,700	24,400	99
	Wilkes	23,900	23,500	99
	VIRGINIA			
Henry	28,500	28,200	99	
Patrick	6,600	6,500	98	
Between 5-24%	NORTH CAROLINA			
	Alexander	10,500	10,400	99
	Iredell	34,800	34,400	99
	Rowan	41,500	41,100	99
	VIRGINIA			
	Carroll	9,600	9,400	98
	Grayson	9,400	9,200	98
Halifax	12,300	12,100	98	
Pittsylvania	40,800	40,300	99	
Totals		687,500	680,600	99
Net Weekly Circulation (1990)			267,300	
Average Daily Circulation (1990)			106,300	

North Carolina—Greensboro-HighPoint & 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. Fax: 919-722-7685.

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 Mountain, 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.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

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:

REYNARD A. CORLEY, vice president & general manager.

REBECCA WALKER, general sales manager.

MICHAEL PULITZER JR., national sales manager.

HENRY L. HUNT, director of engineering.

ROGER L. BERGSON, news director.

PHYLLIS C. SHEFFIELD, program director.

ROBIN H. MORROW, business manager.

JAMES M. HART, marketing & promotion director.

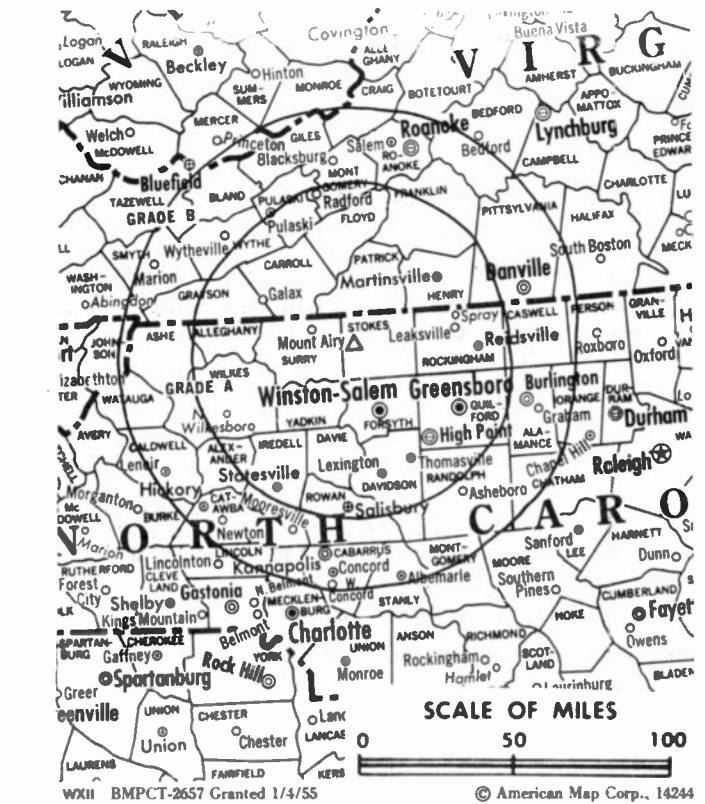
Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1305.

City of License: Winston-Salem. ADI: Greensboro-Winston Salem-High Point. Rank: 49.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Alamance	40,800	40,500	99
	Alleghany	4,000	3,900	97
	Caswell	7,400	7,300	99
	Davidson	47,300	46,800	99
	Davie	11,200	11,000	98
	Forsyth	108,000	107,200	99
	Guilford	131,400	130,500	99
	Iredell	34,800	34,400	99
	Randolph	39,800	39,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Rockingham	33,600	33,300	99	
	Rowan	41,500	41,100	99	
	Stokes	13,800	13,600	99	
	Surry	24,700	24,400	99	
	Wilkes	23,900	23,500	99	
	Yadkin	11,600	11,500	99	
	VIRGINIA				
Henry	28,500	28,200	99		
Patrick	6,600	6,500	98		
Pittsylvania	40,800	40,300	99		
Between 25-49%	NORTH CAROLINA				
	Alexander	10,500	10,400	99	
	Ashe	9,400	9,200	98	
	Montgomery	9,000	8,900	99	
	Stanly	20,100	19,900	99	
Watauga	13,000	12,800	98		
Between 5-24%	VIRGINIA				
	Carroll	9,600	9,400	98	
	Grayson	9,400	9,200	98	
	NORTH CAROLINA				
	Burke	29,700	29,400	99	
	Cabarrus	35,900	35,700	99	
	Caldwell	27,200	26,900	99	
	Chatham	14,600	14,400	99	
	Mitchell	5,500	5,400	98	
	Orange	34,700	34,200	98	
Person	11,400	11,300	99		
VIRGINIA	Bland	2,200	2,100	95	
	Franklin	13,400	13,200	99	
	Giles	6,300	6,200	98	
	Wythe	9,600	9,500	98	
	Totals		921,200	911,500	99
	Net Weekly Circulation (1990)				560,000
Average Daily Circulation (1990)				299,900	

North Carolina—Greenville-New Bern-Washington

WNCT-TV

Ch. 9

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. Fax: 919-756-5381.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1890-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"
Longitude 77° 23' 38"

Transmitter: Hwy. 118, 2.5-mi. E of Grifton.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.2-meter C-band; Comtech 3.8-meter C-band; AFC, 3.5-meter C-band; Winegard, 3.5-meter C-band; DX Antenna, 3.1-meter C-band; DX Antenna, M/A-Com, Scientific-Atlanta, Winegard receivers.

AM Affiliate: WNCT, 10-kw, 1070 kHz (CBS).

FM Affiliate: WNCT-FM, 100-kw, 107.9 MHz (No. 300), 1710-ft.

News Services: AP, CBS.

Ownership: Park Communications Inc. (Group Owner).

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.

JOHN FUSCO, general sales manager.

LUTHER GRIFFIN, regional sales manager.

BERTIE CARTWRIGHT, chief engineer.

ROY HARDEE, news director.

SHIRLEY DALE, program director.

WILLIAM MORRISETTE, business manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$943.

City of License: Greenville, ADI: Greenville-New Bern-Washington. Rank: 105.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Beaufort	16,900	16,700	99
	Bertie	7,600	7,400	97
	Carteret	21,400	21,100	99
	Chowan	5,400	5,300	98
	Craven	30,800	30,500	99
	Duplin	15,600	15,400	98
	Edgecombe	21,000	20,700	99
	Greene	5,400	5,300	98
	Halifax	20,000	19,600	98



WNCT-TV BPCT-5087 Granted 5/17/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Hyde	2,100	2,000	95
	Jones	3,200	3,200	100
	Lenoir	22,500	22,300	99
	Martin	9,600	9,500	99
	Onslow	39,400	39,100	99
	Pamlico	4,200	4,200	99
	Pitt	39,500	39,100	99
	Tyrrell	1,500	1,500	100
	Washington	5,200	5,100	98
	Wayne	36,500	36,000	99
	Wilson	24,400	24,100	99
Between 25-49%				
NORTH CAROLINA				
	Dare	8,900	8,700	98
	Hertford	8,400	8,300	99
	Nash	27,900	27,600	99
	Northampton	7,700	7,600	98
	Pender	9,900	9,700	98
Between 5-24%				
NORTH CAROLINA				
	Franklin	13,000	12,700	98
	Johnston	31,200	30,800	99
	New Hanover	47,000	46,600	99
	Pasquotank	11,200	11,000	99
	Perquimans	4,300	4,300	99
	Sampson	19,000	18,700	98
	Warren	5,900	5,800	98
Totals		526,600	519,900	99
Net Weekly Circulation (1990)				298,100
Average Daily Circulation (1990)				164,200

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: National Weather Wire.

Ownership: The Long Family Partnership.

Began Operation: February 14, 1968.

Represented (sales): Roslin Spot TV Sales.

Represented (legal): Walker, Bordelon, Hamlin, Theriot & Hardy.

Personnel:

THOMAS E. LONG, general manager.

JEFFREY B. LONG, station manager.

JAMES O. CARR, news director & sales manager.

JULIUS PHILLIPS, sports director.

LYNNE CRITCHER, traffic manager.

LOU ANNE KINCAID, assignment editor.

Highest 30 Sec. Rate: \$55.

City of License: Hickory. **ADI:** Charlotte. **Rank:** 31.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Burke	29,700	29,400	99
	Caldwell	27,200	26,900	99
	Catawba	45,300	45,000	99
Totals		102,200	101,300	99
Net Weekly Circulation (1990)			13,000	
Average Daily Circulation (1990)			3,100	

North Carolina—Lexington

WEJC

Ch. 20

Network Service: None, independent.

Grantee: Koinonia Broadcasting Inc., Rte. 1, Box 2020, Lexington, NC 27292.

Studio: Rte. 1, Box 2020, Lexington, NC 27292.

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-Corn receivers.

News Service: INN.

Ownership: Koinonia Broadcasting Inc.

Began Operation: April 2, 1986.

Represented (legal): Gammon & Grange.

Personnel:

WILLIAM P. REGISTER SR., president & general manager.

CARDIN HESSELTON, general sales manager.

STEVE ANDERSON, program director.

BILLY REGISTER, operations director.

ZANE DARNELL, chief engineer.

KEN RASH, business manager.

Highest 30 Sec. Rate: \$100.



WEJC BMPCT-850528KG Granted 7/23/85

© American Map Corp., No. 14244

Arbitron Data: Not available.

City of License: Lexington. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 49.

North Carolina—Morehead City

WFXI

Ch. 8

Network Service: Fox.

Licensee: Local Television Assoc. Inc., Box 2069, Morehead City, NC 28577.

Studio: No. One Television Pl., Hwy. 70 E, Morehead City, NC 28577.

Telephone: 919-240-0888. **TWX:** 62891991. **Fax:** 919-240-2028.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 817-ft. above av. terrain, 810-ft. above ground, 817-ft. above sea level.

Latitude 34° 52' 53"
Longitude 76° 30' 23"

Transmitter: Open Grounds Farm, approx. 5.5-mi. NW of Stacy.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Comtech, 5-meter Ku & C-band; Agile Omni receivers.

Ownership: Local Television Associates Inc.

Began Operation: November 6, 1989.

Represented (sales): Seltel Inc.

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

Represented (engineering): Lawrence Behr & Associates Inc.

Personnel:

LaRHE MARKHAM VESTAL, general manager.

GLENN ROSE, general sales manager.

RICK CARROLL, chief engineer.

ROBIN KATZ, program director.

DAVID ADCOCK, promotion director.

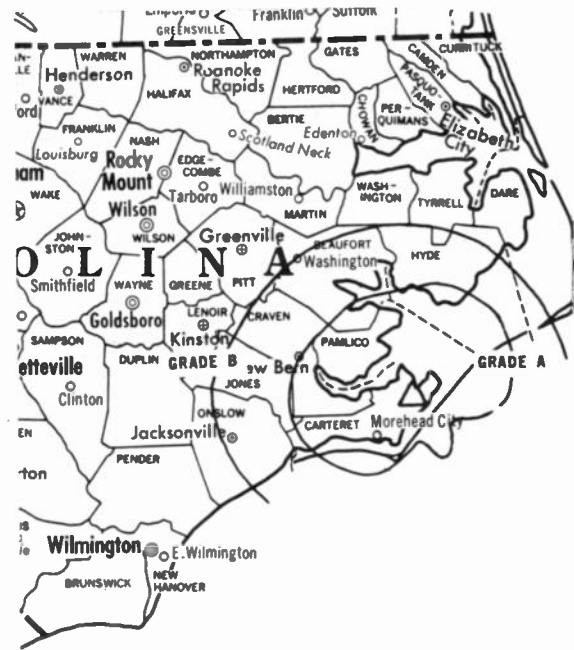
LAURETTA WHALEY, business manager.

Rates: On request.

City of License: Morehead City. **ADI:** Greenville-New Bern-Washington. **Rank:** 105.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NORTH CAROLINA Carteret	21,400	21,100	99
	NORTH CAROLINA Beaufort	16,900	16,700	99
Between 5-24%	Craven	30,800	30,500	99



Beach

SCALE OF MILES



WFXI BMPT-880907KF Granted 3/16/89

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Hyde	2,100	2,000	95
	Jones	3,200	3,200	100
	Onslow	39,400	39,100	99
	Pamlico	4,200	4,200	99
Totals		118,000	116,800	99
Net Weekly Circulation (1990)			24,500	
Average Daily Circulation (1990)			9,700	

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North Carolina—New Bern-Greenville-Washington

WCTI
Ch. 12

Network Service: ABC.

Licensee: Diversified Communications Inc.

Studio: 400 Glenburnie Dr., New Bern, NC 28561.

Mailing Address: Box 2325, New Bern, NC 28561.

Telephone: 919-638-1212. Fax: 919-637-4141.

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 Station: Transmit/receive ADM, 6.1-meter; Avcom receivers.

News Service: AP.

Ownership: Diversified Communications (Group Owner).

Began Operation: September 7, 1963. Sale to present owner by Heritage Bcstg. approved by FCC Feb. 24, 1986. Sale to Heritage by Makrite Communications Group approved by FCC June 7, 1983. Sale to Makrite 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:

ROBERT G. SALAT, vice president & general manager.
WILLIAM KNOWLES, station manager & news director.
ANDREW SHENKAN, general sales manager.
KEN HUGHES, chief engineer.
CAROLYN STEVENS, program director.
ROBERT GRAHAM, promotion director.
KEN TERRES, production manager.
THERESA DAILEY, business manager.
CAROLE BERGMAN, administrator.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$550.

City of License: New Bern. ADI: Greenville-New Bern-Washington. Rank: 105.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Beaufort	16,900	16,700	99
	Carteret	21,400	21,100	99
	Craven	30,800	30,500	99
	Duplin	15,600	15,400	98
	Greene	5,400	5,300	98



WCTI BPCT-3831 Granted 1/4/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hyde	2,100	2,000	95
	Jones	3,200	3,200	100
	Lenoir	22,500	22,300	99
	Martin	9,600	9,500	99
	Onslow	39,400	39,100	99
	Pamlico	4,200	4,200	99
	Pitt	39,500	39,100	99
	Washington	5,200	5,100	98
Between 25-49%	NORTH CAROLINA			
	Bertie	7,600	7,400	97
	Pender	9,900	9,700	98
	Tyrrell	1,500	1,500	100
Between 5-24%	NORTH CAROLINA			
	Bladen	11,500	11,300	98
	Chowan	5,400	5,300	98
	Dare	8,900	8,700	98
	Edgecombe	21,000	20,700	99
	Halifax	20,000	19,600	98
	Perquimans	4,300	4,300	99
	Sampson	19,000	18,700	98
	Wayne	36,500	36,000	99
Wilson	24,400	24,100	99	
Totals		385,800	380,800	99
Net Weekly Circulation (1990)			213,600	
Average Daily Circulation (1990)			127,600	

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.

Telephones: 919-821-2200; 919-682-8522. Fax: 919-836-1540.

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: 3.5-meter C-band; AFC, 3-meter Ku-band; Gardiner, M/A-Com, Microdyne receivers.

Ownership: TVX Broadcast Group (Group Owner).

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): Seitel Inc.

Represented (legal): McFadden, Evans & Sill.

Personnel:

LINDA COCHRAN, vice president & general manager.

BOB GALLE, general sales manager.

CHUCK WARD, local sales manager.

KATHY BENNETT, national sales manager.

DON INGRAM, chief engineer.

MEL HOUSE, director of programming.

BOBBY STONE, director of promotion.

DOUGLAS HAMILTON, business manager.

Rates: On request.

City of License: Raleigh. ADI: Raleigh-Durham. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Chatham	14,600	14,400	99
	Granville	13,000	12,800	98
	Harnett	24,100	23,800	99
	Johnston	31,200	30,800	99
	Lee	16,100	15,900	99
	Orange	34,700	34,200	98
	Person	11,400	11,300	99
	Vance	14,400	14,200	99
	Wake	152,400	151,000	99
Between 25-49%				
NORTH CAROLINA				
	Alamance	40,800	40,500	99
	Cumberland	88,400	87,500	99
	Durham	69,100	68,300	99
	Franklin	13,000	12,700	98
	Hoke	7,600	7,400	98
	Moore	24,000	23,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	Nash	27,900	27,600	99
	Sampson	19,000	18,700	98
	Wayne	36,500	36,000	99
	Wilson	24,400	24,100	99
Between 5-24%				
NORTH CAROLINA				
	Bladen	11,500	11,300	98
	Caswell	7,400	7,300	99
	Duplin	15,600	15,400	98
	Edgecombe	21,000	20,700	99
	Greene	5,400	5,300	98
	Lenoir	22,500	22,300	99
	Montgomery	9,000	8,900	99
	Randolph	39,800	39,400	99
	Robeson	36,100	35,400	98
	Warren	5,900	5,800	98
VIRGINIA				
	Mecklenburg	10,700	10,500	98
Totals		847,500	837,200	99
Net Weekly Circulation (1990)				351,000
Average Daily Circulation (1990)				146,300

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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. Fax: 919-790-6254.

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"

Holds CP for change to 1919-ft. above av. terrain, 1900-ft. above ground, 2215-ft. above sea level; lat. 35° 40' 35", long. 78° 32' 09", transmitter to 1.6-mi. SE of Auburn. BPCT-900518KM.

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-Corn receivers.

News Services: AP, NBC, UPI.

Ownership: Durham Life Bcstg. Inc.

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:

BOB BUTLER, executive vice president & general manager.

BOB WOLFE, station manager.

KAY CROWDER, general sales manager.

JESS SESSOMS, national sales manager.

LATHAM HAMNER, chief engineer.

KEVIN KELLY, news director.

BARBARA NICELY, promotion director.

BILL RAMSEY, production manager.

KEN DURHAM, business manager.

Highest 30 Sec. Rate: \$3200.

NETWORK BASE HOURLY RATE: \$800.

City of License: Durham. ADI: Raleigh-Durham. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Chatham	14,600	14,400	99
	Durham	69,100	68,300	99
	Franklin	13,000	12,700	98
	Granville	13,000	12,800	98
	Harnett	24,100	23,800	99



WPTF-TV BPCT-900518KM Granted 7/20/90

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Johnston	31,200	30,800	99
	Lee	16,100	15,900	99
	Orange	34,700	34,200	98
	Person	11,400	11,300	99
	Vance	14,400	14,200	99
	Wake	152,400	151,000	99
NORTH CAROLINA				
Between 25-49%	Alamance	40,800	40,500	99
	Cumberland	88,400	87,500	99
	Moore	24,000	23,700	99
	Nash	27,900	27,600	99
	Scotland	12,100	11,900	98
	Warren	5,900	5,800	98
	Wayne	36,500	36,000	99
	Wilson	24,400	24,100	99
VIRGINIA				
	Mecklenburg	10,700	10,500	98
NORTH CAROLINA				
Between 5-24%	Caswell	7,400	7,300	99
	Edgecombe	21,000	20,700	99
	Greene	5,400	5,300	98
	Hoke	7,600	7,400	98
	Montgomery	9,000	8,900	99
	Sampson	19,000	18,700	98
Totals		734,100	725,300	99
Net Weekly Circulation (1990)			400,500	
Average Daily Circulation (1990)			174,300	

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. Fax: 919-821-8554.

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"

Holds CP for change to 1981-ft. above av. terrain, 1965-ft. above ground, 2280-ft. above sea level. BPCT-900507KH.

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; 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, CNN, Conus, UPI.

Ownership: Capitol Broadcasting Co. Inc. (Group Owner).

Began Operation: December 15, 1956.

Represented (sales): TeleRep Inc.

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.
LAURA STILLMAN, local sales manager.
DOUG MINOR, national sales manager.
WILBUR BRANN, manager of engineering.
JIM GRIFFIN, program manager.
CINDY SINK, promotion director.
CATHYRN CARTER, business manager.
WALTYE RASULALA, public affairs manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$1575.

City of License: Raleigh. ADI: Raleigh-Durham. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Chatham	14,600	14,400	99
	Cumberland	88,400	87,500	99
	Durham	69,100	68,300	99
	Edgecombe	21,000	20,700	99
	Franklin	13,000	12,700	98
	Granville	13,000	12,800	98
	Halifax	20,000	19,600	98
	Harnett	24,100	23,800	99
	Hoke	7,600	7,400	98
	Johnston	31,200	30,800	99
	Lee	16,100	15,900	99
	Moore	24,000	23,700	99
	Nash	27,900	27,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Northampton	7,700	7,600	98
	Orange	34,700	34,200	98
	Person	11,400	11,300	99
	Robeson	36,100	35,400	98
	Sampson	19,000	18,700	98
	Scotland	12,100	11,900	98
	Vance	14,400	14,200	99
	Wake	152,400	151,000	99
	Warren	5,900	5,800	98
	Wayne	36,500	36,000	99
	Wilson	24,400	24,100	99
VIRGINIA				
	Mecklenburg	10,700	10,500	98
NORTH CAROLINA				
Between 25-49%				
	Alamance	40,800	40,500	99
	Bladen	11,500	11,300	98
	Duplin	15,600	15,400	98
	Greene	5,400	5,300	98
	Hertford	8,400	8,300	99
	Lenoir	22,500	22,300	99
	Martin	9,600	9,500	99
VIRGINIA				
	Halifax	12,300	12,100	98
NORTH CAROLINA				
Between 5-24%				
	Bertie	7,600	7,400	97
	Caswell	7,400	7,300	99
	Columbus	19,400	19,100	98
	Montgomery	9,000	8,900	99
	New Hanover	47,000	46,600	99
(Continued on page A-850)				
Totals		1,073,000	1,059,700	99
Net Weekly Circulation (1990)				694,800
Average Daily Circulation (1990)				411,200

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.

Fayetteville Office: 225 Green St., Fayetteville, NC 28301.

Raleigh Office: 411 Fayetteville St. Mall, Box 1950, Raleigh, NC 27602.

Mailing Address: Box 2009, Durham, NC 27702.

Telephones: 919-683-1111, Durham; 919-323-5883, Fayetteville.

TWX: 510-927-1810. Fax: 919-682-7476.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: Circularly polarized, 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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, C-band; Harris, 9.1-meter C-band; Avantek, Harris receivers.

SNG Mobile Dish: Andrew, 3.7-meter Ku-band.

News Services: AP, UPI.

Ownership: Capital Cities/ABC Inc. (Group Owner).

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): Wimer, Cutler & Pickering.

Represented (engineering): Moffet, Larson & Johnson, P.C.

Personnel:

TIMOTHY BENNETT, president & general manager.

DENIS J. O'CONNOR, general sales manager.

JON L. MILLER, director of programming.

JANICE CRUMP, community relations manager.

CURTIS MEREDITH, chief engineer.

WILLIAM HIGGS, business manager.

MARIE BROWN, sales service manager.

Rates: On request.

City of License: Durham. ADI: Raleigh-Durham. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	NORTH CAROLINA			
	Chatham	14,600	14,400	99
	Cumberland	88,400	87,500	99
	Durham	69,100	68,300	99
	Edgecombe	21,000	20,700	99
	Franklin	13,000	12,700	98
	Granville	13,000	12,800	98
	Greene	5,400	5,300	98
	Halifax	20,000	19,600	98
	Harnett	24,100	23,800	99
	Hoke	7,600	7,400	98
	Johnston	31,200	30,800	99
	Lee	16,100	15,900	99
	Moore	24,000	23,700	99
	Nash	27,900	27,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	VIRGINIA			
	Mecklenburg	10,700	10,500	98
Between 25-49%				
	NORTH CAROLINA			
	Alamance	40,800	40,500	99
	Bladen	11,500	11,300	98
	Duplin	15,600	15,400	98
	Northampton	7,700	7,600	98
	Robeson	36,100	35,400	98
Between 5-24%				
	NORTH CAROLINA			
	Bertie	7,600	7,400	97
	Brunswick	19,600	19,300	98
	Caswell	7,400	7,300	99
	Columbus	19,400	19,100	98
	Lenoir	22,500	22,300	99
	Martin	9,600	9,500	99
	Montgomery	9,000	8,900	99
	New Hanover	47,000	46,600	99
	Onslow	39,400	39,100	99
	Pender	9,900	9,700	98
(Continued on page A-850)				
Totals		1,111,700	1,097,900	99
Net Weekly Circulation (1990)				674,300
Average Daily Circulation (1990)				398,600

North Carolina—Rocky Mount

WFXB

Ch. 47

Network Service: None, Independent.

Grantee: Family Bcstg. Enterprises, Box 4750, Rocky Mount, NC 27802.

Studio: 126 N. Washington St., Rocky Mount, NC 27801.

Telephone: 919-985-2447. **Fax:** 919-985-1447.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 2500-kw max. visual, 250-kw aural. Antenna: 610-ft. above av. terrain, 610-ft. above ground, 702-ft. above sea level.

Latitude	35°	48'	40"
Longitude	77°	44'	33"

Transmitter: Temperance Hall Community, intersection of State Rds. 1124 & 1003.

Satellite Earth Stations: Microdyne, 4-meter Ku & C-band; General Instrument, 3-meter C-band; Agile Omni, General Instrument, Microdyne receivers.

Ownership: Family Bcstg. Enterprises.

Began Operation: July 5, 1989.

Represented (sales): Landin Media Sales.

Represented (legal): Mitchell, Fielstra & Associates, P.C.

Personnel:

BOB PELLETIER, general manager.

G. C. HUGHES, local sales manager & marketing director.

LUCILLE GARRETT, news director.

SUZANNE LYNN, program director.

KEVIN DAVIS, promotion director.

Rates: On request.



Arbitron Data: Not available.

City of License: Rocky Mount. **ADI:** Raleigh-Durham. **Rank:** 33.

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: Scientific-Atlanta, 7-meter; Harris, 6-meter; Harris, 3-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: American Family Corp. (Group Owner).

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.

JEANETTE LECROY, national sales manager.

HELEN S. JACKSON, national sales coordinator.

AL MANNING, chief engineer.

CHRIS McDANIEL, news director.

MICHAEL RIDDLE, program director.

FRANCES W. WILLIAMS, business manager.

DEAN LEIPSNER, promotion director.

Rates: On request.

City of License: Washington. ADI: Greenville-New Bern-Washington. Rank: 105.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Beaufort	16,900	16,700	99
	Bertie	7,600	7,400	97
	Carteret	21,400	21,100	99
	Chowan	5,400	5,300	98
	Craven	30,800	30,500	99
	Dare	8,900	8,700	98
	Duplin	15,600	15,400	98
	Edgecombe	21,000	20,700	99
	Greene	5,400	5,300	98
	Halifax	20,000	19,600	98
	Hyde	2,100	2,000	95



WITN-TV BMPCT-790131 LN Granted 8/30/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jones	3,200	3,200	100
	Lenoir	22,500	22,300	99
	Martin	9,600	9,500	99
	Nash	27,900	27,600	99
	Northampton	7,700	7,600	98
	Onslow	39,400	39,100	99
	Pamlico	4,200	4,200	99
	Pitt	39,500	39,100	99
	Tyrrell	1,500	1,500	100
	Washington	5,200	5,100	98
Between 25-49%	Wayne	36,500	36,000	99
	Wilson	24,400	24,100	99
	NORTH CAROLINA			
	Franklin	13,000	12,700	98
Between 5-24%	Hertford	8,400	8,300	99
	Johnston	31,200	30,800	99
	Warren	5,900	5,800	98
	NORTH CAROLINA			
Between 5-24%	Camden	2,100	2,100	100
	Currituck	5,600	5,500	98
	Granville	13,000	12,800	98
	Pasquotank	11,200	11,000	99
	Pender	9,900	9,700	98
	Perquimans	4,300	4,300	99
	Sampson	19,000	18,700	98
Vance	14,400	14,200	99	
Totals		514,700	507,900	99
Net Weekly Circulation (1990)				355,900
Average Daily Circulation (1990)				205,100

North Carolina—Wilmington

WECT
Ch. 6

Network Service: NBC.

Licensee: Atlantic Telecasting Corp., 322 Shipyard Blvd., Wilmington, NC 28403.

Studio: 322 Shipyard Blvd., Wilmington, NC 28403.

Mailing Address: Box 4029, Wilmington, NC 28406.

Telephone: 919-791-8070. TWX: 510-937-0314.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1930-ft. above av. terrain, 2000-ft. above ground, 2055-ft. above sea level.

Latitude 34° 34' 32"
Longitude 78° 26' 13"

Transmitter: State Hwy. 53, 1.1-mi. SE of Singletary Lake, Colly Twp.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter; Prodelin, 5-meter; Harris, 3-meter; Harris, Pinzone receivers.

News Services: AP, Conus, NBC.

Ownership: News Press & Gazette Co. (Group Owner).

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): Dow, Lohnes & Albertson.

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

Personnel:

ROBERT B. BEALL, vice president & general manager.
HARVEY HUTCHINSON, general sales manager.
WAYNE TINER, chief engineer.
RAEFORD BROWN, news director.
DIANE LOMAX, program director.
TOM CHEATHAM, production manager.

Rates: On request.

City of License: Wilmington. ADI: Wilmington. Rank: 146.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Bladen	11,500	11,300	98
	Brunswick	19,600	19,300	98
	Columbus	19,400	19,100	98
	Cumberland	88,400	87,500	99
	Duplin	15,600	15,400	98
	Hoke	7,600	7,400	98
	New Hanover	47,000	46,600	99
	Pender	9,900	9,700	98
	Richmond	18,100	17,900	99
	Robeson	36,100	35,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sampson	19,000	18,700	98
	Scotland	12,100	11,900	98
	SOUTH CAROLINA			
	Dillon	10,700	10,500	98
Between 25-49%	Horry	53,900	53,000	98
	Marion	12,200	11,900	98
	NORTH CAROLINA			
	Moore	24,000	23,700	99
Between 5-24%	Onslow	39,400	39,100	99
	SOUTH CAROLINA			
	Marlboro	10,800	10,600	98
	NORTH CAROLINA			
Totals	Franklin	13,000	12,700	98
	Harnett	24,100	23,800	99
	Johnston	31,200	30,800	99
	Jones	3,200	3,200	100
	Lee	16,100	15,900	99
	Lenoir	22,500	22,300	99
	Wayne	36,500	36,000	99
SOUTH CAROLINA				
Florence	43,300	42,700	99	
Georgetown	17,500	17,200	98	
Net Weekly Circulation (1990)		662,700	653,600	99
Average Daily Circulation (1990)				352,200
				193,200

North Carolina—Wilmington

WJKA

Ch. 26

Network Service: CBS.

Licensee: Wilmington Telecasters Inc., 1926 Oleander Drive, Wilmington, NC 28403.

Studio: 1926 Oleander Drive, Wilmington, NC 28403.

Mailing Address: Box 2626, Wilmington, NC 28403.

Telephone: 919-343-8826. **Fax:** 919-251-0978.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 4325-kw max. visual, 432.5-kw max. aural. Antenna: 1641-ft. above av. terrain, 1629-ft. above ground, 1689-ft. above sea level.

Latitude 34° 07' 51"
Longitude 78° 11' 16"

Transmitter: 5-mi. NNW of Bolivia on Lewis Swamp Rd.

Satellite Earth Stations: Transmit/receive Microdyne, 7-meter; Scientific-Atlanta, 6.2-meter; Harris, 4.7-meter; Harris, 3.7-meter; Harris, M/A-Corn, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Katherine R. Everett & Robinson O. Everett (Group Owners).

Began Operation: September 24, 1984.

Represented (sales): Settel 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.

CARL BAHNER, chief engineer.

LIZ BOWMAN, program & promotion director.

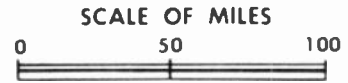
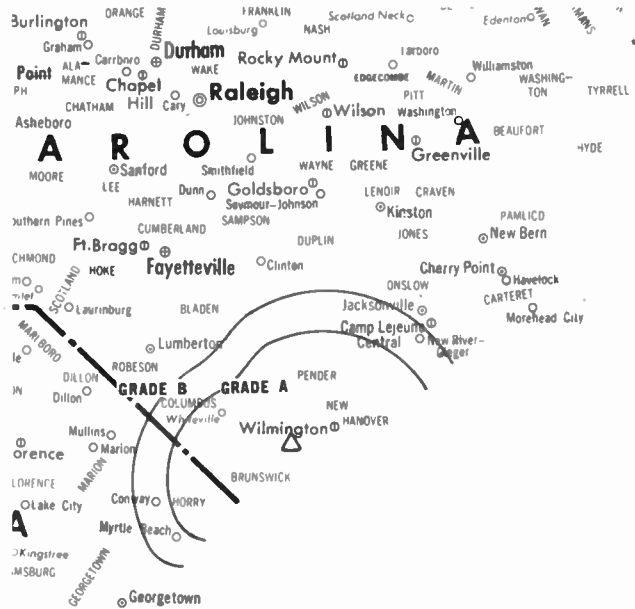
CLARA DITTMER, office manager.

Highest 30 Sec. Rate: \$600.

City of License: Wilmington. **ADI:** Wilmington. **Rank:** 146.

Total Households: ©MSI Consumer Market Data as of 1/1/90. **TV Homes, TV% and Circulation** ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA Brunswick	19,600	19,300	98



WJKA BLCT—841009KW Granted 3/28/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	New Hanover	47,000	46,600	99
	Pender	9,900	9,700	98
Between 25-49%	NORTH CAROLINA Columbus	19,400	19,100	98
	NORTH CAROLINA Bladen	11,500	11,300	98
Between 5-24%	SOUTH CAROLINA Horry	53,900	53,000	98
	Totals	161,300	159,000	99
Net Weekly Circulation (1990)			71,900	
Average Daily Circulation (1990)			33,300	

North Carolina—Wilmington

WWAY

Ch. 3

Network Service: ABC.

Licensee: 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; Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.2-meter Ku-band; Avartek, M/A-Corn, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Adams Communications (Group Owner).

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. Note: Left air temporarily Jan. 24, 1981 when plane collided with tower (Vol. 21:5). Sale to Adams TV approved July 11, 1988.

Represented (sales): Blair Television.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Personnel:

J. A. SCHLEGEL, president & general manager.
STELLA SHELTON, news director.
RANSOM BENFIELD, production manager.
GINA HORNE, business manager.
ART BANNON, promotion director.
ELLIOT HUNTER, chief engineer.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$600.

City of License: Wilmington. ADI: Wilmington. Rank: 146.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Bladen	11,500	11,300	98
	Brunswick	19,600	19,300	98
	Columbus	19,400	19,100	98



WWAY BPCT—841213K1 Granted 1/30/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	New Hanover	47,000	46,600	99
	Pender	9,900	9,700	98
	SOUTH CAROLINA			
	Horry	53,900	53,000	98
Between 25-49%	NORTH CAROLINA			
	Duplin	15,600	15,400	98
	Onslow	39,400	39,100	99
	Robeson	36,100	35,400	98
	Sampson	19,000	18,700	98
Between 5-24%	NORTH CAROLINA			
	Hoke	7,600	7,400	98
	SOUTH CAROLINA			
	Dillon	10,700	10,500	98
	Georgetown	17,500	17,200	98
	Marion	12,200	11,900	98
Marlboro	10,800	10,600	98	
Totals		330,200	325,200	98
Net Weekly Circulation (1990)			198,600	
Average Daily Circulation (1990)			106,400	

North Carolina

WBTV, Charlotte (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NORTH CAROLINA			
	Transylvania	10,400	10,300	99
	Yadkin	11,600	11,500	99
	Yancey	6,000	5,800	97
	SOUTH CAROLINA			
	Fairfield	7,000	6,800	98
	Kershaw	16,700	16,400	98
	Marlboro	10,800	10,600	98
	Newberry	12,700	12,500	98
	TENNESSEE			
	Johnson	5,600	5,500	98
	VIRGINIA			
Carroll	9,600	9,400	98	
Grayson	9,400	9,200	98	

WFMY-TV, Greensboro-High Point & Winston-Salem (Arbitron Data Continued)

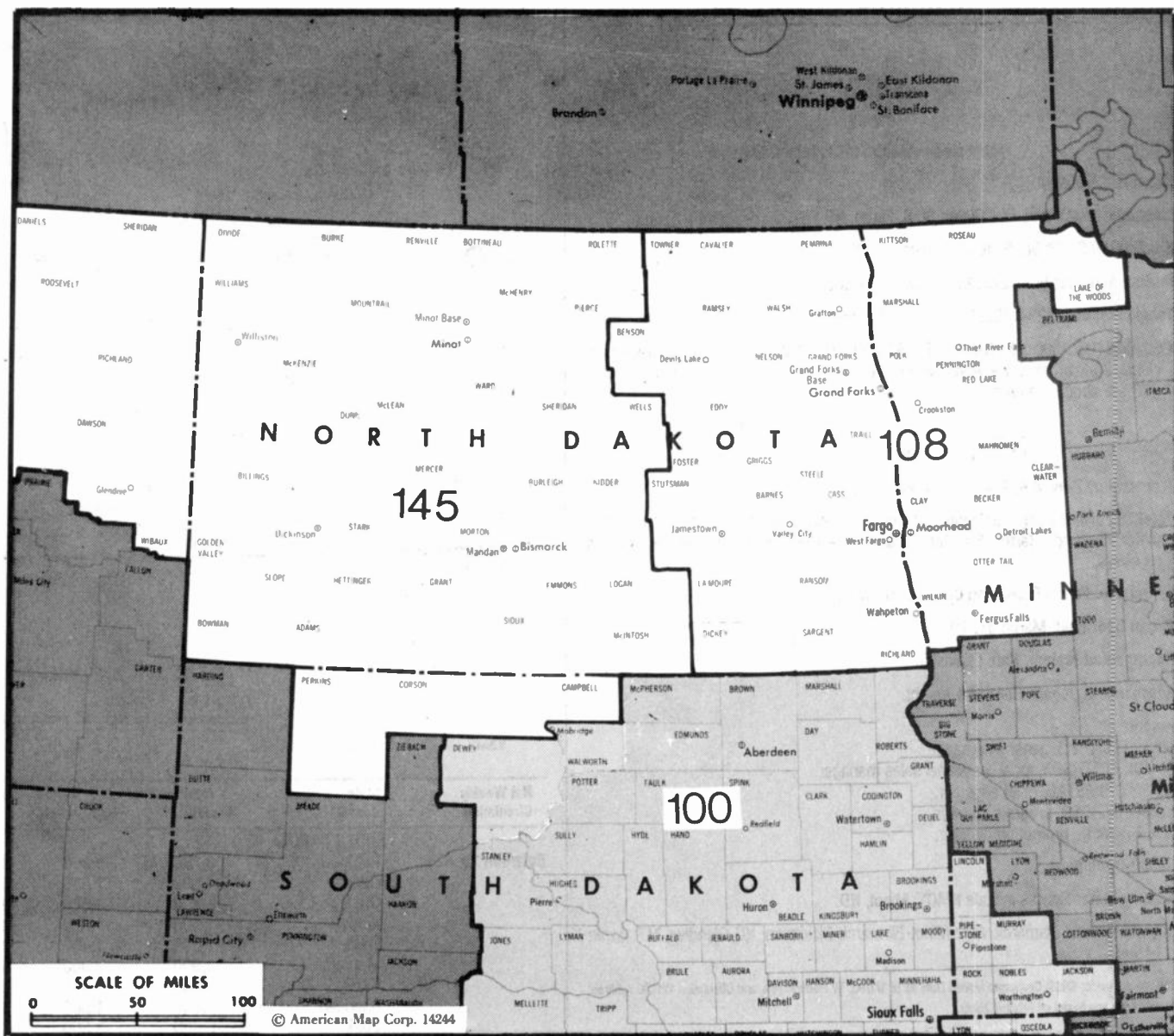
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NORTH CAROLINA			
	Richmond	18,100	17,900	99
	Vance	14,400	14,200	99
	Watauga	13,000	12,800	98
	VIRGINIA			
	Charlotte	4,000	3,900	98
	Floyd	4,600	4,500	98
	Franklin	13,400	13,200	99
	Halifax	12,300	12,100	98

WRAL-TV, Raleigh-Durham (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NORTH CAROLINA			
	Onslow	39,400	39,100	99
	Pender	9,900	9,700	98
	Pitt	39,500	39,100	99
	Richmond	18,100	17,900	99
	VIRGINIA			
	Brunswick	5,100	5,000	98
	Greensville	5,000	4,900	98
	Lunenburg	4,200	4,100	98

WTVD, Durham-Raleigh-Fayetteville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NORTH CAROLINA			
	Pitt	39,500	39,100	99
	Randolph	39,800	39,400	99
	SOUTH CAROLINA			
	Marlboro	10,800	10,600	98
	VIRGINIA			
	Brunswick	5,100	5,000	98
	Halifax	12,300	12,100	98
	Lunenburg	4,200	4,100	98



Market	Arbitron A/DI TV Households	Rank	Market Area Commercial TV Stations
Sioux Falls-Mitchell, SD	235,900	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	218,000	108	KBRR (10), KJRR (7), KNRR (12), KTHI-TV (11), KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Minot-Bismarck-Dickinson, ND, Glendive, MT	144,600	145	KBMY (17), KFYZ-TV (5), KMCY (14), KMOT (10), KQCD-TV (7), KUMV-TV (8), KXGN-TV (5), 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, 1990

	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. Fax: 701-258-0886.

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: Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Harris, 3-meter C-band; M/A-Corn, Standard Communications receivers.

Ownership: Forum Publishing Co. (Group Owner).

Began Operation: March 31, 1985.

Represented (sales): Katz Television.

Represented (legal): Holland & Knight.

Personnel:

MARK PRATHER, general manager.

CHUCK PETERSON, local & national sales manager.

JERRY GRIMSTAD, chief engineer.

SUSAN J. EIDER, program director.

BOB PROWSE, promotion director.

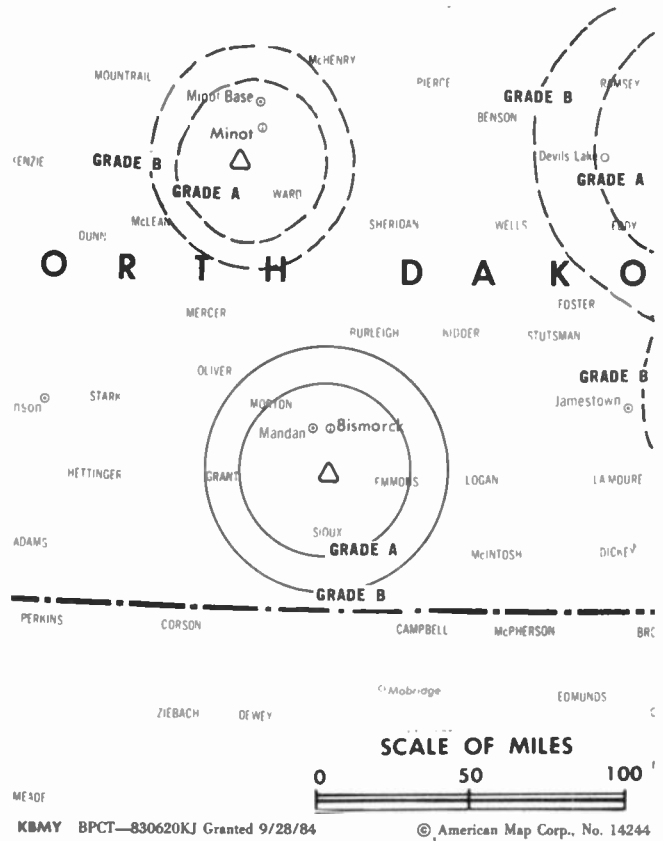
Rates: On request.

Arbitron Data: Figures include KMCY, Minot, ND.

City of License: Bismarck. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH DAKOTA				
	Burleigh	23,600	23,400	99
	Emmons	2,000	2,000	100
	Mc Henry	2,800	2,800	100
	Mc Lean	4,500	4,400	98
	Mercer	5,200	5,100	98
	Morton	9,800	9,700	99
	Renville	1,400	1,400	100
	Ward	21,800	21,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
NORTH DAKOTA				
	Bottineau	3,200	3,200	100
	Dunn	1,600	1,600	100
	Grant	1,500	1,500	100
	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Mountrail	2,900	2,900	100
	Oliver	800	800	100
	Sheridan	1,000	1,000	100
	Stark	8,600	8,500	99
Between 5-24%				
NORTH DAKOTA				
	Burke	1,400	1,400	100
	Hettinger	1,500	1,500	100
	Mc Intosh	1,900	1,900	100
	Pierce	2,000	2,000	100
	Sioux	900	900	100
SOUTH DAKOTA				
	Corson	1,500	1,400	93
Totals		102,500	101,600	99
Net Weekly Circulation (1990)				60,000
Average Daily Circulation (1990)				28,000

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 N. 4th St., Bismarck, ND 58501.

Telephone: 701-255-5757. Fax: 701-255-4921.

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; Simulcast Ku & C-band; Comsat, Harris, Scientific-Atlanta, Standard Components receivers.

AM Affiliate: KFYR, 5-kw, 550 kHz (ABC).

FM Affiliate: KYYY, 100-kw, 92.9 MHz (No. 225), 1402-ft.

News Services: Agri-data, AP, NBC, Sports News Satellite.

Ownership: Meyer Broadcasting Co. (Group Owner).

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:

JUDITH JOHNSON, president & chief executive officer.

TOM BARR, general manager.

JIM SANDE, operations & programming manager.

PENNY BORG, 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.

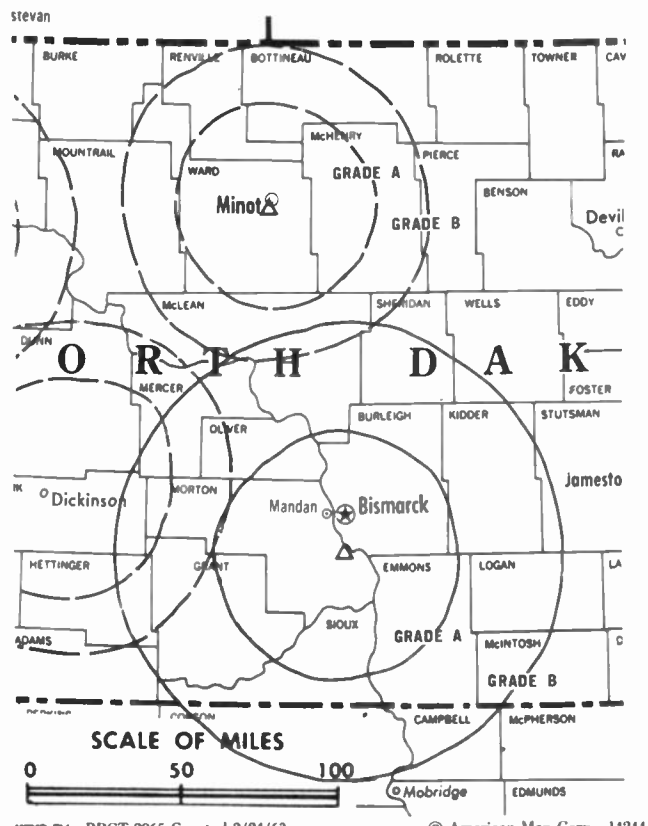
Highest 30 Sec. Rate: \$550.

Rates: Include KQCD-TV, Dickinson; KMOT, Minot & KUMV-TV, Williston, ND.

City of License: Bismarck. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH DAKOTA				
50% & Over	Burleigh	23,600	23,400	99
	Emmons	2,000	2,000	100
	Grant	1,500	1,500	100
	Hettinger	1,500	1,500	100
	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Mc Intosh	1,900	1,900	100
	Mc Lean	4,500	4,400	98
	Mercer	5,200	5,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Morton	9,800	9,700	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%	SOUTH DAKOTA			
	Dewey	1,500	1,400	93
	Mc Pherson	1,500	1,500	100
	Perkins	1,800	1,700	94
Between 5-24%	NORTH DAKOTA			
	Benson	2,500	2,400	96
	Bowman	1,600	1,600	100
	Dickey	2,500	2,500	100
	Eddy	1,300	1,300	100
	Foster	1,600	1,600	100
	La Moure	2,300	2,300	100
	Stark	8,600	8,500	99
	Stutsman	9,300	9,200	99
	Wells	2,700	2,700	100
Totals		97,500	96,300	99
Net Weekly Circulation (1990)			58,900	
Average Daily Circulation (1990)			41,200	

There is no more visible place for your advertising message than the pages of the **Television & Cable Factbook**

North Dakota—Bismarck

KXMB-TV

Ch. 12

(Satellite of KXMC-TV, Minot, ND)

Network Service: CBS.

Licensee: Reiten Television Company Inc., Box 1617, Bismarck, ND 58502.

Studio: 1811 North 15, Bismarck, ND 58501.

Telephone: 701-223-9197. Fax: 701-223-3320.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1580-ft. above av. terrain, 1204-ft. above ground, 3449-ft. above sea level.

Latitude 46° 35' 17"
Longitude 100° 48' 26"

Transmitter: 5-mi. E & 2-mi. S of St. Anthony.

Satellite Earth Stations: In operation; M/A-Com receivers.

News Services: AP, CBS.

Ownership: Reiten Television (Group Owner).

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): Katz Television.

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

Personnel:

JOHN VON REUDEN, manager.

DAVID REITEN, national sales manager.

TIM J. REITEN, news director.

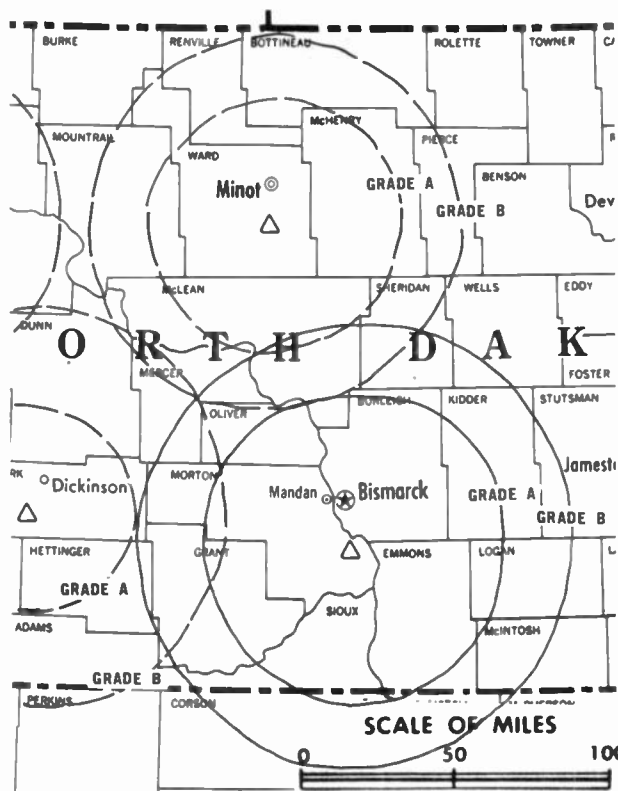
ROCKY HEFTY, chief engineer.

Rates: Sold with KXMC-TV, Minot; KXMD-TV, Williston & KXMA-TV, Dickinson, ND.

City of License: Bismarck. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Burleigh	23,600	23,400	99
	Emmons	2,000	2,000	100
	Grant	1,500	1,500	100
	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Mc Intosh	1,900	1,900	100
	Morton	9,800	9,700	99
	Oliver	800	800	100
	Sioux	900	900	100
	SOUTH DAKOTA			
	Campbell	800	800	100
	Between 25-49%	NORTH DAKOTA		
Hettinger	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	%
Between 25-49%	Mc Lean	4,500	4,400	98
	Mercer	5,200	5,100	98
	SOUTH DAKOTA			
	Corson	1,500	1,400	93
	Dewey	1,500	1,400	93
Between 5-24%	Perkins	1,800	1,700	94
	Walworth	2,700	2,600	96
	NORTH DAKOTA			
	Adams	1,300	1,300	100
	Eddy	1,300	1,300	100
	Foster	1,600	1,600	100
	Mc Henry	2,800	2,800	100
	Sheridan	1,000	1,000	100
	Stutsman	9,300	9,200	99
	Wells	2,700	2,700	100
SOUTH DAKOTA				
Edmunds	1,800	1,800	100	
Mc Pherson	1,500	1,500	100	
Totals		85,900	84,900	99
Net Weekly Circulation (1990)				48,700
Average Daily Circulation (1990)				27,300

North Dakota—Devils Lake-Grand Forks

WDAZ-TV

Ch. 8

(Satellite of WDAY-TV, Fargo, ND)

Network Service: ABC.

Licensee: WDAY Inc., 301 S. 8th St., Fargo, ND 58108.

Studio: See WDAY-TV, Fargo.

Telephone: 701-775-2500. Fax: 701-746-4507.

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. (Group Owner).

Began Operation: February 8, 1967.

Represented (sales): Katz Television.

Represented (legal): Holland & Knight.

Personnel:

ROBERT KERR, station manager.

JACK EISENGIMMER, local sales manager.

CHUCK BUNDLIE, news director.

JULIA SPICER, promotion director.

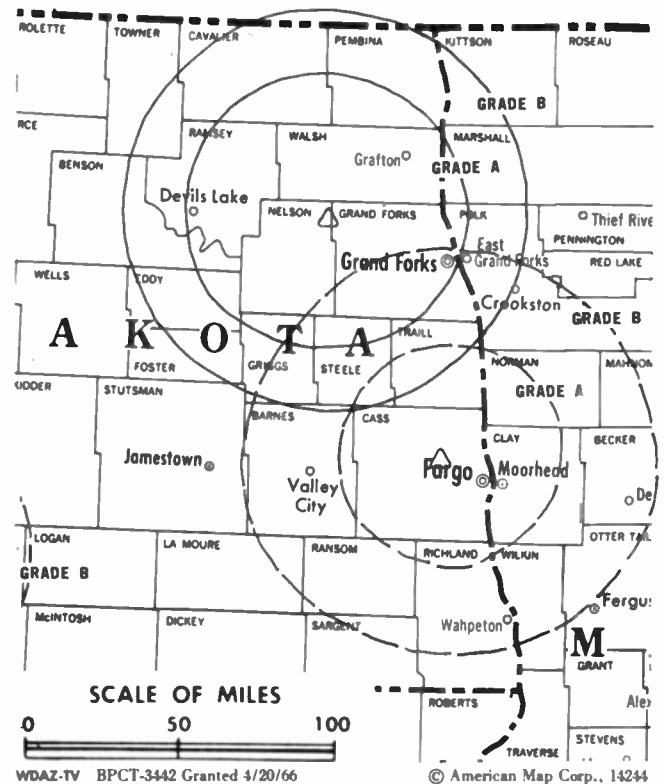
DENNIS CLEMENSON, chief engineer.

Rates: Sold in combination with WDAY-TV, Fargo, ND. Separate rates available on request.

City of License: Devils Lake. ADI: Fargo. Rank: 108.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Kittson	2,400	2,300	96
	Lake Of The Woods	1,500	1,400	93
	Marshall	4,500	4,400	98
	Pennington	5,600	5,500	98
	Polk	12,500	12,300	98
	Roseau	5,000	4,700	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
	Grand Forks	24,700	24,500	99
	Nelson	2,000	2,000	100
	Pembina	3,800	3,700	97
	Ramsey	5,100	5,000	98
	Rolette	3,800	3,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Towner	1,600	1,600	100
	Walsh	5,700	5,600	98
	Wells	2,700	2,700	100
MINNESOTA				
Between 25-49%	Red Lake	1,800	1,800	100
NORTH DAKOTA				
	Griggs	1,400	1,400	100
	Pierce	2,000	2,000	100
	Traill	3,500	3,500	100
NORTH DAKOTA				
Between 5-24%	Bottineau	3,200	3,200	100
	Mc Henry	2,800	2,800	100
Totals		103,600	101,900	98
Net Weekly Circulation (1990)				75,000
Average Daily Circulation (1990)				48,300

THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS

Call Lynn Levine or Nancy Cramer
202-872-9200

North Dakota—Dickinson

KXMA-TV

Ch. 2

Network Service: CBS.

Licensee: Reiten Television Company Inc., Drawer B, Dickinson, ND 58602.

Studio: 119 Second Ave. W, Dickinson, ND 58601.

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.

Ownership: Reiten Television (Group Owner).

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): Katz Television.

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

Personnel:

CHARLES TIBOR, general manager.

KEITH TYSVER, chief engineer.

DAVID REITEN, national sales manager.

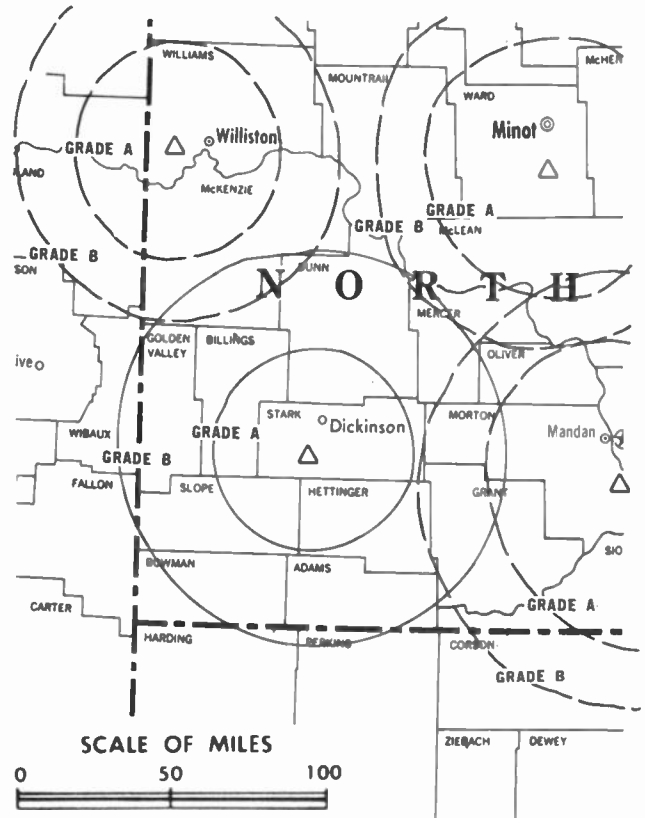
Highest 30 Sec. Rate: \$35.

NETWORK BASE HOURLY RATE: \$100.

City of License: Dickinson. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Adams	1,300	1,300	100
	Billings	400	400	100
	Bowman	1,600	1,600	100
	Dunn	1,600	1,600	100
	Golden Valley	900	900	100
	Hettinger	1,500	1,500	100



KXMA-TV BPCT—3391 Granted 3/16/65

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Slope	400	400	100
	Stark	8,600	8,500	99
Between 5-24%	MONTANA			
	Carter	600	600	100
	Wibaux	500	500	100
	NORTH DAKOTA			
	Grant	1,500	1,500	100
	Mercer	5,200	5,100	98
	SOUTH DAKOTA			
	Corson	1,500	1,400	93
Perkins	1,800	1,700	94	
Totals		27,400	27,000	99
Net Weekly Circulation (1990)			13,000	
Average Daily Circulation (1990)			7,000	

North Dakota—Dickinson

KQCD-TV

Ch. 7

(Satellite of KFVR-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: 282-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; Standard Communications receivers.

News Services: Agri-data, AP, NBC.

Ownership: Meyer Broadcasting Co. (Group Owner).

Began Operation: July 28, 1980.

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

JUDITH JOHNSON, president & chief executive officer (Bismarck).

TOM BARR, general manager (Bismarck).

SUSAN RYDBERG, manager.

RON ZENOR, chief engineer.

TOM ACKERMAN, news director.

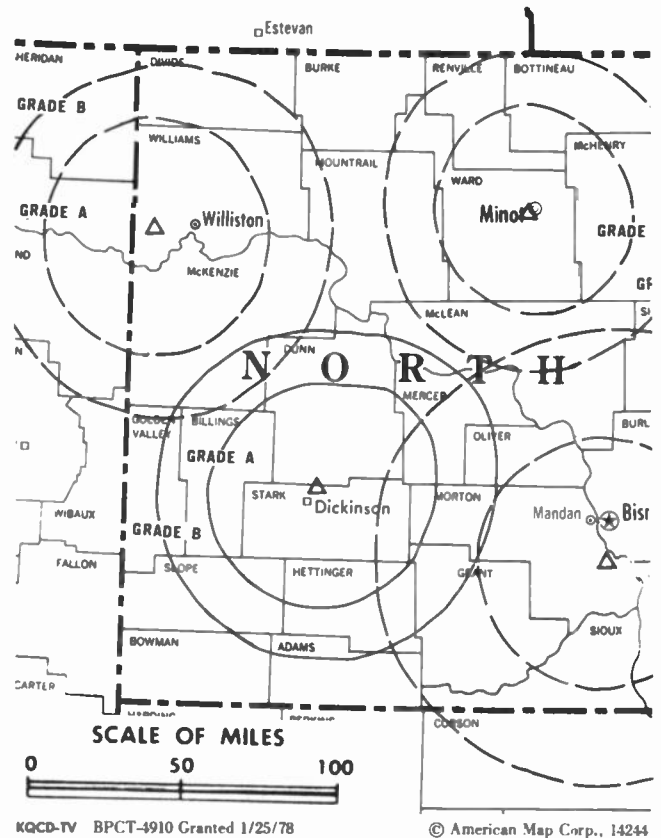
JOE HETZEL, program director.

Rates: Sold in combination with KFVR-TV, Bismarck.

City of License: Dickinson. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Wibaux	500	500	100
	NORTH DAKOTA			
	Adams	1,300	1,300	100
	Billings	400	400	100
	Bowman	1,600	1,600	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dunn	1,600	1,600	100
	Golden Valley	900	900	100
	Slope	400	400	100
	Stark	8,600	8,500	99
Between 25-49%	NORTH DAKOTA			
	Hettinger	1,500	1,500	100
Between 5-24%	NORTH DAKOTA			
	Mc Kenzie	2,700	2,700	100
Totals		19,500	19,400	99
Net Weekly Circulation (1990)				14,700
Average Daily Circulation (1990)				10,300

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

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, ND 58201.

Mailing Address: Box 1878, Fargo, ND 58107.

Telephones: 701-237-5211, Fargo; 701-772-3481, Grand Forks.

TWX: 910-673-8302.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 304-kw visual, 45.7-kw aural. Antenna: 2000-ft. above av. terrain, 2063-ft. above ground, 3058-ft. above sea level.

Latitude 47° 20' 36"
Longitude 97° 17' 17"

Transmitter: 3-mi. W of Blanchard.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA, 4.5-meter Ku-band; Harris, M/A-Com, Standard Components receivers.

News Services: AP, NBC.

Ownership: Morgan Murphy Stations (Group Owner).

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): Brown, Finn & Nietert, Chartered.

Personnel:

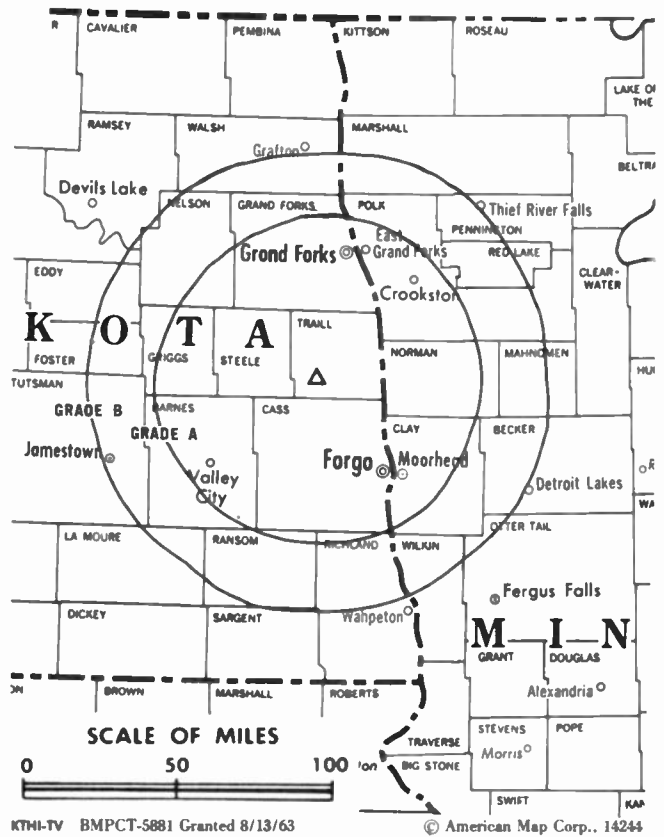
ELIZABETH M. BURNS, president.
JOHN P. HRUBESKY, vice president & general manager.
DALE BOSCH, station manager & program director.
PETE ANDERSON, general sales manager.
JOY RYAN, national sales manager.
CHARLEY JOHNSON, news director.
PAM PETRIK, creative services & promotion.
CAROL GILLET, traffic manager.
ROGER JOHNSON, chief engineer.
ARNIE BUCK, business manager.

Highest 30 Sec. Rate: \$765.

City of License: Fargo. ADI: Fargo. Rank: 108.

Total Households: ©ANSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Becker	11,200	11,000	98
	Clay	17,100	17,000	99
	Clearwater	3,200	3,100	97
	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	20,100	19,700	98
	Pennington	5,600	5,500	98
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
	Roseau	5,000	4,700	94
	Wilkin	2,800	2,800	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Barnes	5,000	5,000	100
	Cass	39,900	39,600	99
	Cavalier	2,600	2,500	96
	Dickey	2,500	2,500	100
	Eddy	1,300	1,300	100
	Foster	1,600	1,600	100
	Grand Forks	24,700	24,500	99
	Griggs	1,400	1,400	100
	La Moure	2,300	2,300	100
	Nelson	2,000	2,000	100
	Pembina	3,800	3,700	97
	Ramsey	5,100	5,000	98
	Ransom	2,500	2,500	100
	Richland	7,100	7,000	99
	Sargent	2,000	2,000	100
	Steele	1,100	1,100	100
Stutsman	9,300	9,200	99	
Towner	1,600	1,600	100	
Trail	3,500	3,500	100	
Walsh	5,700	5,600	98	
Between 25-49%	MINNESOTA			
	Douglas	11,600	11,400	98
	Pope	4,600	4,500	98
	Stevens	3,600	3,500	97
	Traverse	1,800	1,800	100
NORTH DAKOTA	Benson	2,500	2,400	96
(Continued on page A-859)				
Totals		283,400	279,000	98
Net Weekly Circulation (1990)			195,000	
Average Daily Circulation (1990)			113,200	

North Dakota—Fargo-Moorhead, Minnesota

KVRR

Ch. 15

(Also operates KJRR, Jamestown; KNRR, Pembina, ND & KBRR, Thief River Falls, MN)

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. TWX: 510-600-6414. Fax: 701-277-1830.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 4150-kw max. visual, 415-kw max. aural. Antenna: 1216-ft. above av. terrain, 1065-ft. above ground, 2503-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; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter; Harris, 4.5-meter Ku-band; RCA Ku-band; Scientific-Atlanta, M/A-Com receivers.

News Service: INN.

Ownership: Red River Broadcast Corp. (Group Owner).

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): Blair Television.

Represented (legal): Crowell & Moring.

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

Personnel:

- RO GRIGNON, general manager.
- MARK RING, general sales manager.
- SUE LITZINGER, local sales manager.
- KENT LIEN, program manager.
- NANCY BARR, operations manager & promotion director.
- KATHY LAU, business manager.
- JOHN TRITTINGER, production manager.
- CANDACE KASSENBERG, public service director.
- CHUCK TRAUTNER, engineering director.

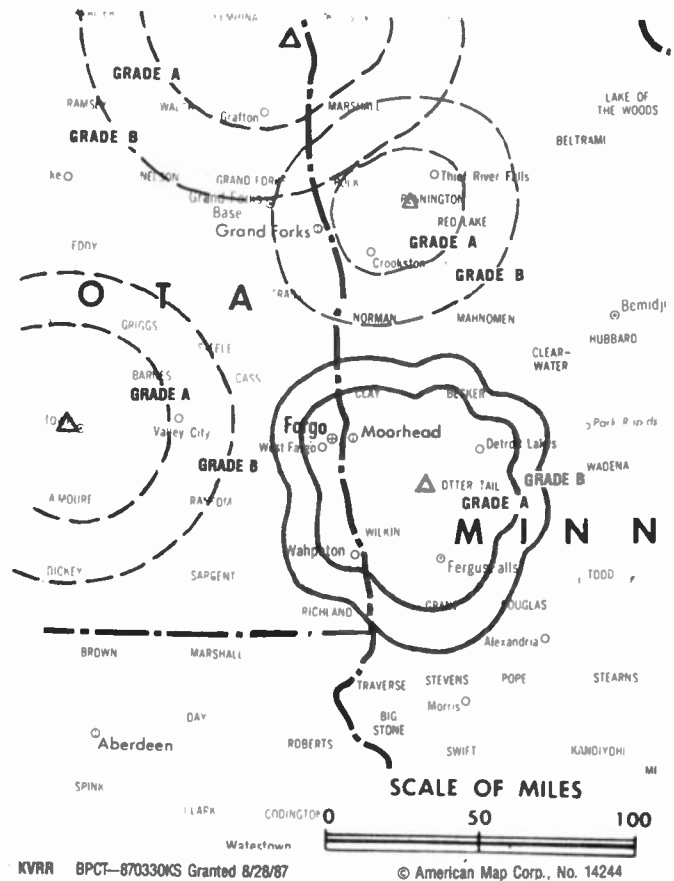
Rates: On request.

Arbitron Data: Figures include KJRR, Jamestown; KNRR, Pembina, ND & KBRR, Thief River Falls, MN.

City of License: Fargo. ADI: Fargo. Rank: 108.

Total Households: ©MSI Consumer Market Data as of 1/1/80. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
MINNESOTA					
50% & Over	Becker	11,200	11,000	98	
	Beltrami	12,000	11,500	96	
	Clay	17,100	17,000	99	
	Kittson	2,400	2,300	96	
	Otter Tail	20,100	19,700	98	
	Pennington	5,600	5,500	98	
	Polk	12,500	12,300	98	
	Red Lake	1,800	1,800	100	
	Roseau	5,000	4,700	94	
	Wilkin	2,800	2,800	100	
	NORTH DAKOTA				
		Cass	39,900	39,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Foster	1,600	1,600	100	
	Grand Forks	24,700	24,500	99	
	Pembina	3,800	3,700	97	
	Richland	7,100	7,000	99	
	Trail	3,500	3,500	100	
Between 25-49%	MINNESOTA				
	Cass	8,300	8,000	96	
	Clearwater	3,200	3,100	97	
	Douglas	11,600	11,400	98	
	Hubbard	5,900	5,700	97	
	Mahnomen	1,700	1,700	100	
	Marshall	4,500	4,400	98	
	Norman	3,300	3,200	97	
	Traverse	1,800	1,800	100	
	Wadena	5,000	4,800	96	
	NORTH DAKOTA				
Barnes	5,000	5,000	100		
Benson	2,500	2,400	96		
Cavalier	2,600	2,500	96		
Dickey	2,500	2,500	100		
Eddy	1,300	1,300	100		
Griggs	1,400	1,400	100		
La Moure	2,300	2,300	100		
Logan	1,200	1,200	100		
Ramsey	5,100	5,000	98		
Ransom	2,500	2,500	100		
Steele	1,100	1,100	100		
(Continued on page A-869)					
Totals		294,200	289,500	98	
Net Weekly Circulation (1990)				136,700	
Average Daily Circulation (1990)				61,200	

North Dakota—Fargo

WDAY-TV

Ch. 6

(Operates satellite WDAZ-TV, Devils Lake, ND)

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. Fax: 701-241-5368.

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 Amania, 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 Services: AP, Conus.

Ownership: Forum Publishing Co. (Group Owner).

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): Holland & Knight.

Personnel:

WILLIAM C. MARCIL, president.

MARK PRATHER, general manager.

TOM THOMPSON, chief engineer.

AL AAMODT, news director.

SUSAN EIDER, program director.

BOB PROWSE, promotion & merchandising manager.

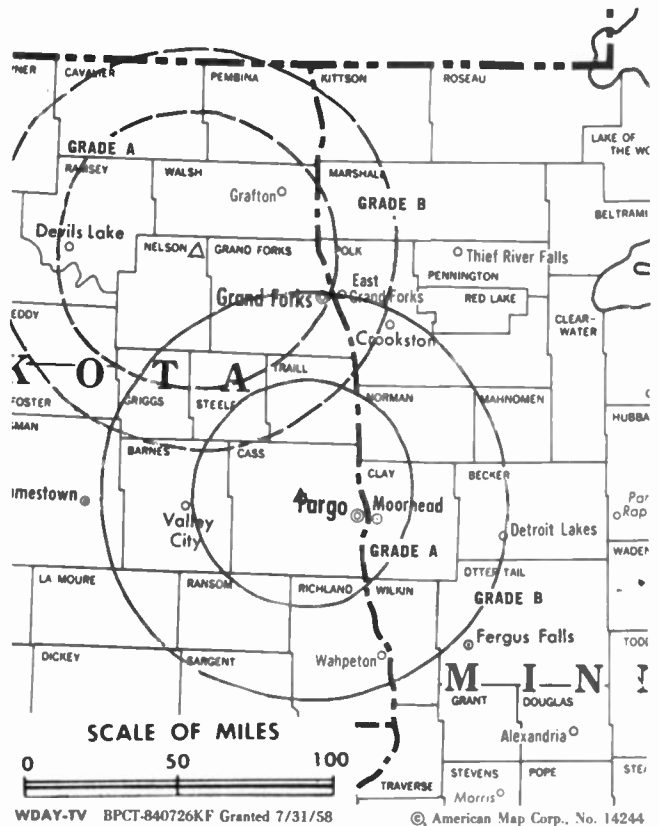
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$500.

City of License: Fargo. ADI: Fargo. Rank: 108.

Total Households: ©MSI Consumer Market Oats as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Becker	11,200	11,000	98
	Clay	17,100	17,000	99
	Mahnomen	1,700	1,700	100
	Norman	3,300	3,200	97
	Otter Tail	20,100	19,700	98
	Wilkin	2,800	2,800	100
	NORTH DAKOTA			
	Barnes	5,000	5,000	100
	Cass	39,900	39,600	99
	Dickey	2,500	2,500	100
	La Moure	2,300	2,300	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ransom	2,500	2,500	100
	Richland	7,100	7,000	99
	Sargent	2,000	2,000	100
	Steele	1,100	1,100	100
	Stutsman	9,300	9,200	99
	Trail	3,500	3,500	100
Between 25-49%	MINNESOTA			
	Clearwater	3,200	3,100	97
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
	NORTH DAKOTA			
	Griggs	1,400	1,400	100
Between 5-24%	SOUTH DAKOTA			
	Marshall	2,000	2,000	100
	MINNESOTA			
	Grant	2,700	2,700	100
	Marshall	4,500	4,400	98
	Traverse	1,800	1,800	100
Totals	NORTH DAKOTA			
	Cavalier	2,600	2,500	96
	Eddy	1,300	1,300	100
	Foster	1,600	1,600	100
	Nelson	2,000	2,000	100
	Pembina	3,800	3,700	97
	Ramsey	5,100	5,000	98
	Wells	2,700	2,700	100
	SOUTH DAKOTA			
	Roberts	3,900	3,800	97
	Totals		184,300	182,200
Net Weekly Circulation (1990)			118,300	
Average Daily Circulation (1990)			70,800	

North Dakota—Jamestown

KJRR

Ch. 7

(Satellite of KVRR, Fargo, ND)

Network Service: Fox.

Licensee: Red River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

Studio: See KVRR, Fargo.

Mailing Address: Box 9115, Fargo, ND 58106.

Telephone: 701-277-1515. TWX: 510-600-6414. Fax: 701-277-1830.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 443-ft. above av. terrain, 449-ft. above ground, 1935-ft. above sea level.

Latitude	46°	55'	25"
Longitude	98°	46'	20"

Transmitter: 2.5-mi. WNW of Fort Seward Historic site, Jamestown.

Ownership: Red River Broadcast Corp. (Group Owner).

Began Operation: October 7, 1988.

Represented (sales): Blair Television.

Represented (legal): Crowell & Moring.

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

Personnel:

RO GRIGNON, general manager.

MARK RING, general sales manager.

SUE LITZINGER, local sales manager.

CHUCK TRAUTNER, director of engineering.

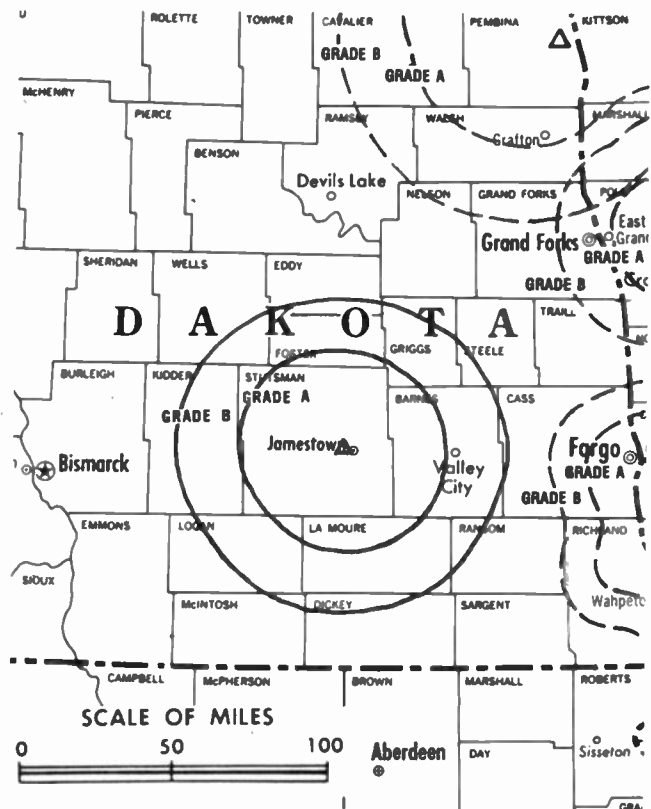
KENT LIEN, program director.

NANCY BARR, operations manager & promotion director.

KATHY LAU, business manager.

JOHN TRITTINGER, production manager.

CANDACE KASSENBERG, public service director.



KJRR BMPCT-880801LM Granted 1/27/89

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Rates: On request.

Arbitron Data: Included with KVRR, Fargo, ND.

City of License: Jamestown. ADI: Fargo. Rank: 108.

North Dakota—Minot

KMCY

Ch. 14

(Satellite of KBMY, Bismarck, ND)

Network Service: ABC.

Grantee: WDAY Inc., 301 S. Eighth St., Fargo, ND 58103.

Studio: See KBMY, 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. (Group Owner).

Began Operation: June 19, 1985.

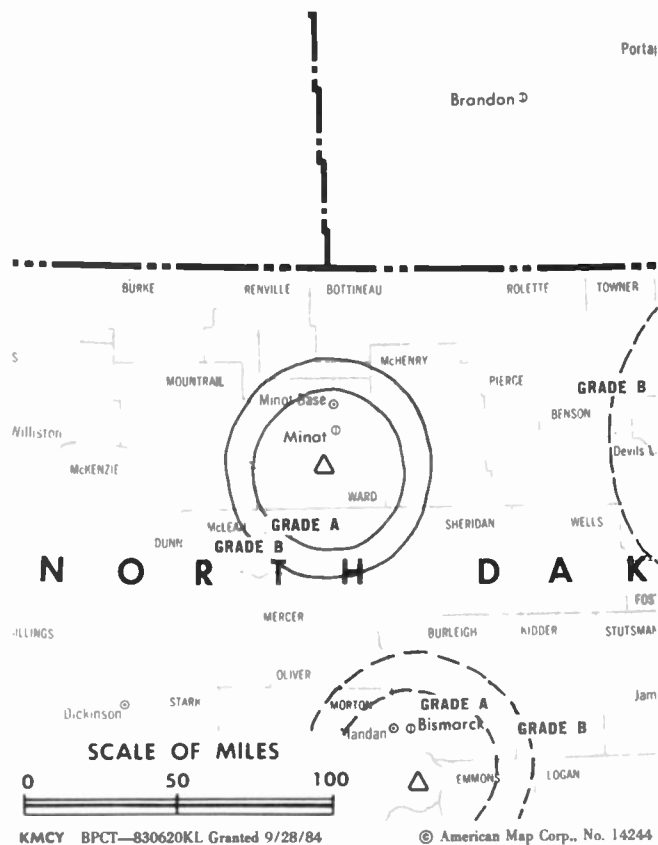
Represented (sales): Katz Television.

Represented (legal): Holland & Knight.

Personnel:

MARK PRATHER, station manager.
 CHUCK PETERSON, general sales manager.
 DON HUMPHRIES, local sales manager.
 JERRY GRIMSTAD, chief engineer.
 SUSAN J. EIDER, program director.
 BOB PROWSE, promotion director.

Rates: On request.



Arbitron Data: Included with KBMY, Bismarck, ND.

City of License: Minot. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

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. Fax: 701-838-8195.

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: 1800 16th St. SW.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: M/A-Corn, 3-meter; M/A-Corn receivers.

News Services: Agri-data, AP, NBC.

Ownership: Meyer Broadcasting Co. (Group Owner).

Began Operation: January 20, 1958.

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

JUDITH JOHNSON, president & chief executive officer (Bismarck).

TOM BARR, general manager (Bismarck).

WAYNE SANDERS, station manager.

RAY ROBERTS, chief engineer.

COLLEEN ANDERSON, local sales manager.

KEITH DARNEY, news director.

ROD WILSON, program director.

Highest 30 Sec. Rate: \$85.

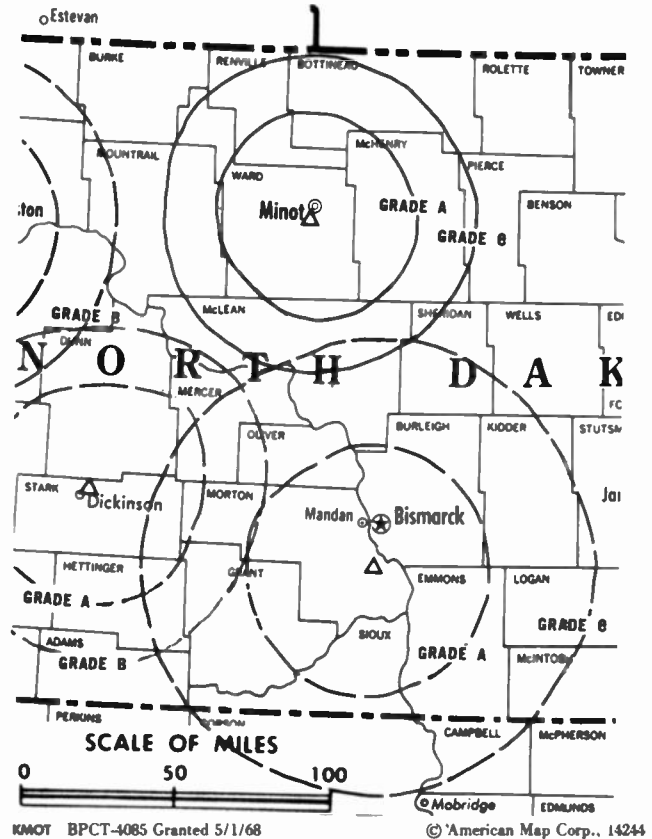
Rates: Sold in combination with KFYP-TV, Bismarck, ND.

NETWORK BASE HOURLY RATE: \$147.

City of License: Minot. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH DAKOTA				
50% & Over	Bottineau	3,200	3,200	100
	Burke	1,400	1,400	100



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	1,400	1,400	100
	Rolette	3,800	3,700	97
	Ward	21,800	21,600	99
BETWEEN 25-49%	NORTH DAKOTA			
	Benson	2,500	2,400	96
	Mc Lean	4,500	4,400	98
BETWEEN 5-24%	NORTH DAKOTA			
	Sheridan	1,000	1,000	100
	Towner	1,600	1,600	100
Totals		51,600	51,100	99
Net Weekly Circulation (1990)			37,300	
Average Daily Circulation (1990)			24,100	

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 Inc., Box 1686, Minot, ND 58702.

Studio: 3425 S. Broadway, Minot, ND 58701.

Telephone: 701-852-2104. Fax: 701-838-9360.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1131-ft. above av. terrain, 1081-ft. above ground, 3146-ft. above sea level.

Latitude 48° 03' 02"
Longitude 101° 20' 29"

Transmitter: 11.5-mi. S of Minot.

Satellite Earth Stations: 2 in operation; Scientific-Atlanta receivers.

AM Affiliate: KCJB, 5-kw, 910 kHz.

FM Affiliate: KHHT-FM, 58-kw, 97.1 MHz (No. 246), 830-ft.

News Services: AP, National Weather Wire, NOAA.

Ownership: Reiten Television (Group Owner).

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): Katz Television.

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

Personnel:

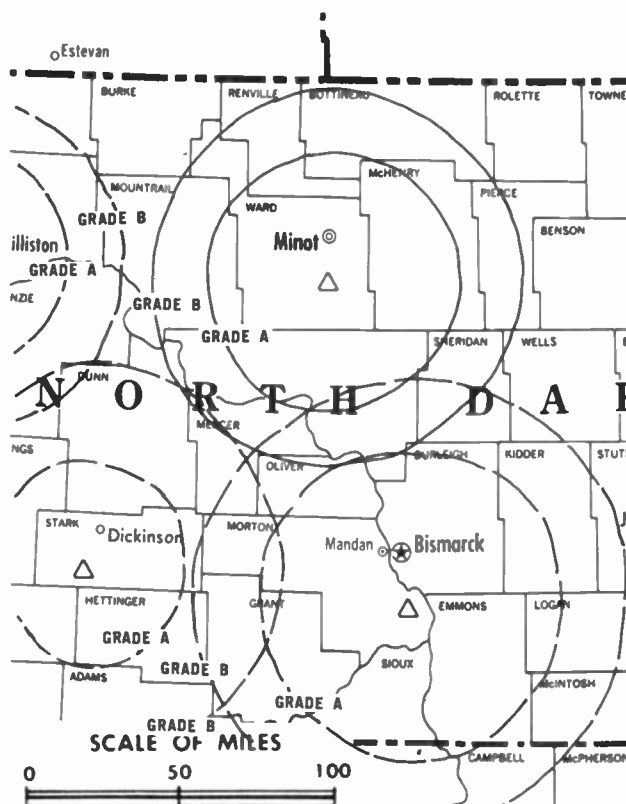
DAVID REITEN, president.
ROD ROMINE, operations manager.
ROBERT ROMINE, local sales manager.
DUANE AASE, chief engineer.
MARK NARUM, news director.

Rates: Sold with KXMB-TV, Bismarck; KXMA-TV, Dickinson & KXMD-TV, Williston, ND.

City of License: Minot. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Bottineau	3,200	3,200	100
	Burke	1,400	1,400	100
	Mc Henry	2,800	2,800	100
	Mc Lean	4,500	4,400	98
	Mercer	5,200	5,100	98



KXMC-TV BPCT-830628KF Granted 9/21/83

©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Mountrail	2,900	2,900	100	
	Pierce	2,000	2,000	100	
	Renville	1,400	1,400	100	
	Rolette	3,800	3,700	97	
	Sheridan	1,000	1,000	100	
	Towner	1,600	1,600	100	
	Ward	21,800	21,600	99	
	Wells	2,700	2,700	100	
	NORTH DAKOTA				
	Between 25-49%	Dunn	1,600	1,600	100
Oliver		800	800	100	
NORTH DAKOTA					
Between 5-24%	Benson	2,500	2,400	96	
	Mc Kenzie	2,700	2,700	100	
	Williams	9,700	9,600	99	
Totals		71,600	70,900	99	
Net Weekly Circulation (1990)				46,600	
Average Daily Circulation (1990)				30,500	

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. **TWX:** 510-600-6414. **Fax:** 701-277-1830.

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.

Ownership: Red River Broadcast Corp. (Group Owner).

Began Operation: August 11, 1985.

Represented (sales): Blair Television.

Represented (legal): Crowell & Moring.

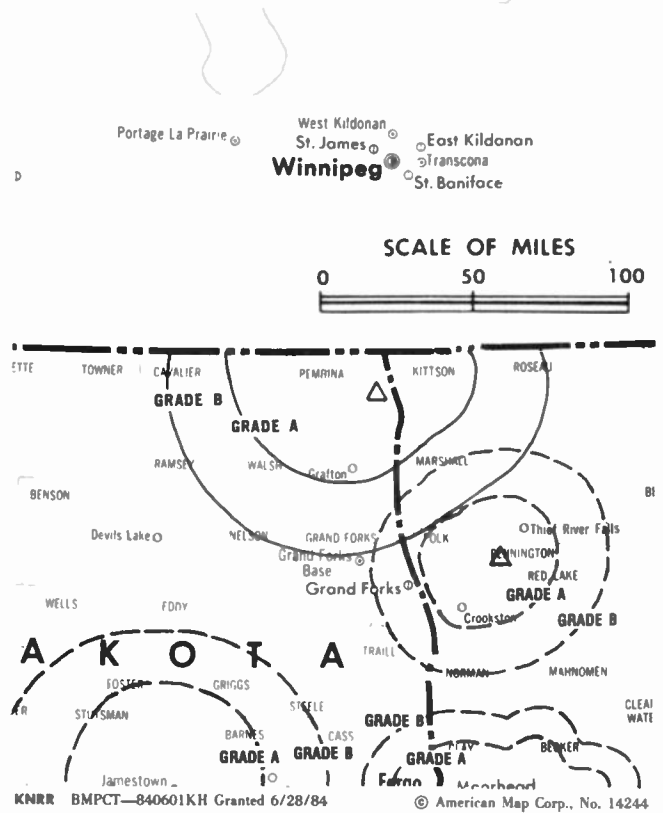
Represented (engineering): du Treil, Lundin & Rackley.

Personnel:

See KVRR, Fargo, ND.

Rates: On request.

Arbitron Data: Included with KVRR, Fargo, ND.



City of License: Pembina. **ADI:** Fargo. **Rank:** 108.

North Dakota—Valley City-Fargo

KXJB-TV

Ch. 4

Network Service: CBS.

Licensee: North American Communication Corp., Box 10399, Fargo, ND 58106-0399.

Studio: 4302 13th Ave. S, Fargo, ND 58103.

Telephone: 701-282-0444. TWX: 910-673-8307. Fax: 701-282-9331.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 10-kw aural. Antenna: 2030-ft. above av. terrain, 2060-ft. above ground, 3120-ft. above sea level.

Latitude 47° 16' 45"
Longitude 97° 20' 18"

Transmitter: 3-mi. E of Galesburg, ND.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; Vertex, 5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: North American Communication Corp.

Began Operation: July 12, 1954. Sale to present owner approved by FCC Nov. 30, 1978.

Represented (sales): Seltel Inc.; Hyett/Ramslund Inc. (Minneapolis).

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

BRUCE E. BARNES, president & general manager.

PAUL WICKRE, station & general sales manager.

ARVID SONSTELIE, chief engineer.

DAVID HOGLIN, news director.

BERNADETTE HENDRICKSON, program director.

LINDA BIRMINGHAM, promotion director.

CURT SOMMER, business manager.

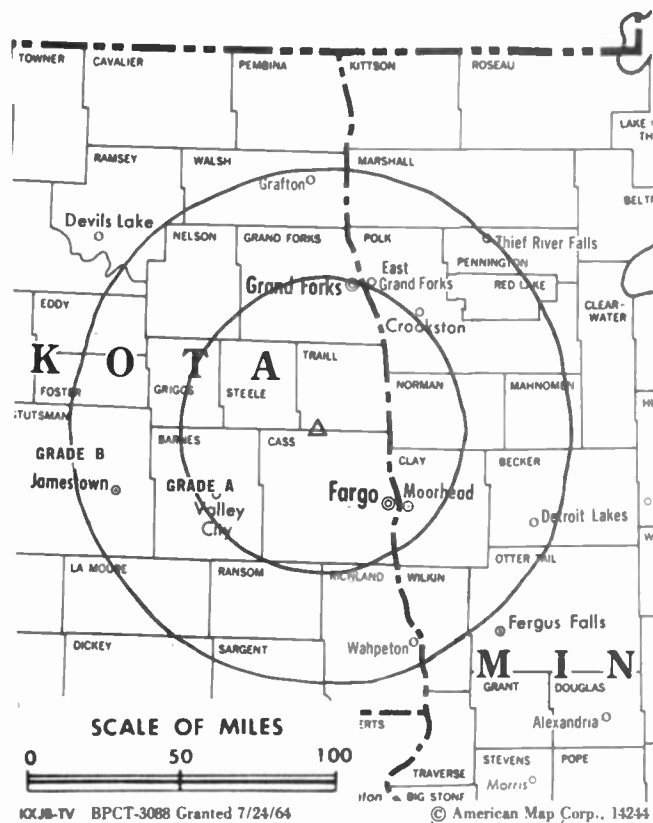
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$757.

City of License: Valley City. ADI: Fargo. Rank: 108.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Becker	11,200	11,000	98
	Clay	17,100	17,000	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	20,100	19,700	98
	Pennington	5,600	5,500	98
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
	Roseau	5,000	4,700	94
	Wilkin	2,800	2,800	100
	NORTH DAKOTA			
	Barnes	5,000	5,000	100
	Benson	2,500	2,400	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cass	39,900	39,600	99
	Dickey	2,500	2,500	100
	Eddy	1,300	1,300	100
	Foster	1,600	1,600	100
	Grand Forks	24,700	24,500	99
	Griggs	1,400	1,400	100
	La Moure	2,300	2,300	100
	Nelson	2,000	2,000	100
	Pembina	3,800	3,700	97
	Ramsey	5,100	5,000	98
	Ransom	2,500	2,500	100
	Richland	7,100	7,000	99
	Sargent	2,000	2,000	100
	Steele	1,100	1,100	100
	Stutsman	9,300	9,200	99
	Trail	3,500	3,500	100
	Walsh	5,700	5,600	98
Between 25-49%	NORTH DAKOTA			
	Cavalier	2,600	2,500	96
	Towner	1,600	1,600	100
	SOUTH DAKOTA			
Marshall	2,000	2,000	100	
Between 5-24%	MINNESOTA			
	Beltrami	12,000	11,500	96
	Traverse	1,800	1,800	100
	NORTH DAKOTA			
	Logan	1,200	1,200	100
Rolette	3,800	3,700	97	
Wells	2,700	2,700	100	
Totals		243,700	240,100	99
Net Weekly Circulation (1990)				185,500
Average Daily Circulation (1990)				115,300

North Dakota—Williston

KUMV-TV

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. Fax: 701-572-0118.

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, Sports News Satellite.

Ownership: Meyer Broadcasting Co. (Group Owner).

Began Operation: February 11, 1957.

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

JUDITH JOHNSON, president & chief executive officer (Bismarck).

TOM BARR, general manager (Bismarck).

CHERIE OLSON, station manager.

MIKEL HUSEBY, chief engineer.

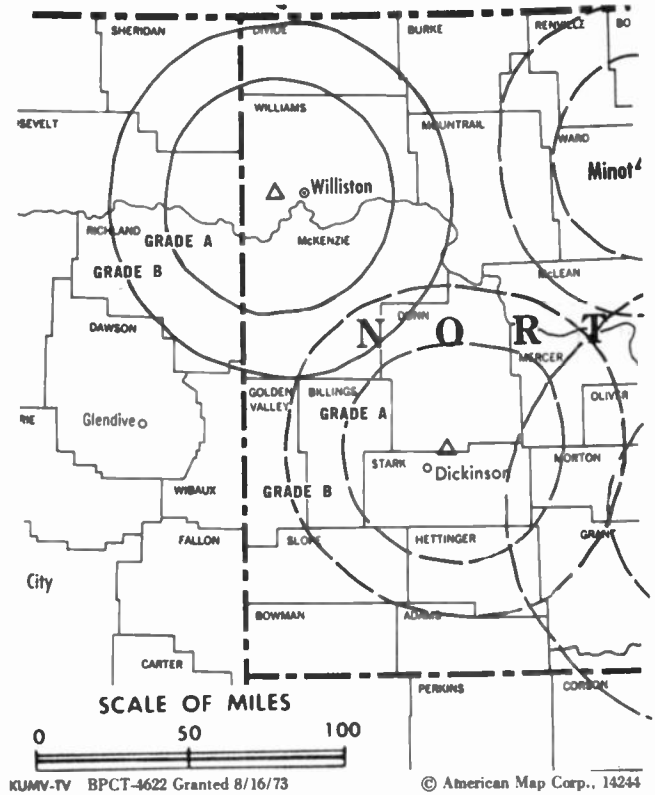
KELLY BUECHLER, news director.

Rates: Sold in combination with KFYP-TV, Bismarck, ND.

City of License: Williston. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	4,400	4,200	95
	Mc Cone	900	900	100
	Richland	4,700	4,600	97
	Roosevelt	3,800	3,700	97
	Sheridan Valley	2,100	2,000	95
	Valley	3,800	3,600	95



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Divide	1,200	1,200	100
	Mc Kenzie	2,700	2,700	100
	Williams	9,700	9,600	99
Between 25-49%	NORTH DAKOTA			
	Burke	1,400	1,400	100
	Mountrail	2,900	2,900	100
Between 5-24%	MONTANA			
	Prairie	700	600	86
	Wibaux	500	500	100
	NORTH DAKOTA			
	Golden Valley	900	900	100
Totals		40,700	39,800	98
Net Weekly Circulation (1990)			30,200	
Average Daily Circulation (1990)			21,900	

North Dakota—Williston

KXMD-TV

Ch. 11

(Satellite of KXMC-TV, Minot, ND)

Network Service: CBS.

Licensee: Reiten Television Inc., Box 790, Williston, ND 58801.

Studio: See KXMC-TV, Minot.

Telephone: 701-572-2345.

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.

Ownership: Reiten Television (Group Owner).

Began Operation: October 25, 1969.

Represented (sales): Katz Television.

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

Personnel:

DAVID M. REITEN, president.

MARILYN KARST, manager.

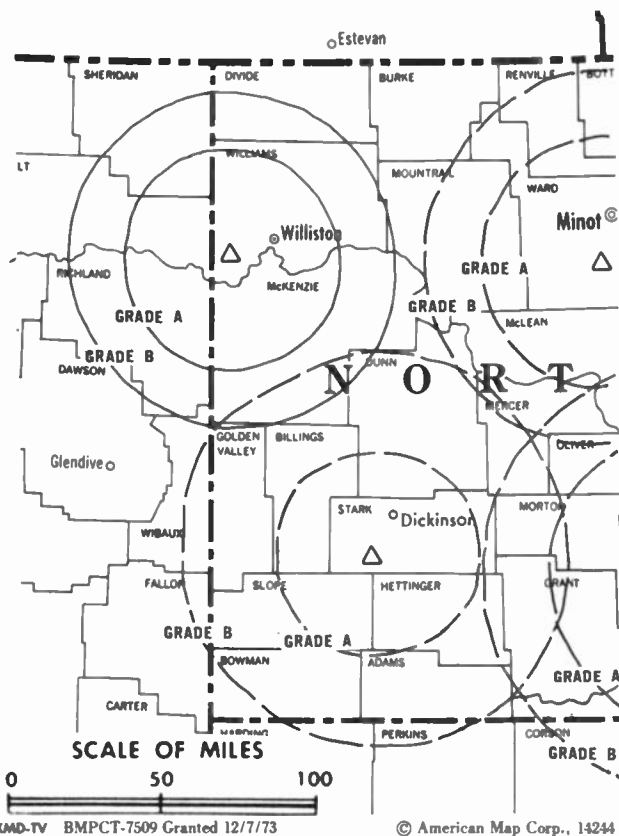
WAYNE McNAMARA, chief engineer.

Rates: Sold in combination with KXMC-TV, Minot, ND.

City of License: Williston. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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
	Richland	4,700	4,600	97
	Roosevelt	3,800	3,700	97
	Sheridan	2,100	2,000	95
	Valley	3,800	3,600	95
	NORTH DAKOTA			
Divide	1,200	1,200	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mc Kenzie	2,700	2,700	100
	Williams	9,700	9,600	99
Between 25-49%	MONTANA			
	Mc Cone	900	900	100
Between 5-24%	MONTANA			
	Dawson	4,400	4,200	95
	Wibaux	500	500	100
	NORTH DAKOTA			
	Burke	1,400	1,400	100
	Mountrail	2,900	2,900	100
Totals		39,100	38,300	98
Net Weekly Circulation (1990)				22,600
Average Daily Circulation (1990)				12,500

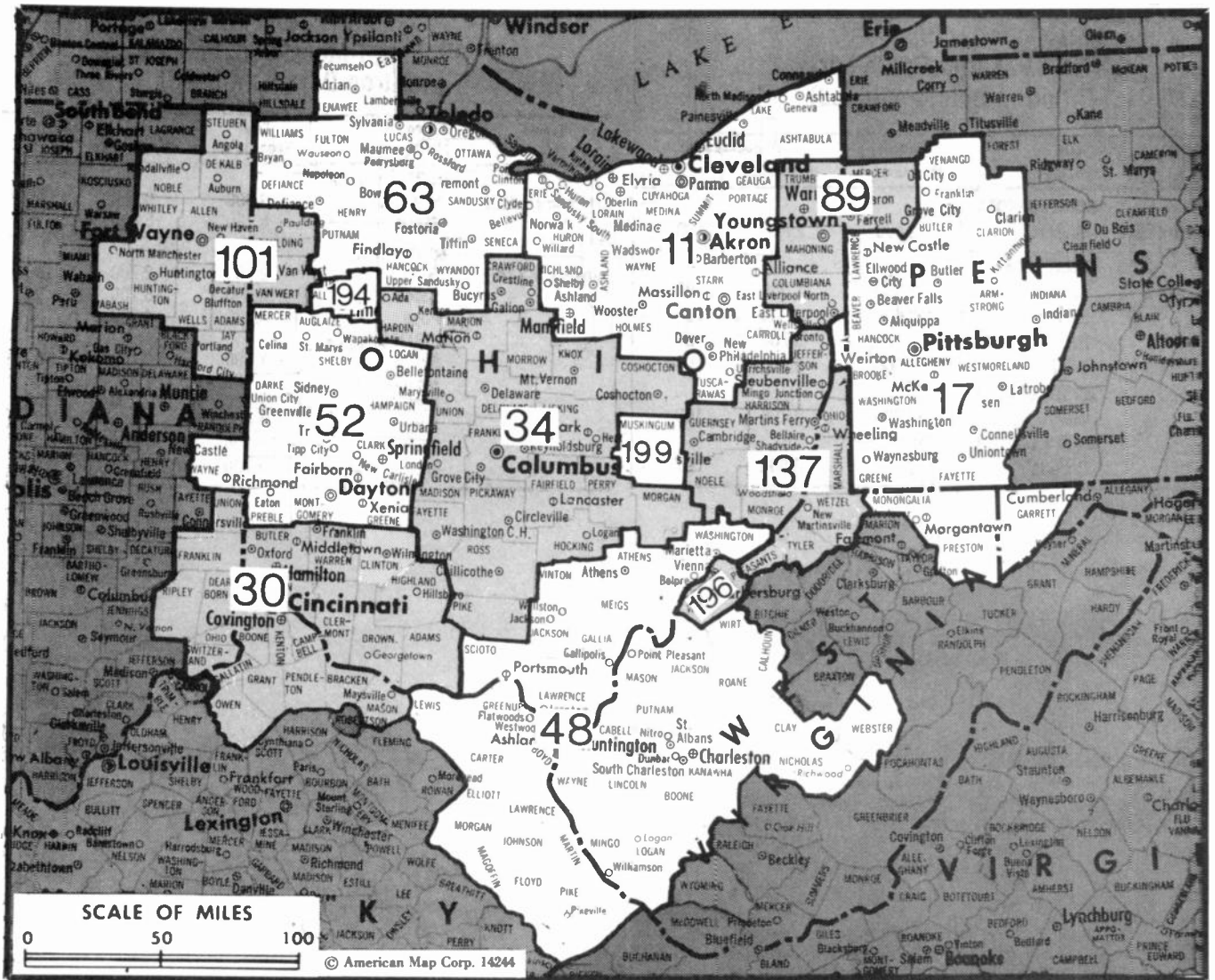
North Dakota

KTHI-TV, Fargo-Grand Forks (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	SOUTH DAKOTA			
	Marshall	2,000	2,000	100
Between 5-24%	MINNESOTA			
	Beltrami	12,000	11,500	96
	Big Stone	2,900	2,900	100
	Hubbard	5,900	5,700	97
	Todd	9,500	9,300	98
	NORTH DAKOTA			
	Wells	2,700	2,700	100
	SOUTH DAKOTA			
	Roberts	3,900	3,800	97

KVRR, Fargo-Moorhead, Minnesota (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NORTH DAKOTA			
	Stutsman	9,300	9,200	99
	Walsh	5,700	5,600	98
Between 5-24%	MINNESOTA			
	Grant	2,700	2,700	100
	Itasca	16,400	16,100	98
	Pope	4,600	4,500	98
	NORTH DAKOTA			
	Kidder	1,400	1,400	100
	Mc Intosh	1,900	1,900	100
	Nelson	2,000	2,000	100
	Sargent	2,000	2,000	100
	Towner	1,600	1,600	100
	Wells	2,700	2,700	100



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Cleveland, OH	1,442,000	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	1,165,500	17	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Cincinnati, OH	744,600	30	WCPO-TV (9), WKRC-TV (12), WLWT (5), WSTR-TV (64), WXIX-TV (19)
Columbus, OH	685,500	34	WBNS-TV (10), WCMH-TV (4), WSFJ (51), WSYX (6), WTTE (28), WWAT (53)
Charleston-Huntington, WV	518,800	48	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSP (61), WVAH-TV (11)
Dayton, OH	501,300	52	WDTN (2), WHIO-TV (7), WKEF (22), WKOI (43), WRGT-TV (45), WTJC (26)
Toledo, OH	409,700	63	WGGN-TV (52), WNWO-TV (24), WTOL-TV (11), WTVG (13), WUPW (36)
Youngstown, OH	277,000	89	WFMJ-TV (21), WKBN-TV (27), WYTV (33)
Fort Wayne, IN	230,900	101	WANE-TV (15), WFFT-TV (55), WINM (63), WKJG-TV (33), WPTA (21)
Wheeling, WV-Steuensville, OH	156,100	137	WTOV-TV (9), WTRF-TV (7)
Lima, OH	41,200	194	WLIO (35), WTLW (44)
Parkersburg, WV	36,200	196	WTAP-TV (15)
Zanesville, OH	32,000	199	WHIZ-TV (18)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WSFJ, Columbus	See Newark, OH
WWAT, Columbus	See Chillicothe, 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, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	14	24	38
Educational Television Stations	0	12	12
	14	36	50

Ohio—Akron

WAKC-TV Ch. 23

Network Service: ABC.

Licensee: Group One Bcstg. Ltd. Partnership, 853 Copley Rd., Akron, OH 44320.

Studio: 853 Copley Rd., Akron, OH 44320.

Telephone: 216-535-7831.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1290-kw max. visual, 175-kw max. aural. Antenna: 960-ft. above av. terrain, 960-ft. above ground, 2049-ft. above sea level.

Latitude 41° 03' 51"
Longitude 81° 34' 59"

Transmitter: 1561 Dreisbach Dr.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 5-meter; Comtech, 3-meter.

News Services: ABC, AP.

Ownership: Group One Bcstg. Ltd. Partnership.

Began Operation: June 7, 1953.

Represented (sales): Broadcast Spot Sales Inc.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

ROGER G. BERK JR., president & general manager.
ROBERT C. BERK, executive vice president & treasurer.
FRANK J. (CHIP) FOX, vice president, sales.
ANA PEREZ TRENCHARD, assistant station manager.
EARL L. MILLER, chief engineer.
MARK WILLIAMSON, news director.
WILLIAM J. O'NEIL JR., program director.
DENNIS LEBEC, production director.

Rates: On request.

City of License: Akron. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Carroll	10,100	10,000	99
	Holmes	9,100	8,600	94
	Portage	49,500	49,000	99
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Wayne	37,000	36,100	98



WAKC-TV Doc. -16538 Granted 3/17/67

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
Between 5-24%	Ashland	17,000	16,800	99
	Belmont	30,900	30,500	99
	Columbiana	41,700	41,100	99
	Coshocton	14,300	13,900	97
	Cuyahoga	574,900	568,800	99
	Geauga	25,800	25,500	99
	Guernsey	15,300	14,900	98
	Harrison	6,100	6,000	98
	Huron	20,700	20,400	99
	Lorain	97,400	96,500	99
Medina	41,000	40,600	99	
Richland	48,900	48,300	99	
Tuscarawas	33,600	32,900	98	
Totals		1,409,800	1,393,000	99
Net Weekly Circulation (1990)			241,700	
Average Daily Circulation (1990)			89,400	

Ohio—Akron

WBNX-TV Ch. 55

Network Service: None, independent.

Licensee: Winston Broadcasting Network Inc., Box 91660, Cleveland, OH 44101.

Studio: 2690 State Rd., Cuyahoga Falls, OH 44223.

Telephones: 216-928-5711; 216-273-5511. 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.

Satellite Earth Stations: Harris C-band; RCA Ku-band.

Ownership: Winston Broadcasting Network Inc.

Began Operation: December 1, 1985.

Represented (legal): Goldman, Rosen, Davis, Tsamar & Hendler.

Represented (engineering): Carl E. Smith Consulting Engineers.

Personnel:

LOU SPANGLER, president & general manager.

ANNE CATHERINE KEITH, station manager & director of programming.

TERRY SCHULTZ, general sales manager.

STEPHEN NELSON, chief engineer.

DEBBIE STONE, promotion director.

Rates: On request.

City of License: Akron. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OHIO			
	Ashland	17,000	16,800	99
	Cuyahoga	574,900	568,800	99
	Erie	29,400	29,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Geauga	25,800	25,500	99
	Lorain	97,400	96,500	99
	Medina	41,000	40,600	99
	Portage	49,500	49,000	99
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Wayne	37,000	36,100	98
Totals		1,208,500	1,195,500	99
Net Weekly Circulation (1990)			188,800	
Average Daily Circulation (1990)			60,200	

Ohio—Canton

WDLI

Ch. 17

Network Service: None, independent.

Licensee: Trinity Bcstg. Network Inc., Box A, Santa Ana, CA 92711.

Studio: 6600 Atlantic Blvd., Louisville, OH 44641.

Telephone: 216-875-5542. **Fax:** 216-875-9986.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 437-kw max. & 389-kw horizontal visual, 47.9-kw max. & 45.7-kw horizontal aural. Antenna: 450-ft. above av. terrain, 448-ft. above ground, 1613-ft. above sea level.

Latitude 40° 51' 04"

Longitude 81° 16' 37"

Transmitter: U.S. Rte. 62, California Ave. & Reno Rd., Louisville, OH.

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

Ownership: Trinity Broadcasting Network Inc. (Group Owner).

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.



WDLI BPCT-4988 Granted 4/20/77

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Arbitron Data: Not available.

City of License: Canton. **ADI:** Cleveland. **Rank:** 11.

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. Fax: 216-492-8487.

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"

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: UPI.

Ownership: Media Central Inc.

Began Operation: March 1, 1982. Sale to Discovery Bcstg. Systems Inc. approved by FCC June 20, 1985, but not consummated.

Represented (legal): Sidley & Austin.

Personnel:

MICHAEL LARSON, general manager.

PHILLIP SHERCK, general sales manager.

SCOTT DAVIS, news director.

LEE CARPENTER, operations manager & chief engineer.

KEVIN HOFFMAN, program director.

J. D. DIANGELIS, promotion director.

SHELLY POLEN, business manager.

RANDY RAMSEY, production manager.

Highest 30 Sec. Rate: \$100.

City of License: Canton. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



WOAC BMPCT-811211KF Granted 5/20/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO Stark	139,700	138,100	99
	Tuscarawas	33,600	32,900	98
Between 5-24%	OHIO Carroll	10,100	10,000	99
	Holmes	9,100	8,600	94
	Summit	196,800	195,000	99
	Wayne	37,000	36,100	98
Totals		426,300	420,700	99
Net Weekly Circulation (1990)			74,700	
Average Daily Circulation (1990)			17,700	

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: 1281 River Rd., Chillicothe, OH 45601.

Telephones: 614-775-3578, Chillicothe; 614-766-9603, Worthington.

Fax: 614-775-3584.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 2000-kw max. visual. Antenna: 653-ft. above av. terrain, 623-ft. above ground, 1365-ft. above sea level.

Latitude 39° 35' 30"
Longitude 83° 08' 38"

Holds CP for change to 5000-kw max. visual, 1194-ft. above av. terrain, 1161-ft. above ground, 1932-ft. above sea level. BPCT-900511KF.

Transmitter: 0.67-mi. from intersection of Rte. 22 & Chillicothe Williamsport Rd.

Satellite Earth Stations: C-band; Ku-band.

Ownership: Triplett & Assoc.

Began Operation: August 31, 1987.

Represented (legal): Roy Perkins.

Personnel:

WENDELL A. TRIPLETT, general manager.

WILLIAM W. SCOTT, program director & national sales manager.

ROBERT TRIPLETT, chief engineer.

B. J. TRIPP, traffic manager.

Highest 30 Sec. Rate: \$150.

City of License: Chillicothe. ADI: Columbus, OH. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/80. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



WWAT BPCT-900511KE Granted 6/29/90 © American Map Corp., No 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	OHIO			
Between 5-24%	Ross	24,200	23,700	98
Totals		24,200	23,700	98
Net Weekly Circulation (1990)			7,800	
Average Daily Circulation (1990)			2,300	

Ohio—Cincinnati

WCPO-TV

Ch. 9

Network Service: CBS.

Licensee: Scripps Howard Broadcasting 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. (Group Owner).

Began Operation: July 26, 1949.

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

Personnel:

FRANK GARDNER, vice president & general manager.
J. B. CHASE, assistant general manager & general sales manager.
JEFF SALES, national sales manager.
IRIS SIMPSON-KELLY, local sales manager.
JACK CAHALAN, director of operations.
RON ARENDALL, chief engineer.
JIM ZARCHIN, news director.
MEG CALLAHAN, traffic manager.
BERNARD BORDEN, film director.
ROBBIN HOLLIDAY, business manager.

Rates: On request.

City of License: Cincinnati. ADI: Cincinnati. Rank: 30.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Dearborn	13,700	13,500	99
	Franklin	6,600	6,400	97
	Ohio	2,000	2,000	100
	Ripley	8,900	8,700	98
	Switzerland	2,900	2,800	97
	Union	2,400	2,300	96
	KENTUCKY			
	Boone	18,500	18,500	100
	Bracken	2,700	2,700	100
	Campbell	29,600	29,500	100
	Carroll	3,500	3,500	100
	Gallatin	1,900	1,900	100
	Grant	5,100	5,000	99
	Kenton	51,900	51,700	100
	Mason	6,300	6,200	99
	Owen	3,400	3,400	100
	Pendleton	4,100	4,100	100
	OHIO			
Adams	9,500	9,100	96	
Brown	12,900	12,600	98	
Butler	101,400	100,300	99	
Clermont	51,800	51,200	99	



WCPO-TV BPCT-6555 Granted 7/18/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hamilton	343,200	338,600	99
	Highland	13,800	13,500	98
	Warren	37,600	37,200	99
Between 25-49%	INDIANA			
	Fayette	10,000	9,800	98
	KENTUCKY			
	Bourbon	7,400	7,300	99
	Fleming	4,800	4,700	99
	Harrison	5,700	5,700	99
	Nicholas	2,700	2,700	100
Robertson	800	800	100	
Trimble	2,200	2,200	100	
Between 5-24%	OHIO			
	Clinton	13,900	13,700	99
	Preble	15,100	14,900	99
	INDIANA			
	Decatur	8,400	8,200	98
	Jefferson	10,500	10,300	98
	Wayne	27,100	26,700	99
	KENTUCKY			
	Clark	11,100	11,000	99
Lewis	5,000	4,900	98	
Madison	19,300	19,100	99	
Montgomery	7,800	7,700	98	
Rowan	6,500	6,400	98	
Scott	8,400	8,300	99	
OHIO				
Darke	20,900	20,600	99	
(Continued on page A-910)				
Totals		1,254,600	1,239,600	99
Net Weekly Circulation (1990)			718,300	
Average Daily Circulation (1990)			413,700	

Ohio—Cincinnati

WSTR-TV

Ch. 64

(formerly WIII)

Network Service: None, independent.

Licensee: Cincinnati TV 64 Ltd. Partnership, 2 Copley Place, c/o Aby Communications, Boston, MA 02116.

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"

Holds CP for change to 1148-kw max. visual, 940-ft. above av. terrain, 792-ft. above ground, 1627-ft. above sea level, lat. 39° 07' 28", long. 84° 31' 18". BMPCT-890331KJ.

Requests CP for change to 5000-kw max. visual, 1106-ft. above av. terrain, 932-ft. above ground, 1827-ft. above sea level, lat. 39° 12' 01", long. 84° 31' 22", transmitter to approx. 0.12-mi. SW of intersection of N. Bend & Winton Rds., Cincinnati. BPCT-891114KF.

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: Aby Communications (Group Owner).

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 Channel 64 Acquisition Inc. approved by FCC Feb. 9, 1988. Sale to Cincinnati TV Inc. approved Sept. 22, 1989. Sale to present owner by FCC Sept. 22, 1989.

Represented (sales): Settel Inc.

Represented (legal): Kirkland & Ellis.

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

Personnel:

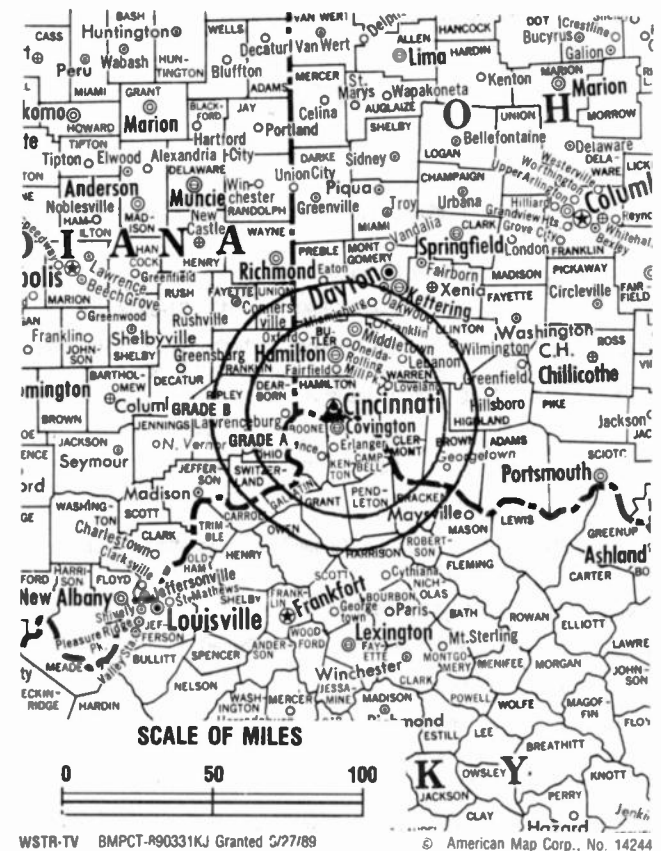
DAVID SMITH, general manager.
GREG KINGERY, general sales manager.
GREG BUZZELL, chief engineer.
JILL CASAGRANDE, program director.
PHIL ZALCON, promotion director.
MISSY GAINES, business manager.

Rates: On request.

City of License: Cincinnati. ADI: Cincinnati. Rank: 30.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA Dearborn	13,700	13,500	99
	KENTUCKY Boone	18,500	18,500	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Campbell	29,600	29,500	100
	Kenton	51,900	51,700	100
	OHIO			
	Brown	12,900	12,600	98
	Butler	101,400	100,300	99
Between 5-24%	Clermont	51,800	51,200	99
	Hamilton	343,200	338,600	99
	INDIANA			
	Franklin	6,600	6,400	97
	Ohio	2,000	2,000	100
Totals	Ripley	8,900	8,700	98
	Switzerland	2,900	2,800	97
	Union	2,400	2,300	96
	KENTUCKY			
	Bracken	2,700	2,700	100
	Gallatin	1,900	1,900	100
	Grant	5,100	5,000	99
	Henry	4,800	4,700	99
	Nicholas	2,700	2,700	100
	Owen	3,400	3,400	100
OHIO	Pendleton	4,100	4,100	100
	Clinton	13,900	13,700	99
	Highland	13,800	13,500	98
Warren	37,600	37,200	99	
Totals		735,800	727,000	99
Net Weekly Circulation (1990)				222,400
Average Daily Circulation (1990)				74,600

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: WKRQ, 10-kw, 101.9 MHz (No. 270), 875-ft.

News Services: AP, UPI.

Ownership: Great American Broadcasting Co. (Group Owner).

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: 30.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Dearborn	13,700	13,500	99
	Fayette	10,000	9,800	98
	Franklin	6,600	6,400	97
	Ohio	2,000	2,000	100
	Ripley	8,900	8,700	98
	Switzerland	2,900	2,800	97
	Union	2,400	2,300	96
KENTUCKY	Boone	18,500	18,500	100
	Bracken	2,700	2,700	100
	Campbell	29,600	29,500	100
	Carroll	3,500	3,500	100
	Gallatin	1,900	1,900	100
	Grant	5,100	5,000	99
	Kenton	51,900	51,700	100
	Mason	6,300	6,200	99
	Pendleton	4,100	4,100	100



WKRC-TV BMPCT-6846 Granted 8/20/68

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Adams	9,500	9,100	96
	Brown	12,900	12,600	98
	Butler	101,400	100,300	99
	Clermont	51,800	51,200	99
	Clinton	13,900	13,700	99
	Hamilton	343,200	338,600	99
	Highland	13,800	13,500	98
	Warren	37,600	37,200	99
Between 25-49%	KENTUCKY			
	Harrison	5,700	5,700	99
	Owen	3,400	3,400	100
	Robertson	800	800	100
	Trimble	2,200	2,200	100
Between 5-24%	OHIO			
	Greene	46,800	46,300	99
	Montgomery	227,400	225,300	99
	Preble	15,100	14,900	99
	INDIANA			
	Decatur	8,400	8,200	98
	Jefferson	10,500	10,300	98
	Randolph	10,800	10,600	98
	Wayne	27,100	26,700	99
	KENTUCKY			
Bourbon	7,400	7,300	99	
Clark	11,100	11,000	99	
Estill	5,400	5,300	97	
Fleming	4,800	4,700	99	
Totals		1,258,200	1,243,200	99
Net Weekly Circulation (1990)			744,400	
Average Daily Circulation (1990)			393,400	

(Continued on page A-910)

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 Harris, 9-meter C-band; Harris, 6-meter Ku-band; GE, 3.6-meter Ku-band; Harris, 3-meter Ku-band; Harris, M/A-Corn, Standard Communications receivers.

SNG Mobile Dish: Andrew, 2.3-meter Ku-band.

News Services: AP, NBC, Ohio State News Network, UPI.

Ownership: Multimedia Broadcasting Co. (Group Owner).

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.

CLIFF ABROMATS, station manager.

NED PADDOCK, director of sales.

TOM LAMARCHE, local sales manager.

DON HOWE, national sales manager.

ALAN SAKALAS, director of engineering.

MIKE HEVEL, news director.

JULIE SMITH, promotion director.

TOM STOREY, program administrator.

HARRY SCHNEIDER, controller.

Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: Cincinnati. ADI: Cincinnati. Rank: 30.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Dearborn	13,700	13,500	99
	Fayette	10,000	9,800	98
	Franklin	6,600	6,400	97
	Ohio	2,000	2,000	100
	Ripley	8,900	8,700	98
	Switzerland	2,900	2,800	97
	Union	2,400	2,300	96
	Wayne	27,100	26,700	99
	KENTUCKY			
Boone	18,500	18,500	100	
Bracken	2,700	2,700	100	
Campbell	29,600	29,500	100	
Gallatin	1,900	1,900	100	
Grant	5,100	5,000	99	
Harrison	5,700	5,700	99	



WLWT BPCT-5024 Granted 6/17/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kenton	51,900	51,700	100
	Mason	6,300	6,200	99
	Owen	3,400	3,400	100
	Pendleton	4,100	4,100	100
	OHIO			
Adams	9,500	9,100	96	
Brown	12,900	12,600	98	
Butler	101,400	100,300	99	
Clermont	51,800	51,200	99	
Clinton	13,900	13,700	99	
Hamilton	343,200	338,600	99	
Highland	13,800	13,500	98	
Warren	37,600	37,200	99	
Between 25-49%	KENTUCKY			
	Carroll	3,500	3,500	100
	Lewis	5,000	4,900	98
OHIO				
Preble	15,100	14,900	99	
Scioto	30,500	29,900	98	
Between 5-24%	INDIANA			
	Decatur	8,400	8,200	98
	Jackson	13,800	13,600	99
	Jefferson	10,500	10,300	98
	Rush	6,500	6,400	98
	KENTUCKY			
Anderson	5,200	5,200	100	
Clark	11,100	11,000	99	
Fleming	4,800	4,700	99	
(Continued on page A-910)				
Totals		1,076,400	1,062,500	99
Net Weekly Circulation (1990)			728,500	
Average Daily Circulation (1990)			438,200	

Ohio—Cincinnati-Newport, Kentucky

WXIX-TV

Ch. 19

Network Service: Fox

Licensee: Mairite of Ohio Inc., 1200 Stalder Office Tower, Cleveland, OH 44115.

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: Mairite Communications Group Inc. (Group Owner).

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.

PATRICE MOHN, station manager.

ROBERT BEE, general sales manager.

JON LAWHEAD, local sales manager.

JERRY POLICOFF, national sales manager.

BOB THURBER, chief engineer.

HUGH DERMODY, news director.

BRENDA CRADDOCK, business manager.

RICK OLIVER, film director.

JANE PEAK, promotion manager.

Rates: On request.

City of License: Newport, KY. ADI: Cincinnati. Rank: 30.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Dearborn	13,700	13,500	99
	Ohio	2,000	2,000	100
	Ripley	8,900	8,700	98
	Switzerland	2,900	2,800	97
	Union	2,400	2,300	96
	Wayne	27,100	26,700	99
	KENTUCKY			
	Boone	18,500	18,500	100
	Bracken	2,700	2,700	100
	Campbell	29,600	29,500	100
	Carroll	3,500	3,500	100
	Grant	5,100	5,000	99
	Harrison	5,700	5,700	99
Kenton	51,900	51,700	100	
Pendleton	4,100	4,100	100	
OHIO				
Brown	12,900	12,600	98	
Butler	101,400	100,300	99	
Clermont	51,800	51,200	99	
Clinton	13,900	13,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hamilton	343,200	338,600	99
	Highland	13,800	13,500	98
	Preble	15,100	14,900	99
	Warren	37,600	37,200	99
Between 25-49%	INDIANA			
	Fayette	10,000	9,800	98
	Franklin	6,600	6,400	97
Jefferson	10,500	10,300	98	
KENTUCKY	Bourbon	7,400	7,300	99
	Clark	11,100	11,000	99
	Fleming	4,800	4,700	99
	Franklin	17,700	17,600	99
	Gallatin	1,900	1,900	100
	Lewis	5,000	4,900	98
	Mason	6,300	6,200	99
	Montgomery	7,800	7,700	98
	Nicholas	2,700	2,700	100
	Owen	3,400	3,400	100
	Trimble	2,200	2,200	100
	OHIO			
	Adams	9,500	9,100	96
	Darke	20,900	20,600	99
Fayette	10,300	10,100	98	
Greene	46,800	46,300	99	
Miami	34,600	34,200	99	
Montgomery	227,400	225,300	99	
Ross	24,200	23,700	98	
Scioto	30,500	29,900	98	
(Continued on page A-910)				
Totals		1,385,600	1,368,700	99
Net Weekly Circulation (1990)			703,600	
Average Daily Circulation (1990)			309,200	

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. **Fax:** 216-361-1762.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 9.33-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: 7080 State Rd, Parma, OH.

Multichannel TV Sound: Stereo only.

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, DX Engineering receivers. Ku-band.

SNG Mobile Dish: Vertex, 2.6-meter Ku-band.

News Services: ABC, AP, CNN.

Ownership: Scripps Howard Broadcasting Co. (Group Owner).

Began Operation: December 17, 1947.

Represented (sales): Blair Television; Canadian Communications Co. (Canada).

Represented (legal): Baker & Hostetler.

Personnel:

JAMES H. KNIGHT, vice president & general manager.

THOMAS G. ALLEN, operations director.

JANE L. SHERWIN, general sales manager.

EDWARD J. MILLER, engineering manager.

JOHN RAY, news director.

GARY A. STARK, program director.

JOAN KOHN, promotion director.

MARY Z. REED, business & research director.

ALAN BUSH, production manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3500.

City of License: Cleveland. **ADI:** Cleveland. **Rank:** 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Ashland	17,000	16,800	99
	Ashtabula	37,500	37,000	99
	Carroll	10,100	10,000	99
	Crawford	18,800	18,500	98
	Cuyahoga	574,900	568,800	99
	Erie	29,400	29,100	99
	Geauga	25,800	25,500	99
	Holmes	9,100	8,600	94
	Huron	20,700	20,400	99



WEWS' BPCT-1291 Granted 5/28/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lake	79,400	78,900	99
	Lorain	97,400	96,500	99
	Medina	41,000	40,600	99
	Portage	49,500	49,000	99
	Richland	48,900	48,300	99
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Tuscarawas	33,600	32,900	98
	Wayne	37,000	36,100	98
Between 25-49%	OHIO			
	Trumbull	87,400	86,600	99
Between 5-24%	OHIO			
	Columbiana	41,700	41,100	99
	Coshocton	14,300	13,900	97
	Hancock	25,300	25,000	99
	Harrison	6,100	6,000	99
	Knox	17,900	17,700	99
	Mahoning	104,300	103,300	99
	Ottawa	15,500	15,300	99
	Sandusky	23,700	23,500	99
	Seneca	22,200	21,900	99
	Wyandot	8,200	8,100	98
	PENNSYLVANIA			
	Crawford	32,400	31,600	98
	Mercer	46,200	45,400	98
Totals		1,911,800	1,889,500	99
Net Weekly Circulation (1990)				1,396,600
Average Daily Circulation (1990)				888,300

Ohio—Cleveland

WJW-TV

Ch. 8

Network Service: CBS.

Licensee: GNG Corp., 555 17th St., Suite 3300, Denver, CO 80202.

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 Ku & C-band; Scientific-Atlanta receivers.

News Services: CBS, CNN, NWS.

Ownership: SCI Television Inc. (Group Owner).

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 approved by FCC Aug. 20, 1987.

Represented (sales): TeleRep Inc.

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

Personnel:

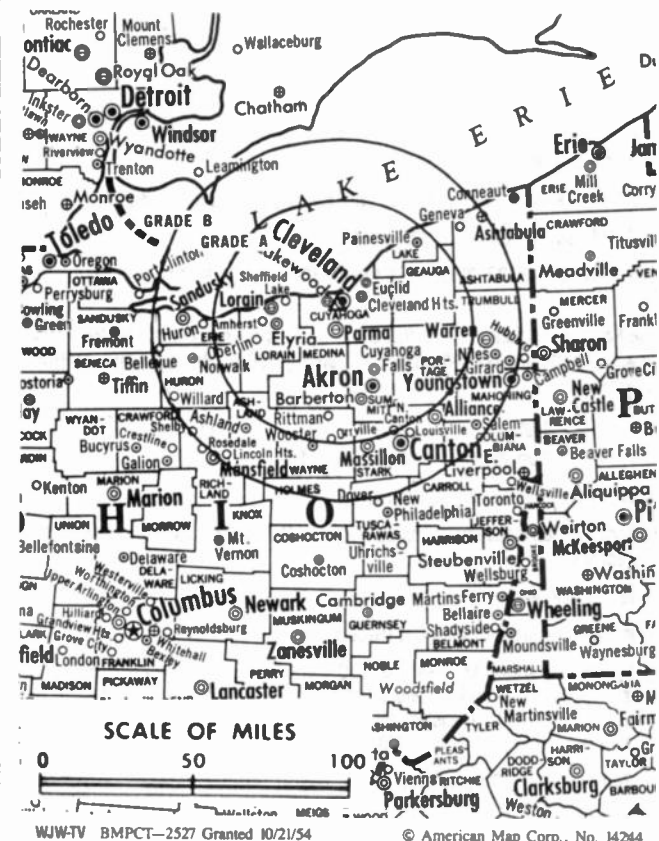
- VIRGIL DOMINIC, president & general manager.
- MICHAEL RENDA, general sales manager.
- DON ALEXANDER, local sales manager.
- KYRA BOSNIK, national sales manager.
- TOM MILLER, chief engineer.
- PHYLLIS QUAIL, news director.
- JOANNE STERN, creative services & promotion director.
- LOUIS A. GATTOZZI, director of operations.
- TOM FLAVELLE, business manager.
- JOANNE GOWDY, 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 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Ashland	17,000	16,800	99
	Ashtabula	37,500	37,000	99
	Carroll	10,100	10,000	99
	Cuyahoga	574,900	568,800	99
	Erie	29,400	29,100	99
	Geauga	25,800	25,500	99
	Holmes	9,100	8,600	94
	Huron	20,700	20,400	99
	Lake	79,400	78,900	99
	Lorain	97,400	96,500	99
	Medina	41,000	40,600	99
	Portage	49,500	49,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Richland	48,900	48,300	99
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Tuscarawas	33,600	32,900	98
	Wayne	37,000	36,100	98
OHIO				
Between 25-49%	Crawford	18,800	18,500	98
	Seneca	22,200	21,900	99
	Trumbull	87,400	86,600	99
OHIO				
Between 5-24%	Columbiana	41,700	41,100	99
	Coshocton	14,300	13,900	97
	Knox	17,900	17,700	99
	Mahoning	104,300	103,300	99
	Ottawa	15,500	15,300	99
	Sandusky	23,700	23,500	99
Totals		1,793,600	1,773,400	99
Net Weekly Circulation (1990)			1,349,900	
Average Daily Circulation (1990)			813,600	

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Ohio—Cleveland

WKYC-TV

Ch. 3

Network Service: NBC.

Licensee: NBC Subsidiary Inc. 6, 1403 East 86th St., Cleveland, OH 44114.

Studio: 1403 E. 6th St., Cleveland, OH 44114.

Telephone: 216-344-3333. TWX: 810-421-8133. Fax: 216-344-7493; 216-344-3326.

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: Scientific-Atlanta, 7-meter; Harris, 6-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, NBC, UPI.

Ownership: National Broadcasting Co. (Group Owner).

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, sales manager.

THOMAS POWERS, director of technical operations.

KATHLEEN McNULTY, director of finance & administration.

RICHARD O'DELL, production manager.

PAUL BEAVERS, news director.

DANIEL KLINTWORTH, director of advertising & promotion.

KAREN MALONE SMITH, press & community relations manager.

Rates: On request.

City of License: Cleveland. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Ashland	17,000	16,800	99
	Ashtabula	37,500	37,000	99
	Cuyahoga	574,900	568,800	99
	Erie	29,400	29,100	99
	Geauga	25,800	25,500	99
	Holmes	9,100	8,600	94
	Huron	20,700	20,400	99
	Lake	79,400	78,900	99
	Lorain	97,400	96,500	99
	Medina	41,000	40,600	99



WKYC-TV BPCT-1789 Granted 1/12/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Portage	49,500	49,000	99
	Richland	48,900	48,300	99
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Tuscarawas	33,600	32,900	98
	Wayne	37,000	36,100	98
Between 25-49%	OHIO			
	Carroll	10,100	10,000	99
	Crawford	18,800	18,500	98
	Trumbull	87,400	86,600	99
Between 5-24%	OHIO			
	Columbiana	41,700	41,100	99
	Harrison	6,100	6,000	98
	Knox	17,900	17,700	99
	Mahoning	104,300	103,300	99
	Morrow	10,100	10,000	99
	Sandusky	23,700	23,500	99
	Seneca	22,200	21,900	99
	PENNSYLVANIA			
	Crawford	32,400	31,600	98
Mercer	46,200	45,400	98	
Totals		1,858,600	1,837,200	99
Net Weekly Circulation (1990)			1,352,400	
Average Daily Circulation (1990)			801,500	

Ohio—Cleveland

WQHS

Ch. 61

Network Service: Home Shopping Network.

Licensee: Silver King Bcstg. of Ohio, 2861 W. Ridgewood Dr., Parma, OH 44134.

Studio: 2861 W. Ridgewood Dr., Parma, OH 44134.

Telephone: 216-888-0061. **Fax:** 216-888-6551.

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 (Group Owner).

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.

SUE GUNDICH, traffic manager.

Highest 30 Sec. Rate: \$750.

City of License: Cleveland. **ADI:** Cleveland. **Rank:** 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1980 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	OHIO			
Between 5-24%	Holmes	9,100	8,600	94
	Medina	41,000	40,600	99
	Wayne	37,000	36,100	98
Totals		87,100	85,300	98
Net Weekly Circulation (1990)			39,000	
Average Daily Circulation (1990)			12,800	

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. **Easylink:** 629-58392. **Fax:** 216-991-1932.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 3720-kw max. visual, 372-kw max. aural. Antenna: 1108-ft. above av. terrain, 1072-ft. above ground, 2013-ft. above sea level.

Latitude 41° 23' 15"
Longitude 81° 41' 43"

Transmitter: 2135 W. Ridgewood Dr., Peru, OH.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Comtech, 3-meter Ku & C-band; Harris, DX receivers.

AM Affiliate: WHK.

FM Affiliate: WMMS.

News Service: Fox News.

Ownership: Makrite Communications Group Inc., 78% (Group Owner); others, 22%.

Began Operation: May 19, 1985.

Represented (sales): Petry Television Inc.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Represented (engineering): Evans Associates.

Personnel:

DENNIS P. THATCHER, vice president & general manager.

JACK KREJCIK, general sales manager.

DAVID MOODY, local sales manager.

DOUG CROSS, national sales manager.

JIM SOMICH, chief engineer.

RICHARD SULLIVAN, program director & operations manager.

JUDY HACKETT, public relations & marketing director.

RICHARD SULLIVAN, on-air promotion director.

KAREN BIZJAK, business manager.

EMILY DAVIS, public affairs director.

DIANE HEWLETT PIERCE, public service director.

Highest 30 Sec. Rate: \$2500.

City of License: Shaker Heights. **ADI:** Cleveland. **Rank:** 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Cuyahoga	574,900	568,800	99
	Geauga	25,800	25,500	99
	Huron	20,700	20,400	99
	Lake	79,400	78,900	99



WOIO BMPCT—840720KH Granted 3/14/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lorain	97,400	96,500	99
	Medina	41,000	40,600	99
	Portage	49,500	49,000	99
	Summit	196,800	195,000	99
	Wayne	37,000	36,100	98
Between 25-49%	OHIO			
	Ashland	17,000	16,800	99
	Ashtabula	37,500	37,000	99
	Erie	29,400	29,100	99
	Holmes	9,100	8,600	94
	Mahoning	104,300	103,300	99
	Richland	48,900	48,300	99
	Stark	139,700	138,100	99
	Trumbull	87,400	86,600	99
	Tuscarawas	33,600	32,900	98
Between 5-24%	OHIO			
	Carroll	10,100	10,000	99
	Columbiana	41,700	41,100	99
PENNSYLVANIA	Mercer	46,200	45,400	98
	Totals	1,727,400	1,708,000	99
Net Weekly Circulation (1990)			879,600	
Average Daily Circulation (1990)			357,400	

Ohio—Lorain-Cleveland

WUAB

Ch. 43

Network Service: None, independent.

Licensee: Cannell Communications L.P., 7083 Hollywood Blvd., Hollywood, CA 90028.

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: Scientific-Atlanta, 7-meter C-band; Andrew, 4.5-meter KU & C-band; Andrew, Scientific-Atlanta receivers.

News Services: Accu-Weather, AP, MediaLink, PR Newswire, Sportsticker, UPI.

Ownership: Cannell Communications L.P. (Group Owner).

Began Operation: September 15, 1968. Sale to present owner by Gaylord Bcstg. approved by FCC June 19, 1990 (Television Digest, Vol. 30:13, 35). Sale to Gaylord by United Artists Bcstg. & Kaiser Bcstg. Co. approved by FCC June 30, 1977 (Vol. 16:39; 17:2, 28).

Represented (sales): MMT Sales Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- BILL SCAFFIDE, vice president & general manager.
- RON ST. CHARLES, director of programming & operations.
- JOE OCCHIONERO, general sales manager.
- ERIN O'CONNOR, local sales manager.
- JOHN TAMERLANO, national sales manager.
- PAT CAMPBELL, business manager.
- DAVE HOWITT, promotion director.
- REX RICKLY, manager of engineering.
- DAN ACKLEN, news director.

Highest 30 Sec. Rate: \$1200.

City of License: Lorain. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Ashland	17,000	16,800	99
	Cuyahoga	574,900	568,800	99
	Erie	29,400	29,100	99
	Geauga	25,800	25,500	99
	Huron	20,700	20,400	99
	Lake	79,400	78,900	99
	Lorain	97,400	96,500	99
	Medina	41,000	40,600	99
	Portage	49,500	49,000	99
	Richland	48,900	48,300	99
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Wayne	37,000	36,100	98
Between 25-49%	OHIO			
	Ashtabula	37,500	37,000	99
	Clark	55,800	55,200	99
	Crawford	18,800	18,500	98



WUAB BPCT-851122KK Granted 2/27/86

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Hancock	25,300	25,000	99
	Holmes	9,100	8,600	94
	Mahoning	104,300	103,300	99
	Marion	23,900	23,600	99
	Sandusky	23,700	23,500	99
	Seneca	22,200	21,900	99
	Trumbull	87,400	86,600	99
	Tuscarawas	33,600	32,900	98

Between 5-24%	KENTUCKY			
	Lewis	5,000	4,900	98
	OHIO			
	Carroll	10,100	10,000	99
	Columbiana	41,700	41,100	99
	Coshocton	14,300	13,900	97
	Delaware	22,300	22,100	99
	Fairfield	35,900	35,500	99
	Franklin	373,700	369,700	99
	Greene	46,800	46,300	99
	Guernsey	15,300	14,900	98
	Knox	17,900	17,700	99
	Lawrence	23,600	23,200	98
	Licking	48,000	47,500	99
	Morrow	10,100	10,000	99
Noble	4,300	4,100	95	
Ottawa	15,500	15,300	99	
Scioto	30,500	29,900	98	
Wyandot	8,200	8,100	98	

(Continued on page A-910)

Totals	2,760,400	2,727,800	99
Net Weekly Circulation (1990)			1,174,800
Average Daily Circulation (1990)			489,500

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. Fax: 614-460-2812.

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 and separate audio program.

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

SNG Mobile Dish: Vertex, 2.6-meter Ku-band.

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, UPI.

Ownership: WBNS-TV Inc. (Group Owner).

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.

JOHN A. HALDI, vice president, programs.

MARVIN C. BORN, vice president, engineering.

JERRY CARY, treasurer.

BILL VANCE, news director.

TIM D'ANGELO, national sales manager.

GARY LOWELL, general 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: \$2074.

City of License: Columbus. ADI: Columbus, OH. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Crawford	18,800	18,500	98
	Delaware	22,300	22,100	99
	Fairfield	35,900	35,500	99
	Fayette	10,300	10,100	98
	Franklin	373,700	369,700	99
	Hardin	12,100	11,900	98
	Hocking	9,900	9,700	98
	Knox	17,900	17,700	99
	Licking	48,000	47,500	99
	Logan	16,000	15,800	99
	Madison	11,300	11,100	98
	Marion	23,900	23,600	99
	Morgan	5,300	5,100	96



WBNS-TV BMPCT-800507KF Granted 3/30/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Morrow	10,100	10,000	99
	Muskingum	32,300	31,700	98
	Perry	11,700	11,500	98
	Pickaway	15,600	15,400	99
	Pike	9,200	9,000	97
	Ross	24,200	23,700	98
	Union	11,400	11,200	98
Between 25-49%	OHIO			
	Athens	20,000	19,400	97
	Champaign	13,300	13,100	98
	Clark	55,800	55,200	99
	Coshocton	14,300	13,900	97
	Guernsey	15,300	14,900	98
	Jackson	11,300	11,100	98
	Scioto	30,500	29,900	98
	Vinton	4,400	4,300	98
	Washington	24,200	23,600	98
Wyandot	8,200	8,100	98	
WEST VIRGINIA	Wood	36,200	35,800	99
	KENTUCKY			
Between 5-24%	Greenup	13,400	13,300	99
	OHIO			
	Adams	9,500	9,100	96
	Allen	41,600	40,900	98
	Ashland	17,000	16,800	99
	Auglaize	16,400	16,100	98
Gallia	11,100	10,800	97	
(Continued on page A-910)				
Totals		1,206,600	1,188,700	99
Net Weekly Circulation (1990)			740,100	
Average Daily Circulation (1990)			412,200	

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. Fax: 614-447-9017.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: Circularly polarized, 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 Stations: Transmit/receive Harris, 5-meter Ku-band & 4.6-meter Ku-band; Scientific-Atlanta, 10-meter C-band; DX Antenna, Harris, Scientific-Atlanta receivers.

News Services: AP, Conus, NBC.

Ownership: Outlet Communications Inc. (Group Owner).

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): Coffey, McGovern & Noel.

Personnel:

DAVID E. HENDERSON, chairman & 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.
J. LAWRENCE POZZI, chief engineer.
RON BILEK, news director.
JANNA PETRY, promotion manager.
BOB SHAW, operations manager.
PAUL ERNST, production manager.

Rates: On request.

City of License: Columbus. ADI: Columbus, OH. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Coshocton	14,300	13,900	97
	Crawford	18,800	18,500	98
	Delaware	22,300	22,100	99
	Fairfield	35,900	35,500	99
	Fayette	10,300	10,100	98
	Franklin	373,700	369,700	99
	Hocking	9,900	9,700	98
	Knox	17,900	17,700	99
	Licking	48,000	47,500	99
	Logan	16,000	15,800	99
	Madison	11,300	11,100	98
	Marion	23,900	23,600	99
	Morrow	10,100	10,000	99



WCMH-TV BPC-T-810526KP Granted 10/8/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Perry	11,700	11,500	98
	Pickaway	15,600	15,400	99
	Pike	9,200	9,000	97
	Ross	24,200	23,700	98
	Union	11,400	11,200	98
OHIO				
Between 25-49%				
	Athens	20,000	19,400	97
	Champaign	13,300	13,100	98
	Clark	55,800	55,200	99
	Guernsey	15,300	14,900	98
	Hardin	12,100	11,900	98
	Jackson	11,300	11,100	98
	Morgan	5,300	5,100	96
	Muskingum	32,300	31,700	98
	Richland	48,900	48,300	99
	Vinton	4,400	4,300	98
OHIO				
Between 5-24%				
	Ashland	17,000	16,800	99
	Highland	13,800	13,500	98
	Tuscarawas	33,600	32,900	98
	Wyandot	8,200	8,100	98
Totals		975,800	962,300	99
Net Weekly Circulation (1990)				706,600
Average Daily Circulation (1990)				435,900

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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. **Fax:** 614-481-6828.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 535-ft. above av. terrain, 672-ft. above ground, 1400-ft. above sea level.

Latitude 40° 01' 02"

Longitude 83° 01' 07"

Transmitter: 350 W. Dodridge St.

Satellite Earth Stations: Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Avantek, Harris receivers.

News Services: ABC, AP, NIWS, UPI.

Ownership: Anchor Media Holdings Ltd., gen. partner (Group Owner).

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): Petry Television Inc.

Represented (legal): Hogan & Hartson.

Represented (engineering): Smith & Powsterto.

Personnel:

ANTHONY R. TWIBELL, vice president & general manager.

ROB WAGLEY, general sales manager.

DOUG PARKER, programming & public service director.

JIM STRADER, creative services director.

PETE FORD, director of engineering.

PAT CRAMER, local sales manager.

TONI McHUGH, national sales manager.

CARL TWENTIER, news director.

JOHN SCHNABEL, business manager.

Highest 30 Sec. Rate: \$4500.

NETWORK BASE HOURLY RATE: \$1875.

City of License: Columbus. **ADI:** Columbus, OH. **Rank:** 34.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Champaign	13,300	13,100	98
	Crawford	18,800	18,500	98
	Delaware	22,300	22,100	99
	Fairfield	35,900	35,500	99
	Fayette	10,300	10,100	98
	Franklin	373,700	369,700	99
	Hocking	9,900	9,700	98
	Knox	17,900	17,700	99
	Licking	48,000	47,500	99
	Logan	16,000	15,800	99
	Madison	11,300	11,100	98
	Marion	23,900	23,600	99



WSYX BPC-4870 Granted 5/22/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Morrow	10,100	10,000	99
	Muskingum	32,300	31,700	98
	Perry	11,700	11,500	98
	Pickaway	15,600	15,400	99
	Ross	24,200	23,700	98
	Union	11,400	11,200	98
Between 25-49%	OHIO			
	Athens	20,000	19,400	97
	Coshocton	14,300	13,900	97
	Hardin	12,100	11,900	98
	Jackson	11,300	11,100	98
	Morgan	5,300	5,100	96
	Pike	9,200	9,000	97
	Richland	48,900	48,300	99
	Scioto	30,500	29,900	98
	Vinton	4,400	4,300	98
Washington	24,200	23,600	98	
Wyandot	8,200	8,100	98	
WEST VIRGINIA	Wood	36,200	35,800	99
	KENTUCKY			
Between 5-24%	Lewis	5,000	4,900	98
	OHIO			
	Ashland	17,000	16,800	99
	Clark	55,800	55,200	99
	Guernsey	15,300	14,900	98
	Highland	13,800	13,500	98
	Noble	4,300	4,100	95
Totals		1,042,400	1,027,700	99
Net Weekly Circulation (1990)				708,200
Average Daily Circulation (1990)				398,100

Ohio—Columbus

WTTE

Ch. 28

Network Service: Fax

Licensee: WTTE Channel 28 Inc., Box 280, Columbus, OH 43216.

Studio: 6130 Sunbury Rd., Westerville, OH 43801.

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: Comtech, 7.3-meter; Harris, 6.1-meter; Harris, 3-meter; Microdyne Ku-band; Microdyne, Standard Communications receivers.

News Service: UPI.

Ownership: Sinclair Broadcast Group Inc. (Group Owner).

Began Operation: June 1, 1984.

Represented (sales): TeleRep 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.

ROBERT HEYDE, national sales manager.

JOE SUBICH, chief engineer.

ORAN D. GOUGH, operations director.

SUSAN GILBERT, promotion director.

LOIS DEAN, business manager.

Highest 30 Sec. Rate: \$1000.

City of License: Columbus. ADI: Columbus, OH. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Delaware	22,300	22,100	99
	Franklin	373,700	369,700	99
	Licking	48,000	47,500	99
	Madison	11,300	11,100	98
	Marion	23,900	23,600	99
	Morrow	10,100	10,000	99
	Perry	11,700	11,500	98
Union	11,400	11,200	98	
Between 25-49%	OHIO			
	Fairfield	35,900	35,500	99
	Hardin	12,100	11,900	98
	Hocking	9,900	9,700	98
	Knox	17,900	17,700	99
Logan	16,000	15,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Morgan	5,300	5,100	96
	Muskingum	32,300	31,700	98
	Pickaway	15,600	15,400	99
	Ross	24,200	23,700	98
Between 5-24%	OHIO			
	Athens	20,000	19,400	97
	Champaign	13,300	13,100	98
	Coshocton	14,300	13,900	97
	Crawford	18,800	18,500	98
	Fayette	10,300	10,100	98
	Guernsey	15,300	14,900	98
	Highland	13,800	13,500	98
	Holmes	9,100	8,600	94
	Pike	9,200	9,000	97
Richland	48,900	48,300	99	
Wyandot	8,200	8,100	98	
Totals		862,800	850,600	99
Net Weekly Circulation (1990)			393,900	
Average Daily Circulation (1990)			152,100	

THIS DATA IS AVAILABLE ON TAPE OR DISKETTE FOR USE ON YOUR OWN COMPUTER OR AS CUSTOMIZED REPORTS

Call Lynn Levine or Nancy Cramer
202-872-9200

Ohio—Dayton

WDTN

Ch. 2

Network Service: ABC.

Licensee: The Hearst Corp., 4595 S. Dobe Ave., Dayton, OH 45439.

Studio: 4595 S. Dobe 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 Rd. & Gettysburg Ave.

Satellite Earth Stations: Andrew, 7-meter Ku-band; Andrew, 7-meter C-band; Andrew, 5-meter Ku-band; Drake, 3.4-meter C-band; Microdyne, 5-meter Ku-band; Avantek, Drake, M/A-Com, Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: Andrew, 5-meter Ku-band.

News Services: ABC, Conus, NWS.

Ownership: Hearst Broadcasting (Group Owner).

Begin 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 & Hetlage.

Personnel:

PHILIP STOLZ, vice president & general manager.
STEVEN L. FISHER, program director & station manager.
LARRY RYAN, general sales manager.
MEGAN CARONE, local sales manager.
SHERYL SORRELL, national sales manager.
DAVID ROBERTS, news director.
KIRK SZESNY, promotion director.
ROGER BERARDINIS, business manager.
KIM PETERS, marketing director.
SHARON FAIR, director of community & human resources.
TED LESTER, chief engineer.

Highest 30 Sec. Rate: \$3500.

City of License: Dayton. ADI: Dayton. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 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	26,700	99
	OHIO			
	Auglaize	16,400	16,100	98
	Champaign	13,300	13,100	98
	Clark	55,800	55,200	99
	Clinton	13,900	13,700	99
	Darke	20,900	20,600	99
	Greene	46,800	46,300	99
Logan	16,000	15,800	99	



WDTN BPC-4987 Granted 5/6/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mercer	13,600	13,400	99
	Miami	34,600	34,200	99
	Montgomery	227,400	225,300	99
	Preble	15,100	14,900	99
	Shelby	15,300	15,100	99
Warren	37,600	37,200	99	
Between 25-49%	INDIANA			
	Franklin	6,600	6,400	97
	Randolph	10,800	10,600	98
	OHIO			
Butler	101,400	100,300	99	
Fayette	10,300	10,100	98	
Highland	13,800	13,500	98	
Between 5-24%	INDIANA			
	Fayette	10,000	9,800	98
	Jay	8,200	8,000	98
	KENTUCKY			
	Boone	18,500	18,500	100
	OHIO			
	Adams	9,500	9,100	96
Allen	41,600	40,900	98	
Brown	12,900	12,600	98	
Clermont	51,800	51,200	99	
Hamilton	343,200	338,600	99	
Pike	9,200	9,000	97	
Totals		1,204,000	1,188,500	99
Net Weekly Circulation (1990)			580,400	
Average Daily Circulation (1990)			307,500	

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.

Mailing Address: Box 1206, 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.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Vertex, 4.6-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Vertex, 6.1-meter Ku & 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. (Group Owner).

Began Operation: February 26, 1949.

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

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, director, community relations.

HAROLD HAPNER, television news director.

WILLIAM KELTY, director of engineering.

JOHN HANLEY, business manager.

THERESE WEILER, research director.

Rates: On request.

City of License: Dayton. ADI: Dayton. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Randolph	10,800	10,600	98
	Union	2,400	2,300	96
	Wayne	27,100	26,700	99
	OHIO			
	Auglaize	16,400	16,100	98
	Champaign	13,300	13,100	98



WHIO-TV BPCT-890 Granted 7/11/52

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clark	55,800	55,200	99
	Clinton	13,900	13,700	99
	Darke	20,900	20,600	99
	Fayette	10,300	10,100	98
	Greene	46,800	46,300	99
	Highland	13,800	13,500	98
	Logan	16,000	15,800	99
	Mercer	13,600	13,400	99
	Miami	34,600	34,200	99
	Montgomery	227,400	225,300	99
	Preble	15,100	14,900	99
	Shelby	15,300	15,100	99
	Warren	37,600	37,200	99
Between 25-49%	OHIO			
	Allen	41,600	40,900	98
	Butler	101,400	100,300	99
Between 5-24%	INDIANA			
	Dearborn	13,700	13,500	99
	Franklin	6,600	6,400	97
	Jay	8,200	8,000	98
	OHIO			
	Brown	12,900	12,600	98
	Clermont	51,800	51,200	99
	Hamilton	343,200	338,600	99
	Madison	11,300	11,100	98
	Marion	23,900	23,600	99
	Ross	24,200	23,700	98
	Union	11,400	11,200	98
	Van Wert	11,800	11,700	99
Totals		1,253,100	1,236,900	99
Net Weekly Circulation (1990)			615,700	
Average Daily Circulation (1990)			350,400	

Ohio—Dayton

WKFE

Ch. 22

Network Service: NBC.

Licensee: KT Communications Ltd. Partnership III, 333 West Wacker Dr., Suite 830, Chicago, IL 60606.

Studio: 1731 Soldiers Home Rd., Dayton, OH 45418.

Telephone: 513-263-2682. 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: Microdyne, 7-meter; AFC, 6-meter; Harris, 3-meter; Harris, Microdyne receivers.

News Service: AP.

Ownership: KT Communications Ltd. Partnership III.

Began Operation: September 27, 1964. Sale to Adams Communications by Springfield TV Corp. approved by FCC Jan. 9, 1984 (Television Digest, Vol. 23:35). Sale to present owner by Adams approved Feb. 23, 1989.

Represented (sales): Katz Television.

Personnel:

- JAMES D. GRAHAM, general manager.
- TOM REARDON, local sales manager.
- JOHN GREENWOOD, national sales manager.
- MICHAEL R. SMYTHE, marketing director.
- BRUCE PARKER, director of news & public affairs.
- SANDY PATTON, production & promotion manager.
- STEVEN R. SACKMAN, business manager.
- DARRELL HUNTER, chief engineer.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1550.

City of License: Dayton. ADI: Dayton. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Clark	55,800	55,200	99
	Clinton	13,900	13,700	99
	Darke	20,900	20,600	99
	Greene	46,800	46,300	99
	Miami	34,600	34,200	99
	Montgomery	227,400	225,300	99
	Preble	15,100	14,900	99
	Shelby	15,300	15,100	99
	Warren	37,600	37,200	99



WKFE BPCT-841029KG Granted 11/29/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Randolph	10,800	10,600	98
	Union	2,400	2,300	96
	Wayne	27,100	26,700	99
	OHIO			
Auglaize	16,400	16,100	98	
Butler	101,400	100,300	99	
Champaign	13,300	13,100	98	
Highland	13,800	13,500	98	
Logan	16,000	15,800	99	
Between 5-24%	INDIANA			
	Franklin	6,600	6,400	97
	Ohio	2,000	2,000	100
	KENTUCKY			
	Campbell	29,600	29,500	100
	OHIO			
	Adams	9,500	9,100	96
	Brown	12,900	12,600	98
	Clermont	51,800	51,200	99
	Fayette	10,300	10,100	98
Hamilton	343,200	338,600	99	
Madison	11,300	11,100	98	
Mercer	13,600	13,400	99	
Totals		1,159,400	1,144,900	99
Net Weekly Circulation (1990)				502,300
Average Daily Circulation (1990)				252,200

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. TWX: 910-333-3284. Fax: 513-268-5265.

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 Broadcasting Inc. (Group Owner).

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): Setel Inc.

Represented (engineering): Charles I. Gallagher, P.E., Consulting Radio Engineers.

Personnel:

DAVID J. MILLER, vice president & general manager.

DALE A. REMY, general sales manager.

MARCIA WOODWARD, national sales manager.

RON SCHUETZE, chief engineer.

LINDA TRIPLETT, operations manager.

Rates: On request.

City of License: Dayton. ADI: Dayton. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Clark	55,800	55,200	99
	Clinton	13,900	13,700	99
	Darke	20,900	20,600	99
	Greene	46,800	46,300	99
	Miami	34,600	34,200	99
	Montgomery	227,400	225,300	99
	Preble	15,100	14,900	99
Shelby	15,300	15,100	99	
Between 25-49%	INDIANA			
	Randolph	10,800	10,600	98
	Union	2,400	2,300	96
	Wayne	27,100	26,700	99
	OHIO			
Auglaize	16,400	16,100	98	
Butler	101,400	100,300	99	
Champaign	13,300	13,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Clermont	51,800	51,200	99
	Fayette	10,300	10,100	98
	Highland	13,800	13,500	98
	Logan	16,000	15,800	99
	Warren	37,600	37,200	99
Between 5-24%	INDIANA			
	Dearborn	13,700	13,500	99
	Franklin	6,600	6,400	97
	Jay	8,200	8,000	98
KENTUCKY				
Boone	18,500	18,500	100	
Campbell	29,600	29,500	100	
Kenton	51,900	51,700	100	
Pendleton	4,100	4,100	100	
OHIO				
Brown	12,900	12,600	98	
Hamilton	343,200	338,600	99	
Madison	11,300	11,100	98	
Mercer	13,600	13,400	99	
Ross	24,200	23,700	98	
Totals		1,277,400	1,262,000	99
Net Weekly Circulation (1990)				456,500
Average Daily Circulation (1990)				183,300

Ohio—Lima

WLIO
Ch. 35

Network Service: NBC.

Licensee: Lima Communications Corp., Box 1689, Lima, OH 45802.

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: 641-ft. above av. terrain, 522-ft. above ground, 1391-ft. above sea level.

Latitude 40° 44' 54"
Longitude 84° 07' 55"

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. (Group Owner).

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.
BRUCE A. OPPERMAN, vice president & general sales manager.
JAMES D. GARLING, program director.
ANTELLE HAITHCOCK, promotion director.
GEORGE DUNSTER, news director.
FRED VOBBE, chief engineer.

Highest 30 Sec. Rate: \$750.

City of License: Lima. ADI: Lima. Rank: 194.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Allen	41,600	40,900	98
	Auglaize	16,400	16,100	98
	Hardin	12,100	11,900	98
	Mercer	13,600	13,400	99



WLIO BPT-820712KP Granted 10/08/82

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Putnam	11,300	11,100	98
	Van Wert	11,800	11,700	99
Between 25-49%	OHIO			
	Hancock	25,300	25,000	99
	Logan	16,000	15,800	99
Between 5-24%	INDIANA			
	Adams	10,600	10,400	98
	OHIO			
	Defiance	14,500	14,300	99
	Henry	10,600	10,500	99
	Paulding	7,700	7,600	99
Shelby	15,300	15,100	99	
Wyandot	8,200	8,100	98	
Totals		215,000	211,900	99
Net Weekly Circulation (1990)			104,500	
Average Daily Circulation (1990)			62,200	

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.

News Service: CNN.

Ownership: American Christian Television Services Inc.

Began Operation: June 13, 1982.

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

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

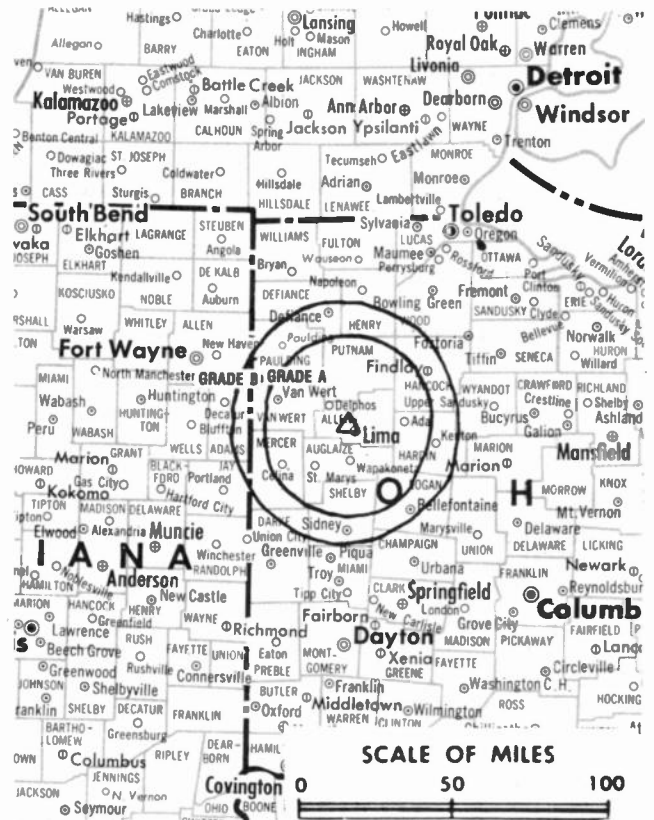
Personnel:
RON MIGHELL, vice president & director.
ROBERT PLACIE, general manager.
HARRY BARNES, general sales manager.
JOHN OWENS, production director.
RAY TANNER, chief engineer.
JEFF MILLSLADLE, program director.
KEVIN BOWERS, promotion director.
DAVE GREENWOOD, business manager.

Highest 30 Sec. Rate: \$40.

City of License: Lima. ADI: Lima. Rank: 194.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO Putnam	11,300	11,100	98
	INDIANA Adams	10,600	10,400	98



WTLW BMPCT-811118KI Granted 2/8/82 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
Between 5-24%	Allen	41,600	40,900	98
	Auglaize	16,400	16,100	98
	Hancock	25,300	25,000	99
	Hardin	12,100	11,900	98
	Henry	10,600	10,500	99
	Logan	16,000	15,800	99
	Mercer	13,600	13,400	99
	Paulding	7,700	7,600	99
	Van Wert	11,800	11,700	99
Totals		177,000	174,400	99
Net Weekly Circulation (1990)			27,500	
Average Daily Circulation (1990)			8,500	

Ohio—Newark

WSFJ

Ch. 51

Network Service: None, independent.

Licensee: Christian Television of Ohio Inc., 10077 Jacksontown Rd., Box 770, 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: AFC, 3.66-meter Ku-band; RF Systems, 6-meter C-band; Scientific-Atlanta, 5-meter C-band; M/A-Com, Scientific-Atlanta, Standard Components receivers.

Ownership: Christian Television of Ohio Inc.

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.

ED GRIGGIS, general sales manager, program & promotion director.

SUSANNE RAUCH, production manager.

TED ROSS, director of engineering.

CRAIG STEVENSON, chief engineer.

Rates: On request.

City of License: Newark. ADI: Columbus, OH. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	
			Households	%
Between 5-24%	OHIO			
	Hocking	9,900	9,700	98
	Licking	48,000	47,500	99
	Muskingum	32,300	31,700	98
Totals		90,200	88,900	99
Net Weekly Circulation (1990)				14,300
Average Daily Circulation (1990)				5,600

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. (Group Owner).

Began Operation: December 5, 1982.

Represented (legal): May & Dunne, Chartered.

Personnel:

SHELBY GILLIAM, president.

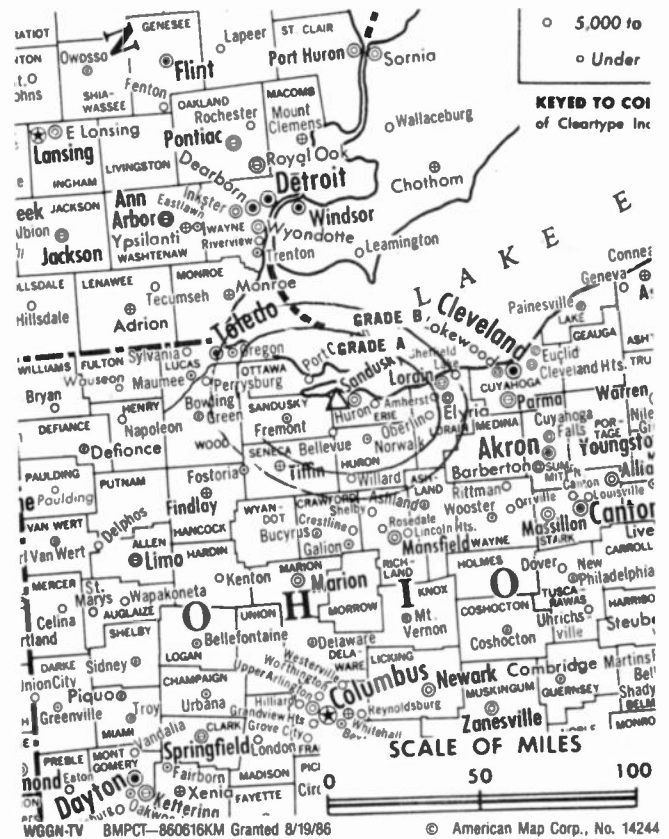
RUSTY YOST, general manager.

BILL POUNDERS, sales manager.

LENA RECCE, traffic coordinator.

Highest 30 Sec. Rate: \$150.

Arbitron Data: Not available.



City of License: Sandusky. ADI: Toledo. Rank: 63.

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. (Group Owner).

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.

VIC COSTELLO, promotion director.

JOANNE HORN, administrative assistant.

Highest 30 Sec. Rate: \$38.

City of License: Springfield. ADI: Dayton. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



WTJC BPCT-780814C Granted 12/14/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	OHIO			
Between 5-24%	Champaign	13,300	13,100	98
	Clark	55,800	55,200	99
Totals		69,100	68,300	99
Net Weekly Circulation (1990)			16,200	
Average Daily Circulation (1990)			5,200	

Ohio—Steubenville-Wheeling, WV

WTOV-TV

Ch. 9

Network Service: NBC.

Licenses: 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. Fax: 614-282-0911.

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: Paracclipse, 5-meter C-band; Harris, 3.5-meter Ku-band; Prodein, 3.5-meter C-band; Drake receivers.

News Services: AP, Group W Newseid.

Ownership: Television Station Partners L.P. (Group Owner).

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 E. BECKER, president.
WILLIAM EVANS, vice president & general manager.
TIM McCOY, operations manager.
ART DAUBE, general sales manager.
JIM EMMERLING, local sales manager.
JANET CIPRIANI, national sales assistant.
LEN SMITH, chief engineer.
BRIAN TRURING, news director.
KAREN ROSSANO, program assistant.
BRYAN RUDOLPH, promotion assistant.
MIKE CUNNINGHAM, business manager.
SHERRY HANSEN, local sales assistant.
CRISTOL STAVROULAKIS, assistant news director.

Highest 30 Sec. Rate: \$2000.

City of License: Steubenville. ADI: Wheeling, WV-Steubenville, OH. Rank: 137.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Belmont	30,900	30,500	99
	Carroll	10,100	10,000	99
	Guernsey	15,300	14,900	98
	Harrison	6,100	6,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Jefferson	31,800	31,400	99	
	Monroe	6,100	5,900	97	
	Noble	4,300	4,100	95	
	WEST VIRGINIA				
	Brooke	10,700	10,700	100	
	Hancock	14,900	14,900	100	
	Marshall	14,900	14,800	99	
	Ohio	23,200	23,100	100	
	Tyler	4,000	3,900	98	
	Wetzel	7,900	7,800	99	
Between 25-49%	OHIO				
	Columbiana	41,700	41,100	99	
	Tuscarawas	33,600	32,900	98	
	WEST VIRGINIA				
	Tucker	3,400	3,300	97	
Between 5-24%	OHIO				
	Coshocton	14,300	13,900	97	
	Stark	139,700	138,100	99	
	PENNSYLVANIA				
	Beaver	71,500	70,700	99	
	Butler	56,000	55,300	99	
	Greene	15,400	15,100	98	
	Lawrence	38,100	37,500	98	
	Washington	81,100	79,900	99	
	WEST VIRGINIA				
	Marion	25,200	25,000	99	
	Monongalia	29,300	28,900	99	
	Preston	11,400	11,200	98	
Totals		740,900	730,900	99	
Net Weekly Circulation (1990)			262,500		
Average Daily Circulation (1990)			137,100		

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. Fax: 419-535-0202.

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: 833 N. 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; Avanteq, Scientific-Atlanta receivers.

News Services: AP, ABC.

Ownership: WNWO Associates.

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.

SAM JACOBS, general sales manager.

JAMES GLENDENING, local sales manager.

CHRISTOPHER W. JONES, program director.

HAROLD W. THOMPSON, chief engineer.

BERT DeVEAU, marketing director.

MICHAEL PRZYBYLSKI, business manager.

NANCY PRATT, traffic manager.

CHRISY HOWARD, promotion director/marketing associate.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$850.

City of License: Toledo. ADI: Toledo. Rank: 63.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN Monroe	46,800	46,400	99
	OHIO Allen	41,600	40,900	98
	Defiance	14,500	14,300	99

THE TED HEPBURN COMPANY

Our firm acted as financial advisor and broker in the 1986 sale of WDHO-TV

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road, Palm Beach, Florida 33480 (407) 863-9999
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fulton	14,600	14,300	98
	Hancock	25,300	25,000	99
	Hardin	12,100	11,900	98
	Henry	10,600	10,500	99
	Lucas	180,500	178,700	99
	Ottawa	15,500	15,300	99
	Putnam	11,300	11,100	98
	Sandusky	23,700	23,500	99
	Seneca	22,200	21,900	99
	Williams	14,400	14,100	98
Wood	39,400	39,000	99	
Wyandot	8,200	8,100	98	
Between 25-49%	MICHIGAN Hillsdale	15,500	15,200	98
	Lenawee	32,000	31,600	99
	OHIO Huron	20,700	20,400	99
Between 5-24%	MICHIGAN Washtenaw	101,600	99,500	98
	OHIO Auglaize	16,400	16,100	98
	Crawford	18,800	18,500	98
	Erie	29,400	29,100	99
	Paulding	7,700	7,600	99
	Van Wert	11,800	11,700	99
Totals		734,600	724,700	99
Net Weekly Circulation (1990)			426,800	
Average Daily Circulation (1990)			202,600	

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 Services: AP, CBS.

Ownership: Cosmos Broadcasting Corp. (Group Owner).

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, Richter & Parsons Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

S. WHEELER RUDD, vice president & general manager.

JOHN COTTINGHAM, general sales manager.

RITA MARTIN, national sales manager.

STEVE ISRAEL, program manager.

STEWART HINZE, chief engineer.

RICK GEVERS, news director.

GARY ALBERS, promotion director.

DONALD C. KENNEDY, business manager.

BILL STEWART, production manager.

Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$2521.

City of License: Toledo. ADI: Toledo. Rank: 63.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Lenawee	32,000	31,600	99
	Monroe	46,800	46,400	99
	OHIO			
	Crawford	18,800	18,500	98
Defiance	14,500	14,300	99	
Fulton	14,600	14,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hancock	25,300	25,000	99
	Henry	10,600	10,500	99
	Lucas	180,500	178,700	99
	Ottawa	15,500	15,300	99
	Putnam	11,300	11,100	98
	Sandusky	23,700	23,500	99
	Seneca	22,200	21,900	99
	Williams	14,400	14,100	98
	Wood	39,400	39,000	99
	Wyandot	8,200	8,100	98
Between 25-49%	MICHIGAN			
	Hillsdale	15,500	15,200	98
	OHIO			
	Allen	41,600	40,900	98
	Erie	29,400	29,100	99
Between 5-24%	MICHIGAN			
	Washtenaw	101,600	99,500	98
	Totals	706,400	696,900	99
	Net Weekly Circulation (1990)			505,800
	Average Daily Circulation (1990)			302,200

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: Scientific-Atlanta, 7-meter; Harris, 6.8-meter; Scientific-Atlanta, 5-meter; Scientific-Atlanta, 4.6-meter; Harris, 3-meter; Harris, Microwave Assoc., Scientific-Atlanta receivers.

News Services: AP, CNN, NBC.

Ownership: WTVG Inc.

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, P.C.

Personnel:

ANDY LEE, vice president & station manager.
GEORGE CARLINO, national sales manager.
DON SCHALLER, director of technical services.
MIKE SULLIVAN, director of news.
MARSHA SCHROEDER, director of operations.
BRENDA WEGHORST, director of community affairs.
JAMES M. NOWAK, director of creative services.

Rates: On request.

City of License: Toledo. ADI: Toledo. Rank: 63.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Lenawee	32,000	31,600	99
	Monroe	46,800	46,400	99
	OHIO			
	Crawford	18,800	18,500	98
	Defiance	14,500	14,300	99
	Fulton	14,600	14,300	98
	Hancock	25,300	25,000	99
	Henry	10,600	10,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Huron	20,700	20,400	99
	Lucas	180,500	178,700	99
	Ottawa	15,500	15,300	99
	Putnam	11,300	11,100	98
	Sandusky	23,700	23,500	99
	Seneca	22,200	21,900	99
	Williams	14,400	14,100	98
	Wood	39,400	39,000	99
	Wyandot	8,200	8,100	98
	MICHIGAN			
Between 25-49%	Hillsdale	15,500	15,200	98
	OHIO			
	Allen	41,600	40,900	98
Between 5-24%	Erie	29,400	29,100	99
	Hardin	12,100	11,900	98
	MICHIGAN			
	Washtenaw	101,600	99,500	98
OHIO				
Between 5-24%	Auglaize	16,400	16,100	98
	Paulding	7,700	7,600	99
Totals		722,800	713,000	99
Net Weekly Circulation (1990)			499,700	
Average Daily Circulation (1990)			293,500	

Ohio—Toledo

WUPW

Ch. 36

Network Service: Fox.

Licenses: Toledo Television Ltd. Partnership, Four SeaGate, Toledo, OH 43604.

Studio: Four SeaGate, Toledo, OH 43604.

Telephone: 419-244-3600. Fax: 419-244-8842.

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: Toledo Television Ltd. Partnership

Began Operation: September 22, 1985.

Represented (sales): Blair Television.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Represented (engineering): Jansky & Bailey.

Personnel:

LARRY BLUM, president & general manager.

LARRY SCOTT, general sales manager.

MIKE GIROCCO, local sales manager.

STEVEN W. PUNTIERI, chief engineer.

DENIS C. KATELL, program director.

CHRIS KARL, promotion director.

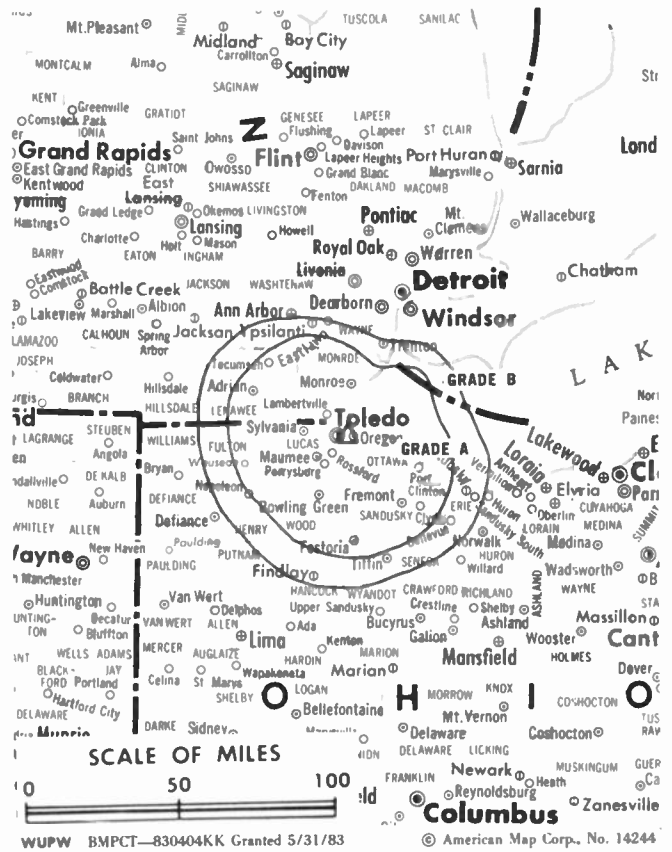
SANDY RICE, business manager.

Highest 30 Sec. Rate: \$1000.

City of License: Toledo. ADI: Toledo. Rank: 63.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Lenawee	32,000	31,600	99
	Monroe	46,800	46,400	99
	OHIO			
	Fulton	14,600	14,300	98
	Hancock	25,300	25,000	99
	Henry	10,600	10,500	99
	Lucas	180,500	178,700	99
	Ottawa	15,500	15,300	99
	Sandusky	23,700	23,500	99
Seneca	22,200	21,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Williams	14,400	14,100	98
	Wood	39,400	39,000	99
Between 25-49%	MICHIGAN			
	Hillsdale	15,500	15,200	98
	OHIO			
	Allen	41,600	40,900	98
	Defiance	14,500	14,300	99
	Hardin	12,100	11,900	98
	Huron	20,700	20,400	99
Putnam	11,300	11,100	98	
Wyandot	8,200	8,100	98	
Between 5-24%	MICHIGAN			
	Washtenaw	101,600	99,500	98
	OHIO			
	Crawford	18,800	18,500	98
	Erie	29,400	29,100	99
	Paulding	7,700	7,600	99
Richland	48,900	48,300	99	
Van Wert	11,800	11,700	99	
Totals		767,100	756,900	99
Net Weekly Circulation (1990)			331,800	
Average Daily Circulation (1990)			128,900	

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. Fax: 216-744-3402.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 3720-kw max. & 955-kw horizontal visual, 375-kw max. & 97.7-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1085-ft. above ground, 2118-ft. above sea level.

Latitude 41° 04' 46"
Longitude 80° 38' 25"

Transmitter: Mabel St.

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

Ownership: WFMJ Television Inc.

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 H. BROWN JAGNOW, president.

JOHN A. GRDIC, general manager.

KATHIE BRICKMAN, national sales & traffic manager.

HOMAIN BAXTER, film director.

RUDY RECKLIES, chief engineer.

ART JORDAN, news director.

JAMES TERRY, marketing director.

JACK STEVENSON, traffic coordinator.

Highest 30 Sec. Rate: \$1800.

NETWORK BASE HOURLY RATE: \$725.

City of License: Youngstown. ADI: Youngstown. Rank: 89.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Columbiana	41,700	41,100	99
	Mahoning	104,300	103,300	99
	Trumbull	87,400	86,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
50% & Over	Lawrence	38,100	37,500	98
	Mercer	46,200	45,400	98
PENNSYLVANIA				
Between 25-49%	Crawford	32,400	31,600	98
OHIO				
Between 5-24%	Ashtabula	37,500	37,000	99
	Carroll	10,100	10,000	99
	Geauga	25,800	25,500	99
	Portage	49,500	49,000	99
	Stark	139,700	138,100	99
PENNSYLVANIA				
	Beaver	71,500	70,700	99
	Butler	56,000	55,300	99
	Venango	23,800	23,100	97
Totals		764,000	754,200	99
Net Weekly Circulation (1990)			307,400	
Average Daily Circulation (1990)			184,700	

Ohio—Youngstown

WKBN-TV

Ch. 27

Network Service: CBS.

Licensee: WKBN Broadcasting Corp., 3930 Sunset Blvd., Youngstown, OH 44501.

Studio: 3930 Sunset Blvd., Youngstown, OH 44501.

Telephone: 216-782-1144. TWX: 810-435-2825.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 865-kw visual, 86.5-kw aural. Antenna: 1430-ft. above av. terrain, 1432-ft. above ground, 2535-ft. above sea level.

Latitude 41° 03' 23.6"
Longitude 80° 38' 43.5"

Transmitter: 3930 Sunset Blvd.

Satellite Earth Stations: Comtech, 5-meter; RCA Americom Ku-band 7-meter C-band; 5-meter C-band; Pinzone, Scientific-Atlanta receivers.

AM Affiliate: WKBN, 5-kw, 570 kHz (CBS).

FM Affiliate: WKBN-FM, 5.9-kw, 98.9 MHz (No. 255), 1370-ft.

News Service: AP.

Ownership: WKBN Broadcasting Corp.

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.

C. RICHARD WADE, sales manager.

MICHAEL SEACHMAN, operations manager.

E. LANNY NASS, director of engineering.

RICHARD CHISHOLM, studio engineering manager.

GARY HANSON, news director.

KAREN RENNER, promotion director.

DEBORAH GREENFIELD, cable TV coordinator.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$818.

City of License: Youngstown. ADI: Youngstown. Rank: 89.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Columbiana	41,700	41,100	99
	Mahoning	104,300	103,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Trumbull	87,400	86,600	99
	PENNSYLVANIA			
	Lawrence	38,100	37,500	98
	Mercer	46,200	45,400	98
Between 5-24%	OHIO			
	Ashtabula	37,500	37,000	99
	Carroll	10,100	10,000	99
	Geauga	25,800	25,500	99
	Jefferson	31,800	31,400	99
	Portage	49,500	49,000	99
	Stark	139,700	138,100	99
PENNSYLVANIA	Beaver	71,500	70,700	99
	Butler	56,000	55,300	99
	Crawford	32,400	31,600	98
	Venango	23,800	23,100	97
	WEST VIRGINIA			
Hancock	14,900	14,900	100	
Totals		810,700	800,500	99
Net Weekly Circulation (1990)			320,600	
Average Daily Circulation (1990)			181,600	

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. Fax: 216-782-6661.

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, 7.3-meter; Microdyne, 7-meter; Andrew, 4.5-meter; Paraclype, 3.6-meter; RCA Americom Ku-band; AvanteK, M/A-Com, Microdyne receivers.

News Service: AP.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: April 4, 1953 as New Castle outlet, but left air Jan. 14, 1955, awaiting FCC action on petition to move transmitter to Youngstown, OH. Resumed operation Oct. 30, 1957 from present transmitter site (Television Digest, Vol. 13:44). Changed to Ch. 33 operation in Youngstown Nov. 26, 1959 (Vol. 15:48). Sale to WKST-TV Inc. (wholly-owned by Communications Industries Corp.) by Samuel Townsend approved April 12, 1961 (Vol. 16:39; 17:16). Sale to Edwin G. Richter Jr., Edgewood Investment, Adam Young, Howard D. Duncan Jr., et al., approved Feb. 5, 1965 (Vol. 4:47; 5:7). Sale to Adams-Russell Co. approved Sept. 2, 1970 (Vol. 10:36). Sale to A. Richard Benedek & Robert L. Dudley approved April 15, 1983 (Vol. 22:32). Sale of Dudley's 50% to Benedek approved Nov. 25, 1985.

Represented (sales): Petry Television Inc.

Personnel:

RAYMOND P. MASELLI, vice president & general manager.
JAMES C. VICKERY JR., general sales manager.
VINCENT NELSON, local sales manager.
TOM MOCK, news director.
FRANK MARAFIOTE, program director.
TONY MANCINO, promotion & marketing director.
LISA GRANCHIE, business manager.
ARTHUR C. TAYLOR, chief engineer.

Highest 30 Sec. Rate: \$1600.

NETWORK BASE HOURLY RATE: \$600.

City of License: Youngstown. ADI: Youngstown. Rank: 89.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Columbiana	41,700	41,100	99
	Mahoning	104,300	103,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Trumbull	87,400	86,600	99
	PENNSYLVANIA			
	Lawrence	38,100	37,500	98
	Mercer	46,200	45,400	98
Between 5-24%	OHIO			
	Ashtabula	37,500	37,000	99
	Belmont	30,900	30,500	99
	Carroll	10,100	10,000	99
	Jefferson	31,800	31,400	99
	Portage	49,500	49,000	99
	PENNSYLVANIA			
	Beaver	71,500	70,700	99
	Butler	56,000	55,300	99
	Clarion	15,000	14,700	98
Crawford	32,400	31,600	98	
Venango	23,800	23,100	97	
WEST VIRGINIA	Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100
	Ohio	23,200	23,100	100
Totals		725,000	715,900	99
Net Weekly Circulation (1990)			283,900	
Average Daily Circulation (1990)			153,800	

Ohio—Zanesville

WHIZ-TV

Ch. 18

Network Service: NBC.

Licensee: Southeastern Ohio Television System, 629 Downerd Rd., Zanesville, OH 43701.

Studio: 629 Downerd Rd., Zanesville, OH 43701.

Telephones: 614-453-0361; 614-452-5431. Fax: 614-452-6553.

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 Downerd Rd., Zanesville.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 6-meter; Harris, 6-meter Ku-band; Harris, 3.5-meter Ku-band; RCA, 3-meter Ku-band; Pinzone, 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, NWS.

Ownership: Southeastern Ohio Television System.

Began Operation: May 23, 1953.

Represented (sales): Katz Television; Regional Reps Corp. (Ohio).

Represented (legal): Peper, Martin, Malchal, Jensen & Hettlage.

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.

GEORGE HIOTIS, news director.

Highest 30 Sec. Rate: \$375.

NETWORK BASE HOURLY RATE: \$175.

City of License: Zanesville. ADI: Zanesville. Rank: 199.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Guernsey	15,300	14,900	98
	Morgan	5,300	5,100	96
	Muskingum	32,300	31,700	98
Between 25-49%	OHIO			
	Coshocton	14,300	13,900	97
	Noble	4,300	4,100	95
	Perry	11,700	11,500	98
Between 5-24%	OHIO			
	Athens	20,000	19,400	97
	Fairfield	35,900	35,500	99
	Hocking	9,900	9,700	98
	Holmes	9,100	8,600	94
	Licking	48,000	47,500	99
	Monroe	6,100	5,900	97
	Washington	24,200	23,600	98
Totals		236,400	231,400	98
Net Weekly Circulation (1990)				67,700
Average Daily Circulation (1990)				39,000

Ohio

WCPO-TV, Cincinnati (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OHIO			
	Greene	46,800	46,300	99
	Miami	34,600	34,200	99
	Montgomery	227,400	225,300	99
	Pike	9,200	9,000	97
	Shelby	15,300	15,100	99

WKRC-TV, Cincinnati (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Lewis	5,000	4,900	98
	Scott	8,400	8,300	99
	OHIO			
	Champaign	13,300	13,100	98
	Clark	55,800	55,200	99
	Miami	34,600	34,200	99

WXIX-TV, Cincinnati-Newport, Kentucky (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	INDIANA			
	Randolph	10,800	10,600	98
	Rush	6,500	6,400	98
	KENTUCKY			
	Boyd	20,300	20,200	100
	Greenup	13,400	13,300	99
	Henry	4,800	4,700	99
	Powell	4,100	4,000	98
	Robertson	800	800	100
	Rowan	6,500	6,400	98
	Scott	8,400	8,300	99
	OHIO			
	Lawrence	23,600	23,200	98
	WEST VIRGINIA			
	Wayne	17,000	16,800	99

WLWT, Cincinnati (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Greenup	13,400	13,300	99
	Robertson	800	800	100
	Trimble	2,200	2,200	100
	OHIO			
	Champaign	13,300	13,100	98
	Darke	20,900	20,600	99
	Fayette	10,300	10,100	98
	Greene	46,800	46,300	99
	Lawrence	23,600	23,200	98
	Miami	34,600	34,200	99
	Pike	9,200	9,000	97

WUAB, Lorain-Cleveland (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	PENNSYLVANIA			
	Crawford	32,400	31,600	98
	Erie	104,400	103,100	99
	Lawrence	38,100	37,500	98
	Mercer	46,200	45,400	98
	WEST VIRGINIA			
	Wayne	17,000	16,800	99

WBNS-TV, Columbus (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OHIO			
	Hancock	25,300	25,000	99
	Highland	13,800	13,500	98
	Holmes	9,100	8,600	94
	Lawrence	23,600	23,200	98
	Meigs	9,200	9,000	98
	Noble	4,300	4,100	95
	Richland	48,900	48,300	99
	WEST VIRGINIA			
	Mason	10,000	9,900	99