

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Cedar Rapids-Waterloo	251,400	66	499,900	57	457,900	54
Des Moines	240,100	70	390,700	78	361,100	73
Austin-Mason City- Rochester	138,900	108	237,000	119	214,500	112
Sioux City	118,600	122	277,300	106	251,100	102
Ottumwa	86,100	149	213,400	128	191,400	126
Ft. Dodge	33,300	195	58,700	199	53,400	195

Iowa Station Status as of Dec. 1, 1962

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
10	1	11
1	0	1
		12

Iowa

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

WOI-TV
Ames
(See Des Moines, Ia.)

•

KWWL-TV
Cedar Rapids
(See Waterloo, Ia.)

•

WOW-TV
Council Bluffs
(See Omaha, Neb.)

•

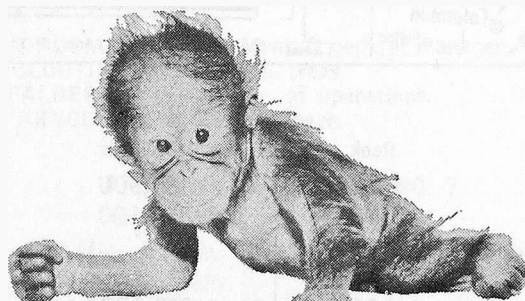
WHBF-TV
Davenport
(See Rock Island, Ill.)

•

KTVO
Ottumwa
(See Kirksville, Mo.)

•

KCRG-TV & WMT-TV
Waterloo
(See Cedar Rapids, Ia.)



ZOORAMA

Nation's Most Popular Zoo Program

TRANS-LUX TELEVISION CORPORATION
NEW YORK CHICAGO HOLLYWOOD

KTIV Sioux City (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	SOUTH DAKOTA—(Continued)			
	Lincoln	3,800	3,500	93
	Turner	3,500	3,200	91
	Union	3,000	3,000	97
	Yankton	4,700	4,200	90
Between 25-50%	IOWA			
	Emmet	4,500	3,700	82
	Palo Alto	4,200	3,600	85
	Pocahontas	4,200	3,900	91
	MINNESOTA			
	Murray	3,900	3,600	91
	Nobles	6,600	6,200	94
	NEBRASKA			
	Burt	3,300	3,200	94
	Cuming	3,700	3,300	89
Under 25%	SOUTH DAKOTA			
	Charles Mix	3,200	2,500	77
	Douglas	1,500	1,200	81
IOWA: Harrison, Humboldt, Shelby. MINNESOTA: Cottonwood, Watonwan. SOUTH DAKOTA: Davison, Gregory, Hanson, Minnehaha, Tripp.				

KVTV Sioux City (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50% (Continued)	MINNESOTA			
	Jackson	4,600	4,000	86
	NEBRASKA			
	Burt	3,300	3,200	94
	Cuming	3,700	3,300	89
	SOUTH DAKOTA			
	Bon Homme	2,900	2,400	82
	Charles Mix	3,200	2,500	77
	Douglas	1,500	1,200	81
	Hutchinson	3,400	2,900	85
Under 25%	IOWA: Emmet, Palo Alto, Pocahontas. MINNESOTA: Murray, Nobles. NEBRASKA: Antelope, Boone, Boyd, Holt. SOUTH DAKOTA: Davison, Hanson, Minnehaha.			

State Educational Technical Facilities (Complete Data in Educational Directory)

KDPS-TV Des Moines Ch. 11

Non-Commercial Educational Station

Licensee: Des Moines Independent Community School Dist., 1800 Grand Ave.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 28.8-kw visual, 14.4-kw aural. Antenna: 320-ft. above av. terrain, 407-ft. above ground, 1233-ft. above sea level.

Latitude 41° 35' 01"
Longitude 93° 38' 28"

Iowa—Cedar Rapids



KCRG-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1060-ft. above av. terrain, 1085-ft. above ground, 1931-ft. above sea level.

Latitude 42° 03' 18"
Longitude 91° 41' 41"

Transmitter: Route 1, Marion, Ia., 4-mi. WNW of Cedar Rapids.

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



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

KCRG-TV

Licensee: Cedar Rapids Television Co., 1st Ave. & 1st St., S.W.

Studio: 1st Ave. & 1st St. S.W.

TWX No.: 319-221-1166.

Ownership: Cedar Rapids Television Co. (wholly-owned subsidiary of The Gazette Co., publisher of Cedar Rapids Gazette), 100%.

Began Operation: Oct. 15, 1953.

Represented (sales) by Advertising Time Sales; Soderlund Co. (Omaha).

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

Represented (engineering) by Kear & Kennedy.

Personnel:

- JOSEPH F. HLADKY JR., president.
- REDD GARDNER, general manager & film buyer.
- GEORGE C. CARPENTER III, general sales manager.
- EDNA A. HERBST, promotion & publicity director.
- RALPH D. WILLEY, operations director.
- DAVE CARTER, news editor.
- JOE COOPER, production director.
- LAD HLAVATY, chief engineer.

DIGEST OF RATE CARD NO. 9 (April 15, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-9:30 p.m., daily.	\$550.00	\$330.00	\$220.00	\$137.00	\$110.00	\$110.00
NETWORK BASE HOURLY RATE: \$625.						

For CATV Systems In Iowa

see pages 895 & 896

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA			
	Benton	7,200	6,900	95
	Black Hawk	36,400	34,400	95
	Bremer	6,200	5,700	92
	Buchanan	6,100	5,600	92
	Cedar	5,500	5,200	94
	Clayton	6,700	5,800	87
	Davis	2,900	2,700	91
	Delaware	5,200	4,800	92
	Dubuque	21,800	19,400	90
	Fayette	8,600	7,800	91
	Iowa	5,000	4,600	91
	Jefferson	5,000	4,500	89
	Johnson	15,400	13,400	87
	Jones	5,900	5,600	94
	Keokuk	5,000	4,300	87
	Linn	44,700	42,200	95
	Mahaska	7,600	6,800	90
	Muscatine	10,900	10,300	94
	Poweshiek	5,700	5,300	93
Tama	6,700	6,200	92	
Van Buren	3,200	2,800	87	
Washington	6,000	5,200	87	
WISCONSIN				
Grant	12,500	10,700	86	
Between 25-50%	IOWA			
	Allamakee	4,500	4,100	91
	Butler	5,400	4,900	89
	Chickasaw	4,300	3,900	91
	Floyd	6,500	6,000	92
	Franklin	4,900	4,600	94
	Howard	3,700	3,100	83
Wapello	14,600	13,500	93	
Winnishiek	6,000	5,300	88	
WISCONSIN				
Crawford	4,500	4,100	90	
Vernon	7,500	6,700	89	
Under 25%	ILLINOIS: Jo Daviess, Rock Island.			
	IOWA: Clinton, Des Moines, Grundy, Hardin, Henry, Jackson, Louisa, Marshall, Scott.			
KCRG-TV Station Total		462,000	426,400	92
ARB Total Net Weekly Circulation (March, 1962)			223,600	

Iowa—Cedar Rapids-Waterloo



WMT-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1449-ft. above av. terrain, 1355-ft. above ground, 2395-ft. above sea level.

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

Transmitter: 4.75-mi. N of Urbana, Ia.

Studio: 600 Old Marion Rd., NE.

TV tape: Recording facilities.

AM Affiliate: WMT, 5-kw, 600 kc (CBS).

FM Affiliate: WMT-TV, 32-kw, 104.5 mc (No. 283), 540-ft.

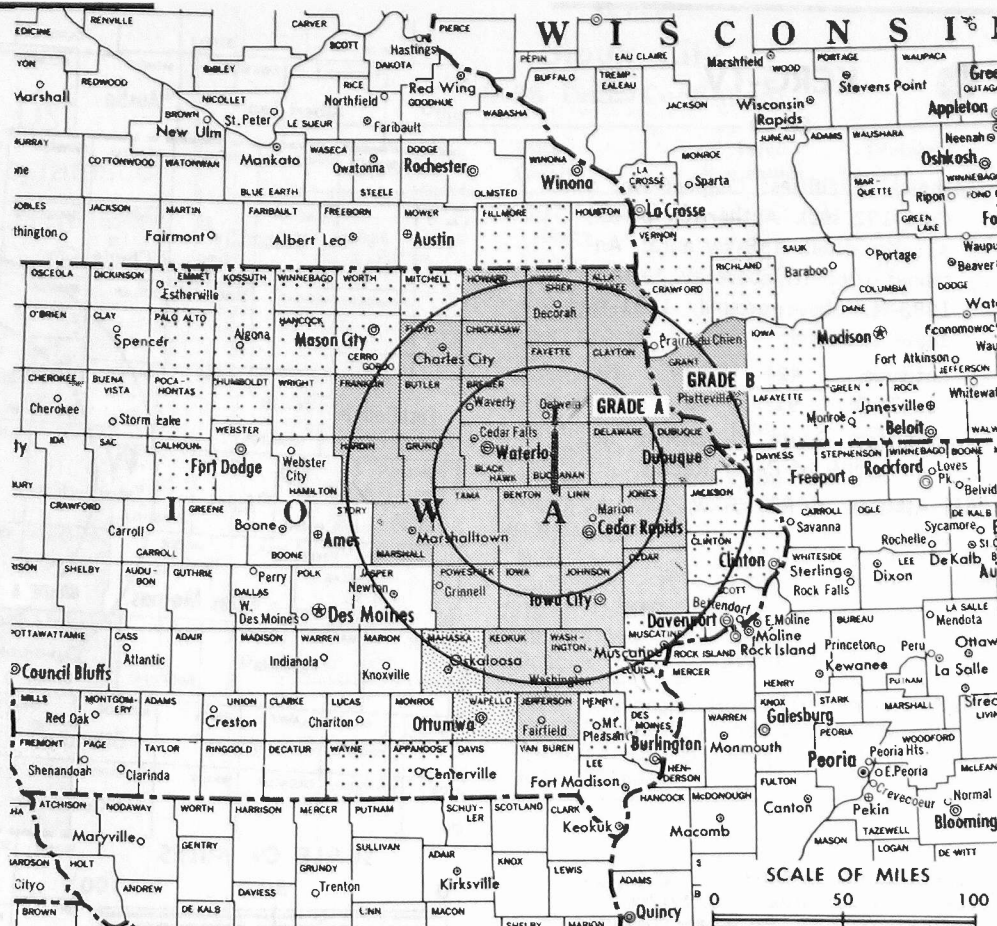
Represented (engineering) by David Steel & Assoc.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WMT-TV Ref: FCC File No. BPCT-2102 Granted 5/29/56

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

WMT-TV

Licensee: WMT-TV Inc., Fifth Floor, Paramount Theater Bldg., Cedar Rapids, Iowa. Business Office: Paramount Theater Bldg.

Telephone: 364-0171. TWX No.: 319-221-1862.

Ownership: American Broadcasting Stations Inc., 54%; Wm. B. Quarton, pres., 31%; Lew Van Nostrand, v.p., 5%; Doug Grant, v.p., and others 10%. American Bcstg. Stations, licensee of radios WMT and KWMT, Fort Dodge, Ia., is controlled by voting trust which holds 52.8% of the stock (trustees are Helen Shaffer Mark, Helena Mark Hermann & William B. Quarton). WMT-TV Inc. also owns radio WEBC, Duluth, Minn.

Began Operation: Sept 30, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Covington & Burling.

Personnel:

- WILLIAM B. QUARTON, president.
- LEW VAN NOSTRAND, v.p., sales.
- DOUGLAS B. GRANT, v.p., TV operations & film buyer.
- LEO F. COLE, business manager.
- RICHARD D. PINNEY, promotion manager.
- GRANT PRICE, director news & public affairs.
- BOB NANCE, farm director.
- GEORGE P. HIXENBAUGH, chief engineer.

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

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10 p.m., daily.
\$825.00 \$500.00 \$330.00 \$220.00 \$185.00 \$165.00 \$83.00
NETWORK BASE HOURLY RATE: \$875.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA			
	Allamakee	4,500	4,100	91
	Benton	7,200	6,900	95
	Black Hawk	36,400	34,400	95
	Bremer	6,200	5,700	92
	Buchanan	6,100	5,600	92
	Butler	5,400	4,900	89
	Cedar	5,500	5,200	94
	Chickasaw	4,300	3,900	91
	Clayton	6,700	5,800	87
	Delaware	5,200	4,800	92
	Dubuque	21,800	19,400	90
	Fayette	8,600	7,800	91
	Floyd	6,500	6,000	92
	Franklin	4,900	4,600	94
	Grundy	4,500	4,300	95
	Hardin	7,400	6,900	93
	Howard	3,700	3,100	83
	Iowa	5,000	4,600	91
	Jefferson	5,000	4,500	89
	Johnson	15,400	13,400	87
	Jones	5,900	5,600	94
	Keokuk	5,000	4,300	87
	Linn	44,700	42,200	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA—(Continued)			
	Marshall	12,100	11,600	96
	Poweshiek	5,700	5,300	93
	Tama	6,700	6,200	92
	Washington	6,000	5,200	87
Between 25-50%	WISCONSIN			
	Grant	12,500	10,700	86
Under 25%	IOWA			
	Mahaska	7,600	6,800	90
	Wapello	14,600	13,500	93
	ILLINOIS: Jo Daviess. IOWA: Appanoose, Calhoun, Cerro Gordo, Clinton, Des Moines, Emmet, Hancock, Henry, Humboldt, Jackson, Kossuth, Louisa, Mitchell, Muscatine, Palo Alto, Pocahontas, Wayne, Winnebago, Worth, Wright. MINNESOTA: Fillmore. WISCONSIN: Crawford, Green, Iowa, LaCrosse, Lafayette, Rice, Vernon.			
WMT-TV Station Total		499,900	457,900	91
ARB Total Net Weekly Circulation (March, 1962)			251,400	

Iowa—Davenport



WOC-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 939-ft. above av. terrain, 979-ft. above ground, 1645-ft. above sea level.

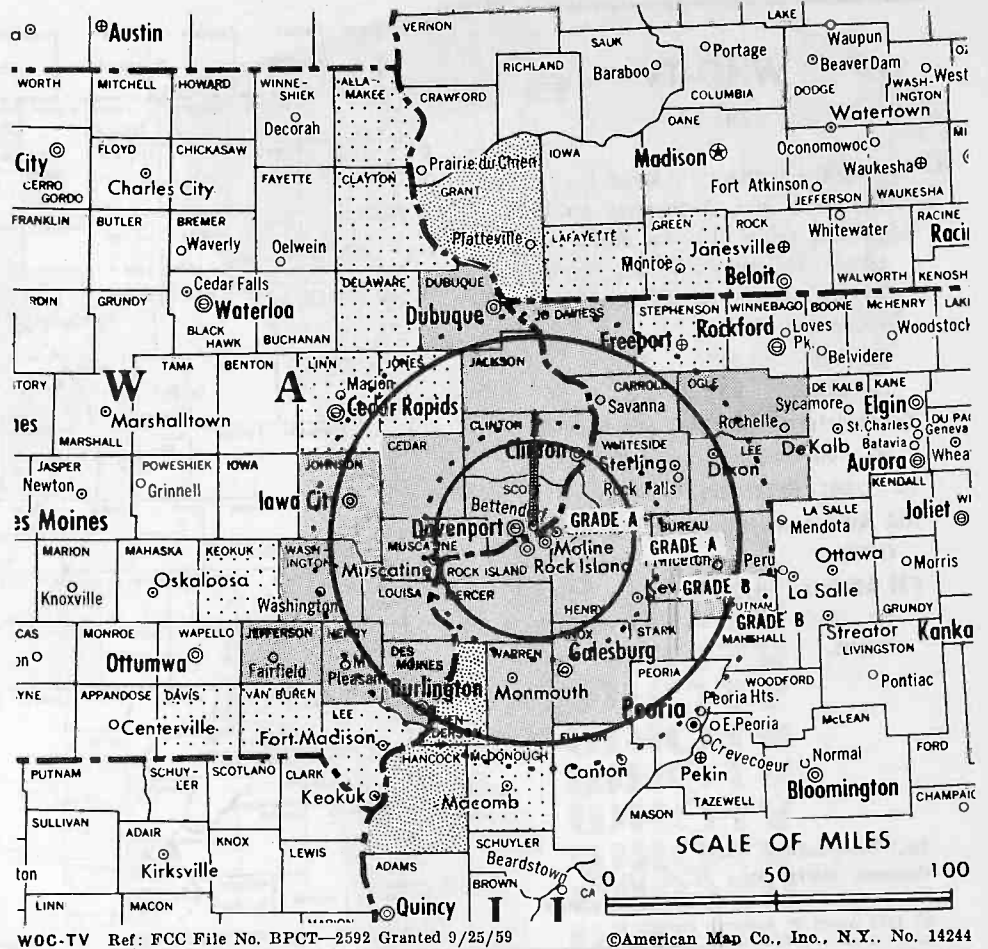
Latitude 41° 32' 50"
Longitude 90° 28' 36"

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

AM Affiliate: WOC, 5-kw, 1420 kc (NBC).

FM Affiliate: WOC-FM, 33-kw, 103.7 mc (No. 279), 788-ft.

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



WOC-TV Ref: FCC File No. BPCT-2592 Granted 9/25/59

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

WOC-TV

Licensee: Tri-City Broadcasting Co., 1002 Brady St.

Studio: 805 Brady St.

Telephone: 323-3661. TWX No.: DV 82.

Ownership: Tri-City Bcstg. Co. is wholly-owned subsidiary of Central Bcstg. Co., which owns WHO-TV & WHO, Des Moines.

Began Operation: Oct. 31, 1949.

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

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

- D. D. PALMER, president & treasurer.
- P. A. LOYET, vice president.
- WILLIAM D. WAGNER, secretary.
- RAYMOND E. GUTH, general manager.
- HAROLD W. HEATH, commercial manager.
- ROBERT GIFFORD, program director.
- BOB FRANK, news director.
- PAUL ARVIDSON, chief engineer.

DIGEST OF RATE CARD NO. 13 (Mar. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	ID
Class AA—7-9:30 p.m., daily.	\$1100.00	\$660.00	\$400.00		\$250.00	\$115.00
NETWORK BASE HOURLY RATE: \$1100.						

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Bureau	12,000	10,900	91
	Carroll	6,100	5,700	93
	Henry	15,800	14,900	94
	Jo Daviess	6,500	5,600	86
	Knox	19,200	18,100	95
	Lee	10,600	9,800	93
	Mercer	5,400	5,100	95
	Ogle	12,000	11,000	92
	Rock Island	46,900	44,800	96
	Stark	2,500	2,400	93
	Warren	6,800	6,300	93
	Whiteside	18,300	16,900	93
	IOWA			
Cedar	5,500	5,200	94	
Clinton	16,800	16,000	95	
Des Moines	14,400	13,300	93	
Dubuque	21,800	19,400	90	
Henry	5,500	4,700	85	
Jackson	6,200	5,600	90	
Jefferson	5,000	4,500	89	
Johnson	15,400	13,400	87	
Louisa	3,200	2,900	91	
Muscatine	10,900	10,300	94	
Scott	36,400	34,300	95	
Washington	6,000	5,200	87	
Between 25-50%	ILLINOIS			
	Hancock	7,900	7,300	92
	Henderson	2,600	2,300	88
WISCONSIN				
Grant	12,500	10,700	86	
Under 25%	ILLINOIS: McDonough, Marshall, Putnam, Stephenson. IOWA: Allamakee, Clayton, Davis, Delaware, Jones, Keokuk, Lee, Linn, Van Buren. WISCONSIN: Green, Lafayette.			
WOC-TV Station Total	466,200	429,900	92	
ARB Total Net Weekly Circulation (March, 1962)		276,700		

Iowa—Des Moines



WHO-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 780-ft. above av. terrain, 743-ft. above ground, 1703-ft. above sea level.

Latitude 41° 39' 12"
Longitude 93° 20' 56"

Transmitter: 1-mi. S of Mitchellville, on Polk-Jasper County line.

TV tape: Recording facilities.

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

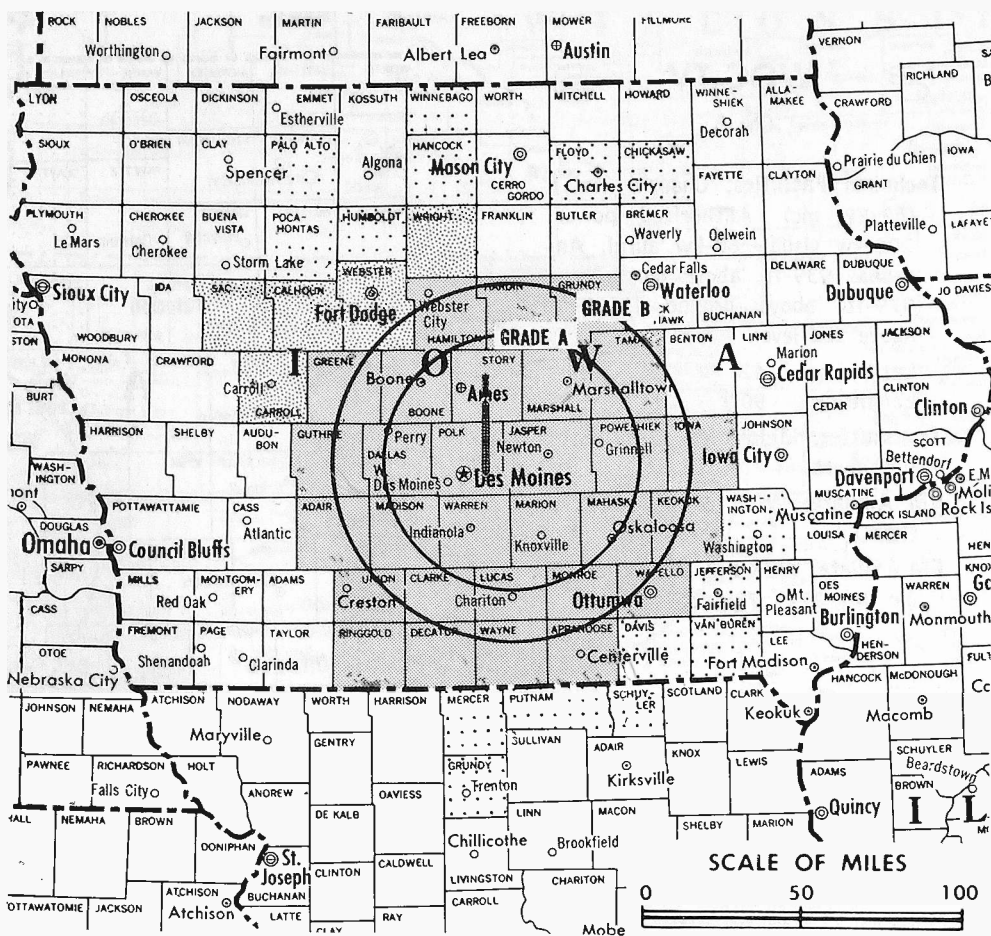
FM Affiliate: WHO-FM, 24-kw, 100.3 mc (No. 262), 617-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WHO-TV Ref: FCC File No. BPCT-334 Granted 9/3/53

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

WHO-TV

Licensee: Central Bcstg. Co., 1100 Walnut St., Des Moines 7.

Studio: 1100 Walnut St.

Telephone: 288-6511. TWX No.: DM 286.

Ownership: Dr. D. D. Palmer, pres. & treas., 72.75%; Paul A. Loyet, v.p. & gen. mgr., 3.12%; Wm. D. Wagner, secy., 18.03% in Palmer family trusts. Central Bcstg. also owns Tri-City Broadcasting Co., Davenport, Iowa (WOC-TV, WOC & WOC-FM).

Began Operation: April 15, 1954

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

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

- PAUL A. LOYET, v.p. & general manager.
- ROBERT H. HARTER, sales manager.
- JACK KERRIGAN, program director & film buyer.
- ROBERT SCARPINO JR., production manager.
- KENNETH GFELLER, operations manager.
- JACK SHELLEY, news bureau manager.
- JIM ZABEL, sports director.
- ROY W. PRATT, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	30 Sec.*	20 Sec.*	10 Sec.*
Class AA—7-10 p.m., daily	\$825.00	\$495.00	\$330.00	\$240.00	\$200.00	\$160.00

*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$825.

Net Weekly Circulation	State County	Total Households.	TV Homes	%
Over 50%	IOWA Adair	3,600	3,400	94
	Appanoose	5,600	4,900	87

Net Weekly Circulation

State County

Total Households

TV Homes %

Over 50%

IOWA—(Continued)

Boone	8,500	8,000	94
Clarke	2,800	2,600	90
Dallas	7,800	7,300	94
Decatur	3,300	2,700	81
Greene	4,700	4,500	95
Grundy	4,500	4,300	95
Guthrie	4,500	4,100	92
Hamilton	6,300	5,900	93
Hardin	7,400	6,900	93
Iowa	5,000	4,600	91
Jasper	11,200	10,500	94
Keokuk	5,000	4,300	87
Lucas	3,700	3,200	85
Madison	4,000	3,800	95
Mahaska	7,600	6,800	90
Marion	7,700	7,100	92
Marshall	12,100	11,600	96
Monroe	3,300	3,000	91
Polk	87,200	81,900	94
Ringgold	2,600	2,400	92
Story	14,400	13,200	92
Tama	6,700	6,200	92
Union	4,600	4,200	90
Wapello	14,600	13,500	93
Warren	6,200	5,900	94
Wayne	3,500	3,000	85

Between 25-50%

IOWA

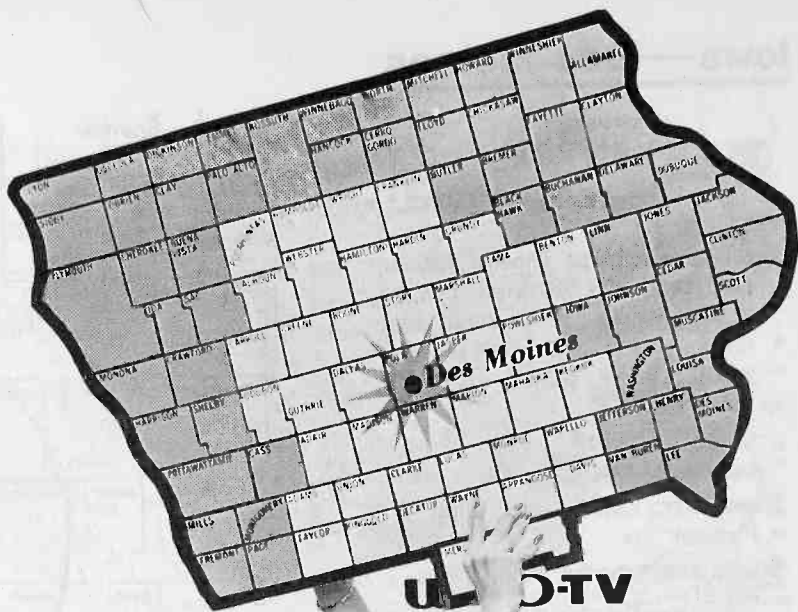
Calhoun	5,000	4,600	92
Carroll	6,700	6,300	95
Sac	5,300	4,800	90
Webster	15,100	13,900	92
Wright	6,100	5,700	93

Under 25%

IOWA: Chickasaw, Davis, Floyd, Hancock, Humboldt, Jefferson, Palo Alto, Pocahontas, Van Buren, Washington, Winnebago. MISSOURI: Grundy, Mercer, Putnam, Schuyler.

WHO-TV Station Total	356,000	328,300	92
ARB Total Net Weekly Circulation (March, 1962)		220,300	

WHO-TV's FIGURES "STACK UP"!

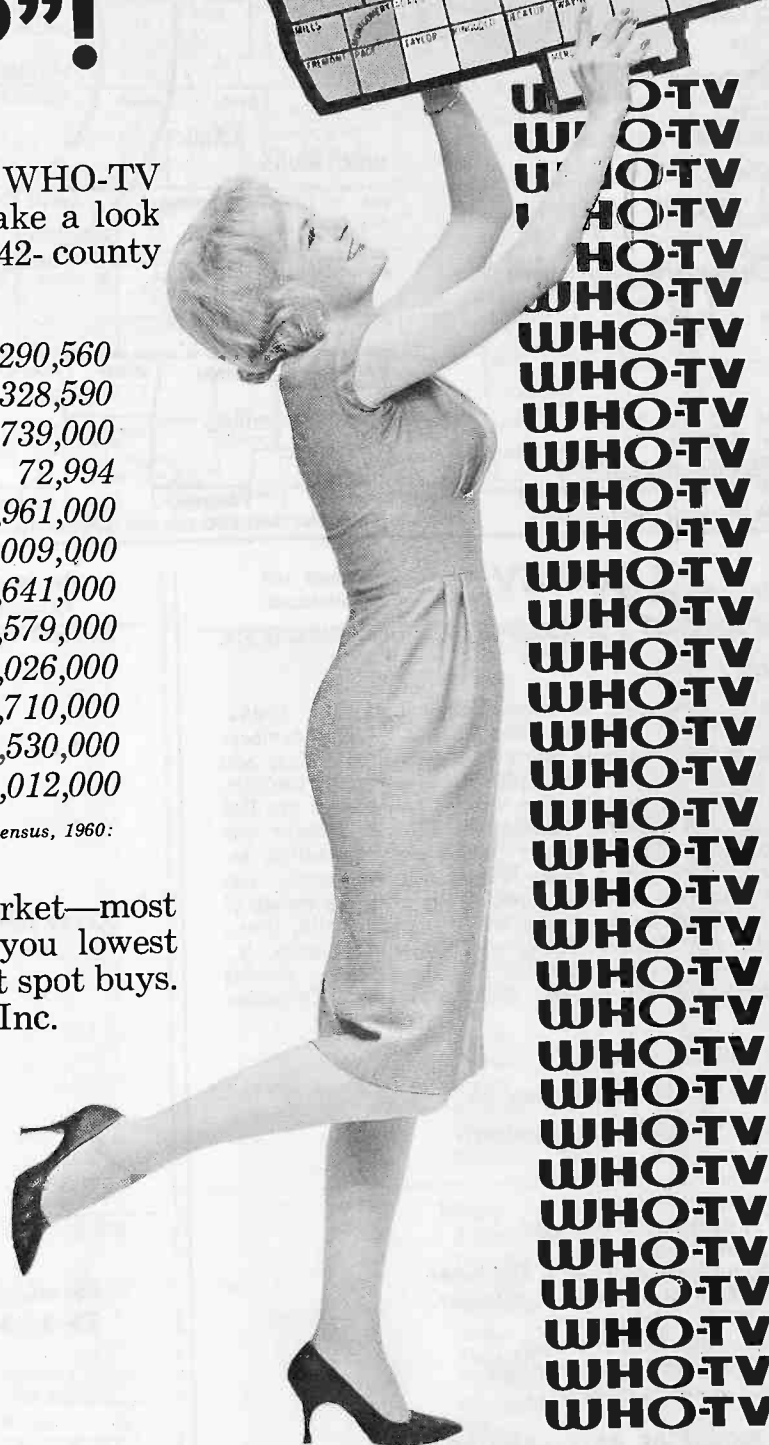


The Nielsen '61 map shows how WHO-TV covers Central Iowa, *plus*—but take a look at the market-data figures for this 42-county area:

TV Homes	290,560
Households	328,590
CSI	\$1,914,739,000
Farm Households	72,994
Gross Farm Income	\$1,006,961,000
Food Sales	\$ 295,009,000
Gen. Merch. Sales	\$ 136,641,000
Home Furn. Sales	\$ 57,579,000
Automotive Sales	\$ 241,026,000
Gas Station Sales	\$ 119,710,000
Drug Sales	\$ 43,530,000
Total Ret. Sales	\$1,377,012,000

(Sources: May, '62 SRDS: Iowa Annual Farm Census, 1960; June 10, 1962 Sales Management.)

Get your share of this great market—most economically. WHO-TV offers you lowest costs-per-thousand on *many* great spot buys. Ask Peters, Griffin, Woodward, Inc.



CHANNEL 13 • DES MOINES **WHO-TV**

 PETERS, GRIFFIN, WOODWARD, INC.,
National Representatives



Iowa—Des Moines



KRNT-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 610-ft. above av. terrain, 709-ft. above ground, 1545-ft. above sea level.

Latitude 41° 35' 18"
Longitude 93° 37' 46"

Transmitter: KRNT Center, Ninth & Pleasant Sts.

Studio: KRNT Center, Ninth & Pleasant Sts.

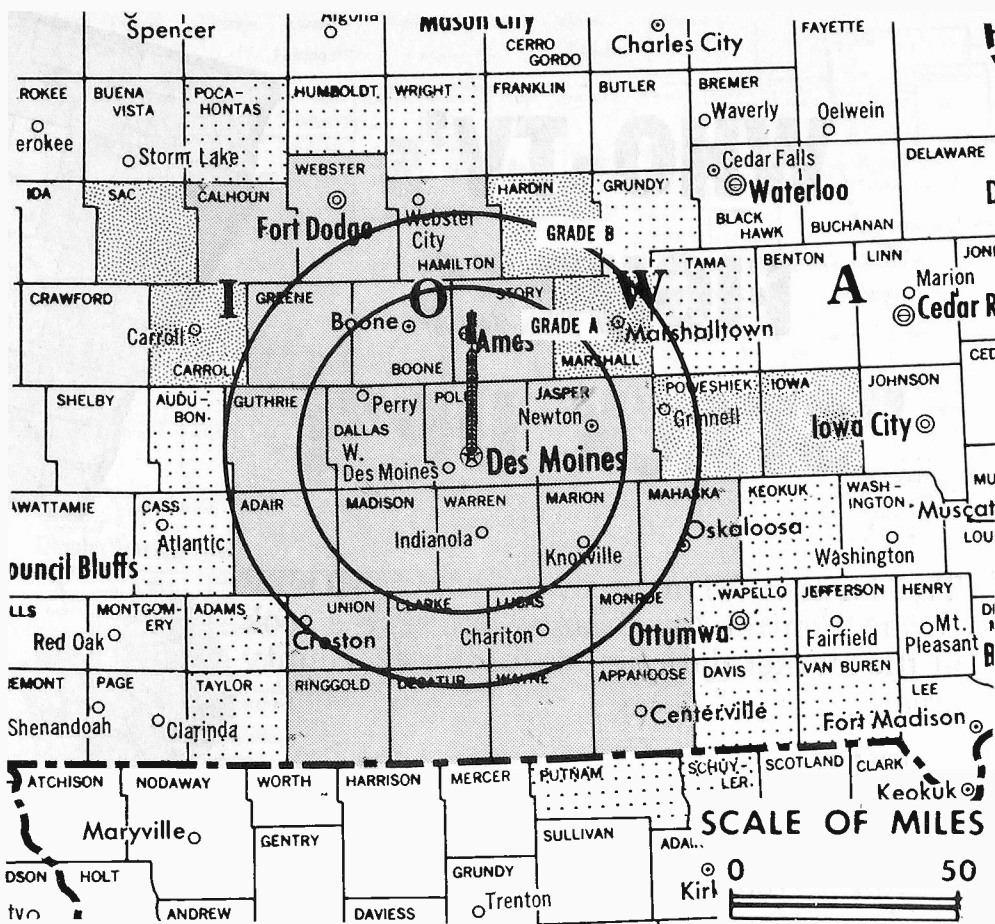
TV tape: Recording facilities.

Telephone: Cherry 3-4141.

AM Affiliate: KRNT, 5-kw, 1350 kc (CBS).

Represented (engineering) by Lohnes & Culver.

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



KRNT-TV Ref: FCC File No. BMPCT-3106 Granted 7/15/55

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

KRNT-TV

Licensee: Cowles Magazines & Broadcasting Inc., 9th & Pleasant Sts.

Telephone: Cherry 3-4141.

Ownership: Cowles Magazines & Broadcasting Company, 100%. Cowles Bcstg. also owns 100% of radio affiliate KRNT. Members of Cowles family have majority interest in Minneapolis Star and Tribune Co., which owns 47% of WCCO-TV, Minneapolis (WCCO), and 80% of KTVH, Hutchinson, Kan. Cowles newspapers are Des Moines Register and Tribune, Minneapolis Star & Tribune and San Fernando Valley Times. Gardner Cowles owns controlling interest in Fort Pierce (Fla.) News-Tribune. Cowles family also controls Look magazine, which in turn, is the majority owner of San Juan (P.R.) Star. Cowles Bcstg. officers: Luther Hill, pres.; Robert Tincher, v.p.; Robert Dillon, v.p.; David Kruidenier Jr., v.p.; Carl T. Koester, treas.; Vincent Starzinger, secy. Cowles also is buying WREC-TV & AM, Memphis, Tenn. (Television Digest, Vol. 3:1).

Began Operation: July 31, 1955.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Marmet & Schneider.

Personnel:

- BOB DILLON, general manager.
- PAUL ELLIOTT, commercial manager.
- BILL HIPPEE, sales manager.
- JOE HUDGENS, program director & film buyer.
- GUY KOENIGSBERGER, promotion manager.
- CHARLES QUENTIN, chief engineer.
- TOM HEMPHILL, operations manager.
- JULIUS EFFLANDT, production manager.
- DICK PERCIVAL, business manager.

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

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class A—7-10 p.m., daily.						
\$725.00	\$440.00	\$295.00	\$210.00	\$200.00	\$180.00	\$90.00

*Class A—7-10:30 p.m., daily

NETWORK BASE HOURLY RATE: \$825.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA			
	Adair	3,600	3,400	94
	Appanoose	5,600	4,900	87
	Boone	8,500	8,000	94
	Calhoun	5,000	4,600	92
	Clarke	2,800	2,600	90
	Dallas	7,800	7,300	94
	Decatur	3,300	2,700	81
	Greene	4,700	4,500	95
	Guthrie	4,500	4,100	92
	Hamilton	6,300	5,900	93
	Jasper	11,200	10,500	94
	Lucas	3,700	3,200	85
	Madison	4,000	3,800	95
	Mahaşka	7,600	6,800	90
	Marion	7,700	7,100	92
	Monroe	3,300	3,000	91
	Polk	87,200	81,900	94
	Ringgold	2,600	2,400	92
	Story	14,400	13,200	92
Union	4,600	4,200	90	
Warren	6,200	5,900	94	
Wayne	3,500	3,000	85	
Webster	15,100	13,900	92	
Between 25-50%	IOWA			
	Carroll	6,700	6,300	95
	Hardin	7,400	6,900	93
	Iowa	5,000	4,600	91
	Marshall	12,100	11,600	96
	Poweshiek	5,700	5,300	93
Sac	5,300	4,800	90	
Under 25%	IOWA:			
	Adams, Audubon, Cass, Davis, Grundy, Humboldt, Keokuk, Pocahontas, Tama, Taylor, Van Buren, Wapello, Wright. MISSOURI: Putnam, Schuyler.			
KRNT-TV Station Total		336,200	311,000	93
ARB Total Net Weekly Circulation (March, 1962)			220,500	

Iowa—Ames-Des Moines



WOI-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 553-ft. above av. terrain, 580-ft. above ground, 1609-ft. above sea level.

Latitude 41° 59' 20"
Longitude 93° 41' 12"

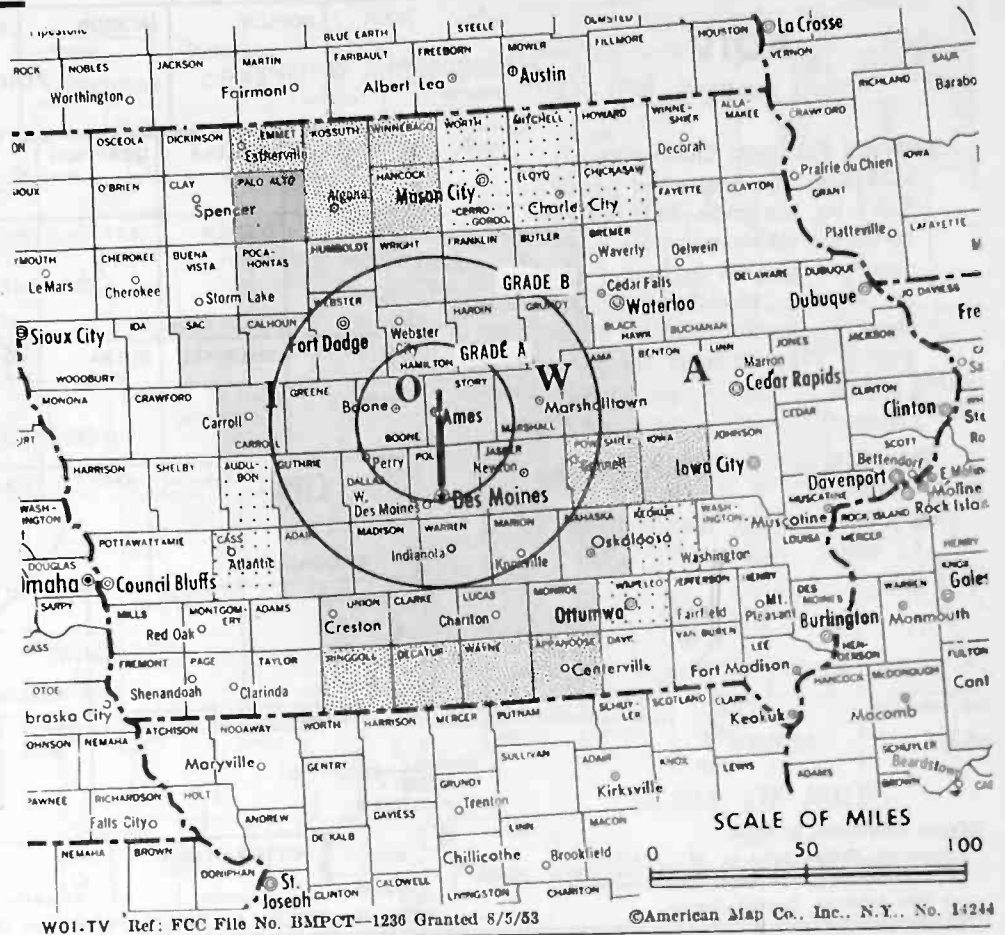
Transmitter: 4 miles SW of Ames.

TV tape: Recording facilities.

AM Affiliate: WOI, 5-kw (1-kw night), 640 kc.

FM Affiliate: WOI-FM, 16-kw, 90.1 mc (No. 211), 530-ft. antenna height.

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



WOI-TV

Licensee: Iowa State University of Science & Technology, Ames, Ia.

Studio: Service Bldg.

Telephone: 231-2631. TWX No.: 515-239-5202.

Began Operation: Feb 21, 1950.

Represented (sales) by H-R Television Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

- DR. JAMES HILTON, president of Iowa State University.
- ROBERT C. MULHALL, general manager & film buyer.
- JAMES H. DAVIS, assoc. general manager.
- TED TOSTLEBE, commercial manager
- RON SCOTT, sales service & promotion manager
- JANIS MARVIN, sales, traffic manager.
- BILL MASON, film director.
- ROBERT CLYDE, news manager.
- KEITH KETCHAM, chief engineer.

DIGEST OF RATE CARD NO. 12 (Jan. 1, 1963)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., daily.
\$750.00 \$450.00 \$300.00 \$225.00 \$190.00 \$160.00 \$80.00
NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA			
	Adair	3,600	3,400	94
	Boone	8,500	8,000	94
	Butler	5,400	4,900	89
	Calhoun	5,000	4,600	92
	Carroll	6,700	6,300	95
	Clarke	2,800	2,600	90
	Dallas	7,800	7,300	94
	Franklin	4,900	4,600	94
	Greene	4,700	4,500	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA—(Continued)			
	Grundy	4,500	4,300	95
	Guthrie	4,500	4,100	92
	Hamilton	6,300	5,900	93
	Hardin	7,400	6,900	93
	Humboldt	4,000	3,600	90
	Jasper	11,200	10,500	94
	Madison	4,000	3,800	95
	Mahaska	7,600	6,800	90
	Marion	7,700	7,100	92
	Marshall	12,100	11,600	96
	Monroe	3,300	3,000	91
	Palo Alto	4,200	3,600	85
	Pocahontas	4,200	3,900	91
	Polk	87,200	81,900	94
	Sac	5,300	4,800	90
	Story	14,400	13,200	92
Tama	6,700	6,200	92	
Union	4,600	4,200	90	
Warren	6,200	5,900	94	
Webster	15,100	13,900	92	
Wright	6,100	5,700	93	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	IOWA			
	Appanoose	5,600	4,900	87
	Decatur	3,300	2,700	81
	Emmet	4,500	3,700	82
	Hancock	4,400	4,000	92
	Iowa	5,000	4,600	91
	Kossuth	7,200	6,700	94
	Poweshiek	5,700	5,300	93
Ringgold	2,600	2,400	92	
Wayne	3,500	3,000	85	
Winnebago	4,000	3,700	92	

Under 25%: IOWA: Audubon, Cass, Cerro Gordo, Chickasaw, Floyd, Keokuk, Mitchell, Wapello, Worth. MISSOURI: Grundy, Mercer.

WOI-TV Station Total	390,700	361,100	92
ARB Total Net Weekly Circulation (March, 1962)		240,100	

Iowa—Fort Dodge



KQTV

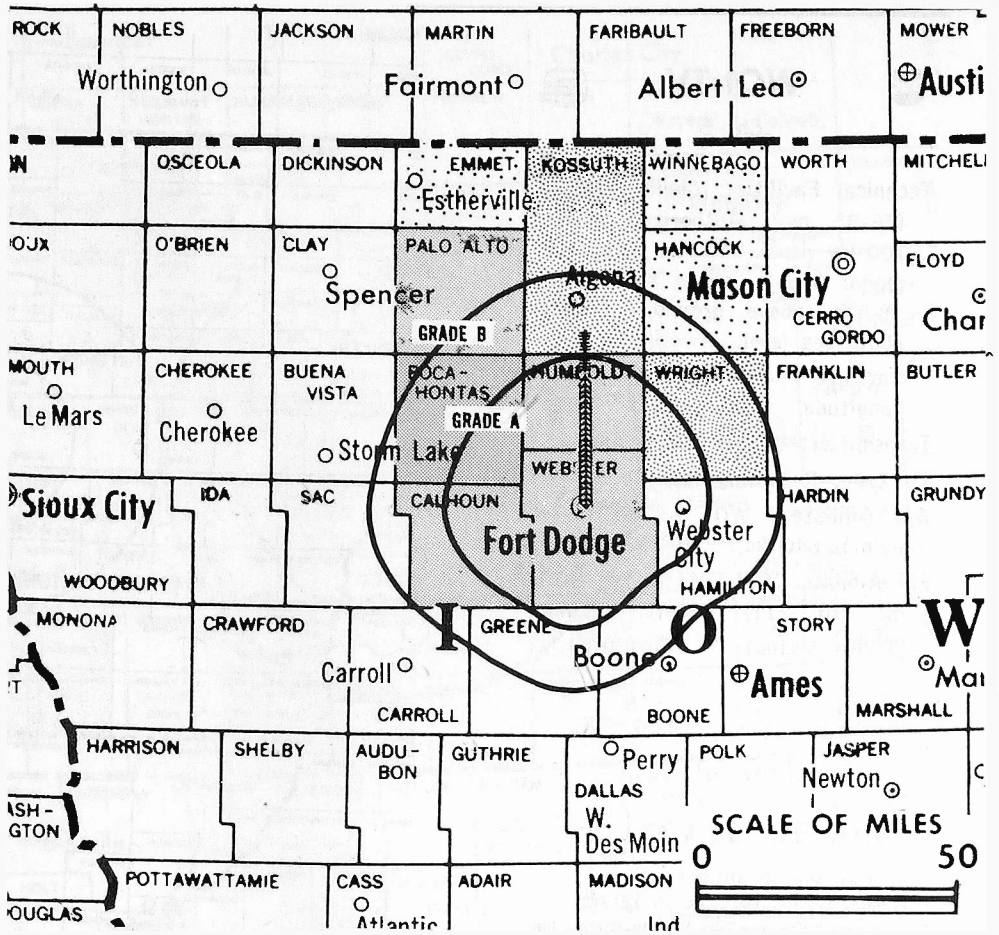
Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 330.1-kw, maximum and 170-kw horizontal visual, 174.4-kw maximum and 89.1-kw horizontal aural. Antenna: Directional, 630-ft. above av. terrain, 650-ft. above ground, 1760-ft. above sea level.

Latitude 42° 29' 16"
Longitude 94° 12' 09"

Transmitter: Television Square, Fort Dodge.

AM Affiliate: KVFD, 1000-kw, 1400 kc (MBS).



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

KQTV Ref: FCC File No. BMPCT-3391 Granted 10/3/55

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

KQTV

Licensee: Northwest Television Co., 912 First Ave. S.

Studio: Television Square, Fort Dodge.

Telephone: 573-4121.

Ownership: Edward Breen, pres., 16.75%; George Haire, v.p., 2%; Allen A. Loomis II, treas., .2%; L. V. Geer, secy., .2%; Northwest Bcstg. Co. (KVFD), 31.22%; over 200 other stockholders, none with more than 1%.

Began Operation: Nov. 2, 1953.

Represented (sales) by Bernard Howard & Co. Inc.

Personnel:

EDWARD BREEN, president.
JAMES C. DOWELL, general manager.
RICHARD JOHNSON, program director.
DAVID SINCLAIR, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—6:59-10 p.m., daily.	\$170.00	\$115.00	\$90.00	\$75.00	\$60.00	\$50.00
NETWORK BASE HOURLY RATE:	\$100.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA			
	Calhoun	5,000	4,600	92
	Humboldt	4,000	3,600	90
	Palo Alto	4,200	3,600	85
	Pocahontas	4,200	3,900	91
	Webster	15,100	13,900	92
Between 25-50%	IOWA			
	Kossuth	7,200	6,700	94
	Wright	6,100	5,700	93
Under 25%	IOWA			
	Emmet	4,500	3,700	82
	Hancock	4,400	4,000	92
	Winnebago	4,000	3,700	92
KQTV Station Total		58,700	53,400	91
ARB Total Net Weekly Circulation (March, 1962)			33,300	

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

Iowa—Mason City

KGLO-TV
Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 1755-ft. above sea level.

Latitude 43° 21' 25"
Longitude 93° 12' 57"

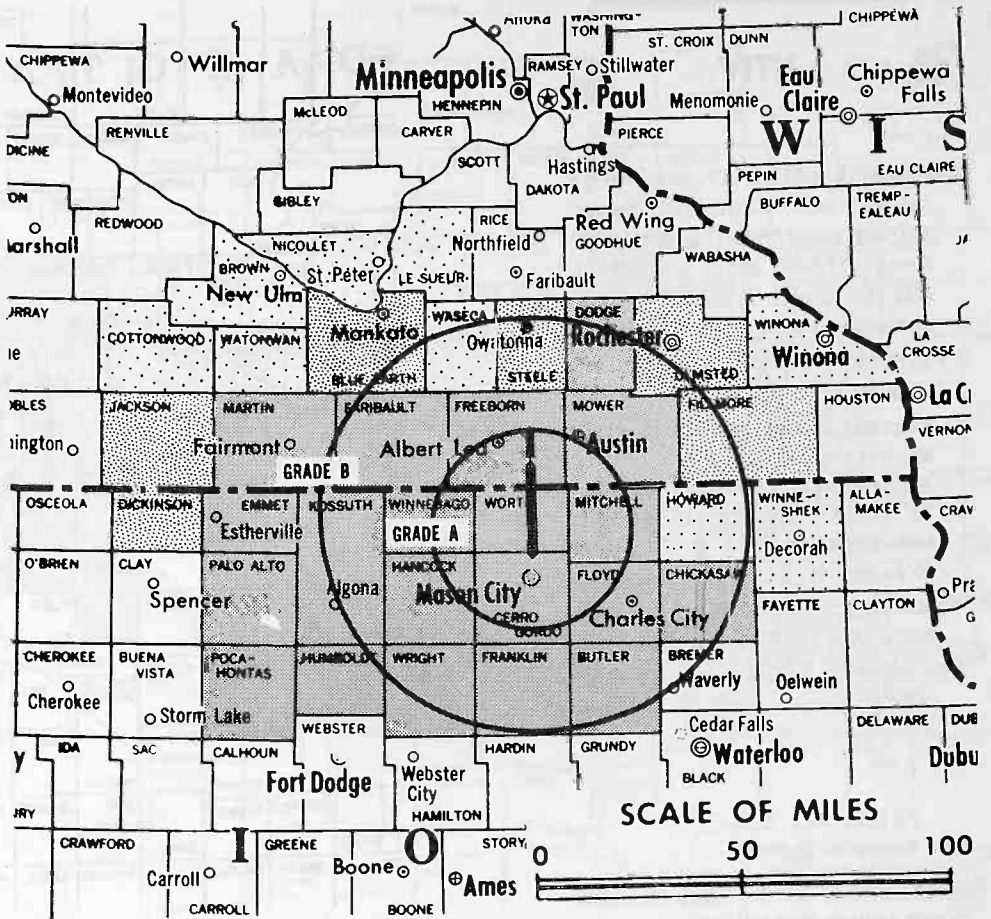
Transmitter: Kensett, Ia., 15-mi. N of Mason City.

Studio: 2nd & Pennsylvania Ave.

AM Affiliate: KGLO, 5-kw, 1300 kc (CBS).

Represented (engineering) by David Steel & Assoc.

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



KGLO-TV Ref: FCC File No. BPCT-1230 Granted 10/14/53

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

KGLO-TV

Licensee: Lee Radio Inc., 2nd & Pennsylvania Ave.

Telephone: 423-2540. TWX No.: 515-424-1987.

Ownership: Walter J. Rothschild, pres., 2.4%; Lee P. Loomis, dir., 9.64%; Lloyd D. Loers, secy., .71%; Henry B. Hook, v.p., .18%; Donald G. Harrer, treas., 1.32%; Elizabeth M. Norris, 23%; Herbert Ohrt, 4%; Laura Lee, 12%; Mrs. James Powell, 4.1%; W. Earl Hall, 5%; Henrietta B. Adler, 4.2%; Wanda Nell Starks, 4.64%, and over 50 others, none owning more than 2%. Ownership interlocks with KHQA-TV, Hannibal, Mo., and radio WTAD, Quincy, Ill.; WMTV, Madison, Wis. Lee Radio also owns 80% of KEYC-TV, Mankato, Minn.

Began Operation: May 15, 1954.

Represented (sales) by Advertising Time Sales.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

WALTER J. ROTHSCHILD, president.
LLOYD LOERS, manager.
PAUL E. MILLEN, national sales manager.
DOUGLAS F. SHERWIN, program manager & film buyer.
BART CURRAN, production director.
KEN KEW, news & sports manager.
AL HEINZ, farm director.
ROGER SAWYER, chief engineer.

DIGEST OF RATE CARD NO. 10 (May 27, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min. or 40 Sec.	20 Sec.	10 Sec.
Class A—6:59-10:15 p.m., daily.	\$550.00	\$330.00	\$220.00	\$165.00	\$125.00	\$75.00 \$48.00

NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA			
	Butler	5,400	4,900	89
	Cerro Gordo	15,500	14,500	94
	Chickasaw	4,300	3,900	91

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	Emmet	4,500	3,700	82	
	Floyd	6,500	6,000	92	
	Franklin	4,900	4,600	94	
	Hancock	4,400	4,000	92	
	Humboldt	4,000	3,600	90	
	Kossuth	7,200	6,700	94	
	Mitchell	4,100	3,800	92	
	Palo Alto	4,200	3,600	85	
	Pocahontas	4,200	3,900	91	
	Winnebago	4,000	3,700	92	
	Worth	3,100	2,900	92	
	Wright	6,100	5,700	93	
	MINNESOTA				
	Dodge	3,800	3,400	88	
Faribault	7,000	6,400	91		
Freeborn	11,300	10,400	92		
Martin	8,100	7,300	90		
Mower	14,000	13,200	94		
Between 25-50%	IOWA				
	Dickinson	4,000	3,500	87	
	MINNESOTA				
	Blue Earth	12,800	11,500	90	
	Fillmore	7,100	6,400	91	
Jackson	4,600	4,000	86		
Olmsted	19,200	17,900	94		
Steele	7,500	7,000	93		
Under 25%	IOWA				
	Howard	3,700	3,100	83	
	Winneshiek	6,000	5,300	88	
	MINNESOTA				
	Brown	8,100	7,000	87	
	Cottonwood	4,900	3,500	72	
	Le Sueur	5,900	5,400	91	
	Nicollet	5,700	5,200	91	
	Waseca	4,800	4,400	92	
	Watonwan	4,300	3,700	86	
Winona	11,800	10,400	88		
KGLO-TV Station Total		237,000	214,500	91	
ARB Total Net Weekly Circulation (March, 1962)			114,400		

Iowa—Sioux City



KTIV

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 770-ft. above av. terrain, 633-ft. above ground, 2046-ft. above sea level.

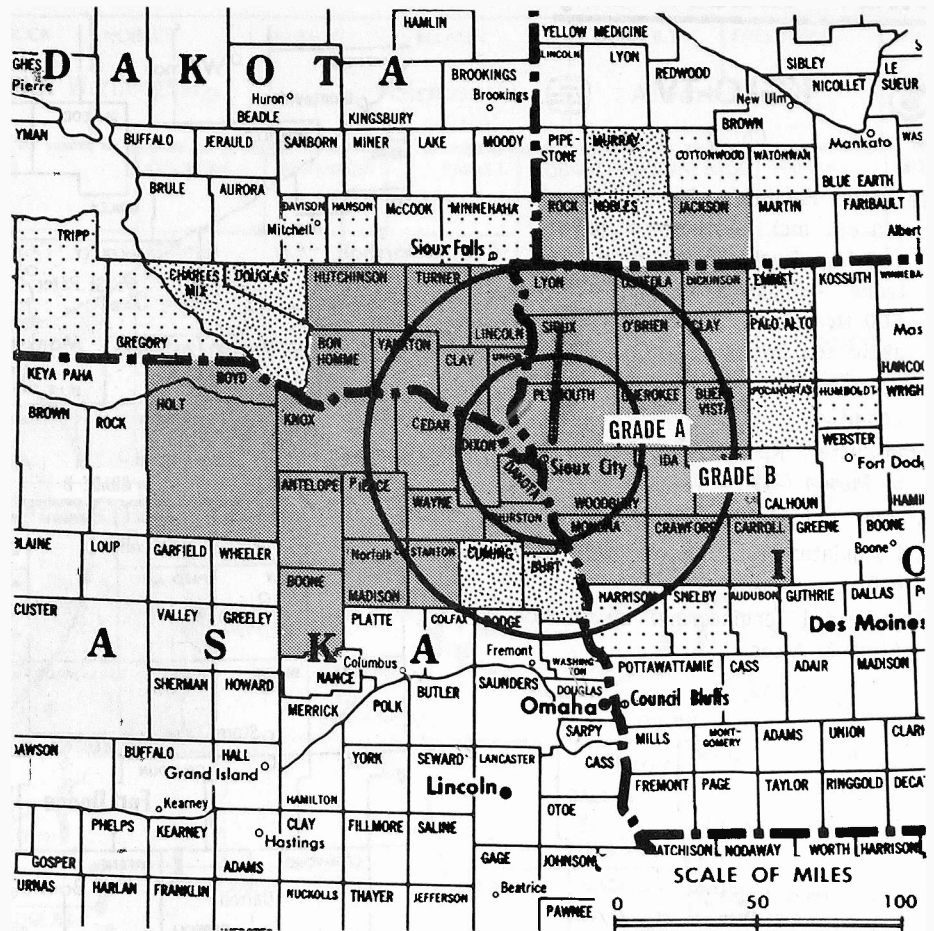
Latitude 42° 34' 27"
Longitude 96° 22' 11"

Requests change to 1915-ft. above av. terrain, 2000-ft. above ground, 3368-ft. above sea level, lat. 42° 35' 12.39", long. 96° 13' 56.98"; transmitter to 4-mi. E, .75-mi. N of James, Ia.

Transmitter: 1-mi. N of 54th & North Rustin (Plymouth County).

AM Affiliate: KSCJ, 5-kw, 1360 kc (ABC).

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



KTIV Ref: FCC File No. BMPCT-3024 Granted 5/12/55

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

KTIV

Network Service: ABC, NBC.

Licensee: KTIV Television Co., 10th & Grandview Blvd.

Studio: 10th & Grandview Blvd.

Telephone: 8-0545.

TWX No.: SY 35.

Ownership: Dietrich Dirks group (Duane Kidder, Ryal Miller, Ben Knuth, Carleton Corbett, William Klinger, Ken Cotton, Burton Bridgens, Royal Rostenbach), 50%; Perkins Bros. Co. (KSCJ, also affiliated with Journal Tribune Publishing Co.), 50%. KTIV officers: W. R. Perkins, chairman; Dietrich Dirks, pres.; Gene Flaherty (KSCJ), exec. v.p.; Duane Kidder, v.p.; Carlton Corbett, secy.; Elizabeth Sammons, treas.

Began Operation: Oct. 9, 1954.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by George C. Davis.

Personnel:

DIETRICH DIRKS, president & general manager.
GENE FLAHERTY, executive v.p. & sales director.
DON STONE, program director & film buyer.
BILL MOTE, promotion director.
JIM HEDRICK, production director.
TERRY WALKER, continuity director.
DAVID SCHOUMACHER, news director.
MARK AHMANN, sports director.
AL SMITH, chief engineer.

DIGEST OF RATE CARD NO. 7

(Oct. 1, 1961)

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

Class AA—6:59-10 p.m., daily.

\$500.00 \$300.00 \$200.00 \$150.00 \$140.00 \$115.00 \$57.50

NETWORK BASE HOURLY RATE: \$525 (ABC), \$525 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
IOWA				
	Buena Vista	6,600	6,200	93
	Carroll	6,700	6,300	95
	Cherokee	5,300	4,900	92
	Clay	5,700	5,100	88
	Crawford	5,600	5,300	93
	Dickinson	4,000	3,500	87
	Ida	3,300	3,100	93
	Lyon	4,200	3,700	89
	Monona	4,400	4,000	91
	O'Brien	5,800	5,500	94
	*Osceola	3,000	2,700	90
	Plymouth	6,800	6,400	94
	Sac	5,300	4,800	90
	Sioux	7,500	6,400	85
	Woodbury	33,400	31,300	94
MINNESOTA				
	Jackson	4,600	4,000	86
	Rock	3,300	3,200	95
NEBRASKA				
	Antelope	3,200	2,600	82
	Boone	2,700	2,500	89
	Boyd	1,400	1,200	83
	Cedar	3,600	3,300	92
	Dakota	3,600	3,500	97
	Dixon	2,400	2,300	94
	Holt	4,100	3,000	73
	Knox	4,000	3,200	78
	Madison	7,900	6,800	86
	Pierce	2,600	2,400	90
	Stanton	1,700	1,500	85
	Thurston	2,000	1,800	88
	Wayne	2,900	2,800	96
SOUTH DAKOTA				
	Bon Homme	2,900	2,400	82
	Clay	3,000	2,800	92
	Hutchinson	3,400	2,900	85

(Continued on page 198)

KTIV Station Total	277,300	251,100	90
ARB Total Net Weekly Circulation (March, 1962)		145,100	

Iowa—Sioux City



KVTV

Ch. 9



Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 288-kw visual, 144-kw aural. Antenna: 720-ft. above av. terrain, 537-ft. above ground, 1937-ft. above sea level.

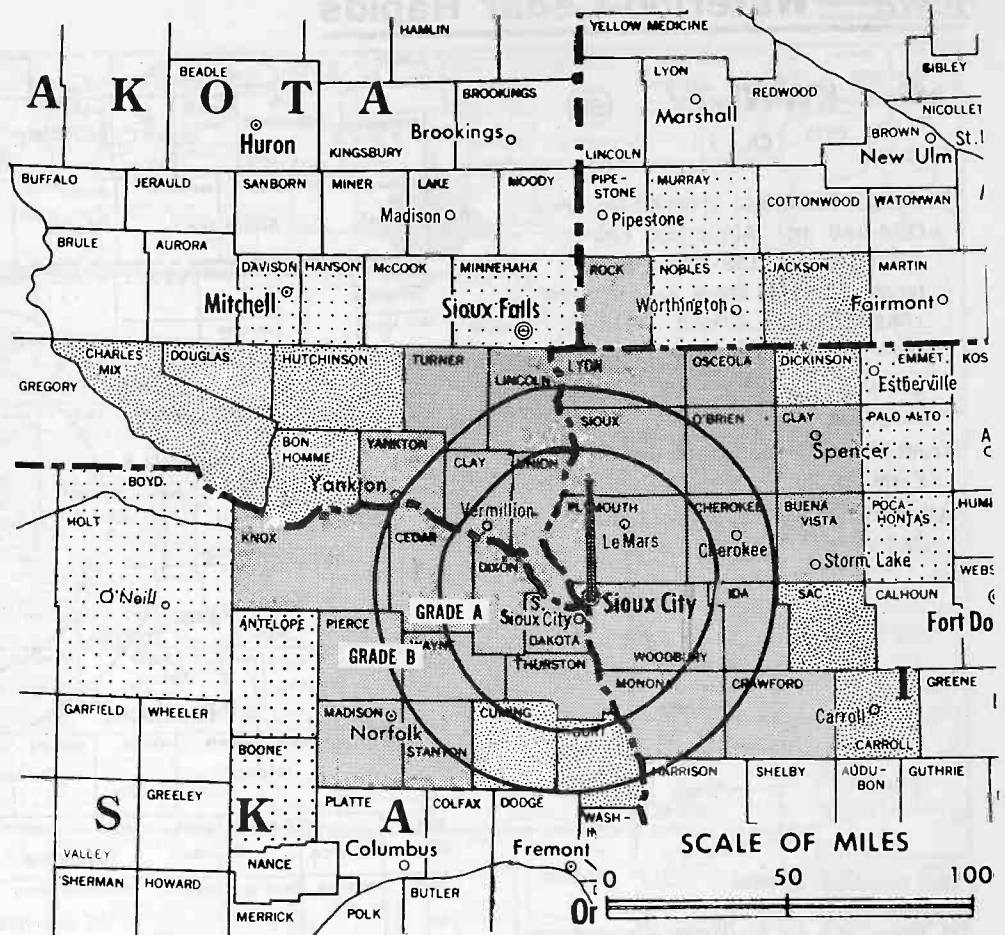
Latitude 42° 32' 33"
Longitude 96° 23' 34"

Transmitter: 41st & Howard Sts.
TV tape: Recording facilities.

AM Affiliate: WNAX, Yankton, S.D., 5-kw, 570 kc (CBS).

Requests change to 310-kw visual, 155-kw aural, 2025-ft. above av. terrain, 2000-ft. above ground, 3368-ft. above sea level, lat. 42° 35' 12.39", long. 96° 13' 56.98"; transmitter to 4-mi. E, .75-mi. N of James, Ia.

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



KVTV Ref: FCC File No. BMPCT-2840 Granted 3/30/55

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

KVTV

Network Service: ABC, CBS.

Licensee: People's Broadcasting Corp., 7th & Douglas Sts.

Studio: TV Theatre, 7th & Douglas Sts.

Telephone: 2-2711.

TWX No.: SY 8527.

Ownership: People's Broadcasting a subsidiary of Nationwide Mutual Insurance Co. also operates radio stations WRFD, Worthington, O.; WMMM, Fairmont, W.Va.; WGAR, Cleveland, O.; WTTM, Trenton, N.J. Herbert E. Evans is pres. of People's Bcstg. Note: Sale of WTTM pends.

Began Operation: March 29, 1953. Sale to present owner by Cowles Bcstg. Co. was approved Nov. 27, 1957 by FCC (Television Digest, Vol. 13:41, 44, 49).

Represented (sales) by The Katz Agency Inc.

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

Represented (engineering) by Lohnes & Culver.

Personnel:

- DONALD D. SULLIVAN, resident v.p. & general manager.
- ROBERT B. DONOVAN, commercial manager.
- GEORGE HUTCHINS, creative director.
- CLARK POLLOCK, program director & film buyer.
- CARL MORRIS, film director.
- HUGH SMITH, news director.
- CLAIR GILES, business manager.
- ROBERT G. ENGELHARDT, chief engineer.
- AL CHRISTIANSEN, promotion director.

DIGEST OF RATE CARD NO. 7

(Feb. 20, 1961)

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

Class AA—7-10 p.m., daily.

\$425.00 \$255.00 \$170.00 \$135.00 \$120.00 \$100.00 \$50.00

NETWORK BASE HOURLY RATE: \$525 (ABC), \$525 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	IOWA				
		Buena Vista	6,600	6,200	93
		Cherokee	5,300	4,900	92
		Clay	5,700	5,100	88
		Crawford	5,600	5,300	93
		Ida	3,300	3,100	93
		Lyon	4,200	3,700	89
		Monona	4,400	4,000	91
		O'Brien	5,800	5,500	94
		Osceola	3,000	2,700	90
		Plymouth	6,800	6,400	94
		Sioux	7,500	6,400	85
		Woodbury	33,400	31,300	94
		MINNESOTA			
		Rock	3,300	3,200	95
Between 25-50%	NEBRASKA				
		Cedar	3,600	3,300	92
		Dakota	3,600	3,500	97
		Dixon	2,400	2,300	94
		Knox	4,000	3,200	78
		Madison	7,900	6,800	86
		Pierce	2,600	2,400	90
		Stanton	1,700	1,500	85
		Thurston	2,000	1,800	88
		Wayne	2,900	2,800	96
	SOUTH DAKOTA				
	Clay	3,000	2,800	92	
	Lincoln	3,800	3,500	93	
	Turner	3,500	3,200	91	
	Union	3,000	3,000	97	
	Yankton	4,700	4,200	90	
	IOWA				
	Carroll	6,700	6,300	95	
	Dickinson	4,000	3,500	87	
	Sac	5,300	4,800	90	
	(Continued on page 198)				
KVTV Station Total		249,400	226,900	91	
ARB Total Net Weekly Circulation (March, 1962)			155,000		

Iowa—Waterloo-Cedar Rapids



KWWL-TV



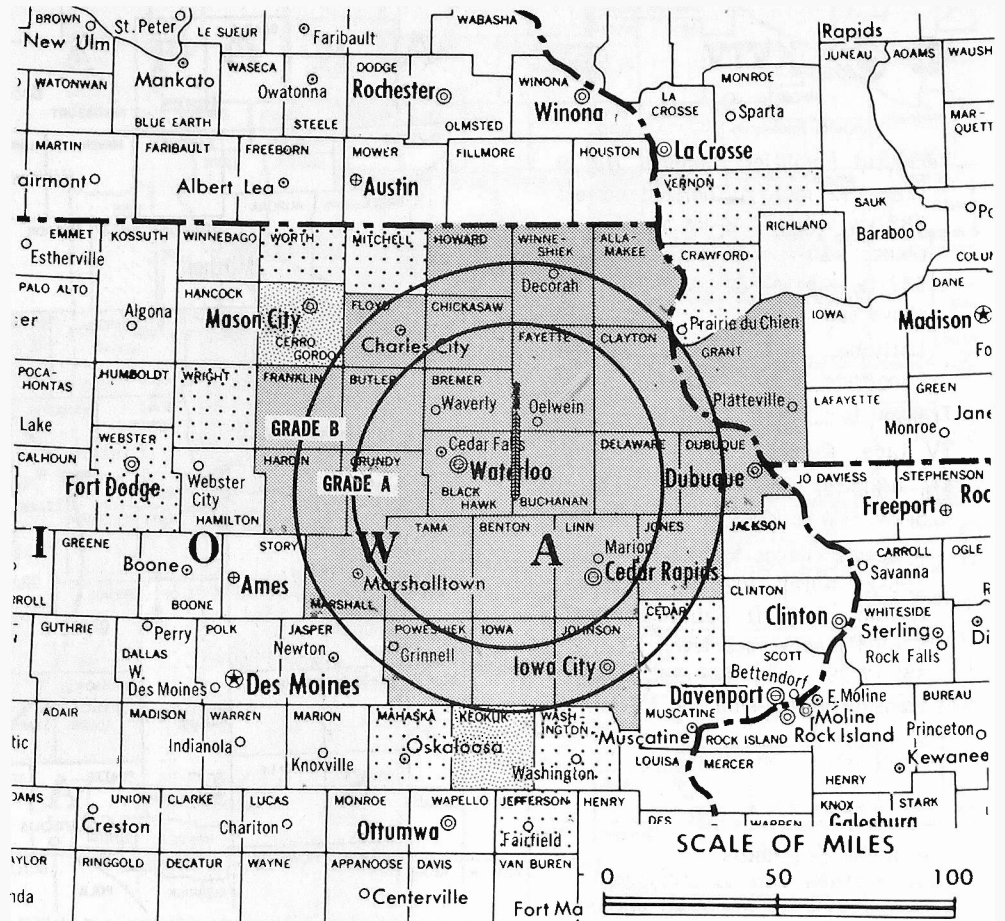
Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1130-ft. above av. terrain, 1083-ft. above ground, 2078-ft. above sea level.

Latitude 42° 24' 47"
Longitude 92° 00' 42"

Transmitter: 5-mi. SE of Jesup on Farm Rd. "0".

AM Affiliate: KWWL, 5-kw, 1330 kc (MBS).



Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

KWWL-TV Ref: FCC File No. BMPCT-3298 Granted 8/18/55

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

KWWL-TV

Licensee: Black Hawk Bcstg. Co., E. Fourth & Franklin Sts., Waterloo, Iowa.

Studio: Fourth & Franklin Sts.

Telephone: Adams 4-4404. TWX No.: WX 17.

Ownership: Ralph J. McElroy, pres., 38%; Donald M. Graham, v.p., 2.9%; Robert Young, treas., 2.2%; Robert Buckmaster, secy., 11.8%; the following directors: T. L. Trunnell, 3.8%; Wm. Bolster, 6.8%. The following stockholders do not hold office: Lowell J. Walker, 1.6%; John B. Young, 2.2%; E. E. Wheeler, 2.2%; A. D. Donnell, 1.9%; Dick H. Young, 1.5%; George A. Loveall, 1.6%; Louise M. McKinstry, 1.3%; Robt. J. McCoy, 1.7%. There are several other stockholders, each owning 1% or less. Also owns radio KLWW, Cedar Rapids, Ia., and operates KMMT, Austin, Minn. (KAUS).

Began Operation: Nov. 25, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

THOMAS L. YOUNG, v.p., radio & TV.
ROGER MICHELN, manager & sales mgr.
WARREN MEAD, director of public affairs.
E. M. TINK, director of engineering.
DARRELL WHEATON, director of production.
DAVE GREGORY, photo & art director.

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

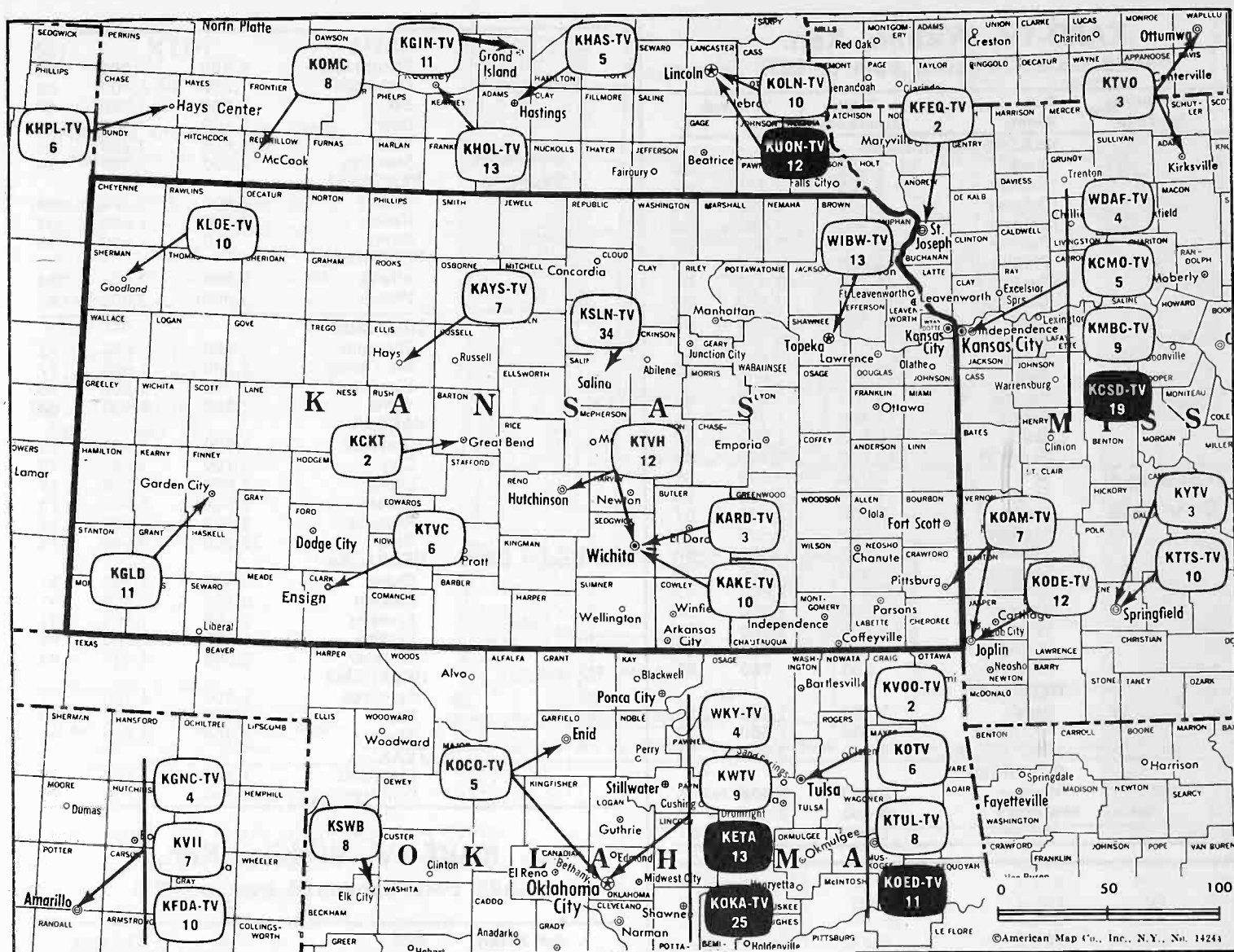
	Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—6:59-9:30 p.m., daily.	\$550.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00

Combination Rates—KWWL-TV & KMMT, Austin, Minn.
Class AA—6:59-9:30 p.m., daily.
\$562.50 \$337.50 \$225.00 \$196.88 \$140.63 \$122.00 \$61.00
NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA			
	Allamakee	4,500	4,100	91
	Benton	7,200	6,900	95
	Black Hawk	36,400	34,400	95
	Bremer	6,200	5,700	92
	Buchanan	6,100	5,600	93
	Butler	5,400	4,900	89
	Chickasaw	4,300	3,900	91
	Clayton	6,700	5,800	87
	Delaware	5,200	4,800	92
	Dubuque	21,800	19,400	90
	Fayette	8,600	7,800	91
	Floyd	6,500	6,000	92
	Franklin	4,900	4,600	94
	Grundy	4,500	4,300	95
Hardin	7,400	6,900	93	
Howard	3,700	3,100	83	
Iowa	5,000	4,600	91	
Johnson	15,400	13,400	87	
Jones	5,900	5,600	94	
Linn	44,700	42,200	95	
Marshall	12,100	11,600	96	
Poweshiek	5,700	5,300	93	
Tama	6,700	6,200	92	
Winneshiek	6,000	5,300	88	
WISCONSIN				
Grant	12,500	10,700	86	
Between 25-50%	IOWA			
	Cerro Gordo	15,500	14,500	94
	Keokuk	5,000	4,300	87
Under 25%	IOWA: Cedar, Jefferson, Mahaska, Mitchell, Washington, Webster, Worth, Wright. WISCONSIN: Crawford, Vernon.			

KWWL-TV Station Total	338,400	310,700	91
ARB Total Net Weekly Circulation (March, 1962)	185,900		

Also see ARB Data for KMMT, Austin, Minn.



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Wichita	312,400	51	465,200	64	416,300	64
Joplin-Pittsburg	131,400	112	205,000	131	177,700	131
Topeka	125,700	119	220,400	125	194,900	124
Ensign	32,000	196	66,400	194	50,800	197
Goodland	12,100	221	26,100	215	22,700	215

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

KTVH
Hutchinson
(See Wichita, Kan.)

KODE-TV
Pittsburg
(See Joplin, Mo.)

Kansas Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
○ Commercial Television Stations	10	1	11
● Educational Television Stations	0	0	0
			11

See CATV Directory
for Kansas CATV Systems

Kansas

KARD-TV, Wichita, Kan. (ARB Data Continued from p. 223)

Net Weekly Circulation	State County	Total		TV Homes %
		Households	Homes	
(Continued) Over 50%	KANSAS—(Continued)			
	Ness	1,800	1,600	88
	Norton	2,700	2,300	87
	Osborne	2,600	2,100	80
	Ottawa	2,400	1,900	80
	Pawnee	3,000	2,800	89
	Phillips	2,900	2,300	78
	Pratt	4,100	3,800	91
	Rawlins	1,600	1,400	86
	Reno	19,400	18,000	93
	Rice	4,500	4,200	93
	Rooks	3,000	2,800	90
	Rush	2,000	1,900	90
	Russell	3,700	3,200	87
	Saline	17,300	15,700	91
	Scott	1,600	1,500	89
	Sedgwick	110,200	102,800	94
	Seward	5,000	4,500	89
	Sheridan	1,200	1,100	86
	Smith	2,700	2,400	87
	Stafford	2,600	2,300	89
	Stanton	600	500	80
	Stevens	1,300	1,100	77
	Sumner	8,400	7,600	91
	Thomas	2,300	1,900	82
	Trego	1,600	1,400	83
	Wallace	600	600	84
	Wichita	800	700	82
	NEBRASKA			
	Dundy	1,100	1,000	86
	Hitchcock	1,600	1,500	93
	Red Willow	4,200	3,900	91
	OKLAHOMA			
Beaver	2,200	1,900	86	
Grant	2,900	2,600	90	
Harper	1,900	1,700	87	



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE

Between 25-50%	KANSAS			
	Chautauqua	2,200	2,000	89
	Dickinson	7,200	6,400	88
	Elk	1,900	1,500	82
	Geary	8,100	7,400	91
	Lyon	8,600	7,200	84
	Sherman	2,200	2,000	89
	NEBRASKA			
	Furnas	2,600	2,200	84
	Harlan	1,700	1,600	91
Hayes	600	600	88	
OKLAHOMA				
Alfalfa	3,000	2,600	84	
Woods	4,000	3,500	85	
Under 25%	COLORADO			
	Cheyenne	800	600	73
	Kit Carson	2,100	1,600	72
	Lincoln	1,700	1,500	85
	Yuma	2,900	2,400	80
	KANSAS			
	Cheyenne	1,500	1,400	88
	Clay	3,700	3,000	79
	Cloud	4,800	3,900	81
	Jewell	2,500	1,900	74
Republic	3,400	2,900	84	
Riley	11,200	9,600	86	
NEBRASKA				
Chase	1,400	1,300	91	
Dawson	6,100	5,600	91	
Frontier	1,400	1,300	91	
Perkins	1,300	1,300	98	
Webster	2,000	1,900	93	
OKLAHOMA				
Cimarron	1,400	1,100	77	
Kay	17,000	15,200	90	
Texas	4,400	3,800	86	
TEXAS				
Lipscomb	1,100	800	74	
Ochiltree	2,900	2,700	90	

KAKE-TV, Wichita, Kan. (ARB Data Continued from p. 222)

Net Weekly Circulation	State County	Total		TV Homes %
		Households	Homes	
Over 50%	KANSAS—(Continued)			
	Sumner	8,400	7,600	91
	OKLAHOMA			
Grant	2,900	2,600	90	
Between 25-50%	KANSAS			
	Chautauqua	2,200	2,000	89
	Comanche	1,100	900	78
	Elk	1,900	1,500	82
	Ellsworth	2,600	2,200	85
	Kiowa	1,500	1,200	77
	Lyon	8,600	7,200	84
	Ottawa	2,400	1,900	80
	Pawnee	3,000	2,800	89
	Rush	2,000	1,900	90
Russell	3,700	3,200	87	
OKLAHOMA				
Alfalfa	3,000	2,600	84	
Woods	4,000	3,500	85	
Under 25%	KANSAS: Clark, Cloud, Edwards, Hodgeman, Mitchell, Osborne, Republic, Wilson, Woodson. OKLAHOMA: Harper, Kay.			

Kansas—Ensign



KTVC

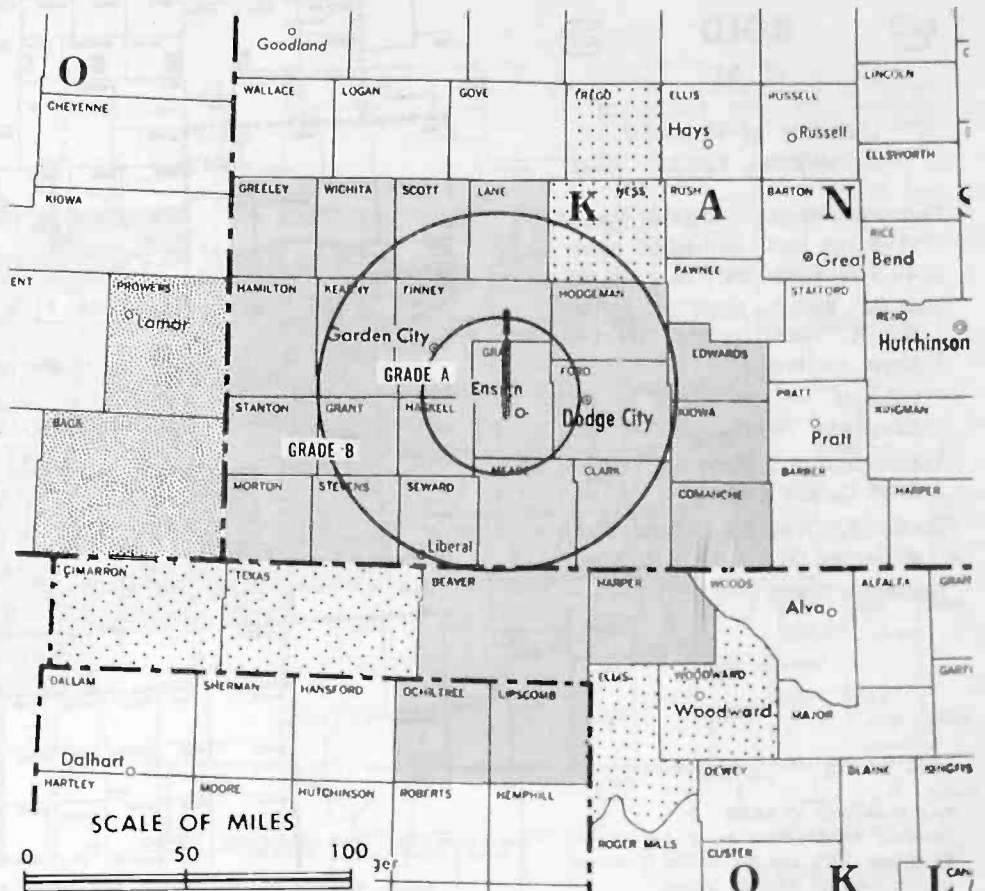
Ch. 6

[Operates in affiliation with KTVH,
Hutchinson-Wichita, Kan.]

Technical Facilities: Channel No. 6
(82-88 mc). Authorized power:
28.2-kw visual, 14.1-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.



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

KTVC Ref: FCC File No. BPCT-2050 Granted 1/25/66

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

KTVC

Network Service: CBS (EMP; private relay from KTVH).

Licensee: Southwest Kansas Television Co. Inc., Cimarron, Kan.

Office: 610 2nd, Box 157, Dodge City, Kan.

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

Telephone: Hunter 3-6666.

Ownership: Leigh Warner, pres., 4.85%; Wendell Elliott, v.p., 5.65%; F. C. Walker, treas., 1.1%; Henry Hall, secy., 25%; Dodge City Daily Globe, and affiliated radio KGNO, 17.80% (Jesse Denious Jr., pres. of Globe and KGNO); Ray Broce, 2.5%; Glen Cooper, 2.5%; James W. Berryman, 2.55%; W. E. Montgomery, 1.15%; John A. Costelow, 1.25%; Wheat Growers Hail Insurance Co., 2.5%; Dodge City Terminal Elevator, 1%; McKinley-Winter Livestock Commission Co., 1%. There are over 600 other stockholders, none owns over 1%.

Began Operation: July 24, 1957.

Represented (sales) by Blair Television Assoc. Inc. (on sales with KTVH. The Kansas Bcstg. System, including KTVH, Hutchinson-Wichita, KAYS-TV, Hays & KWHT-TV, Goodland). Note: May be bought as single station by contacting station directly.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

WENDELL ELLIOTT, v.p., general manager & film buyer.
KENNETH KARR, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily	\$130.00	\$78.00	\$52.00	\$45.50	\$32.50	\$28.60
NETWORK BASE HOURLY RATE:	\$100.					

For CATV Systems In Kansas

see page 896

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	KANSAS			
	Clark	1,200	1,100	91
	Comanche	1,100	900	78
	Edwards	1,700	1,500	90
	Finney	4,800	4,300	91
	Ford	6,500	6,000	92
	Grant	1,500	1,300	89
	Gray	1,300	1,200	89
	Greely	700	600	87
	Hamilton	1,000	800	80
	Haskell	900	800	90
	Hodgeman	900	800	83
	Kearney	900	900	91
	Kiowa	1,500	1,200	77
	Lane	1,000	900	90
	Meade	1,700	1,700	97
	Morton	1,000	900	85
Scott	1,600	1,500	89	
Seward	5,000	4,500	89	
Stanton	600	500	80	
Stevens	1,300	1,100	77	
Wichita	800	700	82	
	OKLAHOMA			
	Beaver	2,200	1,900	86
	Harper	1,900	1,700	87
	TEXAS			
	Lipscomb	1,100	800	74
	Ochiltree	2,900	2,700	90
Between 25-50%	COLORADO			
	Baca	2,000	1,100	52
	Prowers	4,000	2,800	70
Under 25%	KANSAS			
	Ness	1,800	1,600	88
	Trego	1,600	1,400	83
	OKLAHOMA			
	Cimarron	1,400	1,100	77
	Ellis	1,900	1,400	70
	Texas	4,400	3,800	86
	Woodward	4,200	3,300	78
KTVC Station Total		66,400	56,800	85
ARB Total Net Weekly Circulation (March, 1962)			32,000	

Kansas—Garden City



KGLD



Ch. 11

[Satellite of KARD-TV,
Wichita, Kan.]

Technical Facilities: Channel No. 11
(198-204 mc). Authorized power:
49.3-kw visual, 24.7-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.

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

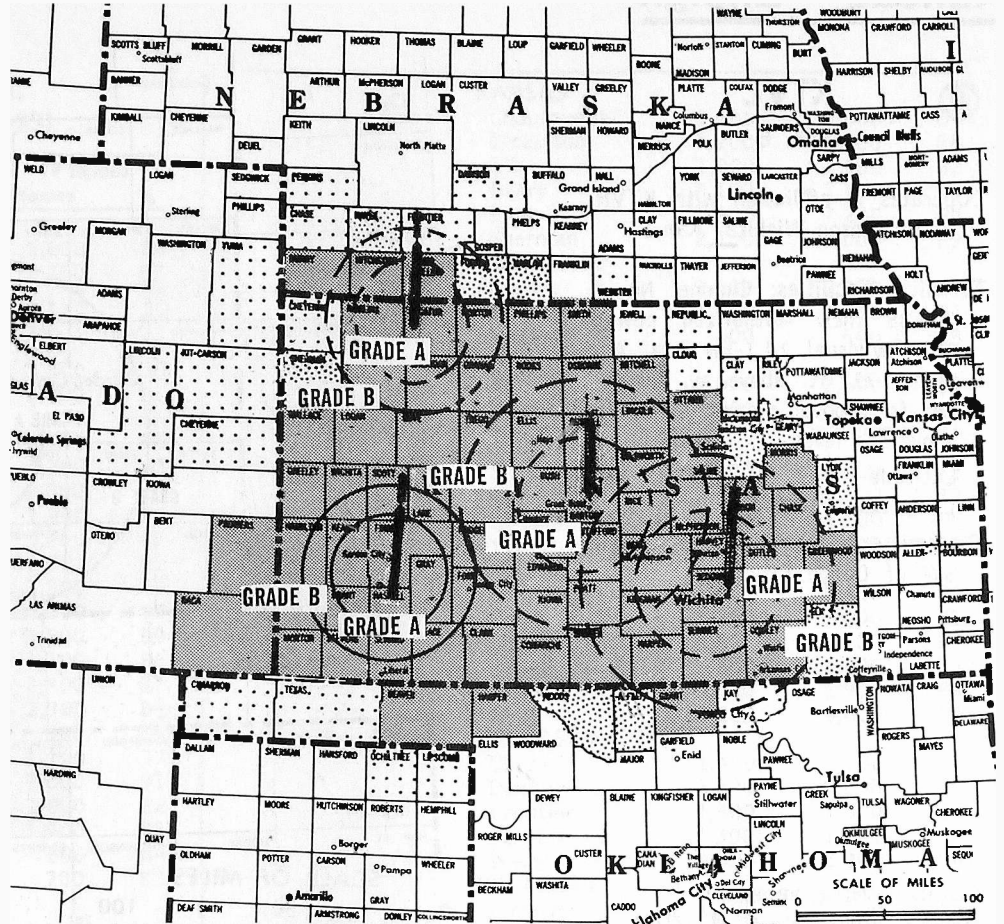
Telephone: Bridge 6-4311.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KGLD Ref: FCC File No. BMPCT-5006 Granted 4/18/58

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

KGLD

Network Service: NBC, same as KARD-TV.

Licensee: Wichita Television Corp. Inc., 833 N. Main, Wichita 3,
Kan.

Ownership: See KARD-TV, Wichita, Kan.

Began Operation: Nov. 5, 1958. For sale to present owners, see
KCKT, Great Bend, Kan.

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

Personnel:

MACK LINN, station manager.

Rates: Offered as bonus with KARD-TV, Wichita and its other
satellites KCKT, Great Bend and KOMC, McCook, Neb.

NETWORK BASE HOURLY RATE: Bonus to KCKT, Great Bend.

ARB Data for this Station Included with
Report of Parent KARD-TV, Wichita, Kan.

TO BUY OR SELL A TELEVISION OR RADIO STATION

HAMILTON-LANDIS & ASSOC., INC.

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

CHICAGO
1714 Tribune Tower
DE 7-2754

SAN FRANCISCO
111 Sutter St.
EX 2-5671

DALLAS
1511 Bryan St.
RI 8-1175

NATIONWIDE ● NEGOTIATIONS
FINANCING ● APPRAISALS

Kansas—Goodland

KLOE-TV
[formerly KWHT-TV]

[Satellite of KAYS-TV, Hays, Kan.]
Ch. 10

Technical Facilities: Channel No. 10
(192-198 mc). Authorized power:
—316-kw visual, 158-kw aural. Antenna:
770-ft. above av. terrain,
782-ft. above ground, 4474-ft.
above sea level.

Latitude 39° 20' 31"
Longitude 101° 42' 33"

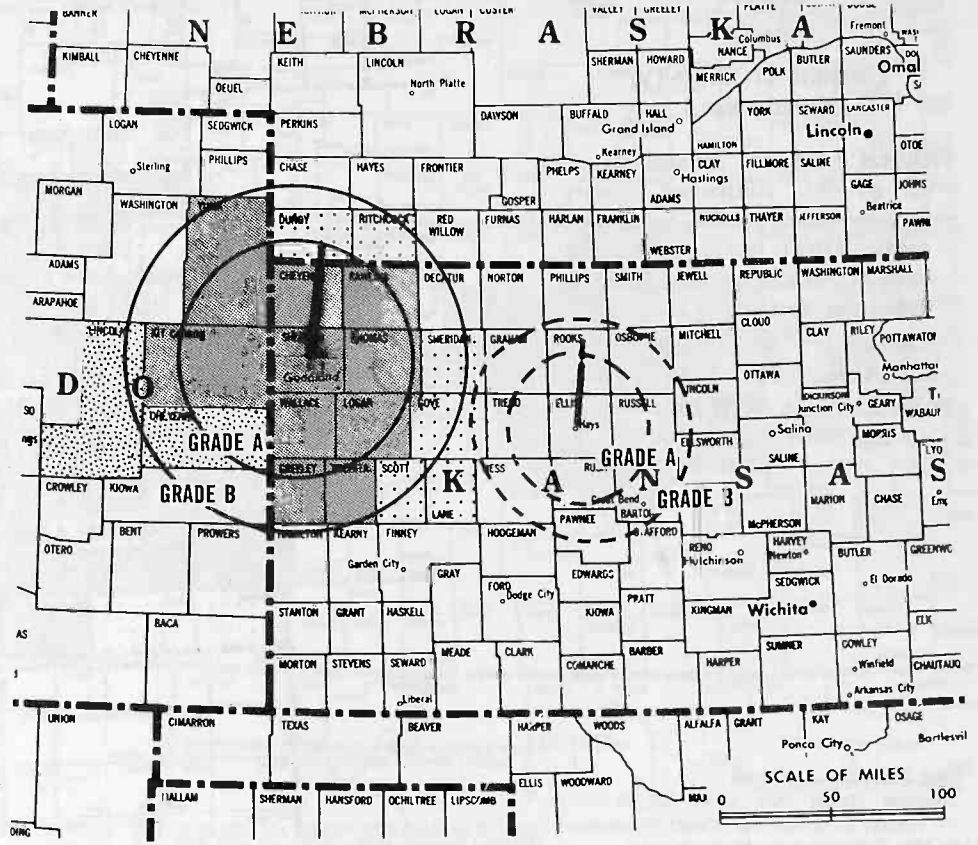
Transmitter: 17th St. & Broadway
Ave.

Studio: 17th St. & Broadway Ave.

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

ARB Data: Figures in table below do
not include parent KAYS-TV, Hays.
Consult page 217 for figures for
KAYS-TV.

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



KLOE-TV Ref: FCC File No. BMFCT-3818 Granted 4/20/56

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

KLOE-TV

Network Service: Same as KAYS-TV, Hays.

Licensee: KAYS Inc., P.O. Box 695, Hays, Kan.

Telephone: TW 9-2331.

Ownership: Same as KAYS-TV, Hays, Kan.

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

Represented (sales) by Blair Television Assoc. (on sales on Kansas
Bcstg. System, including KTVH, Hutchinson-Wichita, KTVC, En-
sign & KAYS-TV, Hays, Hal Holman Co. (other).

Represented (legal) by Douglas G. Mode.

Personnel:

KAY MELIA, resident manager.

Rates: Sold only in combination with KAYS-TV, Hays, Kan.

NETWORK BASE HOURLY RATE: Combination rate with KAYS-
TV, Hays, \$110.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	COLORADO			
	Kit Carson	2,100	1,600	72
	Yuma	2,900	2,400	80
	KANSAS			
	Cheyenne	1,500	1,400	88
	Greeley	700	600	87
	Logan	1,200	1,000	81
	Rawlins	1,600	1,400	86
	Sherman	2,200	2,000	89
Thomas	2,300	1,900	82	
Wallace	600	600	84	
Wichita	800	700	82	
Between 25-50%	COLORADO			
	Cheyenne	800	600	73
	Lincoln	1,700	1,500	85
Under 25%	KANSAS			
	Gove	1,200	1,000	80
	Lane	1,000	900	90
	Scott	1,600	1,500	89
	Sheridan	1,200	1,100	86
	NEB.: Dundy	1,100	1,000	86
Hitchcock	1,600	1,500	93	
KLOE-TV Station Total		26,100	22,700	87
ARB Total Net Weekly Circulation (March, 1962)			12,100	

Kansas—Great Bend



KCKT



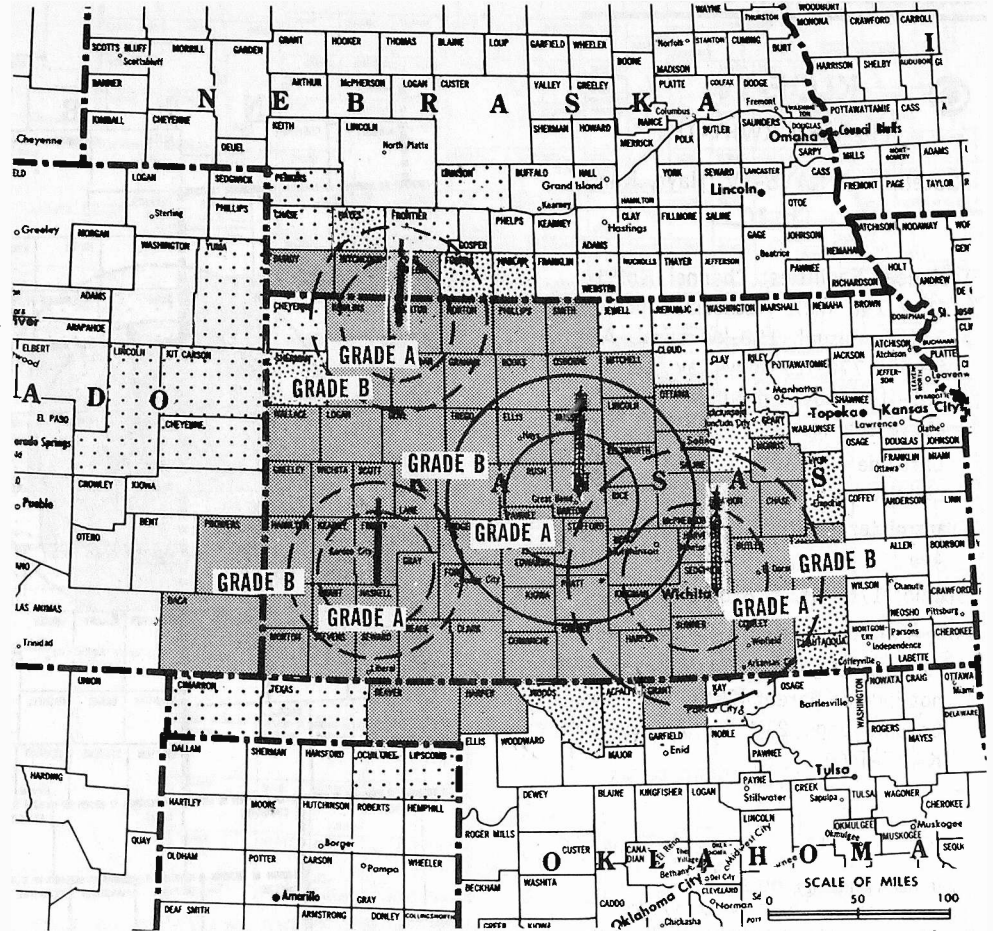
Ch. 2

[Satellite of KARD-TV,
Wichita, Kan.]

Technical Facilities: Channel No. 2
(54-60 mc). Authorized power:
100-kw visual, 50-kw aural. An-
tenna: 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.



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

KCKT Ref: FCC File No. BPCT-1838 Granted 3/3/54

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

KCKT

Network Service: NBC, same as KARD-TV.
Licensee: Wichita Television Corp. Inc., 833 N. Main, Wichita 3,
Kan.
Studio: U. S. Hwy. 281, 4-mi. N of city limits.
Telephone: Gladstone 3-7868.
Ownership: See KARD-TV, Wichita, Kan.
Began Operation: Nov. 28, 1954. Sale (with satellites KGLD, Gar-
den City, Kan. and KOMC, McCook, Neb.) to present owners by
Central Kansas Television Co. Inc. approved by FCC June 13,
1962 (Television Digest, Vol. 2.25).
Represented (sales) by Peters, Griffin, Woodward Inc.
Represented (legal) by Koteen & Burt.
Personnel:
LEE ENEFF, station manager.
Rates: Offered as bonus with KARD-TV, Wichita and its other
satellites KGLD, Garden City and KOMC, McCook, Neb.
NETWORK BASE HOURLY RATE: \$275.

ARB Data for this Station Included with
Report of Parent KARD-TV, Wichita, Kan.



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

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

Kansas—Hays



KAYS-TV

Ch. 7



[Operates satellite KLOE-TV, Goodland, Kan.]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 112-kw visual, 60.3-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.

Studio: 2300 Hall St.

Represented (engineering) by Commercial Radio Equipment Co.

AM Affiliate: KAYS, .25-kw, 1400 kc.

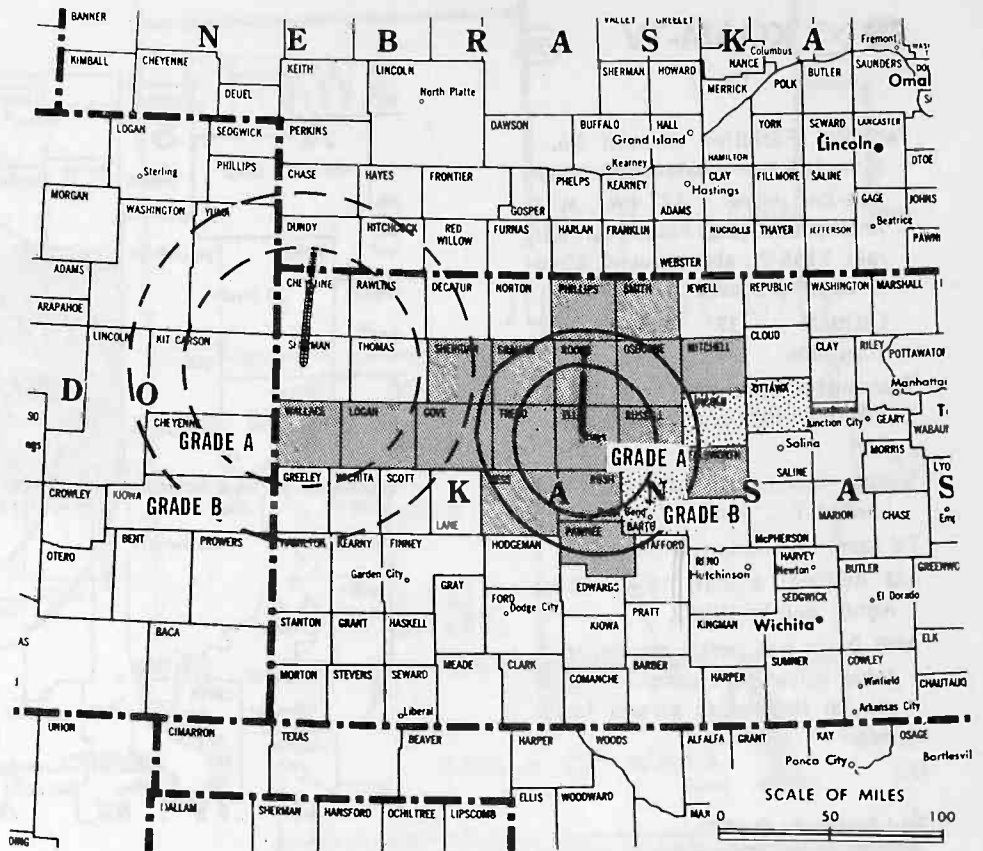
ARB Data: Figures in table below do not include satellite KLOE-TV, Goodland. Consult page 215 for figures for KLOE-TV.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KAYS-TV Ref: FCC File No. BPCT-2878 Granted 8/11/59
KLOE-TV Ref: FCC File No. BPCT-3818 Granted 4/20/56

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

KAYS-TV

Licensee: KAYS Inc., Box 695, Hays. Telephone: Market 4-2578.

Ownership: Ross Beach Sr. estate (Mattie and Ross Beach Jr., executors), 50 2/3%; Robert E. Schmidt, v.p.-gen. mgr., 49 1/3%. Also operates satellite KLOE-TV, Goodland, Kan. Beach family has 60% interest in radio KLOE, Goodland, Kan.

Began Operation: Sept. 2, 1958.

Represented (sales) by Blair Television Assoc. (on sales on Kansas Bcstg. System, including KTVH, Hutchinson-Wichita, KTVC, Ensign & KWHT-TV, Goodland; Hal Holman Co. (other).

Represented (legal) by A. L. Stein.

Personnel:

ROBERT E. SCHMIDT, general manager.
KEITH TOWNSDIN, chief engineer.
HARVEY ZIMMERMAN, production manager.
BERNARD BROWN, sales manager.
E. TAD FELTS, office manager.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						

\$220.00 \$132.00 \$88.00 \$77.00 \$55.00 \$49.00 \$24.50

NETWORK BASE HOURLY RATE: Combination rate with KLOE-TV, Goodland, \$110.

*Includes KLOE-TV, Goodland.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	KANSAS			
	Ellis	5,800	5,400	92
	Ellsworth	2,600	2,200	85
	Gove	1,200	1,000	80
	Graham	1,700	1,600	91
	Logan	1,200	1,000	81
	Mitchell	2,900	2,400	82
	Ness	1,800	1,600	88
	Osborne	2,600	2,100	80
	Pawnee	3,000	2,800	89
	Phillips	2,900	2,300	78
	Rooks	3,000	2,800	90
	Rush	2,000	1,900	90
	Russell	3,700	3,200	87
Between 25-50%	KANSAS			
	Barton	10,100	9,600	95
	Lincoln	1,900	1,600	80
	Ottawa	2,400	1,900	80
Under 25%:	None Under 25%			
KAYS-TV Station Total		54,900	48,900	89
ARB Total Net Weekly Circulation (March, 1962)			37,100	

Kansas—Pittsburg-Joplin, Mo.

abc **KOAM-TV**

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 177-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"

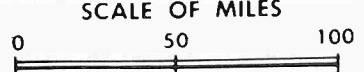
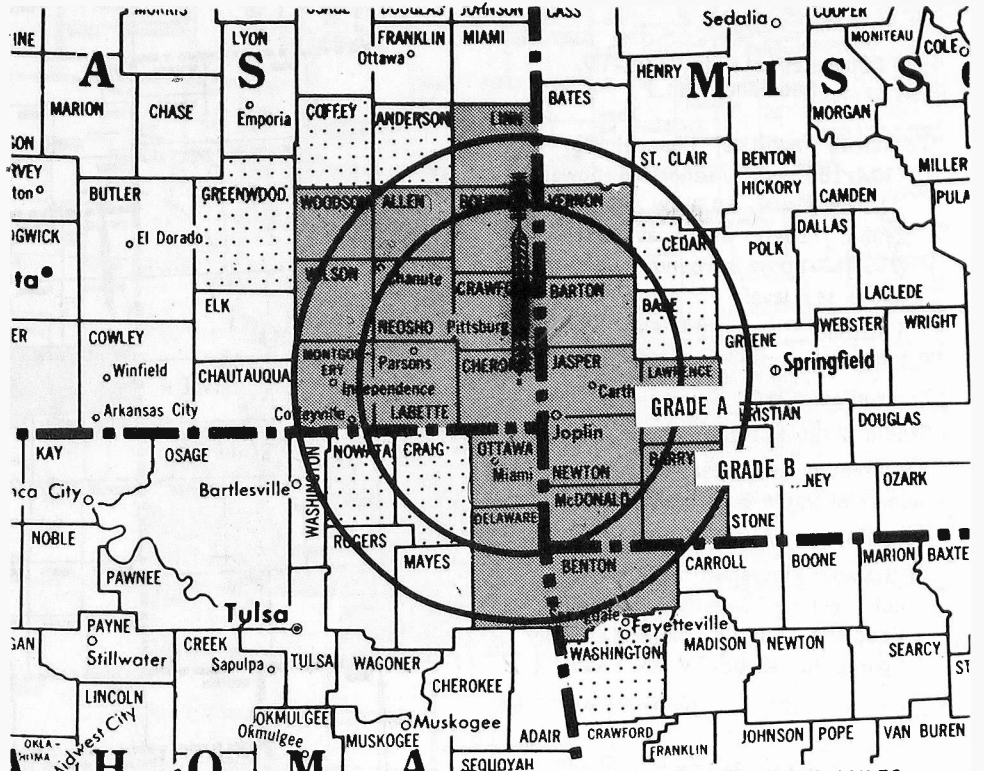
Transmitter: Intersection of U.S. 69 & Lawton Rd., 4-mi. W of Lawton, Kan.

Studio: Intersection of U.S. 69 & Lawton Rd., 4-mi. W of Lawton.

TV tape: Recording facilities.

AM Affiliate: KOAM, 10-kw (5-kw night), 860 kc (NBC).

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



Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

KOAM-TV Ref: FCC File No. BPCT-2863 Granted 5/29/61

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

KOAM-TV

Network Service: ABC, NBC.

Licensee: Mid-Continent Telecasting Inc., Box 659, Pittsburg.

Telephone: Adams 1-0400. TWX No.: 316-952-8230.

Ownership: Pittsburg Bcstg. Co. (KOAM) 66.53%; Joplin Globe Publishing Co., publisher of Joplin (Mo.) Globe and News-Herald, 33.23%. Officers: Lester E. Cox, chairman; E. V. Baxter, pres.; R. E. Wade, v.p. & treas.; Lester L. Cox, v.p.; Cowgill Blair, v.p.; Lang Rogers, v.p.; Fred Hughes, secy. Mr. Lester E. Cox is curator of U. of Missouri (which operates KOMU-TV) and owns 49% of KWTQ, Springfield, Mo. Mr. Baxter owns 50% of Pittsburg Bcstg.; Lester L. Cox owns 37.5%; Lester E. Cox, 12.5%. Blair, Rogers and Hughes represent Joplin Globe.

Began Operation: Dec. 5, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by George O. Sutton.

Represented (engineering) by Lohnes & Culver.

Personnel:

R. E. WADE, v.p., general manager & film buyer.

LOUIS R. MARTIN, program director.

LEO S. STAFFORD, chief engineer.

DIGEST OF RATE CARD NO. 5

(Aug. 1, 1962)

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

Class A—6-10:30 p.m., daily.

\$360.00 \$210.00 \$145.00 \$130.00 \$105.00 \$100.00 \$95.00 \$48.00

NETWORK BASE HOURLY RATE: \$325 (ABC), \$400 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS Benton	12,100	9,700	80
	KANSAS Allen	5,600	4,700	84
	Bourbon	5,800	5,100	88

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	KANSAS—(Continued)			
	Cherokee	7,600	7,000	92
	Crawford	13,100	11,900	91
	Labette	9,000	7,900	88
	Linn	3,000	2,600	87
	Montgomery	15,400	13,300	86
	Neosho	6,500	5,800	89
	Wilson	4,500	3,700	81
	Woodson	1,900	1,600	80
	MISSOURI			
	Barry	6,300	5,400	85
	Barton	3,900	3,400	87
	Jasper	27,400	24,500	90
	Lawrence	7,700	6,600	85
McDonald	4,000	3,500	87	
Newton	9,700	8,800	91	
Vernon	6,500	5,500	84	
OKLAHOMA				
Delaware	4,100	3,200	76	
Ottawa	9,400	8,600	91	
Between 25-50%	None Between 25-50%			
	ARKANSAS			
	Washington	17,700	14,000	79
	KANSAS			
	Anderson	3,000	2,700	87
	Coffey	2,900	2,400	79
	Greenwood	3,900	3,400	86
	MISSOURI			
	Cedar	3,300	2,800	83
	Dade	2,600	2,400	88
OKLAHOMA				
Craig	4,600	4,000	87	
Nowata	3,500	3,200	91	
KOAM-TV Station Total		205,000	177,700	86
ARB Total Net Weekly Circulation (March, 1962)		131,400		

Kansas—Salina



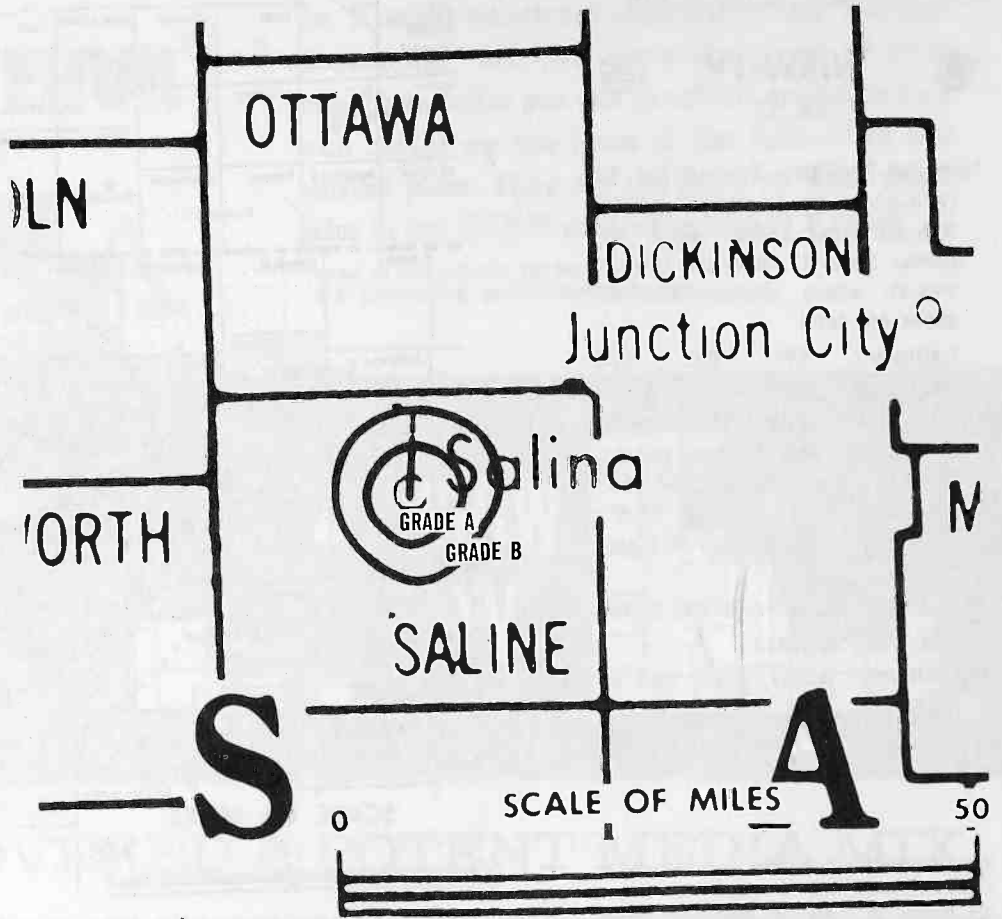
KSLN-TV

Ch. 34

Technical Facilities: Channel No. 34
(590-596 mc). Authorized power:
.724-kw visual, .362-kw aural. An-
tenna: 175-ft. above av. terrain,
220-ft. above ground, 1450-ft.
above sea level.

Latitude 38° 50' 26"
Longitude 97° 36' 35"

Transmitter: S.E. corner of Iron &
7th St.



KSLN-TV Ref: FCC File No. BMPCT-5548 Granted 1/12/61

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

KSLN-TV

Licensee: Prairie States Bcstg. Co. Inc., KAWL Bldg., York, Neb.
Studio: United Bldg., Salina, Kan.

Telephone: Taylor 7-8758.

Ownership: Prairie States Bcstg. Co. Inc., 100%.

Began Operation: Jan. 2, 1962.

Represented (sales) by John E. Pearson.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Electron Corp., Dallas.

Personnel:

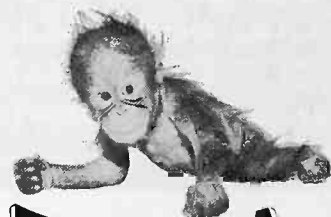
MELVILLE L. GLEASON, general manager & film buyer.
DAVID TUCKER, sales managr.
HOWARD BALL, news director.
ROGER TURNER, program director.
KAY DALY, traffic director.

DIGEST OF RATE CARD NO. 1-A (Jan. 2, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.	
Class AA—6:30-10 p.m., daily.	\$125.00	\$70.00	\$50.00	\$30.00	\$25.00	\$17.00	\$12.50

NETWORK BASE HOURLY RATE: Bonus to network.

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



ZOORAMA

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

Kansas—Topeka



WIBW-TV

Ch. 13



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1002-ft. above av. terrain, 949-ft. above ground, 2027-ft. above sea level.

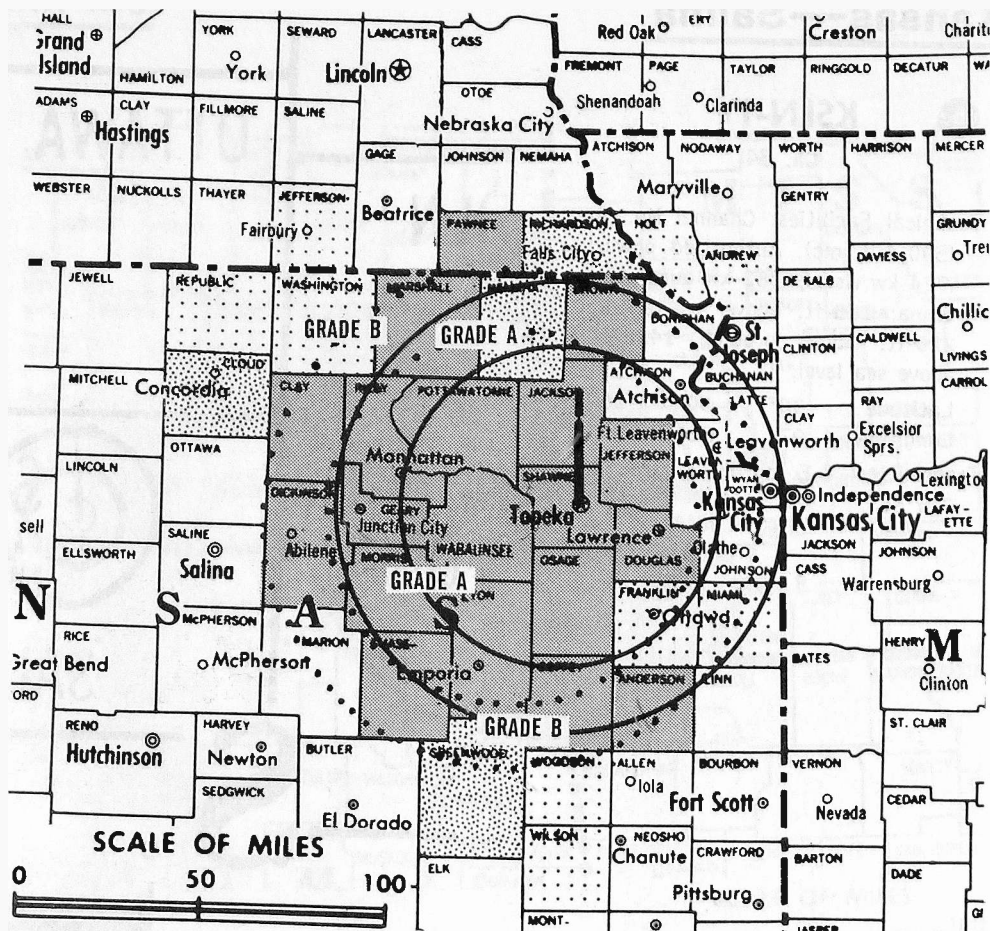
Latitude 39° 03' 51"
Longitude 95° 45' 49.5"

Holds CP for change to 1380-ft. av. terrain, 1255-ft. above ground, 2549-ft. above sea level, lat. 39° 00' 18.5", long. 96° 02' 57.5"; transmitter to 5.5-mi. S of Maple Hill, Kan.

Transmitter: 1.5-mi. W of city limits.

Studio: 5600 W. Sixth.

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



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

WIBW-TV Ref: FCC File No. BPCT-2062 Granted 2/2/56
Also CP: BPCT-2743 Granted 8/1/62

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

WIBW-TV

Licensee: Topeka Bcstg. Assn. Inc., Box 119.

Telephone: Crestwood 2-3456. TWX No.: 913-323-6151.

Ownership: Stauffer Publications Inc. Oscar Stauffer, pres. Stauffer also operates radio stations KSEK, Pittsburg, Kan.; KSOK, Arkansas-City, Kan.; KGFF, Shawnee, Okla. Stauffer publications are Topeka Daily Capital and State Journal, Kansas City Kansan; 10 smaller daily newspapers in Kansas, Oklahoma, Nebraska & Missouri.

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

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Scharfeld, Segal, Baron & Stambler.

Represented (engineering) by David Steel & Assoc.

Personnel:

THAD M. SANDSTROM, general manager.

BOB KEARNS, sales manager.

RAY C. SENATE, national sales.

RUSH EVANS, program manager & film buyer.

PAUL WINDERS, technical director.

CARL SISSKIND, news editor.

WILBUR LEVERING, farm director.

DIGEST OF RATE CARD NO. 8

(Jan. 1, 1963)

Hour	30 Min	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7-10 p.m., daily.	\$480.00	\$285.00	\$190.00	\$170.00	\$145.00	\$95.00 \$48.00

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	KANSAS Anderson	3,000	2,700	87
	Brown	4,600	4,000	80
	Chase	1,400	1,200	83

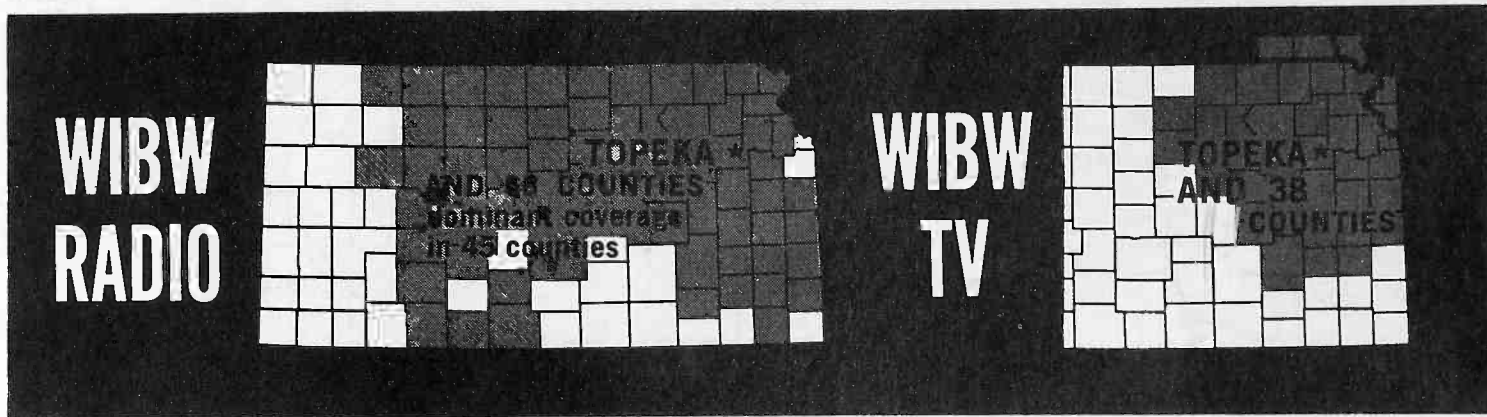
Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	KANSAS—(Continued)				
		Clay	3,700	3,000	79
		Coffey	2,900	2,400	79
		Dickinson	7,200	6,400	88
		Douglas	12,900	11,300	88
		Geary	8,100	7,400	91
		Jackson	3,400	3,000	87
		Jefferson	3,500	3,100	88
		Lyon	8,600	7,200	84
		Marshall	5,300	4,400	84
		Morris	2,500	2,100	83
		Osage	4,300	3,800	88
		Pottawatomie	3,700	3,300	88
		Riley	11,200	9,600	86
		Shawnee	45,800	42,300	93
	Wabaunsee	2,200	1,900	83	
Between 25-50%	NEBRASKA Pawnee	1,800	1,500	81	
	KANSAS Cloud	4,800	3,900	81	
	Greenwood	3,900	3,400	86	
	Nemaha	3,900	3,500	89	
Under 25%	NEBRASKA Richardson	4,600	4,100	89	
	KANSAS Franklin	6,600	5,900	89	
	Miami	6,100	5,700	94	
	Republic	3,400	2,900	84	
	Washington	3,600	2,900	82	
	Wilson	4,500	3,700	81	
	Woodson	1,900	1,600	81	
	MISSOURI Andrew	3,600	3,300	91	
	Buchanan	30,700	27,600	90	
	Holt	2,800	2,300	80	
	NEBRASKA Jefferson	3,900	3,500	89	

WIBW-TV Station Total	220,400	194,900	88
ARB Total Net Weekly Circulation (March, 1962)		125,700	

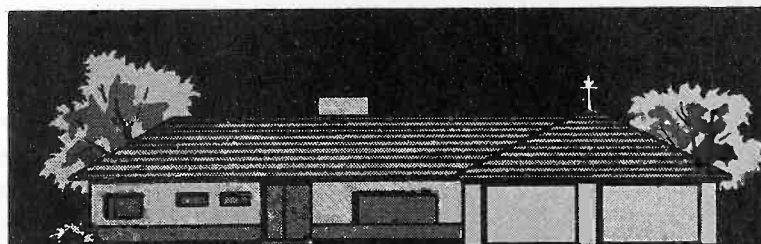
SO,
MADISON AVENUE*
 ASKED ABOUT
TOPEKA

In Kansas we are not confused by the "button-down-mind" act. We know that back of your smooth exterior are the practical media buyers who decide on the basis of the facts from the market place. Here are the facts on total retail sales in the WIBW area—the best of Kansas.

* used in the generic sense,
 the advertising agency business everywhere

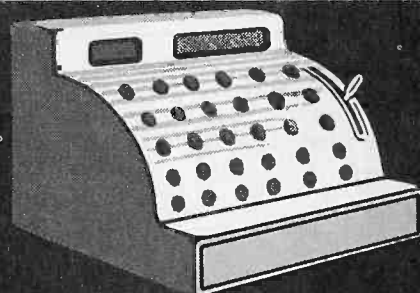


...AND DISCOVERED A POTENT MEDIA MIX



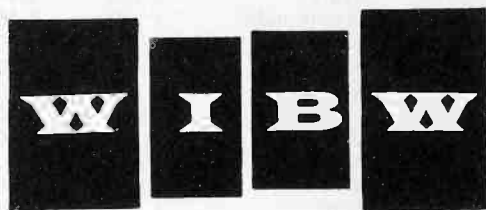
Total Homes WIBW-LAND
355,700

In number of homes bigger than Cleveland, Houston or Dallas. In retail sales bigger than Pittsburgh, Miami or Kansas City.



Total Retail Sales WIBW-LAND
1960 — \$1,341,886,000
1961 — \$1,377,992,000
Net Increase ... \$36 Million

Sales Management Survey of Buying Power June 1962



TOPEKA, KANSAS

RADIO 5000 Watts at 580
CBS RADIO NETWORK

TV — Channel 13
CBS — NBC — ABC

FM RADIO 97.3 Megacycles

WIBW-LAND is a closely knit, integrated area with a balanced economy, both urban and rural. It is bigger in population and in total retail sales than many cities that are recognized as major markets.

WIBW air media offer complete area or local coverage, with unique flexibility. Use all three or the combination that fits your budget and marketing plan. Here is a tested, merchandisable advertising package. Ask Avery-Knodel or WIBW for more detailed sales figures and case histories.

Division of Stauffer Publications
 Represented Nationally by



Kansas—Wichita



KAKE-TV



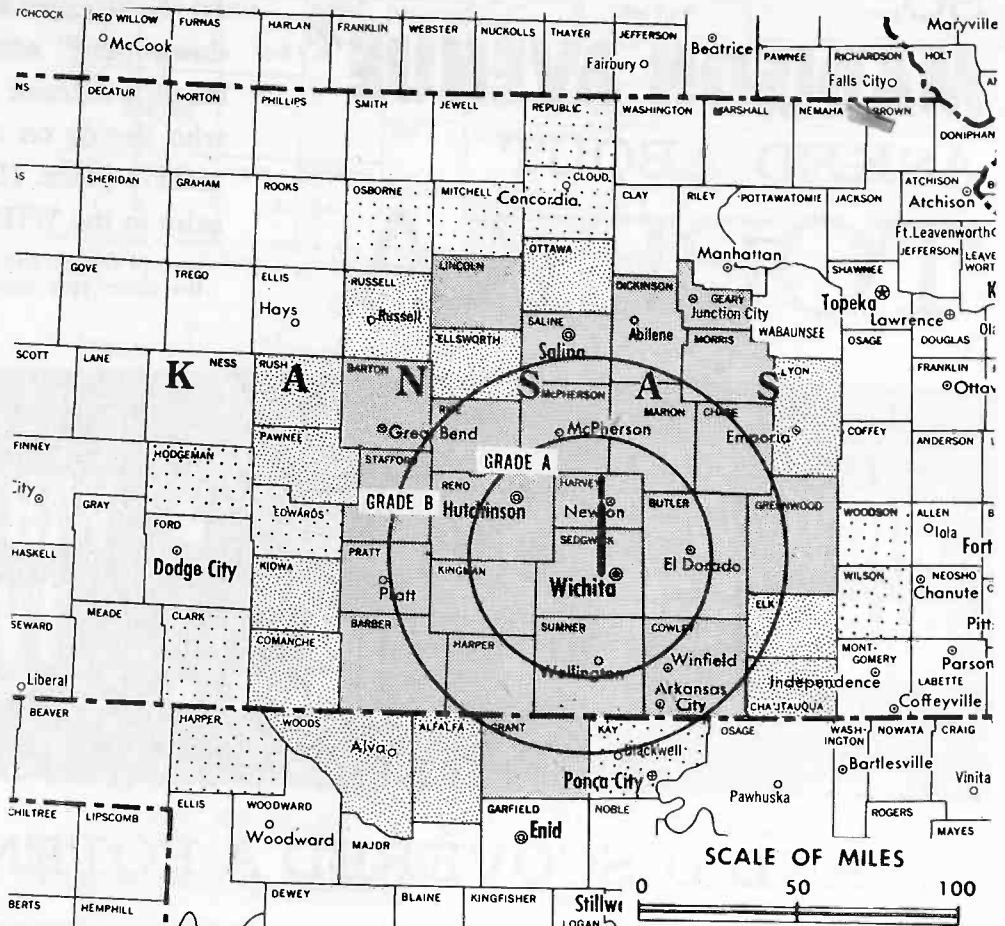
Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 219-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: State Hwy. 96, 9-mi. NW of city.

AM Affiliate: KAKE, 1-kw, 1240 kc.



KAKE-TV Ref: FCC File No. BMPCT-2215 Granted 7/16/54

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

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

KAKE-TV

Licensee: KAKE-TV & Radio Inc., 1500 North West St., Box 1010.

Studio: 1500 North West St.

Telephone: Whitehall 3-4221.

TWX No.: WI 228.

Ownership: Mark H. Adams, pres., 6.28%; Theodore Gore, exec. v.p., 9.30%; Harold Newby, v.p., 2.01%; Tom Palmer, v.p., 19.60%; Martin Umansky, v.p., 3.98%; H. E. Zoller, v.p., 8.55%; Owen McEwen, treas., 7.54%; Lloyd Pickrell estate, 2.01%; Charles E. Jones, secy. & asst. treas., 6.28%. Board members: George H. Bruce, 2.01%; S. O. Beren, 2.01%; Sherrill C. Corwin, 15.08%. Non-officers: Ralph Gore, 9.30%; Patricia McEwen, 2.01%; H. E. Zoller III, 2.01%; David Zoller, 2.01%. Corwin also owns 33% of KEZY, Anaheim, Cal.

Began Operation: Oct. 19, 1954.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Lohnes & Culver.

Personnel:

THEODORE GORE, executive v.p.
MARTIN UMANSKY, v.p. & general manager.
HAROLD NEWBY, v.p. & chief engineer.
DONIVAN WALDRON, national sales manager.
BRYCE BENEDICT, local sales manager.
ROBERT KYLE, production supervisor.
JOHN FROOME, talent supervisor.
ROBERT C. PAYNE, public relations & program director.
BETTY HANNAH, traffic director.
PAUL THRELFALL, manager news dept.
GREG GAMER, TV news editor.
CLAUDE CLEVINGER, transmitter supervisor.
KEITH GRIGGS, studio supervisor.
ARNOLD WEDEL, office manager.

DIGEST OF RATE CARD NO. 9

(Sept. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$825.00	\$475.00	\$330.00	\$288.00	\$212.00	\$170.00
NETWORK BASE HOURLY RATE:	\$900.					

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
Over 50%	KANSAS			
	Barber	2,900	2,500	85
	Barton	10,100	9,600	95
	Butler	12,400	11,300	92
	Chase	1,400	1,200	83
	Cowley	12,400	11,000	89
	Dickinson	7,200	6,400	88
	Geary	8,100	7,400	91
	Greenwood	3,900	3,400	86
	Harper	3,300	3,000	89
	Harvey	8,300	7,300	88
	Kingman	3,100	2,900	93
	Lincoln	1,900	1,600	80
	McPherson	7,700	6,400	83
	Marion	4,800	4,100	84
Morris	2,500	2,100	83	
Pratt	4,100	3,800	91	
Reno	19,400	18,000	93	
Rice	4,500	4,200	93	
Saline	17,300	15,700	91	
Sedgwick	110,200	102,800	94	
Stafford	2,600	2,300	89	

(Continued on page 212)

KAKE-TV Station Total	338,200	305,000	90
ARB Total Net Weekly Circulation (March, 1962)		235,700	

Kansas—Wichita

NB KARD-TV
Ch. 3

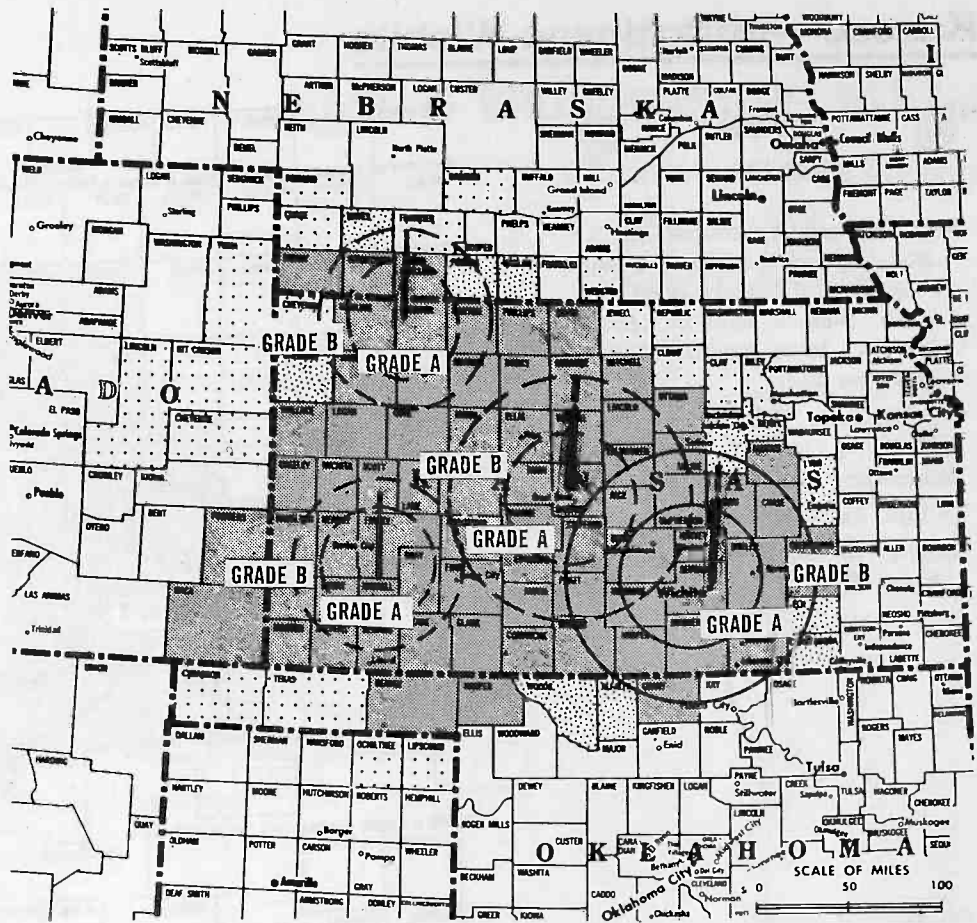


Operates Kansas State Network, including satellites KCKT, Great Bend, Kan., KGLD, Garden City, Kan. & KOMC, McCook, Neb. (Oberlin, Kan.)

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1071-ft. above av. terrain. 1079-ft. above ground, 2449-ft. above sea level.

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

Transmitter: Colwich, Kan.



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

KARD-TV Ref: FCC File No. BPCT-961 Granted 6/8/55
KCKT Ref: FCC File No. BPCT-1838 Granted 3/3/54
KGLD Ref: FCC File No. BMPCT-5006 Granted 4/18/58
KOMC Ref: FCC File No. BMPCT-5393 Granted 10/15/59

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

KARD-TV

Licensee: Wichita Television Corp. Inc., 833 N. Main St. (zone 3).

Studio: 833 N. Main St.

Telephone: Amherst 5-5633.

Ownership: George M. Brown, pres., 12.5%; Charles L. Brown, 8.7%; Daniel M. Moyer, secy.-treas., 2.5%; over 300 other stockholders. Also operates satellites KCKT, Great Bend, Kan., KGLD, Garden City, Kan. and KOMC, McCook, Neb. (Oberlin, Kan.)

Began Operation: Sept. 1, 1955.

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

Represented (legal) by Koteen & Burt.

Personnel:

GEORGE M. BROWN, president.
DON SBARRA, v.p. & general manager.
C. E. HENDRICKSON, commercial mgr.
BUD PURSLEY, program director.
RUSSELL V. GOYETTE, chief engineer.
MARY PHARES, women's director.
DILMOND D. POSTLEWAIT, administrative assistant.

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

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID	
Class AA—6:31-9:59 p.m., daily.	\$1000.00	\$570.00	\$380.00	\$295.00	\$240.00	\$120.00
NETWORK BASE HOURLY RATE: \$700.						



THE MIGHTY HERCULES THE MIGHTIEST NEW CARTOON SERIES

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	COLORADO			
	Baca	2,000	1,100	52
	Prowers	4,000	2,800	70
	KANSAS			
	Barber	2,900	2,500	85
	Barton	10,100	9,600	95
	Butler	12,400	11,300	92
	Chase	1,400	1,200	83
	Clark	1,200	1,100	91
	Comanche	1,100	900	78
	Cowley	12,400	11,000	89
	Decatur	1,900	1,700	88
	Edwards	1,700	1,500	90
	Ellis	5,800	5,400	92
	Ellsworth	2,600	2,200	85
	Finney	4,800	4,300	91
	Ford	6,500	6,000	92
	Gove	1,200	1,000	80
	Graham	1,700	1,600	91
	Grant	1,500	1,300	89
	Gray	1,300	1,200	89
	Greeley	700	600	87
	Greenwood	3,900	3,400	86
	Hamilton	1,000	800	80
	Harper	3,300	3,000	89
	Haskell	900	800	90
	Harvey	8,300	7,300	88
	Hodgeman	900	800	83
	Kearney	900	900	91
	Kingman	3,100	2,900	93
	Kiowa	1,500	1,200	77
	Lane	1,000	900	90
Lincoln	1,900	1,600	80	
Logan	1,200	1,000	81	
McPherson	7,700	6,400	83	
Marion	4,800	4,100	84	
Meade	1,700	1,700	97	
Mitchell	2,900	2,400	82	
Morris	2,500	2,100	83	
Morton	1,000	900	85	

KGLD, KCKT & KARD-TV Station Total 465,200 416,300 89
ARB Total Net Weekly Circulation (March, 1962) 221,800

Kansas—Hutchinson-Wichita



KTVH

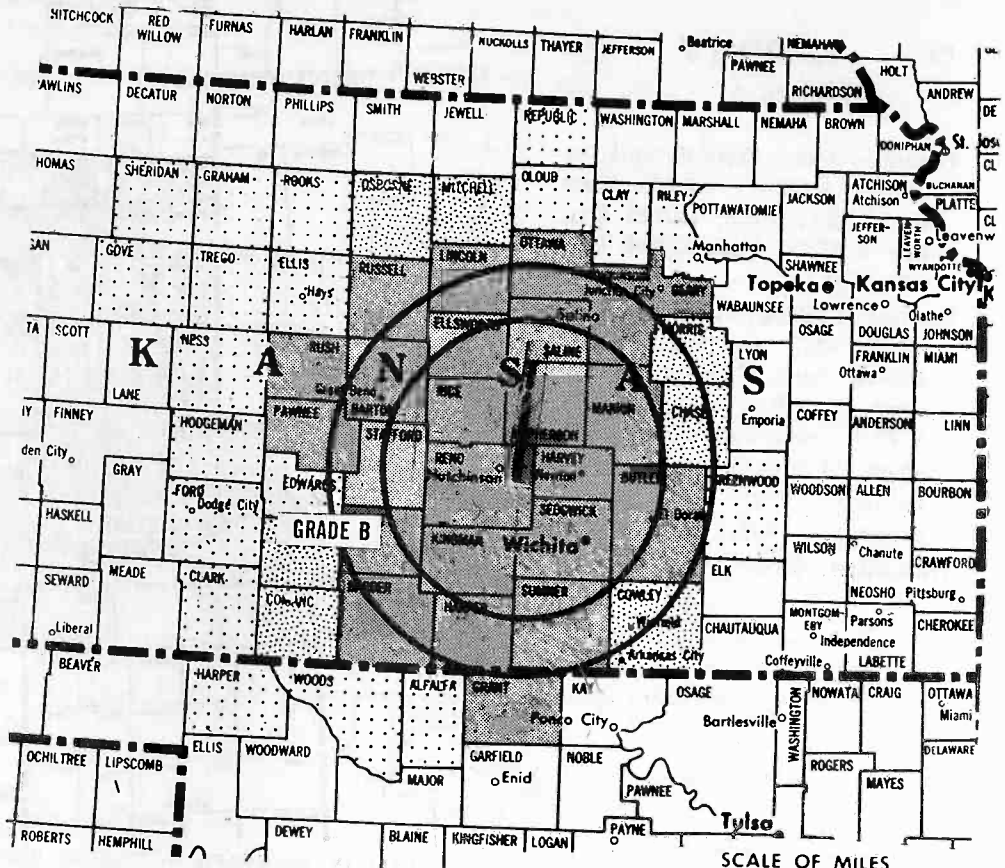
Ch. 12



Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1466-ft. above av. terrain, 1504-ft. above ground, 3049-ft. above sea level.

Latitude 38° 03' 16.5"
Longitude 97° 46' 40.5"

Transmitter: 9-mi. E of Hutchinson.
TV tape: Recording facilities.
Represented (engineering) by Jansky & Bailey Inc.



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

KTVH Ref: FCC File No. BPCT-2884 Granted 8/20/62

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

KTVH

Licensee: Wichita-Hutchinson Co., 1800 N. Plum St., Hutchinson.
Studios: 1800 N. Plum St., Hutchinson; 2815 E. 37th N., P.O. Box 12, Wichita.

Telephones: Hutchinson, Mohawk 5-5503; Wichita, Temple 8-1411.
TWX No.: WI 235.

Ownership: Minneapolis Star and Tribune, 93.008%; John P. Harris, 2.62%; Bess Wyse Rickard, 2.808%; M. Dale Larsen, 1.000%; Kenneth H. Cook, .16%; William S. Ritchie, Jr., .16%; Robert D. Snyder, .16%. Officers (representing Minneapolis Star and Tribune Co.) are: Joyce A. Swan, pres.; M. Dale Larsen, vice-pres. and gen. mgr.; Otto A. Silha, vice-pres.; C. B. McCue, treas.; Howard Mithun, secy. Minneapolis Star and Tribune is controlled by members of Cowles family; for other Cowles interests, see KRNT-TV, Des Moines, Ia. Harris family publishes Hutchinson News-Herald and other Kansas newspapers, as well as Burlington (Iowa) Hawk-Eye Gazette; Bess Wyse Rickard controls KWBW, Hutchinson.

Began Operation: June 22, 1953; Oct. 19, 1955 FCC approved deal whereby Minneapolis Star and Tribune (Cowles) acquired 80%, with former owners retaining 20% (Television Digest, Vol. 11:28, 43).

Represented (sales) by Blair Television Assoc. Inc. Note: Station sold as Kansas Bcstg. System with KTV, Ensign, KLOE-TV, Goodland and KAYS-TV, Hays.

Represented (legal) by Marmet & Schneider.

Personnel:

M. DALE LARSEN, v.p. & general manager.
WILLIAM S. RITCHIE, general sales manager.
SAMUEL R. WORSHAM, asst. gen. sales mgr.
ROBERT D. SNYDER, program director & film buyer.
JOHN S. MILEHAM, promotion director.
KENNETH H. COOK, chief engineer.
JACK MUNLEY, sports editor.
OLLIE THOMPSON, news director.

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

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$800.00	\$450.00	\$280.00	\$225.00	\$200.00
NETWORK BASE HOURLY RATE:	\$700.				

Net Weekly Circulation	State County	Total Households	TV Homes	%
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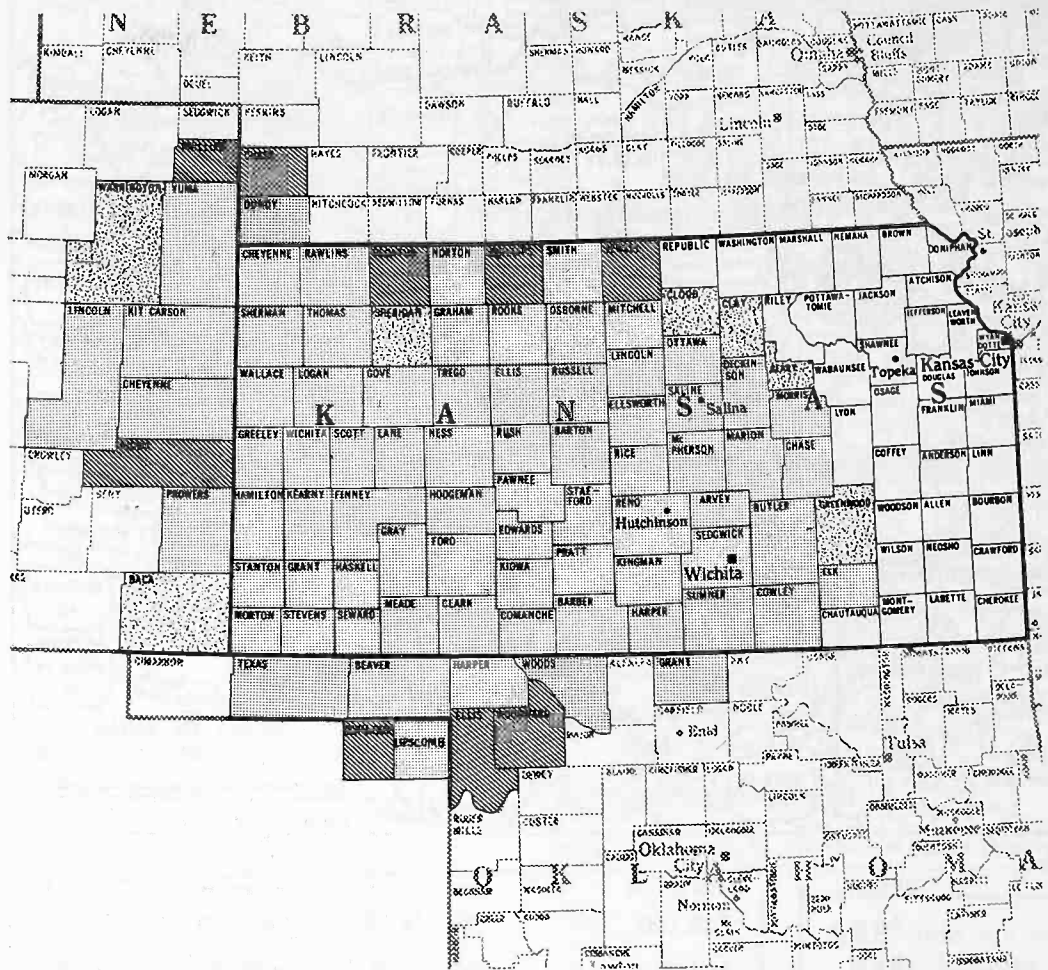
Over 50%	KANSAS			
	Barber	2,900	2,500	85
	Barton	10,100	9,600	95
	Butler	12,400	11,300	92
	Dickinson	7,200	6,400	88
	Ellsworth	2,600	2,200	85
	Geary	8,100	7,400	91
	Harper	3,300	3,000	89
	Harvey	8,300	7,300	88
	Kingman	3,100	2,900	93
	Lincoln	1,900	1,600	80
	McPherson	7,700	6,400	83
	Marion	4,800	4,100	84
	Ottawa	2,400	1,900	80
	Pawnee	3,000	2,800	89
	Pratt	4,100	3,800	91
	Reno	19,400	18,000	93
	Rice	4,500	4,200	93
	Rush	2,000	1,900	93
	Russell	3,700	3,200	87
Saline	17,300	15,700	91	
Sedgwick	110,200	102,800	94	
Stafford	2,600	2,300	89	
Summer	8,400	7,600	91	
OKLAHOMA				
Grant	2,900	2,600	90	

Between 25-50%	KANSAS			
	Chase	1,400	1,200	83
	Comanche	1,100	900	78
	Cowley	12,400	11,000	89
	Kiowa	1,500	1,200	77
	Mitchell	2,900	2,400	82
	Morris	2,500	2,100	83
Osborne	2,600	2,100	80	

Under 25%:
KANSAS: Clark, Clay, Cloud, Edwards, Ellis, Ford, Gove, Graham, Greenwood, Hodgeman, Ness, Republic, Riley, Rooks, Sheridan, Trego.
OKLAHOMA: Alfalfa, Harper, Woods.

KTVH Station Total	339,800	307,300	90
ARB Total Net Weekly Circulation (March, 1962)	217,400		

KANSAS BROADCASTING SYSTEM



CBS KTVH WICHITA-HUTCHINSON
 KAYS-TV . . . HAYS
 KTVG ENSIGN
 KLOE-TV . . . GOODLAND

Net Weekly Circulation	State County	Total Households	TV Homes	%
KANSAS				
	Barber	2,880	2,290	80
	Barton	10,070	9,320	93
	Butler	12,360	10,860	88
	Chase	1,350	1,030	76
	Cheyenne	1,510	1,250	83
	Clark	1,160	1,020	88
	Clay			
	Cloud			
	Chamanche	1,130	790	70
	Cowley	12,370	10,410	84
	Dickenson	7,240	6,020	83
	Edwards	1,670	1,430	86
	Elk			
	Ellis	5,840	5,190	89
	Ellsworth	2,560	2,040	80
	Finney	4,750	4,120	87
	Ford	6,530	5,760	88
	Gove	1,170	857	73
	Graham	1,690	1,470	87
	Grant	1,470	1,240	84
	Gray	1,340	1,130	84
	Greeley	650	540	83
	Hamilton	960	700	73
	Harper	3,290	2,790	85
	Harvey	8,260	6,850	83
	Haskell	880	760	86
	Hodgeman	930	720	77
	Kearney	890	780	88
	Kingman	3,090	2,790	90
	Kiowa	1,470	1,010	69
	Lane	960	830	86
	Lincoln	1,910	1,390	73
	Logan	1,210	900	74
	Marion	4,830	3,750	78
	McPherson	7,680	5,840	76
	Meade	1,730	1,650	96
	Mitchell	2,940	2,220	76
	Morris	2,480	1,890	76
	Morton	1,020	810	79
	Ness	1,750	1,460	83
	Norton	2,650	2,170	82
	Osborne	2,550	1,850	73
	Ottawa	2,360	1,710	72
	Pawnee	3,040	2,590	85
	Pratt	4,100	3,580	87
	Rawlins	1,550	1,260	81
	Reno	19,360	17,420	90
	Rice	4,530	4,040	89
	Rooks	3,030	2,620	86
	Rush	2,030	1,740	86
	Russell	3,590	3,030	82
	Saline	17,330	15,080	87
	Scott	1,580	1,340	85
	Sedgwick	110,200	100,040	91
	Seward	5,040	4,240	84
	Sherman	2,150	1,830	85
	Smith	2,710	2,210	82
	Stafford	2,590	2,190	85
	Stanton	600	440	73
	Stevens	1,320	920	70
	Sumner	8,390	7,270	87
	Thomas	2,270	1,710	75
	Trego	1,630	1,250	77
	Wallace	600	470	78
	Wichita	820	620	76
COLORADO				
	Cheyenne	830	530	64
	Kit Carson	2,120	1,340	63
	Lincoln	1,680	1,330	79
	Prowers	4,000	2,380	60
	Yuma	2,890	2,130	74
NEBRASKA				
	Dundy	1,140	920	
OKLAHOMA				
	Beaver	2,180	1,750	
	Grant	2,880	2,450	
	Harper	1,900	1,540	
	Texas	4,380	3,530	
	Woods	4,030	3,190	
TEXAS				
	Lipscomb	1,060	680	64
KANSAS				
	Clay	3,710	2,660	
	Cloud	4,750	3,500	
	Geary	8,140	7,140	88
	Greenwood	3,940	3,180	
	Sheridan	1,210	970	80
COLORADO				
	Baca	1,960	720	37
	Washington	1,990	1,420	

OVER 50%

BETWEEN 25-50%

UNDER 25%

1 BUY COVERS KANSAS

Kansas Broadcasting System's four progressive television stations concentrate on complete coverage of a new 77-County Major Market . . . 77 key counties in Kansas, Colorado, Oklahoma, and Texas. This 76,000 square-mile area in the core of America-with 332,700 TV homes-is a preferred target for every power-packed sales projectile pointed simultaneously by four interconnected station transmitters. Wichita, the nation's fourth fastest growing city during the past decade, plus two other of Kansas' five largest cities, are within this impressive new market area — where MOST of Kansas' money is made and spent. Consumer Spendable Income of nearly one and a quarter million persons exceeds two and a quarter billion dollars. Exclusive CBS programming is blended with stimulating, viewer-preferred local presentations.

DIGEST OF RATE CARD NO. I-A

(September 1, 1962)

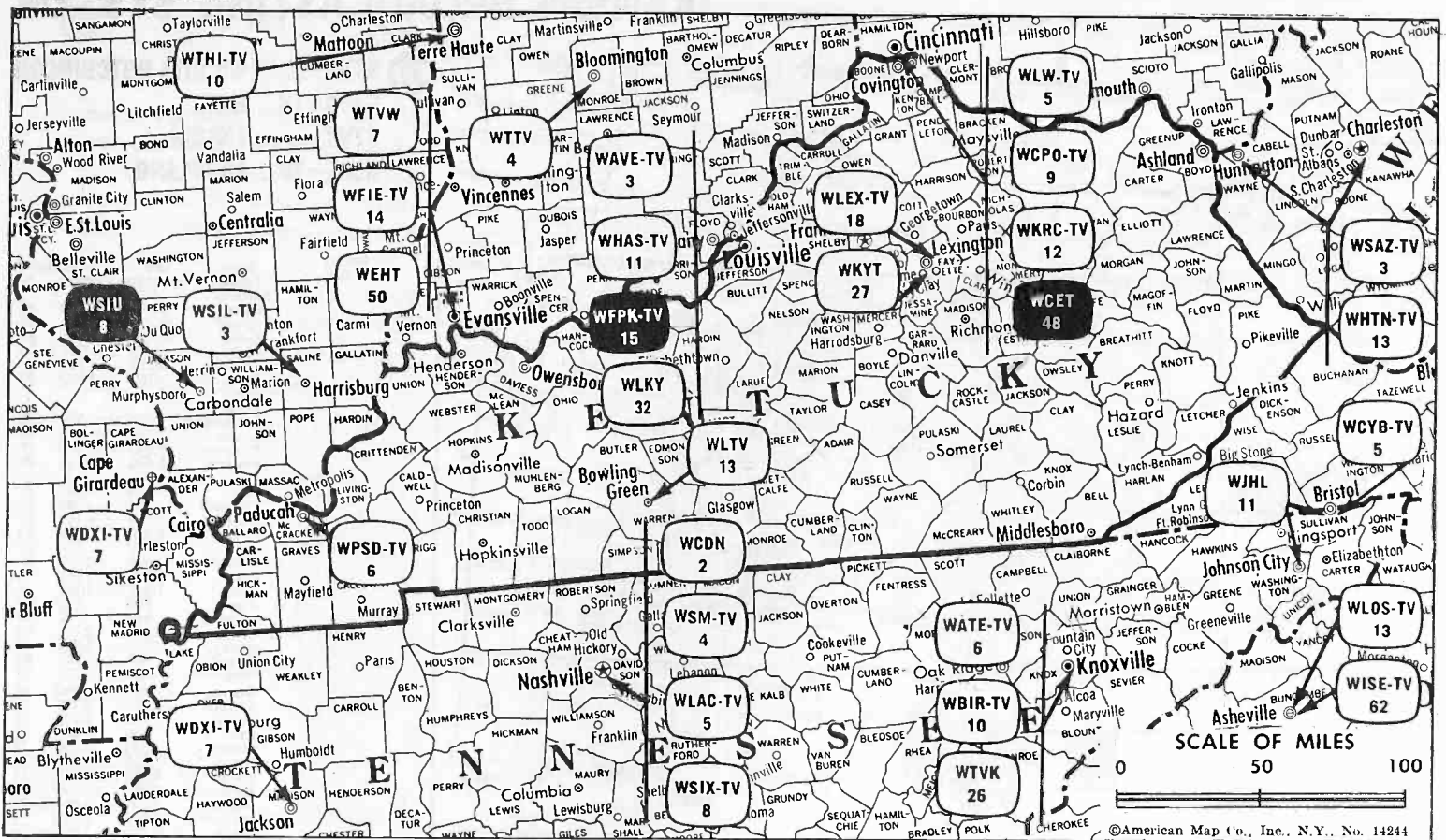
Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AA — 6:30-10:00 p. m., daily	\$1,100.00	\$600.00	\$400.00	\$270.50	\$270.50	\$135.25

KANSAS BROADCASTING SYSTEM TOTAL 368,740 332,700 84

KANSAS: Decatur, Phillips, Jewell.
 COLORADO: Kiowa, Phillips, NEBRASKA: Chase. OKLAHOMA: Ellis, Woodward. TEXAS: Dchiltree.



Kentucky



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Louisville	369,500	45	656,100	38	561,500	39
Cape Girardeau-Paducah-Harrisburg	203,200	84	364,900	85	304,400	85
Lexington	82,900	153	166,900	147	125,500	156

Kentucky Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
○ Commercial Television Stations	4	3	7
● Educational Television Stations	0	1	1
			8

State Educational Technical Facilities (Complete Data in Educational Directory)

WFPK-TV Louisville Ch. 15

Non-Commercial Educational Station

Licensee: Board of Trustees, Louisville Free Public Library, 301 Library Place.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 14.8-kw visual, 8-kw aural. Antenna: 310-ft. above av. terrain, 380-ft. above ground, 835-ft. above sea level.

Latitude 38° 14' 40"
Longitude 85° 45' 27"

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

KFVS-TV

Paducah

(See Cape Girardeau, Mo.)

WSIL-TV

Paducah

(See Harrisburg, Ill.)

See CATV Directory
for Kentucky CATV Systems

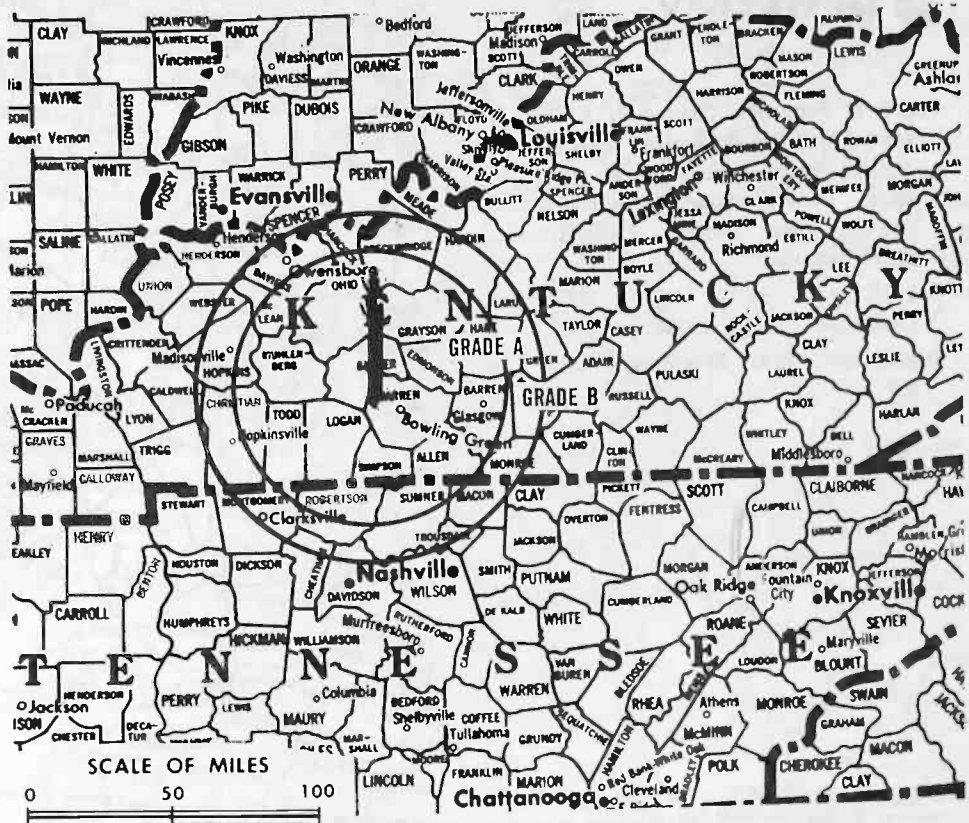
Kentucky—Bowling Green

WLTV
Ch. 13

Technical Facilities: Channel No. 13
(210-216 mc). Authorized power:
316-kw visual, 158-kw aural. An-
tenna: 850-ft. above av. terrain,
603-ft. above ground, 1410-ft.
above sea level.

Latitude 37° 05' 52"
Longitude 86° 37' 35"

Transmitter: 12.5-mi. NW of Bowl-
ing Green.



WLTV Ref: FCC File No. BMPCT-5545 Granted 12/21/60

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

WLTV

Network Service: None, independent.
Licensee: Argus Bcstg. Co., Box 130, Bowling Green.
Studio: 12-mi. N.W. of Bowling Green, Morgantown Rd.
Sales Office: 1018 Chestnut St.
Telephones: 842-9471 (sales); 842-0338 (studio).
Ownership: George A. Brown Jr., 98%; Mrs. George A. Brown, 1%;
J. M. Walters, 1%.
Represented (sales) by Venard, Torbet & McConnell Inc.; James S.
Ayers Co. (Southern).
Represented (legal) by Koteen & Burt.
Represented (engineering) by Walter Holey, Atlanta.
Personnel:
JOE M. WALTERS, general manager & film buyer.
JOHN UTLEY, program director.
MAURICE CLARK, sales manager.
BILL ATKINSON, news director.
JIMMY FLOYD, sports director.
GENE ROYER, chief engineer.

DIGEST OF RATE CARD NO. (July 19, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10:30 p.m., daily.					
\$200.00	\$120.00	\$80.00	\$60.00	\$46.00	\$23.00

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



ZOORAMA

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

Kentucky—Lexington



WKYT-TV



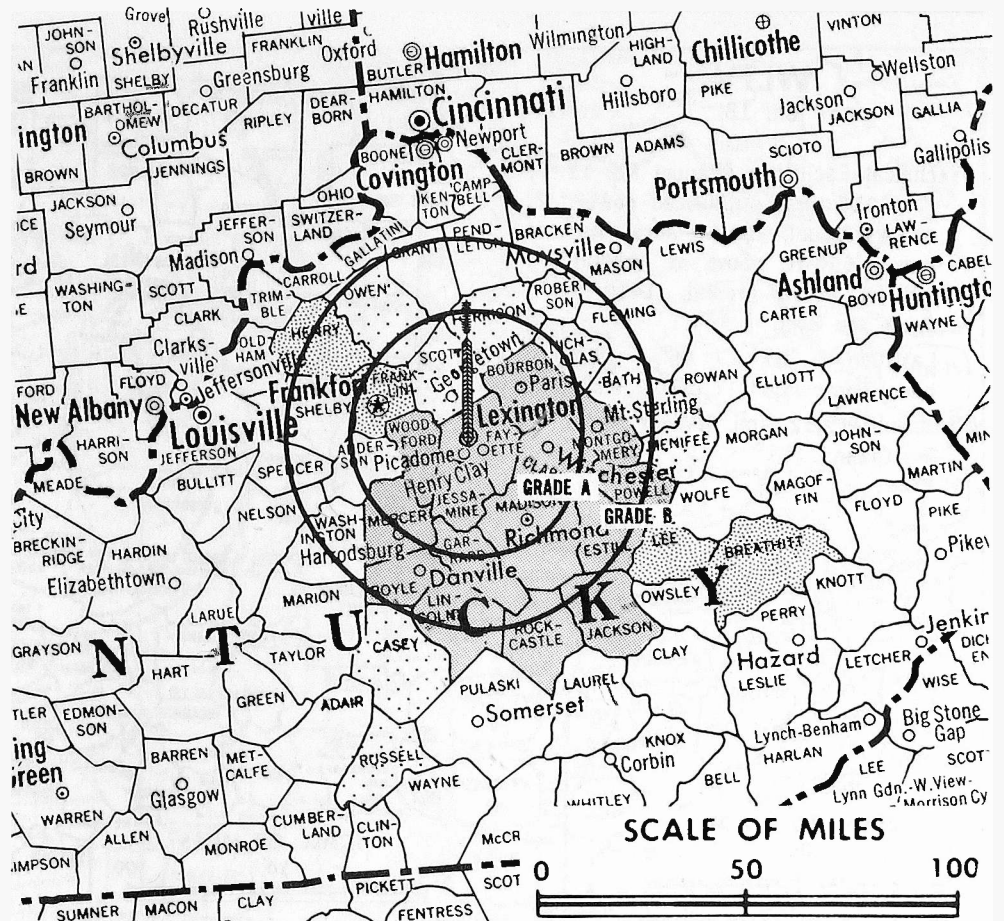
Ch. 27

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 215-kw visual, 108-kw aural. Antenna: 640-ft. above av. terrain, 556-ft. above ground, 1627-ft. above sea level.

Latitude 38° 02' 07"

Longitude 84° 27' 04"

Transmitter: 1087 New Circle Rd., N.E.



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

WKYT Ref: FCC File No. BPCT—2554 Granted 10/22/58

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

WKYT-TV

Network Service: ABC, CBS.

Licensee: Taft Broadcasting Co., Box 655.

Studio: 1087 New Circle Rd., N.E.

Telephone: 252-2533. TWX No.: 606-451-6672.

Ownership: See WKRC-TV, Cincinnati, O.

Began Operation: Sept. 30, 1957. Sale to present owner by Frederic Gregg, Charles Wright & Harry Feingold approved May 14, 1958 by FCC (Television Digest, 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) by Venard, Torbet & McConnell; James S. Ayers (South).

Represented (legal) by Koteen & Burt.

Personnel:

FRED von STADE, general & national sales mgr., film buyer.
 RAY BALSOM, local sales manager.
 DAVE FLEISCHER, film director.
 BERNARD GURLWICH, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$300.00	\$180.00	\$120.00	\$100.00	\$70.00	\$52.00
	\$35.00					

Subject to frequency discounts.

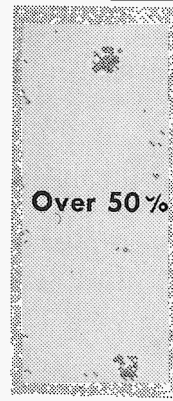
NETWORK BASE HOURLY RATE: \$200 (ABC), \$200 (CBS).

Net Weekly Circulation

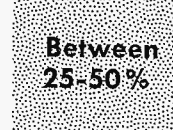
State County

Total Households

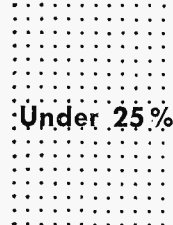
TV Homes %



State County	Total Households	TV Homes	%
KENTUCKY			
Bourbon	5,500	4,600	83
Boyle	6,000	4,900	82
Clark	6,400	5,200	81
Estill	3,500	1,900	52
Fayette	40,900	35,600	88
Garrard	3,000	2,300	76
Jackson	2,700	1,200	44
Jassamine	3,800	2,800	73
Lincoln	4,600	3,200	70
Madison	9,500	6,800	71
Mercer	4,600	3,800	80
Montgomery	4,000	2,700	67
Powell	1,700	900	49
Rockcastle	3,300	1,800	53
Woodford	3,500	2,800	80



State County	Total Households	TV Homes	%
KENTUCKY			
Breathitt	3,500	1,500	42
Franklin	9,000	7,800	87
Henry	3,400	2,800	83
Lee	1,900	900	45



State County	Total Households	TV Homes	%
KENTUCKY			
Bath	2,600	1,800	67
Casey	3,800	2,400	62
Harrison	4,400	3,700	84
Menifee	1,100	800	67
Nicholas	2,100	1,600	73
Owen	2,600	2,000	78
Russell	3,100	2,200	69
Scott	4,500	3,700	81

WKYT Station Total	145,000	111,700	77
ARB Total Net Weekly Circulation (March, 1962)		82,900	

Kentucky—Lexington



Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 300-kw maximum and 272-kw horizontal visual, 160-kw maximum and 146-kw horizontal aural. Antenna: 640-ft. above av. terrain, 670-ft. above ground, 1620-ft. above sea level, using 1° beam tilt.

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

Transmitter: Russell Cave Pike.

Studio: Russell Cave Pike.

Telephone: 254-8747.

TWX No.: 606-451-6687.

Represented (engineering) by Jules Cohen & Assoc.

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



WLEX-TV Ref: FCC File No. BPCT-2617 Granted 4/14/59

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

WLEX-TV

Network Service: CBS, NBC.

Licensee: WLEX-TV Inc., Box 1457.

Ownership: J. D. Gay Jr., pres., 35.95%; H. Guthrie Bell, secy.-treas., 31.75%; Earl L. Boyles, v.p., 7.2%; Wm. B. Gess, 4.83%; T. D. Satterwhite, 3%; Gay-Bell Corp., 1.53%; 16 other stockholders, none with as much as 2%.

Began Operation: March 15, 1955.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Spearman & Roberson.

Personnel:

EARL L. BOYLES, v.p., general manager & film buyer.
HARRY C. BARFIELD, station manager & film buyer.
J. M. PENNOCK, sales manager.
ROBERT D. JONES, program director.
JIM ROBERTSON, chief engineer.

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

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 10 Sec.
Class AA—7-10:29 p.m., daily.
\$340.00 \$204.00 \$136.00 \$119.00 \$102.00 \$65.00 \$33.00

Color—Rates on request.

NETWORK BASE HOURLY RATE: \$300 (CBS), \$300 (NBC).



**THE MIGHTY HERCULES
THE MIGHTIEST
NEW CARTOON SERIES**

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

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	KENTUCKY				
		Bourbon	5,500	4,600	83
		Boyle	6,000	4,900	82
		Clark	6,400	5,200	81
		Estill	3,500	1,900	52
		Fayette	40,900	35,600	88
		Garrard	3,000	2,300	76
		Jackson	2,700	1,200	44
		Jassamine	3,800	2,800	73
		Lincoln	4,600	3,200	70
		Madison	9,500	6,800	71
		Mercer	4,600	3,800	80
		Montgomery	4,000	2,700	67
	Powell	1,700	900	49	
	Rockcastle	3,300	1,800	53	
	Woodford	3,500	2,800	80	
Between 25-50%	KENTUCKY				
		Breathitt	3,500	1,500	42
		Lee	1,900	900	45
		Owen	2,600	2,000	78
		Scott	4,500	3,700	81
Under 25%	KENTUCKY				
		Anderson	2,600	2,300	87
		Bath	2,600	1,800	67
		Casey	3,800	2,400	62
		Clay	4,500	2,600	57
		Franklin	9,000	7,800	87
		Harrison	4,400	3,700	84
		Henry	3,400	2,800	83
		Leslie	2,300	1,000	40
		Menifee	1,100	800	67
		Nicholas	2,100	1,600	73
		Owsley	1,400	500	34
	Perry	8,100	4,800	60	
	Russell	3,100	2,200	69	
	Washington	3,000	2,600	85	

WLEX-TV Station Total 166,900 125,500 75
ARB Total Net Weekly Circulation (March, 1962) 79,900

Kentucky—Louisville



WAVE-TV



Ch. 3

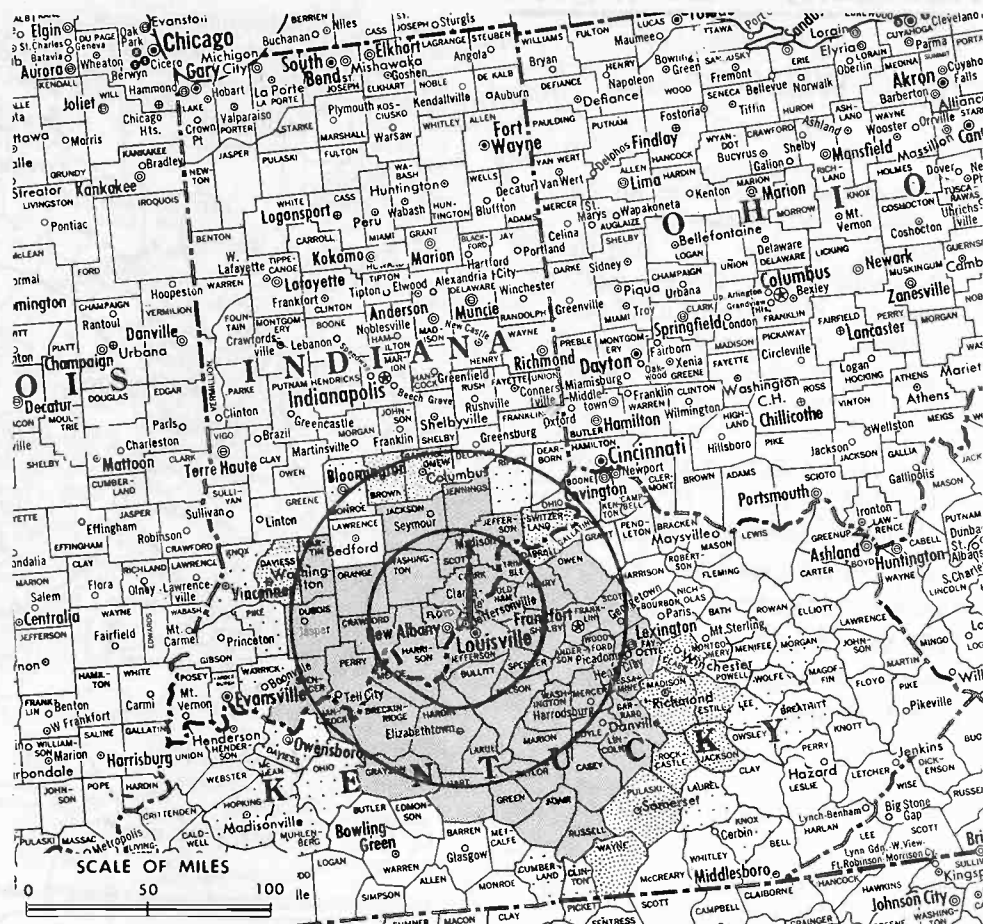
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 914-ft. above av. terrain, 600-ft. above ground, 1585-ft. above sea level.

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

Transmitter: Bald Knob, New Albany, Ind.

TV tape: Recording facilities.

AM Affiliate: WAVE, 5-kw, 970 kc (NBC).



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

WAVE-TV Ref: FCC File No. BPCT-756 Granted 7/11/52

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

WAVE-TV

Licensee: WAVE Inc., 725 S. Floyd St., Louisville 3.
Studios: 725 S. Floyd St., Louisville 3.
Telephone: Juniper 5-2201. TWX No.: 502-589-2328.
Ownership: George W. Norton Jr., pres., 100%. WAVE Inc. also owns WFIE-TV, Evansville, Ind., and WFRV, Green Bay, Wis.
Began Operation: Nov. 24, 1948.
Represented (sales) by The Katz Agency Inc. (effective July 1, 1961).
Represented (legal) by Marmet & Schneider.
Represented (engineering) by A. D. Ring & Assoc.
Personnel:
GEORGE W. NORTON, president.
NATHAN LORD, 1st v.p. & general manager.
GEORGE W. NORTON IV, secretary & treasurer.
RALPH JACKSON, 2nd v.p. & station manager.
HOUSTON D. JONES, commercial manager.
GEORGE PATTERSON, program manager & film buyer.
WHEELER RUDD, TV sales promotion.
RODNEY FORD, news editor.
WILBUR HUDSON, chief engineer.
PAT O'HARA, production manager.
BERNIE HOLTMAN, assistant chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10:30 p.m., daily.	\$1350.00	\$810.00	\$540.00	\$338.00	\$325.00	\$260.00

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA			
	Clark	18,300	16,900	93
	Crawford	2,600	2,100	80
	Dubois	7,500	6,400	86
	Floyd	15,600	14,700	94

Net Weekly Circulation	State County	Total Households	TV Homes	%
INDIANA—(Continued)				
	Harrison	5,500	5,000	90
	Jackson	9,300	8,600	92
	Jefferson	6,700	6,000	90
	Jennings	4,500	4,000	90
	Lawrence	11,300	10,400	91
	Martin	2,900	2,600	88
	Orange	5,100	4,500	87
	Perry	4,900	4,200	85
	Scott	4,300	3,700	85
	Spencer	4,600	4,100	88
	Washington	5,400	4,600	85
KENTUCKY				
	Adair	4,200	2,600	61
	Anderson	2,600	2,300	87
	Boyle	6,000	4,900	82
	Breckinridge	4,200	3,400	79
	Bullitt	4,400	4,000	90
	Casey	3,800	2,400	62
	Fayette	40,900	35,600	88
	Franklin	9,000	7,800	87
	Garrard	3,000	2,300	76
	Grayson	4,500	3,400	74
	Green	3,400	2,500	74
	Hancock	1,600	1,200	74
	Hardin	14,000	12,500	89
	Hart	4,100	3,400	82
	Henry	3,400	2,800	83
	Jefferson	184,000	170,200	93
	Jassamine	3,800	2,800	73
	Larue	3,100	2,600	84
	Lincoln	4,600	3,200	72
	Marion	4,100	3,500	86
	Meade	5,200	4,800	92
	Mercer	4,600	3,800	80
	Nelson	5,400	4,700	87
	Oldham	3,200	2,900	90
	Owen	2,600	2,000	78
	Russell	3,100	2,200	69

Over 50%

(Continued on page 233)

WAVE-TV Station Total 656,100 561,500 86
ARB Total Net Weekly Circulation (March, 1962) 369,500



WAVE-TV gives you

28.8% more SHOPPERS

— 28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV less than 28.8% more viewers than Station B in the average quarter-hour of any average week.

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales! Ask Katz for the complete story.

**CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE**

The Katz Agency, National Representatives



Kentucky—Louisville



WHAS-TV

Ch. 11



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 529-ft. above av. terrain, 600-ft. above ground, 1060-ft. above sea level.

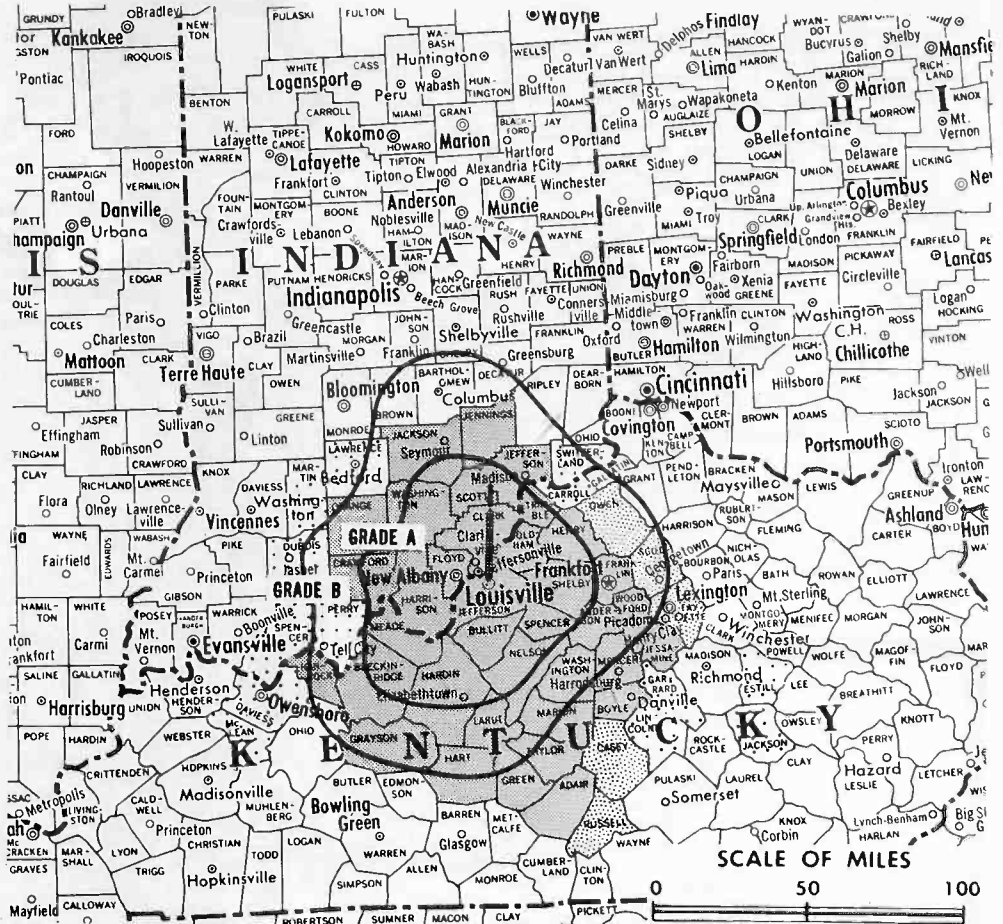
Latitude 38° 14' 50"
Longitude 85° 45' 50"

Requests change to 1923-ft. above av. terrain, 1856-ft. above ground, 2646-ft. above sea level, lat. 38° 21' 50", long. 85° 28' 37"; transmitter near Brownsboro.

Transmitter: Sixth St. & Broadway.

TV tape: Recording facilities.

AM Affiliate: WHAS, 50-kw, 840 kc.



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

WHAS-TV Ref: FCC File No. BPCT-817 Granted 11/26/52

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

WHAS-TV

Licensee: WHAS Inc., 525 W. Broadway, Louisville 2.
Studio: 525 W. Broadway.
Telephone: Juniper 5-2211. TWX No.: 502-589-2329.
Ownership: Same as Courier-Journal & Louisville Times Co.
Began Operation: March 27, 1950.
Represented (sales) by Harrington, Righter & Parsons Inc.
Represented (legal) by Miller & Schroeder.
Personnel:
BARRY BINGHAM, president.
MARK F. ETHRIDGE, v.p.
LISLE BAKER JR., v.p.
VICTOR A. SHOLIS, v.p. and station director.
GEORGE JOHNSON, sales director.
WILLIAM F. LOADER, promotion manager.
SAMUEL H. GIFFORD, program director & film buyer.
RICHARD SWEENEY, production supervisor.
JAY CROUSE, news director.
CHARLES McDANIEL, film director.
O. W. TOWNER, director of engineering.

DIGEST OF RATE CARD NO. 12 (July 23, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	
Class AA—7:30-10:30 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$250.00	\$275.00	\$230.00

NETWORK BASE HOURLY RATE: \$1150.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA			
	Clark	18,300	16,900	93
	Crawford	2,600	2,100	80
	Floyd	15,600	14,700	94
	Harrison	5,500	5,000	90
	Jackson	9,300	8,600	92
	Jefferson	6,700	6,000	90
	Jennings	4,500	4,000	90
	Orange	5,100	4,500	87
	Scott	4,300	3,700	85
Washington	5,400	4,600	85	

Net Weekly Circulation

State County

Total Households

TV Homes %

Over 50% (Continued)

KENTUCKY

Adair	4,200	2,600	61
Anderson	2,600	2,300	87
Boyle	6,000	4,900	82
Breckinridge	4,200	3,400	79
Bullitt	4,400	4,000	90
Franklin	9,000	7,800	87
Grayson	4,500	3,400	74
Green	3,400	2,500	74
Hancock	1,600	1,200	76
Hardin	14,000	12,500	89
Hart	4,100	3,400	82
Henry	3,400	2,800	83
Jefferson	184,000	170,200	93
Jessamine	3,800	2,800	73
Larue	3,100	2,600	84
Marion	4,100	3,500	86
Meade	5,200	4,800	92
Mercer	4,600	3,800	80
Nelson	5,400	4,700	87
Oldham	3,200	2,900	90
Shelby	5,500	4,900	88
Spencer	1,600	1,400	88
Taylor	4,800	3,600	76
Trimble	1,500	1,300	86
Washington	3,000	2,600	85
Woodford	3,500	2,800	80

Between 25-50%

KENTUCKY

Casey	3,800	2,400	62
Fayette	40,900	35,600	88
Owen	2,600	2,000	78
Russell	3,100	2,200	69
Scott	4,500	3,700	81

Under 25%

INDIANA

Dubois	7,500	6,400	86
Lawrence	11,300	10,400	91

(Continued on next page)

WHAS-TV Station Total	500,000	439,400	87
ARB Total Net Weekly Circulation (March, 1962)		320,900	

WAVE-TV, Louisville
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	KENTUCKY—(Continued)			
	Scott	4,500	3,700	81
	Shelby	5,500	4,900	88
	Spencer	1,600	1,400	88
	Taylor	4,800	3,600	76
	Trimble	1,500	1,300	86
	Washington	3,000	2,600	85
Woodford	3,500	2,800	80	
Between 25-50%	INDIANA			
	Bartholomew	14,700	13,600	93
	Brown	2,100	1,900	93
	Daviess	8,100	6,900	86
	Switzerland	2,200	1,900	85
	KENTUCKY			
	Carroll	2,400	2,100	85
	Estill	3,500	1,900	52
	Jackson	2,700	1,200	44
	Madison	9,500	6,800	71
Pulaski	9,900	6,000	61	
Rockcastle	3,300	1,800	53	
Wayne	3,800	1,800	48	
Under 25%	INDIANA			
	Franklin	4,500	3,900	86
	Knox	13,400	12,200	91
	Monroe	17,100	14,800	87
	Pike	4,200	3,600	85
	Ripley	6,000	5,300	88
	Warrick	7,000	6,200	89
	KENTUCKY			
	Breathitt	3,500	1,500	42
	Clinton	2,400	1,600	68
	Cumberland	2,200	1,500	64
	Daviess	20,600	18,000	87
	Hopkins	11,800	9,500	81
	Knox	6,300	4,000	63
	Laurel	6,400	4,400	68
	Lee	1,900	900	45
	McLean	2,900	2,400	84
	Morgan	2,900	2,000	67
	Muhlenberg	8,100	6,700	83
	Ohio	5,400	4,300	80
Wolfe	1,600	900	53	

WHAS-TV, Louisville
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Under 25%	INDIANA—(Continued)			
	Martin	2,900	2,600	88
	Perry	4,900	4,200	85
	Spencer	4,600	4,100	88
	Switzerland	2,200	1,900	85
	KENTUCKY			
	Carroll	2,400	2,100	85
	Daviess	20,600	18,000	87
	Estill	3,500	1,900	52
	Garrard	3,000	2,300	76
	Jackson	2,700	1,200	44
Lincoln	4,600	3,200	70	
McLean	2,900	2,400	84	

WPSD-TV, Paducah

(ARB Data Continued from p. 235)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Under 25%	ARKANSAS: Randolph. ILLINOIS: Gallatin, Hamilton, Wayne, White. INDIANA: Pike, Warrick. KENTUCKY: Christian, Henderson, Muhlenberg, Ohio, Trigg, Union. MISSOURI: Butler, Dunklin, Pemiscot, Ripley. TENNESSEE: Benton, Carroll, Henderson, Henry.			

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WLKY
Louisville
see next page

Kentucky—Louisville



WLKY

Ch. 32

Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 234-kw visual, 120-kw aural. Antenna: 230-ft. above av. terrain, 336-ft. above ground, 782-ft. above sea level.

Latitude 38° 11' 38"

Longitude 85° 48' 32"

Transmitter: 3947 Park Dr., Shively, Ky.

TV tape: Recording facilities.



WLKY Ref.: FCC File No. Doc. 14050 Granted 8/21/61

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

WLKY

Licensee: Kentuckiana TV Inc., 320 S. Fifth St., Louisville.

Studio: 3947 Park Drive.

Telephone: 367-6441. TWX No.: 589-1034.

Ownership: George E. Egger, pres., 14%; Richard F. Shively, v.p., 19%; Holman R. Wilson, secy.-treas., 14%; Wm. S. Cutchins, 14%; Dilman A. Rash, 13.25%; Archibald P. Cochran, 13.25%; Werth L. Rector, 12.5%.

Began Operation: Sept. 16, 1961.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Welch, Mott & Morgan.

Represented (engineering) by J. H. Mullaney.

Personnel:

GEORGE E. EGGER, president.
 WILSON HATCHER, operations manager.
 VERNE BAXTER, chief engineer.
 BOYD BENNETT, sales manager.
 JACK NEWMAN, production manager.
 PETE FRENCH, news director.
 JIMMY FINEGAN, sports director.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$50.00	\$37.50
NETWORK BASE HOURLY RATE:	\$150.					

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



**PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE**

Kentucky—Paducah



WPSD-TV



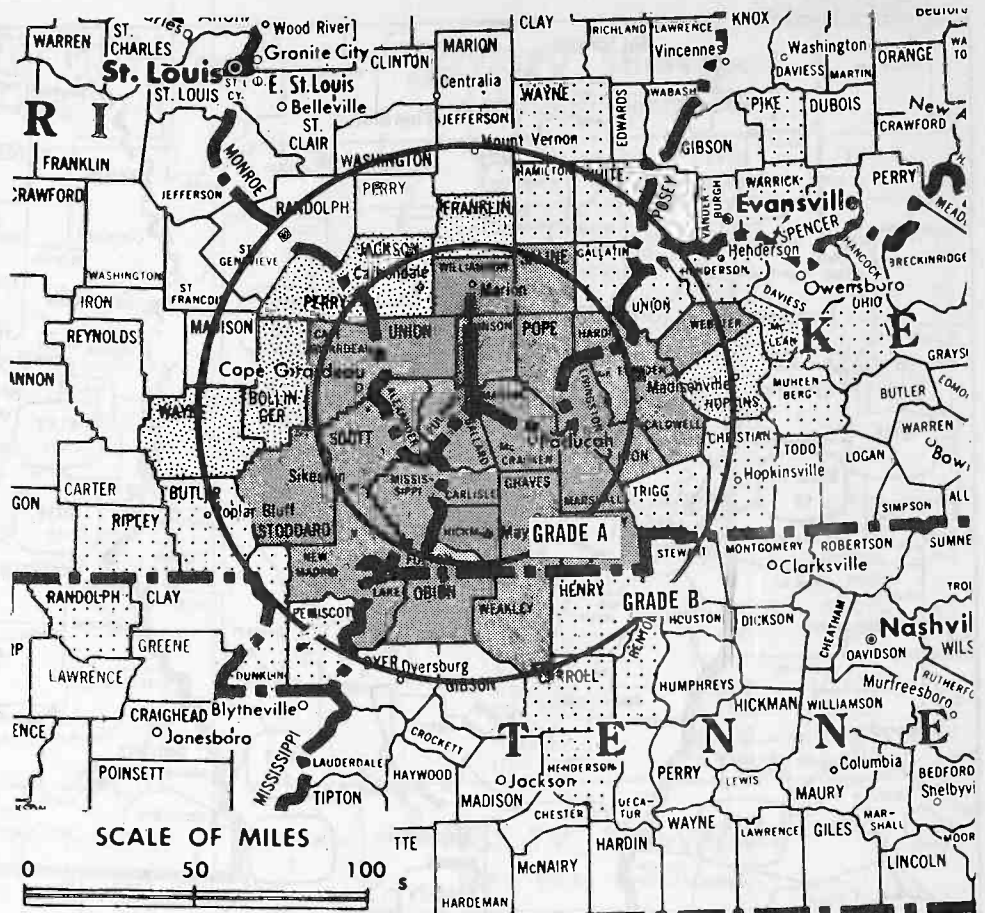
Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1600-ft. above av. terrain, 1638-ft. above ground, 2000-ft. above sea level.

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

Transmitter: Approximately 23-mi. NW of Paducah near Monkey's Eyebrow, Ky.

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



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

WPSD-TV Ref: FCC File No. BPCT-2520 Granted 7/28/58
Also CP: FCC File No. BPCT-2823 Granted-12/8/60

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

WPSD-TV

Licensee: Paducah Newspapers Inc., 408 Kentucky Ave.

Studio: 100 Television Lane.

Telephone: 502-442-8214. TWX No.: 502-591-7604.

Ownership: Paducah Newspapers Inc. (Frank R. Paxton, pres.) publishes Paducah Sun-Democrat. E. J. Paxton Jr., v.p. and 11.2% owner also votes 25% of WFRX, West Frankfort, Ill. held by Sun-Democrat.

Began Operation: May 28, 1957.

Represented (sales) by Advertising Time Sales Inc.

Represented (legal) by Scharfeld, Segal, Baron & Stambler.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

FRED PAXTON, v.p. & managing director.
SAM LIVINGSTON, general manager & film buyer.
CHARLES M. NEEL, sales manager.
JAMES E. ENGLISH III, program director.
BOB SWISHER, production manager.
ERNEST J. PELL, technical director.
GENE COMPTON, news director.
JOHN ADAMS, chief engineer.

DIGEST OF RATE CARD NO. 10 (June 1, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7-10 p.m., daily.	\$450.00	\$270.00	\$180.00	\$120.00	\$100.00	\$90.00	\$45.00

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Alexander	5,300	4,300	80
	Hardin	1,900	1,700	88
	Johnson	2,300	1,900	84
	Massac	4,700	4,000	85
	Pope	1,400	1,100	76
	Pulaski	3,400	2,700	79

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS—(Continued)			
	Saline	9,400	8,100	86
	Union	5,200	4,700	89
	Williamson	15,600	13,700	88
	KENTUCKY			
	Ballard	2,700	2,400	88
	Caldwell	4,200	3,100	73
	Calloway	6,600	5,600	85
	Carlisle	1,900	1,700	90
	Crittenden	2,700	2,200	78
	Fulton	3,500	2,900	82
	Graves	9,800	8,600	87
	Hickman	2,100	1,800	85
	Livingston	2,200	1,800	82
	Lyon	1,500	1,200	77
	McCracken	18,600	16,600	90
	Marshall	5,300	4,800	89
	Webster	4,700	3,500	76
	MISSOURI			
Scott	9,600	8,600	90	
Cape Girardeau	13,100	11,700	89	
Mississippi	5,700	5,000	87	
New Madrid	8,200	6,800	83	
Stoddard	8,800	7,600	77	
TENNESSEE				
Lake	2,600	2,000	76	
Obion	8,500	7,200	84	
Weakley	7,700	6,100	79	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	ILLINOIS			
	Franklin	14,000	12,100	87
	Jackson	12,800	10,900	85
	KENTUCKY			
	Hopkins	11,800	9,500	81
	MISSOURI			
Bollinger	2,800	2,200	79	
Perry	4,200	3,500	84	
Wayne	2,800	2,200	77	

WPSD-TV Station Total 364,900 304,400 83
ARB Total Net Weekly Circulation (March, 1962) 199,500

Louisiana



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
New Orleans	369,000	46	613,300	47	532,100	44
Monroe-El Dorado	249,500	67	269,300	107	205,400	117
Shreveport	241,400	69	454,400	65	370,800	71
Baton Rouge	229,300	74	447,900	68	371,900	69
Lafayette	96,600	137	184,400	137	151,500	141
Alexandria	70,200	161	152,900	155	118,500	162
Lake Charles	65,800	165	262,600	110	228,900	108

Louisiana Station Status as of Dec. 1, 1962

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
13	0	13
2	0	2
		15

State Educational Technical Facilities

(Complete Data in Educational Directory)

KLSE

Monroe
Ch. 13

Non-Commercial Educational Station

Licensee: State Department of Education, c/o Shelby M. Jackson, Superintendent, State Capitol Bldg., Baton Rouge, La.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 30.9-kw visual 15.5-kw aural. Antenna: 320-ft. above av. terrain, 337-ft. above ground, 412-ft. above sea level.

Latitude 32° 31' 59"
Longitude 92° 06' 40"

WYES-TV

New Orleans
Ch. 8

Non-Commercial Educational Station

Licensee: Greater New Orleans Educational Television Foundation Inc., 916 Navarre Ave.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 50-kw visual, 28.8-kw aural. Antenna: 400-ft. above av. terrain, 428-ft. above ground, 433-ft. above sea level.

Latitude 29° 57' 05"
Longitude 90° 04' 17"

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

KTVE

Monroe
(See El Dorado, Ark.)

KTAL

Shreveport
(See Texarkana, Tex.)

See CATV Directory
for Louisiana CATV Systems

Louisiana

KSLA-TV, Shreveport

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50% (Continued)	TEXAS			
	Cherokee	9,700	7,600	76
	Nacogdoches	8,500	6,500	76
	Rains	1,200	1,000	83
	Sabine	2,200	1,500	67
	San Augustine	2,200	1,600	69
	Wood	5,800	4,900	84
	ARKANSAS			
	Little Rock	2,700	2,100	74
	Sevier	3,300	2,800	84
	LOUISIANA			
	Grant	3,800	3,100	79
	La Salle	3,900	3,100	79
	Union	5,000	4,300	86
Under 25%	OKLAHOMA			
	Choctaw	5,200	3,500	66
	McCurtain	7,700	5,800	75
	TEXAS			
	Angelina	12,300	10,600	86
	Red River	5,100	3,600	71
	Smith	26,600	23,200	88
	Upshur	5,900	5,000	84

KTBS-TV, Shreveport

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50% (Continued)	LOUISIANA			
	Jackson	4,600	3,900	83
	Lincoln	7,200	6,400	89
	OKLAHOMA			
	McCurtain	7,700	5,800	75
	TEXAS			
	Cherokee	9,700	7,600	78
	Lamar	11,400	7,800	69
	Nacogdoches	8,500	6,500	76
	Rains	1,200	1,000	83
	Sabine	2,200	1,500	67
	San Augustine	2,200	1,600	69
	Wood	5,800	4,900	84
	ARKANSAS			
	Montgomery	1,700	1,300	75
	Pike	2,500	2,000	79
	Poke	3,900	2,900	74
	Scott	2,300	1,800	75
	Union	15,200	12,800	85
Under 25%	LOUISIANA			
	Caldwell	2,500	2,000	78
	Grant	3,800	3,100	79
	La Salle	3,900	3,100	79
	Union	5,000	4,300	86
	Winn	4,700	3,600	76
	OKLAHOMA			
	Latimer	2,400	1,700	69
	Pushmataha	3,000	2,000	67
	TEXAS			
	Anderson	8,900	7,300	82
	Angelina	12,300	10,600	86

Louisiana—Alexandria



KALB-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 557-ft. above av. terrain, 583-ft. above ground, 678-ft. above sea level.

Latitude 31° 18' 22.2"

Longitude 92° 24' 56.4"

Transmitter: Wardville, La.

Studio: 605-11 Washington St.

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

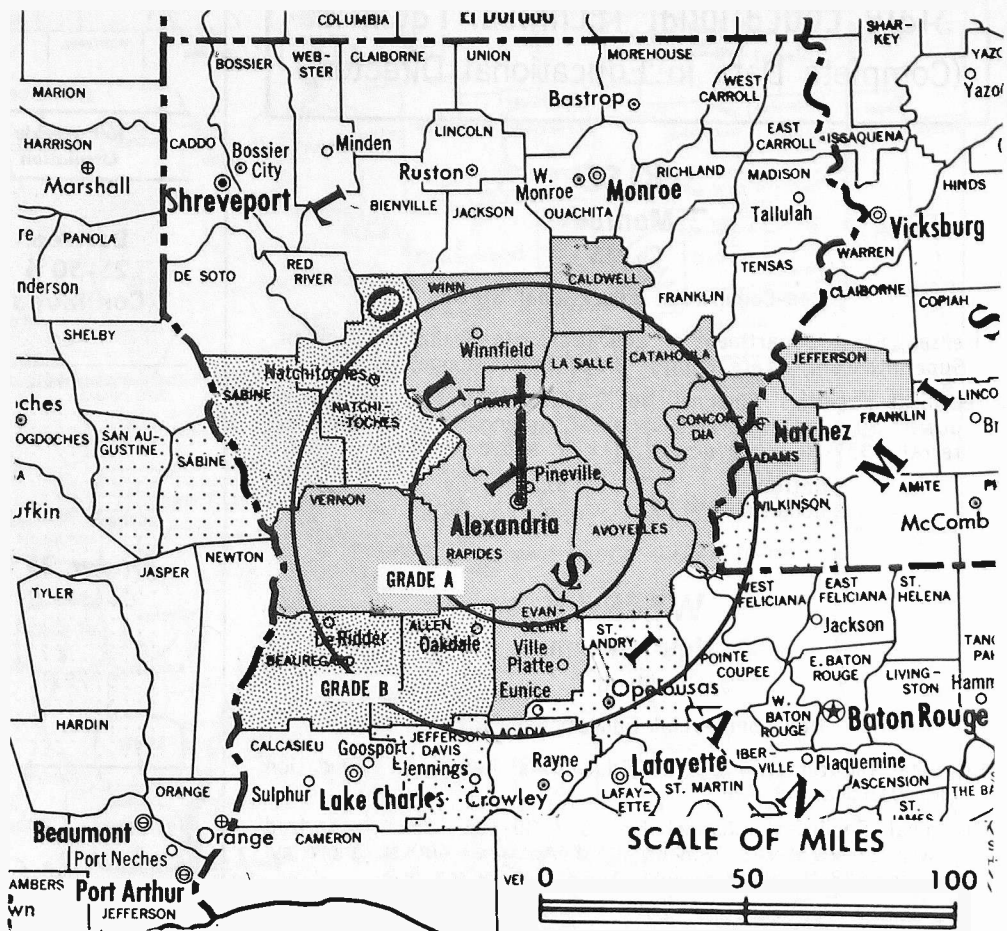
FM Affiliate: KALB-FM, 8.4-kw, 96.9 mc (No. 245), 380-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KALB-TV Ref: FCC File No. BPCT-2636 Granted 6/19/59

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

KALB-TV

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

Licensee: Lanford Telecasting Co. Inc., 605-11 Washington St.

Telephone: HI 5-2456. TWX No.: Alex LA 366.

Ownership: T. B. Lanford, 51%; William L. Fox, 24.5%; Jack O. Gross, 24.5%. Lanford also owns 100% of radios KALB & KALB-FM; 2/3 of KPLC-TV, Lake Charles, La.; 13.8% of WJTV, Jackson, Miss., and controls radio KRMD, Shreveport, La.; has 23% of WSLI, Jackson, Miss.

Began Operation: Sept. 29, 1954.

Represented (sales) by Advertising Time Sales Inc.

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

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- T. B. LANFORD, president & film buyer.
- WILLARD L. COBB, secy.-treas., general manager.
- JESSE R. SEXTON, local sales manager.
- ART REUBEN, national sales manager.
- EDWARD WOOTEN, station manager.
- DON HOLCOMBE, news director.
- FRANKLIN WHITEHEAD, sales service manager.
- HAROLD THOM, production director.
- WILLIAM MURPHREE, promotion director.
- EUGENE MILLER, chief engineer.

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

Hour 30 Min. 15 Min. 10 Min. Min. 40 Sec. 20 Sec. 10 Sec.
 Class AA—7-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.
 \$300.00 \$180.00 \$120.00 \$105.00 \$90.00 \$125.00 \$75.00 \$50.00

NETWORK BASE HOURLY RATE: \$275 (NBC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%		
Over 50%		LOUISIANA					
		Avoyelles	10,500	8,500	81		
		Caldwell	2,500	2,000	78		
		Catahoula	3,000	2,100	68		
		Concordia	5,700	4,100	72		
		Evangeline	8,800	6,500	74		
		Grant	3,800	3,100	79		
		LaSalle	3,900	3,100	79		
		Rapids	30,300	27,000	89		
		Vernon	5,300	4,100	76		
		Winn	4,700	3,600	76		
		MISSISSIPPI		Adams	10,500	7,400	71
Jefferson	2,500			1,200	76		
LOUISIANA				Allen	5,500	4,500	81
				Beauregard	5,500	4,200	77
		Natchitoches	9,300	6,300	69		
		Sabine	5,200	3,500	68		
LOUISIANA		Jeff Davis	8,200	7,000	85		
		St. Landry	20,100	15,500	78		
		MISSISSIPPI		Wilkinson	3,200	1,700	53
				TEXAS		Sabine	2,200
San Augustine	2,200	1,600	69				
KALB-TV Station Total			152,900	118,500	78		
ARB Total Net Weekly Circulation (March, 1962)				70,200			

Louisiana—Baton Rouge

abc WAFB-TV

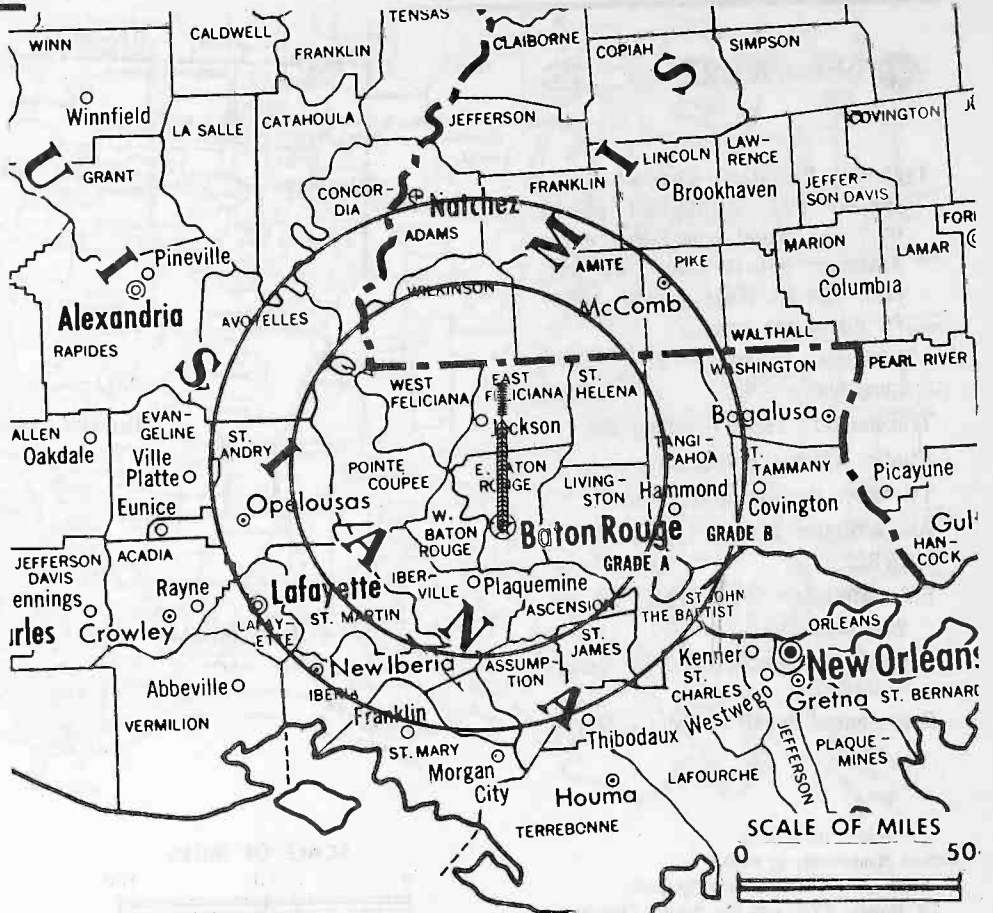


Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: Electrically tilted .35°, 844.5-ft. above av. terrain, 836-ft. above ground, 949-ft. above sea level.

Latitude 30° 40' 55"
Longitude 91° 11' 10"

Transmitter: Zachary Lane.
TV tape: Recording facilities.



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

WAFB-TV Ref: FCC File No. BPCT-2648 Granted 7/20/60

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

WAFB-TV

Network Service: CBS, ABC.

Licensee: Modern Broadcasting Co. of Baton Rouge Inc., Box 2671, Baton Rouge.

Studio: 844 Government St.

Telephone: Dickens 4-8571.

Ownership: WDSU Bcstg. Corp., New Orleans, 68.84%; Dwight W. Martin, chairman, 12.63%; Tom E. Gibbens, pres., 2.9%; Edgar B. Stern Jr. (WDSU), v.p., .03%; A. Louis Reed (WDSU), v.p.; Francis H. Lee, treas., 3.5%; Louis S. Prejean, secy., 2.05%; J. S. Burk, 2.9%; C. C. Barnard, 2.9%.

Began Operation: April 19, 1953 on Ch. 28. Shifted to Ch. 9 Aug. 9, 1960 with 257-kw visual ERP, but boosted to 316-kw Feb. 4, 1961 (Television Digest, Vol. 17:7).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Creutz, Steel & Snowberger.

Personnel:

DWIGHT W. MARTIN, chairman.
TOM E. GIBBENS, president & general manager.
MERVYN RHYS, commercial manager.
DONALD K. ALLAN, chief engineer & film buyer.
DON HALLMAN, program manager.
GRACE McELVEEN, promotion & merchandising director.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:30-10 p.m., daily.	\$450.00	\$270.00	\$180.00	\$135.00	\$100.00	\$90.00 \$45.00

NETWORK BASE HOURLY RATE: \$450 (CBS), \$450 (ABC).

ARB Total Net Weekly Circulation
(March, 1962) 146,300
ARB breakdown of county coverage, by percentage of net weekly circulation, was compiled before station shifted from Ch. 28 to Ch. 9. Therefore, it is not included.

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NEW YORK . . . CHICAGO . . . HOLLYWOOD

Louisiana—Baton Rouge



WBRZ

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 97.7-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 954-ft. above ground, 1001-ft. above sea level.

Latitude 30° 25' 57"
Longitude 91° 11' 08"

Transmitter: 1650 Highland Rd.

Studio: 1650 Highland Rd.

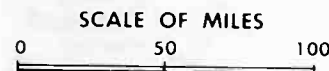
TV tape: Recording facilities.

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

FM Affiliate: WJBO-FM, 2.5-kw, 98.1 mc.

Represented (engineering) by George C. Davis.

Represented (legal) by Cohn & Marks.



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

WBRZ Ref: FCC File No. BMPCT-1999 Granted 5/26/54

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

WBRZ

Network Service: ABC, NBC.

Licensee: Louisiana Television Broadcasting Corp., 1650 Highland Rd., Box 2906. Phone: Dickens 8-1491. TWX No.: 926-3530.

Ownership: Class A voting stock—Baton Rouge Broadcasting Co. (WJBO), 99.33%; Douglas L. Manship, .333%; Charles P. Manship Jr., .333%. Class B voting stock—Baton Rouge Broadcasting Co., 93.33%; Charles P. Manship Jr., 3.33%; 4 minor children of Douglas L. Manship share equally, 3.33%. Douglas L. Manship is pres. & 35% stockholder of Baton Rouge Bcstg.; Charles P. Manship Jr., secy.-treas., 35%. Each of the following owns 10% of Baton Rouge Bcstg.: Douglas L. Manship Jr., Richard F. Manship, David C. Manship. WBRZ officers: Douglas L. Manship, pres. & chairman; B. B. Taylor Jr., vice president; Charles P. Manship Jr., secy.-treas.

Began Operation: April 14, 1955.

Represented (sales) by George P. Hollingbery Co.

Personnel:

DOUGLAS L. MANSHIP, president and general manager.
AUBREY L. MOORE, station manager.
JULES L. MAYEUX, general sales manager.
ROBERT J. HEADLEE, local & regional sales manager.
JOHN FERGUSON, program director.
JOHN T. CROWE, operations & production mgr.
J. PATRICK WEATHERSBY, chief engineer.
WESLEY C. BRUMMETT, promotion manager.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.	\$500.00	\$300.00	\$200.00	\$150.00	\$143.75	\$132.75

NETWORK BASE HOURLY RATE: \$625 (ABC), \$625 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA			
	Acadia	13,500	11,500	85
	Ascension	7,400	6,000	81
	Assumption	4,500	3,600	79
	Avoyelles	10,500	8,500	81

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA—(Continued)			
	E. Baton Rouge	64,000	58,300	92
	E. Feliciana	3,600	2,600	71
	Evangeline	8,800	6,500	74
	Iberia	14,000	12,300	88
	Iberville	7,700	6,400	83
	Lafayette	23,100	20,700	90
	Livingston	7,400	6,100	82
	Pointe Coupee	5,600	4,400	79
	St. Helena	2,100	1,500	70
	St. James	4,200	3,600	84
	St. Landry	20,100	15,500	78
	St. Martin	7,200	6,200	86
	St. Mary	13,000	11,600	89
	Tangipahoa	16,200	13,200	82
	Vermilion	11,100	9,800	88
	W. Baton Rouge	3,800	3,200	84
	W. Feliciana	2,200	1,600	74
	MISSISSIPPI			
Adams	10,500	7,400	71	
Amite	3,900	2,500	63	
Franklin	2,500	1,600	61	
Pike	9,800	6,800	70	
Walthall	3,400	2,200	65	
Wilkinson	3,200	1,700	63	

Between 25-50%	LOUISIANA			
	Catahoula	3,000	2,100	68
	Concordia	5,700	4,100	72
	Lafourche	14,500	13,000	90
	St. Charles	5,500	5,000	90
	St. John	4,500	3,800	84
	St. Tammany	10,800	9,600	89
Terrebonne	15,400	13,500	88	
Washington	12,400	10,000	80	

Under 25%: LOUISIANA: Allen, Beaufort, Grant, Jefferson Davis, LaSalle, Rapides, Vernon. MISSISSIPPI: Hancock, Lamar, Lawrence, Lincoln, Marion, Pearl River.

WBRZ-TV Station Total	447,900	371,900	87
ARB Total Net Weekly Circulation (March, 1962)	229,300		

Louisiana—Lafayette



KATC

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 55-kw aural. Antenna: 1000-ft. above ground, 1044-ft. above sea level.

Latitude 30° 02' 38"

Longitude 92° 22' 16.7"

Transmitter: 25-mi. SW of city limits.



KATC Ref: FCC File No. BPCT-2351 Granted 1/31/62

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

KATC

Licensee: Acadian Television Corp.
 Studio: 1103 Eraste Landry Rd.
 Telephone: 232-6111. TWX No.: 318-232-5054.
 Ownership: Acadian Television Corp., 100%.
 Began Operation: September 1, 1962.
 Represented (sales) by Venard, Torbet & McConnell Inc.
 Represented (legal) by Leo Resnick.
 Personnel:
 PAUL H. KURZWEG, JR., president.
 WILLIAM A. PATTON, general manager.
 ROY K. RHODES, sales manager.
 BILL W. SPILLER, chief engineer.

DIGEST OF RATE CARD NO. 1

(Sept. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$300.00	\$180.00	\$120.00	\$90.00	\$75.00	\$60.00
					\$30.00	

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

Louisiana—Lafayette



KLFY-TV

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 437-ft. above av. terrain, 457-ft. above ground, 496-ft. above sea level.

Latitude 30° 13' 34"
Longitude 92° 03' 00"

Holds CP for change in antenna: 1240-ft. above av. terrain, 1269-ft. above ground, 1298-ft. above sea level; transmitter to State Hwy. 98, 1.8-mi. E of Maxie, La., lat. 30° 19' 18", long. 92° 22' 41".

Transmitter: Eraste Landry Rd. & State Hwy. 674.

Studio: 2101 Jefferson St.

AM Affiliate: None locally.

Represented (engineering) by Guy C. Hutcheson, Arlington, Tex.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KLFY-TV Ref: FCC File No. BMPCT-3755 Granted 3/16/66
Also CP: BPCT-3004 Granted 7/9/62

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

KLFY-TV

Grantee (STA): Camelia Bcstg. Co. Inc., Box 3687.

Telephone: Center 5-9494. TWX No.: LF 88.

Ownership: Paul H. DeClouet, pres., 18.75%; Thomas A. DeClouet, v.p., 18.75%; Harold J. Delhommer, v.p., 18.75%; John W. Mitchell, secy.-treas., 18.75%; Roland Fink, 7.89%; C. C. De-Gravelles, 4.11%; G. W. Ducote, 4.11%. The DeClouets each own 25% of KEUN, Eunice, La., and 20% each of KVPI, in Ville Platte, La. Paul & Thomas DeClouet each own 25% of AM applicant for Houma, La.

Began Operation: June 3, 1955.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Guy C. Hutcheson, Arlington, Tex.

Personnel:

- GUY CORLEY, general & sales manager.
- JIM ALLEN, assistant manager & film buyer.
- TONI COONS, program director.
- MIKE HUDGENS, production manager.
- J. P. ROBILLARD, chief engineer.

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

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

Class AA—7-10 p.m., daily.

\$350.00 \$210.00 \$140.00 \$122.50 \$105.00 \$88.00 \$70.00 \$35.00

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA			
	Acadia	13,500	11,500	85
	Avoyelles	10,500	8,500	81
	Evangeline	8,800	6,500	74
	Iberia	14,000	12,300	88
	Jeff Davis	8,200	7,000	85
	St. Landry	20,100	15,500	78
	St. Martin	7,200	6,200	86
Between 25-50%	LOUISIANA			
	Allen	5,500	4,500	81
Under 25%	LOUISIANA			
	Beauregard	5,500	4,200	77
	LOUISIANA			
	Cameron	1,900	1,700	75
	Iberville	7,700	6,400	83
	Pointe Coupee	5,600	4,400	79
	Rapides	30,300	27,000	89
	Vernon	5,300	4,100	76
	MISSISSIPPI			
	Adams	10,500	7,400	71
Jefferson	2,500	1,200	46	
Wilkinson	3,200	1,700	53	
KLFY-TV Station Total		184,400	151,500	82
ARB Total Net Weekly Circulation (March, 1962)			96,600	

Louisiana—Lake Charles

abc **KPLC-TV**

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 440-ft. above av. terrain, 474-ft. above ground, 489-ft. above sea level.

Latitude 30° 13' 47.6"
Longitude 93° 12' 56.5"

Transmitter: 320 Division St.

AM Affiliate: KPLC, 5-kw (1-kw night), 1470 kc (NBC).

Studio: 320 Division St.

Represented (engineering) by Commercial Radio Equipment Co.



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

KPLC-TV Ref: FCC File No. BMPCT-3867 Granted 5/14/56

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KPLC-TV

Network Service: ABC, NBC.

Licensee: Calcasieu Broadcasting Co., Box 1488.

Telephone: Hemlock 6-3631. TWX No.: 318-477-7545.

Ownership: T. B. Lanford, 66 2/3%; L. M. Sepaugh, 16 2/3%; L. M. Sepaugh Jr., 16 2/3%. Lanford and Sepaugh each own 13.8% of WJTV, Jackson, Miss. Lanford also owns 51% of KALB-TV, 100% of KALB, Alexandria, La., and controls radio KRMD, Shreveport, La.; 23% of WSLI, Jackson, Miss.

Began Operation: Sept 29, 1954.

Represented (sales) by Advertising Time Sales.

Represented (legal) by Robert M. Booth.

Personnel:

PELHAM MILLS JR., general manager.
ART REUBEN, asst. manager.
A. B. CRAFT, program manager.
JEB SWANSON, promotion manager.
VIRGINIA MARCANTEL, continuity director.
CATHERINE PRATER, traffic director.
NEAL WOOLEY, sports director.
T. B. LANFORD, film buyer.
GARY TYLER, news director.
GEORGE GUIDRY, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.	\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00 \$30.00
NETWORK BASE HOURLY RATE: \$200 (ABC), \$200 (NBC).						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA			
	Acadia	13,500	11,500	85
	Allen	5,500	4,500	81
	Beauregard	5,500	4,200	77
	Calcasieu	41,100	37,300	91
	Cameron	1,900	1,700	85
Jeff Davis	8,200	7,000	85	
Between 25-50%	LOUISIANA			
	Avoyelles	10,500	8,500	81
	Evangeline	8,800	6,500	74
Vernon	5,300	4,100	76	
Under 25%	LOUISIANA			
	Lafayette	23,100	20,700	90
	St. Landry	20,100	15,100	78
	St. Martin	7,200	6,200	86
	Vermilion	11,100	9,800	88
	TEXAS			
	Jasper	6,400	5,300	82
	Jefferson	74,600	69,400	94
Newton	2,800	2,100	72	
Orange	17,000	15,000	92	
KPLC-TV Station Total		262,600	228,900	87
ARB Total Net Weekly Circulation (March, 1962)			65,800	

See Group Ownership Section
For Other Firms and Persons
Who Own Two or More TV Stations.

Louisiana—Monroe-West Monroe



KNOE-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 750-ft. above av. terrain, 777-ft. above ground, 852-ft. above sea level.

Latitude 32° 31' 37"
Longitude 92° 06' 16"

Transmitter: Knoe Rd.

AM Affiliate: KNOE, 5-kw, 540 kc.



SCALE OF MILES

0 50 100

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

KNOE-TV Ref: FCC File No. BMPCT-1145 Granted 7/15/53

©American Map Co., Inc., N.Y., No. 1424J

KNOE-TV

Network Service: ABC, CBS.

Licensee: Noe Enterprises Inc., Box 1472, Monroe.

Studio: Knoe Rd.

Telephone: Fairfax 2-8155. TWX No.: 318-325-2240.

Ownership: Noe Enterprises Inc., 100%, James A. Noe, chairman. Also owns WNOE, New Orleans.

Began Operation: Sept. 27, 1953.

Represented (sales) by H-R Television Inc.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

PAUL H. GOLDMAN, exec. v.p. & general manager.

HARRY ARTHUR, v.p., programs & film buyer.

RAY BOYD, v.p. & technical director.

ROBERT E. POWELL, v.p., sales.

ALLEN JONES, v.p., sales service, promotion & copy.

ANSEL SMITH, v.p., operations & production.

MAC WARD, v.p. & director of news.

LEON NOLAND JR., chief photographer.

JERRY HAYNES, art director.

DIGEST OF RATE CARD NO. 6—(June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	ID*
Class AA—7-10 p.m., daily	\$450.00	\$270.00	\$180.00	\$135.00	\$125.00	\$90.00 \$45.00

*Class A—6:59-9:59 p.m., Mon.-Fri.; 6:59-10:29 p.m., Sat. & Sun, NETWORK BASE HOURLY RATE: \$500 (ABC), \$500 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Ashley	6,700	5,300	79
	Chicot	5,400	3,600	67
	Union	15,200	12,800	85
	LOUISIANA			
	Caldwell	2,500	2,000	78
	Catahoula	3,000	2,100	68
	Concordia	5,700	4,100	72

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA—(Continued)			
	East Carroll	3,700	2,600	69
	Franklin	6,600	5,400	81
	Grant	3,800	3,100	79
	Jackson	4,600	3,900	83
	LaSalle	3,900	3,100	79
	Lincoln	7,200	6,300	89
	Madison	4,500	3,200	71
	Morehouse	9,000	7,400	83
	Ouachita	30,000	26,900	90
	Richland	6,100	4,900	80
	Tensas	3,100	2,100	68
	Union	5,000	4,300	86
	West Carroll	3,800	3,000	79
	Winn	4,700	3,600	76
	MISSISSIPPI			
	Adams	10,500	7,400	71
	Issaquena	900	500	53
Jefferson	2,500	1,200	46	
Between 25-50%	LOUISIANA			
	Bienville	4,700	3,700	79
	Claiborne	5,700	4,500	77
	MISSISSIPPI			
	Claiborne	2,700	1,500	57
	Warren	12,600	9,400	75
Washington	21,000	14,000	67	
Under 25%	ARKANSAS			
	Bradley	4,100	3,300	79
	Calhoun	1,700	1,400	79
	LOUISIANA			
	Natchitoches	9,300	6,300	69
	Rapides	30,300	27,000	89
	Sabine	5,200	3,500	68
	MISSISSIPPI			
	Bolivar	13,300	6,700	51
	Sunflower	10,300	5,300	51
KNOE-TV Station Total	269,300	205,400	76	
ARB Total Net Weekly Circulation (March, 1962)	128,100			

Louisiana—New Orleans



WDSU-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 930-ft. above av. terrain, 972-ft. above ground, 975-ft. above sea level.

Latitude 29° 57' 01"
Longitude 89° 57' 28.5"

Transmitter: Tournefort St., Chalmette, La.

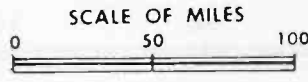
Studio: 520 Royal St.

TV tape: Recording facilities.

AM Affiliate: WDSU, 5-kw, 1280 kc (NBC).

FM Affiliate: WDSU-FM, 3.4-kw, 105.3 mc (No. 287), 600-ft. antenna height.

Represented (engineering) by David Steel & Assoc.



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

WDSU-TV Ref: FCC File No. BPCT—2034 Granted 11/10/55

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

WDSU-TV

Licensee: Royal Street Corp., 520 Royal St., New Orleans 16.

Telephone: 524-4371. TWX No.: NO 290.

Ownership: Edgar B. Stern Jr., pres., 83.75%; A. Louis Read, exec. v.p. & gen. mgr., 12.50%; Lester E. Kabacoff, v.p. & secy., 3.75%; Dwight W. Martin, v.p. & treas.; A. B. Suhor, asst. secy. & asst. treas. Royal Street Corp. owns 68.8% of WAFB-TV, Baton Rouge.

Began Operation: Dec. 18, 1948.

Represented (sales) by Blair-TV.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

A. LOUIS READ, executive v.p. & general manager.
ROBERT S. SCHULTIS, sales manager.
STAN COHEN, dir. of program planning, promotion & film buyer.
JERRY ROMIG, production director.
STANLEY HOLIDAY, operations manager.
JOHN MULLER, staging director.
JOHN CORPORON, news director.
STANLEY RAMES, art director.
LINDSEY RIDDLE, chief engineer.

DIGEST OF RATE CARD NO. 14 (June 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AAA—7-10 p.m., daily.
\$1300.00 \$700.00 \$450.00 \$375.00 \$350.00 \$325.00 \$165.00
NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA			
	Ascension	7,400	6,000	81
	Assumption	4,500	3,600	70
	Jefferson	60,200	56,700	95
	Lafourche	14,500	13,000	90
	Livingston	7,400	6,100	81
	Orleans	192,800	173,200	90
	Plaquemines	5,800	5,200	89
	St. Bernard	8,900	8,700	98
	St. Charles	5,500	5,000	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA—(Continued)			
	St. Helena	2,100	1,500	70
	St. James	4,200	3,600	84
	St. John	4,500	3,800	84
	St. Tammany	10,800	9,600	89
	Tangipahoa	16,200	13,200	82
	Terrebonne	15,400	13,500	88
	Washington	12,400	10,000	80
	MISSISSIPPI			
	Hancock	4,000	3,200	79
Between 25-50%	Harrison	32,800	28,500	87
	Lamar	3,800	2,900	76
	Marion	6,200	4,300	68
	Pearl River	6,200	4,900	78
	Pike	9,800	6,800	70
Walthall	3,400	2,200	65	
Under 25%	LOUISIANA			
	Iberville	7,700	6,400	83
	Pointe Coupee	5,600	4,400	70
	MISSISSIPPI			
	Perry	2,300	1,700	72
	Stone	1,900	1,500	77
	LOUISIANA			
	E. Baton Rouge	64,000	58,300	92
	E. Feliciana	3,600	2,600	71
	Iberia	14,000	12,300	88
St. Mary	13,000	11,600	89	
W. Baton Rouge	3,800	3,200	84	
W. Feliciana	2,200	1,600	74	
MISSISSIPPI				
Adams	10,500	7,400	71	
Amite	3,900	2,500	63	
Forrest	15,200	12,800	84	
Franklin	2,500	1,600	61	
George	2,900	2,600	87	
Jackson	15,700	13,400	86	
Jefferson	2,500	1,200	46	
Wilkinson	3,200	1,700	53	
WDSU-TV Station Total		613,300	532,100	85
ARB Total Net Weekly Circulation (March, 1962)			369,000	

Louisiana—New Orleans



WVUE

Ch. 12



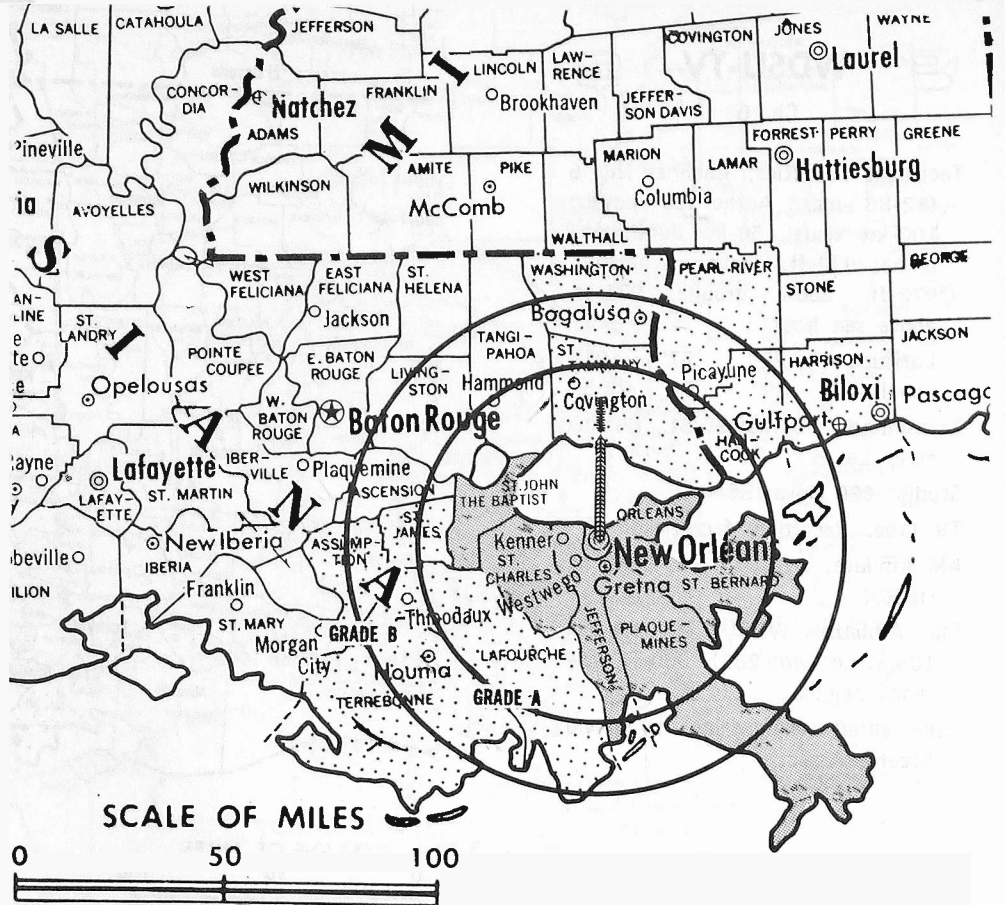
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural using non-directional antenna. Antenna: 1010-ft. above av. terrain, 1049-ft. above ground.

Latitude 29° 57' 35"
Longitude 90° 04' 30"

Transmitter: Jung Hotel, 1500 Canal St.

Studio: 1422 Cleveland Ave.

ARB Data: The table below does not show present coverage. After data was collected, the station gave up a directional antenna and increased its power.



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

WVUE Doc.—12237, 38, 39 Granted 7/29/60

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

WVUE

Grantee (STA): New Orleans Television Corp., 1418 Cleveland Ave.
Telephone: Jackson 5-9011.

Ownership: Joseph A. Paretti, pres., 6 2/3%; Chalin O. Perez, v.p., 6 2/3%; William G. Aly, 6 2/3%; Richard J. Carrere, 6 2/3%; George C. Foltz, 6 2/3%; George E. Martin, 6 2/3%; John E. Pottharst Jr., 6 2/3%; William H. Sunders Jr. 6 2/3%; Frank B. Ellis, 6 2/3%; Rust Craft Greeting Cards Inc. (formerly WSTV Inc.), 40%. For other interests of WSTV Inc., see WSTV-TV, Steubenville, O.

Began Operation: On Dec. 17, 1958, FCC granted permission to operate on Ch. 13, and on Jan. 28, 1959 FCC granted STA for temporary Ch. 13 operation by New Orleans Television Corp. (Television Digest, Vols. 14:51; 15:5). Supreme Bcstg. Co. started operations on Ch. 20 on 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

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

Represented (legal) by Welch, Mott & Morgan.

Personnel:

JOSEPH A. PARETTI, president & general manager.
DE ALTON NEHER, program director.
BEN B. BAYLOR JR., general sales manager.

DIGEST OF RATE CARD NO. 3-A (Dec. 1, 1960)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$240.00	\$200.00	\$175.00	\$87.50
NETWORK BASE HOURLY RATE: \$800.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA			
	Jefferson	60,200	56,700	95
	Orleans	192,800	173,200	90
	Plaquemines	5,800	5,200	89
	St. Bernard	8,900	8,700	98
	St. Charles	5,500	5,000	90
Between 25-50%	None	Between 25-50%		
Under 25%	LOUISIANA			
	Assumption	4,500	3,600	79
	Lafourche	14,500	13,000	90
	St. James	4,200	3,600	84
	St. Tammany	10,800	9,600	89
	Terrebonne	15,400	13,500	88
MISSISSIPPI	Washington	12,400	10,000	80
	Hancock	4,000	3,200	70
	Harrison	32,800	28,500	87
	Pearl River	6,200	4,900	78
WVUE Station Total		382,500	342,500	90
ARB Total Net Weekly Circulation (March, 1962)		234,300		

For More Information on Ownership Changes for This and Other Stations, see the Sales & Transfers Section

Louisiana—New Orleans



WWL-TV

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 710-ft. above av. terrain, 750-ft. above ground, 750-ft. above sea level.

Latitude 29° 54' 27"
Longitude 90° 02' 24"

Holds CP for change to 1000-ft. above av. terrain, lat. 29° 54' 22.5", long. 90° 02' 23.3".

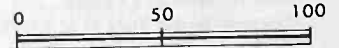
Transmitter: Cooper Rd. near Gretna, La.

TV tape: Recording facilities.

AM Affiliate: WWL, 50-kw, 870 kc (CBS).



SCALE OF MILES



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

WWL-TV Ref: FCC File No. BMPCT-4643 Granted 5/20/57

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

WWL-TV

Licensee: Loyola University, 6363 St. Charles Ave.

Studio: 1024 N. Rampart St.

Telephone: 529-4444.

Ownership: Loyola University. Very Rev. Andrew C. Smith, S.J., pres.

Began Operation: Sept. 7, 1957.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Marmet & Schneider.

Personnel:

- J. MICHAEL EARLY, general manager.
- RUPERT COPPONEX, program director & film buyer.
- MAURICE GUILLERMAN, general sales manager.
- MARILYN SUBLETTE, public affairs director.
- PHIL JOHNSON, promotion manager.
- BILL REED, news director.
- HAP GLAUDI, sports director.
- PASCAL GLAVIANO, office manager.
- HENRY DUPRE, farm director.
- J. D. BLOOM, chief engineer.
- FRANCIS JACOB JR., operations director.

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

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

Class AA—7-10 p.m., daily.

\$1000.00 \$600.00 \$400.00 \$300.00 \$275.00 \$250.00 \$125.00

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA			
	Ascension	7,400	6,000	81
	Assumption	4,500	3,600	79
	Jefferson	60,200	56,700	95
	Lafourche	14,500	13,000	90
	Livingston	7,400	6,100	82
	Orleans	192,800	173,200	90
	Plaquemines	5,800	5,200	89

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA—(Continued)			
	St. Bernard	8,900	8,700	98
	St. Charles	5,500	5,000	90
	St. Helena	2,100	1,500	70
	St. James	4,200	3,600	84
	St. John The Bap.	4,500	3,800	84
	St. Tammany	10,800	9,600	89
	Tangipahoa	16,200	13,200	82
	Terrebonne	15,400	13,500	88
	Washington	12,400	10,000	80
	MISSISSIPPI			
Hancock	4,000	3,200	79	
Harrison	32,800	28,500	87	
Lamar	3,800	2,900	76	
Marion	6,200	4,300	68	
Pearl River	6,200	4,900	78	
Pike	9,800	6,800	70	
Walthall	3,400	2,200	65	
Between 25-50%	MISSISSIPPI			
	Amite	3,900	2,500	63
	Franklin	2,500	1,600	61
	Perry	2,300	1,700	72
	Stone	1,900	1,500	77
Wilkinson	3,200	1,700	53	
Under 25%	LOUISIANA			
	E. Feliciana	3,600	2,600	71
	Iberia	14,000	12,300	88
	Iberville	7,700	6,400	83
	Pointe Coupee	5,600	4,400	79
	St. Mary	13,000	11,600	89
	W. Feliciana	2,200	1,600	74
	MISSISSIPPI			
	Adams	10,500	7,400	71
	Forrest	15,200	12,800	84
	George	2,900	2,600	87
Jackson	15,700	13,400	86	
Jefferson	2,500	1,200	46	
WWL-TV Station Total		545,500	470,800	86
ARB Total Net Weekly Circulation (March, 1962)			361,600	

Louisiana—Shreveport-Texarkana, Texas



KTAL-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1587-ft. above av. terrain, 1553-ft. above ground, 1848-ft. above sea level.

Latitude 32° 54' 11"
Longitude 93° 00' 22"

Transmitter: 2.3-mi. NNW of Vivian, La., W of County Rd.

AM Affiliate: KCMC, 1-kw, 740 kc. (ABC).

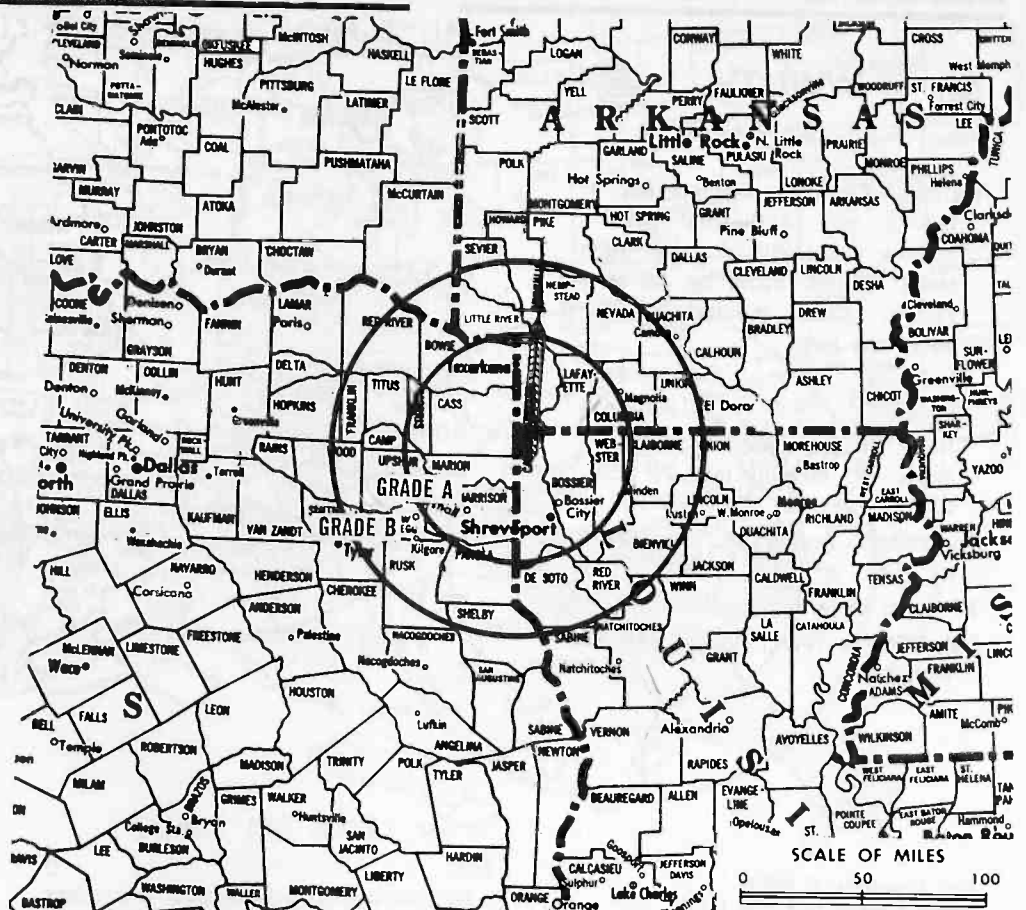
FM Affiliate: KTAL-FM, 81.3-kw, 98.1 mc (No. 251), 1447-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KTAL Ref: FCC File No. BLCT-1135 Granted 7/24/62
Authorized: FCC File No. BPCT-2660 Granted 11/23/59

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

KTAL-TV

Licensee: KCMC Inc., 3150 N. Market St., Shreveport.

Studios & Offices: 3150 N. Market St., Shreveport, La.; 3227 Summerhill Rd., Texarkana, Tex.

Telephones: 425-2422 (Shreveport); 793-1133 (Texarkana). TWX No.: 318-746-4056 (Shreveport).

Ownership: Camden News Publishing Co., publisher of Camden (Ark.) News, 50%; (News owned 39% by Walter E. Hussman and 39% by Betty P. Hussman); C. E. Palmer estate, 37%; Bettie M. Palmer, director, 5.5%; Walter E. Hussman, pres.; Alden P. Mooney, 3.5%; J. Q. Mahaffey, secy.-treas., 4%. Ownership interlocks with KCMC, Texarkana and KAMD, Camden, Ark. Palmer properties include Texarkana Gazette and News; Hot Springs (Ark.) New Era-Sentinel Record; El Dorado (Ark.) News-Times; Magnolia (Ark.) Banner-News; plus interest in Hope (Ark.) Star and Jacksonville (Tex.) Progress.

Began Operation: Aug. 16, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Spear, Hill & Greeley.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

WALTER E. HUSSMAN, president.
WALTER M. WINDSOR, general manager.
JAMES S. DUGAN, sales director.
JAMES T. LYNAGH, program director.
LES EUGENE, manager of Texarkana sales & operations.
JOHN R. GRIFFIN, news & public affairs director.
EDWARD COVINGTON, chief engineer.

DIGEST OF RATE CARD NO. 5R—(Sept. 3, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—6:30-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$180.00	\$160.00	\$150.00	\$75.00

NETWORK BASE HOURLY RATE: \$600.

ARB Total Net Weekly Circulation (March, 1962) 230,000
ARB breakdown of county coverage, by percentage of net weekly circulation, was compiled before station shifted facilities and market. Therefore, it is not included.

HAMILTON-LANDIS & ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS
WASHINGTON, D.C., CHICAGO, DALLAS,
SAN FRANCISCO

SELL **MORE**

RADIO & TELEVISION STATIONS
IN THE SOUTHWEST—NEAREST OFFICE IS—
1511 BRYAN ST., DALLAS 1
RIVERSIDE 8-1175



TALLEST TOWER

serving

SHREVEPORT...!

*Fait Accompli!
An accomplished FACT!*

The Kay-Tall Tower pierces the clouds 1580-feet above the Ark-La-Tex! 2nd tallest in the South, 6th tallest in the world, it stands head-and-shoulders above all nearby competition!

KTAL-TV's Tall-Tower proved its power, when —after only 6 months of operation—March '62 ARB and NSI both showed Kay-Tall **LEADING** in Average-homes-reached in prime-time. (Mon. thru Sun. 6:30-10 PM, 49,200 homes.)

This tower of steel, matched by an equally outstanding tower of strength in programming and service, is the **DOMINANT TV BUY** in the Shreveport market **TODAY . . .** with every intention of remaining **TALLEST** — in **EVERY** way — in the years to come.

*1553' ABOVE GROUND
.1580' ABOVE AVERAGE TERRAIN.

ktal tv

Channel 6 for SHREVEPORT-TEXARKANA

Walter M. Windsor
Gen. Mgr.



James S. Dugan
Sales Dir.



BLAIR TELEVISION ASSOCIATES
National Representatives

Louisiana—Shreveport



KTBS-TV



Ch. 3

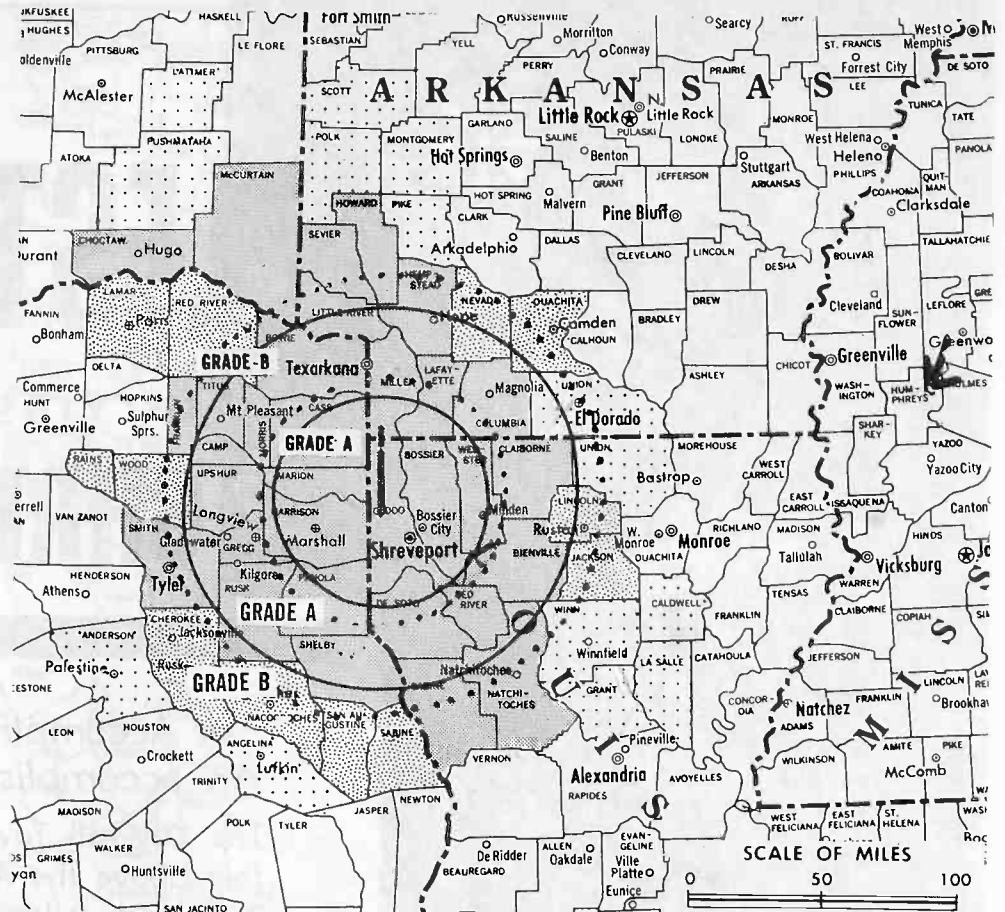
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 1140-ft. above av. terrain, 1153-ft. above ground, 1403-ft. above sea level.

Latitude 32° 41' 08"
Longitude 93° 56' 00"

Holds CP for change to 100-kw visual, 60-kw aural, 1782-ft. above av. terrain, 1800-ft. above ground, 2049-ft. above sea level.

Transmitter: 1½-mi. SE of Mooringsport, La.

TV tape: Recording facilities.



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

KTBS-TV Ref: FCC File No. BPCT-164 Granted 2/16/55
Also CP: BPCT-2987 Granted 2/23/62

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

KTBS-TV

Licensee: KTBS Inc., 312 East Kings Hwy.

Studio: 312 East Kings Hwy.

Telephone: 868-3644. TWX No.: SH 92.

Ownership: George D. Wray Sr., chairman, 33 1/3%; E. Newton Wray, pres., 33 1/3%; George D. Wray Jr., v.p., 16 2/3%; Charles W. Wray, secy.-treas., 16 2/3%.

Began Operation: Sept. 3, 1955.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Spearman & Roberson.

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

Personnel:

E. NEWTON WRAY, president & general manager.
PATRICK J. WHITE, station manager & film buyer.
JOE B. FOSTER, commercial manager.
DON MOORE, production manager & program director.
RAY SPRUELL, promotion manager.
MARVIN L. PERRY JR., film director.
CLAUDE R. SCOTT, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	Min.*	20 Sec.*	10 Sec.*
Class A—6-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$200.00	\$160.00	\$150.00

*Class AA—6:59-9:59 p.m., daily. Class A (6:29-6:59 p.m.; 9:59-10:14 p.m., daily); Min. \$130, 20 Sec. \$120, 10 Sec. \$60.

NETWORK BASE HOURLY RATE: \$600 (ABC).

For Additional Louisiana Station Information,
see page 237

Net Weekly Circulation	State County	Total Households	TV Homes	%		
Over 50%	ARKANSAS					
		Columbia	7,800	6,100	79	
		Hempstead	6,100	4,800	79	
		Howard	3,400	2,900	84	
		Lafayette	3,200	2,700	83	
		Little River	2,700	2,100	74	
		Miller	9,700	8,300	85	
		Sevier	3,300	2,800	84	
	Over 50%	LOUISIANA				
			Bienville	4,700	3,700	79
			Bossier	16,000	14,300	90
			Caddo	69,000	61,500	90
			Claiborne	5,700	4,500	77
			DeSoto	6,700	5,100	76
			Natchitoches	9,300	6,300	69
Over 50%	OKLAHOMA					
		Choctaw	5,200	3,500	66	
	TEXAS					
		Bowie	18,700	16,500	88	
		Camp	2,500	1,900	76	
		Cass	7,000	5,900	85	
		Franklin	1,700	1,400	78	
		Gregg	21,900	19,300	88	
		Harrison	13,100	10,900	83	
		Marion	2,400	1,900	77	
Between 25-50%	ARKANSAS					
		Nevada	3,300	2,500	75	
		Ouachita	9,400	7,400	79	
	(Continued on page 237)					
	KTBS-TV Station Total		454,400	375,300	82	
	ARB Total Net Weekly Circulation (March, 1962)		237,700			



TOPS IN THE AREA

ARB station circulation totals March, 1962, show KTBS-TV, Shreveport, Louisiana, with more viewers than its two competitors:

	KTBS-TV Channel 3	Station Y	Station Z
TV Home Potential	258,600	257,700	239,500
Net Weekly Nighttime	225,200	221,400	210,500
Net Weekly Total	237,700	230,000	220,500
Average Daily Nighttime	131,200	128,300	122,500
Average Daily Total	165,800	155,800	154,900

KTBS-TV reaches 1.9-billion dollar four-state market of 1.5 million buyers with exclusive ABC programming. Its performance, as indicated above, is an important reason more spot buyers are specifying KTBS-TV, Channel 3, Shreveport, Louisiana.

Sources: Sales Management's 1962 Survey of Buying Power; ARB Station Circulation Totals (March 1962)

KTBS-TV

E. Newton Wray, Pres. & Gen. Mgr.

K THE KATZ AGENCY, INC.
National Representatives

Louisiana—Shreveport



KSLA-TV



Ch. 12

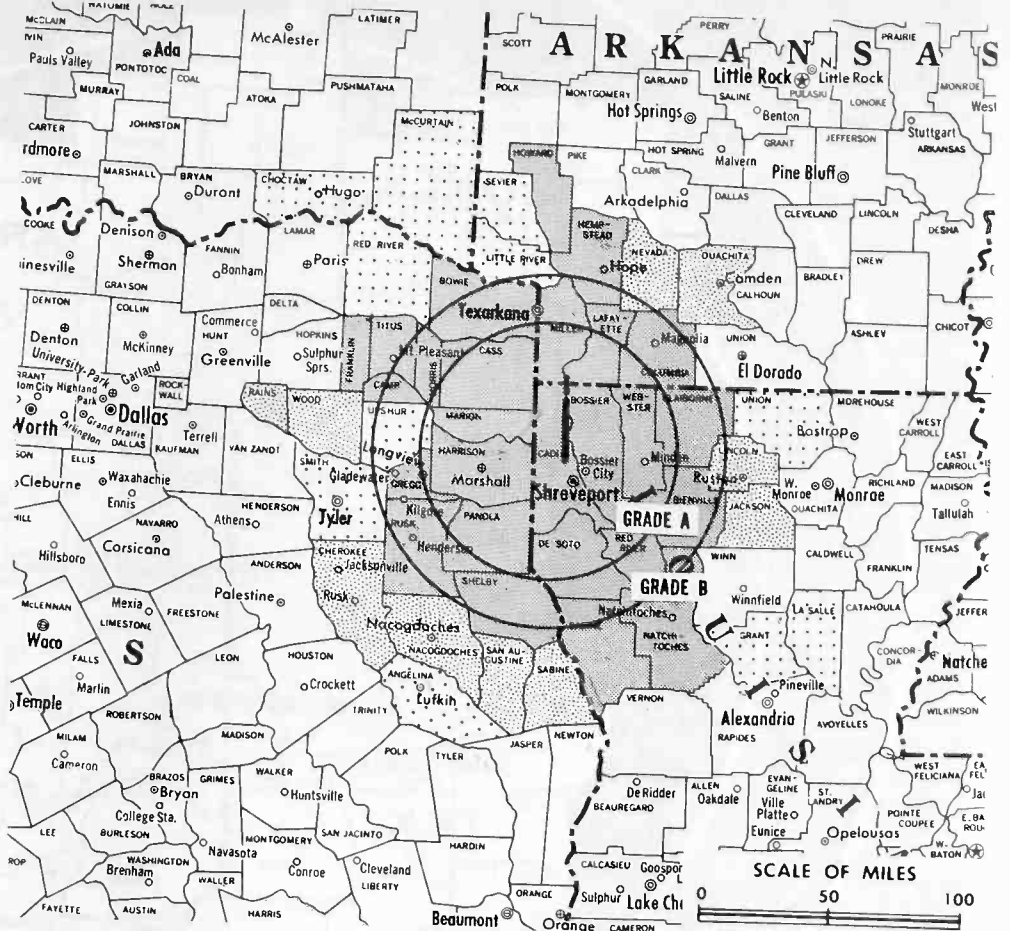
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1210-ft. above av. terrain, 1195-ft. above ground, 1449-ft. above sea level.

Latitude 32° 40' 29"
Longitude 93° 56' 00"

Transmitter: 15.7-mi. NW of Shreveport on Hwy. 1.

Studio: Washington-Youree Hotel.

TV tape: Recording facilities.



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

KSLA-TV Ref: FCC File No. BPCT-1022 Granted 5/19/55

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

KSLA-TV

Licensee: KSLA-TV Inc., Box 92.

Telephone: 424-8101. TWX No.: SH 74.

Ownership: Journal Publishing Co. Inc. (Shreveport Journal), 55%; Douglas F. Attaway, pres., .53% (publisher of Shreveport Journal); Winston B. Linam, v.p.-secy., 5.26%; S. Berton Heard treas., .10%; Mrs. Dolores George LaVigne, 10.52%; Mrs. Eugenia Booth George, 10.53%; Kirke Couch, 5.26%; 5 others, none with as much as 3%.

Began Operation: Dec. 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 present owners by Mrs. George et al., who retained minority interest, approved May 25, 1960 by FCC (Vol. 16:6, 24).

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

WINSTON B. LINAM, general manager & film buyer.
DEANE FLETT, sales manager.
JOHN RENSCHAW, program director.
ROBERT WEIMAR, promotion director.
MORRIS BARTON, chief engineer.
DON OWEN, news director.

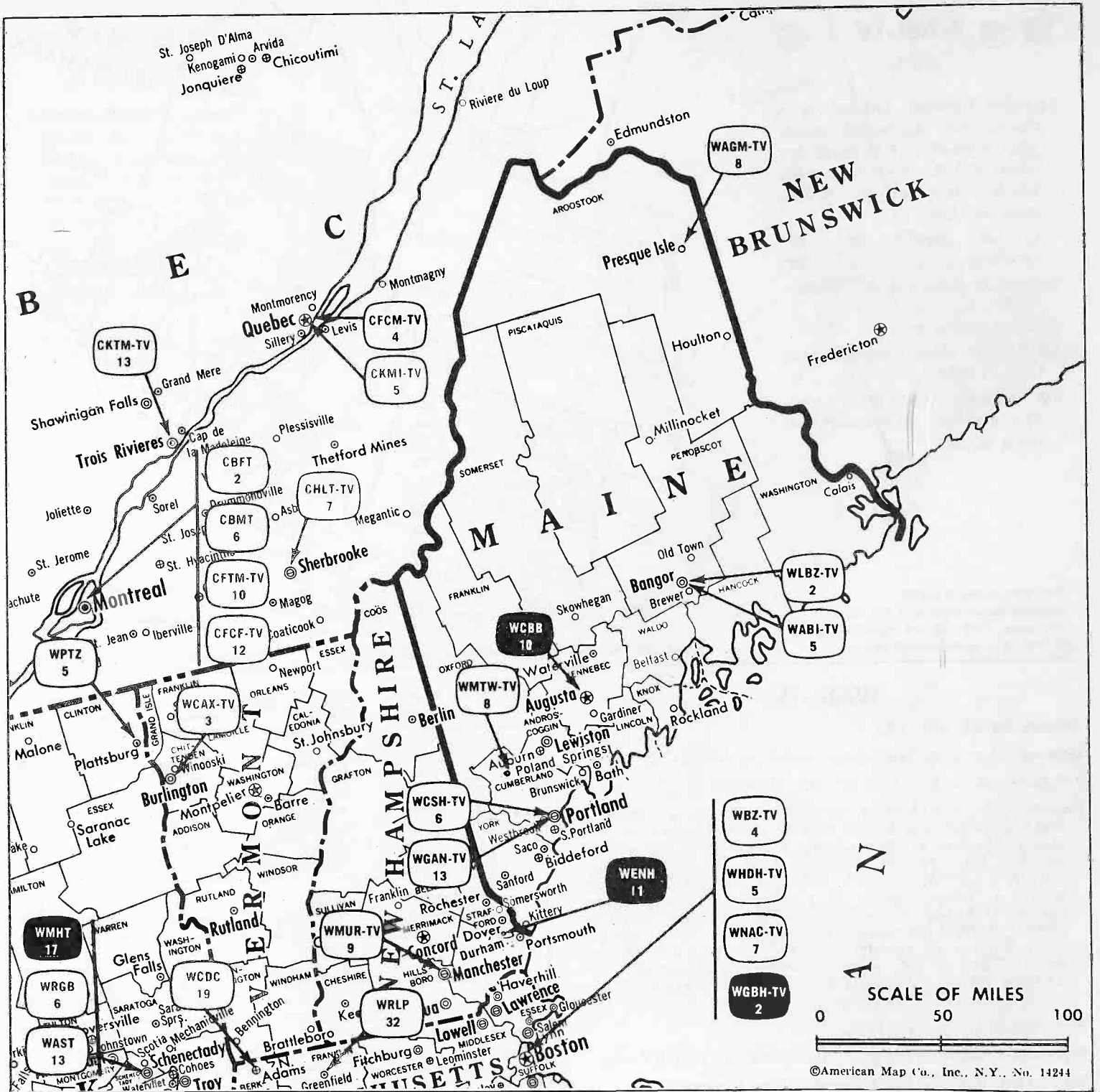
DIGEST OF RATE CARD NO. 9
(March 4, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6-10 p.m., daily.
\$600.00 \$360.00 \$240.00 \$180.00 \$175.00* \$155.00* \$77.50*

*Class AA—6:01-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$625.

	Net Weekly Circulation	State County	Total		TV Homes %
			Households	Homes	
Over 50%		ARKANSAS			
		Columbia	7,800	6,100	79
		Hempstead	6,100	4,800	79
		Howard	3,400	2,900	84
		Lafayette	3,200	2,700	83
		Miller	9,700	8,300	85
		LOUISIANA			
		Bienville	4,700	3,700	79
		Bossier	16,000	14,300	90
		Caddo	69,000	61,500	90
Claiborne	5,700	4,500	77		
DeSoto	6,700	5,100	76		
Natchitoches	9,300	6,300	69		
Red River	2,800	2,000	71		
Sabine	5,200	3,500	68		
Webster	11,700	9,800	84		
		TEXAS			
		Bowie	18,700	16,500	88
		Camp	2,500	1,900	76
		Cass	7,000	5,900	85
		Franklin	1,700	1,400	78
		Gregg	21,900	19,300	88
		Harrison	13,100	10,900	83
		Marion	2,400	1,900	77
		Morris	3,700	3,300	87
		Panola	5,000	4,200	82
Rusk	11,200	9,500	85		
Shelby	6,400	4,900	77		
Titus	5,400	4,500	82		
Between 25-50%		ARKANSAS			
		Nevada	3,300	2,500	75
		Quachita	9,400	7,400	79
		LOUISIANA			
Jackson	4,600	3,900	83		
Lincoln	7,200	6,400	89		
(Continued on page 237)					
KSLA-TV Station Total			395,900	330,100	83
ARB Total Net Weekly Circulation (March, 1962)			220,500		



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Portland-Mt. Washington	267,800	62	470,300	60	435,600	60
Bangor	86,500	147	161,200	150	147,400	144
Presque Isle	22,900	202	Information Not Available			

Maine Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	6	0	6
Educational Television Stations	1	0	1
			7

For State's Educational Technical Facilities
see page 254

Maine—Bangor



WABI-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 29.5 kw visual, 17.8-kw aural. Antenna: 670-ft. above av. terrain, 120-ft. above ground, 920-ft. above sea level.

Latitude 44° 44' 16"
Longitude 68° 42' 00"

Transmitter: Copeland Mt., Holden, Me.

Studio: 35 Hildreth St.

AM Affiliate: WABI, 5-kw, 910 kc (ABC & MBS).

FM Affiliate: WABI-FM, 6.1-kw, 97.1 mc (No. 246), 630-ft. antenna height.

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



WABI-TV Ref: FCC File No. BPCT-1872 Granted 6/29/54

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

WABI-TV

Network Service: ABC, CBS.

Licensee: Community Telecasting Service, 35 Hildreth St.

Telephone: 947-8321. TWX No.: 207-989-4550.

Ownership: Community Bcstg. Service (WABI), 100%. Community Bcstg. principals are Horace Hildreth (ex-Ambassador to Pakistan and ex-Gov. of Me.), 63.6%; Hildreth Bcstg. Co. (WPOR, Portland, Me.), 30.52%; Kennebec Bcstg. Co. (WTVL, Waterville, Me.), 4.507%; Walter L. Dickson, 1.4%. WABI-TV officers: Horace A. Hildreth, chmn.; W. L. Dickson, pres. & gen. mgr.; Carleton D. Brown, v.p. (represents WTVL); James F. White, v.p. (WABI); Harland Blanchard, treas.; Charles L. Hildreth, director; H. A. Hildreth Jr. operates WAGM-TV, Presque Isle, Me. and radio affiliate WAGM. Horace Hildreth is chairman and owns 9.5% of WMTW-TV, Poland Spring, Me. (members of Hildreth family own additional 14.07%).

Began Operation: Jan. 25, 1953.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter.

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

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

Personnel:

WALTER L. DICKSON, president & general manager.
RICHARD B. BRONSON, station manager & film buyer.
ROBERT GOLD, national sales manager.
PAUL QUIGG, local sales manager.
GEORGE GONYAR, program director.
WALLACE EDWARDS, Hildreth Network chief engineer.
EDWARD WINCHESTER, WABI & WABI-TV chief engineer.
DANIEL CONLEY, news director.
RONALD HOAR, promotion director.
CHUCK HALLEE, production director.
RALPH LIBBY, film director.

DIGEST OF RATE CARD NO. 6A—(July 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:31-10:29 p.m., Mon.-Fri.; 7:29-10:31 p.m., Sat.; 6:59-10:31 p.m., Sun.	\$425.00	\$255.00	\$170.00	\$106.00	\$87.50	\$70.00
NETWORK BASE HOURLY RATE:	\$400 (ABC), \$400 (CBS).					

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Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MAINE			
	Hancock	10,400	9,700	93
	Knox	9,200	8,200	89
	Penobscot	35,900	33,400	93
	Piscataquis	5,200	4,800	93
	Somerset	11,800	10,800	92
Between 25-50%	Waldo	6,800	6,100	90
	Washington	10,200	9,000	89
Under 25%	MAINE			
	Kennebec	26,200	24,200	92
	MAINE			
Under 25%	Aroostook	26,700	23,900	90
	Franklin	5,800	5,100	87
	Oxford	13,000	12,200	94
WABI-TV Station Total		161,200	147,400	91
ARB Total Net Weekly Circulation (March, 1962)		85,200		

State Educational Technical Facilities

(Complete Data in Educational Directory)

WCBB
Augusta

Ch. 10

Non-Commercial Educational Station

Licensee: Colby-Bates-Bowdoin Educational Telecasting Corp., c/o Bates College, Lewiston, Me.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 720-ft. above av. terrain, 369-ft. above ground, 1049-ft. above sea level.

Latitude 44° 09' 16"
Longitude 70° 00' 37"

TV Factbook No. 33

Maine—Bangor



WLBZ-TV



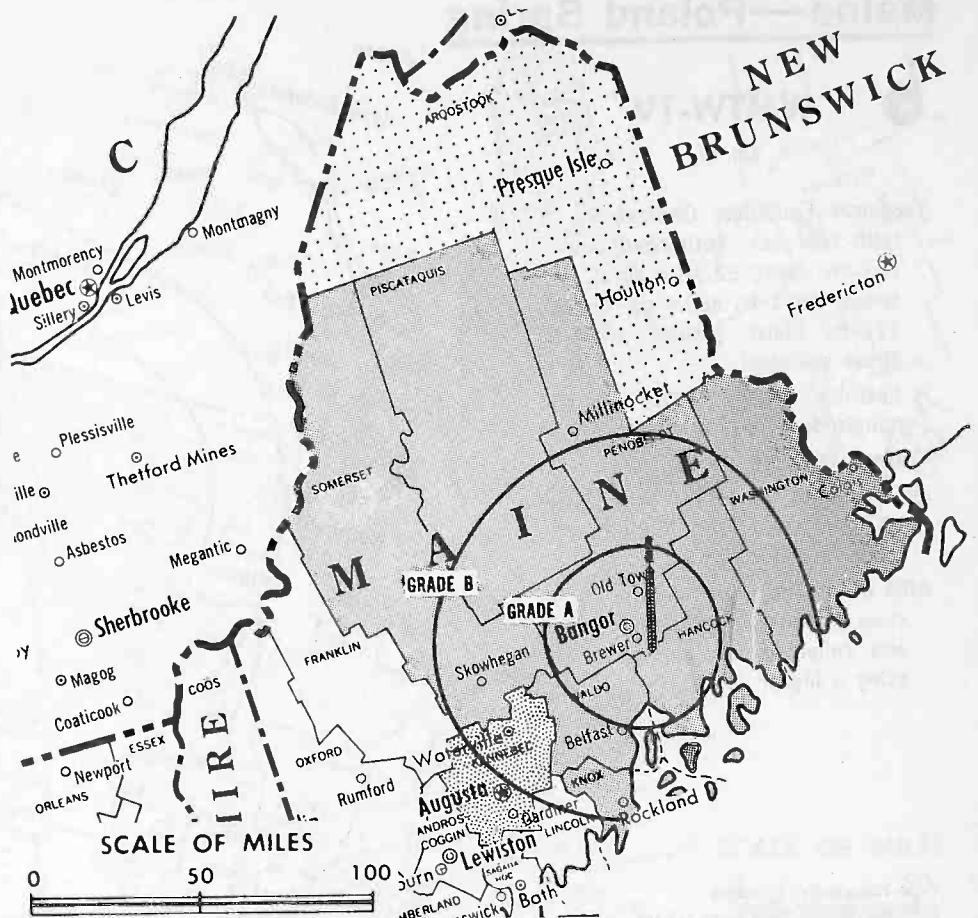
Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 51.3-kw visual, 25.7-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, Holden, Me.

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



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

WLBZ-TV Ref: FCC File No. BPCT-2555 Granted 12/22/58

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

WLBZ-TV

Licensee: WLBZ Television Inc., 7 Main St.

Studio: Mt. Hope Ave.

Telephone: 2-4822.

Ownership: William H. Rines, 50%; Mary Rines Thompson, 50%. They are children of Mrs. Adeline B. Rines, who turned over stock to them after purchase from Murray Carpenter. Mrs. Rines controls WCSH-TV, Portland, Me.

Began Operation: Sept. 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) by The Katz Agency Inc.

Represented (legal) by Smith, Hennessey & McDonald.

Personnel:

WILLIAM H. RINES, president.
JACK S. ATWOOD, executive vice president.
RUDY MARCOUX, manager & film buyer.
JAMES ROBINSON, production and studio manager.
JOHN H. WIBBY, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$425.00	\$255.00	\$180.00	\$106.00	\$85.00	\$75.00
NETWORK BASE HOURLY RATE:	\$375.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MAINE			
	Hancock	10,400	9,700	93
	Knox	9,200	8,200	89
	Penobscot	35,900	33,400	93
	Piscataquis	5,200	4,800	93
	Somerset	11,800	10,800	92
	Waldo	6,800	6,100	90
Washington	10,200	9,000	89	
Between 25-50%	MAINE			
	Kennebec	26,200	24,200	92
Under 25%	MAINE			
	Aroostook	26,700	23,900	90
WLBZ-TV Station Total		142,400	130,100	
ARB Total Net Weekly Circulation (March, 1962)			86,500	



**THE MIGHTY HERCULES
THE MIGHTIEST
NEW CARTOON SERIES**

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

Maine—Poland Spring



WMTW-TV



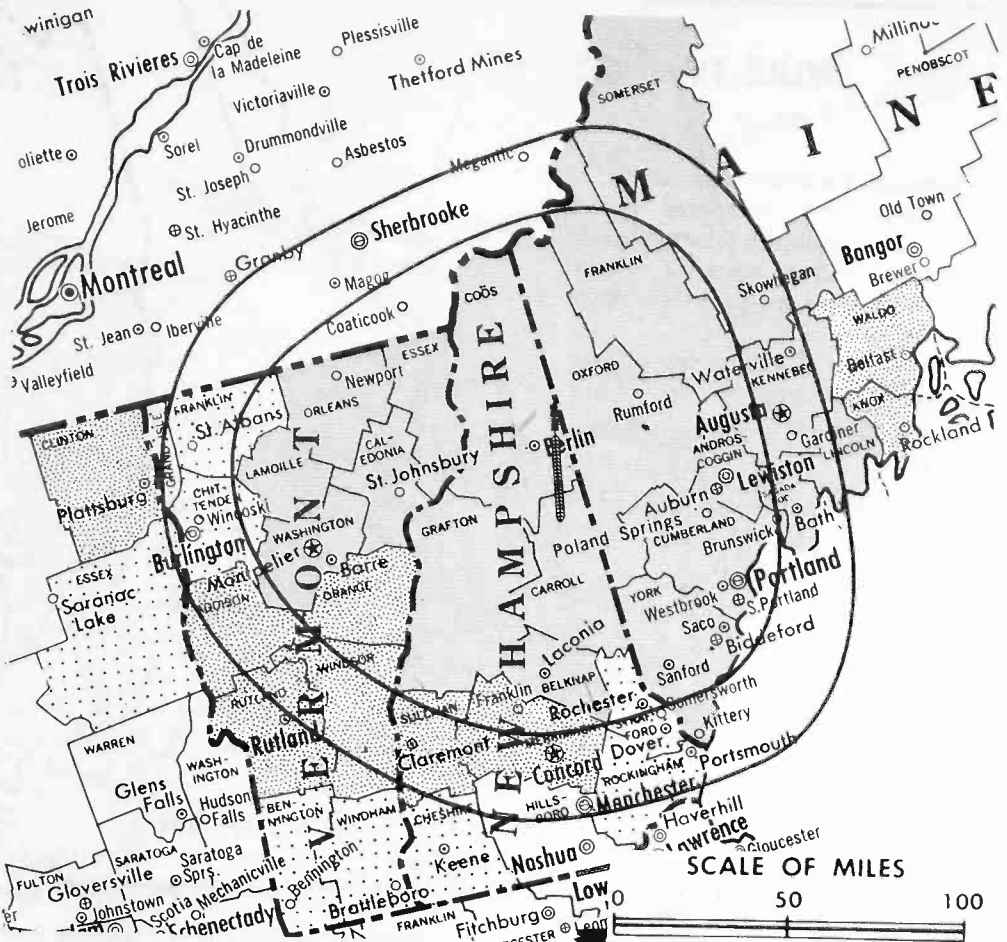
Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 105-kw visual, 52.5-kw aural. Antenna: 3871-ft. above av. terrain, 120-ft. above ground, 6374-ft. above sea level.

Latitude 44° 16' 13"
Longitude 71° 18' 13"

Transmitter: Mt. Washington, N.H.
FM Affiliate: WMTW-FM, 49-kw, 94.9 mc (No. 235), 3820-ft. antenna height.

ARB Data: The table below does not show present coverage. After data was collected, the station began using a higher tower.



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

WMTW-TV Ref: FCC File No. BPCT-1530 Granted 7/8/53

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

WMTW-TV

Licensee: Mt. Washington TV Inc., Poland Spring.

Sales Office: Congress Bldg., Portland, Me.

Studio: Riccar Inn, Poland Spring.

Telephones: Spruce 3-5665, Portland (sales); 998-4311, Poland Spring (studio). TWX No.: Portland 95.

Ownership: Horace A. Hildreth, chairman, owns or controls 23.32%; John W. Guider, pres., owns or controls 23.32%; Oliver-Rea interests, 23.32%; Peter Anderson interests, 23.32%; Carlton D. Brown & other minority interests, 6.72%. Hildreth and Oliver-Rea ownership interlocks with WABI-TV, Bangor, Me. (WABI); WAGM-TV, Presque Isle, Me. (WAGM). Oliver Tyrone and Henry O. Rea have minority interest in off-air WENS, Pittsburgh.

Began Operation: Aug. 31, 1954.

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

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

Personnel:

JOHN W. GUIDER, president & general manager.
ROBERT L. MAYNARD, asst. general manager & sales manager.
ROBERT M. JOYCE, station manager.
CLINTON S. MASON, regional sales manager.
RICHARD GOVE, promotion manager.
LEE NELSON, program manager.
GRAYCE PAPPS, merchandising manager.
CLAUS WIESE, production manager.
PARKER H. VINCENT, chief engineer.
BRIAN HIGGINS, film director.

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

Hour 30 Min. 15 Min. 5 Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$700.00 \$420.00 \$280.00 \$175.00 \$150.00 \$125.00 \$62.50

Discount announcement plans apply to all but Class AA.

NETWORK BASE HOURLY RATE: \$700.

For Firms and Persons Owning More Than One TV Station, see Group Ownership Section.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MAINE			
	Androscoggin	26,900	25,400	95
	Cumberland	56,500	53,200	95
	Franklin	5,800	5,100	87
	Kennebec	26,200	24,200	92
	Lincoln	5,900	5,500	92
	Oxford	13,000	12,200	94
	Sagadahoc	7,100	6,500	91
	Somerset	11,800	10,800	92
	York	30,500	29,000	95
	NEW HAMPSHIRE			
	Belknap	8,800	8,400	95
	Carrroll	5,100	4,800	93
	Coos	11,000	10,400	94
Grafton	14,400	12,600	88	
VERMONT				
Caledonia	6,800	6,300	92	
Essex	1,700	1,600	94	
Lamoille	3,100	2,900	94	
Orleans	5,600	5,300	94	
Washington	12,400	11,600	93	
Between 25-50%	MAINE			
	Knox	9,200	8,200	89
	Waldo	6,800	6,100	90
	NEW HAMPSHIRE			
	Merrimack	20,100	18,500	92
	Sullivan	8,800	7,700	88
	NEW YORK			
	Clinton	18,500	17,600	95
	VERMONT			
	Addison	5,300	4,800	90
Orange	4,500	4,100	90	
Rutland	13,700	12,400	91	
Windsor	12,800	11,400	89	
Under 25%	NEW HAMPSHIRE: Cheshire, Rockingham, Strafford. NEW YORK: Essex. VERMONT: Bennington, Chittenden, Franklin, Grand Isle, Windham.			
WMTW-TV Station Total		470,300	435,600	92
ARB Total Net Weekly Circulation (March, 1962)			267,800	

Maine—Portland



WCSH-TV



Ch. 6

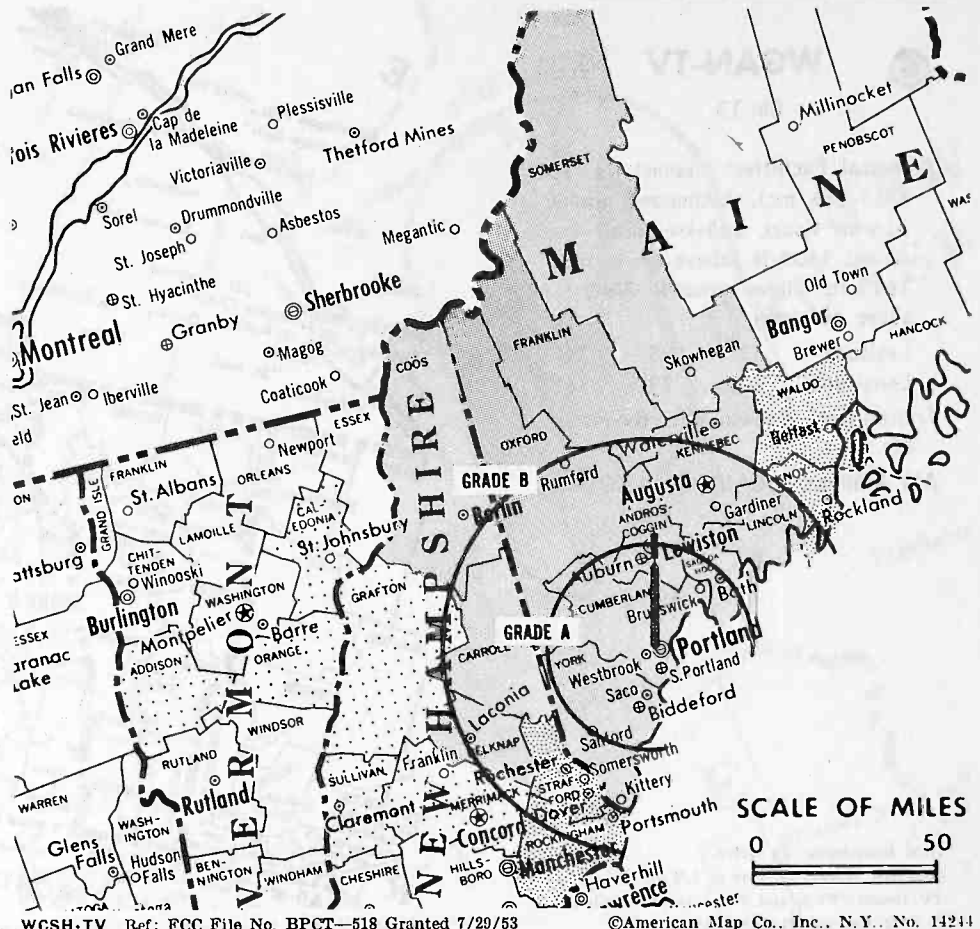
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 70-kw aural. Antenna: 955-ft. above av. terrain, 969-ft. above ground, 1249-ft. above sea level.

Latitude 43° 48' 12"
Longitude 70° 23' 42"

Holds CP for change to 730-ft. above av. terrain, lat. 43° 48' 18", long. 70° 23' 50".

Transmitter: Windham, Me.

AM Affiliate: WCSH, 5-kw, 970 kc (NBC).



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

WCSH-TV Ref: FCC File No. BPCT-518 Granted 7/29/53

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

WCSH-TV

Licensee: Maine Radio & Television Co., 579 Congress St., Portland 3.

Studio: Eastland Motor Hotel.

Telephone: Spruce 2-0181. TWX No.: PO 86.

Ownership: Adeline B. Rines, 99% (in trust). Also principal stockholder of WLBZ-TV, Bangor, Me. and AM stations WRDO, Augusta, and WLBZ, Bangor, both Maine.

Began Operation: Dec. 1, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Smith, Hennessey & McDonald.

Personnel:

- WILLIAM H. RINES, president.
- JACK S. ATWOOD, general manager, TV & radio.
- DON POWERS, station manager.
- CHARLES R. BROWN, chief engineer.
- BRUCE McGORRILL, sales manager.
- LINWOOD T. PITMAN, executive manager & promotion director.
- BURNEL POOLE JR., administrative assistant.
- LARRY GERAGHTY, news director.
- LINWOOD H. BROFEE, farm director.
- ROBERT BLACK, public service director.
- GEORGE BOWLER, film director.

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

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.	
Class AA—6:30-10:30 p.m., daily.	\$600.00	\$340.00	\$230.00	\$135.00	\$100.00	\$50.00

Combination rate: See WLBZ-TV, Bangor, Me.

NETWORK BASE HOURLY RATE: \$650.

	Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	MAINE					
		Androscoggin	26,900	25,400	95	
		Cumberland	56,500	53,200	95	
		Franklin	5,800	5,100	87	
		Kennebec	26,200	24,200	92	
		Lincoln	5,900	5,500	92	
		Oxford	13,000	12,200	94	
		Sagadahoc	7,100	6,500	91	
		Somerset	11,800	10,800	92	
		York	30,500	29,000	95	
		NEW HAMPSHIRE				
		Belknap	8,800	8,400	95	
		Carroll	5,100	4,800	93	
		Coos	11,000	10,400	94	
Between 25-50%	MAINE					
		Knox	9,200	8,200	89	
		Waldo	6,800	6,100	90	
	NEW HAMPSHIRE					
		Rockingham	30,200	28,700	95	
		Strafford	17,700	16,500	93	
Under 25%	NEW HAMPSHIRE					
			Grafton	14,400	12,600	88
			Merrimack	20,100	18,500	92
			Sullivan	8,800	7,700	88
	VERMONT					
			Addison	5,300	4,800	90
			Caledonia	6,800	6,300	92
		Orange	4,500	4,100	90	
WCSH-TV Station Total			332,400	309,000	93	
ARB Total Net Weekly Circulation (March, 1962)				188,700		

Maine—Portland



WGAN-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1609-ft. above av. terrain, 1619-ft. above ground, 2049-ft. above sea level.

Latitude 43° 55' 16"
Longitude 70° 29' 16"

Transmitter: Brown Hill, Raymond, Me.

AM Affiliate: WGAN, 5-kw, 560 kc.



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

WGAN-TV Ref: FCC File No. BMPCT-2508 Granted 11/1/54

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

WGAN-TV

Licensee: Guy Gannett Bcstg. Services, 390 Congress St., Box 1731

Studio: 390 Congress St.

Telephone: Spruce 2-4661.

Ownership: Guy Gannett Publishing Co., 99%; Guy P. Gannett estate, .2%; Anne M. Gannett estate, .2%; Jean G. Williams, .2%; John H. Gannett, .2%; Creighton E. Gatchell, .2%. Officers: Jean Gannett Arnzen, pres.; Francis H. Farnum Jr., asst. treas. Guy Gannett Publishing Co. publishes Portland Press Herald, Evening Express and Sunday Telegram, Augusta Kennebec Journal and Waterville Sentinel, all in Maine.

Began Operation: May 16, 1954.

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- JEAN GANNETT ARNZEN, president.
- EUGENE W. WILKIN, general manager.
- DONALD S. MOELLER, assistant general manager.
- GEORGE D. LILLY, sales manager.
- WILLIAM G. WADMAN, program manager & film buyer.
- DONALD HOFFSES, production manager.
- EARL W. FENDERSON, film editor.
- JOSEPH HARPER, news director.
- HENRY VAN AMBURGH, v.p. & chief engineer.


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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$700.00	\$375.00	\$250.00	\$200.00	\$150.00	\$125.00 \$62.50
NETWORK BASE HOURLY RATE: \$600.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MAINE			
	Androscoggin	26,900	25,400	95
	Cumberland	56,500	53,200	95
	Franklin	5,800	5,100	87
	Kennebec	26,200	24,200	92
	Lincoln	5,900	5,500	92
	Oxford	13,000	12,200	94
	Sagadahoc	7,100	6,500	91
	Somerset	11,800	10,800	92
York	30,500	29,000	95	
Between 25-50%	MAINE			
	Knox	9,200	8,200	89
	Waldo	6,800	6,100	90
	NEW HAMPSHIRE			
Belknap	8,800	8,400	95	
Carroll	5,100	4,800	93	
Coos	11,000	10,400	94	
Under 25%	NEW HAMPSHIRE			
	Grafton	14,400	12,600	88
	Rockingham	30,200	28,700	95
	Strafford	17,700	16,500	93
VERMONT				
Caledonia	6,800	6,300	92	
WGAN-TV Station Total		293,700	273,900	93
ARB Total Net Weekly Circulation (March, 1962)			179,900	

For Maine CATV Systems
see Community Antenna Systems Directory

Maine—Presque Isle

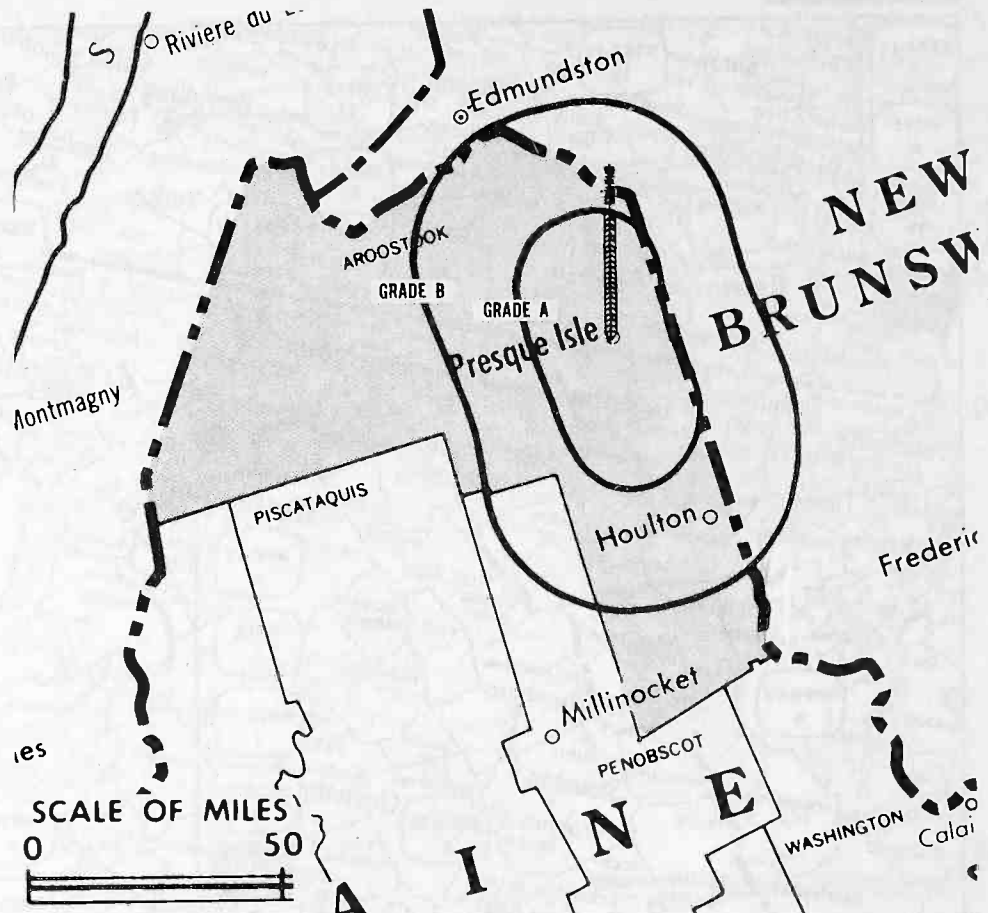
abc **WAGM-TV** 
NBC Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 58.9-kw maximum and 27.5-kw horizontal visual, 30-kw maximum and 14.1-kw horizontal aural. Antenna: 355-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 & Maysville Rd.

AM Affiliate: WAGM, 5-kw, 950 kc.



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

WAGM-TV Ref: FCC File No. BM1'CT-4232 Granted 10/8/56 ©American Map Co., Inc., N.Y., No. 14244

WAGM-TV

Network Service: ABC, CBS (EMP); also NBC.
 Licensee: Aroostook Broadcasting Corp., 489 Main St.
 Studio: U.S. Hwy. 1 & Maysville Rd.
 Telephone: 9-2461.
 Ownership: Community Bcstg. Service, 94.8%; 16 individual stockholders hold other 5.2%. Also operates radio WAGM. Community Bcstg. Service (Horace A. Hildreth, pres.), operates WABI-TV & WABI, Bangor, Me. For other interests see WABI-TV.
 Began Operation: Oct. 13, 1956. Sale of 94.8% to present owner by Harold Glidden approved Sept. 19, 1956 by FCC (Television Digest, Vol. 13:39).
 Represented (sales) by George P. Hollingbery Co.; Kettell-Carter Inc. (New England).
 Represented (legal) by Fly, Shuebruk, Blume & Gaguine.
 Represented (engineering) by George C. Davis Consulting Engineers.
 Personnel:

- HORACE A. HILDRETH, president.
- WALTER DICKSON, v.p.
- STAN LYONS, manager & film buyer.
- ROBERT GOLD, national sales manager.
- NATE CHURCHILL, director of TV operations.
- JOHN RICHARDS, chief engineer.

DIGEST OF RATE CARD NO. 3
 (Aug. 15, 1959)

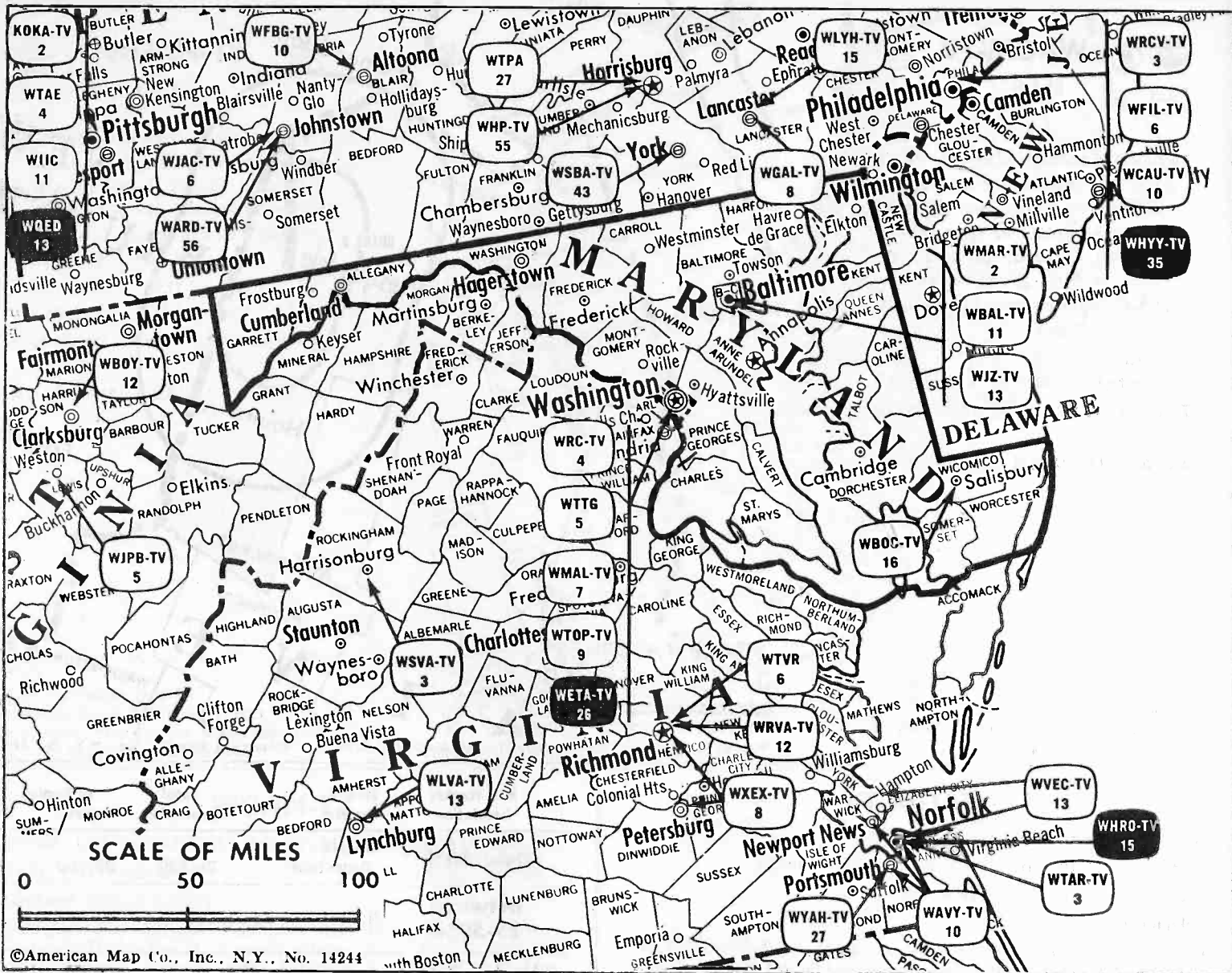
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—7:30-10:30 p.m., daily.	\$225.00	\$135.00	\$80.00	\$70.00	\$62.50	\$47.50	\$37.50	\$22.50
NETWORK BASE HOURLY RATE:	\$150 (ABC), \$150 (CBS).							

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MAINE Aroostook	26,700	23,900	90
Between 25-50%	None	Between 25-50%		
Under 25%	None	Under 25%		
WAGM-TV Station Total		26,700	23,900	90
ARB Total Net Weekly Circulation (March, 1962)			22,900	



**PROGRESSIVE STATIONS PREFER
 THE PRESTIGE NEWS SERVICE**

Maryland



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Baltimore	629,700	17	1,193,700	16	1,102,500	16
Salisbury	34,900	193	60,000	196	48,900	198

Maryland Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	3	1	4
Educational Television Stations	0	0	0
			4

See CATV Directory
for Maryland CATV Systems

Maryland—Baltimore



WBAL-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 730-ft. above av. terrain, 726-ft. above ground, 1049-ft. above sea level.

Latitude 39° 20' 4.3"

Longitude 76° 39' 2.8"

Transmitter: 3724 Parkdale Ave.

TV tape: Recording facilities.

AM Affiliate: WBAL, 50-kw, 1090 kc (NBC).

FM Affiliate: WBAL-FM, 20-kw, 97.9 mc (No. 250), 667-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WBAL-TV Ref: FCC File No. BMPCT-5141 Granted 8/5/58

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WBAL-TV

Licensee: Hearst Corp. (Radio & TV Div.), Maryland's Broadcast Center, Baltimore 11.

Studio: Maryland's Broadcast Center, Baltimore 11.

Telephone: Hopkins 7-3000. TWX No.: BA 560.

Ownership: Hearst Corp. (newspapers & magazines, including Baltimore News-Post). Same interests operate WISN-TV, Milwaukee and radio stations WBAL, Baltimore, WISN, Milwaukee, and WTAE, Pittsburgh (through affiliation) WRYT & WRYT-FM, Pittsburgh.

Began Operation: March 11, 1948.

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

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

BRENT O. GUNTS, v.p. & general manager.
 WILLIS K. FRIERT, asst. station mgr. & director of sales.
 JOHN T. WILNER, v.p. engineering.
 ANN MAR, sales coordinator.
 DON PEACOCK, advertising & promotion director.
 JOHN FRANKENFIELD, program director.
 STANLEY COLE, operations manager.
 J. SYDNEY KING, public service & special events manager.
 GALEN FROMME, news manager.
 RALPH MLASKA, chief engineer.

DIGEST OF RATE CARD NO. 19

(Nov. 1, 1962)

Hour	30 Min.	15 Min.	Min.*	20 Sec.*	10 Sec.*	
Class AA—8:30-10:30 p.m., daily.	\$1600.00	\$1000.00	\$700.00	\$450.00	\$400.00	\$225.00

Color—Slide and/or film announcements up to minute in length cost one-time monochrome rate plus 10% service charge. Film programs, 5-min. or longer, monochrome rate plus 10%, plus \$15.00 commissionable per program for screening & handling. Live rates on request. *8-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1650.

1962-63 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	MARYLAND				
		Anne Arundel	55,500	52,100	94
		Baltimore	422,100	396,800	95
		Caroline	6,100	5,100	84
		Carroll	14,500	13,600	94
		Cecil	12,600	11,800	94
		Dorchester	9,100	7,600	84
		Harford	21,300	19,800	93
		Howard	10,000	9,400	94
		Kent	4,700	4,200	89
		Queen Annes	5,000	4,300	86
		Talbot	6,900	6,200	90
		PENNSYLVANIA			
	Adams	15,000	13,600	91	
	Franklin	26,800	23,200	87	
Between 25-50%	DELAWARE				
		Kent	19,100	17,100	90
		Sussex	22,300	18,600	84
	MARYLAND				
		Calvert	3,900	3,300	85
		Fredrick	20,500	18,800	92
	Wicomico	15,100	13,200	88	
	PENNSYLVANIA				
	York	75,300	69,700	93	
Under 25%	VIRGINIA				
		Rappahannock	1,400	1,100	78
		Warren	4,300	3,400	79
	MARYLAND				
		Charles	8,100	7,000	87
		Montgomery	99,500	94,700	96
		Prince Georges	101,500	97,100	96
		St. Marys	9,300	8,400	90
		Washington	27,800	24,900	90
		WEST VIRGINIA			
	Berkeley	10,100	9,000	90	
	Morgan	2,600	2,200	83	
WBAL-TV Station Total		1,030,400	956,200	93	
ARB Total Net Weekly Circulation (March, 1962)		614,300			

Maryland—Baltimore



WJZ-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 730-ft. above av. terrain, 730-ft. above ground, 1049-ft. above sea level.

Latitude 39° 20' 4.3"

Longitude 76° 39' 2.8"

Transmitter: Television Hill.

Studio: Television Hill.

Telephone: Mohawk 4-7600.

TXW No.: BA 386.

TV tape: Recording facilities.

Total Households: © SRDS
 Consumer Market Data as of 1/1/62.
 TV Homes: TV% and Net Weekly Circulation
 © 1982 American Research Bureau.



WJZ-TV Ref: FCC File No. BPCT-2248 Granted 2/5/57

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

WJZ-TV

Licensee: Westinghouse Broadcasting Co. Inc., Television Hill, Baltimore 11.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: E. V. Huggins, chairman; Donald H. McGannon, pres.; Harold C. Lund, v.p. for Pittsburgh area; J. E. Baudino, v.p. (Washington); W. C. Swartley, v.p. (Boston); R. V. Tooke, v.p. (Cleveland); J. W. Steen, counsel (N.Y.); Ralph N. Harmon, v.p. engineering; Richard M. Pack, v.p. programming; Alexander W. Dannenbaum Jr., vice president, sales; David E. Partridge, national adv. & sales promotion mgr. Also operates TV stations WBZ-TV, Boston; KYW-TV, Cleveland; KPIX, San Francisco, KDKA-TV, Pittsburgh; and 6 radio stations.

Began Operation: Nov. 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) by Television Advertising Representatives Inc.

Personnel:

- HERBERT B. CAHAN, general manager.
- BOB BRYAN, sales manger.
- CLAUDE TAYLOR, asst. sales manager.
- JAMES DEVLIN, national sales manager.
- WIN BAKER, program manager.
- JOHN QUIGLEY, assistant program manager.
- JAMES FROST, promotion manager.
- WM. C. CHADWICK, publicity-public relations manager.
- GLENN LAHMAN, chief engineer.
- R. EARL HIGGINS, business manager.

DIGEST OF RATE CARD NO. 19-A (June 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 10 Sec.
 Class AAA—8:30-10:30 p.m., Mon.-Sat.; 8-10:30 p.m., Sun.
 \$1750.00 \$1050.00 \$700.00 \$613.00 \$525.00 \$425.00 \$213.00
 NETWORK BASE HOURLY RATE: \$1650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MARYLAND			
	Anne Arundel	55,500	52,100	94
	Baltimore	422,100	396,800	95
	Caroline	6,100	5,100	84

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MARYLAND—(Continued)			
	Carroll	14,500	13,600	94
	Cecil	12,600	11,800	94
	Dorchester	9,100	7,600	84
	Harford	21,300	19,800	93
	Howard	10,000	9,400	94
	Kent	4,700	4,200	89
Between 25-50%	Queen Annes	5,000	4,300	86
	Talbot	6,900	6,200	90
Under 25%	PENNSYLVANIA			
	Adams	15,000	13,600	91
	DELAWARE			
	Kent	19,100	17,100	90
	Sussex	22,300	18,600	84
	MARYLAND			
	Calvert	3,900	3,300	85
	Frederick	20,500	18,800	92
	Wicomico	15,100	13,200	88
	PENNSYLVANIA			
Franklin	26,800	23,200	87	
York	75,300	69,700	93	
Under 25%	MARYLAND			
	Montgomery	99,500	94,700	96
	Prince Georges	101,500	97,100	96
	Somerset	5,800	4,500	78
	Washington	27,800	24,900	90
Under 25%	Worcester	7,300	5,700	78
	PENNSYLVANIA			
Lancaster	83,600	71,800	86	
Under 25%	VIRGINIA			
	Clarke	2,200	2,000	89
	Fairfax	76,500	73,000	96
	Rappahannock	1,400	1,100	78
Under 25%	Warren	4,300	3,400	79
	WEST VIRGINIA			
	Berkeley	10,100	9,000	90
Jefferson	5,300	4,700	88	
Morgan	2,600	2,200	83	

WJZ-TV Station Total 1,193,700 1,102,500 92
 ARB Total Net Weekly Circulation (March, 1962) 597,000

GOING UP! WITH THE NEW BALTIMORE

Baltimore is building! The tempo of the times is quickening as each new skyscraper, cultural center and modern expressway takes its place in Baltimore's plan of tomorrow.

The WJZ-TV personalities pictured rising with the new Baltimore are doing just that. They are an important part of a pace-setting program concept that has made WJZ-TV . . . **TELEVISION FOR THE NEW BALTIMORE.**

Your TvAR man has the key to the *new* Baltimore. He knows what the folks on the left can do for you.

13
WJZ
TV

westinghouse broadcasting • baltimore



Maryland—Baltimore



WMAR-TV

Ch. 2



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 730-ft. above av. terrain, 729-ft. above ground, 1049-ft. above sea level.

Latitude 39° 20' 05.0"

Longitude 76° 39' 03.0"

Transmitter: Television Hill, 3724 Parkdale Ave.

Studio: Television Park, 6400 York Rd.

Telephone: Mulberry 5-5670.

TWX No. BA 167.

TV tape: Recording facilities.

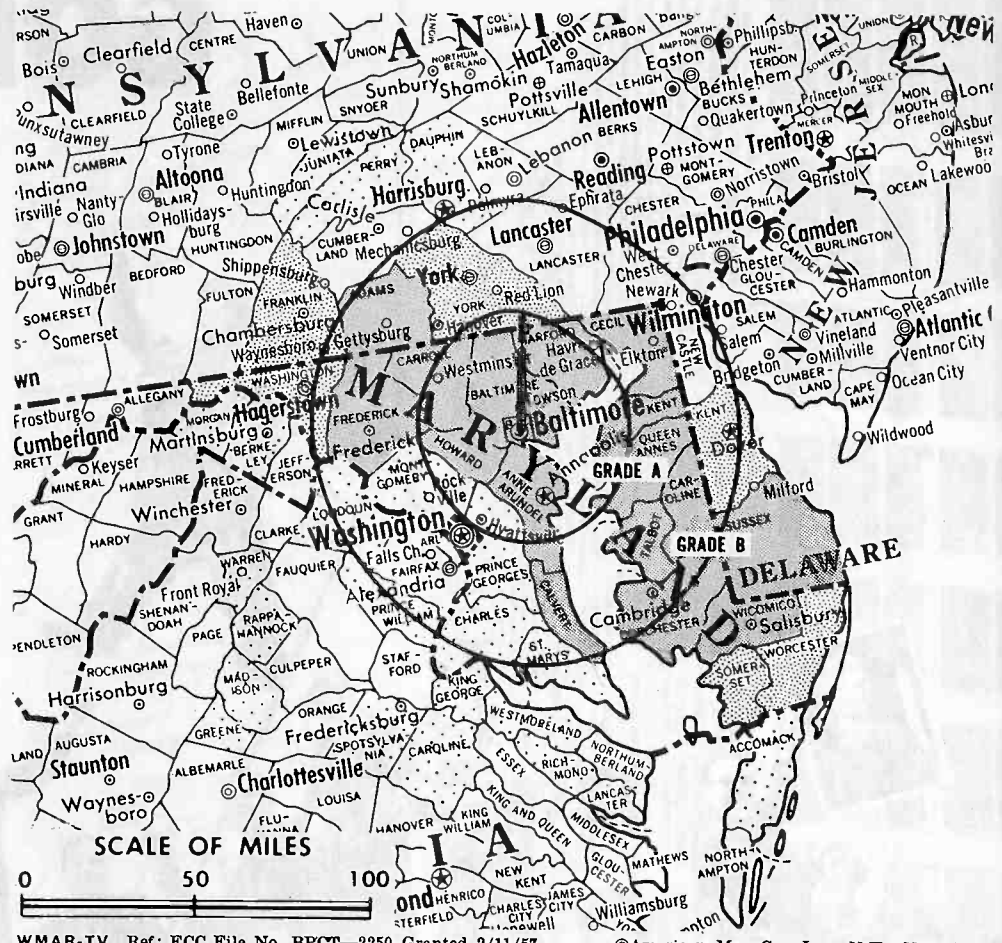
Represented (legal) by Hogan & Hartson.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WMAR-TV Ref: FCC File No. BPCT-2250 Granted 2/11/57

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

WMAR-TV

Licensee: A. S. Abell Co., Box 1957, Baltimore 3.

Ownership: Same as Baltimore Sunpapers (Baltimore Sun and Evening Sun); Gary Black, chairman of board; William F. Schmick Jr., pres.; Ewell K. Jett, v.p. & director of television. Also owns WBOC-TV (WBOC), Salisbury, Md.

Began Operation: Oct. 27, 1947.

Represented (sales) by The Katz Agency Inc.

Personnel:

- E. K. JETT, v.p. and director of television.
- DONALD P. CAMPBELL, administrative assistant.
- ROBERT COCHRANE, program director.
- ERNEST A. LANG, commercial manager.
- A. G. PICHA, promotion & publicity manager.
- C. G. NOPPER, chief engineer.
- EDWIN B. MICK, production manager.
- THOMAS J. SEVERIN, public service director.
- DAVID V. STICKLE, film buyer & news director.
- JOHN P. STOCKUS, chief accountant.

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

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

Class AA—7:59-10:31 p.m., daily.

\$1700.00 \$960.00 \$640.00 \$480.00 \$375.00 \$225.00

Color—Local color origination of slides or film at regular rates.

NETWORK BASE HOURLY RATE: \$1650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	DEL.: Sussex	22,300	18,600	84
	MARYLAND			
	Anne Arundel	55,500	52,100	94
	Baltimore	422,100	396,800	95
	Calvert	3,900	3,300	85
	Caroline	6,100	5,100	84
	Carroll	14,500	13,600	94
	Cecil	12,600	11,800	94
	Dorchester	9,100	7,600	84
	Frederick	20,500	18,800	92
Harford	21,300	19,800	93	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MARYLAND—(Continued)			
	Howard	10,000	9,400	94
	Kent	4,700	4,200	89
	Queen Annes	5,000	4,300	86
	Talbot	6,900	6,200	90
Wicomico	15,100	13,200	88	
PA.: Adams	15,000	13,600	91	
Between 25-50%	DEL.: Kent	19,100	17,100	90
	MARYLAND			
	Somerset	5,800	4,500	78
	Washington	27,800	24,900	90
	Worcester	7,300	5,700	78
PA.: Franklin	26,800	23,200	87	
York	75,300	69,700	93	
Under 25%	MARYLAND			
	Charles	8,100	7,000	87
	Montgomery	99,500	94,700	96
	Prince Georges	101,500	97,100	96
	St. Marys	9,300	8,400	90
	PENNSYLVANIA			
	Dauphin	69,200	63,700	93
	Juniata	4,700	3,900	82
	Perry	7,800	7,100	90
	VIRGINIA			
	Accomack	9,500	6,900	72
	Caroline	3,100	2,400	78
	Greene	1,100	700	54
King Georges	2,000	1,700	85	
Loudoun	6,600	5,600	85	
Madison	2,200	1,600	71	
Prince William	12,900	11,900	93	
Rappahannock	1,400	1,100	78	
Richmond	1,800	1,400	79	
Spotsylvania	7,700	6,500	84	
Warren	4,300	3,400	79	
Westmoreland	3,000	2,200	72	
W. VA.: Berkeley	10,100	9,000	90	
Morgan	2,600	2,200	83	
WMAR-TV Station Total		1,175,100	1,082,000	92
ARB Total Net Weekly Circulation (March, 1962)			629,700	

MEASURED COVERAGE AT ITS BEST IN THE NATION'S 13TH MARKET!



WMAR-TV, with more top-quality programming delivers more quarter-hour homes in an average week sign-on to midnight in this huge market area. WMAR-TV is the top viewing favorite and your best buy!

(ARB, Oct. '62—
Nielsen, Oct. '62 Reports)

WMAR LAND
ENCOMPASSES
22,540 SQUARE
MILES OF LAND
AREA IN THE
NATION'S 13TH
MARKET AND
SURROUNDING
AREAS!***

IN EVERY ONE OF THE FOLLOWING FIGURES FROM THE BALTIMORE ARB 1960 COVERAGE STUDY WMAR-TV LEADS ITS COMPETITORS IN COVERAGE, RECEIVABILITY AND CIRCULATION!

WMAR-TV Counties in ARB Area* 43
WMAR-TV TV Home Potential** 856,900

WMAR-TV ALSO IS THE LEADER IN THE FOLLOWING CATEGORIES:

Weekly Daytime	Average Daily Daytime
Weekly Nighttime	Average Daily Nighttime
Weekly Total	Average Daily Total

*Counties in which weekly total circulation is 5% or better. **ARB August, 1960

In Maryland Most People Watch

WMAR-TV



SUNPAPERS TELEVISION
BALTIMORE 3, MD.

CHANNEL 2

THE KATZ AGENCY, INC.
National Representatives

Maryland—Salisbury

abc **WBOC-TV**

NBC Ch. 16

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 197-kw visual, 98.5-kw aural. Antenna: 620-ft. above av. terrain, 647-ft. above ground, 687-ft. above sea level.

Latitude 38° 24' 15"
Longitude 75° 34' 45"

Transmitter: Northwood Drive.

AM Affiliate: WBOC, 5-kw (1-kw night), 960 kc.

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



WBOC-TV Ref: FCC File No. BPCT-3035 Granted 7/12/62

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

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

WBOC-TV

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

Licensee: WBOC Inc., Radio Park.

Studio: Radio-TV Park.

Telephone: Pioneer 9-6131. TWX No.: SALIS MD 2M 06.

Ownership: WBOC Inc. Solely-owned subsidiary of The A. S. Abell Co., owner of WMAR-TV, Baltimore.

Began Operation: July 15, 1954.

Represented (sales) by The Bolling Co. Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- CHARLES J. TRUITT, v.p. & general manager.
- GUY GRIFFIN, assistant general manager.
- BOBBY O. BEACH, assistant secretary-treasurer.
- JOHN W. DOWNING JR., program director.
- JACK W. WARD, chief engineer.
- CARROLL LONG, farm director.

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

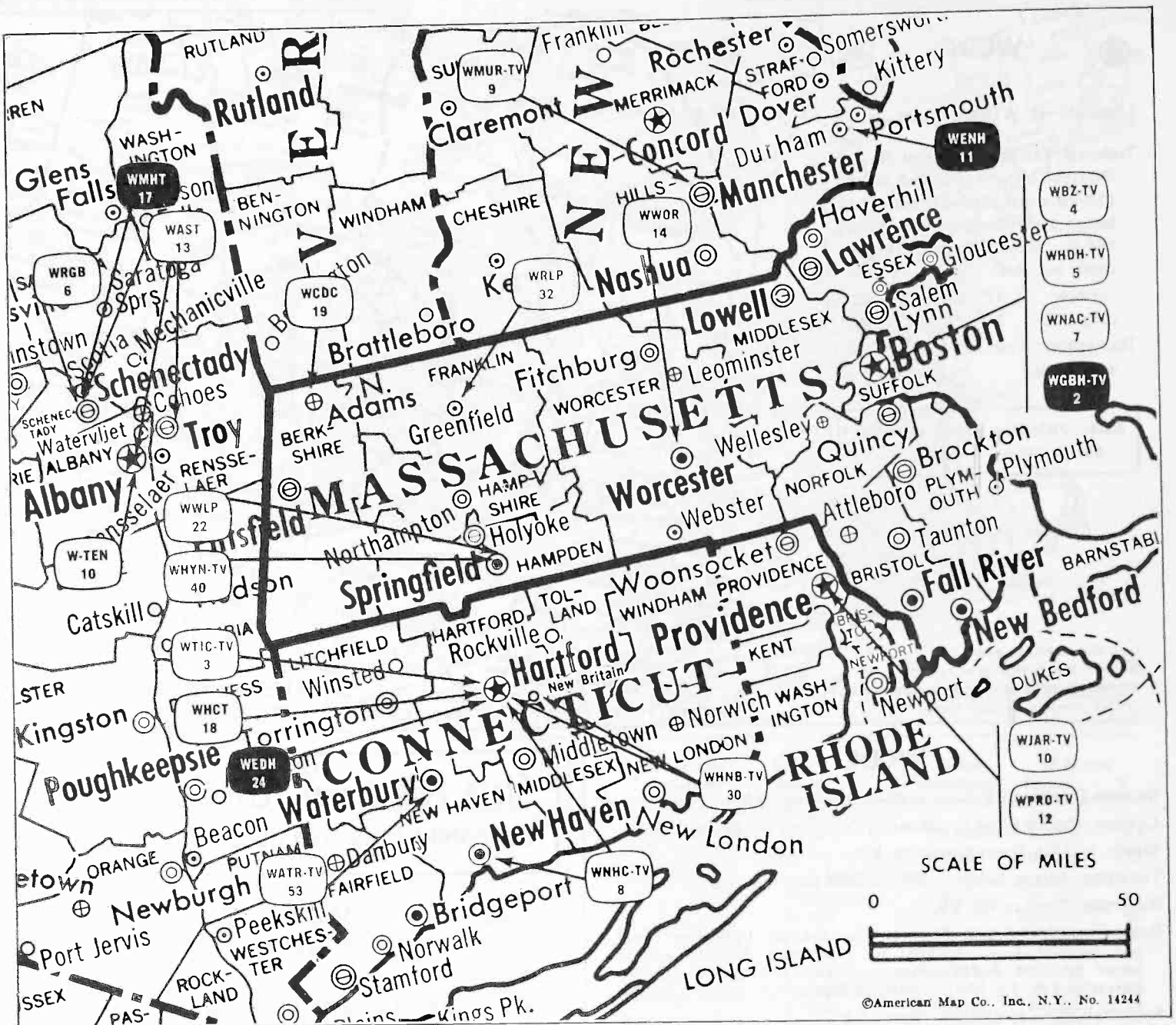
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID.
Class A—6:59-11 p.m., daily.						
\$225.00	\$140.00	\$95.00	\$65.00	\$48.00	\$32.00	\$22.00
NETWORK BASE HOURLY RATE: \$150 (ABC), \$150 (CBS), \$150 (NBC).						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MARYLAND			
	Somerset	5,800	4,500	78
	Wicomico	15,100	13,200	88
	Worcester	7,300	5,700	78
Between 25-50%	DELAWARE			
	Sussex	22,300	18,600	84
Under 25%	VIRGINIA			
	Accomack	9,500	6,900	72
WBOC-TV Station Total		60,000	48,900	82
ARB Total Net Weekly Circulation (March, 1962)			34,900	



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

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



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Boston	1,675,700	5	1,979,800	5	1,865,700	5
Springfield-Holyoke	161,600	96	438,300	69	409,500	65
Greenfield	20,100	209	95,200	179	84,300	177

Massachusetts Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	3	5	8
Educational Television Stations	1	0	1
			9

For Educational Facilities, See Next Page

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

WTEV
 New Bedford
 (See Providence, R.I.)

Massachusetts—Adams



WCDC



Ch. 19

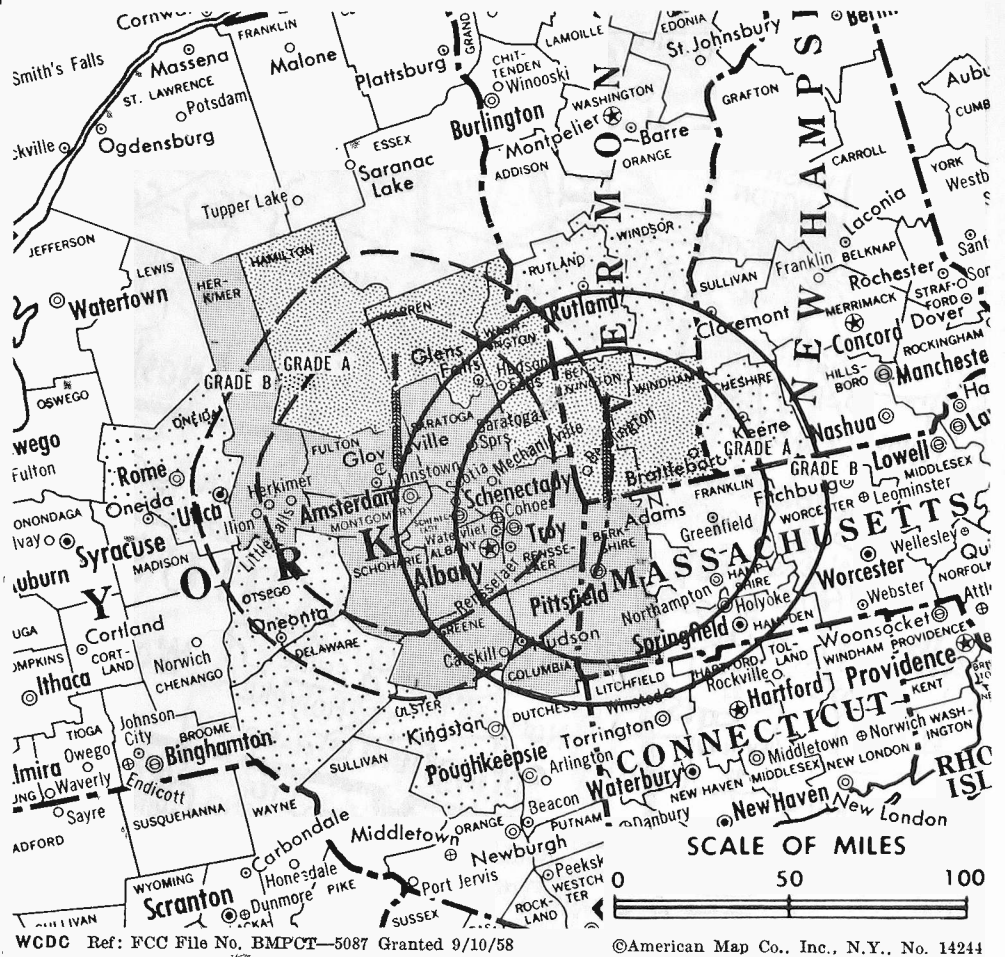
[Satellite of WTEN, Albany, N.Y.]

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 122-kw visual, 61.7-kw aural. Antenna: 2000-ft. above av. terrain, 144-ft. above ground, 3594-ft. above sea level.

Latitude 42° 38' 11"
Longitude 73° 10' 04"

Transmitter: Atop Mt. Greylock, Adams, Mass.

Note: Pittsfield, Mass. is within 50-mi. radius of WCDC.



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

WCDC Ref: FCC File No. BMPCT-5087 Granted 9/10/58

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

WCDC

Network Service: CBS, same as W-TEN, Albany, N.Y.
Licensee: Capital Cities Broadcasting Corp., Box 10, Albany 1, N.Y.
Studio: W-TEN, North Greenbush, N.Y.
Telephone: Albany, Bridge 1-2345. TWX No.: Troy 373.
Ownership: Same as W-TEN.
Began Operation: Feb. 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to present owner by Leon Podolsky and associates and station resumed operation Feb. 22, 1957. (Television Digest, Vol. 12:49; 13:6, 8).
Personnel: Same as W-TEN, Albany, N.Y.
Rates: Sold only in combination with W-TEN, Albany, N.Y.
NETWORK BASE HOURLY RATE: Bonus to W-TEN, Albany, N.Y.

ARB Data For This Station Included With Report of Parent WTEN, Albany, N.Y.

State Educational Technical Facilities
(Complete Data in Educational Directory)

WGBH-TV

Boston

Ch. 2

Non-Commercial Educational Station

(Affiliated with separately-owned WENH-TV, Durham, N.H.)

Licensee: WGBH Educational Foundation, 84 Massachusetts Ave., Cambridge 39, Mass.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 660-ft. above av. terrain, 233-ft. above ground, 849-ft. above sea level.

Latitude 42° 12' 42"
Longitude 71° 06' 51"

Massachusetts—Boston



WBZ-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 56.24-kw visual, 28.12-kw aural. Antenna: 1182-ft. above av. terrain, 1194-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 37"
Longitude 71° 14' 14"

Transmitter: 350 Cedar St., Needham Heights, Mass.

Studio: 1170 Soldiers Field Rd.

TV tape: Recording facilities.

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

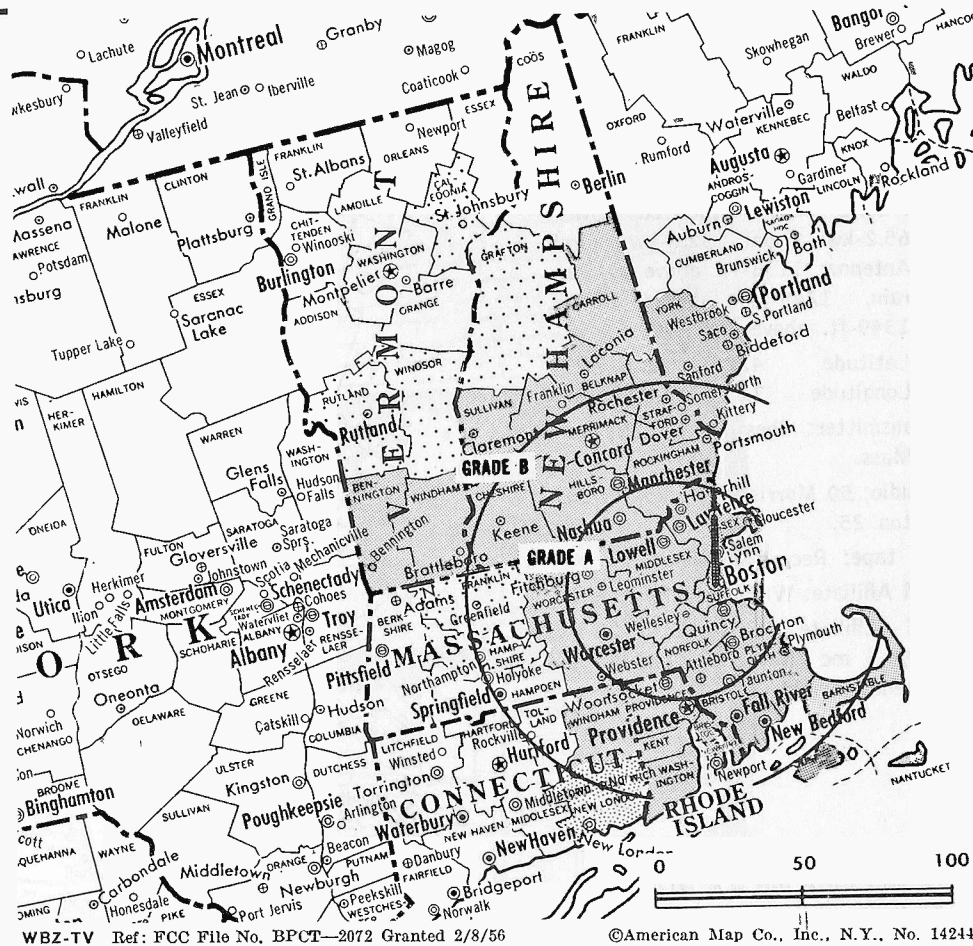
FM Affiliate: WBZ-FM, 2.8-kw, 106.7 mc.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WBZ-TV

Licensee: Westinghouse Bcstg. Co. Inc., 1170 Soldiers Field Rd., Boston 34.

Telephone: Algonquin 4-5670. TWX No.: BRTN 1054.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: E. V. Huggins, chairman; Donald H. McGannon, pres.; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Ralph N. Harmon, v.p. engineering; Richard M. Pack, v.p. programming; Alexander W. Dannenbaum Jr., vice president, sales; Herman Land, dir. creative services; David E. Partridge, national adv. & sales promotion mgr. Also operates TV stations KDKA-TV, Pittsburgh (KDKA); KYW-TV, Cleveland (KYW); KPIX, San Francisco; WJZ-TV, Baltimore; and radio stations WOWO, Fort Wayne, Ind.; WINS, New York City. Also owns WIND, Chicago, and CP for WIND-TV (Ch. 20).

Began Operation: June 9, 1948.

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- DONALD H. MCGANNON, president.
- W. C. SWARTLEY, v.p. (Boston).
- JAMES E. ALLEN, general manager.
- KENNETH T. MacDONALD, sales manager.
- DONN E. WINTHER, asst. sales manager.
- ALBERT C. WALLER, public affairs director.
- GEORGE E. MOYNIHAN, program manager.
- EDWARD L. DOYLE, asst. program manager.
- RONALD LITTLE, executive producer.
- JOSEPH A. RYAN, public relations director.
- W. H. HAUSER, chief engineer.
- A. A. PALMER, business manager.
- ROBERT F. HUDSON, asst. advertising and sales promotion manager.

DIGEST OF RATE CARD NO. 15—(Jan. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
					8 or	
Class AA—7:30-10:30 p.m., daily.						
\$3000.00 \$1765.00 \$1180.00 \$885.00 \$800.00* \$400.00*						

*Class AA—7:29-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$3000.

1962-63 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	CONNECTICUT				
		Windham	21,400	19,800	93
	MAINE: York				
			30,500	29,000	95
	MASSACHUSETTS				
		Barnstable	23,200	21,600	93
		Bristol	125,700	120,300	96
		Dukes	2,100	1,800	84
		Essex	177,500	169,900	96
		Middlesex	361,300	345,500	96
		Nantucket	1,200	1,100	88
		Norfolk	149,600	144,400	97
		Plymouth	76,000	72,400	96
		Suffolk	251,600	228,100	91
		Worcester	175,300	165,900	95
Over 50%	NEW HAMPSHIRE				
		Belknap	8,800	8,400	95
		Carroll	5,100	4,800	93
		Cheshire	13,600	12,100	89
		Hillsborough	55,400	52,700	95
		Merrimack	20,100	18,500	92
	Rockingham	30,200	28,700	95	
	Strafford	17,700	16,500	93	
	Sullivan	8,800	7,700	88	
Over 50%	RHODE ISLAND				
		Bristol	11,000	10,700	98
		Kent	33,800	32,800	97
		Newport	21,100	20,100	96
		Providence	177,500	169,100	96
	Washington	16,400	15,400	94	
Over 50%	VERMONT				
		Bennington	7,600	6,900	91
	Windham	9,100	7,400	81	
Between 25-50%	CONNECTICUT				
	New London	55,200	50,500	92	
Under 25%	MASSACHUSETTS: Franklin, Hampshire.				
	NEW HAMPSHIRE: Grafton. VERMONT:				
	Caledonia, Rutland, Windsor.				
WBZ-TV Station Total		1,979,800	1,865,700	94	
ARB Total Net Weekly Circulation (March, 1962)		1,647,800			

Massachusetts—Boston



WHDH-TV

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 65.2-kw visual, 32.6-kw aural. Antenna: 1138-ft. above av. terrain, 1249-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 27"
Longitude 71° 13' 27"

Transmitter: Chestnut St., Newton, Mass.

Studio: 50 Morrissey Boulevard, Boston 25.

TV tape: Recording facilities.

AM Affiliate: WHDH, 50-kw, 850 kc.

FM Affiliate: WHDH-FM, 20-kw, 94.5 mc (No. 233), 430-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WHDH-TV Ref: FCC File No. BPCT-248 Granted 4/24/57

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

WHDH-TV

Grantee: WHDH Inc., 50 Morrissey Boulevard, Boston 25.

Telephone: Avenue 8-5000. TWX No.: 617-288-5115.

Ownership: Subsidiary of Boston Herald-Traveler; Robert B. Choate, pres.; Roger P. Talmadge, treas. Note: Operating under STA pending outcome of rehearing on grant of Ch. 5 (Television Digest, Vol. 16:29).

Began Operation: Nov. 26, 1957.

Represented (sales) by Blair-TV.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

WILLIAM B. McGRATH, v.p. & managing director.
ALEXANDER TANGER, v.p. & sales director.
DAVID ABBOTT, national sales manager.
HARRY WHEELER, local sales manager.
LESLIE G. ARRIES JR., director of television.
ROBERT B. CHEYNE, sales promotion director.
JOSEPH LEVINE, news director & film buyer.
PHILIP BALDWIN, chief engineer.

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

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.
\$3000.00 \$1800.00 \$1200.00 \$750.00 \$700.00 \$600.00 \$350.00

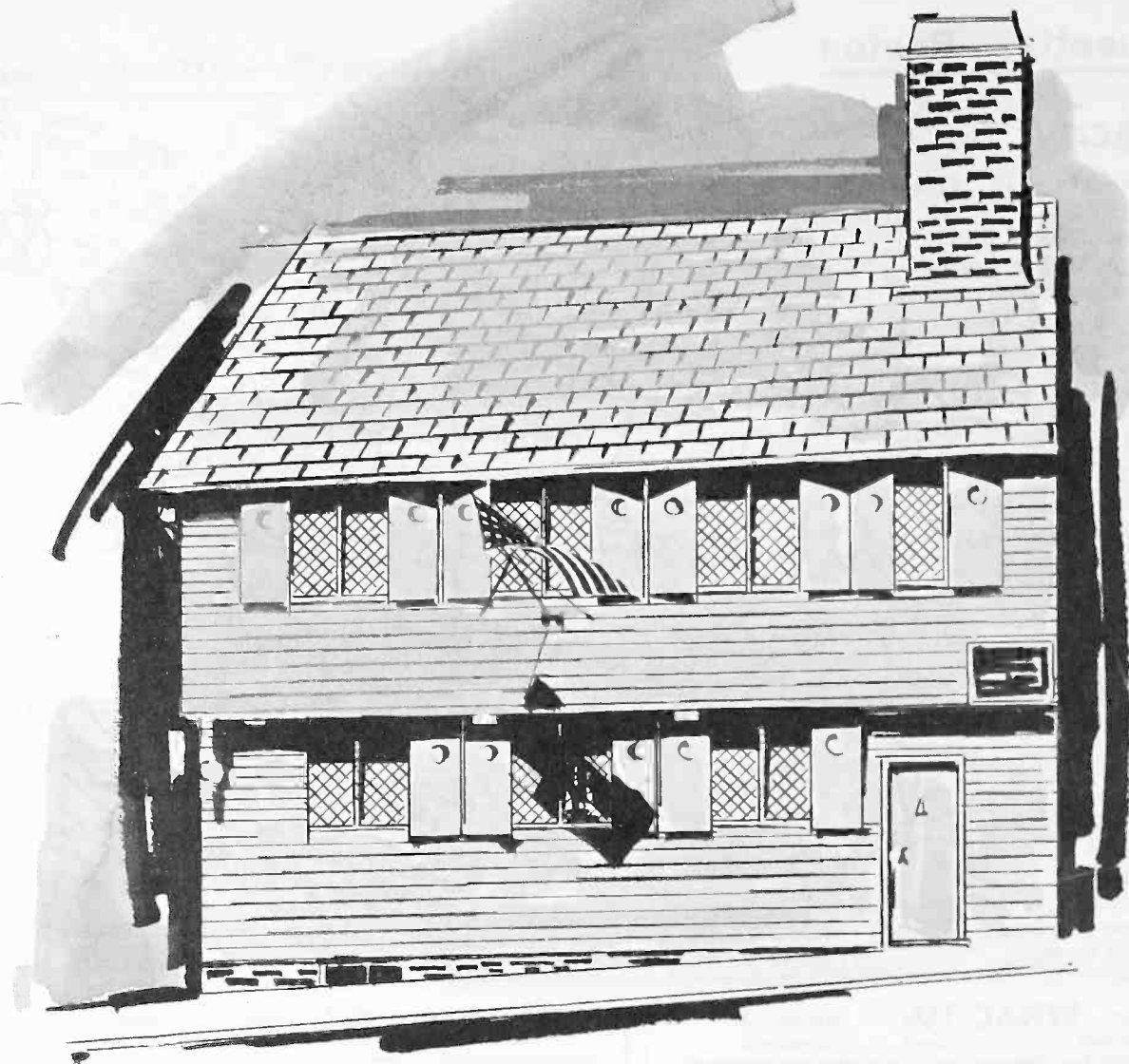
Color—No additional charge for color.

NETWORK BASE HOURLY RATE: \$3000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CONNECTICUT			
	Windham	21,400	19,800	93
	MASSACHUSETTS			
	Barnstable	23,200	21,600	93
	Bristol	125,700	120,300	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MASSACHUSETTS—(Continued)			
	Dukes	2,100	1,800	84
	Essex	177,500	169,900	96
	Middlesex	361,300	345,500	96
	Nantucket	1,200	1,100	88
	Norfolk	149,600	144,400	97
	Plymouth	76,000	72,400	96
	Suffolk	251,600	228,100	91
	Worcester	175,300	165,900	95
	NEW HAMPSHIRE			
	Cheshire	13,600	12,100	89
	Hillsborough	55,400	52,700	95
	Merrimack	20,100	18,500	92
Rockingham	30,200	28,700	95	
Strafford	17,700	16,500	93	
Sullivan	8,800	7,700	88	
RHODE ISLAND				
Bristol	11,000	10,700	98	
Kent	33,800	32,800	97	
Newport	21,100	20,100	96	
Providence	177,500	169,100	96	
Washington	16,400	15,400	94	
Between 25-50%	MAINE			
	York	30,500	29,000	95
	NEW HAMPSHIRE			
	Belknap	8,800	8,400	95
Carroll	5,100	4,800	93	
VERMONT				
Bennington	7,600	6,900	91	
Windham	9,100	7,400	81	
Under 25%	CONNECTICUT: New London.			
	MASSACHUSETTS: Franklin. NEW HAMPSHIRE: Grafton. VERMONT: Caledonia, Rutland, Windsor.			

WHDH-TV Station Total 1,951,700 1,840,000 94
ARB Total Net Weekly Circulation (March, 1962) 1,675,700



Located at North Square, in the North End of Boston, The Revere House has been restored in full detail and to the exact specifications of its 1677 construction date. This two story, peaked roofed, colonial designed landmark housed the famous Revere Family from 1770 to 1800. From this house Paul Revere left for the Boston Tea Party in 1773 disguised as an Indian. In April of 1775 Paul Revere departed from here on his historic ride to Lexington. The Revere House is open to the public on weekdays from 10:00 AM to 4:00 PM.

BOSTON~WONDERFUL TOWN!

WHDH~WONDERFUL TELEVISION!

Boston is surging with new growth that is unparalleled in its long history. The dynamic resurgence of Boston has happened with such rapidity that few are aware of the great change. WHDH-TV is proud to be telling the great story of the New Boston in its vast variety of television programs.

WHDH-TV Channel 5

The Sight and Sound of the New Boston!

Massachusetts—Boston



WNAC-TV

Ch. 7

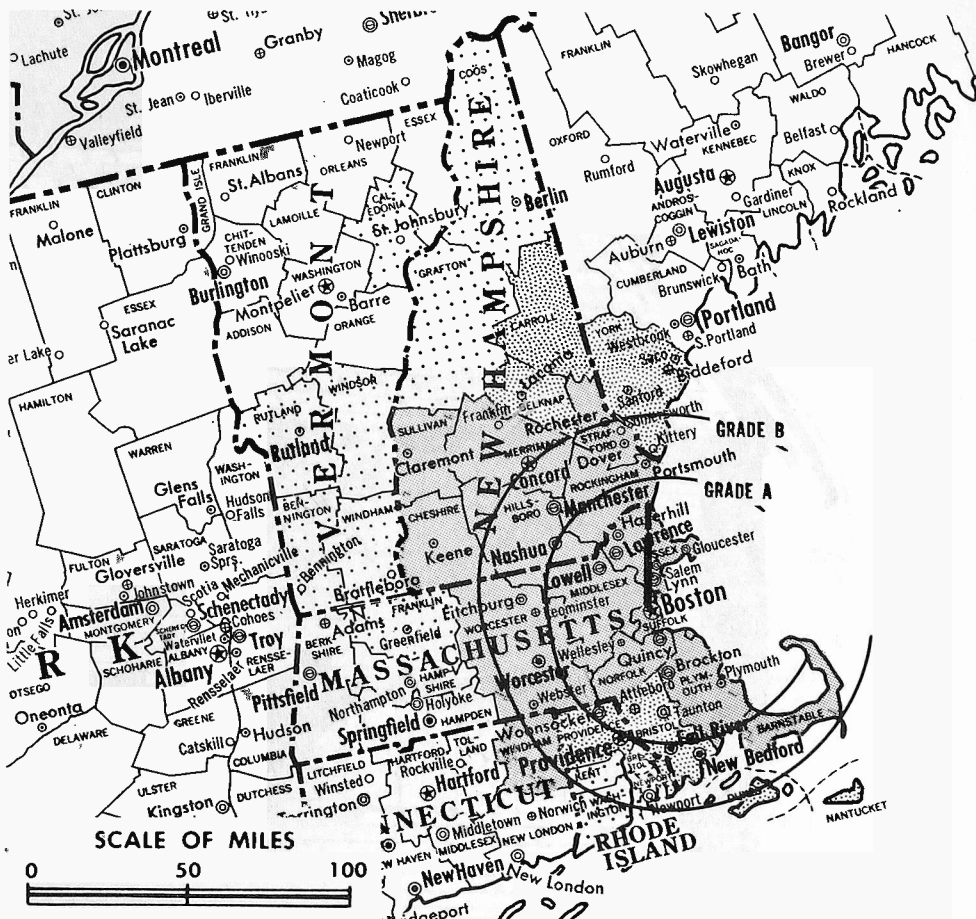
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 480-ft. above av. terrain, 428-ft. above ground, 600-ft. above sea level.

Latitude 42° 25' 56"
Longitude 71° 05' 21"

Transmitter: Murray St., Medford.

AM Affiliate: WNAC, 50-kw, 680 kc.

FM Affiliate: WRKO (FM), 20-kw, 98.5 mc (No. 253), 410-ft. antenna height.



Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

WNAC-TV Ref: FCC File No. BMPCT-1449 Granted 10/27/53

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

WNAC-TV

Licensee: RKO General Inc. (Yankee Division), 21 Brookline Ave., Boston 15.

Studio: 21 Brookline Ave.

Telephone: Commonwealth 6-0800. TWX No.: 617-262-1279.

Ownership: See WOR-TV, New York. Note: Swap of WNAC-TV & WNAC for WRCV-TV & WRCV, Philadelphia, pends.

Began Operation: June 21, 1948.

Represented (sales) by RKO General National Sales Div.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

WILLIAM M. McCORMICK, president & general manager.

BERNARD BOHUNICKY, technical director.

THOMAS H. BATESON, vice president.

ALVIN KORN, advertising & publicity director.

DIGEST OF RATE CARD NO. 13 (Feb. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AAA—7:30-10:30 p.m., daily.	\$3000.00	\$1800.00	\$1200.00	\$1050.00	\$750.00	\$750.00*
NETWORK BASE HOURLY RATE:	\$2800.					

For Other Firms Operating Two or More
TV Stations
See the Group Ownership Section.

Net Weekly Circulation	State County	Total Households	TV Homes	%
------------------------	--------------	------------------	----------	---

Over 50%	CONNECTICUT			
	Windham	21,400	19,800	93
	MASSACHUSETTS			
	Barnstable	23,200	21,600	93
	Essex	177,500	169,900	96
	Middlesex	361,300	345,500	96
	Norfolk	149,600	144,400	97
	Plymouth	76,000	72,400	96
	Suffolk	251,600	228,100	91
	Worcester	175,300	165,900	95
Between 25-50%	NEW HAMPSHIRE			
	Cheshire	13,600	12,100	89
	Hillsborough	55,400	52,700	95
	Merrimack	20,100	18,500	92
	Rockingham	30,200	28,700	95
	Strafford	17,700	16,500	93
Sullivan	8,800	7,700	88	
Under 25%	MAINE			
	York	30,500	29,000	95
	MASSACHUSETTS			
	Bristol	125,700	120,300	96
	Dukes	2,100	1,800	84
Nantucket	1,200	1,100	88	
NEW HAMPSHIRE				
Belknap	8,800	8,400	95	
Carroll	5,100	4,800	93	
RHODE ISLAND				
Providence	177,500	169,100	96	

MASSACHUSETTS: Franklin. NEW HAMPSHIRE: Coos, Grafton. RHODE ISLAND: Bristol, Kent, Newport, Washington. VERMONT: Bennington, Caledonia, Rutland, Windham, Windsor.

WNAC-TV Station Total	1,907,500	1,799,900	94
ARB Total Net Weekly Circulation (March, 1962)	1,428,100		

Massachusetts—Greenfield



WRLP

Ch. 32

[Affiliated with WWLP, Springfield, Mass.]

[Also licensed to Keene, N.H. & Brattleboro, Vt.]

Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 918-ft. above av. terrain, 663-ft. above ground, 1623-ft. above sea level.

Latitude 42° 45' 35"
Longitude 72° 26' 01"

Transmitter: Bolton Rd., Winchester, N.H.

TV tape: Recording facilities.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WRLP

Licensee: Springfield Television Broadcasting Corp., Box 2210.

Studios: Bolton Rd., Winchester, N.H.; Springfield, Mass.

Mailing Address: Box 32, Northfield, Mass.

Telephone: Northfield 336.

TWX No.: South Hinsdale (N.H.) 72.

Ownership: Same as WWLP, Springfield, Mass.

Began Operation: June 29, 1957.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter Inc. (Boston).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Townsend Assoc.

Personnel:

Same as WWLP, Springfield, except:
JOHN A. FERGIE, v.p. & station manager.
HORACE NICHOLS, sales manager.
RALPH L. JAY, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	8 Sec.
Class AAA—7:30-10:29:30 p.m., daily.	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00
					\$15.00	

Note: For combination rates see WWLP, Springfield, Mass.

NETWORK BASE HOURLY RATE: Bonus to WWLP, Springfield.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	None Over 50%			
Between 25-50%	None Between 25-50%			
	MASSACHUSETTS			
	Franklin	17,200	15,200	88
	NEW HAMPSHIRE			
	Cheshire	13,600	12,100	89
	Grafton	14,400	12,600	88
	VERMONT			
	Bennington	7,600	6,900	91
	Caledonia	6,800	6,300	92
	Rutland	13,700	12,400	91
	Windham	9,100	7,400	81
	Windsor	12,800	11,400	89
WRLP Station Total		95,200	84,300	89
ARB Total Net Weekly Circulation (March, 1962)			20,100	



THE MIGHTY HERCULES THE MIGHTIEST NEW CARTOON SERIES

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

Massachusetts—Springfield-Holyoke

abc **WHYN-TV**

Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 224-kw maximum and 186-kw horizontal visual, 120-kw maximum and 93.3-kw horizontal aural, with beam tilt. Antenna: 1000-ft. above av. terrain, 141-ft. above ground, 1341-ft. above sea level.

Latitude 42° 14' 32"
Longitude 72° 38' 55"

Transmitter: Top of Mt. Tom.

Studio: 1300 Liberty St., Springfield.

AM Affiliate: WHYN, 1-kw, 560 kc (CBS).

FM Affiliate: WHYN-FM, 3.2-kw, 93.1 mc (No. 226), 1000-ft. antenna height.

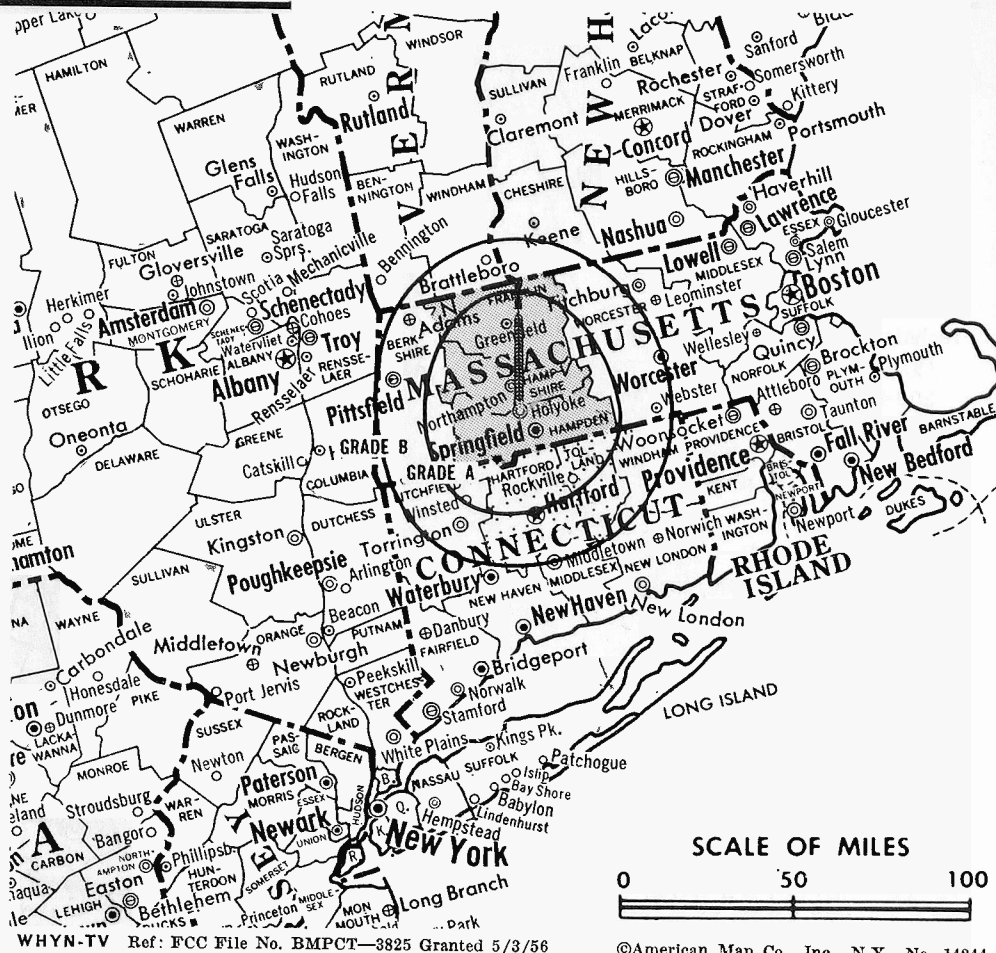
Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

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WHYN-TV

Network Service: ABC; also available on CBS.

Licensee: Hampden-Hampshire Corp., 1300 Liberty St., Springfield.

Telephone: 785-1911. TWX No.: SM 566.

Ownership: Republican Television Inc., 50%; William Dwight, pres., 4.08 1/3%; Charles N. DeRose, v.p., 8.375%; Harriet W. & Charles N. DeRose, jointly, 8.29%; Arthur Ryan, asst. treas., .084%; Valley Photo Engraving (Northampton Gazette), 16.67%; Wm. Dwight Jr., 4.08 1/3%; Donald R. Dwight, 4.08 1/3%; Mary Emily Dwight, 4.08 1/3%. Same interests publish Holyoke Transcript. Republican Television Inc. is owned by Employees Beneficial Fund of the Springfield Union News and Sunday Republican. For Newhouse interest in Springfield Union News and Sunday Republican, see Syracuse Post Standard under Newspaper Ownership.

Began Operation: April 14, 1953. Sale of 50% to Republican TV Inc. approved July 21, 1954. (Television Digest, Vol. 10:10, 30.)

Represented (sales) by The Branham Co.; Foster & Creed (New England).

Represented (legal) by Robb, Collins, Porter & Kistler.

Personnel:

CHARLES N. DeROSE, general manager.

JAMES KONTELEON, program director, asst. mgr. & film buyer.

ZACHARY LAND, advertising manager.

DIGEST OF RATE CARD NO. 6

(June 1, 1960)

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

Class AA—7:30-10:30 p.m., daily.

\$600.00 \$360.00 \$240.00 \$180.00 \$140.00 \$120.00 \$60.00

NETWORK BASE HOURLY RATE: \$450 (ABC), \$450 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MASSACHUSETTS			
	Franklin	17,200	15,200	88
	Hampden	133,000	125,100	95
	Hampshire	28,100	25,700	92
Between 25-50%	None	Between 25-50%		
Under 25%	CONNECTICUT			
	Hartford	214,300	201,100	94
	Tolland	19,000	17,600	93
WHYN-TV Station Total		411,600	384,700	93
ARB Total Net Weekly Circulation (March, 1962)			153,500	

HAMILTON-LANDIS & ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS

WASHINGTON, D.C., CHICAGO, DALLAS,

SAN FRANCISCO

SELL **MORE**

RADIO & TELEVISION STATIONS

IN THE EAST—NEAREST OFFICE IS—

1737 DeSALES ST., N.W., WASHINGTON

EXECUTIVE 3-3456

Massachusetts—Springfield

NB

WWLP

Ch. 22

[Also operates affiliated WWOR, Worcester, and WRLP, Greenfield, Mass., latter also licensed to Keene, N.H. and Brattleboro, Vt. It also holds a CP for a Ch. 64 satellite in Pittsfield, Mass.]

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 214-kw visual, 107-kw aural. Antenna: 750-ft. above av. terrain, 400-ft. above ground, 1049-ft. above sea level.

Latitude 42° 05' 04"
Longitude 72° 42' 18"

Requests change to 404-kw visual, 202-kw aural.

Transmitter: Provin Mt., Agawam, Mass.

TV tape: Recording facilities.

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



WWLP

Licensee: Springfield Television Broadcasting Corp., Box 2210.

Studio: Provin Mt., Agawam, Mass.

Telephone: State 5-5311.

TWX No.: SM 462.

Ownership: Roger L. Putnam, chairman, 23.34%; William L. Putnam, pres., 4.48%; George R. Townsend, v.p. & director, .85%; Roland L. Filiault, treas., .09%; Raymond C. King, clerk, .26%. Other stockholders: voting trust for former owners of Salisbury Bcstg. Corp. (WWOR, Worcester), 20%; James Fitzgerald, 6.63%; Conrad Fafard, 4.38% (additional 1.6% held by wife Annette); Phyllis Marhoffer, 2.98%; over 40 others, none owning over 2%. WWLP also owns WRLP, Greenfield, Mass. (Ch. 32), also serving Keene, N.H., and Brattleboro, Vt., and WWOR, Worcester, Mass. (Ch. 14); operates translators W74AC, Claremont, N.H. & W81AA, Lebanon, N.H. Fox, Wells & Rogers' 5.9% stock interest in Springfield Television Bcstg. Corp. is part of 20% voting trust for former owners of Salisbury Bcstg. Corp. Springfield Television Bcstg. Corp. also is grantee for Ch. 64, Pittsfield, satellite for WWOR, Worcester.

Began Operation: March 17, 1953.

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter (Boston).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Townsend Assoc.

Also see listings for WRLP, Greenfield, Mass. and WWOR, Worcester, Mass.

Personnel:

WILLIAM L. PUTNAM, president & general manager.
ROLAND L. FILIAULT, treasurer & comptroller.
JAMES H. FERGUSON JR., sales v.p.
PAUL A. BRISSETTE JR., sales manager, WWLP.
JEROME A. BARNES, v.p., programming.
GEORGE MITCHELL, production supervisor.
FRANCIS J. DOHERTY JR., promotion manager
WALLACE SAWYER, film director and buyer.
FRANCIS KOZLOWSKI, traffic manager.
DONALD C. SHAW, chief engineer.
LOUIS P. CHENEVERT, asst. chief engineer.

DIGEST OF RATE CARD NO. 13—(Aug. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AAA—7:30-10:30 p.m., daily.
\$700.00 \$420.00 \$280.00 \$220.00 \$150.00 \$140.00 \$70.00
NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MASSACHUSETTS			
	Franklin	17,200	15,200	88
	Hampden	133,000	125,100	95
	Hampshire	28,100	25,700	92
Between 25-50%	CONNECTICUT			
	Hartford	214,300	201,100	94
	Tolland	19,000	17,600	93
Under 25%	CONNECTICUT			
	Middlesex	26,700	24,800	93
WWLP Station Total		438,300	409,500	93
ARB Total Net Weekly Circulation (March, 1962)			161,600	

Massachusetts—Worcester

NBC

WWOR

Ch. 14

[Affiliated with WWLP, Springfield, Mass. and operates a Ch. 64 satellite in Pittsfield, Mass.]

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 16.2-kw visual, 8.71-kw aural. Antenna: 810-ft. above av. terrain, 254-ft. above ground, 1619-ft. above sea level.

Latitude 42° 18' 13.6"
Longitude 71° 53' 50.7"

Requests change to 460-kw visual, 230-kw aural.

Transmitter: Asnebumskit Hill, Paxton, Mass.



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

WWOR

Network Service: NBC, same as WWLP, which has application pending for Ch. 64 satellite in Pittsfield to repeat WWOR.

Grantee: Springfield Television Broadcasting Corp., Box 2210, Springfield, Mass.

Studio: Asnebumskit Hill, Paxton, Mass.

Telephone: Swift 9-4800. TWX No.: SM 462 (Springfield).

Ownership: See WWLP.

Began Operation: Nov. 16, 1953, but left air Sept. 5, 1955 (Television Digest, Vol. 11:37). Returned to air Dec. 1, 1958 after former owners John Z. Buckley and associates turned over station to WWLP in return for 20% stock (Vol. 14:30, 37, 42).

Represented (sales) by George P. Hollingbery Co.; Kettell-Carter (Boston).

Represented (engineering) by Townsend Assoc.

Personnel:

- WILLIAM L. PUTNAM, president & general manager.
- GEORGE R. TOWNSEND, v.p., engineering.
- JAMES H. FERGUSON JR., v.p., sales.
- JEROME A. BARNES, v.p., programming.
- ROLAND L. FILIAULT, treasurer & comptroller.
- FRANCIS J. DOHERTY JR., station manager.
- JAMES H. McMAHON, chief engineer.
- WALLACE SAWYER, film buyer (Springfield).

DIGEST OF RATE CARD NO. 2
(Dec. 1, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6:59:30-11 p.m., daily.	\$300.00	\$180.00	\$120.00	\$90.00	\$75.00	\$60.00

NETWORK BASE HOURLY RATE: Bonus to WWLP, Springfield.

Sample Size For This Station's Coverage Area Is Not Sufficient to Meet the ARB Standards Required to Report a Net Weekly Circulation.



Nation's Most Popular Zoo Program

TRANS-LUX TELEVISION CORPORATION
NEW YORK CHICAGO HOLLYWOOD



Statue of Benjamin Franklin by James Earle Fraser in The Franklin Institute, Philadelphia

Great Ideas Make Great Men

The founders of America were fired by great ideas. And the ideas made *them* great.

But today, America needs new ideas to enhance its place among nations. Ideas in science, in business and trade, in living and culture, in the moral influence America exerts on world affairs.

Where will the ideas come from? Normally from higher education. But colleges are facing shortages. Even now some are overcrowded and in ten years there'll be twice as many applicants. Certainly, with increasingly urgent responsi-

bilities to our country and to the world, we cannot tolerate shortages in ideas and leaders. Colleges need classrooms, modern libraries, up-to-date laboratory equipment and, not the least, top-notch teachers and professors.

Higher education is everybody's business. College is America's best friend—give to the college of your choice.

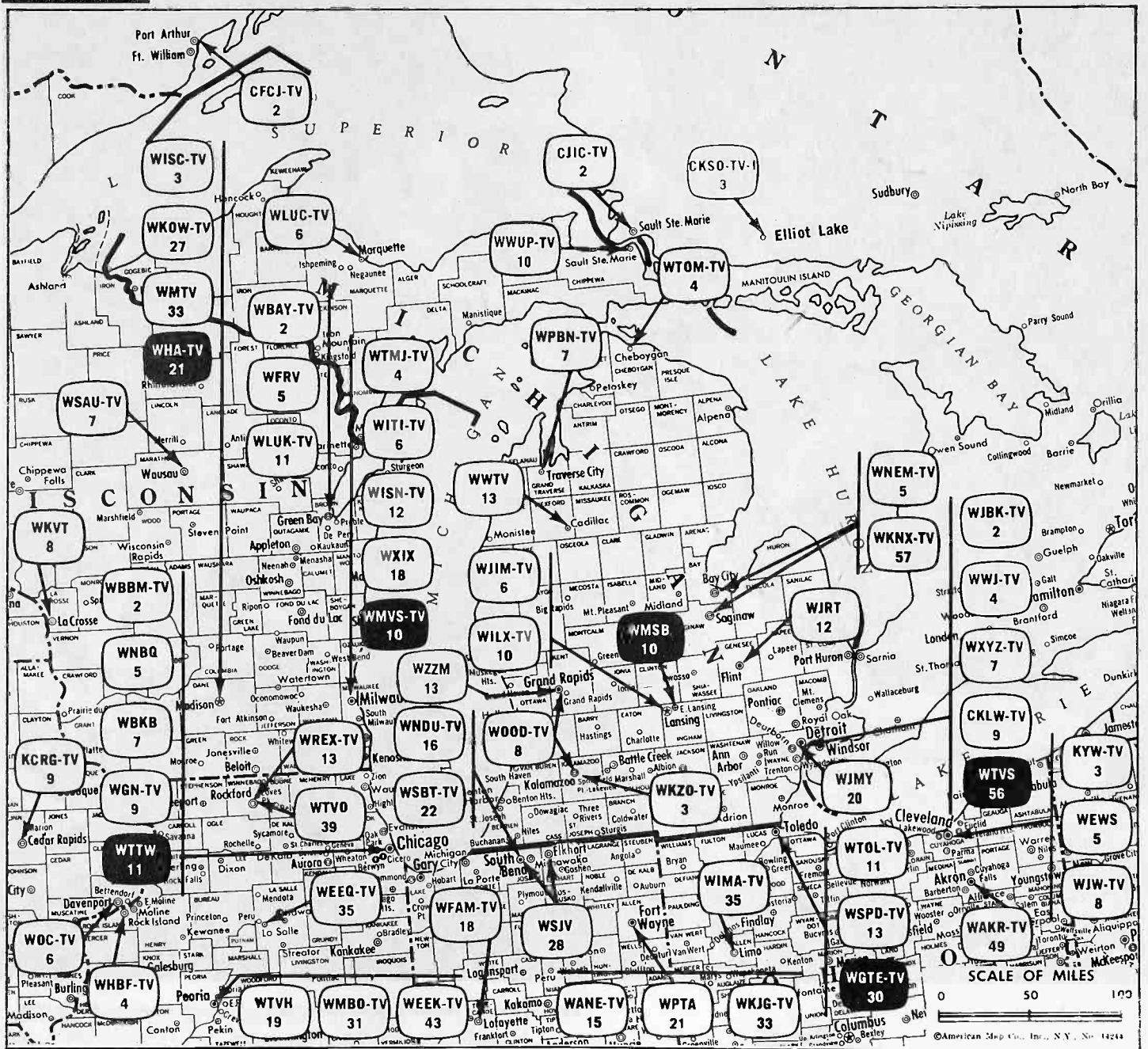
If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.



Published as a public service in cooperation with
The Advertising Council and the Council for Financial Aid to Education



Michigan



ARB Net Weekly

Market	Circulation	Rank	Total Homes	Rank	TV Households	Rank
Detroit	1,423,000	6	1,771,600	6	1,682,800	6
Grand Rapids-Kalamazoo	432,900	30	726,500	34	674,900	32
Lansing	416,600	36	858,500	26	813,000	25
Saginaw-Bay City-Flint	386,100	42	482,000	59	452,300	56
Cadillac-Traverse City	98,800	132	204,600	132	186,100	127
Marquette	57,500	170	89,700	181	80,900	178

Michigan Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	15	2	17
Educational Television Stations	1	1	2
			19

For Additional State Data,
see page 303

5 REASONS WHY IT PAYS TO BUY...

CHANNEL 5

1. Local-level merchandising support.
2. Top FM coverage in all Eastern Michigan.
3. Every commercial gets full-page, front-page exposure.
4. Eastern Michigan's only TV station telecasting color daily.
5. Nearing 10 years of one-ownership service to all Eastern Michigan.

WNEM-TV

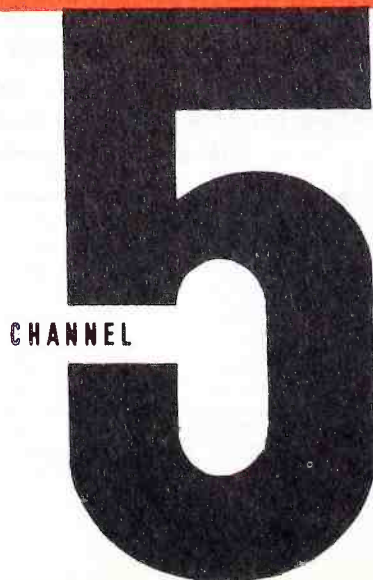


SERVING THE ONE **BIG** TOP 40
MARKET OF FLINT • SAGINAW •
BAY CITY AND ALL EASTERN
MICHIGAN



WNEM-TV

Affiliated with WNEM-FM, 102.5 MC, Bay City, and WABJ, CBS in Adrian.



Michigan—Allen Park (Detroit)

WJMY

Ch. 20

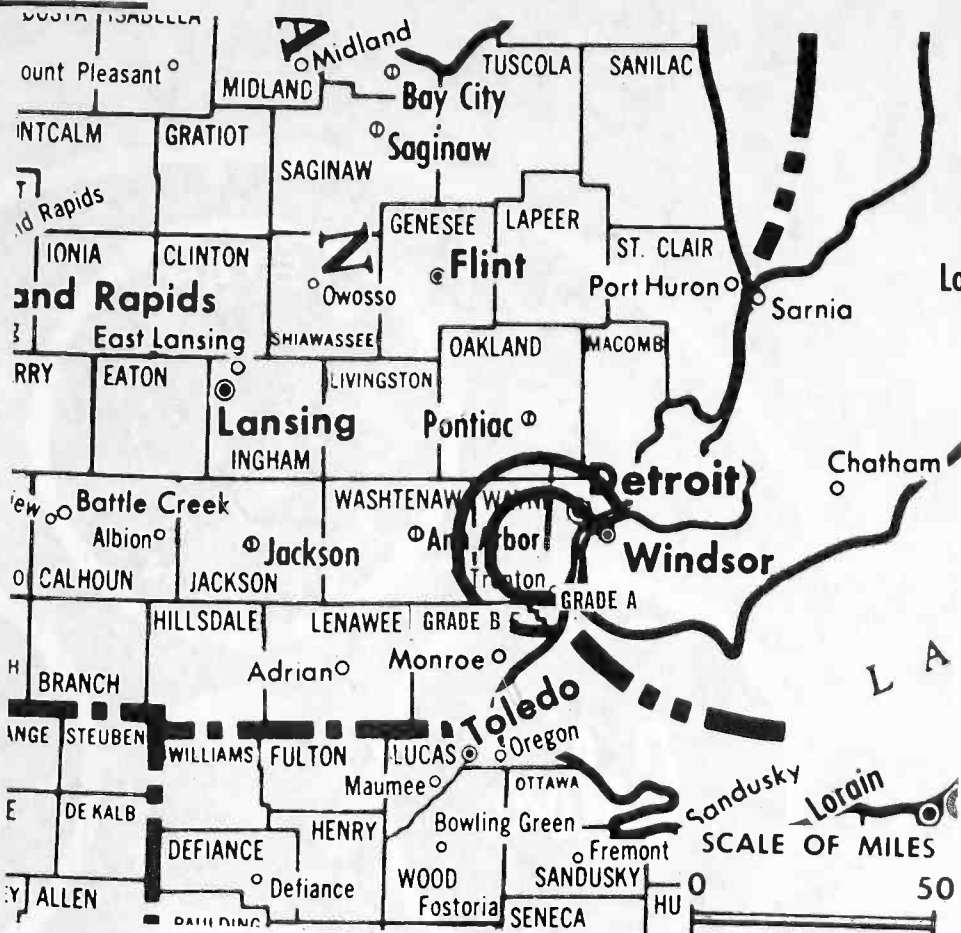
Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 20-kw visual, 11-kw aural. Antenna: 310-ft. above av. terrain, 342-ft. above ground, 937-ft. above sea level.

Latitude 42° 15' 56"

Longitude 83° 13' 05"

Transmitter: Southfield Rd. & Wabash Hwy.

TV tape: Recording facilities.



WJMY Ref: FCC Doc. No.—14131 Granted 9/26/61

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

WJMY

Licensee: Triangle Bcstg. Co., 17133 Pinecrest Dr., Allen Park.

Ownership: Henry Faber, 5.6%; Roy O. Makela, v.p., 12.5%; Thomas Nesbitt, secy.-treas., 6.25%; Robert Spanos, 20%; Donald J. Postma, 15%; Albert V. Bosch, 15%; Henry Voetberg, 6.25%; Frank Larner, 6.25%; Elmer T. DeFrell, 2.75%; George Mannes, 3.75%; Harvey Dykstra, 3.15%; Robert G. Vander Hooning, 2.5%.

Began Operation: Oct. 1962.

Represented (legal) by John H. Midlen, Washington, D.C.

Personnel:

ALBERT VANDEN BOSCH, general manager.

MICHAEL CLARKE, commercial manager.

GERALD DAWES, chief engineer.

MILO HAWLEY, program director.

Rates: Not available at press time.

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



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

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

Michigan—Bay City-Saginaw



WNEM-TV



Ch. 5

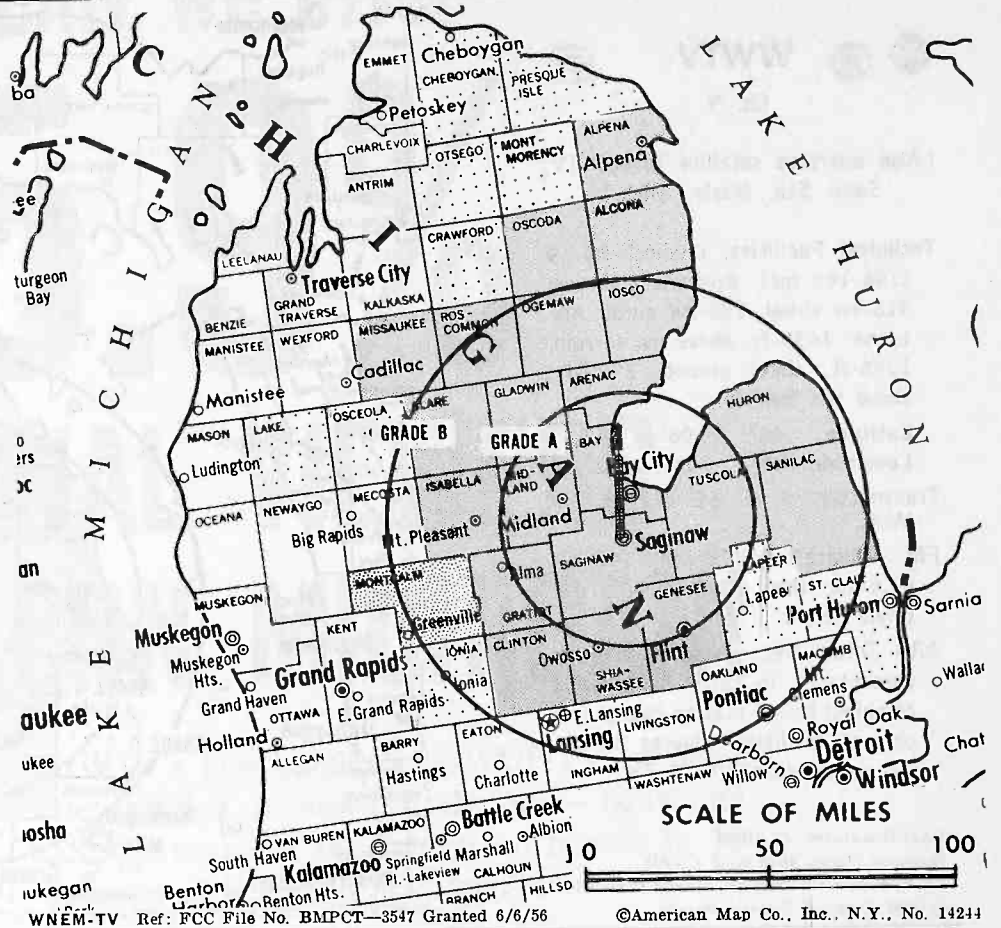
Technical Facilities: Channel No. 5 (72-78 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1056-ft. above ground, 1632-ft. above sea level.

Latitude 43° 28' 13"
Longitude 83° 50' 35"

Transmitter: 5700 Becker Rd., Saginaw, Mich.

TV tape: Recording facilities.

FM Affiliate: WNEM-FM, 86-kw, 102.5 mc, 800-ft. antenna height (CP).



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

WNEM-TV Ref: FCC File No. BMPCT-3547 Granted 6/6/56

WNEM-TV

Licensee: Gerity Broadcasting Co., Gerity Bldg., Adrian, Mich.

Telephone: Colfax 5-7123.

Sales Offices: Bay City, Wenonah Hotel; Twinbrook 3-4504. Saginaw, 201 N. Washington; Pleasant 5-4471. Flint, Pick-Durant Hotel; Cedar 5-3555. New York, Time & Life Bldg., 1271 Ave. of the Americas; Circle 7-4560.

Studio & Operations Office: 5700 Becker Rd., Saginaw, Mich.

Studios & Offices: Pick-Durant Hotel, Flint.

Telephones: Pleasant 5-8191, Saginaw; Cedar 5-3555, Flint.

TWX Nos.: Saginaw 76, Flint 07.

Ownership: James Gerity Jr., 100%. Mr. Gerity also operates WABJ, Adrian, Mich.

Began Operation: Feb. 16, 1954.

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

Represented (legal) by Berge, Fox & Arent.

Personnel:

JAMES GERITY JR., president & general manager.
ALBERT G. WOELFLE, asst. gen. mgr. & treas.
JACK BERRY, commercial manager.
LEO HEISEL, operations & engineering mgr.
JIM HERRINGTON, production manager.
VINCE COLLINS, program & film director.
WILLIAM HALLE, promotion manager.
LOU FURLIN, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., Mon.-Fri.; 7-10:30 p.m., Sat. & Sun.	\$900.00	\$540.00	\$360.00	\$252.00	\$200.00	\$176.00

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Alcona	1,900	1,600	83
	Alpena	8,100	6,600	82
	Arenac	2,900	2,700	91
	Bay	31,600	30,000	95
	Clare	3,500	3,200	89
	Clinton	10,500	10,100	96
	Genesee	109,100	104,100	96
	Gladwin	3,100	2,900	90
	Gratiot	10,600	9,800	92
	Huron	9,500	8,500	90
	Iosco	5,100	4,800	94
	Isabella	8,900	8,100	91
	Midland	14,100	13,600	96
	Missaukee	1,900	1,600	84
	Ogemaw	2,900	2,600	90
	Oscoda	1,100	900	77
Roscomman	2,500	2,400	95	
Saginaw	54,400	51,600	95	
Sanilac	9,400	8,600	91	
Shiawassee	15,600	14,700	94	
Tuscola	12,000	11,200	93	
Between 25-50%	MICH.: Montcalm	11,000	10,200	93
Under 25%	MICHIGAN			
	Cheboygan	4,100	3,500	84
	Crawford	1,500	1,300	85
	Ionia	11,600	11,100	96
	Lake	1,800	1,600	84
	Lapeer	10,900	10,400	95
	Montmorency	1,400	1,100	80
	Osceola	4,000	3,600	91
Otsego	2,200	2,000	91	
Presque Isle	3,500	2,800	79	
St. Clair	31,700	29,800	94	
WNEM-TV Station Total		402,400	377,000	94
ARB Total Net Weekly Circulation (March, 1962)			303,800	

Michigan—Cadillac-Traverse City



WWTV



Ch. 9

[Also operates satellite WWUP-TV, Sault Ste. Marie, Mich.]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1635-ft. above av. terrain, 1295-ft. above ground. 2999-ft. above sea level.

Latitude 44° 08' 12.4"
Longitude 85° 20' 23.4"

Transmitter: 9-mi. SE of Cadillac, Mich.

FM Affiliate: WWTV-FM, 100-kw, 92.9 mc (No. 225), 409-ft. antenna height.

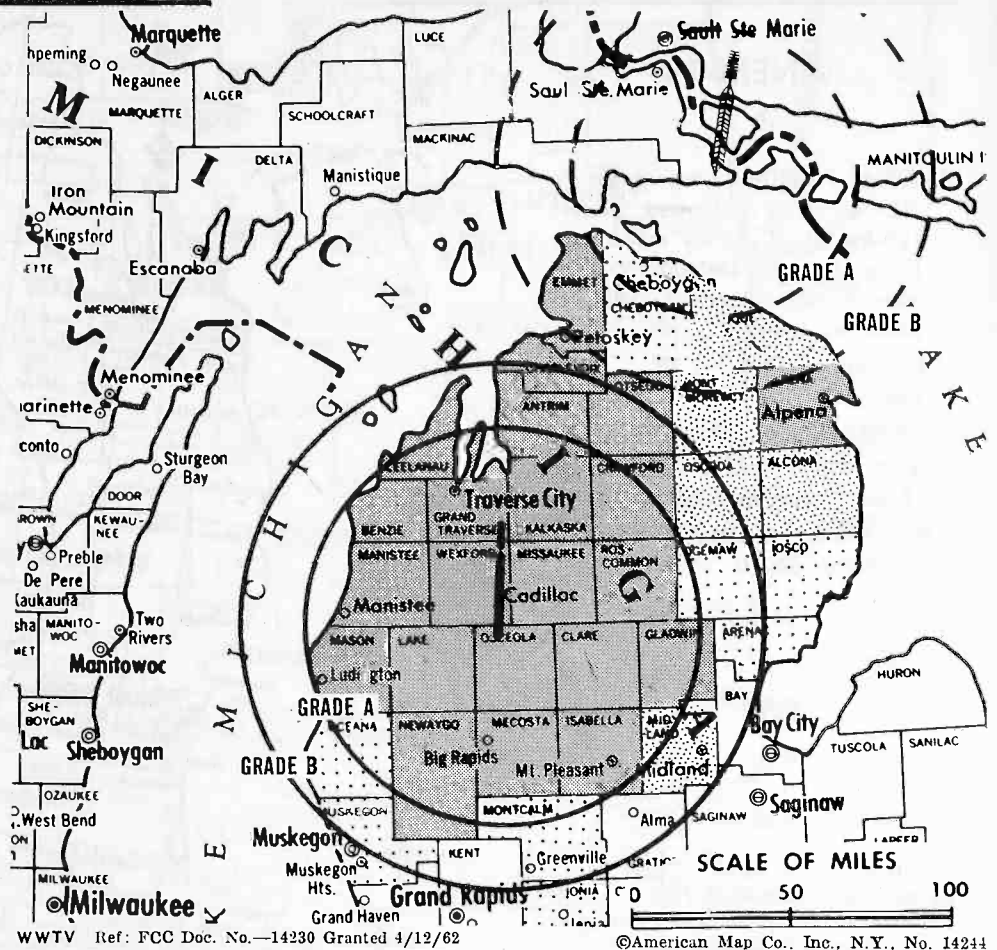
ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities. Figures do not include satellite WWUP-TV.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WWTV

Network Service: ABC, CBS.

Licensee: Fetzer Television Inc., Arcade Bldg., 417 N. Mitchell St.

Studio: 9-mi. SE of Cadillac, Mich.

Telephone: Prospect 5-3478. TWX No.: 616-775-9744.

Ownership: Fetzer Broadcasting Co., 100%. John E. Fetzer, pres. For other interests, see WKZO-TV, Kalamazoo, Mich.

Began Operation: Dec. 11, 1953. Sale to present owner by Sparton Corp. approved July 23, 1958 by FCC (Television Digest, Vol. 14:25, 27).

Represented (sales) by Avery-Knodel Inc.

Personnel:

GENE ELLERMAN, v.p., general manager & film buyer.

DARYL SEBASTIAN, asst. general manager.

LEONARD SWANSON, general sales manager.

RONALD BAKER, chief engineer.

JOHN WHEAT, program director.

DWIGHT WHEELER, operations manager.

DIGEST OF RATE CARD NO. 7*

(April 15, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:29-10:01 p.m., daily.	\$425.00	\$255.00	\$170.00	\$130.00	\$90.00	\$40.00

*Combination rates for WWTV, Cadillac & WWUP-TV, Sault Ste. Marie.

NETWORK BASE HOURLY RATE: \$425 (ABC) \$425 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
	MICHIGAN			
	Alpena	8,100	6,600	82
	Antrim	3,100	2,800	90
	Benzie	2,400	2,100	88
	Charlevoix	4,000	3,600	91

Net Weekly Circulation

State County

Total Households

TV Homes %

Over 50%

MICHIGAN—(Continued)

Clare	3,500	3,200	89
Crawford	1,500	1,300	85
Emmet	4,700	4,100	87
Gladwin	3,100	2,900	90
Grand Traverse	9,200	8,300	90
Isabella	8,900	8,100	91
Kalkaska	1,300	1,200	87
Lake	1,800	1,600	84
Leelanau	2,700	2,400	89
Manistee	5,900	5,300	91
Mason	6,800	5,700	84
Mecosta	5,800	5,200	91
Missaukee	1,900	1,600	84
Newaygo	7,100	6,500	91
Osceola	4,000	3,600	91
Otsego	2,200	2,000	91
Roscommon	2,500	2,400	95
Wexford	5,500	5,100	93

Between 25-50%

MICHIGAN

Alcona	1,900	1,600	83
Midland	14,100	13,600	96
Montmorency	1,400	1,100	80
Oscoda	1,100	900	77
Presque Isle	3,500	2,800	79

Under 25%

MICHIGAN

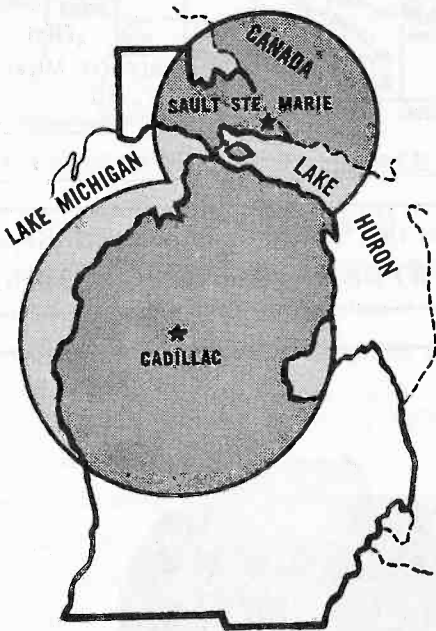
Arenac	2,900	2,700	91
Cheboygan	4,100	3,500	84
Ionia	11,600	11,100	96
Iosco	5,100	4,800	94
Montcalm	11,000	10,200	93
Muskegon	44,200	41,500	94
Oceana	4,800	4,100	86
Ogemaw	2,900	2,600	90

WWTV Station Total 204,600 186,100 91
ARB Total Net Weekly Circulation (March, 1962) 98,800

Suddenly we offer

35.9%

ADDITIONAL VIEWERS
in NORTHERN MICHIGAN!



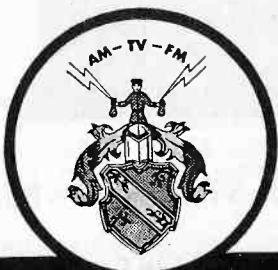
WWTV's new satellite (WWUP-TV at Sault Ste. Marie) is now on the air — delivering 35.9% more of the television homes in 39 counties of Northern Michigan!

WWTV/WWUP-TV combined now cover 874,100 people in Michigan and contiguous Canada. The effective buying income of people in this area is \$1,304,145,000 annually.

This unique combination really saturates our fast-growing industrial area. To get equivalent coverage with other media, you'd have to use 20 radio stations, or 13 newspapers!

Ask your jobbers or distributors in this area They know the story!

FLASH! As we go to press, A.R.B. reports of telephone coincidental surveys arrive (started 10 days after WWUP-TV began operation as full-time satellite). Results indicate that 35.9% expected listenership increase has been greatly exceeded.



The Felzyer Stations

RADIO

WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY

SAULT STE. MARIE

CHANNEL 9
ANTENNA 1640' A. A. T.
CBS • ABC

CHANNEL 10
ANTENNA 1214' A. A. T.
CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

Michigan—Cheboygan

abc **WTOM-TV**

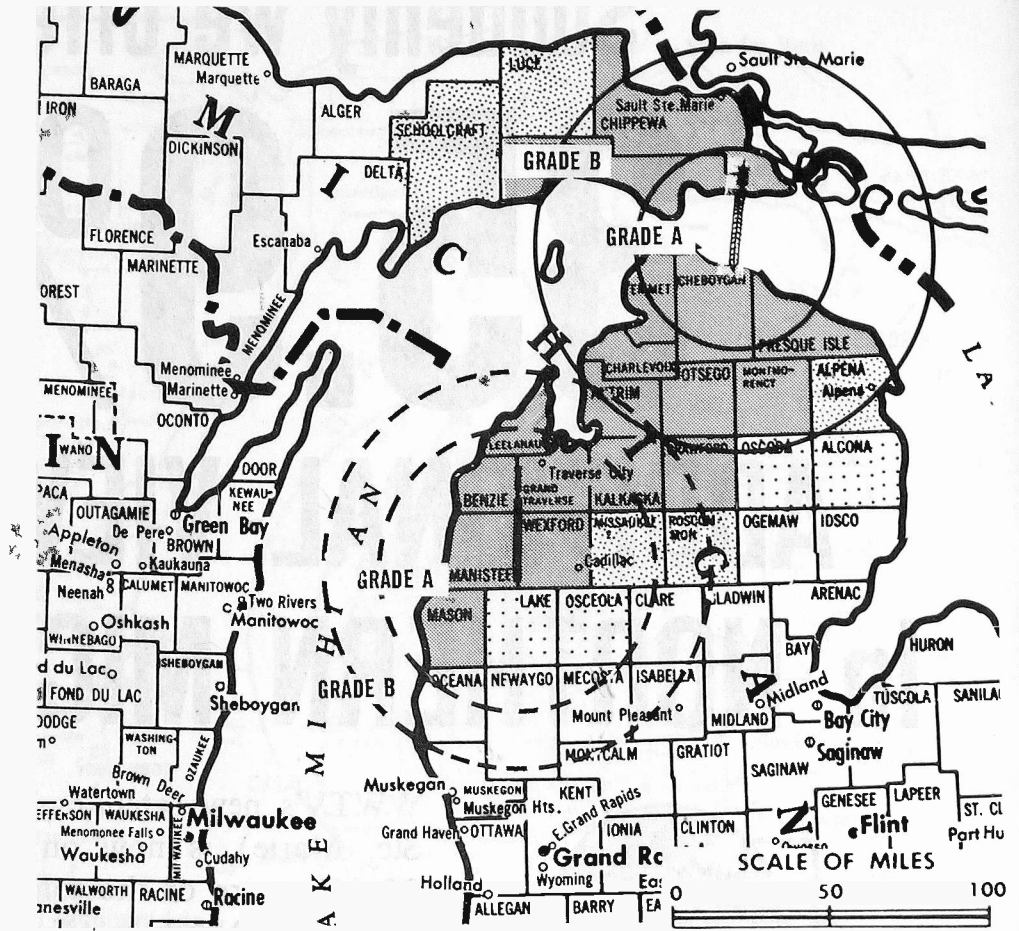
Ch. 4

[Affiliated with WPNB-TV,
Traverse City, Mich.]

Technical Facilities: Channel No. 4
(66-72 mc). Authorized power:
100-kw visual, 50-kw aural. An-
tenna: 620-ft. above av. terrain,
586-ft. above ground, 1286-ft.
above sea level.

Latitude 40° 39' 01"
Longitude 84° 20' 37"

Transmitter: U.S. Rt. 23, 6.7-mi. E
of Cheboygan.



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

WTOM-TV Ref: FCC File No. BPCT-2717 Granted 12/9/59

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

WTOM-TV

Network Service: ABC, NBC.

Licensee: Midwestern Broadcasting Company, Paul Bunyan Bldg.,
Traverse City, Michigan.

Studio: U.S. Rt. 23, 6.7-mi. E of Cheboygan.

Telephone: Madison 7-5683

Ownership: Same as WPNB-TV, Traverse City.

Began Operation: May 16, 1959.

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis.

Personnel:

- LES BIEDERMAN, president.
- SOREN H. MUNKOF, general manager & film buyer.
- WILLIAM H. KIKER, vice president & chief engineer.
- JERRY D. FERRIS, station manager.
- R. E. DETWILER, commercial manager.

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

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7:29-10:31 p.m., daily.	\$400.00	\$240.00	\$160.00	\$140.00	\$90.00	\$80.00	\$40.00

Note: Combination rates with WPNB-TV, Traverse City.

NETWORK BASE HOURLY RATE: Bonus to WPNB-TV, Traverse
City, Mich. (ABC & NBC).

ARB Data for this Station Included with Report
of Parent WPNB-TV, Traverse City, Mich.



**PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE**

Michigan—Detroit



WJBK-TV

Ch. 2



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

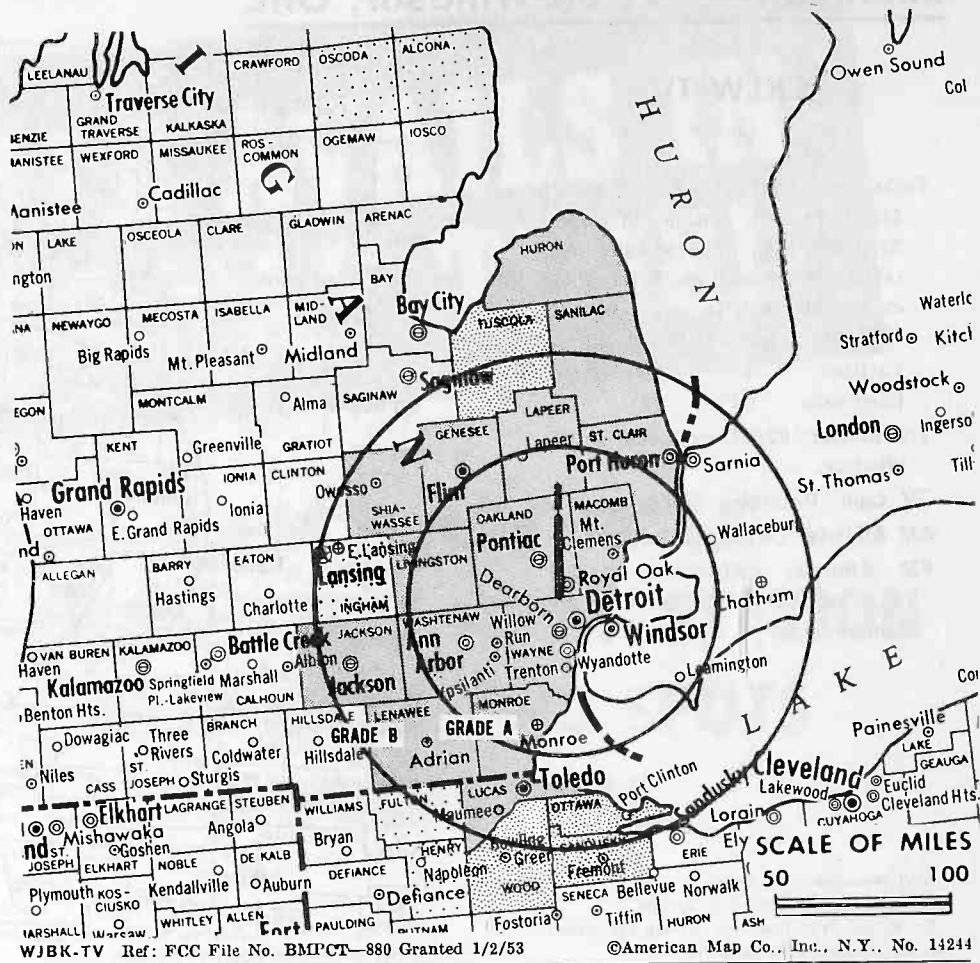
Latitude 42° 27' 38"
Longitude 83° 12' 47"

Transmitter: Southfield Twp., Mich.
TV tape: Recording facilities.

AM Affiliate: WJBK, 10-kw (1-kw night), 1500 kc.

FM Affiliate: WJBK-FM, 30-kw, 93.1 mc (No. 226), 440-ft. antenna height.

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



WJBK-TV Ref: FCC File No. BMPCT-880 Granted 1/2/53

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

WJBK-TV

Licensee: Storer Broadcasting Co., 7441 Second Blvd., Detroit 2.

Studio: 7441 Second Blvd.

Telephone: Trinity 3-7400. TWX No.: DE 891.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: Oct. 24, 1948.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Robert F. Jones.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

- GEORGE B. STORER JR., president.
- BILL MICHAELS, v.p., TV division.
- LAWRENCE M. CARINO, general manager.
- HAP EATON, general sales manager.
- CHUCK BERGESON, local sales manager.
- BILL SMITH, promotion manager.
- BOB McBRIDE, program manager & film buyer.
- CARL CEDERBERG, news & public affairs director.
- JOE HAIGH, regional chief engineer (Detroit & Cleveland).
- MARION STORER, operational chief engineer.

DIGEST OF RATE CARD NO. 21—(July 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—8-11 p.m., daily.	\$2600.00	\$1560.00	\$1040.00	\$1500.00	\$900.00 \$450.00

Color—No premium at present, subject to change without notice.

NETWORK BASE HOURLY RATE: \$3100.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN				
		Genesee	109,100	104,100	96
		Huron	9,500	8,500	90
		Jackson	38,800	36,800	95
		Lapeer	10,900	10,400	95
		Lenawee	22,400	20,900	94
		Livingston	11,100	10,700	96
		Macomb	115,400	112,600	98
		Monroe	28,400	27,100	96
		Oakland	201,200	195,500	98
		St. Clair	31,700	29,800	94
		Sanilac	9,400	8,600	91
		Shiawassee	15,600	14,700	94
	Washtenaw	48,400	43,200	90	
	Wayne	795,500	753,700	95	
Between 25-50%	OHIO				
		Lucas	141,800	134,800	96
	MICHIGAN				
		Tuscola	12,000	11,200	93
	OHIO				
	Ottawa	10,700	10,200	95	
	Sandusky	16,700	16,000	96	
	Wood	20,700	19,600	95	
Under 25%	MICHIGAN				
		Alcona	1,900	1,600	83
		Ingham	61,800	57,700	94
		Oscoda	1,100	900	77
	OHIO				
	Fulton	8,600	7,800	91	
	Henry	7,600	7,300	96	
WJBK-TV Station Total			1,730,300	1,643,700	94
ARB Total Net Weekly Circulation (March, 1962)			1,400,100		

Michigan—Detroit-Windsor, Ont.

CKLW-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 325-kw visual, 180-kw aural. Antenna: directional, 631-ft. above av. terrain, 626-ft. above ground, 1226-ft. above sea level.

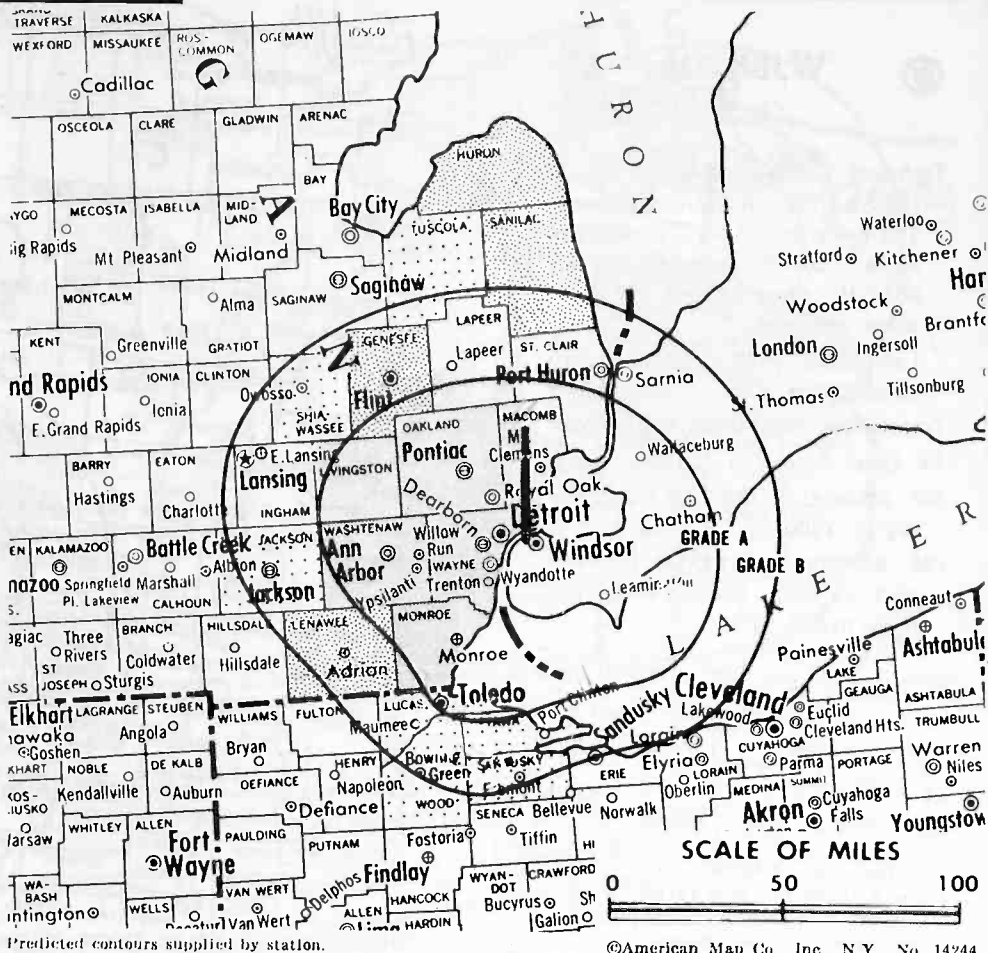
Latitude 42° 18' 59"
Longitude 83° 02' 58"

Transmitter: 825 Riverside Drive W., Windsor.

TV tape: Recording facilities.

AM Affiliate: CKLW, 50-kw, 800 kc.

FM Affiliate: CKLW-FM, .25-kw, 93.9 mc (No. 230), 414-ft. antenna height.



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

Predicted contours supplied by station.

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

CKLW-TV

Network Service: CBC.

Licensee: W. Ontario Bcstg. Co. Ltd., Riverside Dr. W., Windsor, Ont.

Detroit & Business Office: Guardian Bldg., Detroit 26.

Studio: 825 Riverside Drive W., Windsor.

Telephones: Woodward 1-7200, Detroit; Clearwater 4-1155, Windsor. TWX No.: DE 48.

Ownership: CKLW-TV officers: S. C. Ritchie, pres.; W. H. Gatfield, treas. Note: Western Ontario Bcstg. Co. Ltd. (RKO Distributing Corp. of Canada, RKO General Inc.) licensee; for other interests see WOR-TV, New York.

Began Operation: Sept 16, 1954.

Represented (sales) by RKO National Sales Division.

Represented (legal) by Rogers & Rowland, Toronto, Ont.

Personnel:

S. C. RITCHIE, president & general manager.
T. J. SUTTON, program & production mgr., TV.
NORMAN HAWKINS, general sales manager, TV.
ARTHUR MacCOLL, film director.
ARTHUR GLOSTER, public relations director.
JACK C. LIDDLE, director of public service.
AUSTIN GRANT, news editor.
BRUCE CHICK, traffic director.
STEWART CLARK, engineering director.

DIGEST OF RATE CARD NO. 10—(U.S. RATES) (June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-9 p.m., Mon.-Sat.; 1-11 p.m., Sun.	\$1600.00	\$960.00	\$640.00	\$400.00	\$350.00	\$265.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Lapeer	10,900	10,400	95
	Livingston	11,100	10,700	96
	Macomb	115,400	112,600	98
	Monroe	28,400	27,100	96
	Oakland	201,200	195,500	98
	St. Clair	31,700	29,800	94
Wayne	48,400	43,200	90	
Between 25-50%	MICHIGAN			
	Genesee	109,100	104,100	96
	Huron	9,500	8,500	90
	Lenawee	22,400	20,900	94
Under 25%	MICHIGAN			
	Jackson	38,800	36,800	95
	Shiawasee	15,600	14,700	94
	Tuscola	12,000	11,200	93
	OHIO			
	Lucas	141,800	134,800	96
	Ottawa	10,700	10,200	95
Sandusky	16,700	16,000	96	
Wood	20,700	19,600	95	
CKLW-TV Station Total		1,649,300	1,568,400	95
ARB Total Net Weekly Circulation (March, 1962)		1,005,500		

For Other Canadian Stations
See Canadian Station Directory.

1 MINUTE AVAILS IN CLASS "A" TIME!

CH. 9's
TOP-RATED
SHOWS

Bill Kennedy
Showtime

MSM

★ ★
International
★ ★ THEATRE

POPEYE
AND HIS
PALS

QUICK DRAW MCGRAW
YOGI BEAR
HUCKLEBERRY HOUND

CBC
NETWORK

Starline

Write for availabilities
or contact your
RKO NATIONAL SALES
DIVISION OFFICE



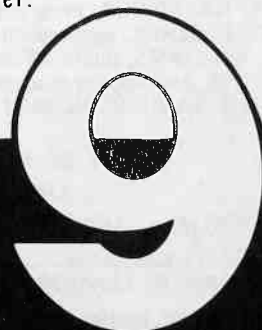
CKLW-TV
IS THE DETROIT AREA STATION
WITH 60 SECOND SPOTS
IN PRIME TIME.

MARKET DATA *

Population:	5,780,100
Households:	1,653,400
Effective Buying Income:	\$12,004,361,000
Total Retail Sales:	\$ 6,976,576,000
Food Sales:	\$ 1,812,429,000
Gen. Merchandise Sales:	\$ 1,005,282,000
Furniture & Household Appliance Sales:	\$ 331,191,000
Automotive Sales:	\$ 1,215,706,000
Gas Station Sales:	\$ 549,522,000
Drug Sales:	\$ 308,568,000

*Sales Management 1962 Survey of Buying Power.

WINDSOR, SERVING
THE WINDSOR AND
DETROIT AREA



CKLW-TV

Michigan—Detroit



WWJ-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 50.1-kw aural. Antenna: 1068-ft. above av. terrain, 1753-ft. above ground, 2438-ft. above sea level.

Latitude 42° 26' 59"
Longitude 83° 12' 20"

Transmitter: Greenfield & 10½ Mile Rds.

Studio: 622 W. Lafayette Ave.

TV tape: Recording facilities.

AM Affiliate: WWJ, 5-kw, 950 kc (NBC).

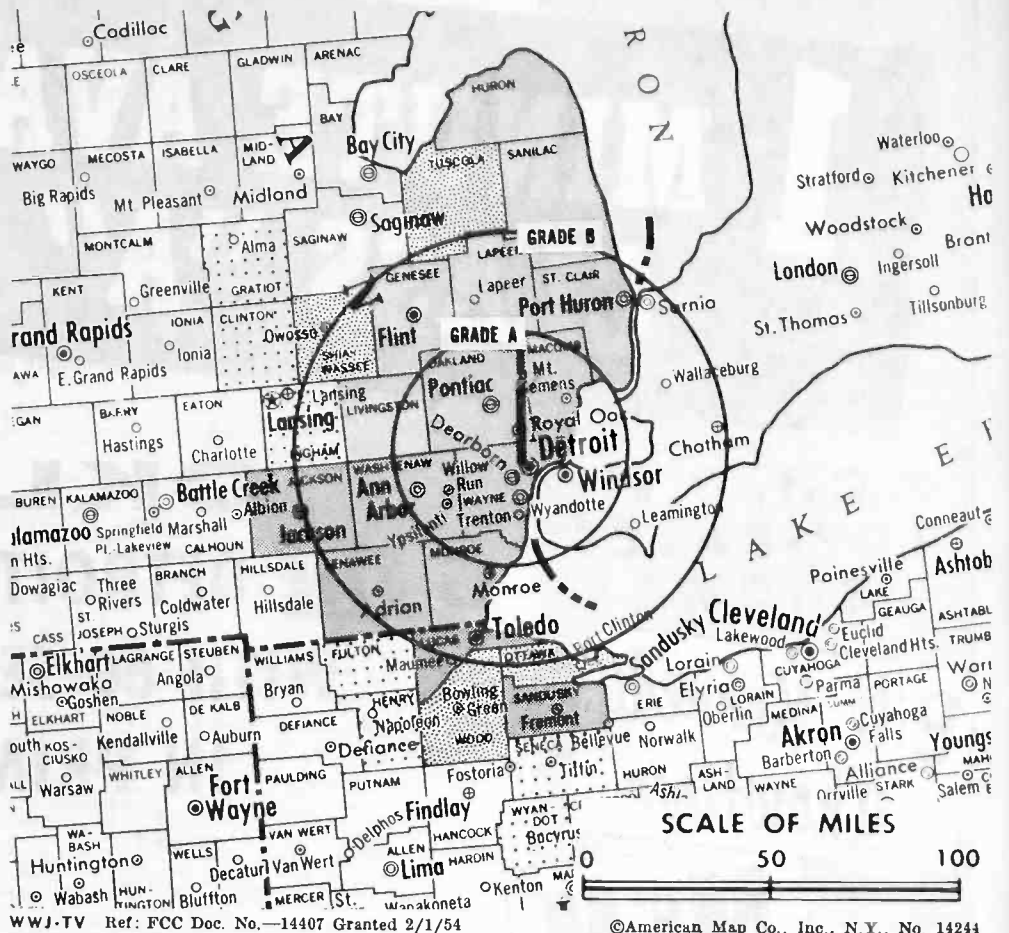
FM Affiliate: WWJ-FM, 50-kw, 97.1 mc (No. 246), 480-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WWJ-TV

Licensee: Evening News Assn., 622 W. Lafayette Ave., Detroit 31.

Telephone: 222-2000. TWX No.: DE 24.

Ownership: Evening News Assn., publisher of The Detroit News; Warren S. Booth, pres.

Began Operation: March 4, 1947.

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Creutz & Snowberger.

Personnel:

JAMES SCHIAVONE, general manager.
DON DeGROOT, assistant general manager.
FRANKLIN G. SISSON, station manager.
RAY W. COLIE, sales manager.
PETER S. GOOD, national sales manager.
FRANK STELTENKAMP, sales development manager.
MELVIN C. WISSMAN, program development manager.
A. GLENN KYKER, promotion manager.
IAN K. HARROWER, program & production mgr. & film buyer.
JAMES F. CLARK, news editor.
PAUL WILLIAMS, public affairs manager.
E. J. LOVE, engineering manager.
ALLEN G. SANDERSON, chief studio engineer.

DIGEST OF RATE CARD NO. 20 (Jan. 1, 1963)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—8-11 p.m., daily.
\$3300.00 \$1980.00 \$1320.00 \$1230.00 \$1200.00 \$900.00 \$450.00

NETWORK BASE HOURLY RATE: \$3300.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%		MICHIGAN			
		Genesee	109,100	104,100	96
		Huron	9,500	8,500	90
		Jackson	38,800	36,800	95
		Lapeer	10,900	10,400	95
		Lenawee	22,400	20,900	94
		Livingston	11,100	10,700	96
		Macomb	115,400	112,600	98
		Monroe	28,400	27,100	96
		Oakland	201,200	195,500	98
		St. Clair	31,700	29,800	94
		Sanilac	9,400	8,600	91
	Washtenaw	48,400	43,200	90	
	Wayne	795,500	753,700	95	
Between 25-50%		OHIO			
		Lucas	141,800	134,800	96
		Sandusky	16,700	16,000	96
		MICHIGAN			
	Shiawassee	15,600	14,700	94	
	Tuscola	12,000	11,200	93	
Under 25%		OHIO			
		Ottawa	10,700	10,200	95
		Wood	20,700	19,600	95
		MICHIGAN			
		Clinton	10,500	10,100	96
		Gratiot	10,600	9,800	92
		Ingham	61,800	57,700	94
		OHIO			
		Fulton	8,600	7,800	91
		Henry	7,600	7,300	96
	Seneca	16,800	15,800	94	
	Wyandot	6,400	5,900	91	
	WWJ-TV Station Total	1,771,600	1,682,800	95	
	ARB Total Net Weekly Circulation (March, 1962)	1,423,000			

Michigan—Detroit



WXYZ-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1733-ft. above sea level.

Latitude 42° 28' 15"
Longitude 83° 15' 00"

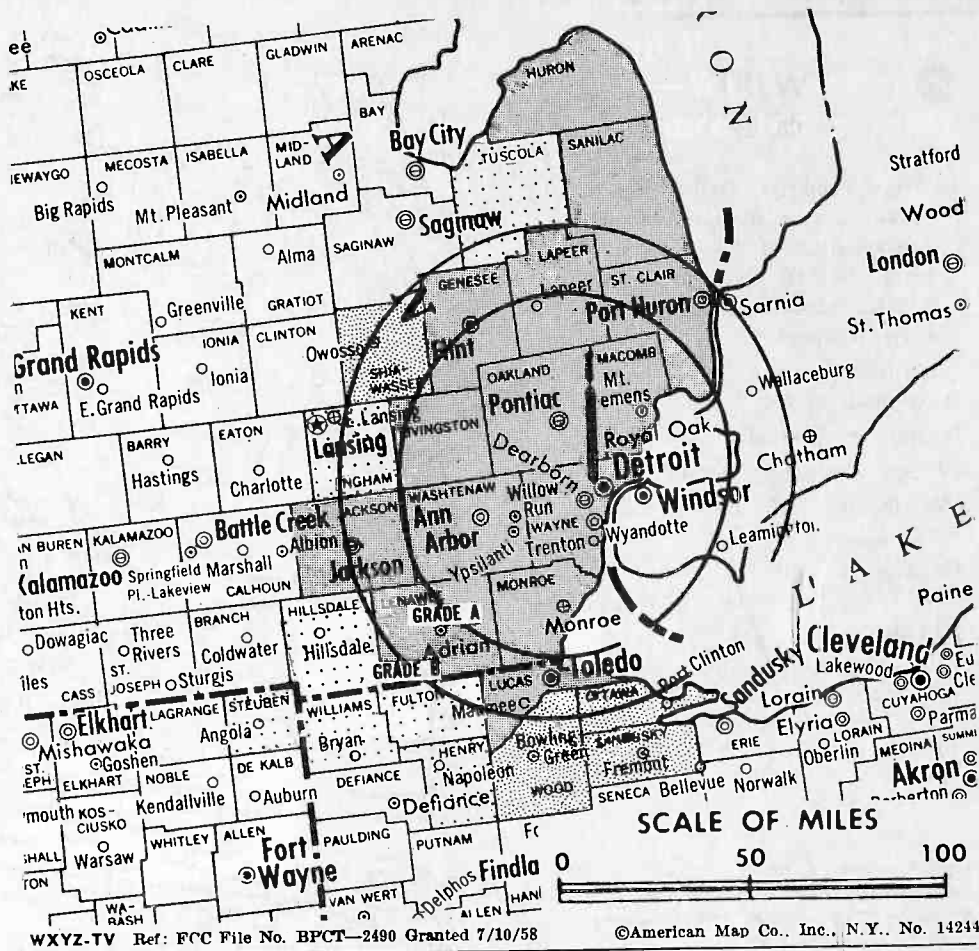
Transmitter: Broadcast House, 20777 W. Ten Mile Rd.

TV tape: Recording facilities.

AM Affiliate: WXYZ, 5-kw, 1270 kc (ABC).

FM Affiliate: WXYZ-FM, 27.2-kw, 101.1 mc (No. 266), 880-ft. antenna height.

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



WXYZ-TV Ref: FCC File No. BPCT-2490 Granted 7/10/58

WXYZ-TV

Licensee: WXYZ Inc., Broadcast House, 20777 West Ten Mile Rd., Detroit 19.

Studio: Broadcast House, 20777 W. Ten Mile Rd.

Telephone: Kenwood 4-7000. TWX No.: Southfield 273.

Ownership: American Bcstg. Co., 100%; see WABC-TV, New York.

Began Operation: Oct 9, 1948.

Represented (sales) by ABC Television Spot Sales Inc.; Stovin-Byles (Canada).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

- JOHN F. PIVAL, president & general manager.
- HAROLD S. CHRISTIAN, merchandising v.p.
- WILLIAM J. HENDRICKS, general sales manager.
- KENT FREDERICKS, national sales manager.
- JAN COIL, local sales service manager.
- RALPH DAWSON, commercial tape manager.
- PETER STRAND, program manager & film buyer.
- EARL MOORE, business manager.
- ED STOCHE, production service manager.
- KEN LAYDEN, promotion manager.
- CHARLES KOCHER, chief engineer.
- VAN KIRKWOOD, news director.
- JAMES MULLA, research director.

DIGEST OF RATE CARD NO. 18 (Dec. 30, 1962)

Hour	30 Min.	15 Min.	Min.*	20 Sec.*	ID*
Class AA—8-10:30 p.m., daily.	\$2860.00	\$1715.00	\$1145.00	\$1300.00	\$1100.00 \$550.00

*Prime 1 (7:30-11 p.m.).

NETWORK BASE HOURLY RATE: \$3000.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN				
		Genesee	109,100	104,100	96
		Huron	9,500	8,500	90
		Jackson	38,800	36,800	95
		Lapeer	10,900	10,400	95
		Lenawee	22,400	20,900	94
		Livingston	11,100	10,700	96
		Macomb	115,400	112,600	98
		Monroe	28,400	27,100	96
		Oakland	201,200	195,500	98
		St. Clair	31,700	29,800	94
	Sanilac	9,400	8,600	91	
	Washtenaw	48,400	43,200	90	
	Wayne	795,500	753,700	95	
Between 25-50%	OHIO				
		Lucas	141,800	134,800	96
	MICHIGAN				
		Shiawasee	15,600	14,700	94
Under 25%	OHIO				
		Ottawa	10,700	10,200	95
		Sandusky	16,700	16,000	96
		Wood	20,700	19,600	95
	INDIANA				
		Steuben	5,300	4,900	93
MICHIGAN					
	Hillsdale	10,300	9,300	90	
	Ingham	61,800	57,700	94	
	Tuscola	12,000	11,200	93	
OHIO					
	Fulton	8,600	7,800	91	
	Henry	7,600	7,300	96	
	Williams	9,300	8,500	91	
WXYZ-TV Station Total			1,752,200	1,663,900	95
ARB Total Net Weekly Circulation (March, 1962)			1,335,200		

Michigan—Flint



WJRT

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level.

Latitude 43° 13' 48"
Longitude 84° 03' 35"

Transmitter: Chesaning, Mich.

TV tape: Recording facilities.

AM Affiliate: WJR, Detroit, 50-kw, 760 kc.

FM Affiliate: WJR-FM, 24-kw, 96.3 mc (No. 242), 483-ft. antenna height.



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

WJRT Ref: FCC File No. BMPCT-2689 Granted 4/13/55

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

WJRT

Licensee: The Goodwill Stations Inc., Fisher Bldg., Detroit 2, Mich.

Studio: 2302 Lapeer St., Flint.

Telephone: Cedar 9-6611.

Ownership: L. R. Jackson & Bank of America, 24.04% (as trustees under will of George A. Richards); C. Russell Feldman & L. R. Jackson, 7.74% (as trustees under G. A. Richards Life Insurance Trust); Rozene R. Moore, 5.04%; Frances S. Parker, 3.61%; John F. Patt, chairman, 4.66%; Worth Kramer, pres., 3.86%; F. Sibley Moore, v.p. & secy., 2.48%; The Goodwill Stations Inc. Employees Sharing Trust, 2.02%; Stanley S. Kresge, 1.34%; William G. Siebert, 1.47%; and over 1450 other stockholders, none holding more than 1%. WJRT also owns WSAZ-TV & WSAZ, Huntington, W. Va.

Began Operation: Oct. 12, 1958.

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

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

Personnel:

JOHN F. PATT, chairman of the board.
WORTH KRAMER, president.
A. DONOVAN FAUST, v.p. & general manager.
ROBERT MART, sales manager.
FRANKLIN C. MITCHELL, program director & film buyer.
DAVID A. COURSE, promotion & publicity.
CLARENCE W. JONES, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat. & Sun.	\$1000.00	\$600.00	\$400.00	\$275.00	\$200.00
NETWORK BASE HOURLY RATE:	\$1000.				

For Additional Information On Purchase of
WSAZ-TV, Huntington, W. Va.,
See Sales & Transfers Section.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50 %	MICHIGAN			
	Arenac	2,900	2,700	91
	Bay	31,600	30,000	95
	Clare	3,500	3,200	89
	Clinton	10,500	10,100	96
	Eaton	14,500	13,700	95
	Genesee	109,100	104,100	96
	Gladwin	3,100	2,900	90
	Gratiot	10,600	9,800	92
	Ingham	61,800	57,700	94
	Iosco	5,100	4,800	94
	Isabella	8,900	8,100	91
	Midland	14,100	13,600	96
	Montcalm	11,000	10,200	93
Ogemaw	2,900	2,600	90	
Saginaw	54,400	51,600	95	
Shiawassee	15,600	14,700	94	
Tuscola	12,000	11,200	93	
Between 25-50 %	MICHIGAN			
	Alpena	8,100	6,600	82
	Huron	9,500	8,500	90
	Ionia	11,600	11,100	96
	Sanilac	9,400	8,600	91
Under 25 %	MICHIGAN			
	Alcona	1,900	1,600	83
	Lake	1,800	1,600	84
	Lapeer	10,900	10,400	95
	Livingston	11,100	10,700	96
	Missaukee	1,900	1,600	84
	Montmorency	1,400	1,100	80
	Osceola	4,000	3,600	91
	Oscoda	1,100	900	77
	Presque Isle	3,500	2,800	79
	Roscommon	2,500	2,400	95
St. Clair	31,700	29,800	94	
WJRT Station Total	482,000	452,300	94	
ARB Total Net Weekly Circulation (March, 1962)		386,100		

FLINT-SAGINAW-BAY CITY: the rich 26-county mid-Michigan market with over 1.5 million people, more than 400,000 TV sets. You reach it best from within because it's a market that's served from within. And, in the 15 counties that count—where most of the people and the paychecks are—WJRT registers a net weekly circulation of 70% or greater.* You can count here, too, simply by calling Harrington, Righter and Parsons.

*ARB 1960 Coverage Study

**FLINT
-SAGINAW**

-BAY CITY: Population:

1,519,000 / Households: 440,500 /

Effective Buying Income: \$2.9 Billion /

Effective Buying Income Per Household:

\$6,587 / Total Retail Sales: \$1.9 Billion / Food:

\$449 Million / General Merchandise: \$202 Million / Ap-

parel: \$95 Million / Home Furnishings: \$94

Million / Automotive: \$389 Million / Service

Stations: \$154 Million / Drugs: \$68 Million / From

Sales Management's "Survey of Buying Power."

Buying Income: \$2.9 Billion / Effective Buying

1,519,000 / Households: 440,500 / Effective

Million / General Merchandise: \$202 Million

Total Retail Sales: \$1.9 Billion / Food: \$449

\$389 Million / Service Stations: \$154 Million

Home Furnishings: \$94 Million / Automotive:

BAY CITY: Population:

From Sales Management's

Effective Buying Income

Income Per Household:

440,500 / Effective Buying Income:

\$449 Million / General Merchandise

Total Retail Sales: \$1.9 Billion /

Million / Drugs: \$68 Million / From

\$389 Million / Service Stations: \$154

Population: 1,519,000 / Households:

Furnishings: \$94 Million / Automotive

Per Household: \$6,587 / Total Retail

Billion / Effective Buying Income

Sales Management's "Survey of

\$202 Million / Apparel:

Drugs: \$68 Million /

Effective Buying Income

Home Furnishings: \$94

Million / Apparel: \$95

\$449 Million / General

Sales Management's

Million / Automotive

\$154 Million / Drugs:

Million / Service Stations:

"Survey of Buying Power.

Buying Income: \$2.9 Billion

Food: \$449 Million / General

\$68 Million / From Sales Management's "Survey of Buying Power."

FLINT-SAGINAW-BAY CITY: Population: 1,519,000 / Households: 440,500 / Effective Buying Income: \$2.9

Billion / Effective Buying Income Per Household: \$6,587 / Total Retail Sales: \$1.9 Bil-

lion / Food: \$449 Million / General Merchandise: \$202 Million / Apparel: \$95 Million /

Home Furnishings: \$94 Million / Automotive: \$389 Million / Service Stations:

\$154 Million / Drugs: \$68 Million / From Sales Management's "Survey of Buying

Power." **FLINT-SAGINAW-BAY CITY:** Population: 1,519,000 / Households: 440,500

Effective Buying Income: \$2.9 Billion / Effective Buying Income Per Household: \$6,587 /

Total Retail Sales: \$1.9 Billion / Food: \$449 Million / General Merchandise: \$202 Million /

Apparel: \$95 Million / Home Furnishings: \$94 Million / Automotive: \$389 Million / Service

Stations: \$154 Million / Drugs: \$68 Million / From Sales Management's "Survey of Buying Power"



FLINT-SAGINAW-BAY CITY/ABC PRIMARY/DIVISION: THE GOODWILL STATIONS, INC.

Michigan—Grand Rapids-Kalamazoo

WOOD-TV  

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 282-kw visual, 141-kw aural. Antenna: 1000-ft. above av. terrain, 1015-ft. above ground, 1832-ft. above sea level.

Latitude 42° 41' 13"
Longitude 85° 30' 35"

Transmitter: 2.5-mi. S. of Middleville, Mich.

TV tape: Recording facilities.

AM & FM Affiliates: See below.

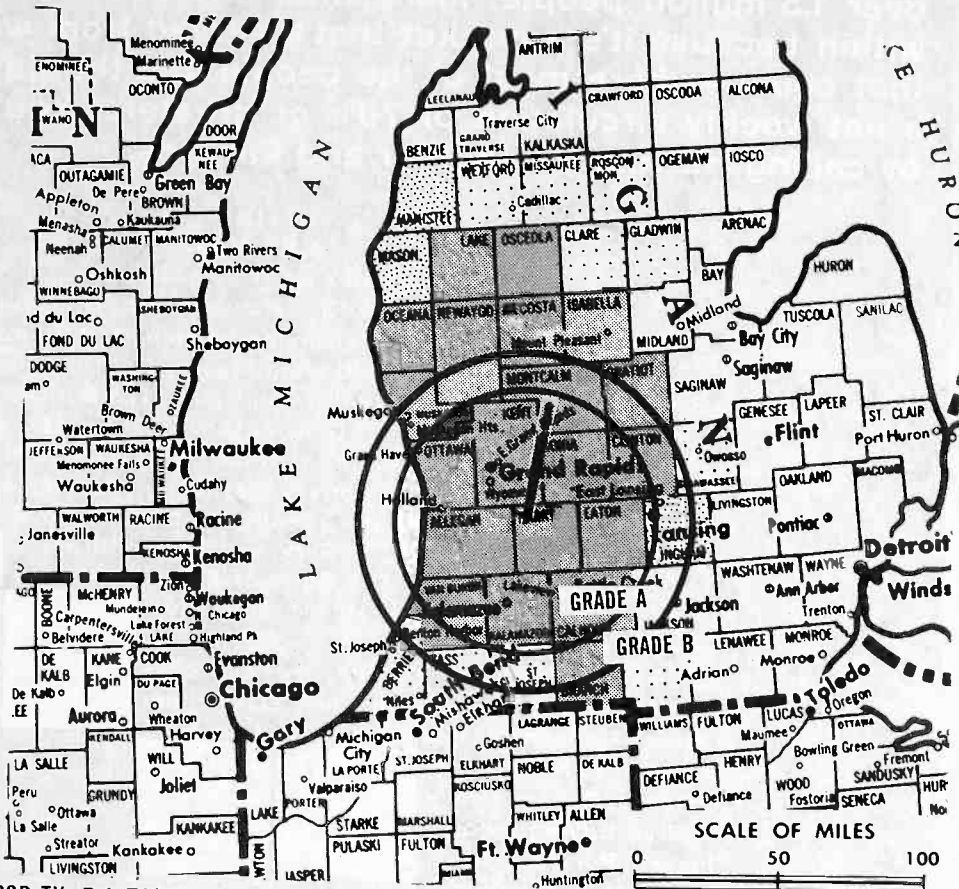
ARB Data: Net weekly circulation percentages in table below were compiled before station changed to present facilities.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WOOD-TV Ref: FCC File No. BPCT-917 Granted 7/31/53

Authorized: FCC File No. BPCT-2673 & BMPCT-5402 Granted 9/22/59 & 4/5/61

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

WOOD-TV

Licensee: Time-Life Broadcast Inc., 120 College Ave. SE, Grand Rapids 2.

Studio: 120 College Ave. SE.

Telephone: Glendale 9-4125, Grand Rapids.

TWX No.: GR 281.

AM Affiliate: WOOD, 5-kw, 1300 kc (NBC). FM Affiliate: CP for 265-kw, 810-mc (No. 289), 820-ft. antenna height.

Ownership: Time-Life Broadcast Inc., subsidiary of Time Inc. For other interests, see Time Inc., under Group Ownership.

Began Operation: Aug. 15, 1949. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (Television Digest, 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) by Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

WILLARD SCHROEDER, vice president & general manager.

JOHN S. MARKWARD, station & sales manager.

CLARK GRANT, promotion manager.

PETER KIZER, program director.

ROBERT SMITH, asst. program director & film buyer.

CHARLES LEIPHAM, production director.

JEFF DAVIS, public affairs director.

DAVID HOYLE, continuity director.

CHARLES ROBISON, chief engineer.

LEONARD BRIDGE, business manager.

DIGEST OF RATE CARD NO. 11

(Revised June 1, 1962)

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

Class AA—7:30-10:30 p.m., daily.

\$1100.00 \$660.00 \$420.00 \$335.00 \$325.00 \$300.00 \$150.00

NETWORK BASE HOURLY RATE: \$1300 (ABC), \$1300 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	MICHIGAN				
		Allegan	16,700	15,700	94
		Barry	9,600	9,100	94
		Branch	10,000	9,300	93
		Calhoun	42,500	40,300	95
		Clinton	10,500	10,100	96
		Eaton	14,500	13,700	95
		Gratiot	10,600	9,800	92
		Ionia	11,600	11,100	96
		Isabella	8,900	8,100	91
		Kalamazoo	50,000	46,900	94
		Kent	109,100	101,000	93
		Lake	1,800	1,600	84
		Mecosta	5,800	5,200	91
		Montcalm	11,000	10,200	93
		Muskegon	44,200	41,500	94
	Newaygo	7,100	6,500	91	
	Oceana	4,800	4,100	86	
	Osceola	4,000	3,600	91	
	Ottawa	28,200	26,300	94	
	Van Buren	15,000	14,100	94	
Between 25-50%	MICHIGAN				
		Ingham	61,800	57,700	94
		Manistee	5,900	5,300	91
	Mason	6,800	5,700	84	
Under 25%	MICHIGAN				
		Berrien	45,500	41,800	92
		Cass	11,100	10,300	93
		Clare	3,500	3,200	89
		Gladwin	3,100	2,900	90
		Hillsdale	10,300	9,300	90
		Missaukee	1,900	1,600	84
		Roscommon	2,500	2,400	95
		St. Joseph	13,300	12,600	94
		Shiawassee	15,600	14,700	94
	Wexford	5,500	5,100	93	

WOOD-TV Station Total 602,700 560,800 93
ARB Total Net Weekly Circulation (March, 1962) 407,600

Michigan—Grand Rapids



WZZM-TV

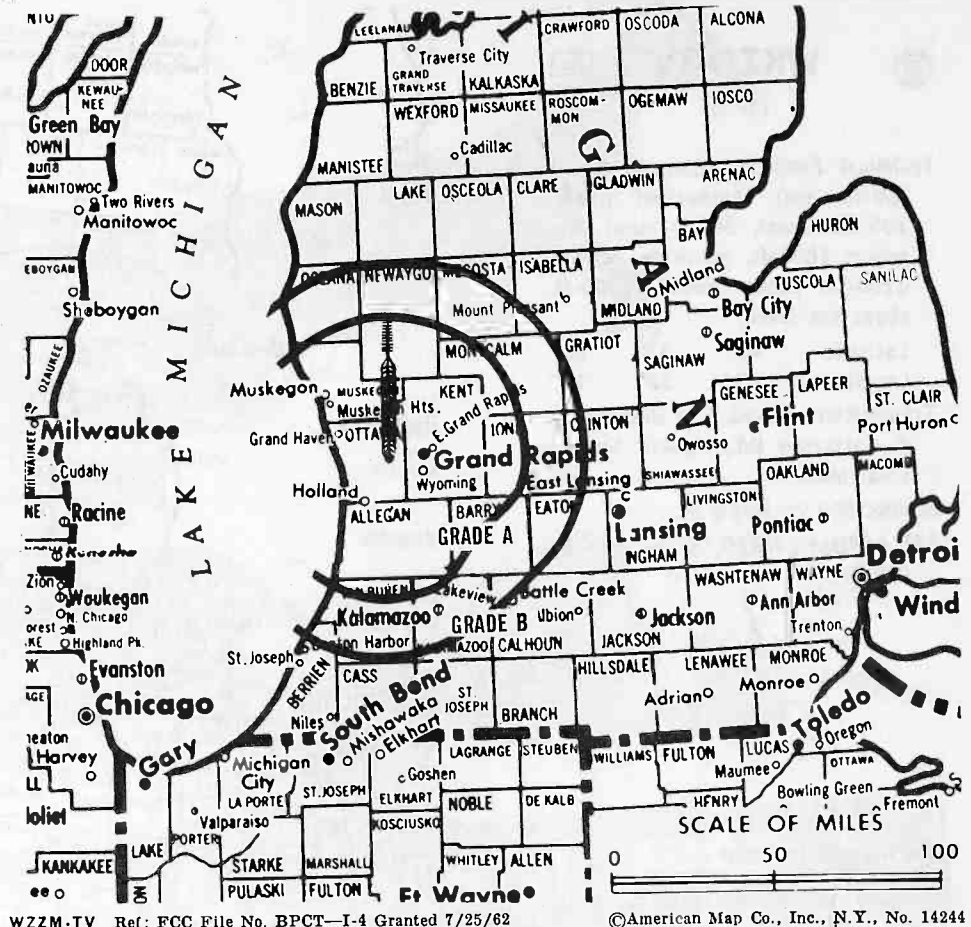
Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1040-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, Mich.

TV tape: Recording facilities.



WZZM-TV Ref: FCC File No. BPCT-I-4 Granted 7/25/82 ©American Map Co., Inc., N.Y., No. 14244

WZZM-TV

Licensee: Channel 13 Grand Rapids Inc.
Studio: Television Center, Grand Rapids 2.
Telephone: 459-3433. TWX No.: 616-949-2260.
Ownership: Grand Bcstg. Co., 25%; West Michigan Telecasters Inc., 25%; MKO Bcstg. Corp., 25%; Peninsular Bcstg. Co., 25%.
Note: This is an interim operation until a CP is granted, owned by applicants for this channel.

Began Operation: Nov. 1, 1962.
Represented (sales) by Peters, Griffin, Woodward Inc.
Represented (legal) by Hennessey & MacDonald.
Represented (engineering) by David Steel & Assoc.
Personnel:

MARK WODLINGER, v.p. & general manager.
DALE WOLTERS, chief engineer.
DONALD J. BADGER, sales manager.
HOWARD E. BOLTON, promotion manager.
WILLIAMS G. EVANS, operations manager.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$1200.00	\$720.00	\$480.00	\$360.00	\$300.00	\$150.00
NETWORK BASE HOURLY RATE: \$900.						

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



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

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

Michigan—Kalamazoo



WKZO-TV

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1130-ft. above ground, 1900-ft. above sea level.

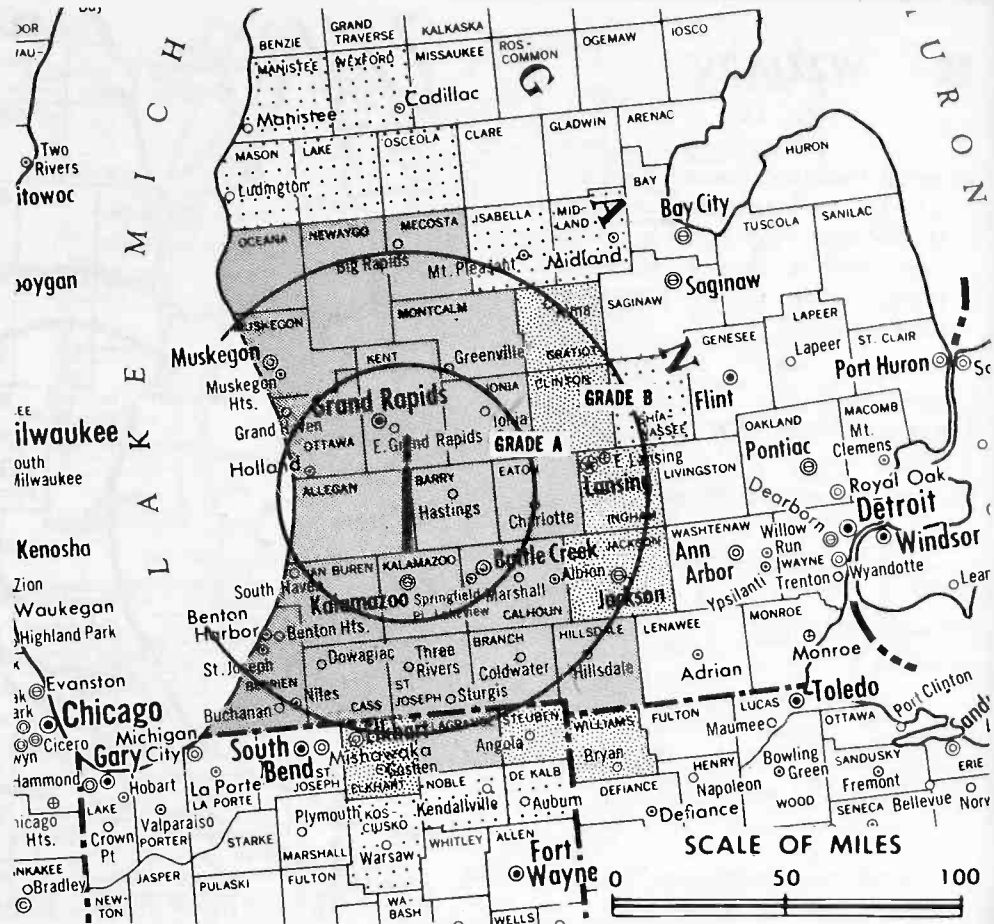
Latitude 42° 37' 56"
Longitude 85° 32' 16"

Transmitter: .25-mi. E of Bradley Rd. & Patterson Rd., Yankee Springs area, Mich.

Studio: 590 W. Maple St.

AM Affiliate: WKZO, 5-kw, 590 kc (CBS).

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



WKZO-TV Ref: FCC File No. BPT-2745 Granted 6/29/60

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

WKZO-TV

Licensee: Fetzer Broadcasting Co., 590 W. Maple St.

Telephone: Fireside 5-2101. TWX No.: KZ 33.

Ownership: John E. Fetzer, pres., 100%; Carl E. Lee, exec. v.p. Mr. Fetzer also operates KOLN-TV, Lincoln, Neb. and satellite KGIN-TV, Grand Island, Neb.; WWTV, Cadillac, Mich. and satellite WWUP-TV, Sault Ste. Marie, Mich. radio station WJEF, Grand Rapids, Mich. and WJEF-FM, Grand Rapids.

Began Operation: June 1, 1950.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

CARL E. LEE, exec. v.p. & general manager.
DONALD DeSMIT, TV administrative asst. & sales manager.
CHARLES T. LYNCH, program director & film buyer.
W. J. HUNT, promotion director.
CARL COLLIN, farm director.
GORDON ANDERSON, news, sports & special events director.
ARTHUR COVELL, chief engineer.

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

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

Class AAA—8:29-9:30 p.m., daily.

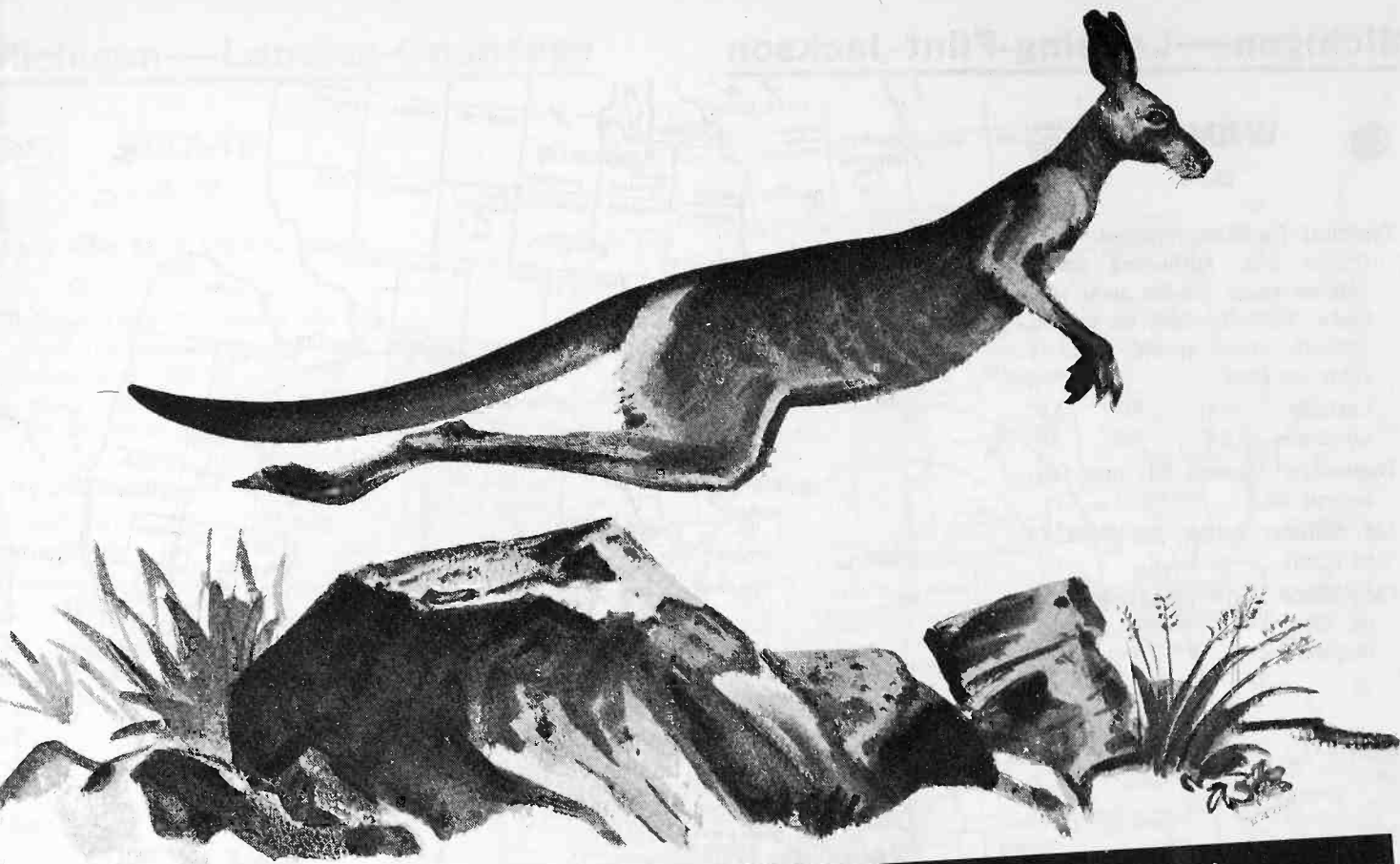
\$1400.00 \$900.00 \$600.00 \$450.00 \$325.00* \$276.00* \$138.00*

*Class A—6:59-7:29 p.m.; 10:30-11:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA			
	Lagrange	4,800	3,700	78
	MICHIGAN			
	Allegan	16,700	15,700	94
	Barry	9,600	9,100	94
	Berrien	45,500	41,800	92
	Branch	10,000	9,300	93
	Calhoun	42,500	40,300	95
	Cass	11,100	10,300	93

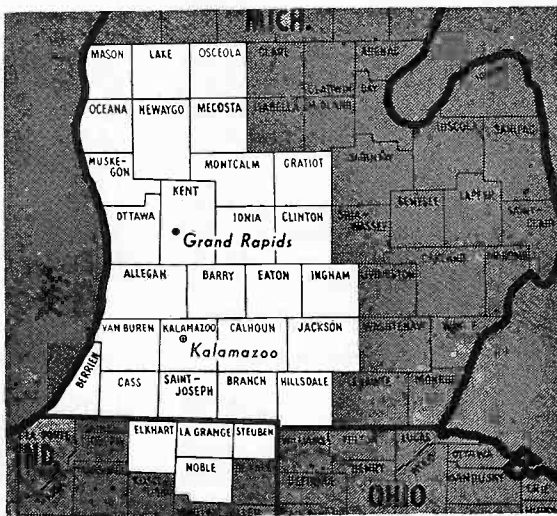
Net Weekly Circulation	State County	Total Households	TV Homes	%
MICHIGAN—(Continued)				
Over 50%	Eaton	14,500	13,700	95
	Hillsdale	10,300	9,300	90
	Ionia	11,600	11,100	96
	Kalamazoo	50,000	46,900	94
	Kent	109,100	101,000	93
	Mecosta	5,800	5,200	91
	Montcalm	11,000	10,200	93
	Muskegon	44,200	41,500	94
	Newaygo	7,100	6,500	91
	Oceana	4,800	4,100	86
Between 25-50%	Ottawa	28,200	26,300	94
	St. Joseph	13,300	12,600	94
	Van Buren	15,000	14,100	94
OHIO	Williams	9,300	8,500	91
	INDIANA			
Under 25%	De Kalb	8,500	8,100	95
	Kosciusko	12,700	11,600	91
	Noble	8,500	7,700	91
MICHIGAN				
Under 25%	Isabella	8,900	8,100	91
	Lake	1,800	1,600	84
	Manistee	5,900	5,300	91
	Mason	6,800	5,700	84
	Midland	14,100	13,600	96
	Osceola	4,000	3,600	91
	Shiawassee	15,600	14,700	94
Wexford	5,500	5,100	93	
WKZO-TV Station Total		726,500	674,900	93
ARB Total Net Weekly Circulation (March, 1962)			432,900	



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WKZO-TV MARKET COVERAGE AREA • NCS '61



If you want the greatest area coverage in Michigan outside Detroit, WKZO-TV will head your list.

NCS '61 tells why. Daily, nightly, weekly, WKZO-TV reaches more homes than any other Michigan station outside Detroit. 456,320 homes, to be exact, in 30 Western Michigan and Northern Indiana counties. It's a market SRDS credits with annual retail sales of over two and one-half billion dollars.

Avery-Knodel has all the dope. *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac/WWUP-TV, Sault Ste. Marie to your WKZO-TV schedule.*

**Kangaroos can cover 42 feet at a bound, clear heights of 10½ feet.*



The Felyer Stations

RADIO
 WKZO KALAMAZOO-BATTLE CREEK
 WJEF GRAND RAPIDS
 WJEF-FM GRAND RAPIDS-KALAMAZOO
 WWTV-FM CADILLAC

TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WWTV/CADILLAC-TRAVERSE CITY
 WWUP-TV SAULT STE. MARIE
 KOLN-TV/LINCOLN, NEBRASKA
 KGIN-TV GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Michigan—Lansing-Flint-Jackson



WJIM-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above sea level.

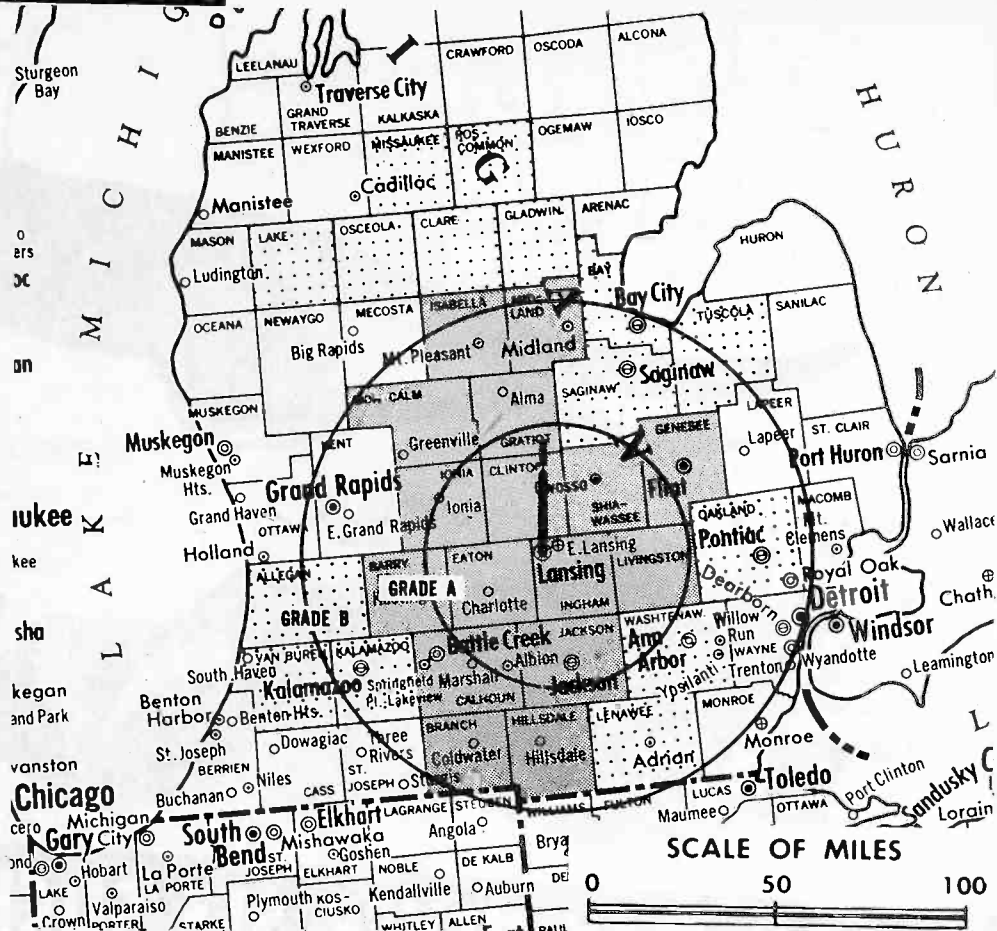
Latitude 42° 41' 14"
Longitude 84° 22' 35"

Transmitter: Vanatta Rd., near Cavanaugh Rd.

AM Affiliate: WJIM, .25-kw, 1240 kc (CBS).

FM Affiliate: WJIM-FM, 28-kw, 97.5 mc (No. 248), 440-ft. antenna height.

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



WJIM-TV Ref: FCC File No. BPCT-2041 Granted 11/23/55

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

WJIM-TV

Licensee: Gross Telecasting Inc., WJIM Country House, Lansing 4.

Studio: 2820 East Saginaw, Lansing.

Telephone: Ivanhoe 2-1333. TWX No.: LG 517-372-0741.

Ownership: Harold F. Gross, pres.-treas., 38.85%; Charlotte Gross, secy., 10.6%; Harold F. & Charlotte I. Gross are trustees of voting trust which controls 51.15% of stock.

Began Operation: May 1, 1950.

Represented (sales) by Blair-TV.

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

Personnel:

HAROLD F. GROSS, president.

LARRY BEAUCHAMP, program director.

PHIL SHERCK, film director & buyer.

CARL ONKEN, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10:59 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$350.00	\$250.00	\$230.00 \$115.00
NETWORK BASE HOURLY RATE: \$900.						



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NEW YORK . . . CHICAGO . . . HOLLYWOOD

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	MICHIGAN				
		Barry	9,600	9,100	94
		Branch	10,000	9,300	93
		Calhoun	42,500	40,300	95
		Clinton	10,500	10,100	96
		Eaton	14,500	13,700	95
		Genesee	109,100	104,100	96
		Gratiot	10,600	9,800	92
		Hillsdale	10,300	9,300	90
		Ingham	61,800	57,700	94
		Ionia	11,600	11,100	96
		Isabella	8,900	8,100	91
		Jackson	38,800	36,800	95
		Livingston	11,100	10,700	96
	Midland	14,100	13,600	96	
	Montcalm	11,000	10,200	93	
	Shiawassee	15,600	14,700	94	
Between 25-50%	None Between 25-50%				
Under 25%	MICHIGAN				
		Allegan	16,700	15,700	94
		Bay	31,600	30,000	95
		Clare	3,500	3,200	89
		Gladwin	3,100	2,900	90
		Kalamazoo	50,000	46,900	94
		Lake	1,800	1,600	84
		Lenawee	22,400	20,900	94
		Missaukee	1,900	1,600	84
		Oakland	201,200	195,500	98
		Osceola	4,000	3,600	91
		Roscommon	2,500	2,400	95
		Saginaw	54,400	51,600	95
		Tuscola	12,000	11,200	93
	Van Buren	15,000	14,100	94	
	Washtenaw	48,400	43,200	90	
WJIM-TV Station Total		858,500	813,000	95	
ARB Total Net Weekly Circulation (March, 1962)		416,600			

Michigan—Lansing-Onondaga

WILX-TV

Ch. 10

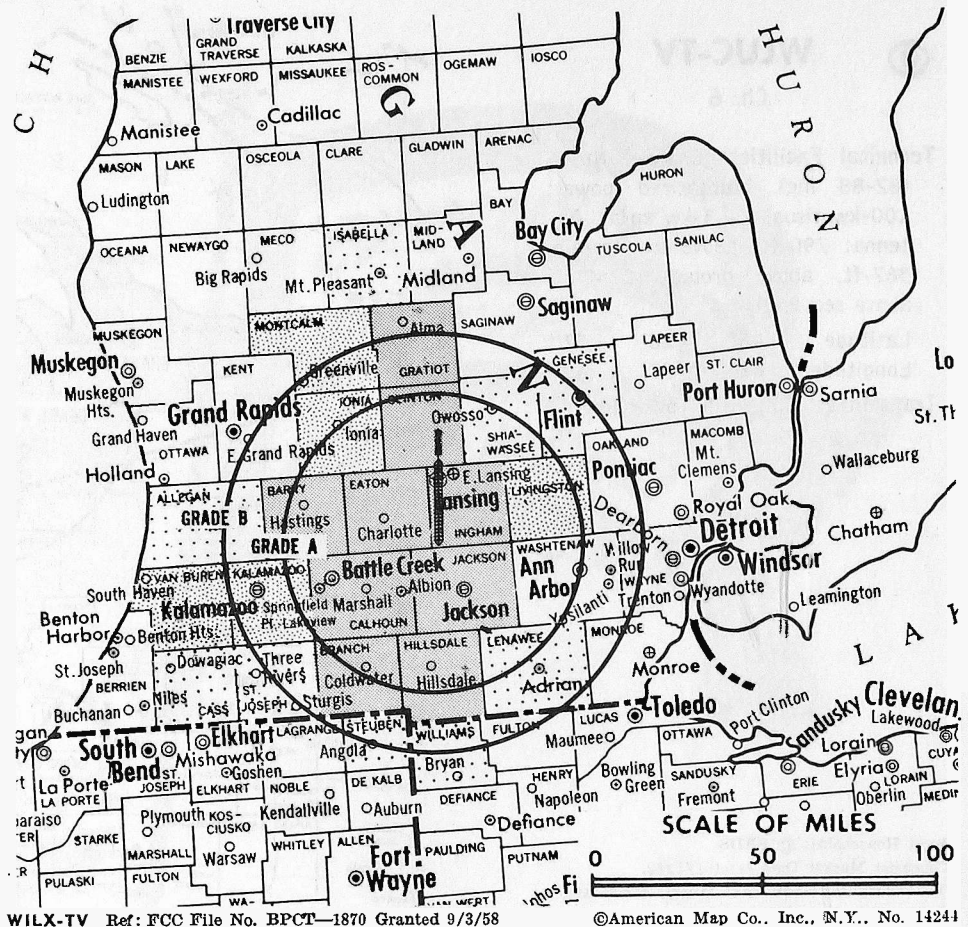
[Also serves Battle Creek & Jackson, Mich.]

Technical Facilities: Channel No. 10 (192-198 mc). Shares time with educational WMSB. Authorized power: 309-kw visual, 174-kw aural. Antenna: 970-ft. above av. terrain, 983-ft. above ground, 1946-ft. above sea level.

Latitude 42° 36' 33"
Longitude 84° 34' 21"

Transmitter: Rossman Rd., Onondaga.

AM Affiliate: WILS, Lansing, 5-kw (1-kw night), 1320 kc.



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

WILX-TV Ref: FCC File No. BPCT-1870 Granted 9/3/58

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

WILX-TV

Licensee: Television Corp. of Mich. Inc., 407 N. Washington, Lansing, Mich.

Studios: 407 N. Washington, Lansing; Hotel Hayes, Jackson, Mich.
Telephones: Ivanhoe 2-1655, Lansing, Mich.; State 3-2621, Jackson, Mich.

Ownership: Edward E. Wilson, pres., 60%; Lansing Broadcasting Co. (radio WILS), 40%.

Begin Operation: March 15, 1959.

Represented (sales) by Adam Young Inc.

Represented (legal) by Leo Resnick.

Personnel:

WILLIAM HART, general manager & film buyer.
ROY BROWN, national sales manager.
DENNIS COBB, production supervisor.
DONALD L. WRIGHT, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:31-10:29 p.m., daily.	\$800.00	\$480.00	\$320.00	\$200.00	\$140.00 \$70.00
NETWORK BASE HOURLY RATE: \$700.					

See Educational Station Directory for Data on Share-time WMSB.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Barry	9,600	9,100	94
	Branch	10,000	9,300	93
	Calhoun	42,500	40,300	95
	Clinton	10,500	10,100	96
	Eaton	14,500	13,700	95
	Gratiot	10,600	9,800	92
	Hillsdale	10,300	9,300	90
Ingham	61,800	57,700	94	
Jackson	38,800	36,800	95	
Between 25-50%	MICHIGAN			
	Ionia	11,600	11,100	96
	Kalamazoo	50,000	46,900	94
	Livingston	11,100	10,700	96
	Montcalm	11,000	10,200	93
Van Buren	15,000	14,100	94	
Under 25%	INDIANA			
	Steuben	5,300	4,900	93
	MICHIGAN			
	Allegan	16,700	15,700	94
	Cass	11,100	10,300	93
	Genesee	109,100	104,100	96
	Isabella	8,900	8,100	91
	Lenawee	22,400	20,900	94
	St. Joseph	13,300	12,600	94
	Shiawassee	15,600	14,700	94
OHIO				
Williams	9,300	8,500	91	
WILX-TV Station Total		519,000	488,900	94
ARB Total Net Weekly Circulation (March, 1962)		250,600		

Michigan—Marquette



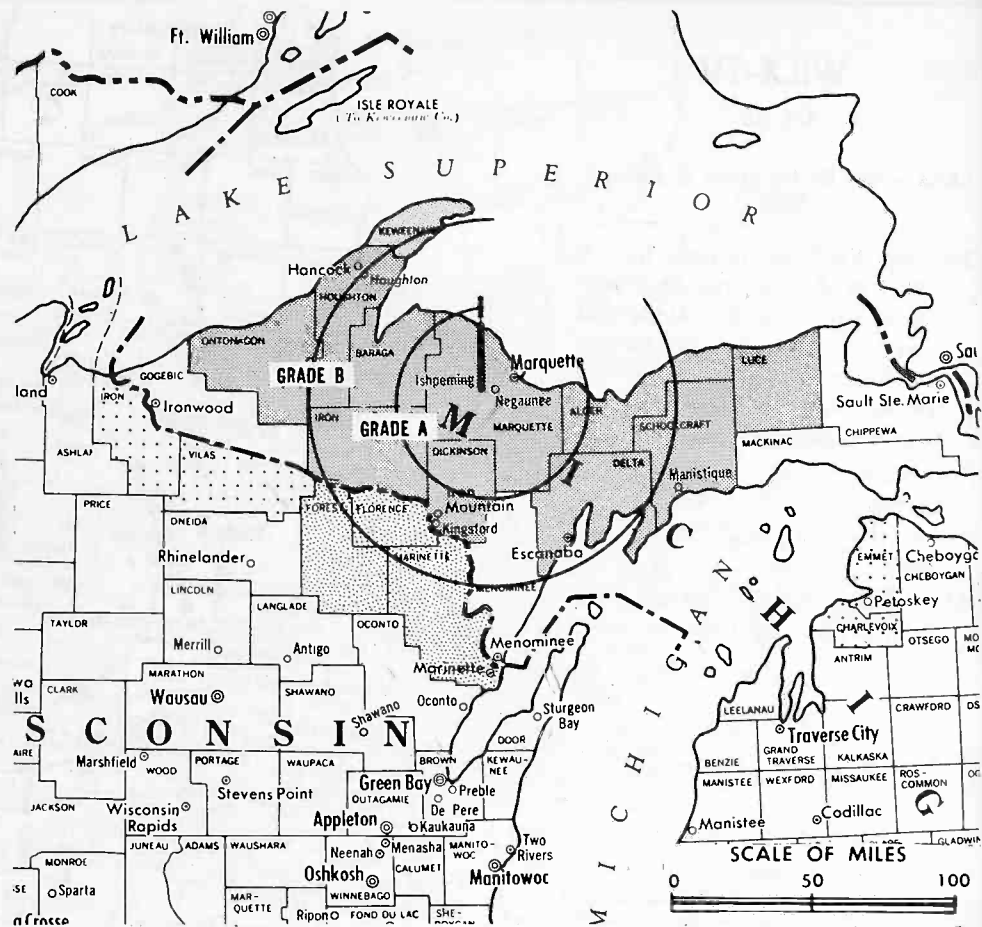
WLUC-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 790-ft. above av. terrain, 367-ft. above ground, 2242-ft. above sea level.

Latitude 46° 26' 57"
Longitude 87° 37' 49"

Transmitter: Cliffs Hill Tower Rd.



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

WLUC-TV Ref: FCC File No. BMPCT-3414 Granted 10/19/55

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

WLUC-TV

Licensee: North Central Broadcasting Co., P.O. Box 479, Marquette.

Studio: Highway U.S. 41 & County Airport Rd.

Telephone: Granite 5-4161. TWX No.: 906-475-9790.

Ownership: M & M Broadcasting Co. (WLUC-TV, Green Bay, Wis.), 100%; controlled by Morgan Murphy; for his other interests, see WLUC-TV, Green Bay, Wis.

Began Operation: March 20, 1956. Sale of 52% control to M & M Bcstg. by original licensee Lake Superior Bcstg. approved July 8, 1959 by FCC (Television Digest, Vol 15:24, 28). In 1960 Lake Superior sold 48% interest in M & M Bcstg. for \$40,000.

Represented (sales) by Young Television Corp.; Harry Hyett (Minneapolis).

Represented (legal) by Scharfeld & Baron.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

JOHN H. BORGES, general manager & national sales & film buyer.
ALBERT W. PAYNE, station manager.
ELMER EVERSON, local sales manager.
EUGENE SINERVO, operations manager.
JACK DEMPSEY, promotion director.
GLORIA SMITH, national traffic director.
BARBARA LAHDE, film director.
PAT HILSABECK, traffic director.
JOHN TRUITT, chief engineer.

DIGEST OF RATE CARD NO. 5 (Nov. 15, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10:30 p.m., daily.	\$400.00	\$240.00	\$160.00	\$110.00	\$80.00	\$70.00
NETWORK BASE HOURLY RATE:	\$275.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Alger	2,600	2,400	89
	Baraga	2,100	1,900	90
	Delta	9,900	8,800	89
	Dickinson	7,500	7,000	94
	Houghton	10,800	9,000	84
	Iron	5,300	4,900	92
	Keweenaw	800	800	90
	Luce	1,700	1,400	84
	Marquette	15,800	14,900	94
Ontonagon	3,100	2,500	80	
Schoolcraft	2,600	2,200	83	
Between 25-50%	WISCONSIN			
	Florence	1,000	1,000	91
	Forest	2,200	1,800	81
Marinette	10,100	9,700	96	
Under 25%	MICHIGAN			
	Charlevoix	4,000	3,600	91
	Emmet	4,700	4,100	87
	WISCONSIN			
Iron	2,500	2,300	92	
Vilas	3,000	2,600	87	
WLUC-TV Station Total		89,700	80,900	90
ARB Total Net Weekly Circulation (March, 1962)			57,500	

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



The one station that's growing Growing GROWING. EXCLUSIVE coverage of all three networks.

The only station that covers the ENTIRE 15 Counties of Michigan's Upper Peninsula.

A growing Canadian Market with EXTENDED coverage into 12 Canadian Cities from Port Arthur to the Canadian Soo.

PHONE 475-4161

P.O. BOX 479

MARQUETTE, MICH.

Michigan—Saginaw-Bay City



WKNX-TV

Ch. 57



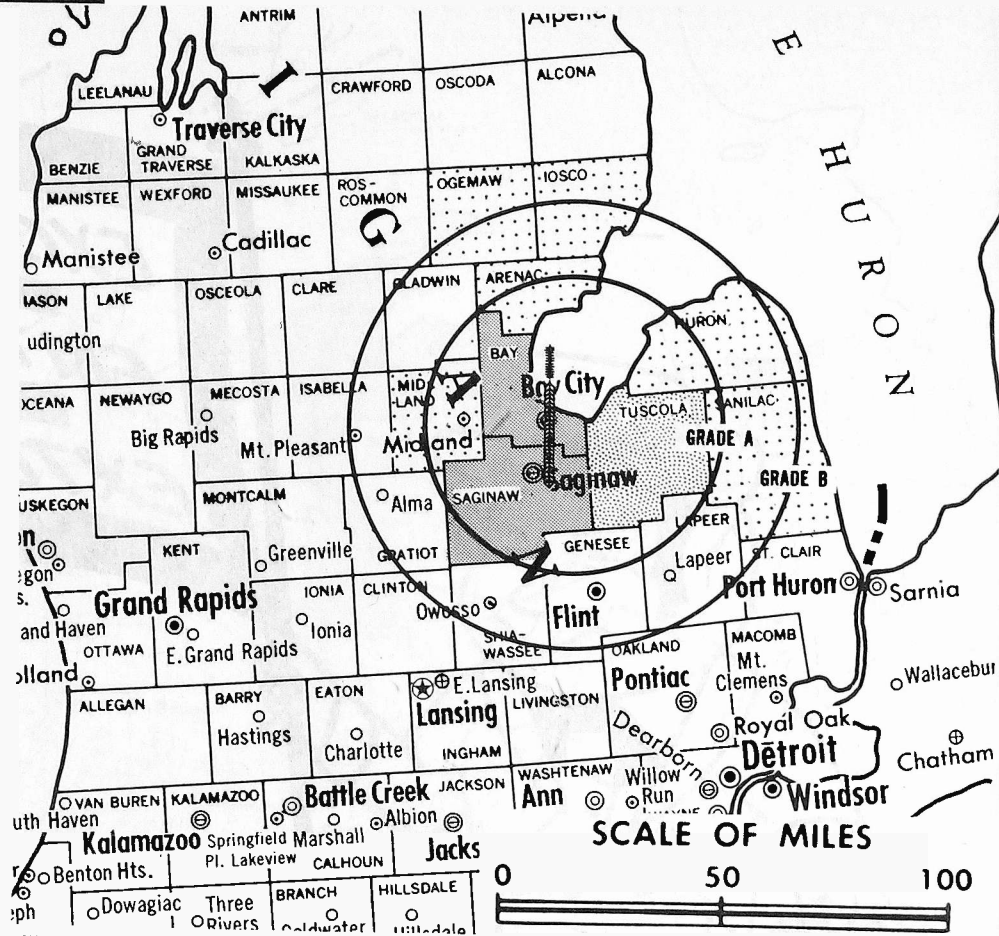
Technical Facilities: Channel No. 57 (728-734 mc). Authorized power: 174-kw visual, 95.5-kw aural. Antenna: 450-ft. above av. terrain, 465-ft. above ground, 1061-ft. above sea level.

Latitude 43° 23' 32"

Longitude 83° 55' 32"

Transmitter: Bridgeport Twp.

AM Affiliate: WKNX, 1210 kc.



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

WKNX-TV Ref: FCC File No. BMPCT-2189 Granted 7/12/54

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

WKNX-TV

Licensee: Lake Huron Bcstg. Corp., 221 S. Washington Ave., Saginaw.

Studio: 221 S. Washington Ave.

Telephone: Pleasant.3-4471. TWX No.: SG 61.

Ownership: William J. Edwards, pres., 33 1/3%; Alvin M. Bentley (ex-Congressman), v.p., 33 1/3%; Howard H. Wolfe, secy.-treas., 33 1/3%. Lake Huron Bcstg. Corp. also holds CP for Ch. 11, Alpena, Mich.

Began Operation: April 5, 1953.

Represented (sales) by Gill-Perna Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

WILLIAM J. EDWARDS, president & general manager.

ALVIN M. BENTLEY, vice president.

HOWARD H. WOLFE, station manager.

ROBERT CHANDLER, commercial manager & sales promotion director.

FRANK COOPERSMITH, program director & film buyer.

MAX W. THOMAS, director technical operations.

LEE PURVIS, business manager.

DAVID SZOPA, film director.

RICHARD THOMPSON, news director.

DIGEST OF RATE CARD NO. 4

(June 1, 1959)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—6:29-11:01 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.	\$375.00	\$225.00	\$150.00	\$131.25	\$93.75	\$75.00

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN Bay Saginaw	31,600	30,000	95
		54,400	51,600	95
Between 25-50%	MICHIGAN Tuscola	12,000	11,200	93
Under 25%	MICHIGAN Arenac	2,900	2,700	91
	Huron	9,500	8,500	90
	Iosco	5,100	4,800	94
	Midland	14,100	13,600	96
	Ogemaw	2,900	2,600	90
	Sanilac	9,400	8,600	91
WKNX-TV Station Total		141,900	133,600	94
ARB Total Net Weekly Circulation (March, 1962)			57,300	



PROGRESSIVE STATIONS PREFER THE PRESTIGE NEWS SERVICE

Michigan—Sault Ste Marie

abc WWUP-TV

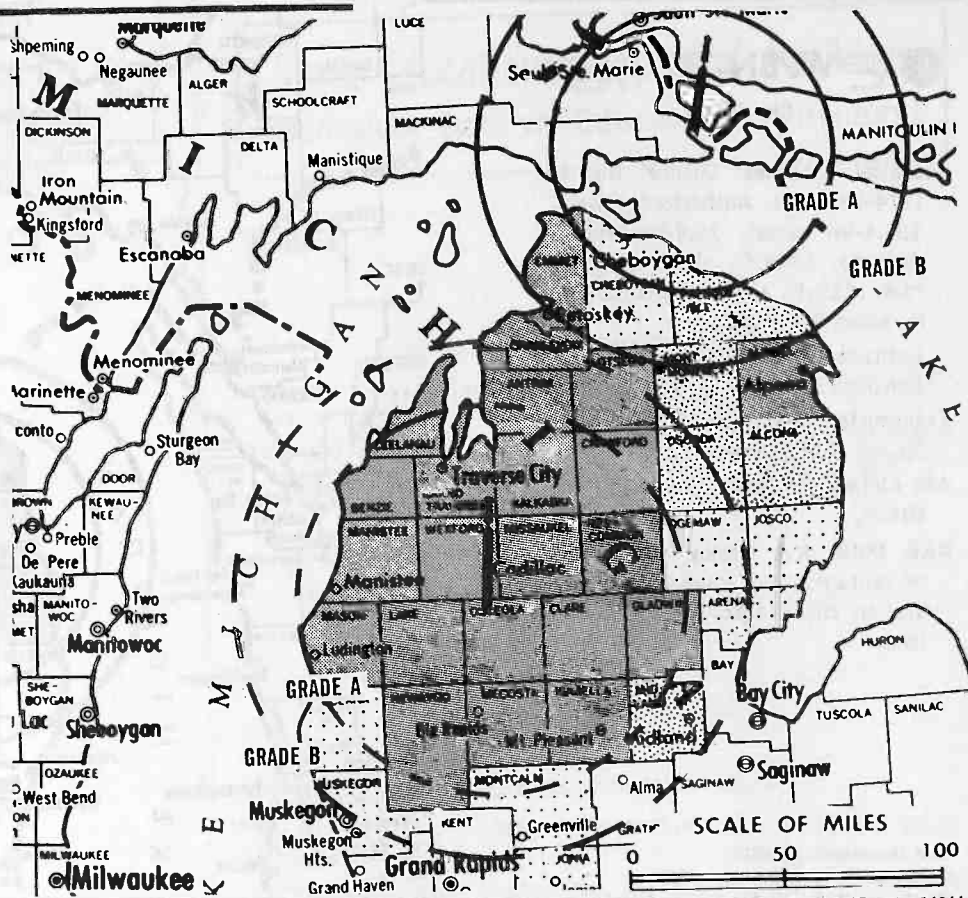
Ch. 10

[Satellite of WWTW, Cadillac, Mich.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 101-kw visual, 55-kw aural. Antenna: 1210-ft. above av. terrain, 1126-ft. above ground, 1873-ft. above sea level.

Latitude 46° 03' 49"
Longitude 84° 06' 08"

Transmitter: Goetzville.



WWUP-TV Ref: FCC File No. BMPCT-5732 Granted 4/25/62 ©American Map Co., Inc., N.Y., No. 14244

WWUP-TV

Network Service: ABC & CBS, same as WWTW.
Licensee: Fetzer TV Inc., 417 N. Mitchell St., Cadillac.
Ownership: Same as WWTW, Cadillac, Mich.
Began Operation: June 15, 1962.
Represented (sales) by Avery-Knodel Inc.
Represented (legal) by Mallick & Bernton.
Personnel:
See WWTW, Cadillac.
Rates: Sold only in combination with WWTW, Cadillac.
NETWORK BASE HOURLY RATE: Bonus to WWTW, Cadillac.

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

For Other Fetzer TV Stations see the Group Ownership Section

Michigan—Traverse City

abc **WPBN-TV**

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 151.6-kw visual, 75.9-kw aural. Antenna: 1349-ft. above av. terrain, 1129-ft. above ground, 2549-ft. above sea level.

Latitude 44° 16' 33"
Longitude 85° 42' 45"

Transmitter: 2-mi. S of Harrietta, 33-mi. S of Traverse City.

AM Affiliate: WTCM, 1-kw, 1400 kc (NBC).

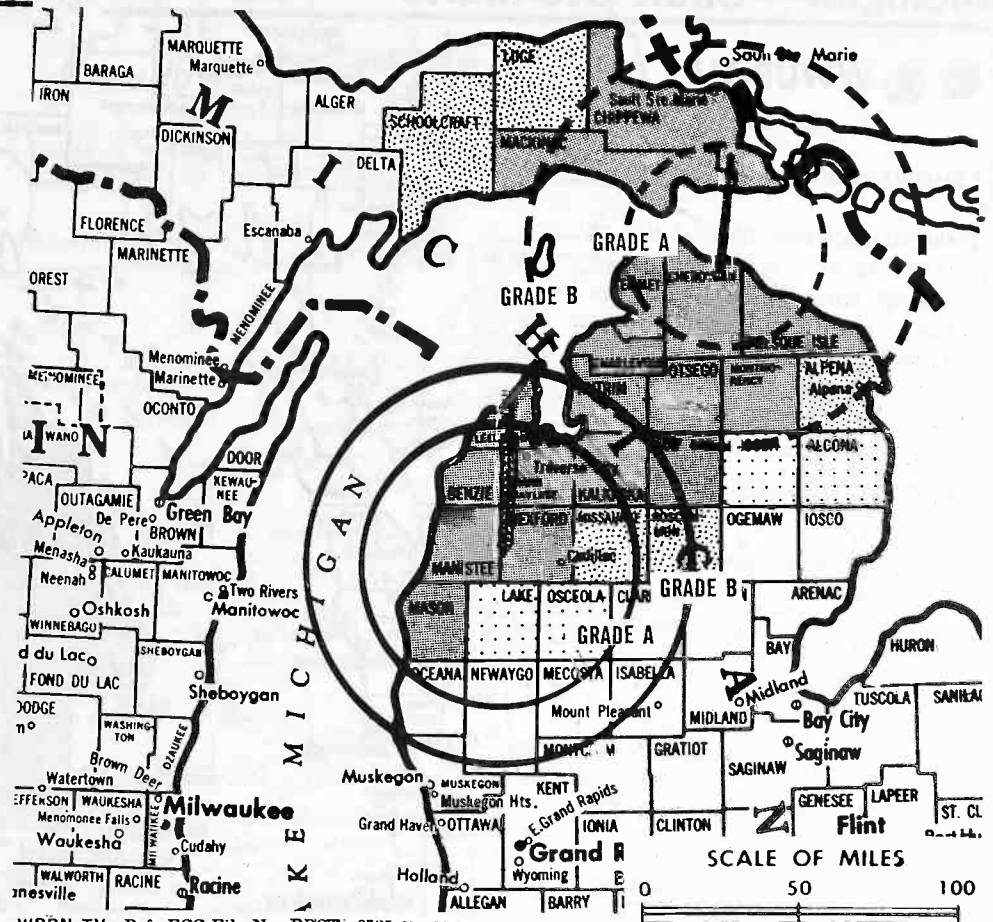
ARB Data: Net weekly circulation percentages were compiled before station changed to present facilities.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WPBN-TV Ref: FCC File No. BPCT-2725 Granted 10/20/60
WTOM-TV Ref: FCC File No. BPCT-2717 Granted 12/9/59

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

WPBN-TV

Network Service: ABC, NBC.

Licensee: Midwestern Bcstg. Co., Paul Bunyan Bldg.

Studio: 3-mi. W of center of Traverse City.

Telephone: Windsor 7-7675.

Ownership: Les Biederman, pres., 52.5%; William H. Kiker, v.p., 16.25%; Drew McClay, secy.-treas., 15%; Fred Zierle, director, 16.25%. Also operates WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord, all Michigan radio stations. Also owns WTOM-TV, Cheboygan, Mich.

Began Operation: Sept. 13, 1954.

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis.

Personnel:

LES BIEDERMAN, president.

SOREN H. MUNKHOF, general manager & film buyer.

R. E. DETWILER, commercial manager.

WM. H. KIKER, v.p. & chief engineer.

DIGEST OF RATE CARD NO. 3

(May 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:29-10:31 p.m., daily.	\$400.00	\$240.00	\$160.00	\$140.00	\$90.00	\$80.00

Note: This is combination rate with WTOM-TV, Cheboygan.

NETWORK BASE HOURLY RATE: \$300 (ABC), \$300 (NBC).

Net Weekly Circulation	State	County	Total Households	TV Homes	%
Over 50%	MICHIGAN	Antrim	3,100	2,800	90
		Benzie	2,400	2,100	88
		Charlevoix	4,000	3,600	91
		Cheboygan	4,100	3,500	84
		Chippewa	9,000	8,000	89
		Crawford	1,500	1,300	85
		Emmet	4,700	4,100	87
		Grand Traverse	9,200	8,300	90
		Kalkaska	1,300	1,200	87
		Leelanau	2,700	2,400	89
		Mackinac	3,000	2,700	88
		Manistee	5,900	5,300	91
		Mason	6,800	5,700	84
		Montmorency	1,400	1,100	80
Otsego	2,200	2,000	91		
Presque Isle	3,500	2,800	79		
Wexford	5,500	5,100	93		
Between 25-50%	MICHIGAN	Alpena	8,100	6,600	82
		Luce	1,700	1,400	84
		Missaukee	1,900	1,600	84
		Roscommon	2,500	2,400	95
		Schoolcraft	2,600	2,200	83
Under 25%	MICHIGAN	Alcona	1,900	1,600	83
		Lake	1,800	1,600	84
		Osceola	4,000	3,600	91
		Oscoda	1,100	900	77
WPBN-TV & WTOM-TV Station Total			95,900	83,900	87
ARB Total Net Weekly Circulation (March, 1962)				61,800	

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WILX-TV & WMSB

Battle Creek
(See Lansing, Mich.)

WKNX-TV

Bay City
(See Saginaw, Mich.)

WPBN-TV

Cadillac
(See Traverse City, Mich.)

WJMY

Detroit
(See Allen Park, Mich.)

WJIM-TV

Flint
(See Lansing, Mich.)

WJRT

Lansing
(See Flint, Mich.)

WILX-TV & WMSB

Jackson
(See Lansing, Mich.)

WNEM-TV

Saginaw
(See Bay City, Mich.)

WWTV

Traverse City
(See Cadillac, Mich.)

State Educational Technical Facilities
(Complete Data in Educational Directory)

WTVS

Detroit
Ch. 56

Non-Commercial Educational Station

Licensee: Detroit Educational Television Foundation Inc., 18323 James Couzens, Detroit 35.

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 178-kw visual, 100-kw aural. Antenna: 540-ft. above av. terrain, 535-ft. above ground, 1170-ft. above sea level.

Latitude	42°	22'	25"
Longitude	83°	06'	50"

WMSB

Onondaga-East Lansing
Ch. 10

Non-Commercial Educational Station

Licensee: Board of Trustees, Michigan State University, E. Lansing, Mich.

Technical Facilities: Channel No. 10 (192-198 mc). Shares time with commercial outlet WILX-TV. Authorized power: 309-kw visual, 174-kw aural. Antenna: 970-ft. above av. terrain, 982.8-ft. above ground, 1946-ft. above sea level.

Latitude	42°	26'	33"
Longitude	84°	34'	21"

**TO BUY OR SELL A
TELEVISION OR
RADIO STATION**

HAMILTON-LANDIS & ASSOC., INC.

WASHINGTON, D.C.

1737 DeSales St., N.W.
EX 3-3456

CHICAGO

1714 Tribune Tower
DE 7-2754

SAN FRANCISCO

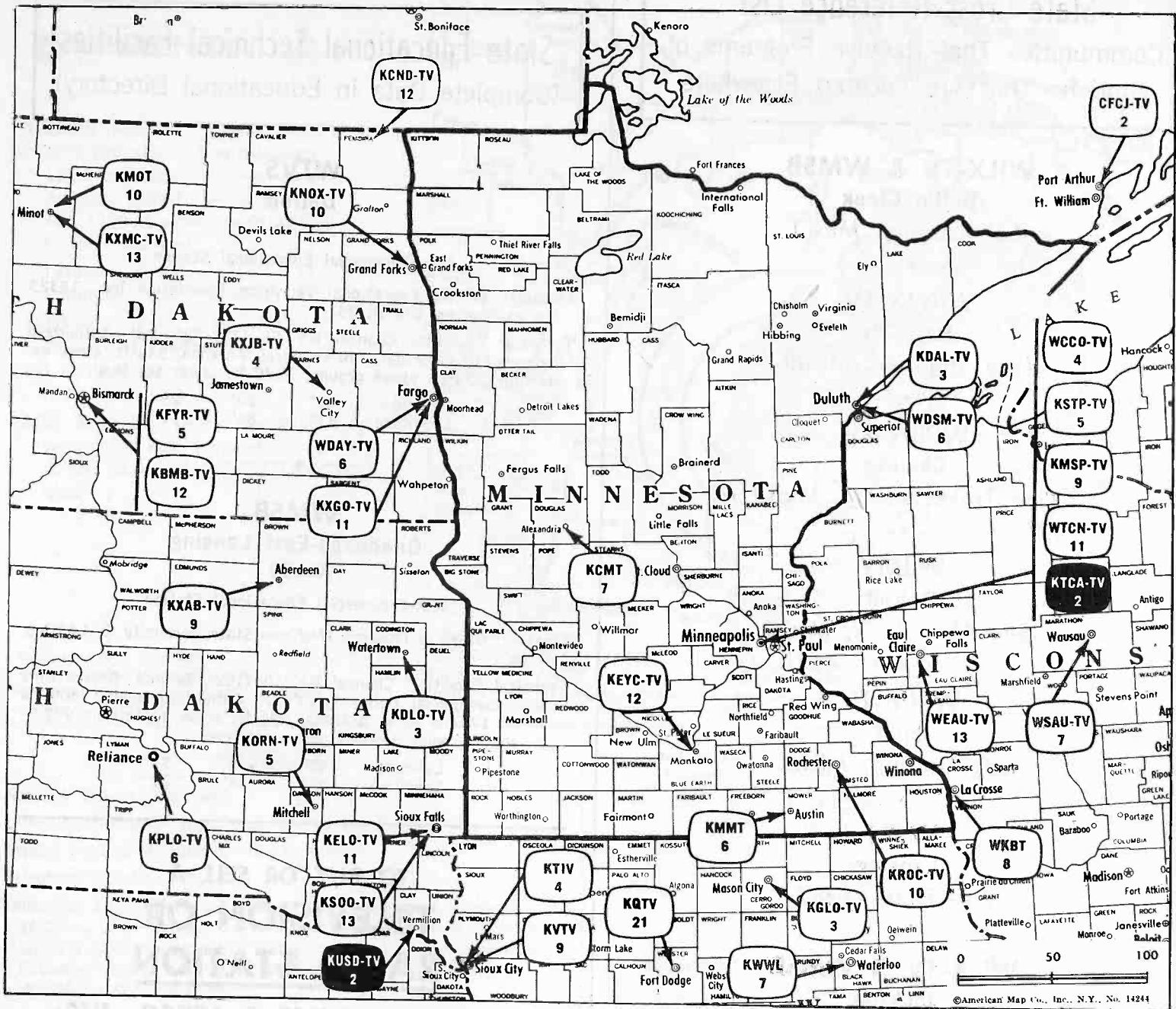
111 Sutter St.
EX 2-5671

DALLAS

1511 Bryan St.
RI 8-1175

NATIONWIDE ● NEGOTIATIONS
FINANCING ● APPRAISALS

Minnesota



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Minneapolis-St. Paul	630,800	15	907,500	24	825,900	23
Duluth-Superior, Wis.	148,900	103	240,800	118	209,500	115
Austin-Mason City-Rochester	138,900	108	237,000	119	214,500	112
Mankato	90,000	144	Information Not Available			
Alexandria	70,900	160	172,100	144	146,800	145

Minn. Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	10	0	10
Educational Television Stations	1	0	1
			11

State Educational Technical Facilities (Complete Data in Educational Directory)

KTCA-TV St. Paul-Minneapolis Ch. 2

Non-Commercial Educational Station

Licensee: Twin City Area Educational Television Corp., St. Paul.
 Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 620-ft. above av. terrain, 562-ft. above ground, 1549-ft. above sea level.

Latitude 44° 59' 54"
 Longitude 93° 11' 17"

For Minnesota Community Antenna Systems
 see the CATV Directory Section

Minnesota—Alexandria



KCMT

Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1120-ft. above av. terrain, 1130-ft. above ground, 2525-ft. above sea level.

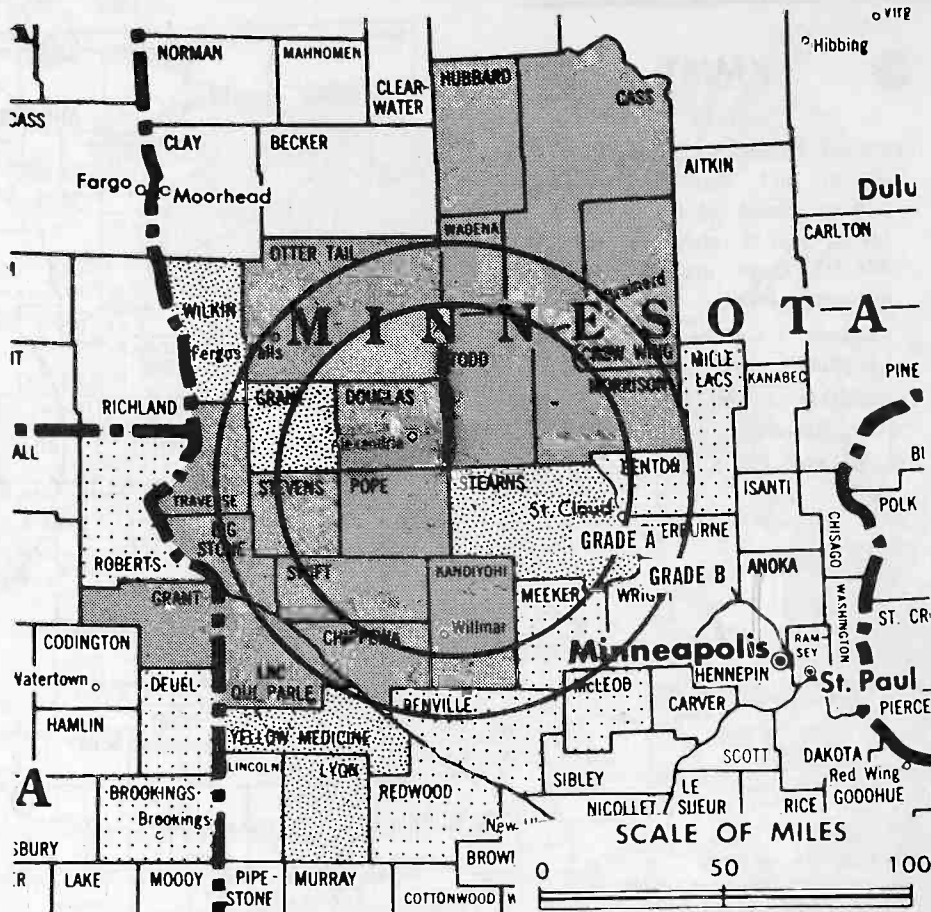
Latitude 45° 41' 03"
Longitude 95° 08' 14"

Transmitter: 2.5-mi. SE of Westport, Minn.

Studio: 124 W. 7th Street.

Telephone: Rockwell 3-5166.

AM Affiliate: None locally.



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

KCMT Ref: FCC File No. BPCT—2398 Granted 12/5/57

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

KCMT

Licensee: Central Minnesota Television Co., Box 28.

Ownership: Joseph O. Perino, pres., 3.06%; Thomas K. Barnes, v.p., 41%; John J. McCarten, secy.-treas., 3.06%; Julius Hetland, director, 10%; Lee H. Johnson, director, 3.06%; Kenneth C. Bechtel, director, 3.06%; Harold Bangert, 10%; 9 other stockholders, none with more than 3.06%. Barnes is gen. mgr. of WDAY-TV, Fargo, N.D.; Hetland is technical director, WDAY-TV.

Began Operation: Oct. 8, 1958.

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co. (Minneapolis); The Soderlund Co. (Omaha).

Represented (legal) by Marmet & Schneider.

Personnel:

GLENN FLINT, general manager & film buyer.
KENNETH BECHTEL, program director.
KEN SCHNEIDER, regional sales manager.
JON HAAVEN, news director.
NILE HUNT, chief engineer.

DIGEST OF RATE CARD NO. 2A—(Aug. 1, 1961)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$300.00	\$180.00	\$140.00	\$122.50	\$87.50	\$70.00

NETWORK BASE HOURLY RATE: \$225.

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

TRANS-LUX TELEVISION CORPORATION

NEW YORK . . . CHICAGO . . . HOLLYWOOD



Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MINNESOTA			
	Big Stone	2,600	2,300	89
	Cass	5,000	3,400	68
	Chippewa	4,900	4,200	84
	Crow Wing	9,700	8,200	84
	Douglas	6,300	5,500	87
	Hubbard	3,000	2,100	67
	Kandiyohi	8,500	7,200	85
	Lac Qui Parle	3,900	3,400	87
	Morrison	6,900	5,800	83
	Otter Tail	13,800	11,600	84
	Pope	3,500	2,900	81
	Stevens	3,100	2,800	89
	Swift	4,300	3,700	86
	Todd	6,700	5,400	80
	Traverse	2,200	2,000	89
	Wadena	3,400	2,600	74
Between 25-50%	SOUTH DAKOTA			
	Grant	2,900	2,500	87
	MINNESOTA			
	Grant	2,600	2,500	93
	Lyon	6,400	5,400	84
Stearns	19,300	17,100	89	
Wilkin	2,900	2,700	93	
Yellow Medicine	4,600	3,400	73	
Under 25%	MINNESOTA			
	Benton	4,500	4,100	91
	McLeod	7,200	6,700	93
	Meeker	5,400	4,800	89
	Mille Lacs	4,300	3,800	89
	Redwood	6,300	5,000	80
	Renville	6,600	5,600	84
	SOUTH DAKOTA			
	Brookings	5,700	5,200	90
	Deuel	2,000	1,800	88
Roberts	3,600	3,100	84	

KCMT Station Total 172,100 146,800 85
ARB Total Net Weekly Circulation (March, 1962) 70,900

Minnesota—Austin



KMMT



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 350-ft. above av. terrain, 406-ft. above ground, 1609-ft. above sea level.

Latitude 43° 37' 20"
Longitude 92° 59' 22"

Transmitter: 2.5-mi. S of Austin on Hwy. No. 105.

AM Affiliate: KAUS, 1-kw, 1480 kc (MBS).

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



KMMT Ref: FCC File No. BPCT-2668 Granted 8/10/59

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

KMMT

Licensee: Minnesota-Iowa Television Co.

Studio: 2.5-mi. S of Austin on Hwy. No. 105.

Telephone: Hemlock 3-8836. TWX No.: AUS MINN 369.

Ownership: Same as KWVL-TV, Waterloo, Ia.

Began Operation: July 27, 1953. Sale to present owners by Chester A. Weseman and associates approved Oct. 29, 1958 by FCC (Television Digest, Vol. 13:6).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Roberts & McInnis.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

R. J. McELROY, president.
THOMAS L. YOUNG, vice president.
ROSS MARTIN, sales manager.
STAN STYDNICKI, operations director.
CHRISTY HANSEN, news director.
JOHN O'ROURKE, sports director.
TONY MULDER, technical director.

DIGEST OF RATE CARD NO. 7N
(Nov. 1, 1959)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—6:59-9:30 p.m., daily.	\$350.00	\$210.00	\$140.00	\$122.50	\$105.00	\$70.00 \$35.00

NETWORK BASE HOURLY RATE: \$300.



**THE MIGHTY HERCULES
THE MIGHTIEST
NEW CARTOON SERIES**

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

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	IOWA				
		Cerro Gordo	15,500	14,500	94
		Chickasaw	4,300	3,900	91
		Emmet	4,500	3,700	82
		Floyd	6,500	6,000	92
		Hancock	4,400	4,000	92
		Kossuth	7,200	6,700	94
		Mitchell	4,100	3,800	92
		Winnebago	4,000	3,700	92
		Worth	3,100	2,900	92
Between 25-50%	MINNESOTA				
		Dodge	3,800	3,400	88
		Faribault	7,000	6,400	91
		Fillmore	7,100	6,400	91
		Freeborn	11,300	10,400	92
		Martin	8,100	7,300	90
Under 25%	IOWA				
		Howard	3,700	3,100	83
		Palo Alto	4,200	3,600	85
		Winnesiek	6,000	5,300	88
	MINNESOTA				
		Blue Earth	12,800	11,500	90
		Steele	7,500	7,000	93
		Winona	11,800	10,400	88
	Under 25%	IOWA			
			Butler	5,400	4,900
		Dickinson	4,000	3,500	87
		Franklin	4,900	4,600	94
		Pocahontas	4,200	3,900	91
MINNESOTA					
		Brown	8,100	7,000	87
		Cottonwood	4,900	3,500	72
		Jackson	4,600	4,000	86
		Le Sueur	5,900	5,400	91
	Nicollet	5,700	5,200	91	
	Waseca	4,800	4,400	92	
	Watsonwan	4,300	3,700	86	

KMMT Station Total 226,900 205,200 90
ARB Total Net Weekly Circulation (March, 1962) 111,300

Minnesota—Duluth-Superior, Wis.

abc KDAL-TV

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 990-ft. above av. terrain, 813-ft. above ground, 2046-ft. above sea level.

Latitude 46° 47' 07"
Longitude 92° 07' 15"

Transmitter: Observation Rd. & 11th St.

AM Affiliate: KDAL, 5-kw, 610 kc (CBS).



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

KDAL-TV Ref: FCC File No. BNPCT-3130 Granted 6/13/55

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

KDAL-TV

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

Licensee: KDAL Inc., Bradley Bldg., Duluth.

Studio: Bradley Bldg.

Telephone: Randolph 2-4466. TWX No.: DU 7019.

Ownership: KDAL Inc. is a wholly-owned subsidiary of WGN Inc. For other interests, see WGN-TV, Chicago, Ill.

Began Operation: March 14, 1954. Sale to present owner by Red River Bcstg. (Dalton LeMasurier family) approved Dec. 7, 1960 by FCC (Television Digest, Vol. 16:34, 50).

Represented (sales) by Edward Petry & Co. Inc.; Harry S. Hyett Co.

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

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ODIN S. RAMSLAND, general manager.
CHARLES A. WILSON, national sales director (Chicago).
JOHN GRANDY, sales manager.
EARL HENTON, program director & film buyer.
DON LeMASURIER, promotion manager.
ROBERT DETTMAN, v.p. & chief engineer.

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

Hour 30 Min. 15 Min. 5 Min. or 40 Sec. 20 Sec. 8 Sec.

Class AA—6:59-10 p.m., daily.
\$750.00 \$450.00 \$375.00 \$225.00 \$175.00 \$150.00 \$75.00

NETWORK BASE HOURLY RATE: \$650 (CBS), \$600 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Gogebic	7,800	6,900	89
	MINNESOTA			
	Aitken	3,800	3,400	89
	Beltrami	6,400	4,300	67
Carlton	7,700	7,300	94	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MINNESOTA—(Continued)			
	Cook	1,100	900	81
	Crow Wing	9,700	8,200	84
	Itasca	11,000	9,500	86
	Koochiching	5,100	3,900	75
	Lake	4,200	3,900	93
	St. Louis	73,100	66,900	92
	WISCONSIN			
	Ashland	5,100	4,700	91
	Bayfield	3,600	3,300	91
Douglas	13,600	12,800	94	
Iron	2,500	2,300	92	
Sawyer	2,900	2,500	83	
Vilas	3,000	2,600	87	
Washburn	3,200	3,000	91	
Between 25-50%	MINNESOTA			
	Hubbard	3,000	2,100	67
	Pine	4,900	4,100	85
Wadena	3,400	2,600	74	
Under 25%	MICHIGAN			
	Iron	5,300	4,900	92
	Ononagon	3,100	2,500	80
	MINNESOTA			
	Benton	4,500	4,100	91
	Cass	5,000	3,400	68
	Lake of Woods	1,300	600	46
	Mille Lacs	4,300	3,800	89
	Morrison	6,900	5,800	83
	Roseau	3,400	1,900	56
Todd	6,700	5,400	80	
WISCONSIN				
Barron	10,100	8,800	87	
Oneida	6,600	5,800	88	
Price	4,300	3,600	82	
Rusk	4,200	3,700	87	
KDAL-TV Station Total		240,800	209,500	87
ARB Total Net Weekly Circulation (March, 1962)		148,900		

Minnesota—Duluth-Superior, Wis.

abc **WDSM-TV**

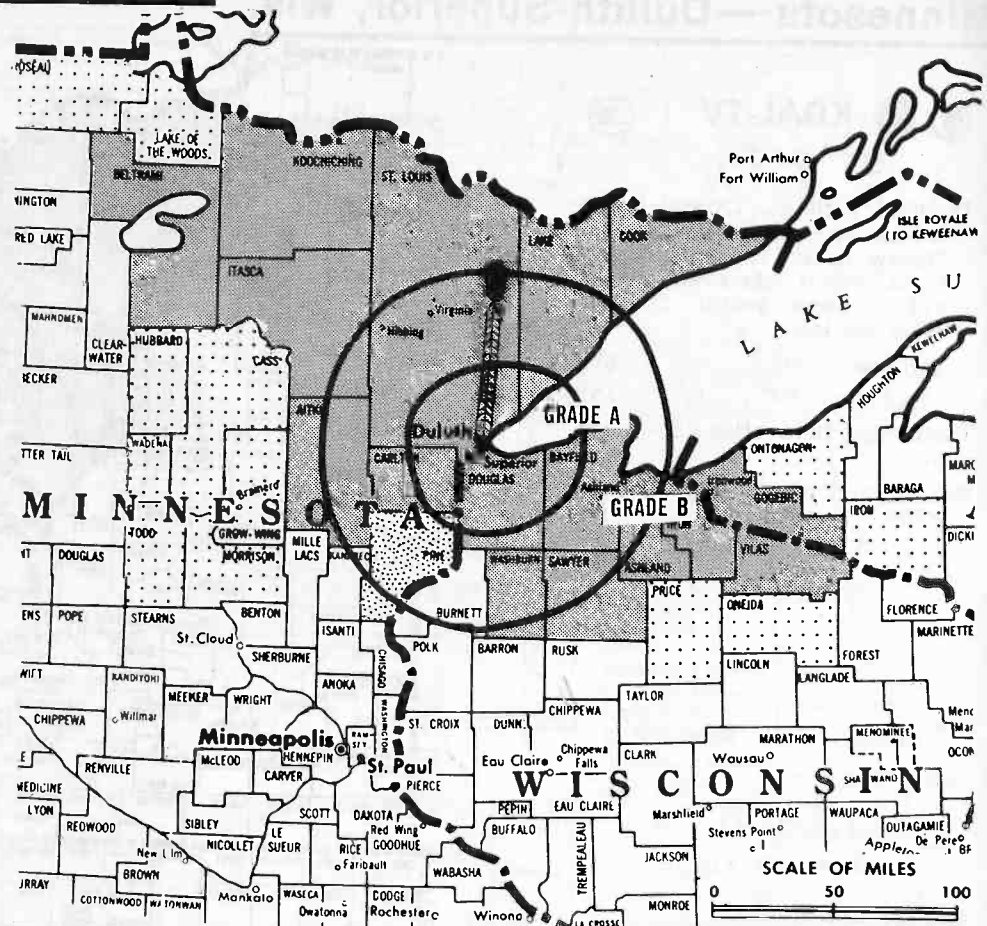
Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1010-ft. above av. terrain, 804-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 21"
Longitude 92° 06' 51"

Transmitter: 5th Ave. W. of 10th St., Duluth

AM Affiliate: WDSM, 5-kw, 710 kc (NBC).



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

WDSM-TV Ref: FCC File No. BPCT-2412 Granted 10/11/57

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

WDSM-TV

Network Service: ABC, NBC.

Licensee: Northwest Publications Inc., 230 East Superior St., Duluth.

Studios: 230 E. Superior St., Duluth & 921 Tower Ave., Superior.

Telephones: Randolph 7-8484, Duluth; Export 4-9238, Superior.

TXW No.: DU 7071.

Ownership: Northwest Publications Inc. (owned by Ridder Publications), 100%. Northwest Publications publishes Duluth Herald-News Tribune. For other interests, see WCCO-TV.

Began Operation: Feb. 23, 1954.

Represented (sales) by Peters, Griffin, Woodward Inc.; Bill Hurley (Minneapolis); TV Representatives Ltd. (Canada).

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

Personnel:

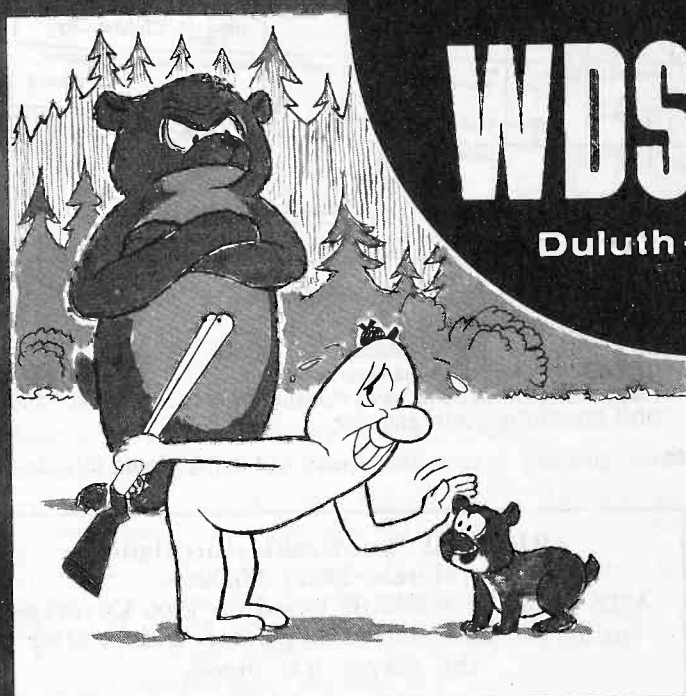
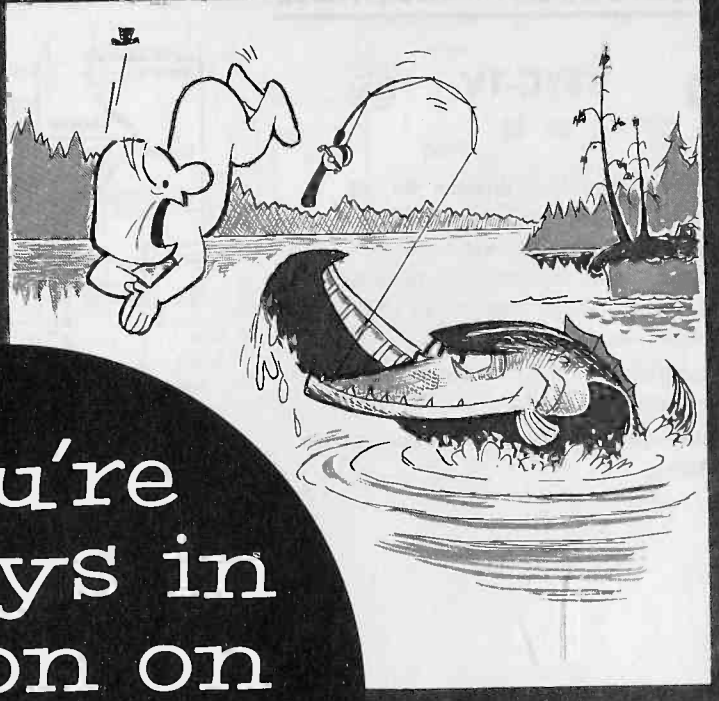
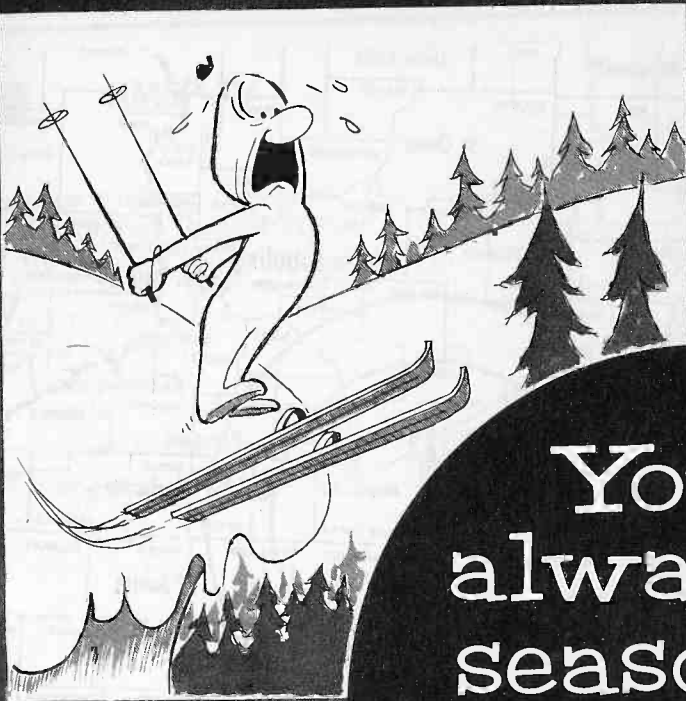
- ROBERT J. RICH, general manager.
- R. W. (RICK) PEARSON, commercial manager.
- TOM GAVIN, station manager.
- MARTIN OLSON, promotion & merchandising manager.
- EDWIN M. CONRAD, program director & film buyer.
- GLENN MAXHAM, news director.
- GEORGE CARLSON, director of engineers.

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

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
\$750.00 \$450.00 \$375.00 \$225.00 \$190.00 \$170.00 \$85.00
NETWORK BASE HOURLY RATE: \$650 (ABC), \$650 (NBC).

For Other Newspapers & Newspaper Groups
With TV Station Holdings
see the Newspaper Ownership Section

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Gogebic	7,800	6,900	89
	MINNESOTA			
	Aitkin	3,800	3,400	89
	Beltrami	6,400	4,300	67
	Carlton	7,700	7,300	94
	Cook	1,100	900	81
	Itasca	11,000	9,500	86
	Koochiching	5,100	3,900	75
	Lake	4,200	3,900	93
	St. Louis	73,100	66,900	92
	WISCONSIN			
Ashland	5,100	4,700	91	
Bayfield	3,600	3,300	91	
Douglas	13,600	12,800	94	
Iron	2,500	2,300	92	
Sawyer	2,900	2,500	83	
Vilas	3,000	2,600	87	
Washburn	3,200	3,000	91	
Between 25-50%	MINNESOTA			
	Pine	4,900	4,100	85
Under 25%	MICHIGAN			
	Iron	5,300	4,900	92
	Ontonagon	3,100	2,500	80
	MINNESOTA			
	Cass	5,000	3,400	68
	Crow Wing	9,700	8,200	84
	Hubbard	3,000	2,100	67
	Lake of Woods	1,300	600	46
	Morrison	6,900	5,800	83
	Roseau	3,400	1,900	56
	Todd	6,700	5,400	80
	Wadena	3,400	2,600	74
	WISCONSIN			
Oneida	6,600	5,800	88	
Price	4,300	3,600	82	
WDSM-TV Station Total		217,700	189,100	87
ARB Total Net Weekly Circulation (March, 1962)			144,000	



You're
always in
season on
WDSM-TV
Duluth - Superior

FIRST

in audience on latest March 1962 ARB and Nielsen surveys.

FIRST

VHF television station on the air in the Duluth-Superior Market!

FIRST

and only station telecasting in color . . . now equipped to originate slide and film in color.

Duluth - Superior
CONTACT:

WDSM-TV **NBC-ABC**

Peters Griffin and Woodward National Representatives

Bill Hurley, Minneapolis Regional Representatives

Television Representatives Ltd. Canadian Representatives

Minnesota—Mankato



KEYC-TV

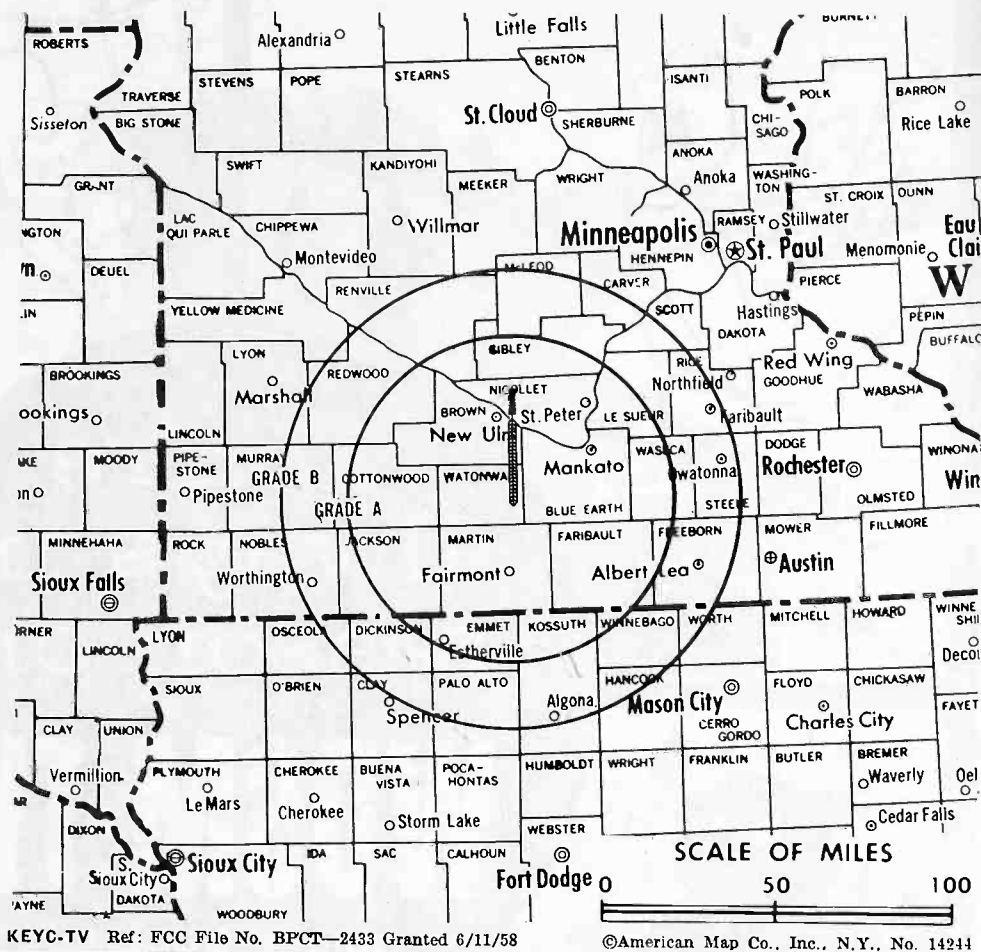


Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-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, Minn.



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

KEYC-TV Ref: FCC File No. BPCT-2433 Granted 6/11/58

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

KEYC-TV

Grantee: KEYC-LEE TV Inc., P.O. Box XII, Mankato, Minn.

Studio: Lee Blvd., N. Mankato.

Telephone: 7905.

Ownership: Lee Radio Inc. (KGLO-TV, Mason City, Ia.), 80.25%; KNUJ Inc. (radio KNUJ, New Ulm, Minn.), 10%; Lee P. Loomis (Lee Radio), chairman, 2.5%; Walter K. Mickelson, v.p., 5%; 13 other stockholders, none holding over 2.5%. (Forward Group station.)

Began Operation: Oct. 5, 1960.

Represented (sales) by Advertising Time Sales Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Creutz & Snowberger.

Personnel:

WALTER ROTHSCHILD, president.
BOB GARDNER, station manager.
HAP HALLIGAN, sales manager.
PAUL MILLEN, national sales manager (Quincy, Ill.).
DON BORCHERT, chief engineer.

Rates: Sold only in combination with KGLO-TV, Mason City, Ia.

ARB Total Net Weekly Circulation
(March, 1962) 90,000
ARB data not available based on 1960 Coverage Study because station began operation after the survey was made.

Minnesota—Minneapolis-St. Paul



KMSP-TV

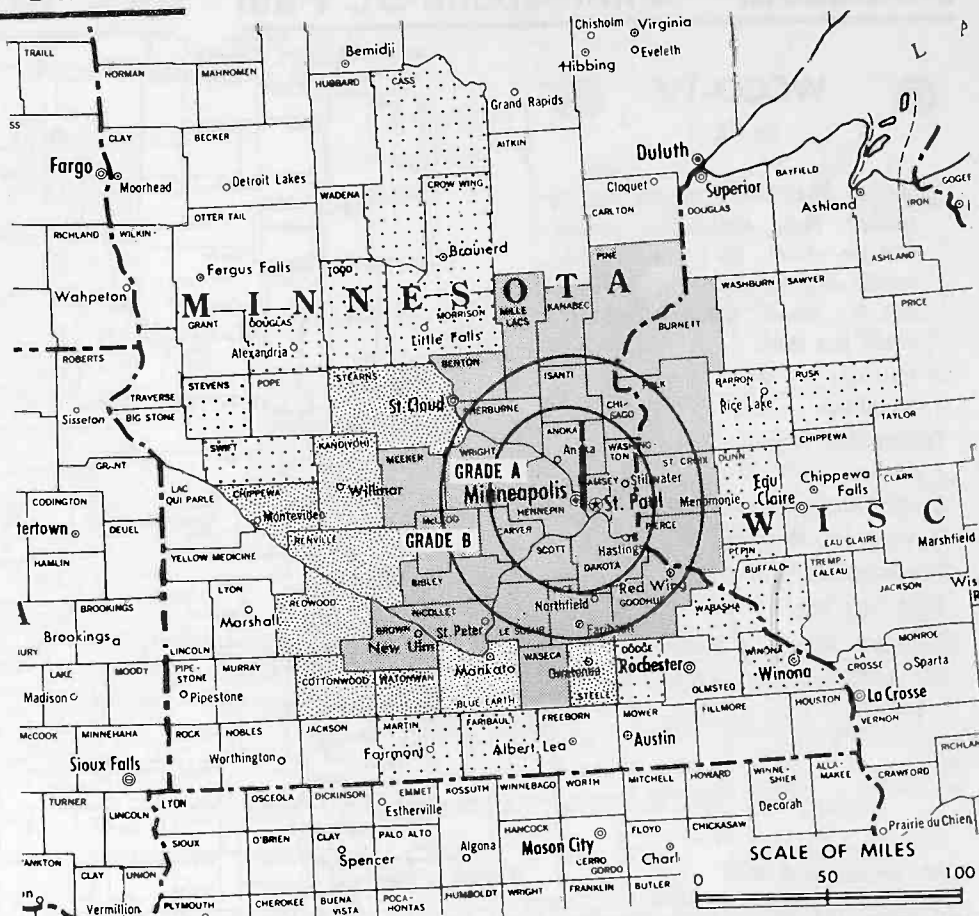
Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 451-ft. above av. terrain, 601-ft. above ground, 1326-ft. above sea level.

Latitude 44° 58' 28.2"
Longitude 93° 16' 16.7"

Transmitter: Foshay Tower.

TV tape: Recording facilities.



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

KMSP-TV Ref: FCC File No. BPCT-795 Granted 6/10/54

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

KMSP-TV

Grantee (STA): United Television Inc., Foshay Tower, Minneapolis 2, Minn.

Studio: 120 South 9th St.

Telephone: FE 9-8811. TWX No.: 612-321-1386.

Ownership: 20th Century-Fox TV Inc.

Began Operation: Jan. 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 by FCC (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 by FCC (Vol. 15:34, 44).

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

DON SWARTZ, president, general manager & film buyer.
RICHARD J. BUTTERFIELD, v.p. & sales manager.
JOHN SANDSTRUM, director of news & public relations.
JOE CARNEY, director of operations.
CHALMERS STROMBERG, chief engineer.

DIGEST OF RATE CARD NO. 16 (Jan. 1, 1963)

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

Class AA—6:30-10 p.m., daily.

\$1700.00 \$1020.00 \$680.00 \$595.00 \$550.00 \$350.00 \$175.00

NETWORK BASE HOURLY RATE: \$1250.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	MINNESOTA—(Continued)				
		Carver	5,900	5,700	96
		Chisago	4,100	3,700	91
		Dakota	21,700	20,800	96
		Goodhue	9,900	9,100	92
		Hennepin	266,400	248,300	94
		Isanti	3,500	3,100	89
		Kanabec	2,600	2,300	86
		Le Sueur	5,900	5,400	91
		McLeod	7,200	6,700	93
		Meeker	5,400	4,800	89
		Mille Lacs	4,300	3,800	89
		Nicollet	5,700	5,200	91
		Pine	4,900	4,100	85
		Ramsey	128,300	120,400	94
		Rice	9,800	8,900	91
		Scott	5,800	5,600	97
		Sherburne	3,300	3,100	91
		Sibley	4,600	4,200	91
	Waseca	4,800	4,400	92	
	Washington	14,400	13,700	96	
	Wright	8,400	7,600	90	
Between 25-50%	WISCONSIN				
		Burnett	2,900	2,500	86
		Pierce	6,300	5,900	93
		Polk	7,500	7,000	94
		St. Croix	8,200	7,800	95

Between 25-50%	MINNESOTA				
		Blue Earth	12,800	11,500	90
		Chippewa	4,900	4,200	84
		Cottonwood	4,900	3,500	72
		Kandiyohi	8,500	7,200	85
	Redwood	6,300	5,000	80	
	Renville	6,600	5,600	84	

(Continued on page 317)

KMSP-TV Station Total 767,900 703,900 92
ARB Total Net Weekly Circulation (March, 1962) 580,300

Net Weekly Circulation	State County	Total Households	TV Homes	%	
	MINNESOTA				
		Anoka	23,100	22,600	98
		Benton	4,500	4,100	91
	Brown	8,100	7,000	87	

Minnesota—Minneapolis-St. Paul



WCCO-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 543-ft. above av. terrain, 601-ft. above ground, 1461-ft. above sea level.

Latitude 44° 58' 28"
Longitude 93° 16' 17"

Transmitter: Foshay Tower, Minneapolis.

Studio: WCCO Television Bldg., 50 S. Ninth St., Minneapolis.

Telephone: Federal 8-0552.

TWX No.: MP2.

TV tape: Recording facilities.

AM Affiliate: WCCO, 50-kw, 830 kc (CBS).

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WCCO-TV Ref: FCC File No. BMPCT-933 Granted 12/19/52

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

WCCO-TV

Licensee: Midwest Radio-Television Inc., WCCO Television Bldg., Minneapolis.

Ownership: Midwest Radio-Television Inc. is 53% owned by Mid-Continent Radio-Television Inc., 47% by Minneapolis Star & Tribune Co. (Cowles). Mid-Continent Radio-Television is equally owned by Minnesota Tribune Co. and Northwest Publications Inc. (St. Paul Dispatch and Pioneer Press, Ridder newspapers). Ridder also operates WDSM-TV, Duluth-Superior and radio stations KSDN, Aberdeen, S.D.; WDSM, Duluth-Superior. Other Ridder newspapers are New York Journal of Commerce, Duluth Herald and News-Tribune, Aberdeen (S.D.) American and News, Grand Fork (N.D.) Herald, Long Beach (Cal.) Press-Telegram and Independent, Pasadena (Cal.) Independent and Star-News, San Jose (Cal.) News and Mercury, Garden Grove (Cal.) News, and owns minority interest in Seattle Times. For other interests of Cowles family, see KRNT-TV, Des Moines, Ia.

Began Operation: July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (Television Digest, Vol. 8:10, 33); CBS sold its 47% interest to Minneapolis Star & Tribune Co. in November 1954 (Vol. 10:45).

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

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

Personnel:

- WILLIAM J. McNALLY, chairman of board.
- ROBERT B. RIDDER, president.
- F. VAN KONYENBURG, executive v.p. & general manager.
- H. W. DORNSELF, asst. treasurer.
- SHERMAN HEADLEY, asst. manager.
- R. N. EKSTRUM, sales manager.
- DON R. GILLIES, national sales rep.
- ROBERT A. HUELSTER, local sales manager.
- ROGER GARDNER, production manager.
- JOHN M. SHERMAN, director of engineering.
- GWEN HARVEY, program director.
- HARRY JONES, film director.
- TOM COUSINS, publicity & promotion director.
- WILLIAM J. McGINNIS, studio engineer.
- NEIL B. COIL, transmitter engineer.
- BETTY TRUE, merchandising director.
- ROLLIE JOHNSON, news, sports & special events director.
- ARLE HAEBERLE, director of women's activities.
- HARRY SEILLS, farm director.

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

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.					
\$1900.00	\$1200.00	\$900.00	\$600.00	\$475.00	\$237.00

Color—Rates on request.

NETWORK BASE HOURLY RATE: \$1900.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MINNESOTA			
	Anoka	23,100	22,600	98
	Benton	4,500	4,100	91
	Blue Earth	12,800	11,500	90
	Brown	8,100	7,000	87
	Carver	5,900	5,700	96
	Cass	5,000	3,400	68
	Chisago	4,100	3,700	91
	Cottonwood	4,900	3,500	72
	Crow Wing	9,700	8,200	84
	Dakota	21,700	20,800	96
	Dodge	3,800	3,400	88
	Goodhue	9,900	9,100	92
	Hennepin	266,400	248,300	94
	Isanti	3,500	3,100	89
	Kanabec	2,600	2,300	86
	Le Sueur	5,900	5,400	91
	McLeod	7,200	6,700	93
	Martin	8,100	7,300	90
	Meeker	5,400	4,800	89
Mille Lacs	4,300	3,800	89	
Morrison	6,900	5,800	83	
Nicollet	5,700	5,200	91	
Pine	4,900	4,100	85	
Ramsey	128,300	120,400	94	
Redwood	6,300	5,000	80	
Renville	6,600	5,600	84	
Rice	9,800	8,900	91	

(Continued on page 317)

WCCO-TV Station Total	865,900	790,500	90
ARB Total Net Weekly Circulation (March, 1962)		630,800	

Minnesota—Minneapolis-St. Paul

WTCN-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 470-ft. above av. terrain, 601-ft. above ground, 1450-ft. above sea level.

Latitude 44° 58' 28"
Longitude 93° 16' 17"

Requests change to 1102-ft. above av. terrain, 1044-ft. above ground, 2044-ft. above sea level, lat. 45° 03' 46.5", long. 93° 08' 23"; transmitter to 920 West County Rd. F, Shoreview Township, Minn.

Transmitter: Foshay Tower.

TV tape: Recording facilities.

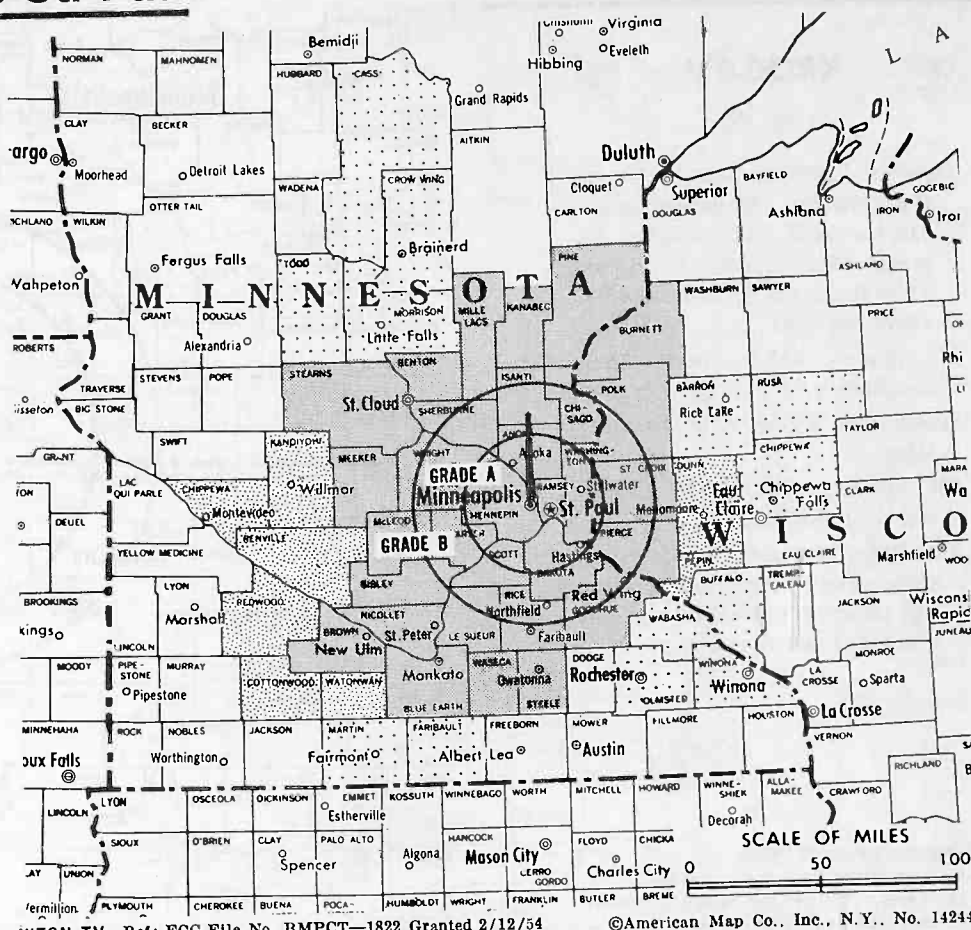
AM Affiliate: WTCN, 5-kw (1-kw night), 1280 kc (ABC).

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WTCN-TV Ref: FCC File No. BMPCT-1822 Granted 2/12/54

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

WTCN-TV

Network Service: None, independent.

Licensee: Time-Life Broadcast Inc., 2925 Dean Blvd., Minneapolis 16.

Studio: 2925 Dean Blvd.

Telephone: Walnut 7-8881. TWX Nos.: MP 994, MP 540.

Ownership: Time-Life Broadcast Inc., 100%; subsidiary of Time Inc. For other interests, see Time Inc. under Group Ownership.

Began Operation: Sept. 1, 1953. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (Television Digest, 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) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

WESTON C. PULLEN JR., president.
WILLARD SCHROEDER, vice president.
ARTHUR M. SWIFT, station manager.
ROBERT C. FRANSEN, sales manager.
RICHARD W. JOLLIFFE, regional sales manager.
JOHN M. BALDWIN, operations manager.
HOWARD W. COLEMAN, promotion manager.
S. M. (MORT) ROSENMAN, program director & film buyer.
SHELDON W. PETERSON, news director.
WARREN FRITZE, chief engineer.

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

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10 p.m., daily.
\$1200.00 \$720.00 \$480.00 \$360.00 \$250.00 \$160.00 \$80.00

For Other Publishers With TV
Station Holdings, see page 811

Net Weekly Circulation

State County

Total Households

TV Homes %

MINNESOTA

Anoka	23,100	22,600	98
Benton	4,500	4,100	91
Blue Earth	12,800	11,500	90
Brown	8,100	7,000	87
Carver	5,900	5,700	96
Chisago	4,100	3,700	91
Dakota	21,700	20,800	96
Goodhue	9,900	9,100	92
Hennepin	266,400	248,300	94
Isanti	3,500	3,100	89
Kanabec	2,600	2,300	86
Le Sueur	5,900	5,400	91
McLeod	7,200	6,700	93
Meeker	5,400	4,800	89
Mille Lacs	4,300	3,800	89
Nicollet	5,700	5,200	91
Pine	4,900	4,100	85
Ramsey	128,300	120,400	94
Rice	9,800	8,900	91
Scott	5,800	5,600	97
Sherburne	3,300	3,100	91
Sibley	4,600	4,200	91
Stearns	19,300	17,100	89
Steele	7,500	7,000	93
Waseca	4,800	4,400	92
Washington	14,400	13,700	96
Wright	8,400	7,600	90

Over 50%

WISCONSIN

Burnett	2,900	2,500	86
Pierce	6,300	5,900	93
Polk	7,500	7,000	94
St. Croix	8,200	7,800	95

Between 25-50%

MINNESOTA

Chippewa	4,900	4,200	84
Cottonwood	4,900	3,500	72
Kandiyohi	8,500	7,200	85
Redwood	6,300	5,000	80

(Continued on page 317)

WTCN-TV Station Total	781,600	717,600	92
ARB Total Net Weekly Circulation (March, 1962)		517,400	

Minnesota—Rochester



KROC-TV

Ch. 10



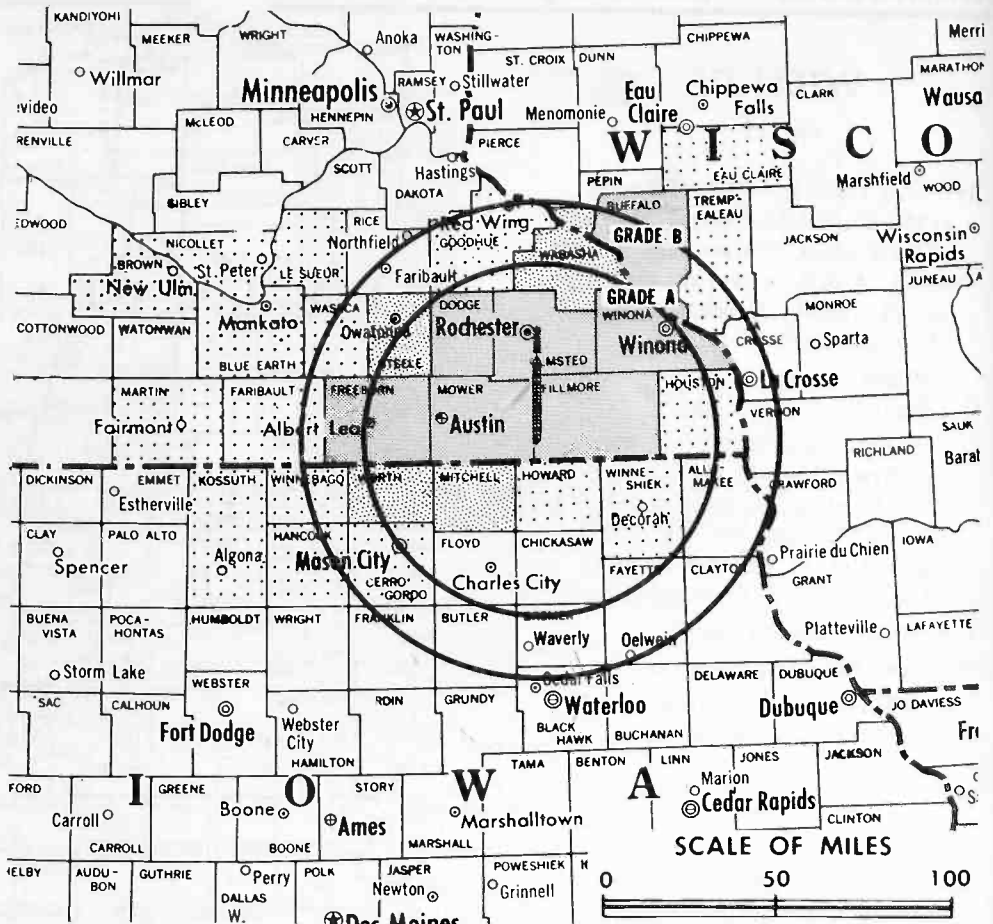
Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 1250-ft. above av. terrain, 1314-ft. above ground, 2646-ft. above sea level.

Latitude 43° 34' 15.3"
Longitude 92° 25' 36.9"

Transmitter: 3.2-mi. S of Ostrander, Minn.

AM Affiliate: KROC, 1-kw (.25-kw night), 1340 kc (NBC).

ARB Data: The table below does not show present coverage. After data was collected, the station moved to a new site and raised its power.



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

KROC-TV Ref: FCC File No. BPCT-2765 Granted 7/27/60

©American Map Co., Inc., N.Y., No. 1424

KROC-TV

Licensee: Southern Minnesota Bcstg. Co., 100 First Ave. Bldg. Studio: Hwy. 14, 2-mi. W of town. Telephone: 3924.

Ownership: Agnes P. Gentling, pres., 44.05%; G. David Gentling, v.p. & treas., 16.25%; Marvin C. Foss, secy.; H. J. Postier, director and the following who do not hold office: Gordon P. Gentling, 18%; Philip H. Gentling, 13.74%; Allen A. Gentling, 7.95%.

Began Operation: July 14, 1953

Represented (sales) by Venard, Torbet & McConnell Inc.; Harry S. Hyett Co.

Represented (legal) by Loucks & Jansky.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

G. DAVID GENTLING, general manager.
DON PERRY, program director & film buyer.
WILLARD N. LAMPMAN, station manager.
GIDEON KLEIN, sales manager.
DALE BARTELS, promotion director.
ROBERT CROSS, chief engineer.

DIGEST OF RATE CARD NO. 6
(June 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:59-10:15 p.m., daily.
\$400.00 \$240.00 \$160.00 \$140.00 \$100.00 \$90.00 \$50.00 \$35.00
NETWORK BASE HOURLY RATE: \$325.



**THE MIGHTY HERCULES
THE MIGHTIEST
NEW CARTOON SERIES**

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

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MINNESOTA				
		Dodge	3,800	3,400	88
		Fillmore	7,100	6,400	91
		Freeborn	11,300	10,400	92
		Mower	14,000	13,200	94
		Olmsted	19,200	17,900	94
		Winona	11,800	10,400	88
Between 25-50%	WISCONSIN				
		Buffalo	4,100	3,600	89
	IOWA				
		Mitchell	4,100	3,800	92
Under 25%	MINNESOTA				
		Steele	7,500	7,000	93
		Wabasha	4,800	4,500	92
	IOWA				
		Cerro Gordo	15,500	14,500	94
		Hancock	4,400	4,000	92
		Howard	3,700	3,100	83
		Kossuth	7,200	6,700	94
		Winnebago	4,000	3,700	92
		Winneshiek	6,000	5,300	88
	MINNESOTA				
		Blue Earth	12,800	11,500	90
		Brown	8,100	7,000	87
	Faribault	7,000	6,400	91	
	Goodhue	9,900	9,100	92	
	Houston	4,600	4,200	91	
	Le Sueur	5,900	5,400	91	
	Martin	8,100	7,300	90	
	Nicollet	5,700	5,200	91	
	Waseca	4,800	4,400	92	
WISCONSIN					
	Eau Claire	17,300	15,900	92	
	Trempealeau	6,800	5,800	85	
KROC-TV Station Total			222,600	203,000	91
ARB Total Net Weekly Circulation (March, 1962)			138,900		

Minnesota—St. Paul-Minneapolis



KSTP-TV

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 58.9-kw aural. Antenna: 580-ft. above av. terrain, 583-ft. above ground, 1493-ft. above sea level.

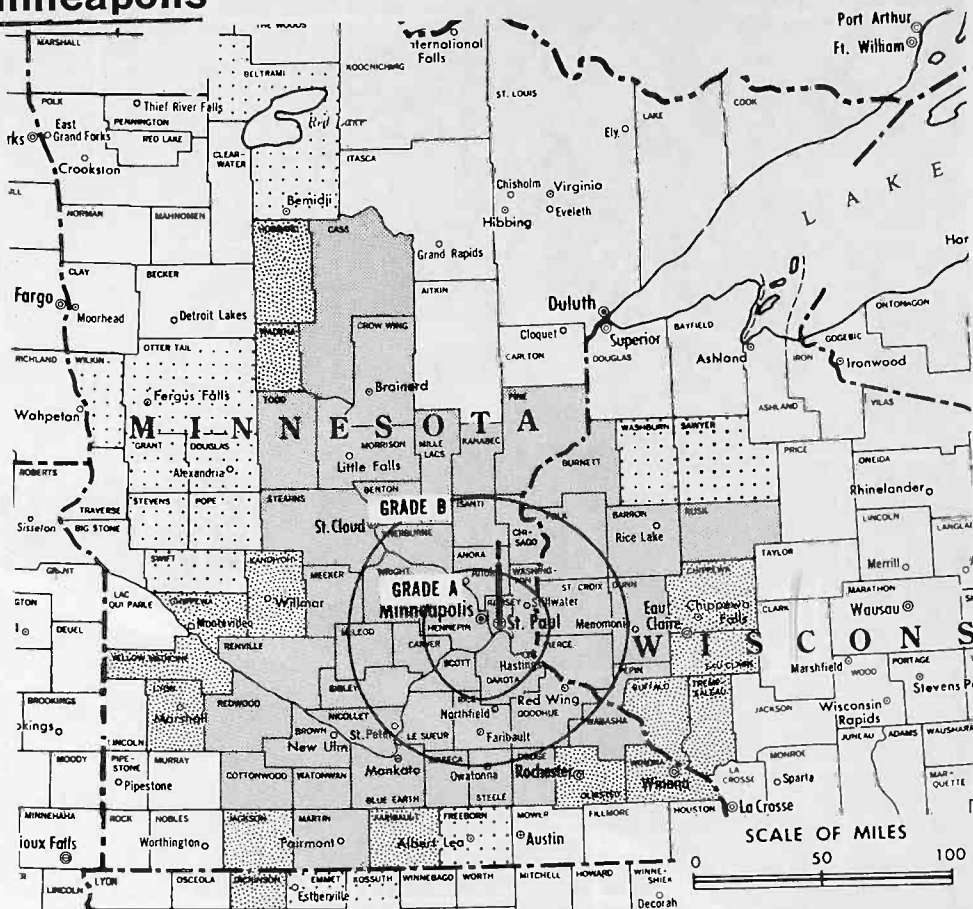
Latitude 44° 58' 07"
Longitude 93° 12' 27"

Transmitter: 3415 University Ave.

Studio: 3415 University Ave.

TV tape: Recording facilities.

AM Affiliate: KSTP, 50-kw, 1500 kc (NBC).



KSTP-TV Ref: FCC File No. BPCT-765 Granted 12/23/52

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

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

KSTP-TV

Licensee: Hubbard Bcstg. Inc., 3415 University Ave., St. Paul 14.

Telephone: Midway 5-2724.

Ownership: Stanley E. Hubbard, 61.36%; Didrikke S. Hubbard, 15.84%; Thomas E. Bragg, 8.17%; Vera S. Bragg estate, 8.17%; Mrs. Paulette E. Godfrey, 5.65%; The Hubbard Foundation, .81%. Directors: Stanley E. Hubbard, chmn.; Thomas E. Bragg, A. G. Bush, Philip A. DuFrene, Stanley S. Hubbard. Officers: Stanley E. Hubbard, pres.; Stanley S. Hubbard, v.p.; Marvin L. Rosene, v.p.; Kenneth M. Hance, v.p. & treas.; Else Ryberg, secy. Hubbard Bcstg. Inc. also owns KSTP, St. Paul-Minneapolis, KOB-TV, Albuquerque, N.M. (Ch. 4) & KOB; 100% of radio WGTO, Cypress Gardens, Fla.

Began Operation: April 23, 1948.

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

Represented (legal) by Spearman & Roberson.

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

Personnel:

STANLEY E. HUBBARD, president.
STANLEY S. HUBBARD, vice president & manager.
KENNETH M. HANCE, vice president & treasurer.
MARVIN L. ROSENE, vice president, sales.
JAMES E. BLAKE, national TV sales mgr.
WILLIAM P. DAVEY, promotion manager.
WILLIAM E. MCGIVERN, director of news operations.
KENNETH R. BARRY, director of TV production.
FREDERICK L. STREET, chief, engineering operations.
LAWRENCE A. LARSON, chief, engineering research & planning.

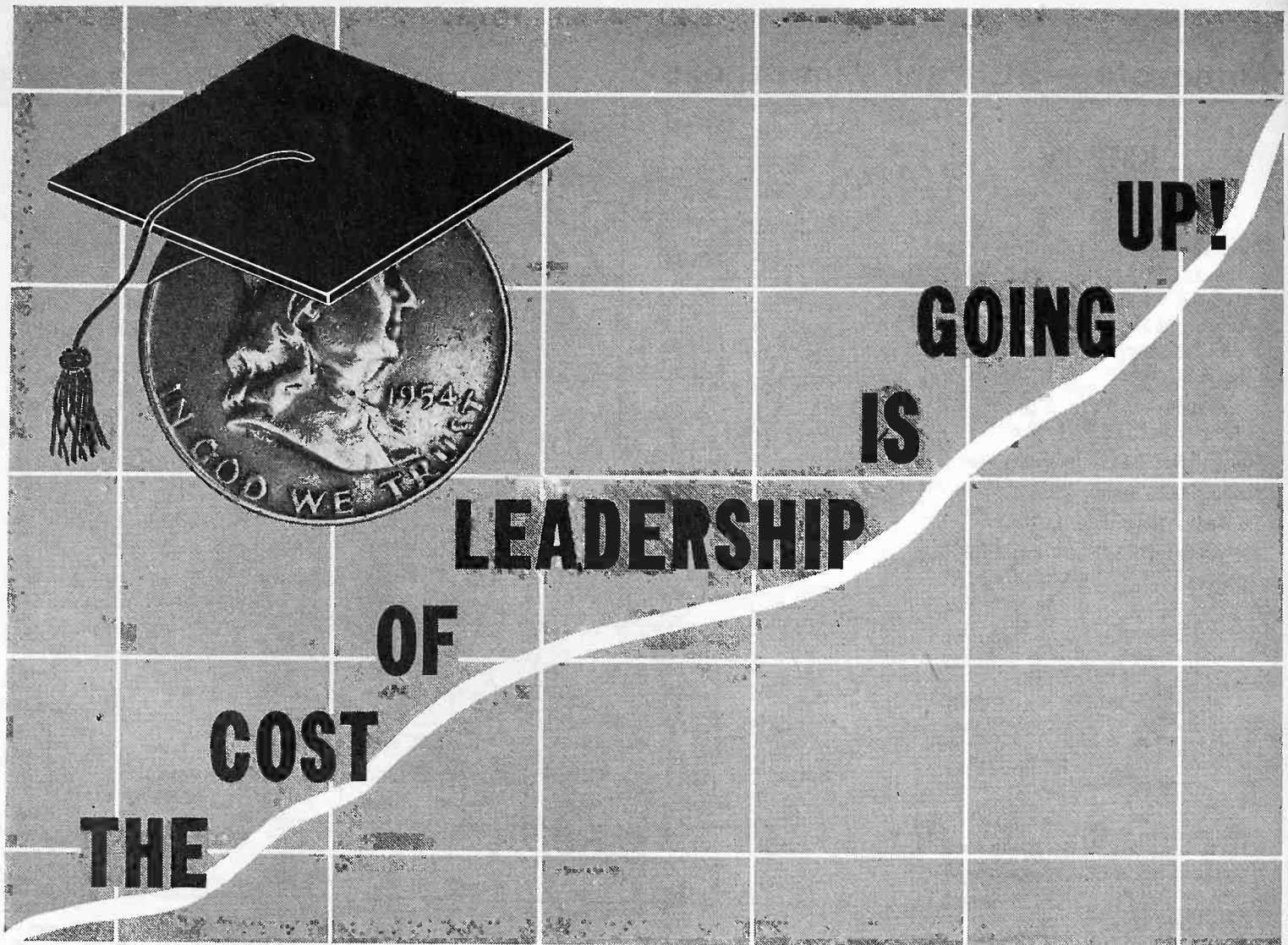
DIGEST OF RATE CARD NO. 24 (Nov. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.
\$2000.00 \$1200.00 \$800.00 \$625.00 \$550.00 \$440.00 \$220.00
NETWORK BASE HOURLY RATE: \$1650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MINNESOTA			
	Anoka	23,100	22,600	98
	Benton	4,500	4,000	91
	Blue Earth	12,800	11,500	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
MINNESOTA—(Continued)				
	Brown	8,100	7,000	87
	Carver	5,900	5,700	96
	Cass	5,000	3,400	68
	Chisago	4,100	3,700	91
	Cottonwood	4,900	3,500	72
	Crow Wing	9,700	8,200	84
	Dakota	21,700	20,800	96
	Dodge	3,800	3,400	88
	Goodhue	9,900	9,100	92
	Hennepin	266,400	248,300	94
	Isanti	3,500	3,100	89
	Kanabec	2,600	2,300	86
	Le Sueur	5,900	5,400	91
	McLeod	7,200	6,700	93
	Martin	8,100	7,300	90
	Meeker	5,400	4,800	89
	Mille Lacs	4,300	3,800	89
	Morrison	6,900	5,800	83
	Nicollet	5,700	5,200	91
	Pine	4,900	4,100	85
	Ramsey	128,300	120,400	94
	Redwood	6,300	5,000	80
	Renville	6,600	5,600	84
	Rice	9,800	8,900	91
	Scott	5,800	5,600	97
	Sherburne	3,300	3,100	91
	Sibley	4,600	4,200	91
	Stearns	19,300	17,100	89
	Steele	7,500	7,000	93
	Todd	6,700	5,400	80
	Wabasha	4,800	4,500	92
	Waseca	4,800	4,400	92
	Washington	14,400	13,700	96
	Watsonwan	4,300	3,700	86
	Wright	8,400	7,600	90
WISCONSIN				
	Barron	10,100	8,800	87
	Burnett	2,900	2,500	86
	Dunn	7,400	6,600	90
(Continued on page 317)				

KSTP-TV Station Total	907,500	825,900	91
ARB Total Net Weekly Circulation (March, 1962)		619,200	



College graduates are penetrating more and more into industry. Now 58% of the graduates of men's colleges land jobs directly on the corporate payroll.

Business gets the lion's share of the college product because business *needs* it and can provide challenge and opportunity to the oncoming classes. About 88% of executive posts in business are held by college alumni, according to a recent study of the 100 largest corporations.

Business always will need the college-trained mind for the *brainpower* that management requires and the *brainwork* that research and development demand. Competition by business for the ablest graduates grows sharper every year.

But the cost of leadership is going up. The upward surge in our birthrate, plus a rapid rise in the percentage of high school students going on to college, has caught colleges in a

financial squeeze. Some face serious shortages in classrooms, laboratories, libraries and, above all, in competent teachers.

Corporate support of higher education in ten years has risen substantially to more than \$200 million for 1962. By 1970 this investment in educated manpower will need to reach \$500 million annually if business wishes to insure the continued effective operation of the sources of supply.

College is business' best friend, certainly. But business recognizes that it must *give* as well as *get*. Higher education needs financial help and needs it now. Business should re-examine its needs and plan its support accordingly.

If you would like factual data on what the college crisis means to you, to business and to the nation, write for the free booklet: "COLLEGE IS AMERICA'S BEST FRIEND", c/o Higher Education, Box 36, Times Square Station, New York 36, N. Y.

SUPPORT THE COLLEGE OF YOUR CHOICE

Published as a service in cooperation with The Advertising Council and the Council for Financial Aid to Education.



Glossy photoprint available free of charge.

Please return enclosed post card to the House Magazine Advisory Committee, The Advertising Council, 25 West 45th Street, New York 36, N. Y.

WCCO-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
Over 50%	MINNESOTA (Continued)				
		Scott	5,800	5,600	97
		Sherburne	3,300	3,100	91
		Sibley	4,600	4,200	91
		Stearns	19,300	17,100	89
		Steele	7,500	7,000	93
		Todd	6,700	5,400	80
		Wabasha	4,800	4,500	92
		Waseca	4,800	4,400	92
		Washington	14,400	13,700	96
		Watonwan	4,300	3,700	86
		Wright	8,400	7,600	90
		WISCONSIN			
		Barron	10,100	8,800	87
	Burnett	2,900	2,500	86	
	Dunn	7,400	6,600	90	
	Pepin	2,000	1,800	87	
	Pierce	6,300	5,900	93	
	Polk	7,500	7,000	94	
	Rusk	4,200	3,700	87	
	St. Croix	8,200	7,800	95	
Between 25-50%	MINNESOTA				
		Chippewa	4,900	4,200	84
		Faribault	7,000	6,400	91
		Hubbard	3,000	2,100	67
		Kandiyohi	8,500	7,200	85
		Olmsted	19,200	17,900	94
		Wadena	3,400	2,600	74
		Winona	11,800	10,400	88
		WISCONSIN			
		Buffalo	4,100	3,600	89
		Chippewa	12,000	11,200	93
	Eau Claire	17,300	15,900	92	
	Trempealeau	6,800	5,800	85	
Under 25%	IOWA				
		Dickinson	4,000	3,500	87
		MINNESOTA			
		Douglas	6,300	5,500	87
		Fillmore	7,100	6,400	91
		Jackson	4,600	4,000	86
		Lyon	6,400	5,400	84
		Pope	3,500	2,900	81
		Stevens	3,100	2,800	89
		Swift	4,300	3,700	86
		Yellow Medicine	4,600	3,400	73
		WISCONSIN			
		Sawyer	2,900	2,500	83
		Washburn	3,200	3,000	91

WTCN-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
Between 25-50%	MINNESOTA (Continued)				
		Renville	6,600	5,600	84
		Watonwan	4,300	3,700	86
		WISCONSIN			
	Dunn	7,400	6,600	90	
	Pepin	2,000	1,800	87	
Under 25%	MINNESOTA				
		Cass	5,000	3,400	68
		Crow Wing	9,700	8,200	84
		Faribault	7,000	6,400	91
		Martin	8,100	7,300	90
		Morrison	6,900	5,800	83
		Olmsted	19,200	17,900	94
		Todd	6,700	5,400	80
		Wabasha	4,800	4,500	92
		Winona	11,800	10,400	88
		WISCONSIN			
	Barron	10,100	8,800	87	
	Buffalo	4,100	3,600	89	
	Chippewa	12,000	11,200	93	
	Rusk	4,200	3,700	87	

Minneapolis-St. Paul, Minn.

KSTP-TV

(ARB Data Continued)

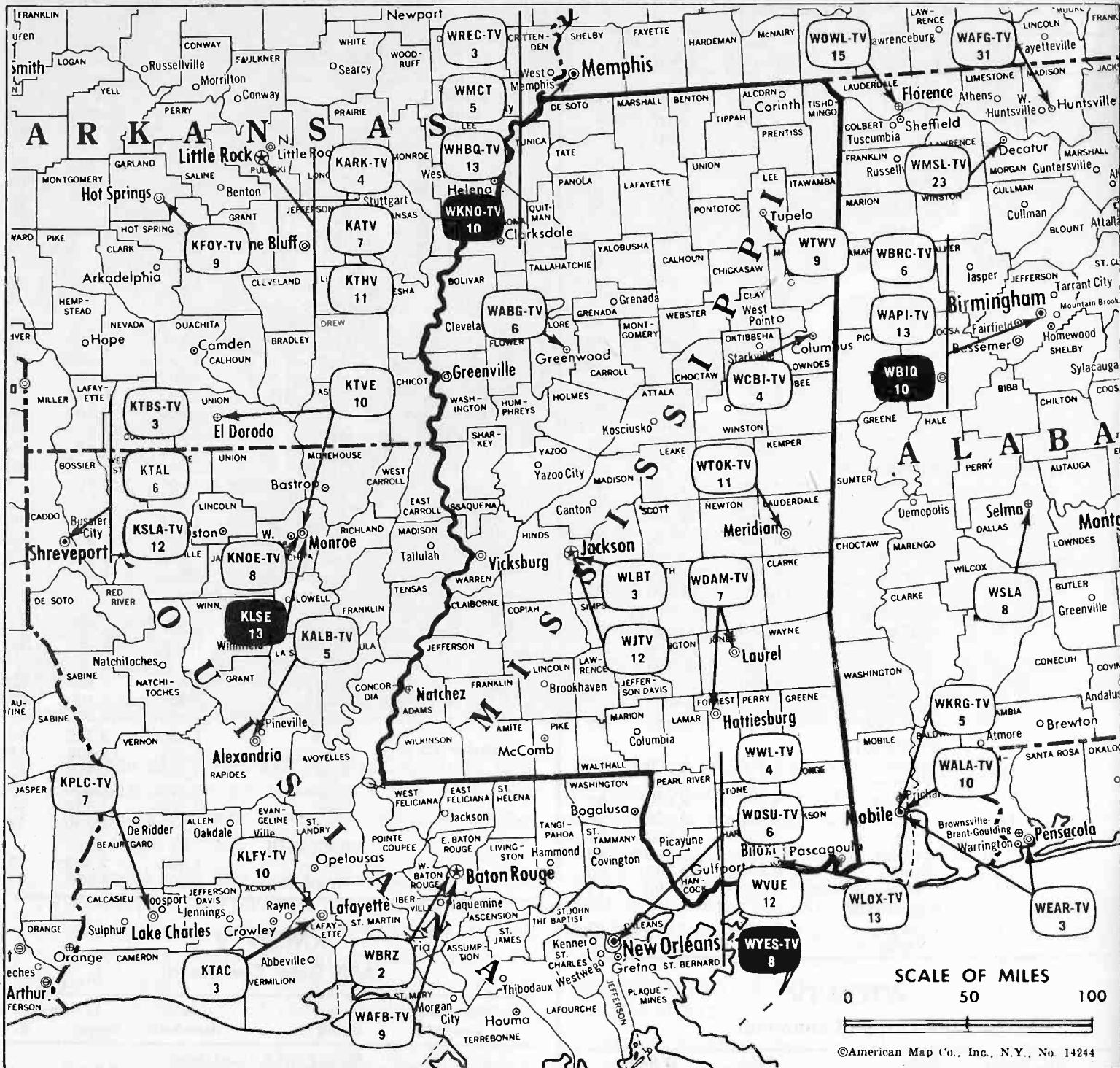
Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
Over 50%	WISCONSIN (Continued)				
		Pepin	2,000	1,800	87
		Pierce	6,300	5,900	93
		Polk	7,500	7,000	94
		Rusk	4,200	3,700	87
		St. Croix	8,200	7,800	95
Between 25-50%	IOWA				
		Dickinson	4,000	3,500	87
		MINNESOTA			
		Chippewa	4,900	4,200	84
		Faribault	7,000	6,400	91
		Hubbard	3,000	2,100	67
		Jackson	4,600	4,000	86
		Kandiyohi	8,500	7,200	85
		Lyon	6,400	5,400	84
		Olmsted	19,200	17,900	94
		Wadena	3,400	2,600	74
		Winona	11,800	10,400	88
		Yellow Medicine	4,600	3,400	73
		WISCONSIN			
	Buffalo	4,100	3,600	89	
	Chippewa	12,000	11,200	93	
	Eau Claire	17,300	15,900	92	
	Trempealeau	6,800	5,800	85	
Under 25%	IOWA				
		Emmet	4,500	3,700	82
		Kossuth	7,200	6,700	94
		MINNESOTA			
		Beltrami	6,400	4,300	67
		Douglas	6,300	5,500	87
		Freeborn	11,300	10,400	92
		Grant	2,600	2,500	93
		Otter Tail	13,800	11,600	84
		Pope	3,500	2,900	81
		Stevens	3,100	2,800	89
		Swift	4,300	3,700	86
		Wilkin	2,900	2,700	93
		WISCONSIN			
	Sawyer	2,900	2,500	83	
	Washburn	3,200	3,000	91	

KMSP-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
Between 25-50%	MINNESOTA (Continued)				
		Stearns	19,300	17,100	89
		Steele	7,500	7,000	93
	Watonwan	4,300	3,700	86	
Under 25%	MINNESOTA				
		Cass	5,000	3,400	68
		Crow Wing	9,700	8,200	84
		Dodge	3,800	3,400	88
		Douglas	6,300	5,500	87
		Faribault	7,000	6,400	91
		Martin	8,100	7,300	90
		Morrison	6,900	5,800	83
		Stevens	3,100	2,800	89
		Swift	4,300	3,700	86
		Todd	6,700	5,400	80
	Wabasha	4,800	4,500	92	
	Winona	11,800	10,400	88	
	WISCONSIN				
	Barron	10,100	8,800	87	
	Buffalo	4,100	3,600	89	
	Dunn	7,400	6,600	90	
	Pepin	2,000	1,800	87	
	Rusk	4,200	3,700	87	

Mississippi



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Jackson	243,900	68	375,100	81	270,100	97
Meridian	82,000	154	214,800	127	157,500	137
Columbus	60,300	167	131,700	168	95,200	172
Hattiesburg-Laurel	49,800	177	79,700	185	61,700	187
Greenwood	41,700	188	119,400	172	73,500	180
Tupelo	36,700	192	125,100	170	93,800	173

Mississippi Station Status as of Dec. 1, 1962

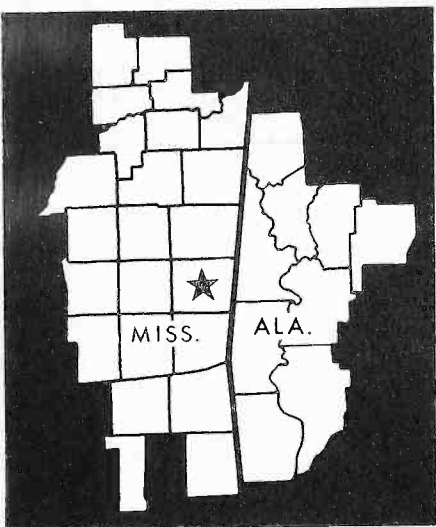
	VHF	UHF	TOTAL
○ Commercial Television Stations	8	0	8
● Educational Television Stations	0	0	0
			8

For Additional State Data
see page 320

WTOK-TV

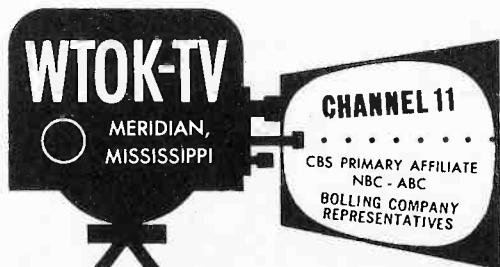
MERIDIAN, MISSISSIPPI

A MOST EFFICIENT MEDIA BUY



WTOK-TV's thirty-two county coverage in Mississippi and Alabama offers advertisers one of the nation's most efficient media buys. Before completing your next market list, take a close look at WТОK-TV. Here are three good reasons why:

1. 150,200 Television Homes
2. \$463,497,000 Retail Sales
3. \$748,903,000 Effective Buying Income



MAXIMUM POWER 316,000 WATTS

MISSISSIPPI'S FIRST
VHF TELEVISION STATION

Mississippi



WLOX-TV

Biloxi
Ch. 13

Licensee: WLOX Broadcasting Co., Buena Vista Hotel Bldg., Biloxi.

Transmitter: Buena Vista Hotel Bldg.

Telephone: 432-5581.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 31.7-kw visual, 19-kw aural. Antenna: 210-ft. above av. terrain, 250-ft. above ground, 250-ft. above sea level.

Latitude 30° 23' 40"
Longitude 88° 53' 38"

Ownership: J. S. Love Jr., pres., 44.6%; Mrs. J. S. Love Jr., 44.6%; Dr. L. J. Smith, v.p., 2%; Dr. B. B. O'Mara, secy., .4%; Howard McDonnell, director, .4%; Vance Thompson, 4%; Mrs. M. L. Dees, 2%; Mrs. Thelma Wentzell, 2%.

AM Affiliate: WLOX, 1490 kc, 150-ft. antenna height.

Began Operation: October 15, 1962.

Represented (sales) by Hal Holman; Ed Devney (The Devney Organization); James S. Ayers Co. Inc. (South).

Represented (legal) by Eliot C. Lovett.

Personnel:

RAY BUTTERFIELD, general manager.

T. B. MAJURE, chief engineer.

EARL BLESSEY, sales manager.

DIGEST OF RATE CARD NO. 1

(Oct. 14, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.						
\$200.00	\$120.00	\$90.00	\$70.00	\$50.00	\$40.00	\$20.00

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

WJTV Jackson

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	MISSISSIPPI—(Continued)			
	Sunflower	10,300	5,300	51
	Walshall	3,400	2,200	65
Under 25%	ARKANSAS			
	Ashley	6,700	5,300	79
	Chicot	5,400	3,600	67
	MISSISSIPPI			
	Calhoun	4,300	3,100	70
	Forrest	15,200	12,800	84
	Grenada	5,100	3,400	65
	Jasper	4,200	3,200	75
	Lamar	3,800	2,900	76
	Marion	6,200	4,300	68
	Newton	5,300	4,100	77
Tallahatchie	5,800	3,100	53	
Webster	2,900	2,000	65	
Wilkinson	3,200	1,700	53	

WLBT Jackson

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	MISSISSIPPI			
	Amite	3,900	2,500	63
	Bolivar	13,300	6,700	51
	Calhoun	4,300	3,100	70
	Forrest	15,200	12,800	84
	Franklin	2,500	1,600	61
	Jones	16,200	13,700	85
	Noxubee	4,000	2,100	51
	Sunflower	10,300	5,300	51
	Webster	2,900	2,000	65
Winston	4,900	3,300	67	
Under 25%	LOUISIANA			
	Catahoula	3,000	2,100	68
	Concordia	5,700	4,100	72
	MISSISSIPPI			
	Lauderdale	19,700	16,600	85
	Oktibbeha	6,200	4,000	64
	Wilkinson	3,200	1,700	53

Mississippi—Columbus

WCBI-TV

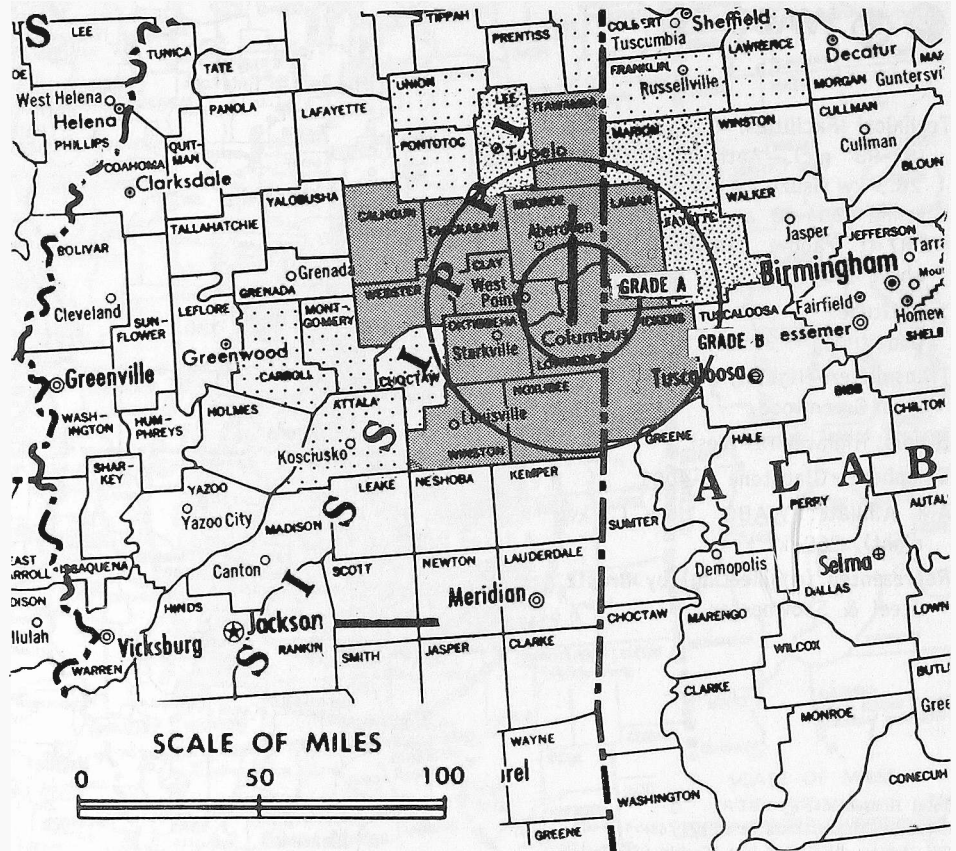
Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 20-kw visual, 10-kw aural. Antenna: 450-ft. above av. terrain, 500-ft. above ground, 711-ft. above sea level.

Latitude 33° 32' 34"
Longitude 88° 23' 38"

Transmitter: Hwy. 12, 4-mi. NE of Columbus.

AM Affiliate: WCBI, 1-kw (.5-kw night), 550 kc. (MBS).



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

WCBI-TV Ref: FCC File No. BMPCT-3097 Granted 8/15/55

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

WCBI-TV

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

Licensee: Birney Imes Jr., Hwy. 12, 4-mi. NE of Columbus.

Studio: Hwy. 12, 4-mi. NE of Columbus.

Telephone: 328-5631.

WX No.: 69 U.

Ownership: Birney Imes Jr., 100%. Mr. Imes also publishes Columbus Commercial Dispatch and operates radios WCBI, Columbus, WELO, Tupelo, WNAG, Grenada & WMOX Meridian, all Mississippi. Mrs. Eunice Imes owns WROX, Clarksdale, Miss.

Began Operation: July 13, 1956.

Represented (sales) by The Meeker Co.; James S. Ayers (South).

Represented (legal) by Berge, Fox & Arent.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

P. B. HINMAN, general manager & film buyer.

W. W. WHITFIELD, asst. manager.

TOM McFERRIN, chief engineer.

DIGEST OF RATE CARD NO. 6

(March 1, 1962)

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

Class A—6-10 p.m., daily.

\$220.00 \$120.00 \$90.00 \$75.00 \$65.00 \$60.00 \$40.00 \$20.00

NETWORK BASE HOURLY RATE: \$150 (CBS), \$150 (NBC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA				
		Lamar	4,100	3,100	75
		Pickens	5,600	3,500	63
	MISSISSIPPI				
		Calhoun	4,300	3,100	70
		Chickasaw	4,500	3,100	69
		Clay	5,100	3,700	72
		Itawamba	4,200	3,200	75
		Lowndes	12,500	10,100	81
		Monroe	9,400	7,200	77
	Noxubee	4,000	2,100	51	
	Oktibbeha	6,200	4,000	64	
	Webster	2,900	2,000	65	
	Winston	4,900	3,300	65	
Between 25-50%	ALABAMA				
		Fayette	4,600	3,600	77
		Marion	6,300	5,100	81
Under 25%	MISSISSIPPI				
		Lee	12,000	9,300	78
	ALABAMA				
		Franklin	6,200	4,600	74
		Lawrence	6,200	4,400	71
	MISSISSIPPI				
		Attala	5,700	3,700	65
		Carroll	2,700	1,300	48
		Choctaw	2,300	1,500	62
		Montgomery	3,600	2,200	60
	Pontotoc	4,900	3,700	75	
	Tishomingo	4,100	2,800	68	
	Union	5,400	4,600	86	
WCBI-TV Station Total			131,700	95,200	72
ARB Total Net Weekly Circulation (March, 1962)				60,300	

Mississippi



WLOX-TV

Biloxi

Ch. 13

Licensee: WLOX Broadcasting Co., Buena Vista Hotel Bldg., Biloxi.

Transmitter: Buena Vista Hotel Bldg.

Telephone: 432-5581.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 31.7-kw visual, 19-kw aural. Antenna: 210-ft. above av. terrain, 250-ft. above ground, 250-ft. above sea level.

Latitude 30° 23' 40"
Longitude 88° 53' 38"

Ownership: J. S. Love Jr., pres., 44.6%; Mrs. J. S. Love Jr., 44.6%; Dr. L. J. Smith, v.p., 2%; Dr. B. B. O'Mara, secy., .4%; Howard McDonnell, director, .4%; Vance Thompson, 4%; Mrs. M. L. Dees, 2%; Mrs. Thelma Wentzell, 2%.

AM Affiliate: WLOX, 1490 kc, 150-ft. antenna height.

Began Operation: October 15, 1962.

Represented (sales) by Hal Holman; Ed Devney (The Devney Organization); James S. Ayers Co. Inc. (South).

Represented (legal) by Eliot C. Lovett.

Personnel:

RAY BUTTERFIELD, general manager.

T. B. MAJURE, chief engineer.

EARL BLESSEY, sales manager.

DIGEST OF RATE CARD NO. 1

(Oct. 14, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.						
\$200.00	\$120.00	\$90.00	\$70.00	\$50.00	\$40.00	\$20.00

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

WJTV Jackson

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	MISSISSIPPI—(Continued)			
	Sunflower	10,300	5,300	51
	Walthall	3,400	2,200	65
Under 25%	ARKANSAS			
	Ashley	6,700	5,300	79
	Chicot	5,400	3,600	67
	MISSISSIPPI			
	Calhoun	4,300	3,100	70
	Forrest	15,200	12,800	84
	Grenada	5,100	3,400	65
	Jasper	4,200	3,200	75
	Lamar	3,800	2,900	76
	Marion	6,200	4,300	68
Newton	5,300	4,100	77	
Tallahatchie	5,800	3,100	53	
Webster	2,900	2,000	65	
Wilkinson	3,200	1,700	53	

WLBT Jackson

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	MISSISSIPPI			
	Amite	3,900	2,500	63
	Bolivar	13,300	6,700	51
	Calhoun	4,300	3,100	70
	Forrest	15,200	12,800	84
	Franklin	2,500	1,600	61
	Jones	16,200	13,700	85
	Noxubee	4,000	2,100	51
	Sunflower	10,300	5,300	51
	Webster	2,900	2,000	65
Winston	4,900	3,300	67	
Under 25%	LOUISIANA			
	Catahoula	3,000	2,100	68
	Concordia	5,700	4,100	72
	MISSISSIPPI			
	Lauderdale	19,700	16,600	85
Oktibbeha	6,200	4,000	64	
Wilkinson	3,200	1,700	53	

Mississippi—Columbus

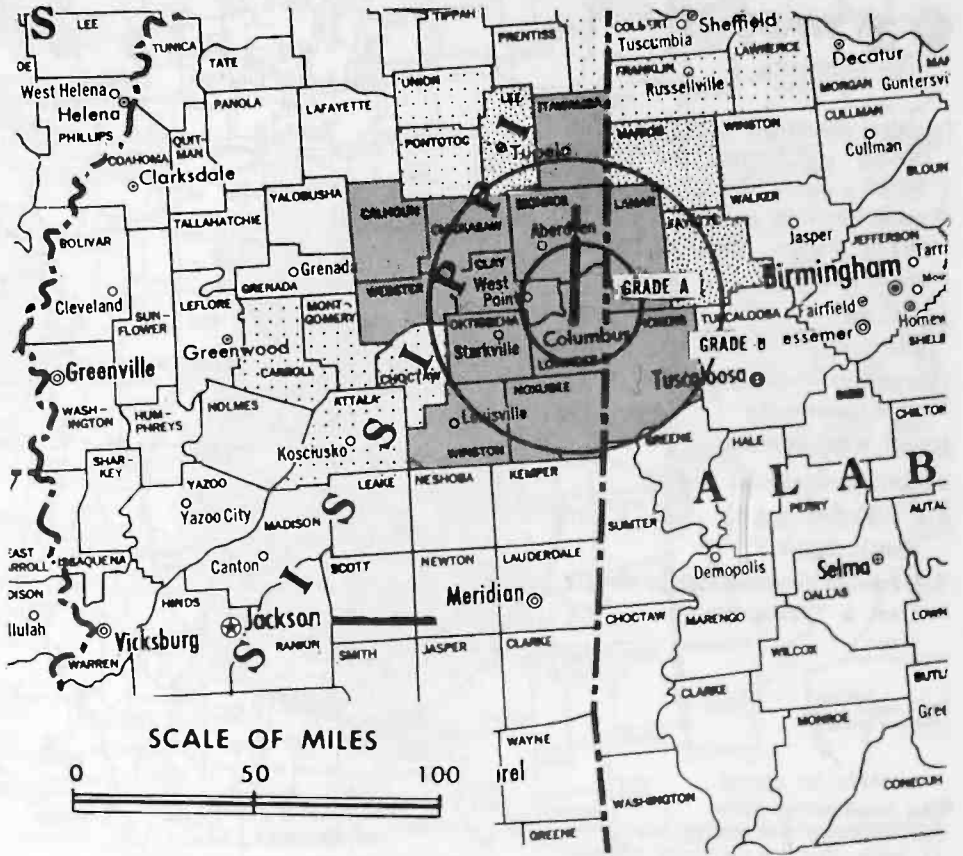


Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 20-kw visual, 10-kw aural. Antenna: 450-ft. above av. terrain, 500-ft. above ground, 711-ft. above sea level.

Latitude 33° 32' 34"
Longitude 88° 23' 38"

Transmitter: Hwy. 12, 4-mi. NE of Columbus.

AM Affiliate: WCBI, 1-kw (.5-kw night), 550 kc. (MBS).



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

WCBI-TV Ref: FCC File No. BMPCT-3097 Granted 8/15/55

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

WCBI-TV

Network Service: ABC, CBS (EMP); also NBC.
Licensee: Birney Imes Jr., Hwy. 12, 4-mi. NE of Columbus.
Studio: Hwy. 12, 4-mi. NE of Columbus.
Telephone: 328-5631.
TWX No.: 69 U.
Ownership: Birney Imes Jr., 100%. Mr. Imes also publishes Columbus Commercial Dispatch and operates radios WCBI, Columbus, WELO, Tupelo, WNAG, Grenada & WMOX Meridian, all Mississippi. Mrs. Eunice Imes owns WROX, Clarksdale, Miss.
Began Operation: July 13, 1956.
Represented (sales) by The Meeker Co.; James S. Ayers (South).
Represented (legal) by Berge, Fox & Arent.
Represented (engineering) by A. Earl Cullum Jr.
Personnel:
P. B. HINMAN, general manager & film buyer.
W. W. WHITFIELD, asst. manager.
TOM McFERRIN, chief engineer.

DIGEST OF RATE CARD NO. 6 (March 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6-10 p.m., daily.
\$220.00 \$120.00 \$90.00 \$75.00 \$65.00 \$60.00 \$40.00 \$20.00
NETWORK BASE HOURLY RATE: \$150 (CBS), \$150 (NBC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA				
		Lamar	4,100	3,100	75
		Pickens	5,600	3,500	63
	MISSISSIPPI				
		Calhoun	4,300	3,100	70
		Chickasaw	4,500	3,100	69
		Clay	5,100	3,700	72
		Itawamba	4,200	3,200	75
		Lowndes	12,500	10,100	81
		Monroe	9,400	7,200	77
	Noxubee	4,000	2,100	51	
	Oktibbeha	6,200	4,000	64	
	Webster	2,900	2,000	65	
	Winston	4,900	3,300	65	
Between 25-50%	ALABAMA				
		Fayette	4,600	3,600	77
		Marion	6,300	5,100	81
Under 25%	MISSISSIPPI				
		Lee	12,000	9,300	78
	ALABAMA				
		Franklin	6,200	4,600	74
		Lawrence	6,200	4,400	71
	MISSISSIPPI				
		Attala	5,700	3,700	65
		Carroll	2,700	1,300	48
		Choctaw	2,300	1,500	62
		Montgomery	3,600	2,200	60
	Pontotoc	4,900	3,700	75	
	Tishomingo	4,100	2,800	68	
	Union	5,400	4,600	86	
WCBI-TV Station Total			131,700	95,200	72
ARB Total Net Weekly Circulation (March, 1962)				60,300	

Mississippi



WLOX-TV

Biloxi

Ch. 13

Licensee: WLOX Broadcasting Co., Buena Vista Hotel Bldg., Biloxi.

Transmitter: Buena Vista Hotel Bldg.

Telephone: 432-5581.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 31.7-kw visual, 19-kw aural. Antenna: 210-ft. above av. terrain, 250-ft. above ground, 250-ft. above sea level.

Latitude 30° 23' 40"
Longitude 88° 53' 38"

Ownership: J. S. Love Jr., pres., 44.6%; Mrs. J. S. Love Jr., 44.6%; Dr. L. J. Smith, v.p., 2%; Dr. B. B. O'Mara, secy., .4%; Howard McDonnell, director, .4%; Vance Thompson, 4%; Mrs. M. L. Dees, 2%; Mrs. Thelma Wentzell, 2%.

AM Affiliate: WLOX, 1490 kc, 150-ft. antenna height.

Began Operation: October 15, 1962.

Represented (sales) by Hal Holman; Ed Devney (The Devney Organization); James S. Ayers Co, Inc. (South).

Represented (legal) by Eliot C. Lovett.

Personnel:

RAY BUTTERFIELD, general manager.
T. B. MAJURE, chief engineer.
EARL BLESSEY, sales manager.

DIGEST OF RATE CARD NO. 1

(Oct. 14, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.						
\$200.00	\$120.00	\$90.00	\$70.00	\$50.00	\$40.00	\$20.00

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

WJTV Jackson

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	MISSISSIPPI—(Continued)			
	Sunflower	10,300	5,300	51
	Walthall	3,400	2,200	65
Under 25%	ARKANSAS			
	Ashley	6,700	5,300	79
	Chicot	5,400	3,600	67
	MISSISSIPPI			
	Calhoun	4,300	3,100	70
	Forrest	15,200	12,800	84
	Grenada	5,100	3,400	65
	Jasper	4,200	3,200	75
	Lamar	3,800	2,900	76
	Marion	6,200	4,300	68
Newton	5,300	4,100	77	
Tallahatchie	5,800	3,100	53	
Webster	2,900	2,000	65	
Wilkinson	3,200	1,700	53	

WLBT Jackson

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	MISSISSIPPI			
	Amite	3,900	2,500	63
	Bolivar	13,300	6,700	51
	Calhoun	4,300	3,100	70
	Forrest	15,200	12,800	84
	Franklin	2,500	1,600	61
	Jones	16,200	13,700	85
	Noxubee	4,000	2,100	51
	Sunflower	10,300	5,300	51
	Webster	2,900	2,000	65
Winston	4,900	3,300	67	
Under 25%	LOUISIANA			
	Catahoula	3,000	2,100	68
	Concordia	5,700	4,100	72
	MISSISSIPPI			
	Lauderdale	19,700	16,600	85
Oktibbeha	6,200	4,000	64	
Wilkinson	3,200	1,700	53	

Mississippi—Columbus

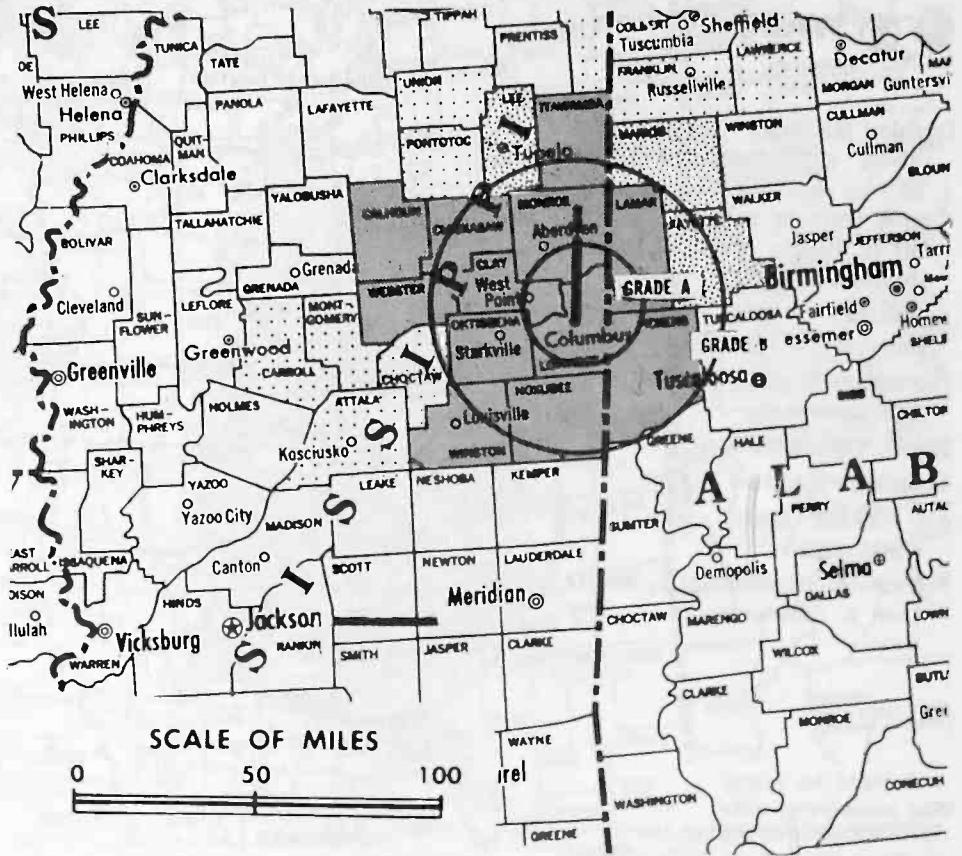


Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 20-kw visual, 10-kw aural. Antenna: 450-ft. above av. terrain, 500-ft. above ground, 711-ft. above sea level.

Latitude 33° 32' 34"
Longitude 88° 23' 38"

Transmitter: Hwy. 12, 4-mi. NE of Columbus.

AM Affiliate: WCBI, 1-kw (.5-kw night), 550 kc. (MBS).



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

WCBI-TV Ref: FCC File No. BMPCT-3097 Granted 8/15/55

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WCBI-TV

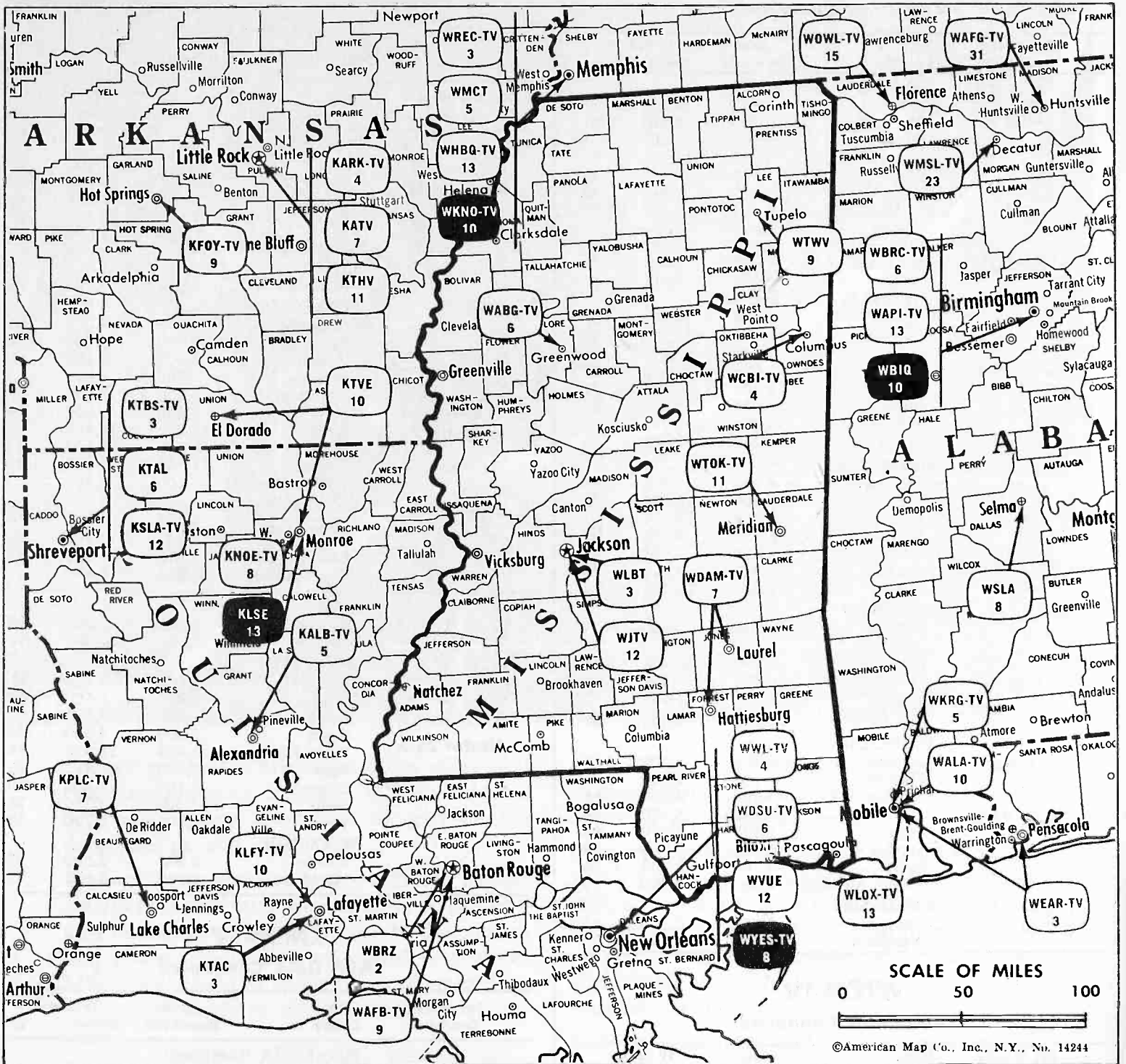
Network Service: ABC, CBS (EMP); also NBC.
Licensee: Birney Imes Jr., Hwy. 12, 4-mi. NE of Columbus.
Studio: Hwy. 12, 4-mi. NE of Columbus.
Telephone: 328-5631.
TWX No.: 69 U.
Ownership: Birney Imes Jr., 100%. Mr. Imes also publishes Columbus Commercial Dispatch and operates radios WCBI, Columbus, WELO, Tupelo, WNAG, Grenada & WMOX Meridian, all Mississippi. Mrs. Eunice Imes owns WROX, Clarksdale, Miss.
Began Operation: July 13, 1956.
Represented (sales) by The Meeker Co.; James S. Ayers (South).
Represented (legal) by Berge, Fox & Arent.
Represented (engineering) by A. Earl Cullum Jr.
Personnel:
P. B. HINMAN, general manager & film buyer.
W. W. WHITFIELD, asst. manager.
TOM McFERRIN, chief engineer.

DIGEST OF RATE CARD NO. 6 (March 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6-10 p.m., daily.
\$220.00 \$120.00 \$90.00 \$75.00 \$65.00 \$60.00 \$40.00 \$20.00
NETWORK BASE HOURLY RATE: \$150 (CBS), \$150 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Lamar	4,100	3,100	75
	Pickens	5,600	3,500	63
	MISSISSIPPI			
	Calhoun	4,300	3,100	70
	Chickasaw	4,500	3,100	69
	Clay	5,100	3,700	72
	Itawamba	4,200	3,200	75
	Lowndes	12,500	10,100	81
	Monroe	9,400	7,200	77
Noxubee	4,000	2,100	51	
Oktibbeha	6,200	4,000	64	
Webster	2,900	2,000	65	
Winston	4,900	3,300	65	
Between 25-50%	ALABAMA			
	Fayette	4,600	3,600	77
	Marion	6,300	5,100	81
Under 25%	MISSISSIPPI			
	Lee	12,000	9,300	78
	ALABAMA			
	Franklin	6,200	4,600	74
	Lawrence	6,200	4,400	71
	MISSISSIPPI			
	Attala	5,700	3,700	65
	Carroll	2,700	1,300	48
	Choctaw	2,300	1,500	62
	Montgomery	3,600	2,200	60
Pontotoc	4,900	3,700	75	
Tishomingo	4,100	2,800	68	
Union	5,400	4,600	86	
WCBI-TV Station Total		131,700	95,200	72
ARB Total Net Weekly Circulation (March, 1962)			60,300	

Mississippi



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Jackson	243,900	68	375,100	81	270,100	97
Meridian	82,000	154	214,800	127	157,500	137
Columbus	60,300	167	131,700	168	95,200	172
Hattiesburg-Laurel	49,800	177	79,700	185	61,700	187
Greenwood	41,700	188	119,400	172	73,500	180
Tupelo	36,700	192	125,100	170	93,800	173

Mississippi Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	8	0	8
Educational Television Stations	0	0	0
			8

For Additional State Data
see page 320

WTOK-TV

MERIDIAN, MISSISSIPPI

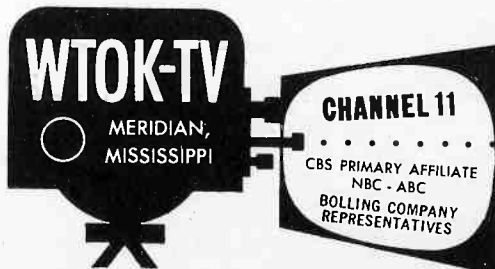


A MOST EFFICIENT MEDIA BUY



WTOK-TV's thirty-two county coverage in Mississippi and Alabama offers advertisers one of the nation's most efficient media buys. Before completing your next market list, take a close look at WТОK-TV. Here are three good reasons why:

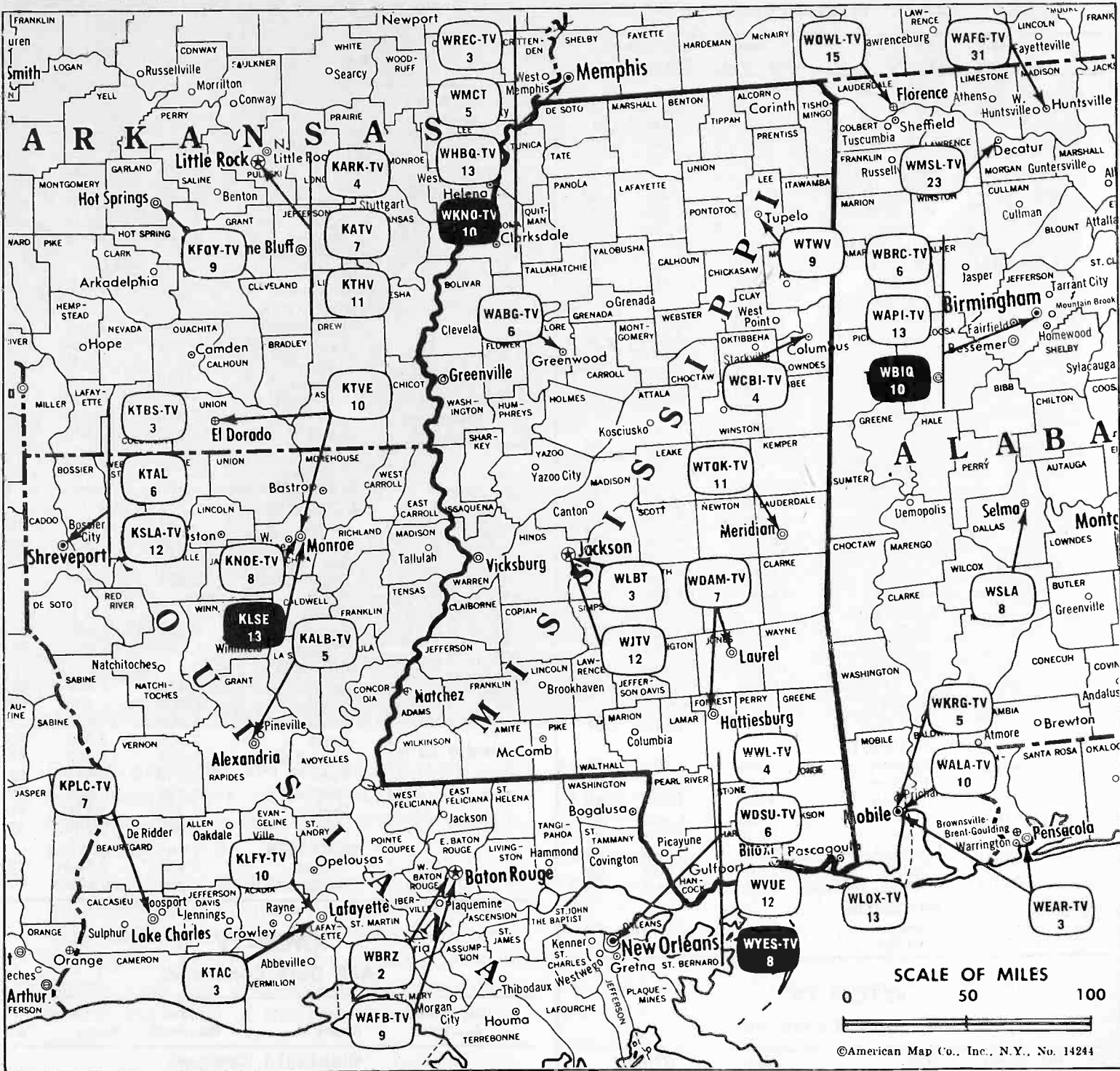
1. 150,200 Television Homes
2. \$463,497,000 Retail Sales
3. \$748,903,000 Effective Buying Income



MAXIMUM POWER 316,000 WATTS

MISSISSIPPI'S FIRST
VHF TELEVISION STATION

Mississippi



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Jackson	243,900	68	375,100	81	270,100	97
Meridian	82,000	154	214,800	127	157,500	137
Columbus	60,300	167	131,700	168	95,200	172
Hattiesburg-Laurel	49,800	177	79,700	185	61,700	187
Greenwood	41,700	188	119,400	172	73,500	180
Tupelo	36,700	192	125,100	170	93,800	173

Mississippi Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	8	0	8
Educational Television Stations	0	0	0
			8

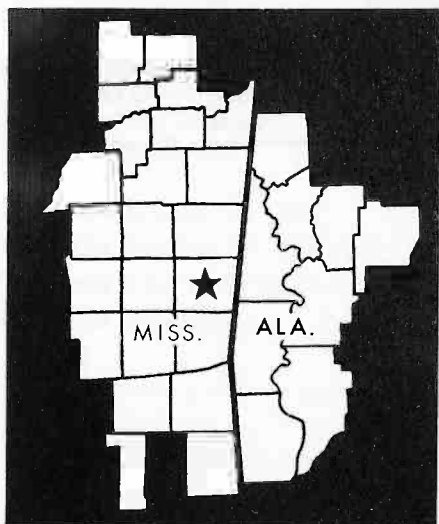
For Additional State Data see page 320

WTOK-TV

MERIDIAN, MISSISSIPPI

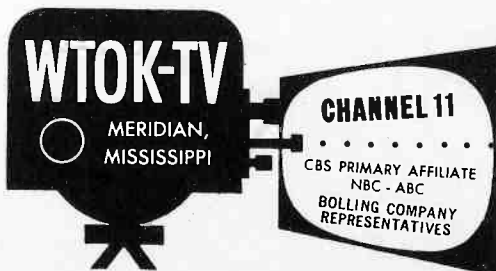


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1. 150,200 Television Homes
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MAXIMUM POWER 316,000 WATTS

MISSISSIPPI'S FIRST
VHF TELEVISION STATION

Mississippi



WLOX-TV

Biloxi

Ch. 13

Licensee: WLOX Broadcasting Co., Buena Vista Hotel Bldg., Biloxi.

Transmitter: Buena Vista Hotel Bldg.

Telephone: 432-5581.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 31.7-kw visual, 19-kw aural. Antenna: 210-ft. above av. terrain, 250-ft. above ground, 250-ft. above sea level.

Latitude 30° 23' 40"
Longitude 88° 53' 38"

Ownership: J. S. Love Jr., pres., 44.6%; Mrs. J. S. Love Jr., 44.6%; Dr. L. J. Smith, v.p., 2%; Dr. B. B. O'Mara, secy., .4%; Howard McDonnell, director, .4%; Vance Thompson, 4%; Mrs. M. L. Dees, 2%; Mrs. Thelma Wentzell, 2%.

AM Affiliate: WLOX, 1490 kc, 150-ft. antenna height.

Began Operation: October 15, 1962.

Represented (sales) by Hal Holman; Ed Devney (The Devney Organization); James S. Ayers Co. Inc. (South).

Represented (legal) by Eliot C. Lovett.

Personnel:

RAY BUTTERFIELD, general manager.

T. B. MAJURE, chief engineer.

EARL BLESSEY, sales manager.

DIGEST OF RATE CARD NO. 1

(Oct. 14, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.						
\$200.00	\$120.00	\$90.00	\$70.00	\$50.00	\$40.00	\$20.00

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

WJTV Jackson

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	MISSISSIPPI—(Continued)			
	Sunflower	10,300	5,300	51
	Walthall	3,400	2,200	65
Under 25%	ARKANSAS			
	Ashley	6,700	5,300	79
	Chicot	5,400	3,600	67
	MISSISSIPPI			
	Calhoun	4,300	3,100	70
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	Newton	5,300	4,100	77
Tallahatchie	5,800	3,100	53	
Webster	2,900	2,000	65	
Wilkinson	3,200	1,700	53	

WLBT Jackson

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	MISSISSIPPI			
	Amite	3,900	2,500	63
	Bolivar	13,300	6,700	51
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	Catahoula	3,000	2,100	68
	Concordia	5,700	4,100	72
	MISSISSIPPI			
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Oktibbeha	6,200	4,000	64	
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Mississippi—Columbus

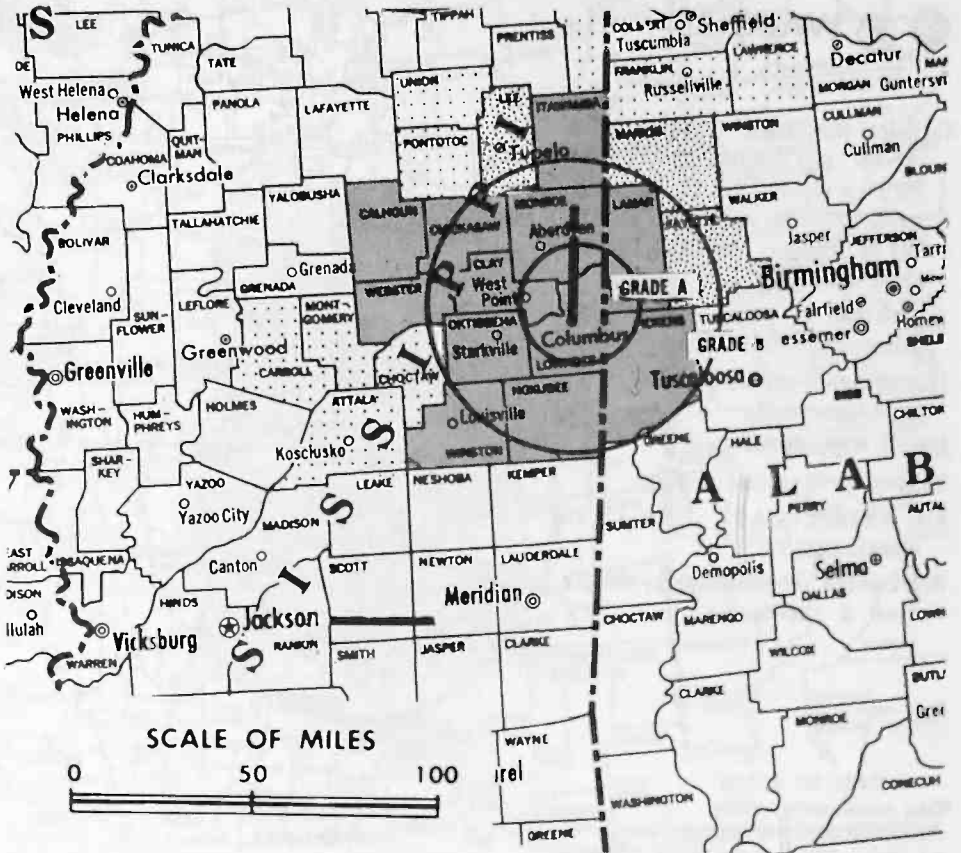


Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 20-kw visual, 10-kw aural. Antenna: 450-ft. above av. terrain, 500-ft. above ground, 711-ft. above sea level.

Latitude 33° 32' 34"
Longitude 88° 23' 38"

Transmitter: Hwy. 12, 4-mi. NE of Columbus.

AM Affiliate: WCBI, 1-kw (.5-kw night), 550 kc. (MBS).



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

WCBI-TV Ref: FCC File No. BMPCT-3097 Granted 8/15/55

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

WCBI-TV

Network Service: ABC, CBS (EMP); also NBC.
Licensee: Birney Imes Jr., Hwy. 12, 4-mi. NE of Columbus.
Studio: Hwy. 12, 4-mi. NE of Columbus.
Telephone: 328-5631.
TWX No.: 69 U.
Ownership: Birney Imes Jr., 100%. Mr. Imes also publishes Columbus Commercial Dispatch and operates radios WCBI, Columbus, WEL0, Tupelo, WNAG, Grenada & WMOX Meridian, all Mississippi. Mrs. Eunice Imes owns WROX, Clarksdale, Miss.
Began Operation: July 13, 1956.
Represented (sales) by The Meeker Co.; James S. Ayers (South).
Represented (legal) by Berge, Fox & Arent.
Represented (engineering) by A. Earl Cullum Jr.
Personnel:
P. B. HINMAN, general manager & film buyer.
W. W. WHITFIELD, asst. manager.
TOM McFERRIN, chief engineer.

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Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6-10 p.m., daily.
\$220.00 \$120.00 \$90.00 \$75.00 \$65.00 \$60.00 \$40.00 \$20.00
NETWORK BASE HOURLY RATE: \$150 (CBS), \$150 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
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	Pickens	5,600	3,500	63
	MISSISSIPPI			
	Calhoun	4,300	3,100	70
	Chickasaw	4,500	3,100	69
	Clay	5,100	3,700	72
	Itawamba	4,200	3,200	75
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Oktibbeha	6,200	4,000	64	
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	Carroll	2,700	1,300	48
	Choctaw	2,300	1,500	62
	Montgomery	3,600	2,200	60
Pontotoc	4,900	3,700	75	
Tishomingo	4,100	2,800	68	
Union	5,400	4,600	86	
WCBI-TV Station Total		131,700	95,200	72
ARB Total Net Weekly Circulation (March, 1962)			60,300	

Mississippi—Greenwood



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 28.3-kw visual, 14.8-kw aural. Antenna: 354-ft. above av. terrain, 387-ft. above ground, 517-ft. above sea level.

Latitude 33° 31' 33"
Longitude 90° 16' 09"

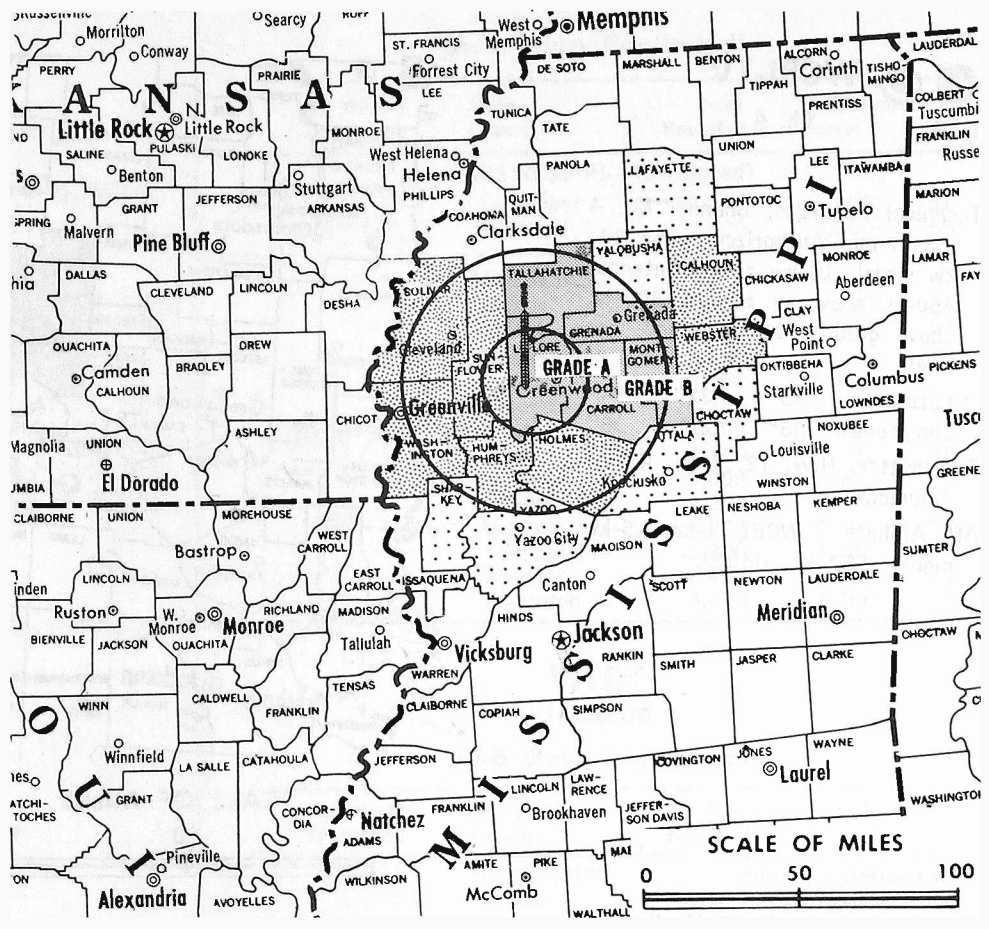
Transmitter: Highway 82-West, 5-mi. from Greenwood.

Studio: Highway 82-West.

Telephone: Gladstone 3-4001.

AM Affiliate: WABG, 1-kw (.5-kw night), 960, kc.

Represented (engineering) by Creutz, Steel & Snowberger.



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

WABG-TV Ref: FCC File No. BPC-2224 Granted 1/3/58 ©American Map Co., Inc., N.Y., No. 14244

WABG-TV

Network Service: ABC, CBS (EMP).

Licensee: Mississippi Telecasting Co. Inc., Box 414.

Ownership: Cy N. Bahakel, 100%. Also owns radio stations WABG; WLBJ, Bowling Green, Ky.; WRIS, Roanoke, Va.; WWOD, Lynchburg, Va.; KXEL, Waterloo, Ia.; WKIN, Kingsport, Tenn.; WDOD & FM, Chattanooga, Tenn.

Began Operation: Oct. 20, 1959.

Represented (sales) by Paul H. Raymer.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

CY N. BAHAKEL, president & general manager.
DON NEIL, station manager & film buyer.
ERLENE LEACH, program director.
JIM ROBINSON, chief engineer.

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

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-9 p.m., daily.				
\$240.00	\$144.00	\$96.00	\$48.00	\$29.00

NETWORK BASE HOURLY RATE: \$120.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MISSISSIPPI			
	Carroll	2,700	1,300	48
	Grenada	5,100	3,400	65
	Leflore	12,000	7,400	62
	Montgomery	3,600	2,200	60
	Tallahatchie	5,800	3,100	53
Between 25-50%	MISSISSIPPI			
	Bolivar	13,300	6,700	51
	Calhoun	4,300	3,100	70
	Holmes	6,800	4,000	59
	Humphreys	4,500	2,800	62
	Sunflower	10,300	5,300	51
	Washington	21,000	14,000	67
	Webster	2,900	2,000	65
Under 25%	MISSISSIPPI			
	Attala	5,700	3,700	65
	Choctaw	2,300	1,500	62
	Lafayette	5,100	3,800	74
	Sharkey	2,600	1,600	60
	Yalobusha	3,400	2,100	62
	Yazoo	8,000	5,500	69
WABG-TV Station Total		119,400	73,500	62
ARB Total Net Weekly Circulation (March, 1962)			41,700	

Mississippi—Jackson

WJTV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1630-ft. above av. terrain, 666-ft. above ground, 1949-ft. above sea level.

Latitude 32° 14' 25.59"
Longitude 90° 24' 15.05"

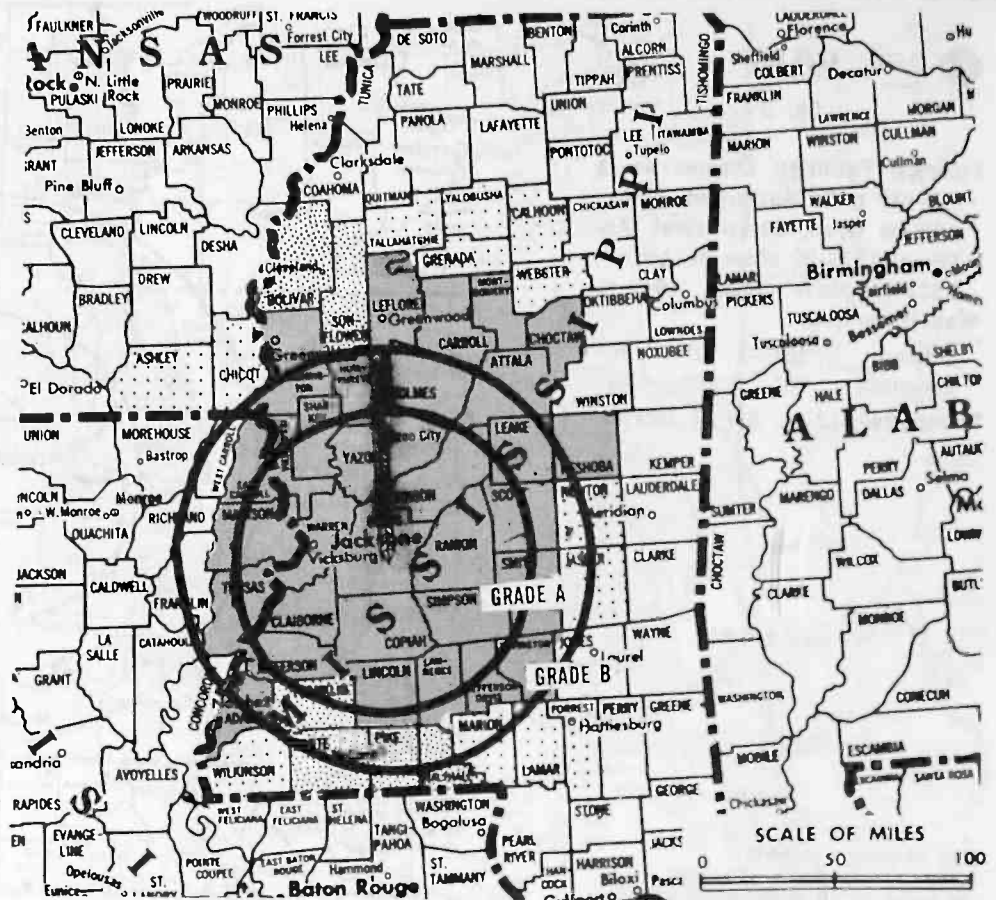
Transmitter: 1.5-mi. SE of Raymond. .3-mi. N of Route 18.

Studio: Robinson Rd. extension, .3-mi. N of Route 18.

AM Affiliate: WSLI, 5-kw, 930 kc (ABC).

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

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



WJTV Ref: FCC File No. BPC-2540 Granted 1/10/62

© American Map Co., Inc., N.Y., No. 1424

WJTV

Licensee: Capital Broadcasting Co. Inc., Box 8187.

Telephone: 372-6311.

TWX No.: 601-948-2790.

Ownership: Mississippi Publishers Corp., publishers of Jackson Clarion Ledger and Daily News, 40%; Standard Life Insurance Co., 32.4%; T. B. Lanford, 13.8%; L. M. Sepaugh, 13.8%. Lanford also owns 51% of KALB-TV, Alexandria, La., 66 2/3% of KPLC-TV, and KPLC, Lake Charles, La.; radio KRMD, Shreveport. Sepaugh also has 33 1/3% interests in KPLC-TV & KPLC.

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 uhf WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call to WJTV (Television Digest, Vol. 11:16, 21, 23).

Represented (sales) by The Katz Agency Inc.

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

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- L. M. SEPAUGH, general manager.
- OWENS F. ALEXANDER, station, national sales mgr. & film buyer.
- WILL CRULL, director, regional sales.
- WILLIAM CARLIER, local sales manager.
- L. M. SEPAUGH JR., film director.
- C. A. PERKINS, chief engineer.
- KEN PARKS, production manager.
- SANDY McMILLAN, merchandising manager.

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

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

Glass AA—7-10 p.m., daily.
\$500.00 \$300.00 \$200.00 \$175.00 \$130.00 \$110.00 \$55.00

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%		
Over 50%	LOUISIANA					
		East Carroll	3,700	2,600	69	
		Madison	4,500	3,200	71	
		Tensas	3,100	2,100	68	
	Between 25-50%	MISSISSIPPI				
			Adams	10,500	7,400	71
			Attala	5,700	3,700	65
			Carroll	2,700	1,300	48
			Choctaw	2,300	1,500	62
			Claiborne	2,700	1,500	57
		Copiah	7,100	5,100	72	
		Covington	3,500	2,500	70	
		Hinds	53,000	45,900	87	
		Holmes	6,800	4,000	59	
		Humphreys	4,500	2,800	62	
		Issaquena	900	500	53	
		Jefferson	2,500	1,200	46	
		Jeff Davis	3,300	2,000	61	
		Lawrence	2,700	1,800	66	
		Leake	4,800	3,600	75	
		Leflore	12,000	7,400	62	
	Lincoln	7,400	5,400	73		
	Madison	7,600	5,100	67		
	Montgomery	3,600	2,200	60		
	Neshoba	5,700	4,400	76		
	Rankin	7,900	6,300	79		
	Scott	5,500	4,200	76		
	Sharkey	2,600	1,600	60		
	Simpson	5,200	4,100	78		
	Smith	3,700	2,700	71		
	Warren	12,600	9,400	75		
	Washington	21,000	14,000	67		
	Yazoo	8,000	5,500	69		
Between 25-50%	MISSISSIPPI					
		Amite	3,900	2,500	63	
		Bolivar	13,300	6,700	51	
		Franklin	2,500	1,600	61	
	Pike	9,800	6,800	70		

(Continued on page 320)

WJTV Station Total 338,400 239,600 70
ARB Total Net Weekly Circulation (March, 1962) 176,600

Mississippi—Jackson



WLBT

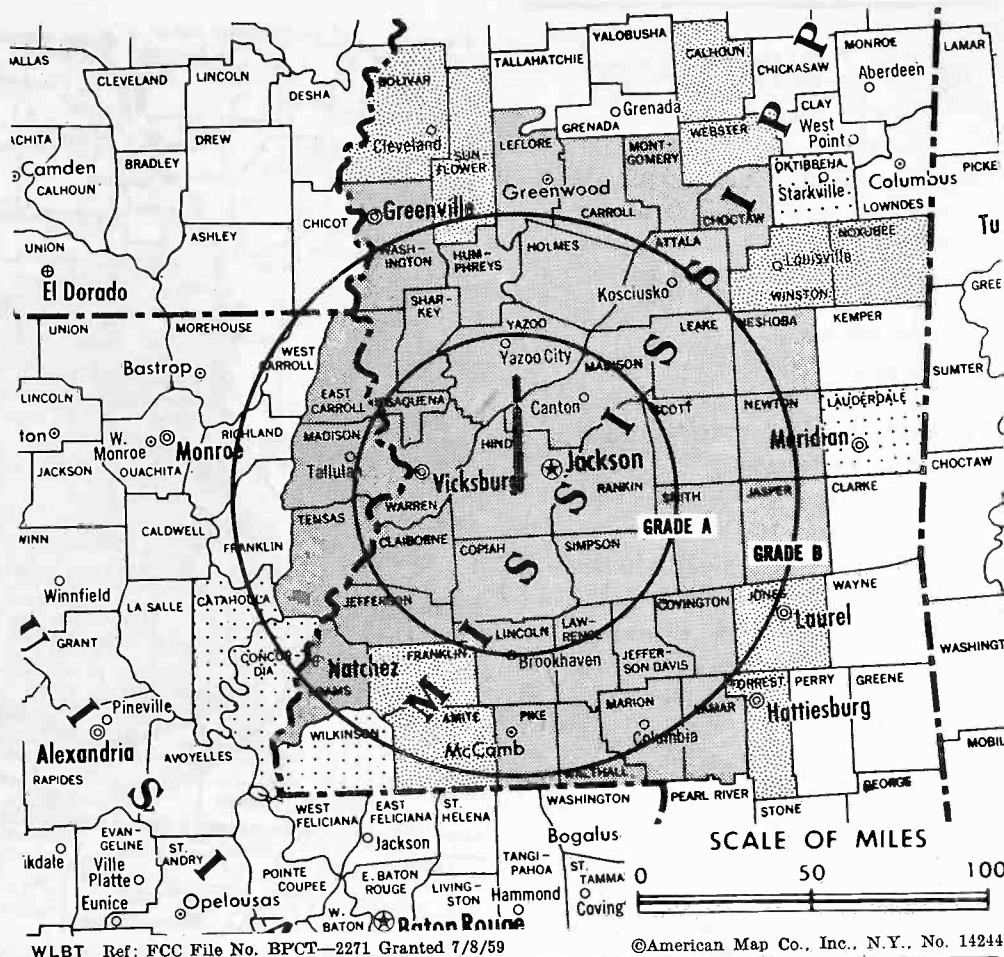
Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1579-ft. above av. terrain, 1523-ft. above ground, 1943-ft. above sea level.

Latitude 30° 12' 46"
Longitude 90° 22' 54"

Transmitter: 12-mi. SW of Jackson.

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



WLBT

Network Service: ABC, NBC.
Licensee: Lamar Life Bcstg. Co., Box 2171.
Studio: 715 S. Jefferson St.
Telephone: Fleetwood 2-2691.
TWX No.: JN 82.
Ownership: Peter Koch Lutken, pres., 40%; Fred L. Beard, secy.-treas., 20%; Maurice Thompson, v.p., 20%; William Calvin Wells III, v.p., 20%. Mr. Lutken is pres. of Lamar Life Ins. Co. Licensee of Jackson radio WJDX & WJDX-FM.
Began Operation: Dec. 20, 1953.
Represented (sales) by George P. Hollingbery Co.
Represented (legal) by Spearman & Roberson.
Represented (engineering) by A. Earl Cullum Jr.
Personnel:
FRED L. BEARD, general manager.
FRANK GENTRY, sales manager.
MAURICE THOMPSON, program director & film buyer.
MIKE KELLY, promotion director.
FORREST COX, farm director.
DICK SANDERS, news director.
FLOYD KINARD, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$170.00	\$140.00	\$110.00 \$55.00

NETWORK BASE HOURLY RATE: \$550 (ABC), \$550 (NBC).

For Mississippi CATV Systems, see U.S. CATV Directory.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	LOUISIANA				
		East Carroll	3,700	2,600	69
		Madison	4,500	3,200	71
		Tensas	3,100	2,100	68
	MISSISSIPPI	Adams	10,500	7,400	71
		Attala	5,700	3,700	65
		Carroll	2,700	1,300	48
		Choctaw	2,300	1,500	62
		Claiborne	2,700	1,500	57
		Copiah	7,100	5,100	72
		Covington	3,500	2,500	70
		Hinds	53,000	45,900	87
		Holmes	6,800	4,000	59
		Humphreys	4,500	2,800	62
		Issaquena	900	500	53
		Jasper	4,200	3,200	75
		Jefferson	2,500	1,200	48
		Jeff Davis	3,300	2,000	61
		Lamar	3,800	2,900	76
		Lawrence	2,700	1,800	66
		Leake	4,800	3,600	75
		Leflore	12,000	7,400	62
		Lincoln	7,400	5,400	73
		Madison	7,600	5,100	67
		Marion	6,200	4,300	68
	Montgomery	3,600	2,200	60	
	Neshoba	5,700	4,400	77	
	Newton	5,300	4,100	77	
	Pike	9,800	6,800	70	
	Rankin	7,900	6,300	79	
	Scott	5,500	4,200	77	
Sharkey	2,600	1,600	61		
Simpson	5,200	4,100	77		
Smith	3,700	2,700	73		
Walthall	3,400	2,200	65		
Warren	12,600	9,400	74		
Washington	21,000	14,000	67		
Yazoo	8,000	5,500	69		

(Continued on page 320)

WLBT Station Total	375,100	270,100	72
ARB Total Net Weekly Circulation (March, 1962)		243,900	

Mississippi—Laurel-Hattiesburg

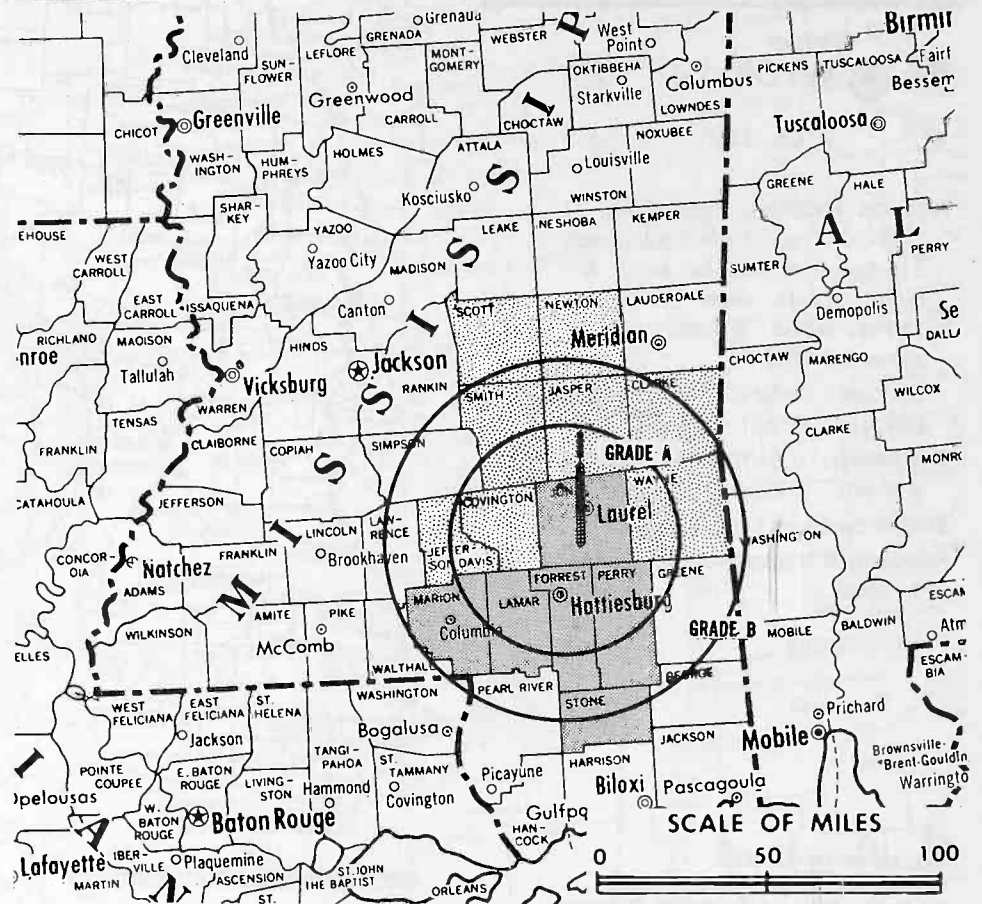
abc WBAM-TV
Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 51.3-kw visual, 25.65-kw aural. Antenna: 490-ft. above av. terrain, 537-ft. above ground, 732-ft. above sea level.

Latitude 31° 27' 12"
Longitude 89° 17' 05"

Requests change to 316-kw visual, 158-kw aural, 507-ft. above av. terrain, 576-ft. above ground, 771-ft. above sea level.

Transmitter: U.S. Hwy. 11, approx. 1.2-mi. of Eastabutchie.



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

WDAM-TV Ref: FCC File No. BPCT-2031 Granted 2/20/57 ©American Map Co., Inc., N.Y., No. 14244

WDAM-TV

Network Service: ABC, NBC.
Licensee: South Mississippi Television Co., Box 1649, Hattiesburg.
Studio: U.S. Hwy. 11, approx. 1.2-mi. N of Eastabutchie.
Telephones: Juniper 4-8441, Hattiesburg; 8-4188, Laurel. TWX No.: HSBG 592.
Ownership: Wm. S. Smylie, pres., 18.75%; Mrs. W. S. Smylie, 16.67%; W. S. Smylie, III, 8.33%; S. A. Rosenbaum, 43.75%; Marvin Reuben, v.p., 8.33%; Jerry P. Keith, v.p., 4.17%. Rosenbaum also owns 11.5% of WTOK-TV, Meridian, Miss.
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 present owners, who held CP for Ch. 7, Laurel, Miss.; 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 Wm. S. Smylie family approved Dec. 7, 1960 by FCC (Vol. 16:49, 50).

Represented (sales) by Weed Television Corp.
Represented (legal) by McKenna & Wilkinson.
Represented (engineering) by Gautney & Jones.

Personnel:
MARVIN REUBEN, v.p., general manager & film buyer.
JERRY KEITH, v.p. & sales manager.
DAVID L. WAITE, program director.
CLARENCE VOGEL, chief engineer.
MRS. NELL SUMRALL, merchandising & promotion director.

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

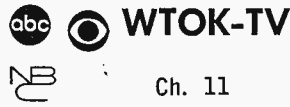
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00 \$20.00
NETWORK BASE HOURLY RATE: \$200 (ABC), \$200 (NBC).						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MISSISSIPPI			
	Forrest	15,200	12,800	84
	Jones	16,200	13,700	85
	Lamar	3,800	2,900	76
	Marion	6,200	4,300	68
	Perry	2,300	1,700	72
Stone	1,900	1,500	77	
Between 25-50%	MISSISSIPPI			
	Clarke	4,400	3,300	74
	Covington	3,500	2,500	70
	Jasper	4,200	3,200	75
	Jeff Davis	3,300	2,000	61
	Newton	5,300	4,100	77
	Scott	5,500	4,200	76
Smith	3,700	2,700	71	
Wayne	4,200	2,800	68	
Under 25%	None Under 25%			
WDAM-TV Station Total		79,700	61,700	77
ARB Total Net Weekly Circulation (March, 1962)			49,800	



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE

Mississippi—Meridian



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 560-ft. above av. terrain, 319-ft. above ground, 1000-ft. above sea level.

Latitude 32° 19' 40"
Longitude 88° 41' 30"

Transmitter: U.S. Hwy. 45, 1/8-mi. S of city.

Studio: Southern Bldg.

Represented (engineering) by Gautney & Jones.



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

WTOK-TV Ref: FCC File No. BMPCT-3043 Granted 5/2/55

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

WTOK-TV

Network Service: ABC, CBS; also NBC.

Licensee: Southern Television Corp., Box 1771, Meridian.

Telephone: 483-1441. TWX No.: MERID 281.

Ownership: Robert F. Wright, pres., 25.5%; William B. Crooks, v.p., 16.5%; Thomas Y. Minniece, secy., 8%; S. A. Rosenbaum, 11.5%; James B. Skewes, 11.5%; H. M. Minniece, treas., 6.5%; I. A. Rosenbaum Jr., 11.5%; Thomas R. Ward, 3%; 4 others, none over 5%. Meridian Star is part of James H. Skewes estate. S. A. Rosenbaum also owns 43.75% of WDAM-TV, Laurel, Miss. (Television Digest, Vol. 16:49).

Began Operation: Sept. 25, 1953.

Represented (sales) by The Meeker Co. Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

ROBERT F. WRIGHT, president, gen. mgr. & film buyer.
WILLIAM B. CROOKS, v.p. & sales manager.
CECIL GERMANY, traffic & program manager.
GEORGE E. SHANNON, production director.
JOE H. SAXON, chief engineer.
BOB HOLLAND, operations director.

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

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:29-9:30 p.m., Mon.-Sat.; 6:29-9:30 p.m., Sun.
\$375.00 \$225.00 \$150.00 \$131.25 \$112.50 \$85.00 \$75.00 \$37.50

NETWORK BASE HOURLY RATE: \$425 (ABC), \$425 (CBS), \$425 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Choctaw	4,300	2,600	60
	Greene	3,300	1,500	46
	Hale	4,600	2,600	56

Net Weekly Circulation	State County	Total Households	TV Homes	%	
ALABAMA—(Continued)					
Over 50%	Marengo	6,800	4,100	60	
	Sumter	4,700	2,900	60	
	MISSISSIPPI				
	Clarke	4,400	3,300	74	
	Jasper	4,200	3,200	75	
	Jones	16,200	13,700	85	
	Kemper	3,000	1,900	61	
	Lauderdale	19,700	16,600	85	
	Leake	4,800	3,600	75	
	Neshoba	5,700	4,400	76	
Newton	5,300	4,100	77		
Noxubee	4,000	2,100	51		
Oktober	6,200	4,000	64		
Wayne	4,200	2,800	68		
Winston	4,900	3,300	67		
Between 25-50%	MISSISSIPPI				
	Forrest	15,200	12,800	84	
	Lowndes	12,500	10,100	81	
	Scott	5,500	4,200	76	
Smith	3,700	2,700	71		
Under 25%	ALABAMA				
	Baldwin	13,500	11,600	86	
	Chilton	7,200	5,400	76	
	Clarke	6,600	4,300	64	
	Lamar	4,100	3,100	75	
	Perry	4,100	2,200	53	
	Pickens	5,600	3,500	63	
	Washington	3,600	2,500	69	
	MISSISSIPPI				
	Attala	5,700	3,700	65	
	Calhoun	4,300	3,100	70	
	Chickasaw	4,500	3,100	69	
	Choctaw	2,300	1,500	62	
Clay	5,100	3,700	72		
Greene	2,100	1,300	62		
Webster	2,900	2,000	65		

WTOK-TV Station Total 214,800 157,500 73
ARB Total Net Weekly Circulation (March, 1962) 82,000

Mississippi—Tupelo

WTWV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 27.2-kw visual, 13.8-kw aural. Antenna: 520-ft. above av. terrain, 540-ft. above ground, 854-ft. above sea level.

Latitude 34° 19' 24"
Longitude 88° 42' 39"

Transmitter: Beech Spring Rd., 2.5-mi. N of city limits.



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

WTWV Ref: FCC File No. BMPCT—3665 Granted 2/14/56

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

WTWV

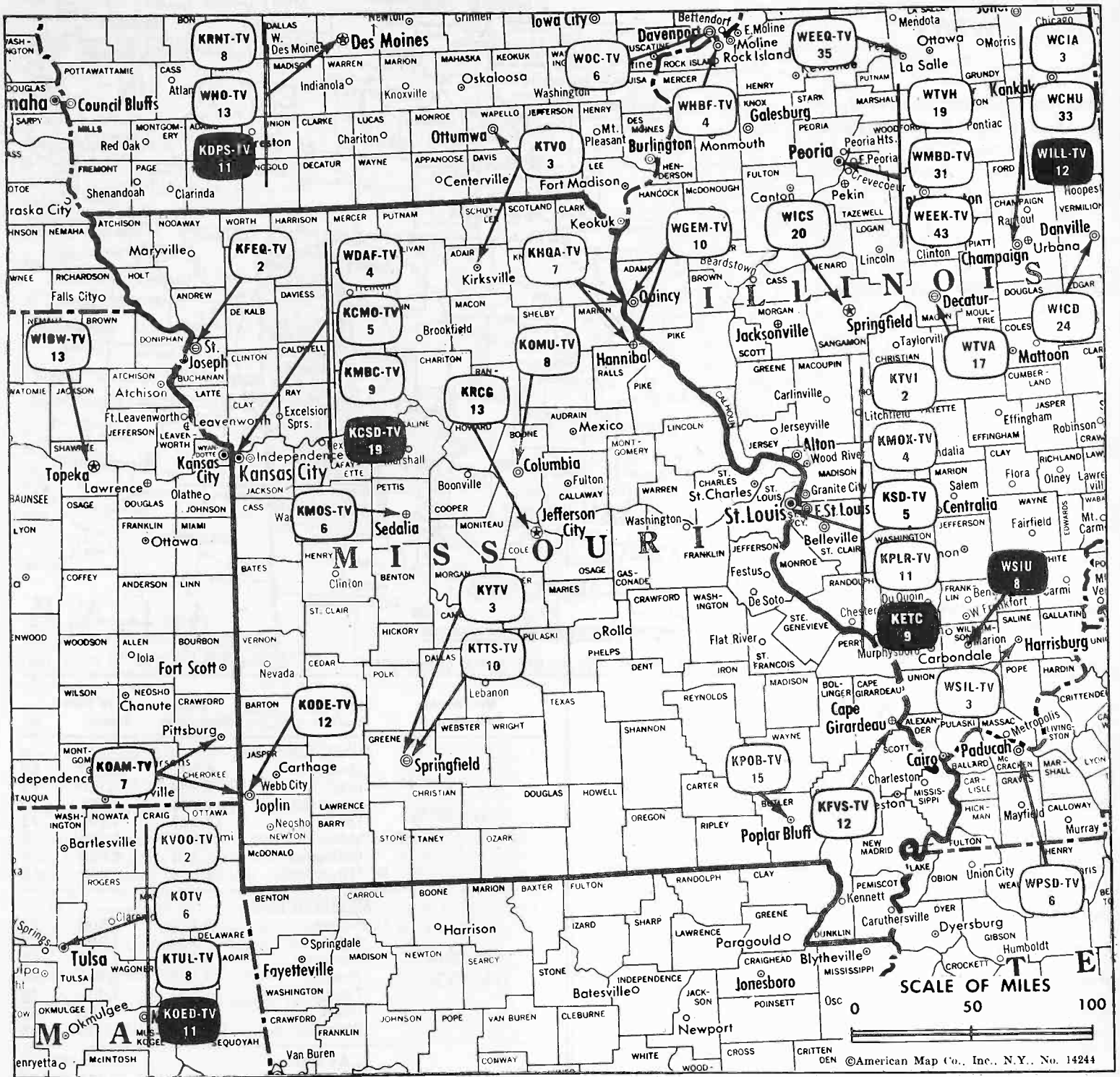
Network Service: ABC, NBC (common-carrier Microwave).
Licensee: WTWV Inc., P.O. Box 163, Tupelo, Miss.
Studio: Beech Spring Rd., 2.5-mi. N of city limits.
Telephone: Vinewood 2-7620.
Ownership: Frank K. Spain, 60%; Walter D. Spain, 20%; Perrin Purvis, 10%; Margaret H. Spain, 10%.
Began Operation: March 18, 1957.
Represented (sales) by Jack Masla & Co. Inc.
Represented (legal) by Haley, Bader & Potts.
Personnel:
FRANK K. SPAIN, general manager.
CHARLES H. HICKS JR., sales manager & film buyer.
WILLIAM B. LANDERS, program director.
JAMES D. GREEN, chief engineer.
JAMES STEMBRIDGE, operations supervisor.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:45-10:15 p.m., Mon.-Sat.;						
\$200.00	\$120.00	\$80.00	\$67.00	\$55.00	\$40.00	\$24.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MISSISSIPPI			
	Chickasaw	4,500	3,100	69
	Clay	5,100	3,700	72
	Itawamba	4,200	3,200	75
	Lee	12,000	9,300	78
	Monroe	9,400	7,200	77
	Oktibbeha	6,200	4,000	64
Tishomingo	4,100	2,800	68	
Between 25-50%	MISSISSIPPI			
	Alcorn	7,400	5,500	74
	Calhoun	4,300	3,100	70
	Pontotoc	4,900	3,700	75
	Prentiss	5,100	3,900	77
	Tippah	4,100	3,300	79
	Union	5,400	4,600	86
Webster	2,900	2,000	65	
Under 25%	ALABAMA			
	Fayette	4,600	3,600	77
	Franklin	6,200	4,600	74
	Lamar	4,100	3,100	75
	Lawrence	6,200	4,400	71
Marion	6,300	5,100	81	
Pickens	5,600	3,500	63	
MISSISSIPPI				
Lowndes	12,500	10,100	81	
WTWV Station Total		125,100	93,800	75
ARB Total Net Weekly Circulation (March, 1962)			36,700	

Missouri



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
St. Louis	752,600	12	1,082,900	19	970,300	18
Kansas City	540,000	23	767,400	32	691,800	31
Cape Girardeau-Paducah-Harrisburg	203,200	84	364,900	85	304,400	85
Joplin-Pittsburg	131,400	112	205,000	131	177,700	131
Springfield	131,100	113	242,800	116	201,800	119
Hannibal-Quincy	128,100	117	245,200	114	221,500	110
St. Joseph	117,700	123	337,300	90	300,400	87
Columbia-Jefferson City	116,700	125	194,700	135	168,100	132

Missouri Station Status as of Dec. 1, 1962	VHF	UHF	TOTAL
Commercial Television Stations	17	1	18
Educational Television Stations	1	1	2
			20

See CATV Directory
for State's CATV Systems

State Educational Technical Facilities

(Complete Data in Educational Directory)

KCSD-TV

Kansas City

Ch. 19

Non-Commercial Educational Station

Grantee: School District of Kansas City, 1211 McGee St.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 17.4-kw visual, 9.55-kw aural. Antenna: 510-ft. above av. terrain, 474-ft. above ground, 1394-ft. above sea level.

Latitude 39° 06' 01"
Longitude 94° 34' 39"

KETC

St. Louis

Ch. 9

Non-Commercial Educational Station

Licensee: St. Louis Educational Television Commission, 6996 Millbrook Blvd., St. Louis 30.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 36-kw visual, 16.2-kw aural. Antenna: 529-ft. above av. terrain, 550-ft. above ground, 1015-ft. above sea level.

Latitude 38° 37' 41.5"
Longitude 90° 16' 0.09"



ZORAMA

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

Missouri

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WPSD-TV

Cape Girardeau

(See Paducah, Ky.)

WSIL-TV

Cape Girardeau

(See Harrisburg, Ill.)

KOAM-TV

Joplin

(See Pittsburg, Kan.)

KFVS-TV, Cape Girardeau

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	ARKANSAS			
	Clay	6,500	5,200	81
	Greene	7,600	6,500	85
	ILLINOIS			
	Gallatin	2,500	2,000	79
	Jefferson	10,600	8,900	85
	Washington	4,500	3,800	85
	White	6,400	5,000	77
Under 25%	KENTUCKY			
	Crittenden	2,700	2,200	78
	Webster	4,700	3,500	76
	MISSOURI			
	Dunklin	11,700	9,600	83
	Oregon	3,200	1,900	58
	Pemiscot	10,400	8,400	80
	Shannon	2,200	1,300	57

Missouri—Cape Girardeau



KFVS-TV

Ch. 12

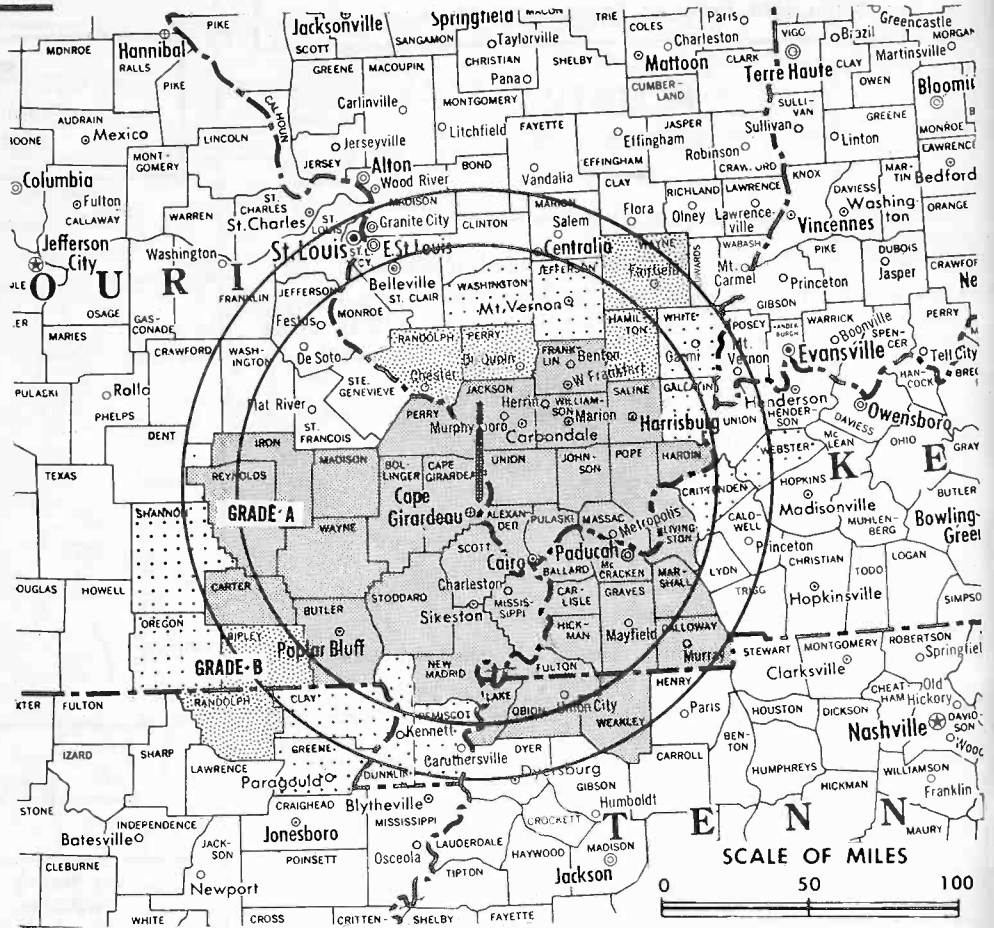


Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw maximum & 288-kw visual, 158-kw maximum & 144-kw aural. Antenna: 2000-ft. above av. terrain, 1676-ft. above ground, 2487-ft. above sea level.

Latitude 37° 25' 46"
Longitude 89° 30' 14"

Transmitter: 8.5-mi. N of Cape Girardeau, off county road "V".

AM Affiliate: KFVS, 5-kw (.5 kw night), 960 kc.



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

KFVS-TV Ref: FCC File No. BPCT-2609 Granted 4/17/59

©American Map Co., Inc., N.Y., No. 1424

KFVS-TV

Licensee: Hirsch Bcstg. Co., Box 422.

Studio: 324 Broadway.

Telephone: Edgewater 5-5511.

Ownership: Oscar C. Hirsch, pres., 98.66%; Geraldine F. Hirsch, treas., 1.34%; David E. Hoche, secy.; Robert O. Hirsch, v.p. Oscar Hirsch also controls KFMO, Flat River, Mo. and WHCO, Sparta, Ill.

Began Operation: Oct. 3, 1954.

Represented (sales) by The Meeker Co.; C. K. Beaver & Assoc. (South & Southeast); Eugene F. Gray Co. (Mo., Neb., Kan.).

Represented (legal) by George O. Sutton.

Personnel:

OSCAR C. HIRSCH, president & general manager.
ROBERT O. HIRSCH, v.p. & manager of TV operations.
GERALDINE F. HIRSCH, treasurer.
DAVID E. HOCHÉ, secretary.

DIGEST OF RATE CARD NO. 14 (June 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:59-9:59 p.m., daily.	\$600.00	\$360.00	\$240.00	\$180.00	\$150.00	\$120.00
NETWORK BASE HOURLY RATE: \$625.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Alexander	5,300	4,300	80
	Franklin	14,000	12,100	87
	Hardin	1,900	1,700	88
	Jackson	12,800	10,900	85
	Johnson	2,300	1,900	84
	Massac	4,700	4,000	85
	Pope	1,400	1,100	76
	Pulaski	3,400	2,700	79
	Saline	9,400	8,100	86
	Union	5,200	4,700	89
Williamson	15,600	13,700	88	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	KENTUCKY			
	Ballard	2,700	2,400	88
	Calloway	6,600	5,600	85
	Carlisle	1,900	1,700	90
	Fulton	3,500	2,900	82
	Graves	9,800	8,600	87
	Hickman	2,100	1,800	85
	Livingston	2,200	1,800	82
	McCracken	18,600	16,600	90
	Marshall	5,300	4,800	89
	MISSOURI			
	Bollinger	2,800	2,200	79
	Butler	10,900	8,600	79
Cape Girardeau	13,100	11,700	89	
Carter	1,300	800	56	
Iron	2,400	1,900	78	
Madison	3,000	2,500	82	
Mississippi	5,700	5,000	87	
New Madrid	8,200	6,800	83	
Perry	4,200	3,500	84	
Reynolds	1,600	1,100	68	
Scott	9,600	8,600	90	
Stoddard	8,800	7,600	87	
Wayne	2,800	2,200	77	
TENNESSEE				
Lake	2,600	2,000	76	
Obion	8,500	7,200	84	
Weakley	7,700	6,100	79	
Between 25-50%	ARKANSAS			
	Randolph	3,800	2,900	75
	ILLINOIS			
	Hamilton	3,400	2,500	75
	Perry	6,400	5,500	87
Randolph	8,600	7,700	90	
Wayne	6,200	4,800	78	
MISSOURI				
Ripley	3,000	1,800	60	
(Continued on page 329)				
KFVS-TV Station Total		326,300	272,700	84
ARB Total Net Weekly Circulation (March, 1962)			203,200	

Missouri—Columbia

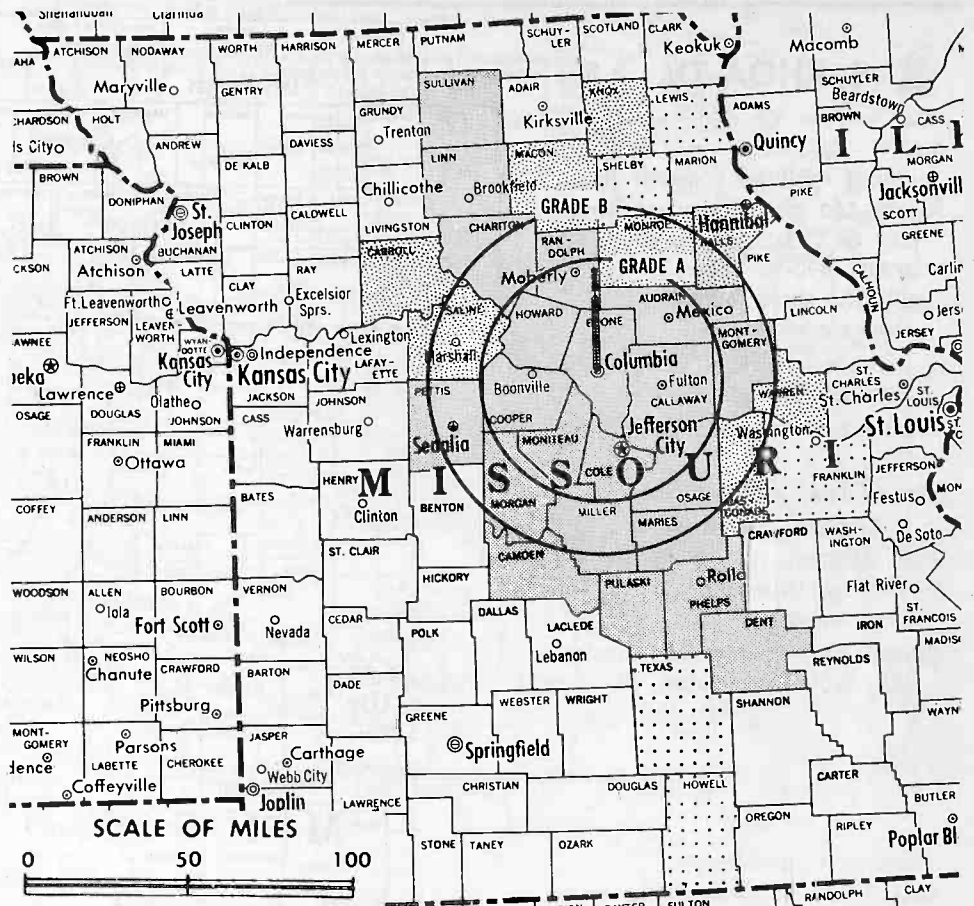
abc **KOMU-TV**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 251-kw visual, 126-kw aural. Antenna: 790-ft. above av. terrain, 774-ft. above ground, 1612-ft. above sea level.

Latitude 38° 53' 16"
Longitude 92° 15' 48"

Transmitter: Hwy. 63 South.



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

KOMU-TV Ref: FCC File No. BMPCT-2346 Granted 8/17/54

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

KOMU-TV

Network Service: ABC, NBC.

Licensee: Curators of the University of Missouri.

Studio: Hwy. 63 South.

Telephone: Gibson 2-1122.

TWX No.: 314-442-2430.

Ownership: University of Missouri. Member of Curators is Lester E. Cox who owns 10% of KOAM-TV, Pittsburg, Kan., and 49% of radio KWTO, Springfield, Mo.

Began Operation: Dec. 21, 1953.

Represented (sales) by Avery-Knodel Inc.

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

Represented (engineering) by Lohnes & Culver.

Personnel:

EDWARD C. LAMBERT, director of television, general manager.

GLENN G. GRISWOLD, station manager.

JOHN O. CONWELL, commercial manager.

MONTE GURWIT, program director & film buyer.

LOIS TODD, promotion manager.

RON HUNT, film editor.

WILLIAM J. REAGAN, chief engineer.

DIGEST OF RATE CARD NO. 8

(Feb. 1, 1961)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-9:30 p.m., daily.	\$330.00	\$190.00				\$75.00	\$60.00 \$33.00

NETWORK BASE HOURLY RATE: \$375 (ABC), \$375 (NBC).

For Other Stations Operated by Educational Institutions, see Educational Station Directory.

Net Weekly Circulation

State County

Total Households

TV Homes %

Over 50%

MISSOURI

Audrain	8,400	7,700	91
Boone	16,300	14,400	89
Callaway	6,500	5,800	89
Camden	3,200	2,600	82
Chariton	4,300	3,500	81
Cole	11,700	11,000	94
Cooper	4,900	4,400	88
Dent	3,500	2,400	68
Howard	3,500	3,100	88
Linn	6,000	5,100	85
Maries	2,200	1,800	82
Miller	4,400	3,900	87
Moniteau	3,500	3,100	88
Montgomery	3,800	3,300	87
Morgan	3,200	2,800	86
Osage	3,100	2,500	79
Pettis	11,900	10,300	87
Phelps	7,700	6,100	79
Pulaski	8,700	7,400	85
Randolph	7,800	6,900	89
Sullivan	3,200	2,800	87

Between 25-50%

MISSOURI

Carroll	4,700	4,100	87
Gasconade	4,000	3,300	82
Knox	2,300	2,000	89
Macon	5,800	5,200	88
Monroe	3,600	3,300	91
Ralls	2,600	2,400	92
Saline	8,000	7,000	88
Warren	2,800	2,400	85

Under 25%

MISSOURI

Franklin	13,900	12,800	92
Howell	7,000	4,700	68
Lewis	3,500	3,100	87
Shelby	3,200	2,800	87
Texas	5,500	4,100	73

KOMU-TV Station Total	194,700	168,100	86
ARB Total Net Weekly Circulation (March, 1962)		102,600	

Missouri—Hannibal-Quincy, Ill.



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 269-kw visual, 135-kw aural. Antenna: 890-ft. above av. terrain, 804-ft. above ground, 1539-ft. above sea level.

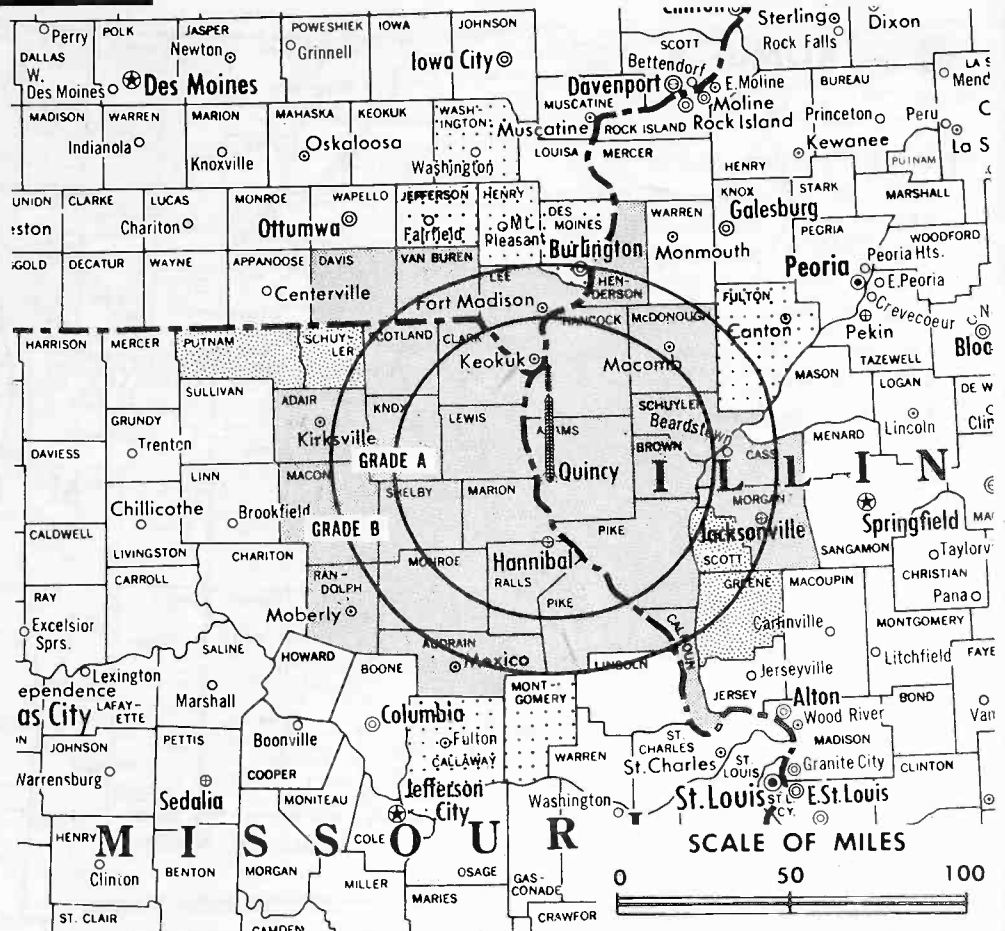
Latitude 39° 58' 22"
Longitude 91° 19' 54"

Transmitter: Columbus Rd., Quincy, Ill.

AM Affiliate: WTAD (Quincy), 5-kw (1-kw night), 930 kc (CBS).

FM Affiliate: WTAD-FM, 27-kw, 99.5 mc (No. 258), 751-ft. antenna height.

Studios: 2333 Palmyra Rd., Hannibal, Mo.; WCU Bldg., Quincy, Ill.



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

KHQA-TV Ref: FCC File No. BMPCT-1234 Granted 7/24/53

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

KHQA-TV

Network Service: ABC, CBS.

Licensee: Lee Bcstg. Inc., 510 Maine St., Quincy, Ill.

Business & National Sales Office: WCU Bldg., Quincy.

Telephones: 222-6200, Quincy; AC 1-2762, Hannibal. TWX No.: 217-224-1601.

Ownership: Lee Radio Inc., 51% (interlocking with Lee Bcstg. Inc.); Courier-Post Publishing Co., publisher of Hannibal Courier-Post, 20%; Walter J. Rothschild, pres., 1.18%; Lee P. Loomis, dir., 3.16%; Donald Harrer, treas.; Lloyd D. Loers, secy.; Henry B. Hook, v.p.; E. L. Sparks, v.p. Lee Radio Inc. operates KGLO-TV and KGLO, Mason City, Ia.; owns WMTV, Madison, Wis. and 80% of KEYC-TV, Mankato, Minn. For other interests, see Mason City Globe-Gazette under Newspaper Ownership.

Began Operation: Aug. 27, 1953.

Represented (sales) by Advertising Time Sales.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David Steel & Assoc.

Personnel:

- WALTER J. ROTHSCHILD, president & general manager.
- PAUL E. MILLEN, national sales manager.
- GENE TERRY, public relations & news director.
- TOM ROBEY, program director.
- JEAN EAGER, film director.
- ROBERT W. EICKMEYER, promotion director.
- DICK FALER, farm director.
- J. E. GRAY, chief engineer.

DIGEST OF RATE CARD NO. 10—(Nov. 11, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min.* 20 Sec. 8 Sec.
Class A—6:59-10:15 p.m., daily.
\$500.00 \$300.00 \$200.00 \$165.00 \$120.00 \$110.00 \$60.00 \$40.00

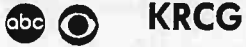
*Also 40 Sec. at \$110.00, 30 Sec. at \$70.

Volume discount plans for Class A, B & C announcements.

NETWORK BASE HOURLY RATE: \$575 (ABC), \$575 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	ILLINOIS				
		Adams	21,900	20,300	93
		Brown	2,100	1,800	87
		Calhoun	1,800	1,700	88
		Cass	4,700	4,200	88
		Hancock	7,900	7,300	92
		Henderson	2,600	2,300	88
		McDonough	9,200	8,400	91
		Morgan	10,500	9,100	87
		Pike	6,900	6,100	89
		Schuyler	2,900	2,700	91
		IOWA			
		Davis	2,900	2,700	91
		Lee	13,400	12,400	93
	Van Buren	3,200	2,800	87	
Between 25-50%	MISSOURI				
		Adair	6,600	6,000	90
		Audrain	8,400	7,700	91
		Clark	2,900	2,500	87
		Knox	2,300	2,000	89
Under 25%		Lewis	3,500	3,100	87
		Macon	5,800	5,200	88
		Marion	9,900	9,100	92
		Monroe	3,600	3,300	91
		Pike	5,600	4,800	86
		Ralls	2,600	2,400	92
		Randolph	7,800	6,900	89
		Scotland	2,200	2,100	90
		Shelby	3,200	2,800	87
		ILLINOIS			
	Greene	5,600	5,200	92	
	Scott	2,100	2,000	94	
	MISSOURI				
	Putnam	2,500	2,400	93	
	Schuyler	1,800	1,500	80	
	ILLINOIS: Fulton. IOWA: Des Moines, Henry, Jefferson, Washington. MISSOURI: Callaway, Montgomery.				
KHQA-TV Station Total		221,400	200,100	90	
ARB Total Net Weekly Circulation (March, 1962)		128,100			

Missouri—Jefferson City



Ch. 13

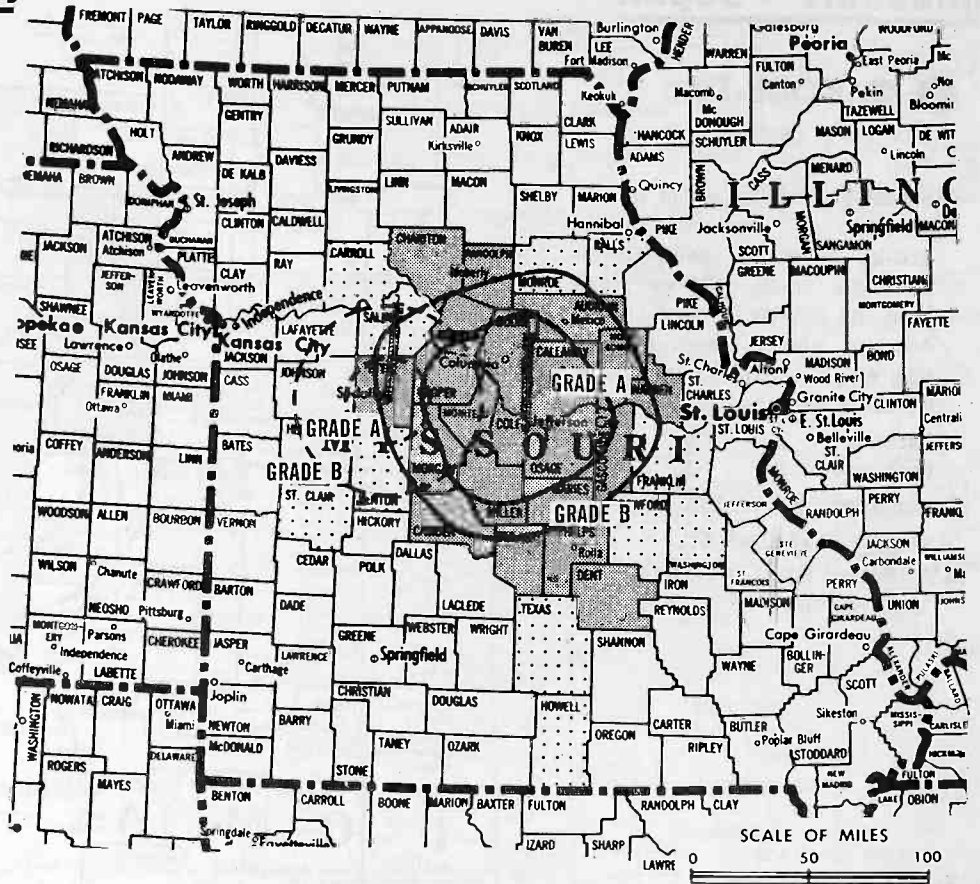
[Operates satellite KMOS-TV, Sedalia, Mo.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw maximum and 214-kw horizontal visual, 158-kw maximum and 107-kw horizontal aural. Antenna: directional, 1012-ft. above av. terrain, 930-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.

AM Affiliate: See ownership.



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

KRCG Ref: FCC File No. BMPCT-4673 Granted 7/1/57
KMOS-TV Ref: FCC File No. 1210 Granted 7/8/53

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

KRCG

Network Service: ABC, CBS.

Licensee: Jefferson Television Co., Callaway Hills Farm.

Studio: Callaway Hills Farm.

Telephone: 6-6188. TWX No.: JFS CY MO 641.

Ownership: Mrs. W. H. Weldon, exec. vice pres., 84.2%; Capital Bcstg. Co., 14%; Robert Blosser, v.p., .6%; Edward J. Schuelein, .6%; Camille Williams, secy.-treas., .6%. Mrs. Weldon holds interest in Jefferson City Capital News & Post Tribune and Capital Bcstg. Co., licensee of radio KWOS, Jefferson City. Jefferson Television Co. also owns KMOS-TV, Sedalia, Mo.

Began Operation: Feb. 13, 1955.

Represented (sales) by Blair Television Associates Inc.

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

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- W. H. WELDON, president.
- MRS. W. H. WELDON, exec. vice president.
- ROBERT BLOSSER, general manager & film buyer.
- ED SCHUELEIN, chief engineer.
- RON MAXWELL, sales manager.

DIGEST OF RATE CARD NO. 5 (Sept. 5, 1961)

Hour	30 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-9:30 p.m., daily.	\$375.00	\$220.00	\$115.00	\$97.00	\$75.00	\$60.00

NETWORK BASE HOURLY RATE: \$475 (ABC), \$425 (CBS).

For Other Stations in which Publishers Have Interests, see Newspaper Ownership Section.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MISSOURI			
	Audrain	8,400	7,700	91
	Boone	16,300	14,400	89
	Callaway	6,500	5,800	89
	Camden	3,200	2,600	82
	Chariton	4,300	3,500	81
	Cole	11,700	11,000	94
	Cooper	4,900	4,400	88
	Dent	3,500	2,400	68
	Gasconade	4,000	3,300	82
	Howard	3,500	3,100	88
	Maries	2,200	1,800	82
	Miller	4,400	3,900	87
	Moniteau	3,500	3,100	88
	Montgomery	3,800	3,300	87
	Morgan	3,200	2,800	86
	Osage	3,100	2,500	78
Pettis	11,900	10,300	87	
Phelps	7,700	6,100	79	
Pulaski	8,700	7,400	85	
Randolph	7,800	6,900	89	
Warren	2,800	2,400	85	

Between 25-50%

None Between 25-50%

Net Weekly Circulation	State County	Total Households	TV Homes	%
Under 25%	MISSOURI			
	Benton	3,100	2,400	77
	Carroll	4,700	4,100	87
	Crawford	4,200	3,100	75
	Franklin	13,900	12,800	92
	Howell	7,000	4,700	68
	Monroe	3,600	3,300	91
	Ralls	2,600	2,400	92
	St. Clair	3,100	2,400	78
	Saline	8,000	7,000	88
Texas	5,500	4,100	73	
Washington	4,000	3,400	84	

KRCG Station Total	185,100	158,400	86
ARB Total Net Weekly Circulation (March, 1962)		100,600	

Missouri—Joplin



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw maximum and 219-kw horizontal visual, 178-kw maximum and 129-kw horizontal aural. Antenna: 680-ft. above av. terrain, 626-ft. above ground, 1675-ft. above sea level.

Latitude 37° 04' 37.4"
Longitude 94° 32' 10.24"

Transmitter: 1928 W. 13th St.

Studio: 1928 W. 13th St.

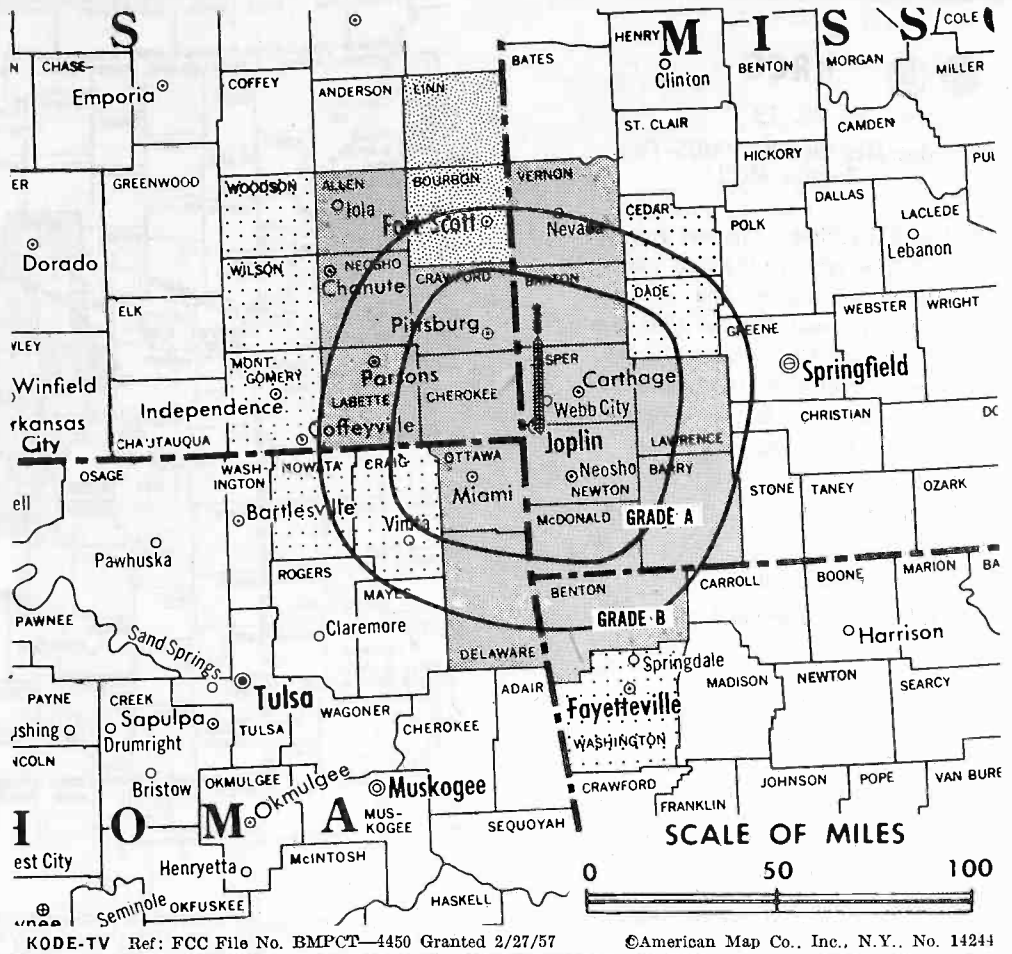
AM Affiliate: KODE, 1-kw (.25-kwN), 1230 kc (CBS).

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KODE-TV Ref: FCC File No. BMPCT-4450 Granted 2/27/57

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

KODE-TV

Network Service: ABC, CBS.

Licensee: Gilmore Bcstg. Corp., 1928 W. 13th St.

Telephone: Mayfair 3-7260.

Ownership: James S. Gilmore Jr., 100%

Began Operation: Sept. 26, 1954. Sale to present owner by WSTV Inc. (United Printers and Publishers Inc.) approved by FCC May 23, 1962 (Television Digest, Vol. 2:22). Transfer of "Friendly Stations" to United Printers and Publishers Inc. from WSTV Inc., original owners, approved by FCC Nov. 8, 1961 (Vols. 17:30, 33, 2:14). Sale to WSTV Inc. by Austin Harrison approved Oct. 21, 1956 (Vol. 12:39, 44).

Represented (sales) by Avery-Knodel Inc.; Jack Hetherington (St. Louis).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters, Gemrick, Moser, Zarback & Dombrowski.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

JAMES S. GILMORE, president & treasurer.
N. BAIRD McLAIN, exec. v.p.
D. T. KNIGHT, v.p., general manager & film buyer.
JIM HARRON, regional sales.
BILL HIRSHEY, sales manager.
RON ROBSON, operations & program director.
BILL HARNED, promotion manager.

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

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

Class A—6-10:30 p.m., daily.
\$350.00 \$210.00 \$140.00 \$90.00 \$73.00* \$65.00* \$32.50*

*Class AA—6:01-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$350 (ABC), \$350 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Benton	12,100	9,700	80
	KANSAS			
	Allen	5,600	4,700	84
	Cherokee	7,600	7,000	92
	Crawford	13,100	11,900	91
	Labette	9,000	7,900	88
	Neosho	6,500	5,800	89
	MISSOURI			
	Barry	6,300	5,400	85
	Barton	3,900	3,400	87
	Jasper	27,400	24,500	90
	Lawrence	7,700	6,600	85
McDonald	4,000	3,500	87	
Newton	9,700	8,800	91	
Vernon	6,500	5,500	84	
OKLAHOMA				
Delaware	4,100	3,200	76	
Ottawa	9,400	8,600	91	
Between 25-50%	KANSAS			
	Bourbon	5,800	5,100	88
	Linn	3,000	2,600	87
Under 25%	ARKANSAS			
	Washington	17,700	14,000	79
	KANSAS			
	Montgomery	15,400	13,300	86
	Wilson	4,500	3,700	81
	Woodson	1,900	1,600	80
	MISSOURI			
	Cedar	3,300	2,800	83
	Dade	2,600	2,400	88
OKLAHOMA				
Craig	4,600	4,000	87	
Mowata	3,500	3,200	91	
KODE-TV Station Total		195,200	169,200	87
ARB Total Net Weekly Circulation (March, 1962)			114,300	

Missouri—Kansas City



KCMO-TV

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 1130-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.

TV tape: Recording facilities.

AM Affiliate: KCMO, 50-kw (10-kw night), 810 kc (CBS).

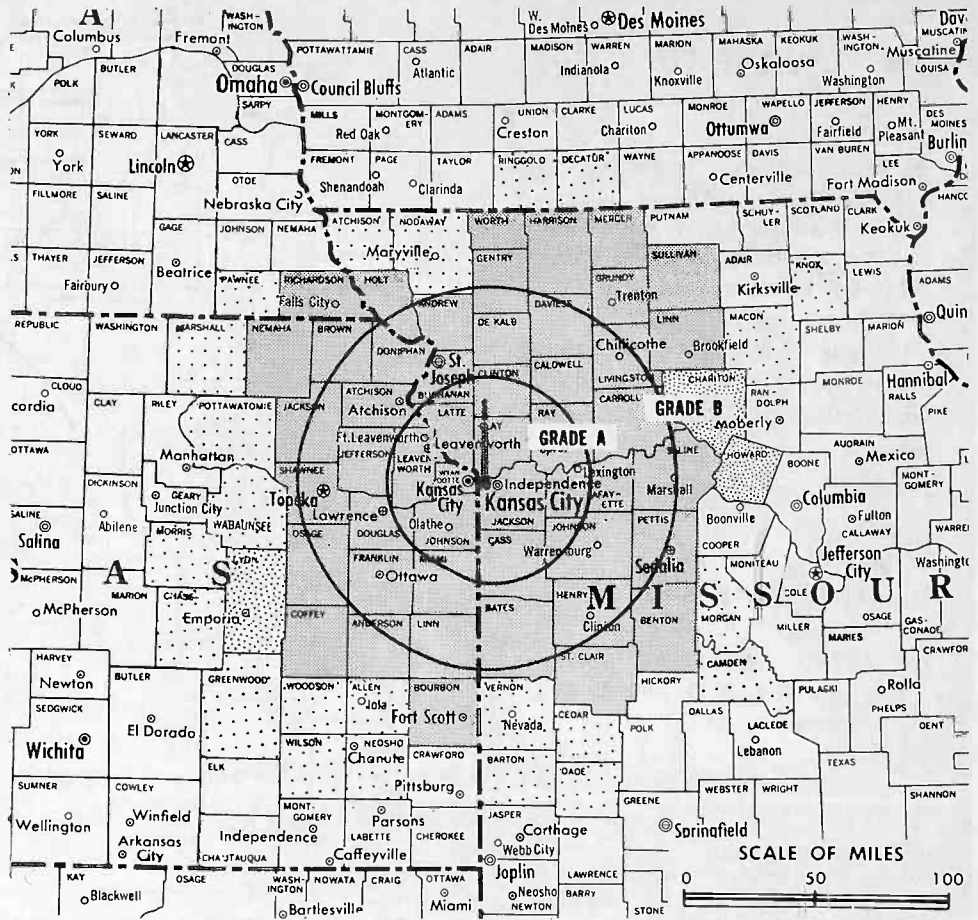
FM Affiliate: KCMO-FM, 65-kw, 94.9 mc (No. 235), 850-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KCMO-TV Ref: FCC File No. BMPCT-2317 Granted 10/26/54

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

KCMO-TV

Licensee: Meredith Broadcasting Co., 125 E. 31st St. (zone 8).

Studio: 125 E. 31st St.

Telephone: Jefferson 1-6789. TWX No.: 816-556-0450.

Ownership: Meredith Publishing Co., Des Moines, Iowa through sub-executives. See Magazine Ownership. Broadcasting executives: Meredith Broadcasting Company: Fred Bohlen, chairman of the board; Payson Hall, president; Frank Fogarty, exec. v.p.; E. K. Hartenbower, v.p.; Richard B. Rawls, v.p.; Paul Adanti, v.p.; Gerald Thornton, secy.; H. Y. Engeldinger, treas. Same interests own: radio KCMO & KCMO-FM, Kansas City, Mo.; WHEN-TV & WHEN, Syracuse, N.Y.; WOW-TV & WOW, Omaha, Neb.; KHPO-TV & KHPO, Phoenix, Ariz.

Began Operation: Sept. 27, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

E. K. HARTENBOWER, v.p. & general manager.
SID TREMBLE, station & commercial manager.
KARL TROEGLEN, technical director.
KEN HEADY, program director.
HARRY FRANCIS, production director.
F. C. STRAWN, promotion director.
HAROLD MACK, news director.
JIM MONROE, director, public affairs.
T. R. THOMPSON, film director & film buyer.
GEORGE STEPHENS, agricultural director.

DIGEST OF RATE CARD NO. 9 (Revised)
(Nov. 1, 1962)

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

Class A—7-10 p.m., daily.
\$1400.00 \$840.00 \$560.00 \$400.00 \$400.00* \$360.00* \$180.00*

*Class A—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation

State County

Total Households

TV Homes %

KANSAS

Anderson	3,000	2,700	87
Atchison	6,300	5,900	93
Bourbon	5,800	5,100	88
Brown	4,600	4,000	88
Coffey	2,900	2,400	79
Doniphan	3,000	2,700	89
Douglas	12,900	11,300	88
Franklin	6,600	5,900	89
Jackson	3,400	3,000	87
Jefferson	3,500	3,100	88
Johnson	44,100	42,700	97
Leavenworth	12,800	11,900	93
Linn	3,000	2,600	87
Miami	6,100	5,700	94
Nemaha	3,900	3,500	89
Osage	4,300	3,800	88
Shawnee	45,800	42,300	93
Wyandotte	57,400	53,300	93

Over 50%

MISSOURI

Andrew	3,600	3,300	91
Bates	5,600	4,700	84
Benton	3,100	2,400	77
Buchanan	30,700	27,600	90
Caldwell	3,200	2,900	91
Carroll	4,700	4,100	87
Cass	9,500	8,800	93
Clay	27,600	26,300	95
Clinton	4,000	3,600	89
Daviess	3,400	3,000	88
De Kalb	2,500	2,100	85
Gentry	3,200	2,700	88
Grundy	4,400	3,700	84
Harrison	4,200	3,600	87
Henry	6,700	5,800	86
Holt	2,800	2,300	80
Jackson	214,300	194,700	91
Johnson	8,800	8,000	90
Lafayette	8,200	7,500	91
Linn	6,000	5,100	85

(Continued on page 339)

KCMO-TV Station Total	744,600	671,700	90
ARB Total Net Weekly Circulation (March, 1962)		537,600	

Missouri—Kansas City



WDAF-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 750-ft. above av. terrain, 724-ft. above ground, 1664-ft. above sea level.

Latitude 39° 04' 19"
Longitude 94° 35' 43"

Transmitter: Signal Hill.

Studio: Signal Hill.

Telephone: Plaza 3-4567. TWX No.: KC 259 and KC 50.

TV tape: Recording facilities.

AM Affiliate: WDAF, 5-kw, 610 kc (NBC).

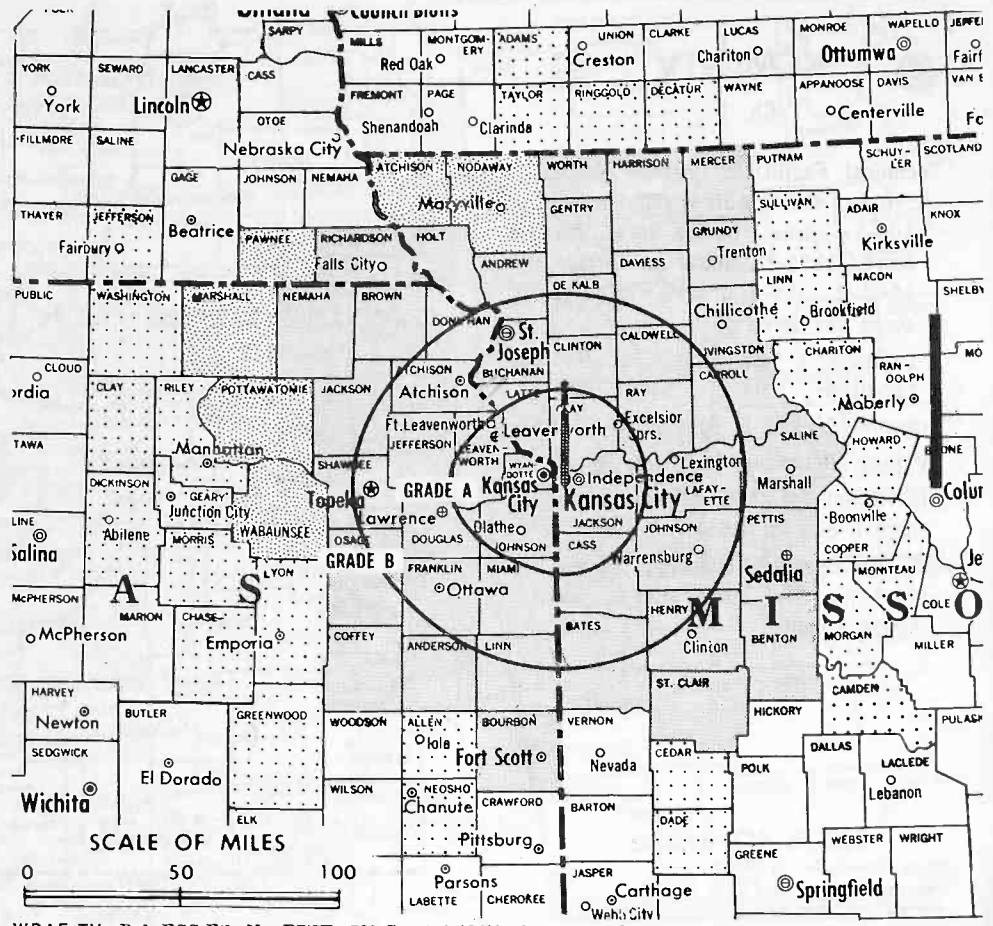
FM Affiliate: WDAF-FM, 36-kw, 102.1 mc (No. 271), 640-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WDAF-TV Ref: FCC File No. BPCT-726 Granted 12/12/52

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

WDAF-TV

Licensee: Transcontinent Television Corp., Signal Hill.

Ownership: See WGR-TV, Buffalo, N.Y.

Began Operation: Oct. 16, 1949. Sale to present owner by National-Missouri T.V. Inc. (wholly-owned by National Theatres & Television Inc.) approved July 13, 1960 by FCC (Television Digest, Vol. 16:29). Sale to National Missouri T.V. Inc. by founding Kansas City Star in compliance with govt. anti-trust consent decree approved April 23, 1958 by FCC (Vol. 13:47, 48; 14:17).

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

Represented (legal) by Covington & Burling.

Personnel:

- DAVID C. MOORE, president.
- WILLIAM A. BATES, v.p. & general manager.
- E. MANNE RUSSO, general sales manager.
- RO GRIGNON, asst. to general sales manager.
- BOB WORMINGTON, manager & film buyer.
- BILL WORMINGTON, production manager.
- JUD WOODS, director of promotion and research.
- WALT BODINE, director of special projects.
- JAMES SCHMIDT, manager of engineering.

DIGEST OF RATE CARD NO. 13

(Aug. 1, 1960)

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

Class A—6:30-10 p.m., daily.
\$1400.00 \$840.00 \$560.00 \$430.00 \$400.00 \$360.00 \$180.00

*Class A—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	KANSAS			
	Anderson	3,000	2,700	87
	Atchison	6,300	5,900	93
	Bourbon	5,800	5,100	88
	Brown	4,600	4,000	88
	Coffey	2,900	2,400	79
	Doniphan	3,000	2,700	89

Net Weekly Circulation

State County

Total Households

TV Homes %

KANSAS—(Continued)

Douglas	12,900	11,300	88
Franklin	6,600	5,900	89
Jackson	3,400	3,000	87
Jefferson	3,500	3,100	88
Johnson	44,100	42,700	97
Leavenworth	12,800	11,900	93
Linn	3,000	2,600	87
Miami	6,100	5,700	94
Nemaha	3,900	3,500	89
Osage	4,300	3,800	88
Shawnee	45,800	42,300	93
Wyandotte	57,400	53,300	93

MISSOURI

Andrew	3,600	3,300	91
Bates	5,600	4,700	84
Benton	3,100	2,400	77
Buchanan	30,700	27,600	90
Caldwell	3,200	2,900	91
Carroll	4,700	4,100	87
Cass	9,500	8,800	93
Clay	27,600	26,300	95
Clinton	4,000	3,600	89
Daviess	3,400	3,000	88
De Kalb	2,500	2,100	85
Gentry	3,200	2,700	88
Grundy	4,400	3,700	84
Harrison	4,200	3,600	87
Henry	6,700	5,800	86
Holt	2,800	2,300	80
Jackson	214,300	194,700	91
Johnson	8,800	8,000	90
Lafayette	8,200	7,500	91
Livingston	5,300	4,600	85
Mercer	2,000	1,700	81
Pettis	11,900	10,300	87
Platte	7,300	6,800	94
Ray	5,400	4,900	91

(Continued on page 339)

WDAF-TV Station Total	767,400	691,800	90
ARB Total Net Weekly Circulation (March, 1962)		540,000	



Take one mighty diplodocus dinosaur... add a shaggy, educated sheep dog, house them in a neo-paleozoic set, stir in a liberal sprinkling of new Hanna-Barbera cartoons, blend in an occasional adventure film... and promote like the dickens. That's the formula for WDAF-TV's new "FUN-TIME", a daily happy hour that is capturing Kansas City's Kiddy market. ■ "FUN-TIME" is an ambitious—and costly—undertaking. It's thoroughly typical of the effort WDAF-TV devotes to all its local programming. And it's this extra effort that pays off in cash registers of advertisers.

WDAF • TV CH 4 • SIGNAL HILL • KANSAS CITY 



Symbol of Service

Transcontinent Television Corporation

In Television: WGR-TV Buffalo
• WDAF-TV Kansas City • KFMB-TV
San Diego • KERO-TV Bakersfield
• WNEP-TV Scranton-Wilkes Barre

Represented by



In Radio: KFMB & KFMB-FM San
Diego • WDAF & WDAF-FM Kansas
City • WGR & WGR-FM Buffalo
• WDOK & WDOK-FM Cleveland

380 MADISON AVENUE • NEW YORK 17, NEW YORK



Missouri—Kansas City



KMBC-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1070-ft. above av. terrain, 1023-ft. above ground, 1946-ft. above sea level.

Latitude 39° 05' 02"
Longitude 94° 30' 57"

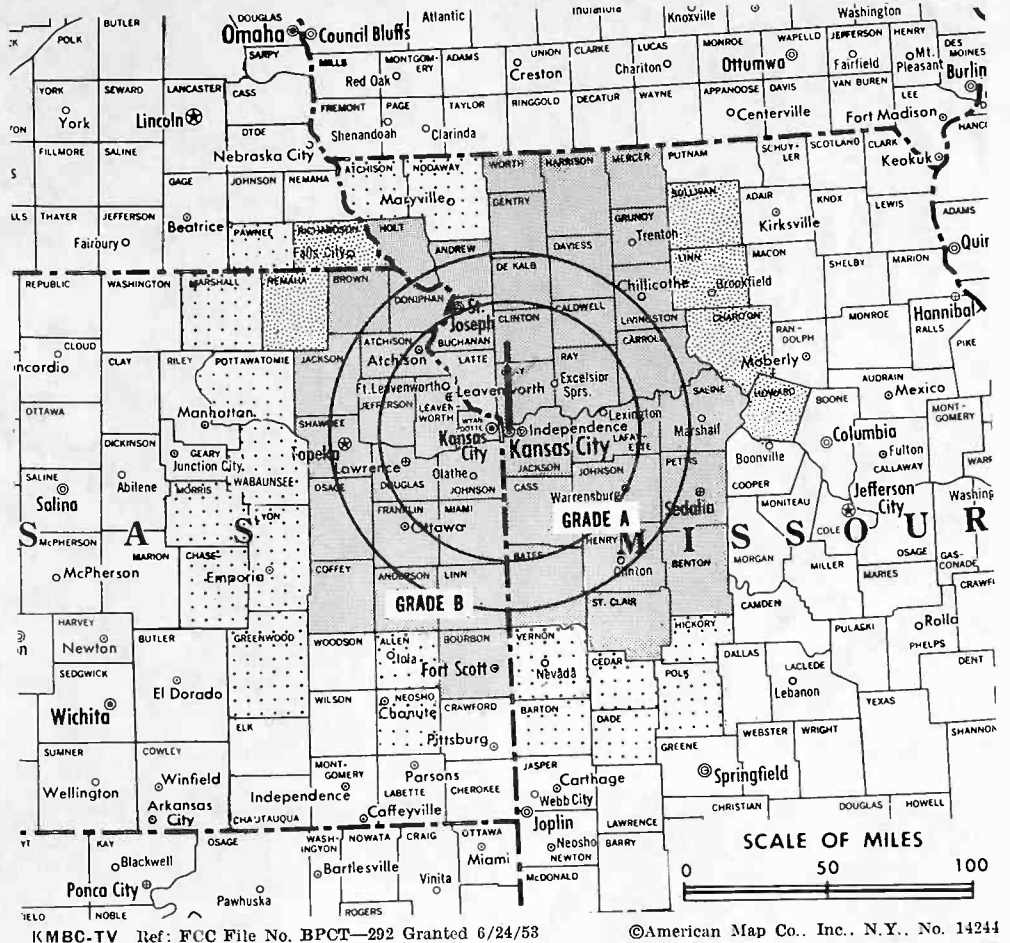
Transmitter: 23rd & Topping.

Studio: KMBC Bldg., 11th & Central.

TV tape: Recording facilities.

AM Affiliate: KMBC, 5-kw, 980 kc (ABC).

FM Affiliate: KMBC-FM, 4.25-kw, 99.7 kc.



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

KMBC-TV Ref: FCC File No. BPCT-292 Granted 6/24/53

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

KMBC-TV

Licensee: Metromedia Inc., KMBC Bldg., 11th & Central, Kansas City, Mo.

Telephone: Harrison 1-2650. TWX No.: 816-556-0470.

Ownership: Metromedia Inc. See WNEW-TV, New York, N.Y.

Began Operation: Aug. 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. On June 9, 1954 FCC approved sale whereby WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV, KMBC & KFRM and retained KMBC call (Television Digest, Vol. 10:17, 20, 24). Sale to Metropolitan Bcstg. (div. of Metromedia Inc.) approved July 26, 1961.

Represented (sales) by Metro Broadcast Sales.

Represented (legal) by Metromedia Legal Dept., N.Y.

Represented (engineering) by M. M. Bureson, Metromedia, Washington.

Personnel:

- BENNET KORN, president, Metropolitan Television.
- ALBERT P. KRIVIN, v.p. & general manager.
- EDWIN L. DENNIS, local sales manager.
- MORI GREINER, television station manager & film buyer.
- HELEN CRAWFORD, sales service manager.
- HAROLD A. CHRISTIANSEN, business manager.
- CLAUDE DORSEY, director, news & public affairs.
- JOHN QUIGLEY, production manager.
- BOB DRAUGHON, promotion manager.
- WALLY WARZ, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$1400.00	\$840.00	\$560.00	\$490.00	\$400.00	\$375.00
NETWORK BASE HOURLY RATE:	\$1500.					

See Group Ownership Section
For Other Metromedia Stations.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50 %	KANSAS			
	Anderson	3,000	2,700	87
	Atchison	6,300	5,900	93
	Bourbon	5,800	5,100	88
	Brown	4,600	4,000	88
	Coffey	2,900	2,400	79
	Doniphan	3,000	2,700	89
	Douglas	12,900	11,300	88
	Franklin	6,600	5,900	89
	Jackson	3,400	3,000	87
	Jefferson	3,500	3,100	88
	Johnson	44,100	42,700	97
	Leavenworth	12,800	11,900	93
	Linn	3,000	2,600	87
	Miami	6,100	5,700	94
	Osage	4,300	3,800	88
	Shawnee	45,800	42,300	93
	Wyandotte	57,400	53,300	93
	MISSOURI			
Andrew	3,600	3,300	91	
Bates	5,600	4,700	84	
Benton	3,100	2,400	77	
Buchanan	30,700	27,600	90	
Caldwell	3,200	2,900	91	
Carroll	4,700	4,100	87	
Cass	9,500	8,800	93	
Clay	27,600	26,300	95	
Clinton	4,000	3,600	89	
Daviess	3,400	3,000	88	
DeKalb	2,500	2,100	85	
Gentry	3,200	2,700	88	
Grundy	4,400	3,700	84	
Harrison	4,200	3,600	87	
Henry	6,700	5,800	87	
Holt	2,800	2,300	80	
Jackson	214,300	194,700	91	
Johnson	8,800	8,000	90	
Lafayette	8,200	7,500	91	

(Continued on next page)

KMBC-TV Station Total	719,800	650,100	90
ARB Total Net Weekly Circulation (March, 1962)		536,300	

KCMO-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50 %	MISSOURI (Continued)			
	Livingston	5,300	4,600	85
	Mercer	2,000	1,700	81
	Pettis	11,900	10,300	87
	Platte	7,300	6,800	94
	Ray	5,400	4,900	91
	St. Clair	3,100	2,400	78
	Saline	8,000	7,000	88
	Sullivan	3,200	2,800	87
	Worth	1,400	1,300	92
	Between 25-50 %	NEBRASKA		
Richardson		4,600	4,100	89
KANSAS				
Under 25 %	KANSAS			
	Lyon	8,600	7,200	84
	Osage	4,300	3,800	88
Under 25 %	MISSOURI			
	Chariton	4,300	3,500	81
	Howard	3,500	3,100	88
Under 25 %	IOWA			
	Decatur	3,300	2,700	81
	Ringgold	2,600	2,400	92

Kansas City, Mo.

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
Under 25 % (Continued)	KANSAS				
	Allen	5,600	4,700	84	
	Chase	1,400	1,200	83	
	Greenwood	3,900	3,400	86	
	Marshall	5,300	4,400	84	
	Morris	2,500	2,100	83	
	Neosho	6,500	5,800	89	
	Pottawatomie	3,700	3,300	88	
	Wabaunsee	2,200	1,900	83	
	Wilson	4,500	3,700	81	
	Woodson	1,900	1,600	80	
	Under 25 % (Continued)	MISSOURI			
		Atchison	3,000	2,800	90
Barton		3,900	3,400	87	
Camden		3,200	2,600	82	
Cedar		3,300	2,800	83	
Dade		2,600	2,400	88	
Knox		2,300	2,000	89	
Macon		5,800	5,200	88	
Morgan		3,200	2,800	86	
Nodaway		6,800	5,900	88	
Vernon		6,500	5,500	84	
NEB.: Pawnee		1,800	1,500	81	

WDAF-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50 %	MISSOURI—(Continued)			
	St. Clair	3,100	2,400	78
	Saline	8,000	7,000	88
	Worth	1,400	1,300	92
Between 25-50 %	NEBRASKA			
	Richardson	4,600	4,100	89
	KANSAS			
Under 25 %	KANSAS			
	Marshall	5,300	4,400	84
	Pottawatomie	3,700	3,300	88
	Wabaunsee	2,200	1,900	83
	MISSOURI			
	Atchison	3,000	2,800	90
	Nodaway	6,800	5,900	88
	NEBRASKA			
	Pawnee	1,800	1,500	81
	Under 25 %	IOWA		
Adams		2,400	2,100	85
Decatur		3,300	2,700	81
Ringgold		2,600	2,400	92
Taylor		3,500	2,900	84
KANSAS				
Allen		5,600	4,700	84
Chase		1,400	1,200	83
Clay		3,700	3,000	79
Dickinson		7,200	6,400	88
Geary	8,100	7,400	91	
Greenwood	3,900	3,400	86	
Lyon	8,600	7,200	84	
Morris	2,500	2,100	83	
Neosho	6,500	5,800	89	
Riley	11,200	9,600	86	
Washington	3,600	2,900	82	
Under 25 %	MISSOURI			
	Camden	3,200	2,600	82
	Cedar	3,300	2,800	83
	Chariton	4,300	3,500	81
	Cooper	4,900	4,400	88
	Dade	2,600	2,400	88
	Howard	3,500	3,100	88
	Linn	6,000	5,100	85
	Moniteau	3,500	3,100	88
	Morgan	3,200	2,800	86
	Sullivan	3,200	2,800	87
	NEBRASKA			
	Jefferson	3,900	3,500	89

KMBC-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50 %	MISSOURI—(Continued)			
	Livingston	5,300	4,600	85
	Mercer	2,000	1,700	81
	Pettis	11,900	10,300	87
	Platte	7,300	6,800	94
	Ray	5,400	4,900	91
	St. Clair	3,100	2,400	78
Between 25-50 %	KANSAS			
	Nemaha	3,900	3,500	89
	MISSOURI			
Under 25 %	MISSOURI			
	Chariton	4,300	3,500	81
	Howard	3,500	3,100	88
	Linn	6,000	5,100	85
	Sullivan	3,200	2,800	87
	NEBRASKA			
	Richardson	4,600	4,100	89
	KANSAS			
	Allen	5,600	4,700	84
	Chase	1,400	1,200	83
Greenwood	3,900	3,400	86	
Lyon	8,600	7,200	84	
Marshall	5,300	4,400	84	
Morris	2,500	2,100	83	
Neosho	6,500	5,800	89	
Pottawatomie	3,700	3,300	88	
Wabaunsee	2,200	1,900	83	
MISSOURI				
Atchison	3,000	2,800	90	
Barton	3,900	3,400	87	
Cedar	3,300	2,800	83	
Dade	2,600	2,400	88	
Hickory	1,600	1,300	82	
Nodaway	6,800	5,900	88	
Polk	4,700	3,900	83	
Vernon	6,500	5,500	84	
NEBRASKA				
Pawnee	1,800	1,500	89	

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

Missouri—Kirksville-Ottumwa, Ia.



KTVO

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1082-ft. above av. terrain, 1101-ft. above ground, 2014-ft. above sea level.

Latitude 40° 31' 41"
Longitude 92° 26' 33"

Transmitter: U.S. Hwy. 136, near Lancaster, Mo.

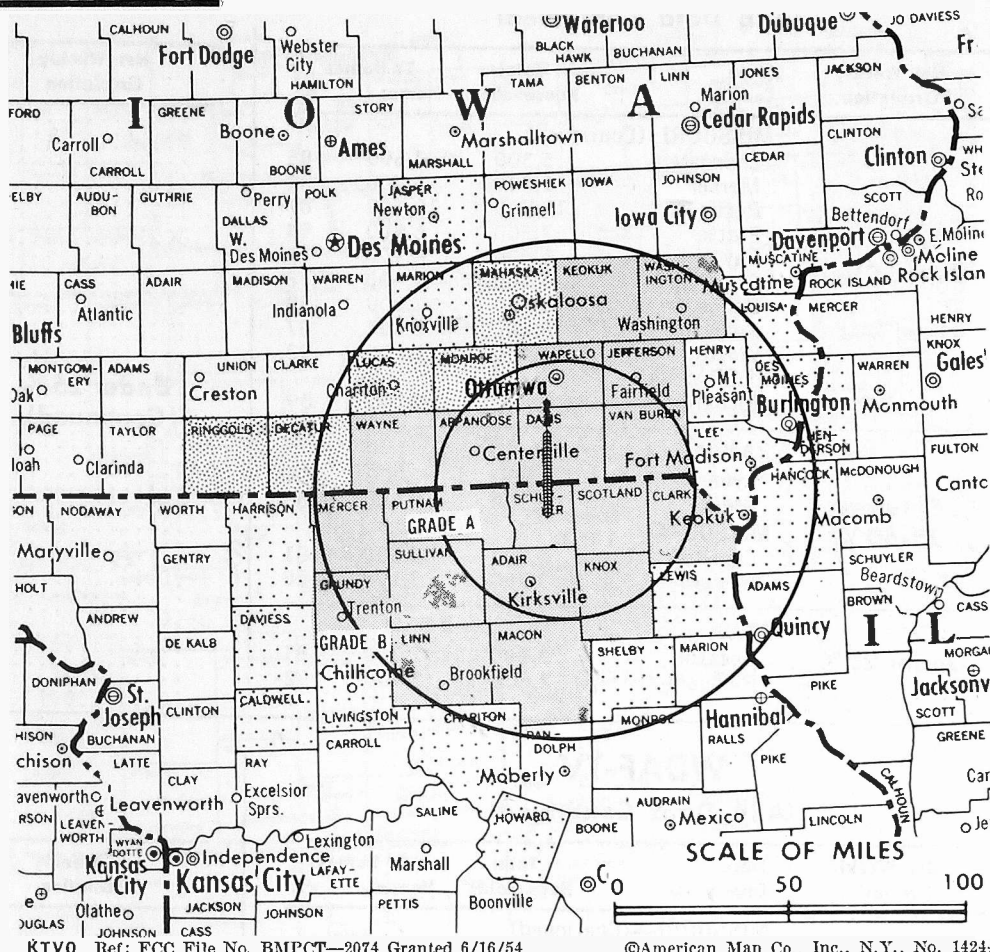
Studios: KTVO Bldg., Ottumwa, Ia.; Lancaster, Mo.

Telephone: Murray 2-4535, Ottumwa.

TWX No.: OTUM 463.

TV tape: Recording facilities.

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



KTVO

Network Service: CBS; also ABC & NBC.

Licensee: KTVO Television Inc., KTVO Bldg., Ottumwa, Ia.

Ownership: James J. Conroy, pres., 66.32%; Raymond E. Russell, v.p., 33.33%; Victoria B. Conroy, .16-2/3%; Alvina Britz, .16-2/3%.

Began Operation: Nov. 21, 1955.

Represented (sales) by George P. Hollingbery Co.

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

Personnel:

- JAMES J. CONROY, president & general manager.
- WILLIAM LLOYD KING, sales manager.
- ALVINA BRITZ, program manager.
- GARY CUNNINGHAM, film buyer.
- LEROY WALLACE, chief engineer.

DIGEST OF RATE CARD NO. 1—(April 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	Min. or 20 Sec.	8 Sec.
Class A—6:29-10 p.m., daily.	\$300.00	\$180.00	\$120.00	\$105.00	\$60.00
NETWORK BASE HOURLY RATE: \$250 (CBS), \$250 (ABC), \$250 (NBC).					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA			
	Appanoose	5,600	4,900	87
	Davis	2,900	2,700	91
	Jefferson	5,000	4,500	89
	Keokuk	5,000	4,300	87
	Van Buren	3,200	2,800	87
	Wapello	14,600	13,500	93
	Washington	6,000	5,200	87
	Wayne	3,500	3,000	85
	MISSOURI			
Adair	6,600	6,000	90	
Clark	2,900	2,500	87	

Net Weekly Circulation	State County	Total Households	TV Homes	%
MISSOURI—(Continued)				
Over 50%	Grundy	4,400	3,700	84
	Knox	2,300	2,000	89
	Linn	6,000	5,100	85
	Macon	5,800	5,200	88
	Mercer	2,000	1,700	81
	Putnam	2,500	2,400	93
	Schuyler	1,800	1,500	80
Between 25-50%	Scotland	2,200	2,100	90
	Sullivan	3,200	2,800	87
	IOWA			
	Decatur	3,300	2,700	81
	Lucas	3,700	3,200	85
Under 25%	Mahaska	7,600	6,800	90
	Monroe	3,300	3,000	91
	Ringgold	2,600	2,400	92
	ILLINOIS			
	Hancock	7,900	7,300	92
	Henderson	2,600	2,300	88
	IOWA			
	Des Moines	14,400	13,300	93
	Henry	5,500	4,700	85
	Jasper	11,200	10,500	94
Lee	13,400	12,400	93	
Louisa	3,200	2,900	91	
Marion	7,700	7,100	92	
Muscatine	10,900	10,300	94	
MISSOURI				
Caldwell	3,200	2,900	91	
Chariton	4,300	3,500	81	
Daviess	3,400	3,000	88	
Harrison	4,200	3,600	87	
Howard	3,500	3,100	88	
Lewis	3,500	3,100	87	
Livingston	5,300	4,600	85	
Shelby	3,200	2,800	87	
KTVO Station Total		213,400	191,400	90
ARB Total Net Weekly Circulation (March, 1962)			86,100	

Missouri—Popular Bluff

abc **KPOB-TV**

(Ch. 15)

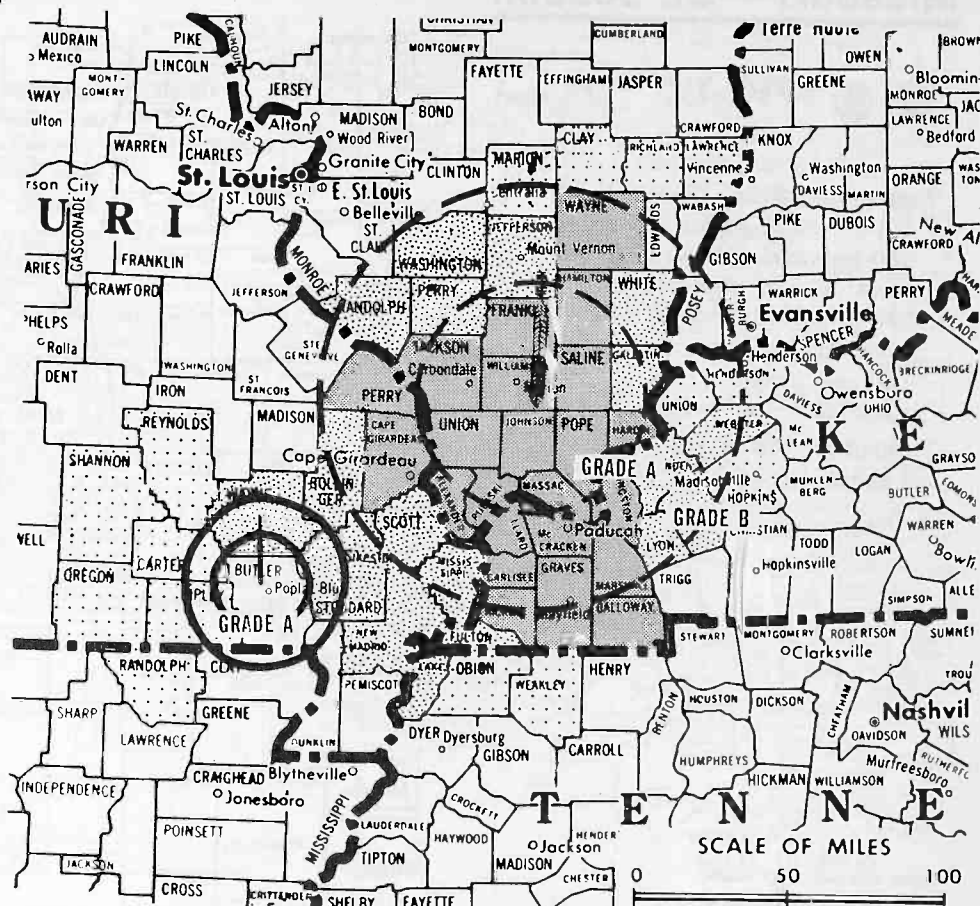
[Satellite of WSIL-TV,
Harrisburg, Ill.]

Technical Facilities: Channel No. 15
(476-482 mc). Authorized power:
15.1-kw visual, 7.55-kw aural. An-
tenna: 620-ft. above av. terrain,
546-ft. above ground, 1046-ft.
above sea level.

Latitude 36° 48' 02"

Longitude 90° 27' 03"

Transmitter: Oak Grove Community,
U.S. Rte. 67.



KPOB-TV Ref: FCC File No. BMPT-5570 Granted 7/10/61 ©American Map Co., Inc., N.Y., No. 14244

KPOB-TV Poplar Bluff

(Ch. 15)

[Satellite of WSIL-TV, Harrisburg, Ill.]

Network Service: ABC, same as WSIL-TV, Harrisburg, Ill.

Grantee: Turner-Farrar Association, 21½ W. Poplar St., Harris-
burg, Ill.

Studio: Oak Grove Community, U.S. Rte. 67.

Ownership: See WSIL-TV, Harrisburg, Ill.

Began Operation: Sept. 2, 1961.

Represented (sales) by Jack Masla Co.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Raymond Rohrer & Assoc.

Rates: Sold only in combination with WSIL-TV, Harrisburg, Ill.

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



THE MIGHTY HERCULES
THE MIGHTIEST
NEW CARTOON SERIES

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

Missouri—St. Joseph



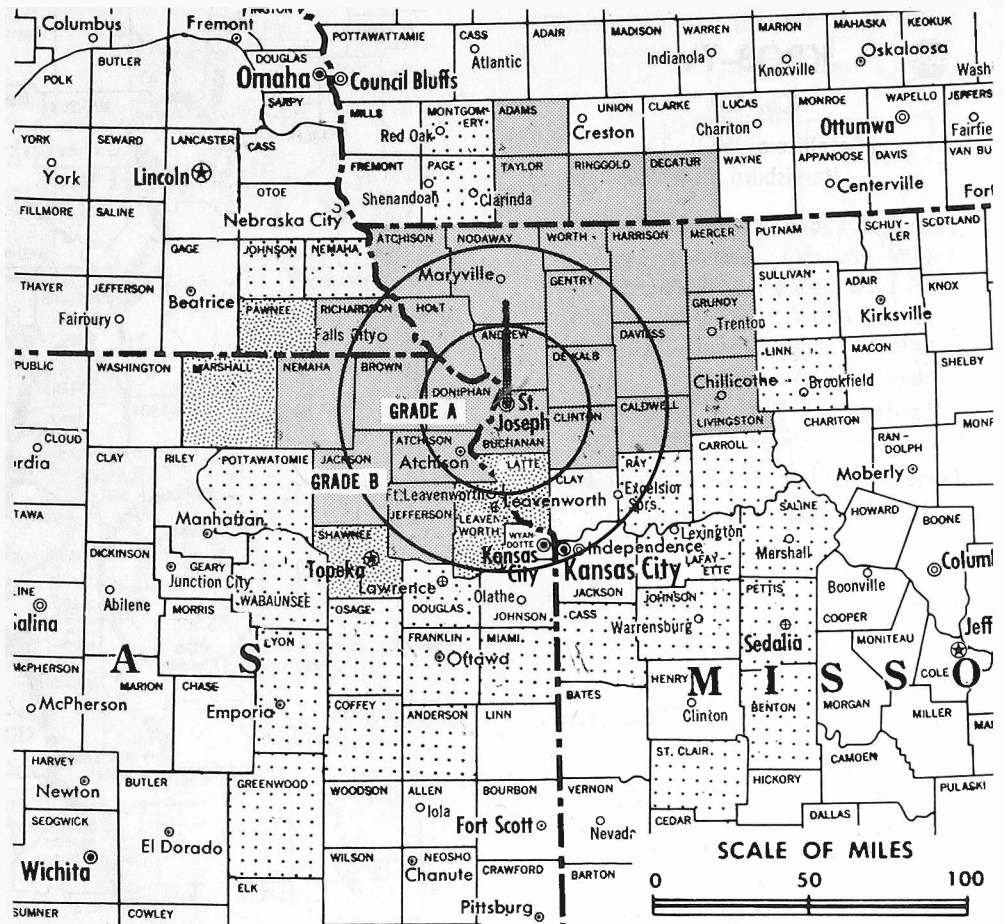
Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-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.
AM Affiliate: KFEQ, 5-kw, 680 kc.

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



KFEQ-TV Ref: FCC File No. BPCT-2219 Granted 12/4/56 ©American Map Co., Inc., N.Y., No. 14244

KFEQ-TV

Network Service: ABC, CBS.

Licensee: KFEQ Broadcasting Co., 40th & Faraon Sts.

Studio: 40th & Faraon Sts.

Telephone: Adams 3-2528.

Ownership: Jesse D. Fine, pres., 30%; Ted Nelson, exec. v.p., 5%; Isadore J. Fine, v.p., 20%; Oscar K. Fine, treas., 30%; Eugene P. Fine, secy., 12.5%; Marvin Cohen, director, 2.5%; Fine family operates Indiana theatre chain. Same group also owns radio KLIK, Jefferson City, Mo. Ted Nelson & wife also own radio WSCM, Panama City, Fla.

Began Operation: Sept. 13, 1953. Sale to present owners by Kenyon Brown-Bing Crosby group approved Sept. 19, 1957 by FCC (Television Digest, Vol. 13:34, 38). Their purchase of station from Barton Pitts was approved Dec. 31, 1955 (Vol. 11:34, 47, 52).

Represented (sales) by The Bolling Co. Inc.

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

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

- JESSE D. FINE, president.
- TED NELSON, v.p., general manager & film buyer.
- ISADORE J. FINE, vice president.
- OSCAR K. FINE, treasurer.
- CARLETON SCHIRMER, sales manager.
- DICK McDANIEL, program manager.
- FRANK SMITH, news editor.
- HAROLD J. SCHMITZ, farm director.
- KENNY LUX, chief engineer.

DIGEST OF RATE CARD NO. 7 (Jan. 1, 1961)

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

Net Weekly Circulation State County Total Households TV Homes %

Net Weekly Circulation	State	County	Total Households	TV Homes	%
Over 50%	IOWA	Adams	2,400	2,100	85
		Decatur	3,300	2,700	81
		Ringgold	2,600	2,400	92
		Taylor	3,500	2,900	84
	KANSAS	Atchison	6,300	5,900	93
		Brown	4,600	4,000	88
		Doniphan	3,000	2,700	89
		Jackson	3,400	3,000	87
		Jefferson	3,500	3,100	88
		Nemaha	3,900	3,500	89
MISSOURI		Andrew	3,600	3,300	91
	Atchison	3,000	2,800	90	
	Buchanan	30,700	27,600	90	
	Caldwell	3,200	2,900	91	
	Clinton	4,000	3,600	89	
	Daviess	3,400	3,000	88	
	De Kalb	2,500	2,100	85	
	Gentry	3,200	2,700	84	
	Grundy	4,400	3,700	84	
	Harrison	4,200	3,600	87	
NEBRASKA	Holt	2,800	2,300	80	
	Livingston	5,300	4,600	85	
	Mercer	2,000	1,700	81	
	Nodaway	6,800	5,900	88	
	Worth	1,400	1,300	92	
KANSAS	Richardson	4,600	4,100	89	
	MISSOURI	Leavenworth	12,800	11,900	93
		Marshall	5,300	4,400	84
Shawnee		45,800	42,300	93	
NEB.: Pawnee	Platte	7,300	6,800	94	
	NEB.: Pawnee	1,800	1,500	81	
Between 25-50%	(Continued on page 349)				
	KFEQ-TV Station Total		337,300	300,400	87
ARB Total Net Weekly Circulation (March, 1962)			117,700		

Missouri—St. Louis

KPLR-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-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"

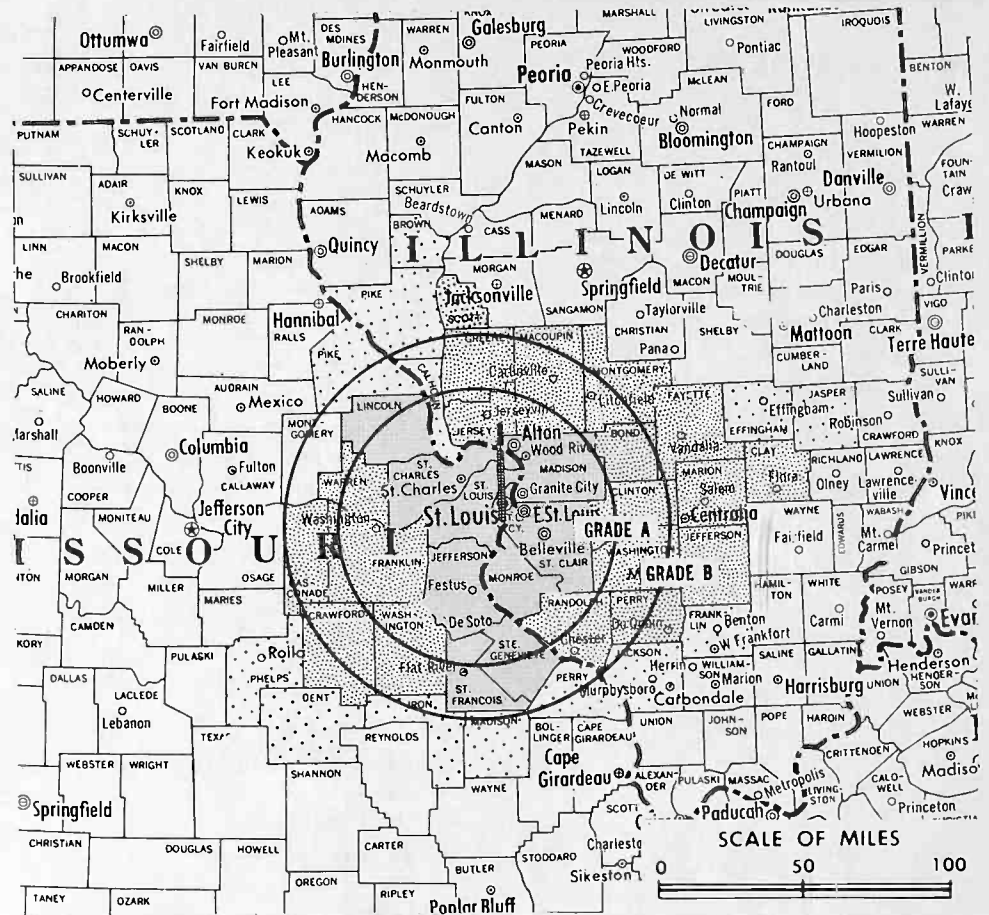
Transmitter: Reavis Barracks Rd. & Ave. H, Lemay, Mo.

Studio: Video City, Chase-Park Plaza Hotels, St. Louis 8.

Telephone: Forest 7-7211.

TWX No.: 314-556-0780.

TV tape: Recording facilities.



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

KPLR-TV Ref: FCC File No. BMPCT-5230 Granted 1/21/59

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

KPLR-TV

Network Service: None, independent.

Grantee: 220 Television Inc., 200 N. Kingshighway Blvd.

Business Office: 4935 Lindell Blvd.

Ownership: 220 North Kingshighway Inc., 100%, which has following officers: estate of Sam Koplar, 5%; Harold Koplar, pres., 45%; Jeanette (Mrs. Sam) Koplar, treas., 10%; Lillian Koplar Shenker, secy., 20%; Betty Koplar Bennett, 20%. Following are officers and voting trustees of 220 Television Inc.: Harold Koplar, pres. (votes 64.30%); executors of estate of Sam Koplar, (votes 14.3%); Lillian Koplar Shenker, secy. (votes 21.4%); Jeanne E. Dunway, treas.

Began Operation: April 28, 1959.

Represented (legal) by Koteen & Burt.

Represented (engineering) by George C. Davis.

Personnel:

- HAROLD KOPLAR, president.
- SAUL ROSENZWEIG, v.p. & general manager.
- ROBERT A. DAVIS, station manager.
- MIKE McCORMICK, sales manager.
- ROBERT CHOISSER, promotion director.
- ELEANOR WERNER, production manager.
- KENNETH E. HILDENBRAND, director of engineering.
- JOSEPH McCABE, comptroller.
- JAMES R. ANIANS, film manager.

DIGEST OF RATE CARD NO. 2-A (Oct. 15, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class A—7-10:30 p.m., Mon.-Fri.; 5-10:30 p.m., Sat. & Sun.
\$1000.00 \$600.00 \$400.00 \$300.00 \$168.00 \$120.00 \$84.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Madison	68,700	64,300	94
	Monroe	4,700	4,300	91
	St. Clair	80,100	73,300	92

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	MISSOURI			
	Jefferson	19,800	18,700	94
	Lincoln	4,900	4,400	88
	St. Charles	15,600	14,700	94
	St. Francois	11,100	9,900	89
	St. Louis	467,000	428,600	92
	Ste. Genevieve	3,300	3,000	90
Between 25-50%	ILLINOIS			
	Bond	4,500	3,800	84
	Clay	5,200	4,200	80
	Clinton	6,900	6,300	92
	Fayette	6,800	5,800	86
	Greene	5,600	5,200	92
	Jefferson	10,600	8,900	85
	Jersey	5,000	4,500	89
	Macoupin	14,200	12,900	91
	Marion	12,900	11,500	89
	Montgomery	10,400	9,200	89
	Perry	6,400	5,500	87
Randolph	8,600	7,700	90	
Scott	2,100	2,000	94	
Washington	4,500	3,800	85	
Under 25%	MISSOURI			
	Crawford	4,200	3,100	74
	Franklin	13,900	12,800	92
	Gasconade	4,000	3,300	82
	Warren	2,800	2,400	85
	Washington	4,000	3,400	84
Under 25%	ILLINOIS			
	Brown	2,100	1,800	87
	Calhoun	1,800	1,700	88
	Effingham	6,900	5,600	82
	Franklin	14,000	12,100	87
	Jackson	12,800	10,900	85
	Jasper	3,600	3,100	85
Pike	6,900	6,100	89	

KPLR-TV Station Total 882,300 800,000 90
ARB Total Net Weekly Circulation (March, 1962) 394,600

Missouri—St. Louis



KMOX-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-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.

TV tape: Recording facilities.

AM Affiliate: KMOX, 50-kw, 1120 kc (CBS).

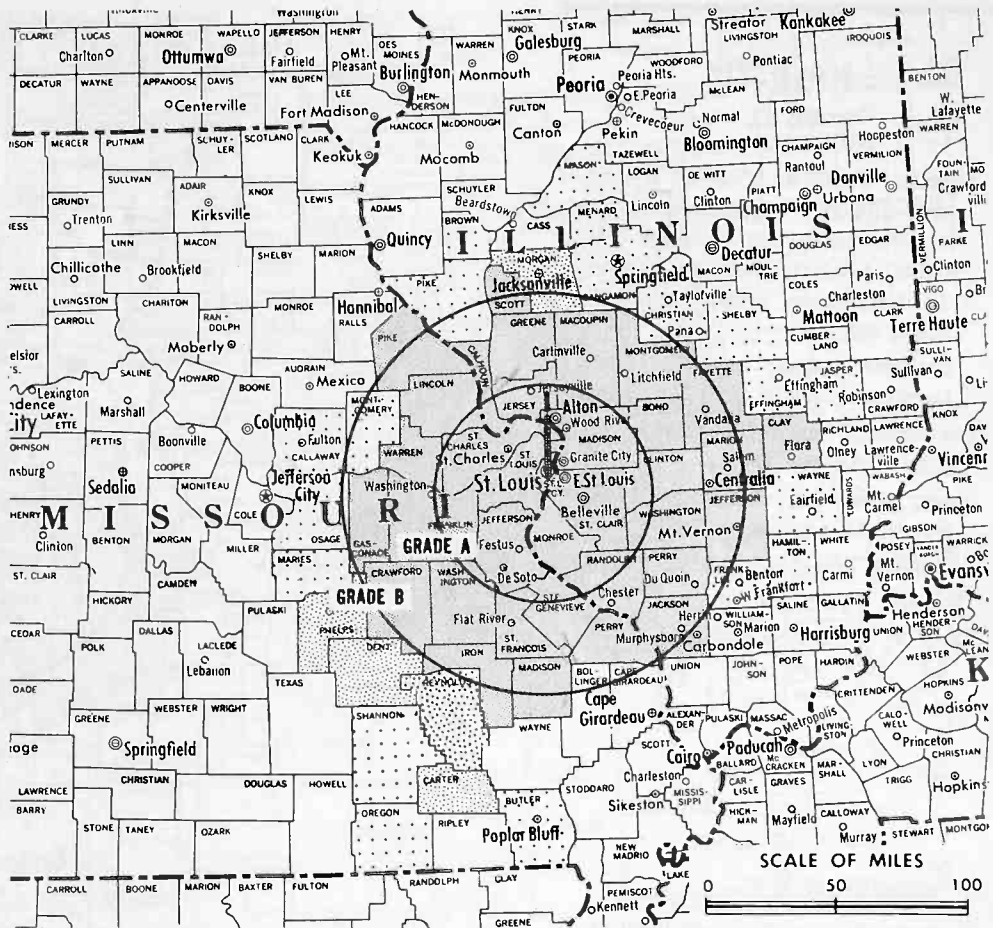
FM Affiliate: KMOX-FM, 47-kw, 103.3 mc (No. 277), 900-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



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KMOX-TV

Licensee: Columbia Broadcasting System Inc., 1215 Cole St., St. Louis 6, Mo.

Studio: 1215 Cole St.

Telephone: Main 1-9100. TWX No.: SL 281.

Ownership: CBS. For other interests, see WCBS-TV, New York.

Began Operation: July 8, 1954 as KWK-TV. Sale to present owner by group which included Robert T. Convey, Globe-Democrat Publishing Co. (Newhouse) and KSTP Inc. approved Oct. 30, 1957 by FCC, but did not begin operation as KMOX-TV until March 16, 1958 (Television Digest, Vol. 13:36, 43-44, 48; 14:1-2, 9).

Represented (sales) by CBS Television Stations National Sales.

Personnel:

- GENE WILKEY, v.p. & general manager.
- NORMAN BACON, asst. to v.p. & gen. mgr.
- DON MARKLEY, program manager & film buyer.
- CHARLES McABEE, general sales manager.
- JOHN McCORRY, asst. sales manager.
- JUDD A. CHOLER, sales promotion manager.
- HUGH WOOLSEY, production manager.
- FRED HEYWOOD, director, information services.
- STEVE FENTRESS, manager, news & public affairs.
- PARKER WHEATLEY, public affairs director.
- SPENCER ALLEN, news director.
- GORDON WEST, director of film operations.
- HARRY HARVEY, technical operations director.

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

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

Class AA—7-10:15 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.

\$2100.00 \$1260.00 \$860.00 \$750.00 \$536.00

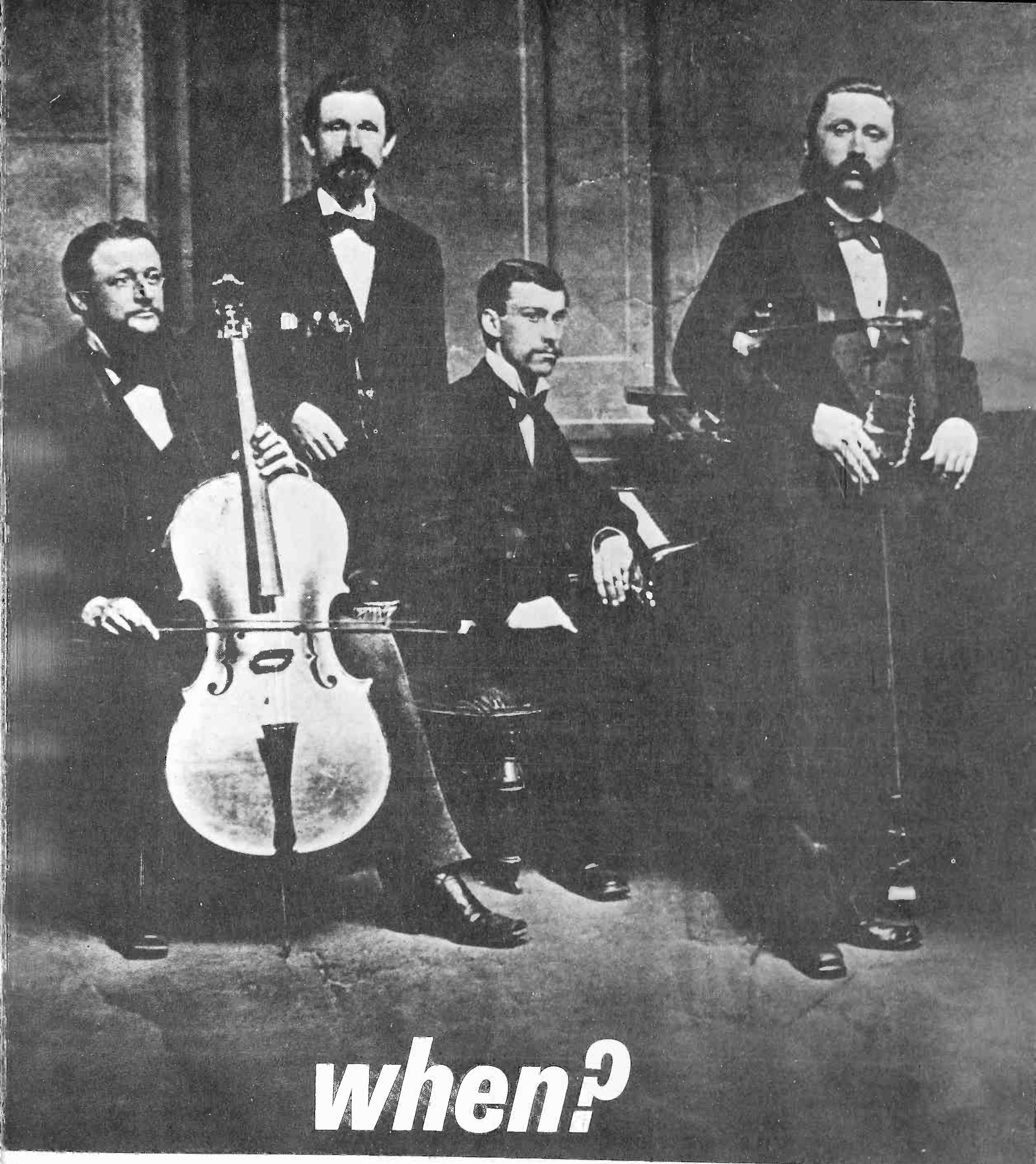
*Class AAA (6:59-10:10 p.m., Mon.-Sat.; 6:29-10:29 p.m., Sun.): 20 Sec. \$395, 10 Sec. \$198.

Class AA (10:10-10:29 p.m., Mon.-Sat.; 6:14-6:59 p.m., Sun.): 20 Sec. \$350, 10 Sec. \$175.

NETWORK BASE HOURLY RATE: \$1900.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Bond	4,500	3,800	84
	Calhoun	1,800	1,700	88
	Clay	5,200	4,200	80
	Clinton	6,900	6,300	92
	Fayette	6,800	5,800	86
	Greene	5,600	5,200	92
	Jackson	12,800	10,900	85
	Jefferson	10,600	8,900	85
	Jersey	5,000	4,500	89
	Macoupin	14,200	12,900	91
	Madison	68,700	64,300	94
	Marion	12,900	11,500	89
	Monroe	4,700	4,300	91
	Montgomery	10,400	9,200	89
	Perry	6,400	5,500	87
Randolph	8,600	7,700	90	
St. Clair	80,100	73,300	92	
Scott	2,100	2,000	94	
Washington	4,500	3,800	85	
MISSOURI				
Crawford	4,200	3,100	74	
Franklin	13,900	12,800	92	
Gasconade	4,000	3,300	82	
Iron	2,400	1,900	78	
Jefferson	19,800	18,700	94	
Lincoln	4,900	4,400	88	
Madison	3,000	2,500	82	
Perry	4,200	3,500	84	
Pike	5,600	4,800	86	
St. Charles	15,600	14,700	94	
St. Francois	11,100	9,900	89	
St. Louis	467,000	428,600	92	
St. Genevieve	3,300	3,000	90	
Warren	2,800	2,400	85	
Washington	4,000	3,400	84	
Between 25-50%	ILLINOIS			
	Morgan	10,500	9,100	87
	(Continued on page 349)			

KMOX-TV Station Total 1,012,900 910,800 90
ARB Total Net Weekly Circulation (March, 1962) 744,500



when?

Circa 1880, when scores of amateur orchestras flourished throughout the St. Louis area. A colorful era recalled recently on "Theme with Variations," Channel 4's recreation of St. Louis' rich musical past seen in prime time. Narrated by Earl Wrightson, this locally-produced program served to underscore an urgent plea by Mayor Raymond R. Tucker for a heightening of civic cultural activities,

as part of a general revitalization program for the entire St. Louis community.

The city's past made meaningful in terms of its present and future—this is community service at its vital, practical best. And this is one of the things St. Louis audiences look for, and get, when they look at CBS Owned KMOX-TV, Mid-America's favorite television station month after month, year after year.

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

Missouri—St. Louis



KSD-TV



Ch. 5

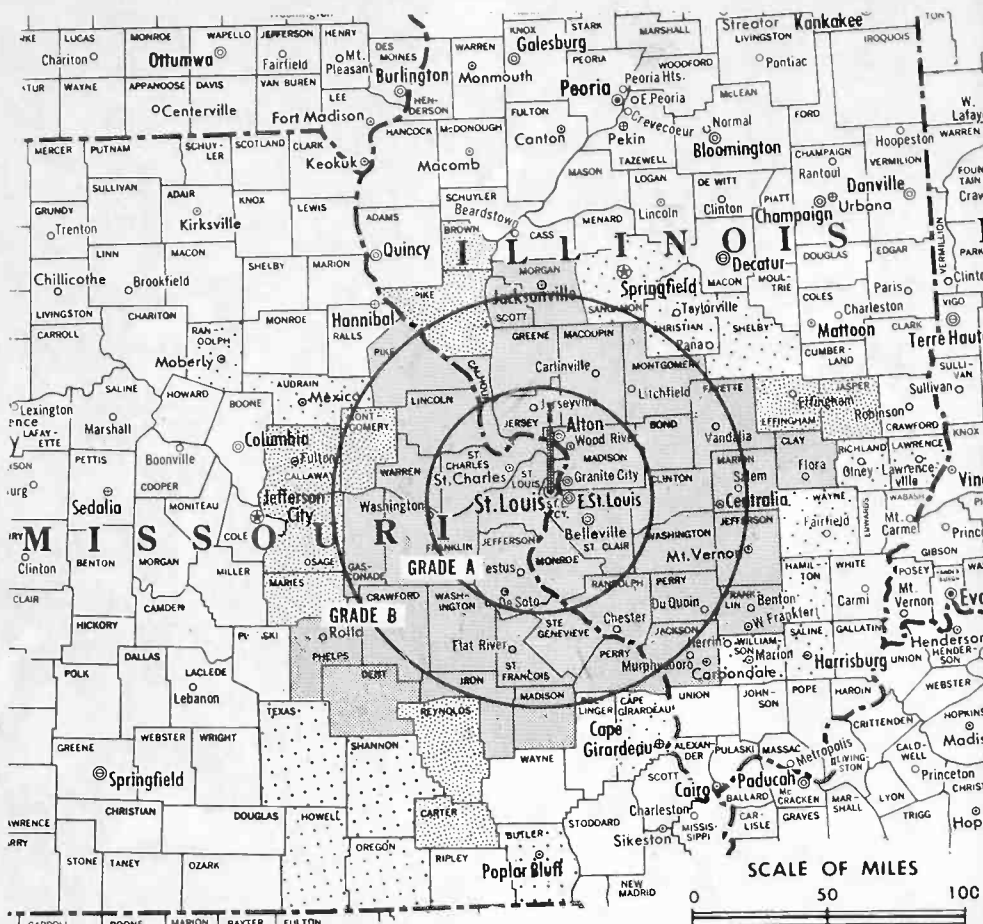
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1088-ft. above av. terrain, 1152-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 05"
Longitude 90° 19' 55"

Transmitter: 6871 Heege Rd., St. Louis County, Mo.

TV tape: Recording facilities.

AM Affiliate: KSD, 5-kw, 550 kc (NBC).



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

KSD-TV Ref: FCC File No. BPCT—2132 Granted 6/21/56

© American Map Co., Inc., N.Y., No. 1424

KSD-TV

Licensee: The Pulitzer Publishing Co., 1111 Olive St. (zone 1).

Studio: 1111 Olive St.

Telephone: Main 1-111. TWX No.: 314-556-0407.

Ownership: Same as St. Louis Post-Dispatch, Joseph Pulitzer Jr., pres.

Began Operation: Feb. 8, 1947.

Represented (sales) by The Katz Agency Inc. (effective July 1, 1961).

Represented (legal) by Marmet & Schneider.

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

Personnel:

HAROLD GRAMS, general manager.
GUY E. YELDELL, station manager.
RAY KARPOWICZ, sales manager.
FRED J. MUELLER, promotion director.
KEITH GUNTHER, program manager & film buyer.
DON S. SCHOMBURG, office manager.
AUSTIN BRIDGMAN, news editor.
ED RISK, chief engineer.

DIGEST OF RATE CARD NO. 16-B
(Dec. 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min.* 20 Sec.* 8 Sec.*
Class AAA—7-9:30 p.m., daily.
\$2000.00 \$1200.00 \$800.00 \$500.00 \$420.00 \$375.00 \$185.00

*Class AA—6:30-10:15 p.m., daily.

NETWORK BASE HOURLY RATE: \$2000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Bond	4,500	3,800	84
	Calhoun	1,800	1,700	88
	Clay	5,200	4,200	80
	Clinton	6,900	6,300	92
	Fayette	6,800	5,800	86
	Franklin	14,000	12,100	87
Greene	5,600	5,200	92	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS—(Continued)			
	Jackson	12,800	10,900	85
	Jefferson	10,600	8,900	85
	Jersey	5,000	4,500	89
	Macoupin	14,200	12,900	91
	Madison	68,700	64,300	94
	Marion	12,900	11,500	89
	Monroe	4,700	4,300	91
	Montgomery	10,400	9,200	89
	Morgan	10,500	9,100	87
	Perry	6,400	5,500	87
	Randolph	8,600	7,700	90
	St. Clair	80,100	73,300	92
	Scott	2,100	2,000	94
	Washington	4,500	3,800	85
	MISSOURI			
	Crawford	4,200	3,100	74
Dent	3,500	2,400	68	
Franklin	13,900	12,800	92	
Gasconade	4,000	3,300	82	
Iron	2,400	1,900	78	
Jefferson	19,800	18,700	94	
Lincoln	4,900	4,400	88	
Madison	3,000	2,500	82	
Perry	4,200	3,500	84	
Phelps	7,700	6,100	79	
Pike	5,600	4,800	86	
St. Charles	15,600	14,700	94	
St. Francois	11,100	9,900	89	
St. Louis	467,000	428,600	92	
Ste. Genevieve	3,300	3,000	90	
Warren	2,800	2,400	85	
Washington	4,000	3,400	84	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	ILLINOIS			
	Brown	2,100	1,800	87
	Effingham	6,900	5,600	82
	Jasper	3,600	3,100	85
(Continued on page 349)				

KSD-TV Station Total 1,082,900 970,300 90
ARB Total Net Weekly Circulation (March, 1962) 752,600

Missouri—St. Louis



KTVI

Ch. 2

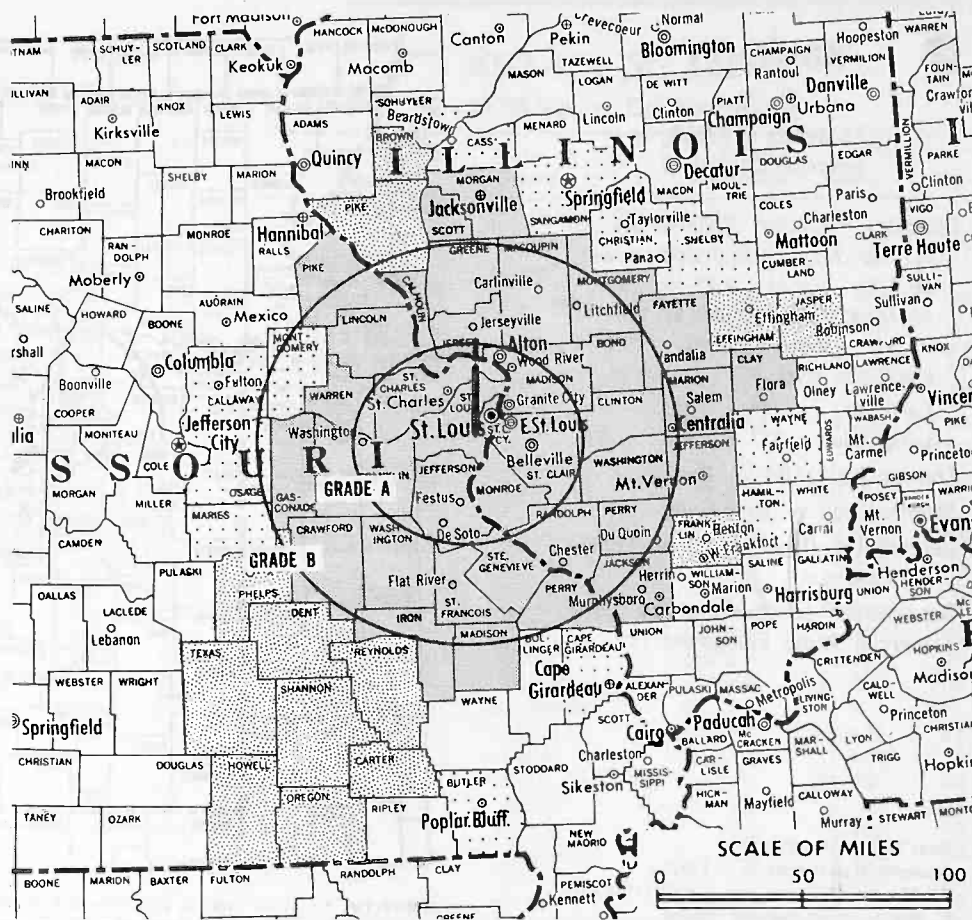


Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1090-ft. above av. terrain, 1049-ft. above ground, 1649-ft. above sea level.

Latitude 38° 32' 07"
Longitude 90° 22' 23"

Transmitter: Gravois & Emil Aves., Sappington, Mo.

TV tape: Recording facilities.



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

KTVI Ref: FCC File No. B1PCT-4615 Granted 4/2/58

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

KTVI

Grantee (STA): Signal Hill Telecasting Corp., 5915 Berthold Ave., St. Louis 10.

Studio: 5915 Berthold Ave.

Telephone: Mission 7-3600.

WX No.: SL 410.

Ownership: Harry Tenenbaum, pres., 33.75%; Paul E. Peltason, exec. v.p., 33.75%; Globe-Democrat, 22.5%; various others, 10%.

Began Operation: Aug. 10, 1953 as WTVI, Belleville, Ill.-St. Louis (Ch. 54); on April 9, 1955 shifted to facilities and Ch. 36, acquired from KSTM-TV, off-air (Television Digest, Vol. 11:16); March 20, 1957, it left air temporarily for changeover to Ch. 2, and resumed operation April 15, 1957. (Vol. 14:6, 12).

Represented (sales) by Blair-TV.

Personnel:

- HARRY TENENBAUM, president.
- PAUL E. PELTASON, exec. v.p. & general manager.
- RALPH HANSEN, v.p. & asst. gen. mgr.
- BOB TEMPLE, general sales manager.
- JIM NECESSARY, local sales manager.
- SAM SOMURA, promotion director.
- FRAN HUNT, program coordinator.
- RICHARD J. TROMPETER, chief engineer.

DIGEST OF RATE CARD NO. 9 (Oct. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.	
Class AA—7-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun.	\$1650.00	\$990.00	\$760.00	\$495.00	\$410.00	\$325.00	\$162.50
NETWORK BASE HOURLY RATE: \$1650.							

Net Weekly Circulation	State County	Total Households	TV Homes	%
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Over 50%

ILLINOIS				
Bond		4,500	3,800	84
Calhoun		1,800	1,700	88
Clay		5,200	4,200	80
Clinton		6,900	6,300	92
Fayette		6,800	5,800	86
Greene		5,600	5,200	92
Jackson		12,800	10,900	85
Jefferson		10,600	8,900	85
Jersey		5,000	4,500	89
Macoupin		14,200	12,900	91
Madison		68,700	64,300	94
Marion		12,900	11,500	89
Monroe		4,700	4,300	91
Montgomery		10,400	9,200	89
Morgan		10,500	9,100	87
Perry		6,400	5,500	87
Randolph		8,600	7,700	90
St. Clair		80,100	73,300	92
Scott		2,100	2,000	94
Washington		4,500	3,800	85
MISSOURI				
Crawford		4,200	3,100	74
Franklin		13,900	12,800	92
Gasconade		4,000	3,300	82
Iron		2,400	1,900	78
Jefferson		19,800	18,700	94
Lincoln		4,900	4,400	88
Madison		3,000	2,500	82
Perry		4,200	3,500	84
Pike		5,600	4,800	86
St. Charles		15,600	14,700	94

(Continued on page 349)

KTVI Station Total	1,038,100	931,000	90
ARB Total Net Weekly Circulation (March, 1962)		745,800	

Missouri—Sedalia



KMOS-TV

Ch. 6

[Satellite of KRCG,
Jefferson City, Mo.]

Technical Facilities: Channel No. 6
(82-88 mc). Authorized power:
16.4-kw visual, 8.71-kw aural.
Antenna: 360-ft. above av. terrain,
321-ft. above ground, 1211-ft.
above sea level.

Latitude 38° 42' 20"
Longitude 93° 15' 13"

Transmitter: 2100 W. Broadway.

Studio: 2100 W. Broadway.

Represented (legal) by Dow, Lohnes
& Albertson.

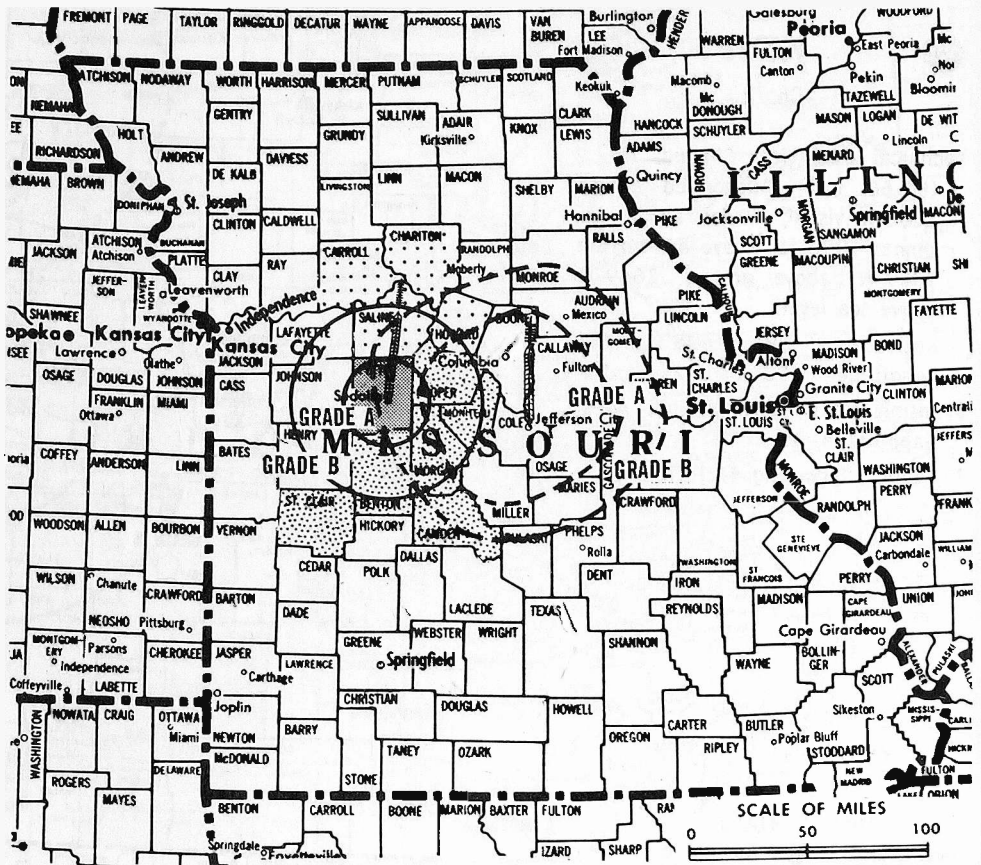
Represented (engineering) by Com-
mercial Radio Equipment Co.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KMOS-TV Ref: FCC File No. BMPCT-1210 Granted 7/8/53

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

KMOS-TV

Licensee: Cook Broadcasting Co., 2100 W. Broadway.

Telephone: Taylor 6-1651.

Ownership: See KRCG, Jefferson City, Mo.

Began Operation: July 8, 1954. Sale to Jefferson Television Co.
(KRCG, Jefferson City) approved by FCC July 26, 1961. Sale
to Cook Paint & Varnish Co. by Milton J. Hinlein and associates
approved by FCC Dec. 23, 1958 (Television Digest, Vol. 14:50).

Represented (sales) by Gill-Perna Inc.; Eugene F. Gray Co. (Mis-
souri, Kansas & Neb.).

Personnel:

JOHN GARNER, general manager & film buyer.
BOB KLEIN, chief engineer.
HARRY TROTMAN, sales manager.

Rates: Included with rates for KRCG-TV, Jefferson City.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MISSOURI Pettis	11,900	10,300	87
	MISSOURI Benton	3,100	2,400	77
Between 25-50%	MISSOURI Camden	3,200	2,600	82
	MISSOURI Cooper	4,900	4,400	88
	MISSOURI Moniteau	3,500	3,100	88
	MISSOURI Morgan	3,200	2,800	86
	MISSOURI St. Clair	3,100	2,400	78
Under 25%	MISSOURI Carroll	4,700	4,100	87
	MISSOURI Chariton	4,300	3,500	81
	MISSOURI Howard	3,500	3,100	88
	MISSOURI Saline	8,000	7,000	78
KMOS-TV Station Total		53,400	45,700	86
ARB Total Net Weekly Circulation (March, 1962)			16,100	

KFEQ-TV, St. Joseph (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	IOWA			
	Montgomery	4,900	4,500	92
	Page	6,700	6,100	90
	KANSAS			
	Anderson	3,000	2,700	87
	Coffey	2,900	2,400	79
	Douglas	12,900	11,300	88
	Franklin	6,600	5,900	89
	Greenwood	3,900	3,400	86
	Lyon	8,600	7,200	84
	Miami	6,100	5,700	94
	Osage	4,300	3,800	87
	Pottawatomie	3,700	3,300	88
	Wabaunsee	2,200	1,900	83
Under 25%	MISSOURI			
	Benton	3,100	2,400	77
	Carrroll	4,700	4,100	87
	Cass	9,500	8,800	93
	Johnson	8,800	8,000	90
	Lafayette	8,200	7,500	91
	Linn	6,000	5,100	85
	Pettis	11,900	10,300	87
	Ray	5,400	4,900	91
	St. Clair	3,100	2,400	78
	Saline	8,000	7,000	88
	Sullivan	3,200	2,800	87
	NEBRASKA			
	Johnson	2,100	1,900	89
	Nemaha	2,900	2,600	88

KMOX-TV, St. Louis (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	MISSOURI			
	Carter	1,300	800	56
	Dent	3,500	2,400	68
	Phelps	7,700	6,100	79
	Reynolds	1,600	1,100	68
	ILLINOIS			
	Brown	2,100	1,800	87
	Christian	11,900	10,800	91
	Effingham	6,900	5,600	82
	Franklin	14,000	12,100	87
	Hamilton	3,400	2,500	75
	Jasper	3,600	3,100	85
	Mason	5,000	4,600	92
	Menard	3,000	2,600	88
	Pike	6,900	6,100	89
Under 25%	Sangamon	48,300	42,900	89
	Shelby	7,500	6,400	85
	Wayne	6,200	4,800	78
	MISSOURI			
	Butler	10,900	8,600	79
	Callaway	6,500	5,800	89
	Maries	2,200	1,800	82
	Montgomery	3,800	3,300	87
	Oregon	3,200	1,900	58
	Osage	3,100	2,500	79
	Shannon	2,200	1,300	57

KPLR-TV, St. Louis (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Under 25%	MISSOURI			
	Dent	3,500	2,400	68
	Iron	2,400	1,900	78
	Madison	3,000	2,500	82
	Perry	4,200	3,500	84
	Phelps	7,700	6,100	79
	Pike	5,600	4,800	86

Mo.—St. Joseph & St. Louis

KSD-TV, St. Louis (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	ILLINOIS (Continued)			
	Pike	6,900	6,100	89
	MISSOURI			
	Callaway	6,500	5,800	89
	Carter	1,300	800	56
	Maries	2,200	1,800	82
	Montgomery	3,800	3,300	87
	Osage	3,100	2,500	79
	Reynolds	1,600	1,100	68
	ILLINOIS			
	Christian	11,900	10,800	91
	Hamilton	3,400	2,500	75
	Lawrence	6,000	5,300	88
	Richland	5,200	4,500	85
	Saline	9,400	8,100	86
	Sangamon	48,300	42,900	89
	Shelby	7,500	6,400	85
	Wayne	6,200	4,800	78
Under 25%	Williamson	15,600	13,700	88
	MISSOURI			
	Audrain	8,400	7,700	91
	Butler	10,900	8,600	79
	Cape Girardeau	13,100	11,700	89
	Howell	7,000	4,700	68
	Oregon	3,200	1,900	58
	Randolph	7,800	6,900	89
	Shannon	2,200	1,300	57
	Texas	5,500	4,100	73

KTVI, St. Louis (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	MISSOURI—(Continued)			
	St. Francois	11,100	9,900	89
	St. Louis	467,000	428,600	92
	Ste. Genevieve	3,300	3,000	90
	Warren	2,800	2,400	85
	Washington	4,000	3,400	84
	ILLINOIS			
	Brown	2,100	1,800	87
	Effingham	6,900	5,600	82
	Franklin	14,000	12,100	87
	Jasper	3,600	3,100	85
	Pike	6,900	6,100	89
Between 25-50%	MISSOURI			
	Carter	1,300	800	56
	Dent	3,500	2,400	68
	Howell	7,000	4,700	68
	Oregon	3,200	1,900	58
	Phelps	7,700	6,100	79
	Reynolds	1,600	1,100	68
	Shannon	2,200	1,300	57
	Texas	5,500	4,100	73
	ILLINOIS			
	Cass	4,700	4,200	88
	Christian	11,900	10,800	91
	Hamilton	3,400	2,500	75
	Sangamon	48,300	42,900	89
	Schuyler	2,900	2,700	91
	Shelby	7,500	6,400	85
Under 25%	Wayne	6,200	4,800	78
	MISSOURI			
	Butler	10,900	8,600	79
	Callaway	6,500	5,800	89
	Cape Girardeau	13,100	11,700	89
	Maries	2,200	1,800	82
	Montgomery	3,800	3,300	87
	Osage	3,100	2,500	79

Missouri—Springfield



KTTV-TV

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw maximum and 240-kw horizontal visual, 190.55-kw maximum and 141-kw horizontal aural. Antenna: 710-ft. above av. terrain, 661-ft. above ground, 2049-ft. above sea level.

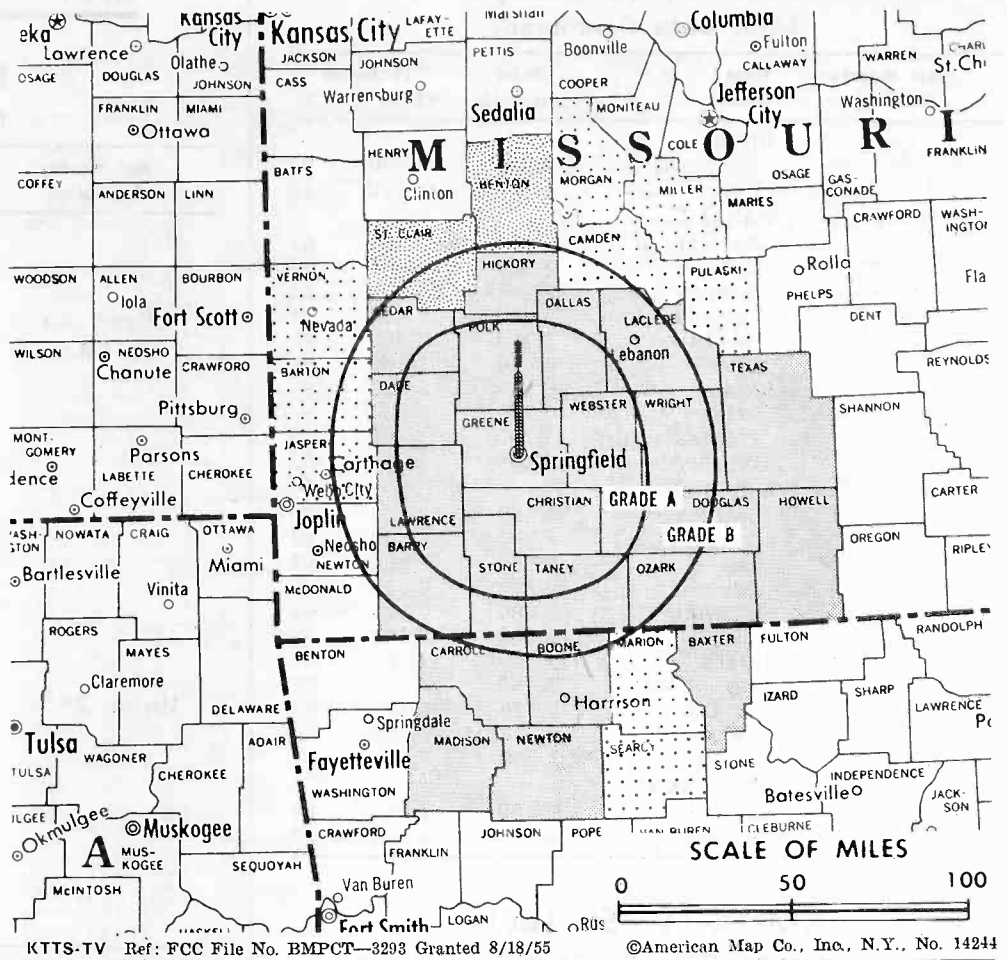
Latitude 37° 13' 24.61"
Longitude 93° 14' 30.08"

Transmitter: 2650 E. Division St.

AM Affiliate: KTTV, 1-kw (.25-kw N), 1400 kc (CBS).

FM Affiliate: KTTV-FM, 9.1-kw. 94.7 mc (No. 234), 660-ft. antenna height.

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



KTTV-TV Ref: FCC File No. BMPCT-3293 Granted 8/18/55

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

KTTV-TV

Licensee: Independent Bcstg. Co., Box 1716 S.S.S., Springfield.

Studio: 2650 E. Division St.

Telephone: University 2-7474.

TWX No.: 417-889-0161.

Ownership: J. H. G. Cooper, pres., 54.87%; (owned jointly with sons John O. & James H. Cooper); George M. Thompson Sr., v.p.-treas., 1.97%; Irving W. Schwab, secy., 8.29%; G. Pearson Ward, v.p., 8.79%; 17 others, none holding as much as 5%.

Began Operation: March 14, 1953.

Represented (sales) by Select Station Representatives.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by James C. McNary.

Personnel:

G. PEARSON WARD, v.p., manager & film buyer.
WILLIAM F. CURRY, chief engineer.
KEVIN McANDREWS, program director.
BILL BOWERS, news editor.
JACK LLOYD, sales.

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

Hour	30 Min.	15 Min.	5 Min.	40 Sec.*	20 Sec.*	10 Sec.*
Class A—5-10:30 p.m., Sun.; 6-10:30 p.m., Mon.-Sat.	\$400.00	\$240.00	\$160.00	\$120.00	\$105.00	\$70.00

*Also has Class AA announcements (7-10 p.m., daily): Min. or 40 Sec., \$127.50; 20 Sec., \$85.00; 10 Sec., \$42.50.

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Baxter	3,300	2,600	77
	Boone	5,400	4,300	79
	Carroll	3,900	3,100	80

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS—(Continued)			
	Madison	2,800	1,800	62
	Newton	1,700	1,000	59
	MISSOURI			
	Barry	6,300	5,400	85
	Cedar	3,300	2,800	83
	Christian	4,000	3,500	88
	Dade	2,600	2,400	88
	Dallas	3,200	2,800	87
	Douglas	2,900	2,500	82
	Greene	42,400	38,900	92
	Hickory	1,600	1,300	82
	Howell	7,000	4,700	68
	Laclede	6,100	5,200	85
	Lawrence	7,700	6,600	88
Ozark	2,100	1,700	76	
Polk	4,700	3,900	83	
Stone	2,600	2,000	76	
Taney	3,400	3,000	87	
Texas	5,500	4,100	73	
Webster	4,400	3,700	83	
Wright	4,600	3,500	76	
Between 25-50%	MISSOURI			
	Benton	3,100	2,400	77
St. Clair	3,100	2,400	78	
Under 25%	ARKANSAS			
	Marion	2,000	1,600	80
	Searcy	2,400	1,800	71
	MISSOURI			
	Barton	3,900	3,400	87
	Camden	3,200	2,600	82
	Jasper	27,400	24,500	90
	Miller	4,400	3,900	87
	Morgan	3,200	2,800	86
	Pulaski	8,700	7,400	85
Vernon	6,500	5,500	84	
KTTV-TV Station Total		199,400	169,100	85
ARB Total Net Weekly Circulation (March, 1962)		101,900		

Missouri—Springfield

abc NB KYTV

Ch. 3

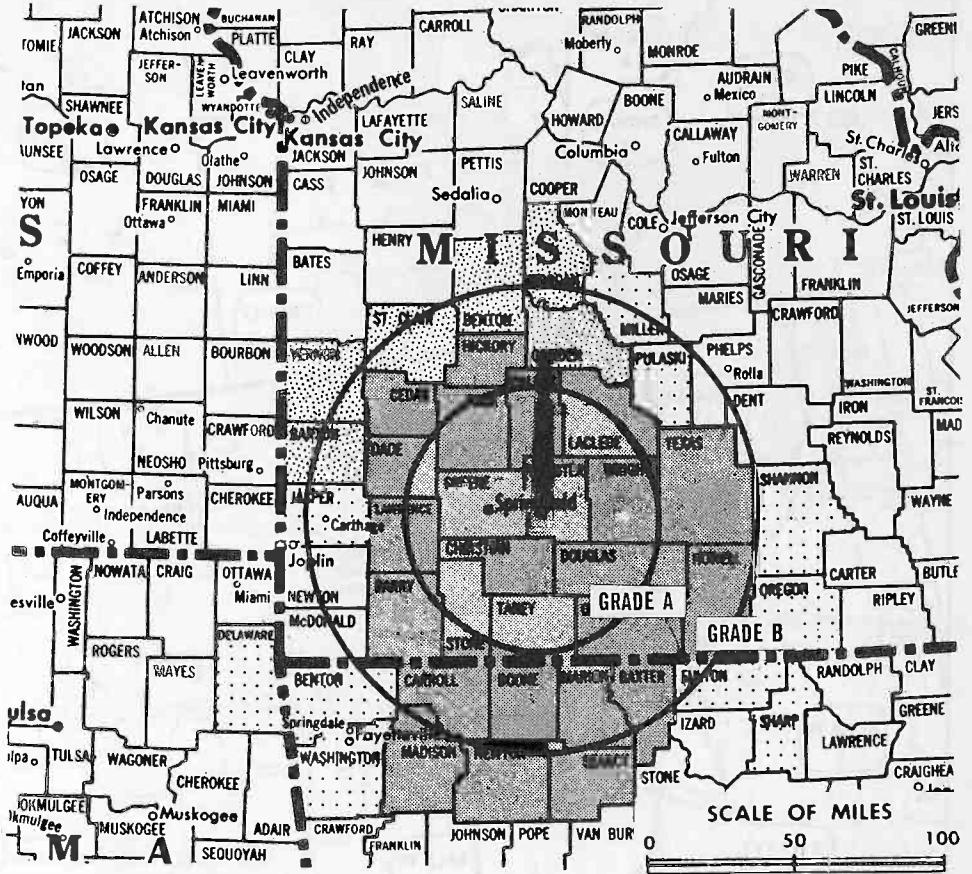
Technical Facilities Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1645-ft. above av. terrain, 1609-ft. above ground, 3174-ft. above sea level.

Latitude 37° 10' 11"
Longitude 92° 56' 30"

Transmitter: .7-mi. N of Fordland, Mo.

TV tape: Recording facilities.

Represented (engineering) by A. D. Ring & Assoc./



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

KYTV Ref: FCC File No. BPCT-2841 Granted 4/21/61

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

KYTV

Network Service: ABC, NBC.

Licensee: Springfield Television Inc., 999 W. Sunshine.

Studio: 999 W. Sunshine. Telephone: 6-2766. TWX No.: SO 8560.

Ownership: Springfield Newspapers Inc., 49.866% (publishers of Springfield News and Leader & Press and operators of KGBX Springfield); Grand Prairie Investment Co., 50%; Lester L. Cox, pres.; A. A. Watson, v.p., .033%; Tams Bixby III, .033% (general manager of Springfield newspapers); W. W. Weber, secy., .033%; Keith G. Wells, .033%. Grand Prairie Investment is equally owned by Lester L. Cox (and wife) and Lynn E. Bussey (and wife). Lester L. Cox is v.p. of KOAM-TV, Pittsburg, Kan.

Began Operation: Sept. 30, 1953.

Represented (sales) by George P. Hollingbery Co.

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

Personnel:

RALPH L. STUFFLEBAM, co-manager & sales manager.
CARL FOX, co-manager, program manager & film buyer.
E. DENNIS WHITE, chief engineer.

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

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

Class A—6-10 p.m., daily.
\$450.00 \$270.00 \$180.00 \$157.50 \$112.50 \$90.00 \$45.00

*Class AA (6-9 p.m., daily). Class A (5:59 p.m. & 9-10:30 p.m., daily): Min. \$112.50, 20 Sec. \$90, 8 Sec. \$45.

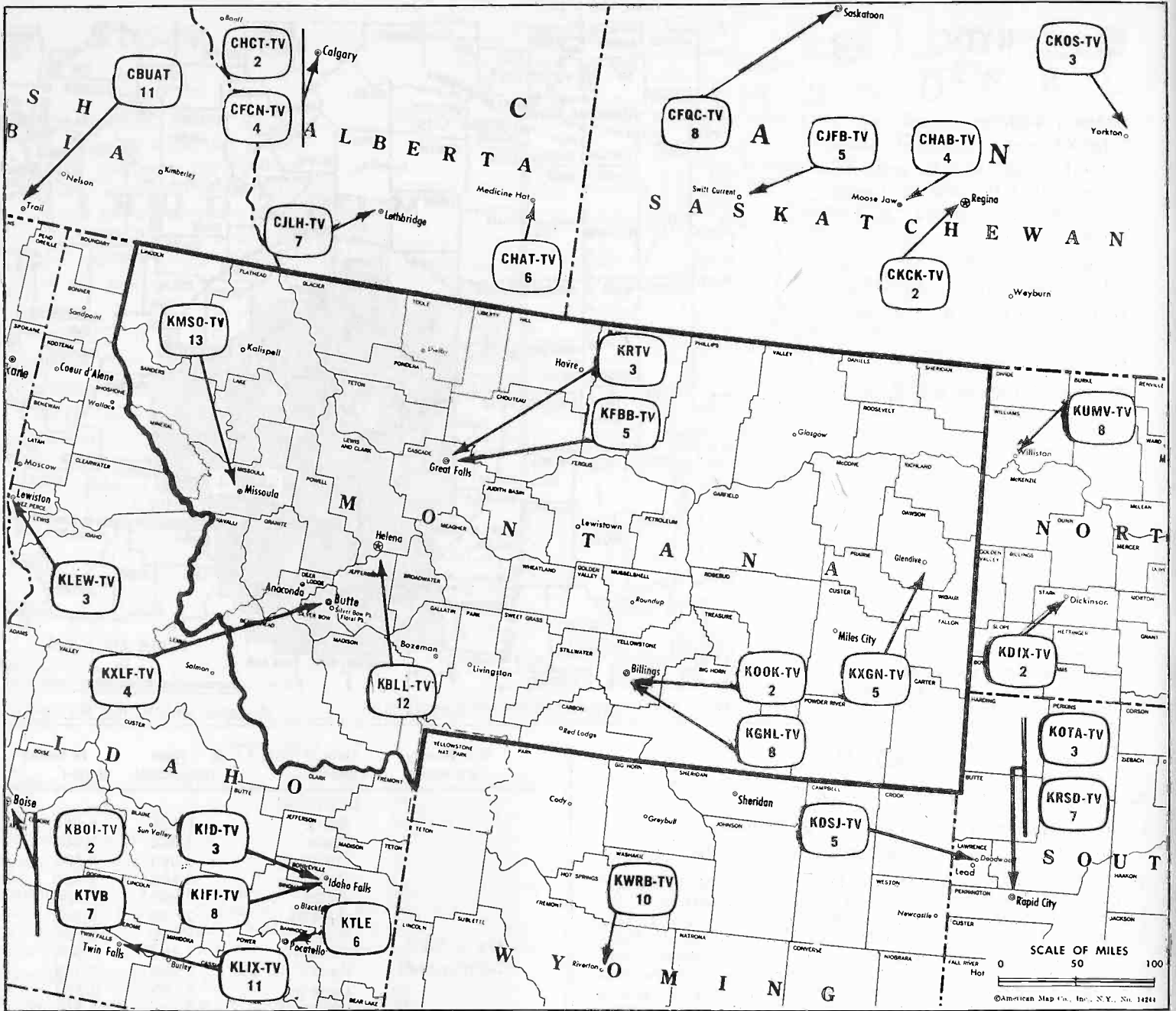
NETWORK BASE HOURLY RATE: \$450 (ABC), \$450 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Baxter	3,300	2,600	77
	Boone	5,400	4,300	79
	Carroll	3,900	3,100	80
	Madison	2,800	1,800	62
	Marion	2,000	1,600	80
	Newton	1,700	1,000	59
	Searcy	2,400	1,800	71

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	MISSOURI			
	Barry	6,300	5,400	85
	Cedar	3,300	2,800	83
	Christian	4,000	3,500	88
	Dade	2,600	2,400	88
	Dallas	3,200	2,800	87
	Douglas	2,900	2,500	82
	Greene	42,400	38,900	92
	Hickory	1,600	1,300	82
	Howell	7,000	4,700	68
	Laclede	6,100	5,200	85
	Lawrence	7,700	6,600	85
	Ozark	2,100	1,700	76
	Polk	4,700	3,900	83
	Stone	2,600	2,000	76
	Taney	3,400	3,000	87
Texas	5,500	4,100	73	
Webster	4,400	3,700	83	
Wright	4,600	3,500	76	
Between 25-50%	MISSOURI			
	Barton	3,900	3,400	87
	Benton	3,100	2,400	77
	Camden	3,200	2,600	82
	Morgan	3,200	2,800	86
	St. Clair	3,100	2,400	78
Vernon	6,500	5,500	84	
Under 25%	ARKANSAS			
	Benton	12,100	9,700	80
	Fulton	2,100	1,300	57
	Sharp	2,000	1,300	61
	Washington	17,700	14,000	79
	MISSOURI			
	Jasper	27,400	24,500	90
	Miller	4,400	3,900	87
	Oregon	3,200	1,900	58
	Pulaski	8,700	7,400	85
Shannon	2,200	1,300	57	
OKLAHOMA				
Delaware	4,100	3,200	76	

KYTV Station Total 242,800 201,800 83
ARB Total Net Weekly Circulation (March, 1962) 105,700

Montana



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Billings	56,600	171	86,300	182	70,300	181
Butte	47,600	181	82,100	183	69,500	183
Great Falls	43,400	187	69,600	190	59,200	188
Missoula	22,100	205	67,400	192	57,600	192
Glendive	3,800	226	5,200	219	4,100	219

Montana Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	8	0	8
Educational Television Stations	0	0	0
			8

See CATV Directory
for State's CATV Systems

Montana—Billings



KULR-TV



Ch. 8

(formerly KGHL-TV)

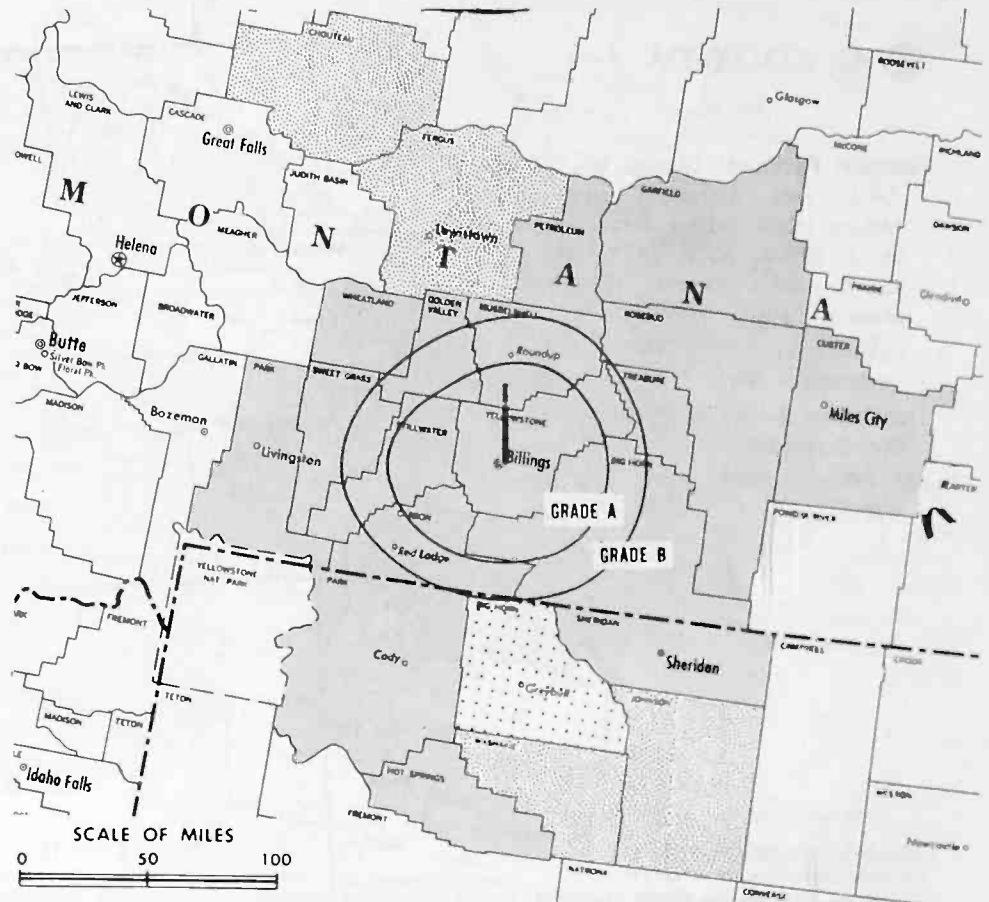
Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level.

Latitude 45° 45' 35"

Longitude 108° 27' 14"

Transmitter: 2.7-mi. E of Billings.

AM Affiliate: KGHL, 5-kw, 790 kc (NBC).



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

KULR-TV Ref: FCC File No. BMPCT-4810 Granted 11/21/57

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

KULR-TV

Licensee: Crain-Snyder Television Inc., 214 N. 30th St.

Studio: 214 N. 30th St.

Telephone: AL 2-4641.

Ownership: Paul Crain, 30%; Dan Snyder, 30%; P. N. Fortin, 12.5%; Kenneth L. Hancock, 6.25%; Warren J. Hancock, 6.25%; Thor Myhre, 5%; Bjarne Johnson, 5%; James Battine, 5%. Mr. Snyder owns 51% and Mr. Crain 38% of KRTV, Great Falls, Mont. For other interests, see KRTV.

Began Operation: March 15, 1958. Sale to present owners by Midland Empire Bcstg. Co. approved by FCC Dec. 17, 1962 (Television Digest, Vol. 2:52).

Represented (sales) by Devney-O'Connell Inc.; Feltis, Dove, Cannon (Seattle & Portland).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

- J. L. ROBINSON, general manager.
- DICK KOBER, sales manager.
- JEANETTE MAVITY, program director.
- LLOYD SCOTT, transmitter engineer.
- J. L. ROBINSON, film buyer.
- DEAN JANSMA, studio engineer.

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

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

Class A—7-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.

\$250.00 \$150.00 \$125.00 \$100.00 \$87.50 \$65.00 \$55.00 \$32.50

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MONTANA			
	Big Horn	2,500	1,900	74
	Carbon	2,700	2,300	84
	Custer	4,100	3,000	72
	Garfield	600	300	42
	Golden Valley	400	300	71
	Musselshell	1,600	1,200	76
	Park	4,400	3,600	83
	Petroleum	300	200	67
	Rosebud	1,700	1,300	70
	Stillwater	1,700	1,600	93
	Sweet Grass	1,100	800	67
	Treasure	400	300	74
	Wheatland	900	800	77
Yellowstone	24,900	22,900	92	
Between 25-50%	WYOMING			
	Hot Spring	2,100	1,600	76
	Park	5,100	4,000	79
	Sheridan	6,000	4,500	75
Under 25%	MONTANA			
	Chouteau	2,200	1,900	87
	Fergus	4,200	3,200	75
	WYOMING			
Johnson	1,800	1,400	74	
Washakie	2,600	2,200	84	
Under 25%	WYOMING			
	Big Horn	3,400	2,700	79
KULR-TV Station Total		74,700	62,000	83
ARB Total Net Weekly Circulation (March, 1962)			45,700	

Montana—Billings



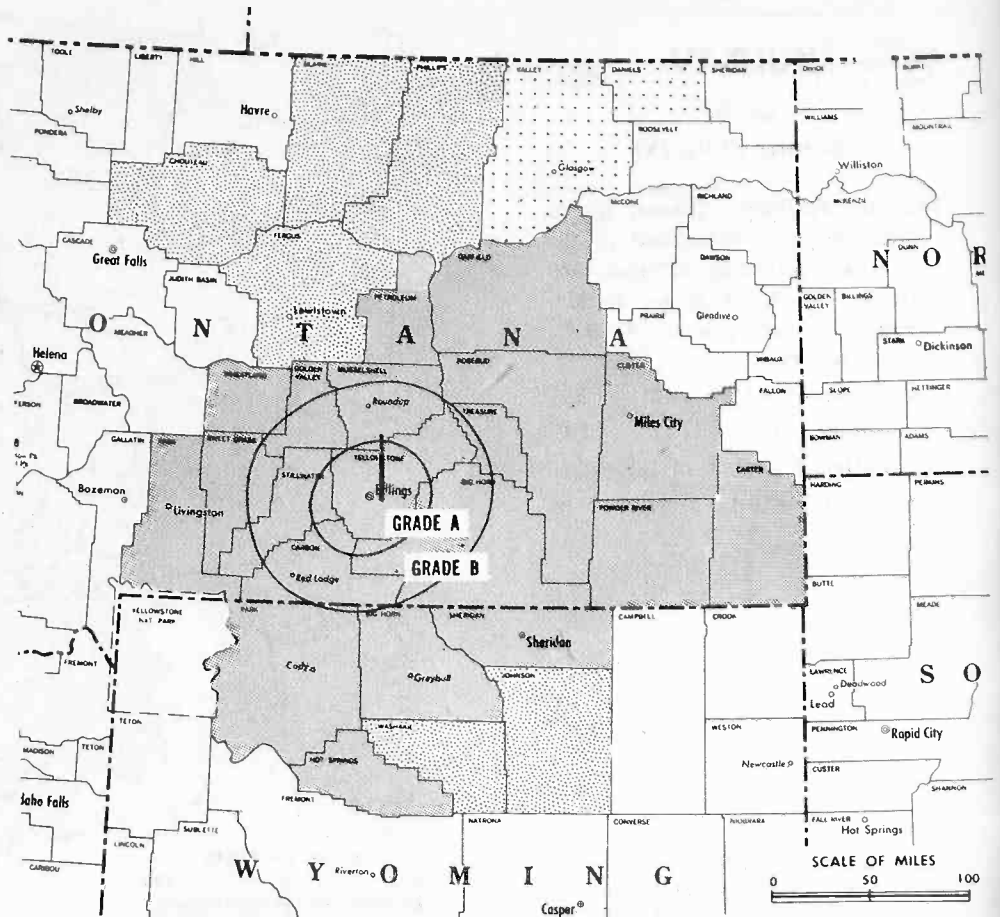
Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 670-ft. above av. terrain, 383-ft. above ground, 4183-ft above sea level.

Latitude 45° 46' 18"
Longitude 108° 28' 00"

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

AM Affiliate: KOOK, 5-kw, 970 kc (CBS).



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

KOOK-TV Ref: FCC File No. BMPCT-4001 Granted 8/20/56

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

KOOK-TV

Network Service: ABC, CBS.

Licensee: The Montana Network, 3203 3rd Ave. N, Box 2557.

Studio: 3203 3rd Ave. N, Box 2557.

Telephone: 252-5611. TWX No.: 406-248-7248.

Ownership: J. S. Sample, pres., 99.3%; Patricia L. Sample, .15%; Jerome Anderson, secy. Sample also owns 99.3% of KXLF-TV & KXLF, Butte, Mont.

Began Operation: Nov. 9, 1953.

Represented (sales) by George P. Hollingbery Co.; Skyline Advertisers Sales; Art Moore & Assoc. (Seattle & Portland); John L. McGuire (Denver).

Represented (legal) by John H. Midlen.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

CLIFF EWING, general manager.
JOHN CONNER, commercial manager.
VICTOR MILLER, program & operations director.
GRANT FRENCH, chief engineer.
MARGUERITE TAYLOR, merchandising director.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:59-10:01 p.m., daily.	\$250.00	\$150.00	\$125.00	\$107.50	\$87.50	\$75.00	\$62.50 \$37.50

Note: For combination rates, see KID-TV, Idaho Falls, Ida. (Skyline Network).

NETWORK BASE HOURLY RATE: \$250 (ABC), \$250 (CBS).

For Other Skyline Stations, see page 769.

Net Weekly Circulation

State County

Total Households

TV Homes %

Over 50%

MONTANA

Big Horn	2,500	1,900	74
Carbon	2,700	2,300	84
Carter	800	500	66
Custer	4,100	3,000	72
Garfield	600	300	42
Golden Valley	400	300	71
Musselshell	1,600	1,200	76
Park	4,400	3,600	83
Petroleum	300	200	67
Powder River	700	400	55
Rosebud	1,700	1,300	70
Stillwater	1,700	1,600	93
Sweet Grass	1,100	800	67
Treasure	400	300	74
Wheatland	900	800	77
Yellowstone	24,900	22,900	92

WYOMING

Big Horn	3,400	2,700	79
Hot Spring	2,100	1,600	76
Park	5,100	4,000	79
Sheridan	6,000	4,500	75

Between 25-50%

MONTANA

Blaine	2,300	1,500	66
Chouteau	2,200	1,900	87
Fergus	4,200	3,200	75
Phillips	1,800	1,200	64

WYOMING

Johnson	1,800	1,400	74
Washakie	2,600	2,200	84

Under 25%

MONTANA

Daniels	1,100	1,000	81
Valley	4,900	3,700	75

KOOK-TV Station Total	86,300	70,300	81
ARB Total Net Weekly Circulation (March, 1962)		56,600	

Montana—Butte

abc **KXLF-TV**

Ch. 4

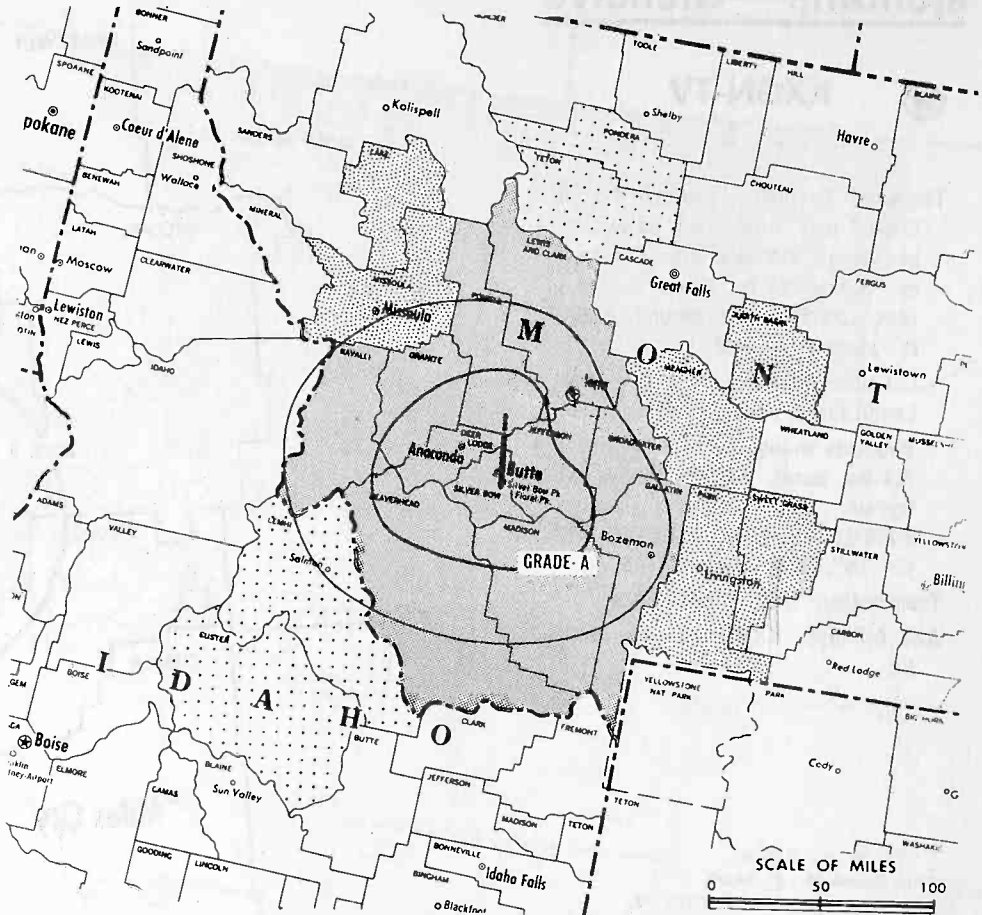
Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 60.3-kw visual, 29.58-kw aural. Antenna: 1892-ft. above av. terrain, 199-ft. above ground, 8450-ft. above sea level.

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

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

Vhf Repeaters: See listing immediately following Educational Station Directory.

AM Affiliate: KXLF, 5-kw, 1370 kc (NBC).



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

KXLF-TV Ref: FCC File No. BPCT-2126 Granted 7/11/56
KBLL-TV Ref: FCC File No. BMPCT-4805 Granted 8/16/57

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

KXLF-TV

Network Service: ABC, CBS, NBC.

Licensee: Garryowen Butte T.V. Inc., Box 1956.

Studio: 1003 S. Montana St.

Telephone: 2-9111.

Ownership: Joseph S. Sample, 100%.

Original Operation Aug. 14, 1953. Sale to present owner by Ed Craney approved by FCC Jan. 18, 1961 (Television Digest, Vol. 16:42; 17:4).

Represented (sales) by Skyline Advertisers Sales Inc., thru George P. Hollingbery Co.; Art Moore & Assoc. (Seattle & Portland).

Represented (legal) by John H. Midlen.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

EDMUND L. PEISS, general manager.

JIM MANNINGS, station manager.

TOM JENKINS, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6:59-10:01 p.m., daily.							
	\$275.00	\$165.00	\$137.50	\$118.50	\$96.25	\$82.50	\$68.75 \$41.25

Note: For combination rates, see KID-TV, Idaho Falls, Ida. Skyline Network.

NETWORK BASE HOURLY RATE: \$300 (ABC), \$275 (CBS), \$200 (NBC).

Net Weekly Circulation

State County

Total Households

TV Homes %

Over 50%

State County	Total Households	TV Homes	%
MONTANA			
Beaverhead	2,300	1,700	70
Broadwater	800	700	77
Deer Lodge	5,100	4,600	91
Gallatin	7,900	6,500	83
Granite	1,000	900	87
Jefferson	1,100	900	81
Lewis & Clark	9,000	7,500	83
Madison	1,700	1,600	91
Powell	2,000	1,700	81
Ravalli	4,000	3,400	84
Silver Bow	15,300	13,600	89

Between 25-50%

State County	Total Households	TV Homes	%
MONTANA			
Judith Basin	1,000	800	76
Lake	3,900	3,300	85
Meagher	800	600	71
Missoula	13,800	11,600	84
Park	4,400	3,600	83
Sweet Grass	1,100	800	67

Under 25%

State County	Total Households	TV Homes	%
IDAHO			
Custer	900	700	75
Lemhi	1,800	1,200	66
MONTANA			
Pondera	2,100	1,900	87
Teton	2,100	1,900	87

KXLF-TV & KBLL-TV Station Total	82,100	69,500	85
ARB Total Net Weekly Circulation (March, 1962)		40,200	

Montana—Glendive



KXGN-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-kw visual, 2.51-kw aural. Antenna: minus 90-ft. above av. terrain, 125-ft. above ground, 2280-ft. above sea level.

Latitude 47° 06' 26"

Longitude 104° 42' 36"

Requests change to 14.8-kw visual, 7.4-kw aural, 503-ft. above av. terrain, 156-ft. above ground, 2456-ft. above sea level, lat. 47° 03' 15", long. 104° 40' 45".

Transmitter: 122 Merrill Ave.

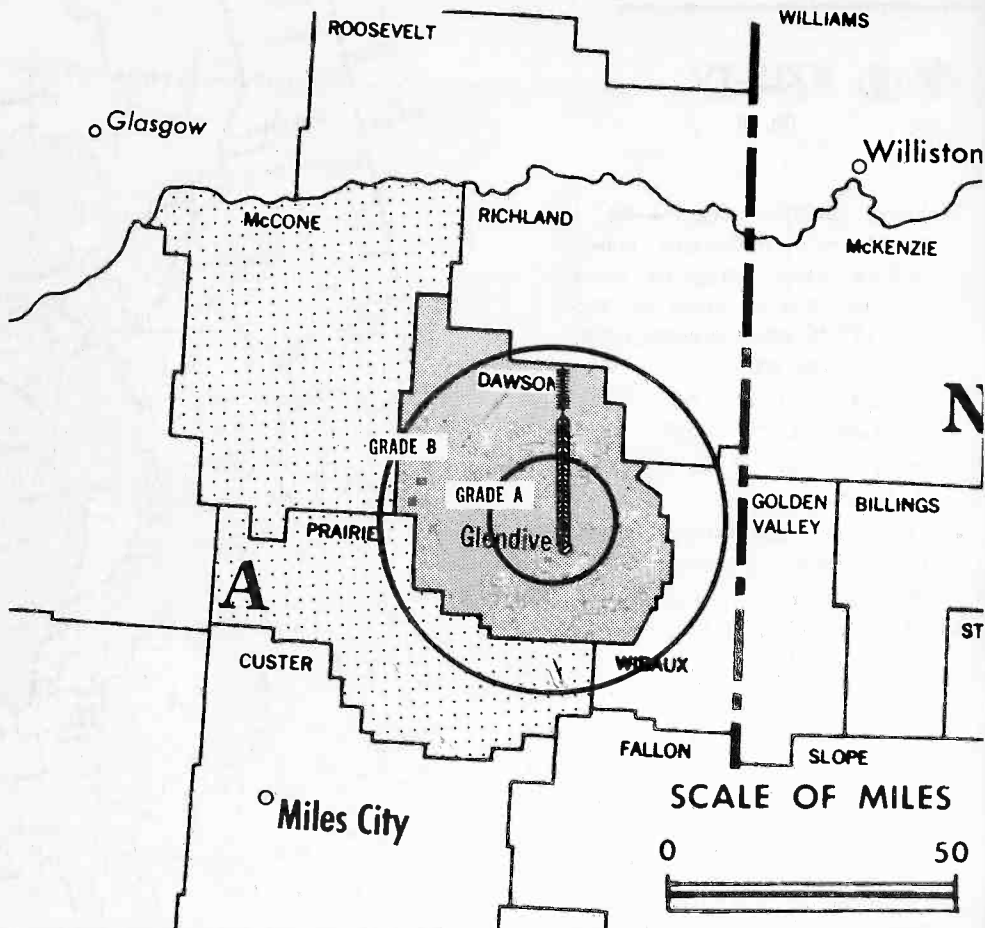
AM Affiliate: KXGN, .25-kw, 1400 kc.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KXGN-TV Ref: FCC File No. BPCT-2256 Granted 3/13/57

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

KXGN-TV

Network Service: CBS (EMP).

Licensee: Glendive Broadcasting Corp., Merrill Ave. & Valentine Street.

Studio: 122 Merrill Ave.

Telephone: Empire 5-3377.

Ownership: Lewis W. Moore, pres., 99.8%; Elizabeth Kindsfater, v.p., .1%; Mary Louise Moore, secy.-treas., .1%. Moore also operates local theater.

Began Operation: Nov. 1, 1957.

Represented (legal) by Daly & Ehrig.

Represented (engineering) by John H. Mullaney.

Personnel:

LEWIS W. MOORE, president & film buyer.

GERRY ROBBINS, general manager.

DONALD J. POWERS, chief engineer.

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

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AAA—7:30-10 p.m., daily.
\$125.00 \$75.00 \$50.00 \$40.00 \$30.00 \$25.00 \$18.75 \$12.50

NETWORK BASE HOURLY RATE: \$50.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MONTANA Dawson	3,600	2,900	81
Between 25-50%	None Between 25-50%			
Under 25%	MONTANA McCone Prairie	900 700	700 500	75 58
KXGN-TV Station Total		5,200	4,100	79
ARB Total Net Weekly Circulation (March, 1962)			3,800	

Montana—Great Falls

abc **KFBB-TV**

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 240-ft. above av. terrain, 440-ft. above ground, 4066-ft. above sea level.

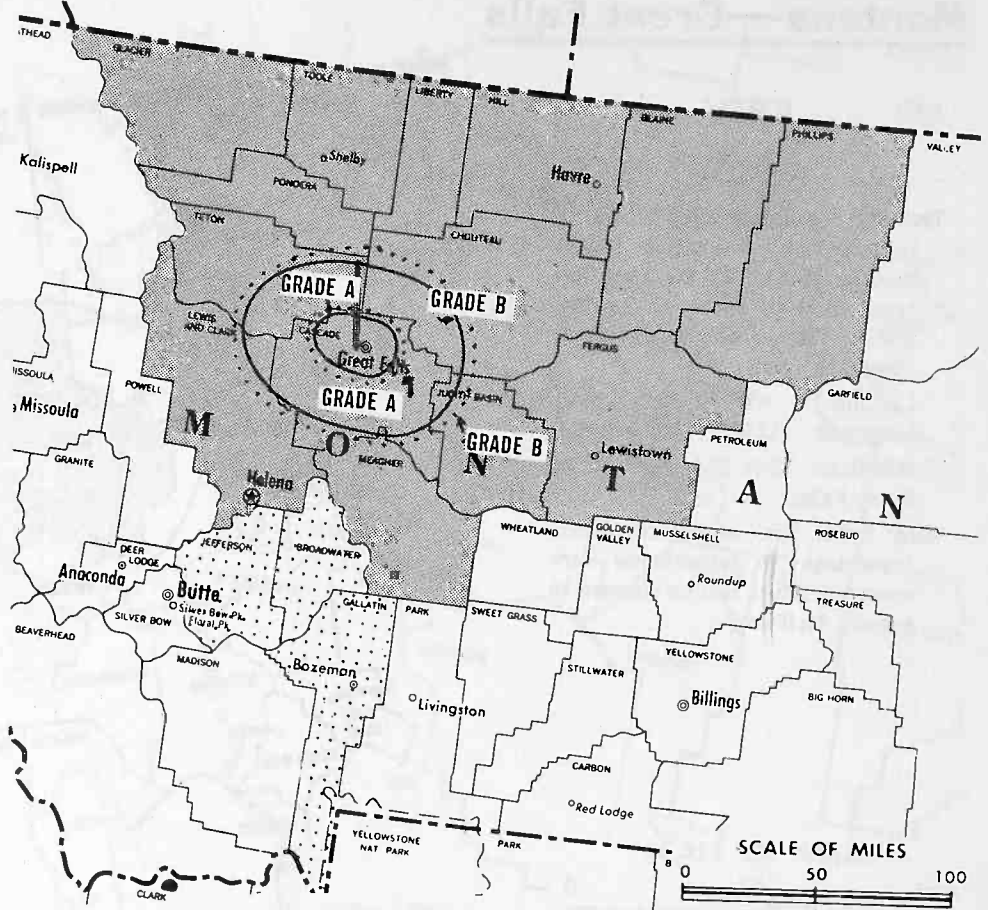
Latitude 47° 31' 19"
Longitude 111° 23' 18"

Holds CP for change to 100-kw visual, 50-kw aural, 237-ft. above av. terrain, 444-ft. above ground.

Transmitter: 1-mi. W of city limits on U.S. Hwy. 89-91.

Studio: 1-mi. W of city limits on U.S. Hwy. 89-91.

AM Affiliate: KFBB, 5-kw, 1310 kc (CBS).



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

KFBB-TV Ref: FCC File No. BMPCT-1196 Granted 7/21/53
CP: BPCT-3075 Granted 9/5/62

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

KFBB-TV

Network Service: ABC, CBS.

Licensee: Harriscop Broadcasting Corp., Box 1139.

Telephone: Glendale 3-4377. TWX No.: 25

Ownership: Harriscop Bcstg. Corp., 100%. For ownership and other interests, see KTWO-TV, Casper, Wyo.

Began Operation: March 21, 1954. Sale to present owner by David E. Bright, Ernest Scanlon and Daniel O'Shea approved by FCC May 23, 1962 (Television Digest, Vol. 2:11, 22). Sale to Bright, Scanlon and O'Shea by Joseph P. Wilkins and associates approved Jan. 27, 1960 (Vol. 16:3, 5).

Represented (sales) by George P. Hollingbery Co.; Skyline Advertisers Sales; Art Moore & Associates (Northwest); John L. McGuire (Denver).

Personnel:

BERT I. HARRIS, president.
LAWRENCE S. BERGER, executive vice president.
W. C. BLANCHETTE, general manager.
ANTHONY J. LOPUCH, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:59-10:01 p.m., daily.	\$250.00	\$150.00	\$125.00	\$107.50	\$87.50	\$75.00	\$62.50 \$37.50

Note: For combination rates, see KID-TV, Idaho Falls, Ida.

NETWORK BASE HOURLY RATE: \$250 (ABC), \$250 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	MONTANA				
		Blaine	2,300	1,500	66
		Cascade	22,900	21,000	92
		Chouteau	2,200	1,900	87
		Fergus	4,200	3,200	75
		Glacier	3,100	2,300	75
		Hill	5,400	4,600	86
		Judith Basin	1,000	800	76
		Lewis & Clark	9,000	7,500	83
		Liberty	700	700	87
		Meagher	800	600	71
		Phillips	1,800	1,200	62
		Pondera	2,100	1,900	87
	Teton	2,100	1,900	87	
	Toole	2,200	2,000	87	
Between 25-50%	None Between 25-50%				
	Under 25%	MONTANA			
		Broadwater	800	700	77
		Gallatin	7,900	6,500	83
	Jefferson	1,100	900	81	
KFBB-TV Station Total		69,600	59,200	85	
ARB Total Net Weekly Circulation (March, 1962)			43,400		

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

Montana—Great Falls



KRTV

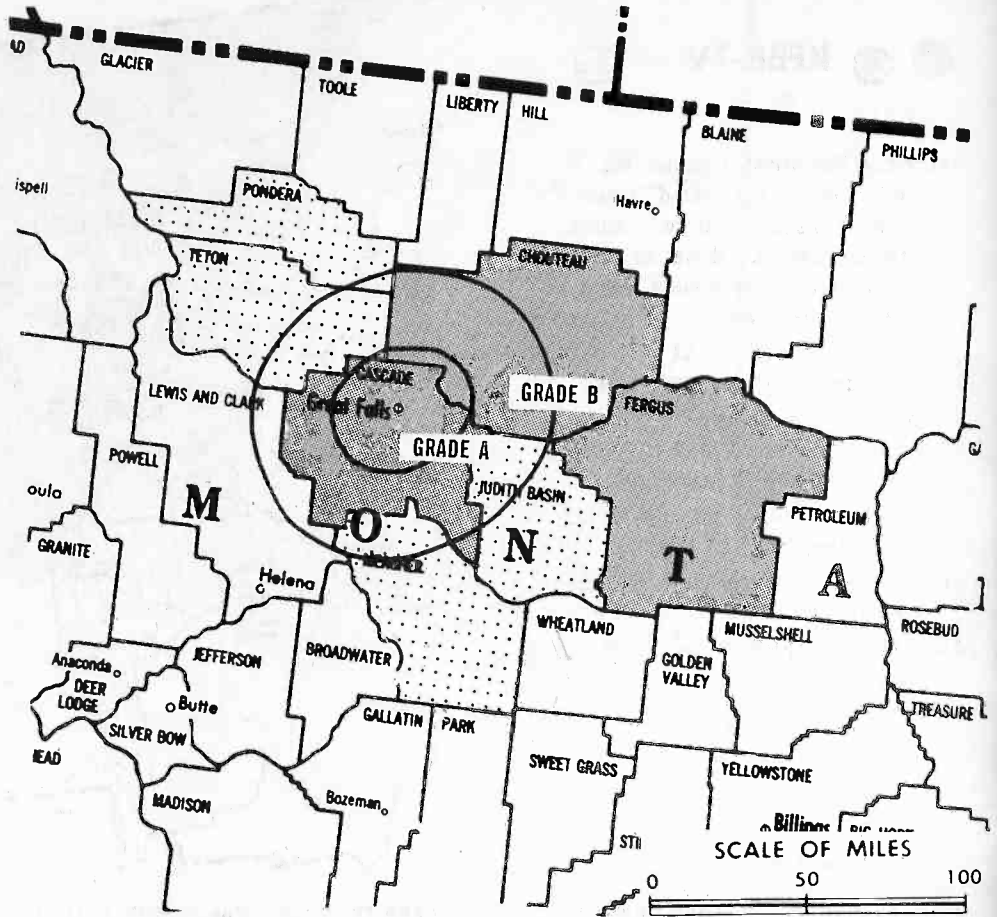
Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 30.5-kw visual, 15.3-kw aural. Antenna: 452-ft. above av. terrain, 358-ft. above ground, 3918-ft. above sea level.

Latitude 47° 31' 56"
Longitude 111° 16' 45"

Transmitter: 15th St., 2-mi. N of Great Falls.

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



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

KRTV Ref: FCC File No. BMPCT—4495 Granted 4/28/58

©1960 American Research Bureau Inc.

KRTV

Licensee: Snyder & Associates, Box 1453, Great Falls, Mont.

Studio: 15th St., 2-mi. N of Great Falls.

Sales Office: 249 Rainbow Hotel. Telephone 453-2433.

Ownership: Dan Snyder, pres., 51%; Paul Crain, secy.-treas., 38%; Herman Feiden, 5%; Shan Welcome Morrison, 3%; Genevieve Threeheld, 1%; Edward L. Kolman, 1%; Bjarne Johnson, 1%. Messrs. Snyder & Crain each also own 30% of KULR-TV, Billings, Mont.

Began Operation: Oct. 5, 1958. Sale to present owners by Francis N. & Robert R. Laird approved Oct. 1, 1958 by FCC (Television Digest, Vol. 14:40).

Represented (sales) by Avery-Knodel Inc.; Feltis, Dove & Cannon.

Represented (legal) by Haley, Bader & Potts.

Personnel:

DAN SNYDER, president.
PAUL CRAIN, general manager.
DON BRADLEY, operations manager.
JESSE WAYMIRE, chief engineer.

DIGEST OF RATE CARD NO. 3
(Jan. 1, 1960)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7-10 p.m., daily.
\$200.00 \$120.00 \$100.00 \$80.00 \$70.00 \$60.00 \$40.00 \$25.00
NETWORK BASE HOURLY RATE: \$150.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MONTANA			
	Cascade	22,900	21,000	92
	Chouteau	2,200	1,900	87
	Fergus	4,200	3,200	75
Between 25-50%	None	Between 25-50%		
Under 25%	MONTANA			
	Judith Basin	1,000	800	76
	Meagher	800	600	71
	Pondera	2,100	1,900	87
	Teton	2,100	1,900	87
KRTV Station Total		35,300	31,300	89
ARB Total Net Weekly Circulation (March, 1962)			33,300	

For Station Sales,
see Sales and Transfers Section.

Montana—Helena

KBLL-TV

Ch. 12

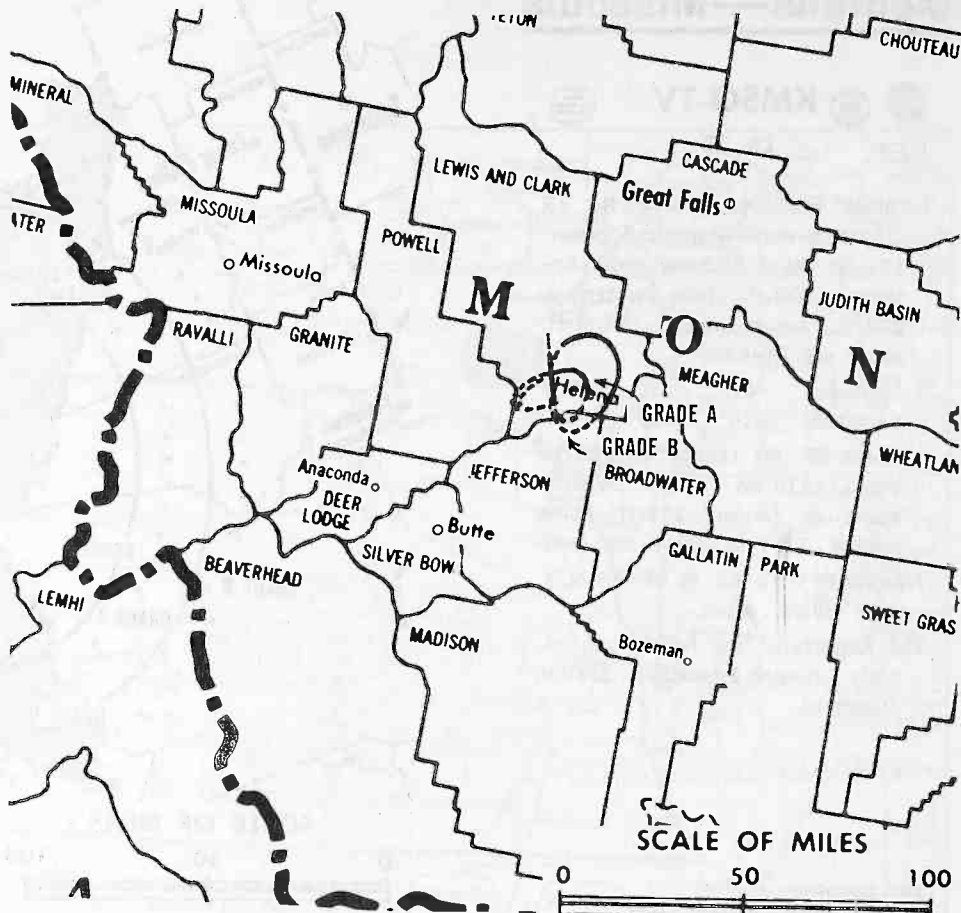
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: .973-kw visual, .486-kw aural. Antenna: minus 150-ft. above av. terrain, 97-ft. above ground, 3992-ft. above sea level.

Latitude 46° 36' 33"

Longitude 112° 01' 10"

Transmitter: Montana Ave. & Cherry St.

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



KBLL-TV Ref: FCC File No. BMPCT-4805 Granted 8/16/57

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

KBLL-TV

Network Service: CBS (EMP); also ABC & NBC on per program basis.

Licensee: Helena TV Inc.

Studio: Montana Ave. & Cherry St.

Telephone: 442-6620.

Ownership: Helena TV Inc. Note: Transfer to Capital City Television Inc. pending FCC approval.

Began Operation: Jan. 1, 1958. Left air Feb. 5, 1959, but resumed operation Aug. 6, 1959 (Television Digest, Vol. 15:6, 33, 36). Sale to present owner by Joseph S. Sample, who took over all properties from Ed Craney was approved by FCC Jan. 18, 1961 (Vol. 16:42, 17:4).

Personnel:

DARRYL LEE, station & sales manager.

ROBERT E. CARROLL, program manager.

ROBERT OTTMAN, chief engineer.

DIGEST OF RATE CARD NO. 1

(June 1, 1962)

Four	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:59-10:01 p.m., daily.						
	\$36.00	\$82.00	\$55.00	\$48.00	\$34.00	\$28.00
					\$28.00	\$21.00

Note: For straight commercial programs where sponsor's message exceeds 21% of total program time, add 50% to 5 Min. through Hour program rate.

NETWORK BASE HOURLY RATE: \$50.

ARB Data For This Station Included With Report of KXLF-TV, Butte, Mont.
Note: Station Taken Over by New Owners in 1961.

HAMILTON-LANDIS

& ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS

WASHINGTON, D.C., CHICAGO, DALLAS,

SAN FRANCISCO

SELL **MORE**

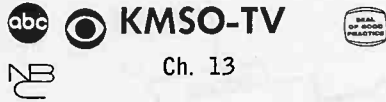
RADIO & TELEVISION STATIONS

IN THE WEST—NEAREST OFFICE IS—

111 SUTTER ST. SAN FRANCISCO 4

EXBROOK 2-5671

Montana—Missoula



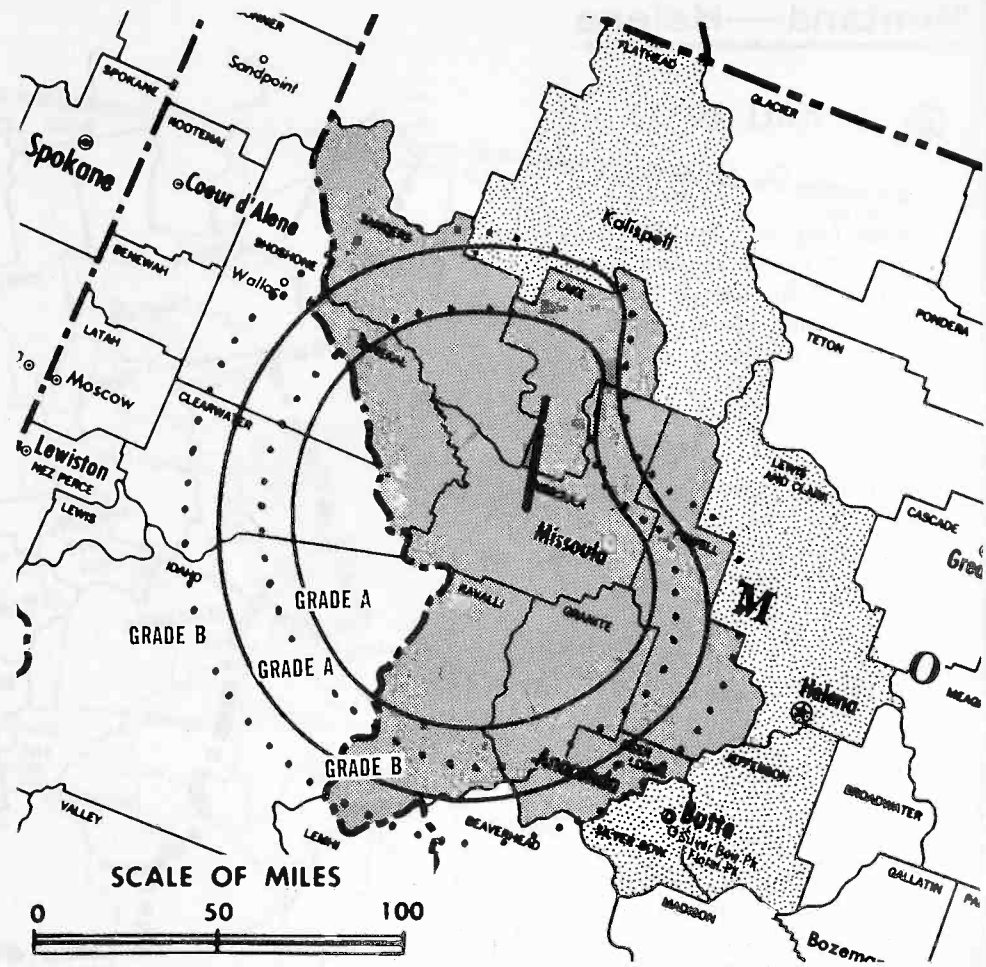
Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 191-kw visual, 95.5-kw aural. Antenna: 2030-ft. above av. terrain, 274-ft. above ground, 7124-ft. above sea level.

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

Holds CP for change to 220-kw visual, 110-kw aural, 2030-ft. above av. terrain, 281-ft. above ground, 7131-ft. above sea level.

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

Vhf Repeaters: See listing immediately following Educational Station Directory.



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

KMSO-TV Ref: FCC File No. BMPCT-4079 Granted 7/27/56
CP: BPCT-3072 Granted 8/30/62

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

KMSO-TV

Network Service: CBS (EMP); also ABC & NBC, on per program basis.

Licensee: Mosby's Inc., TV Bldg., 340 W. Main St.

Studio: 340 W. Main St.

Telephone: 549-4169.

TWX No.: MS 8104.

Ownership: A. J. Mosby, pres., 99.36%; Ruth G. Mosby, v.p., .05%; Mrs. Hugh Bader, secy.

Began Operation: July 1, 1954.

Represented (sales) by The Bolling Co. Inc.; Day-Wellington Inc. (Wash. & Ore.).

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

Personnel:

- A. J. MOSBY, president.
- MARVIN CONN, sales manager.
- VI THOMSON, local sales mgr.
- DAVID I. GREEN, consultant & chief engineer.
- HUGH BADER, program director.
- FRITZIE YONCE, traffic manager.
- RALEIGH McNEAL, film director.
- JANE ALLEN, production manager.
- TONY ROLLINS, farm director.
- AL ANDERSON, sports director.
- RON JOHNSON, dir., photography dir.

DIGEST OF RATE CARD NO. 6-A—(Jan. 15, 1962)

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

Class AA—7:30-10 p.m., daily.

\$250.00 \$150.00 \$100.00 \$87.50 \$75.00 \$55.00 \$50.00 \$25.00

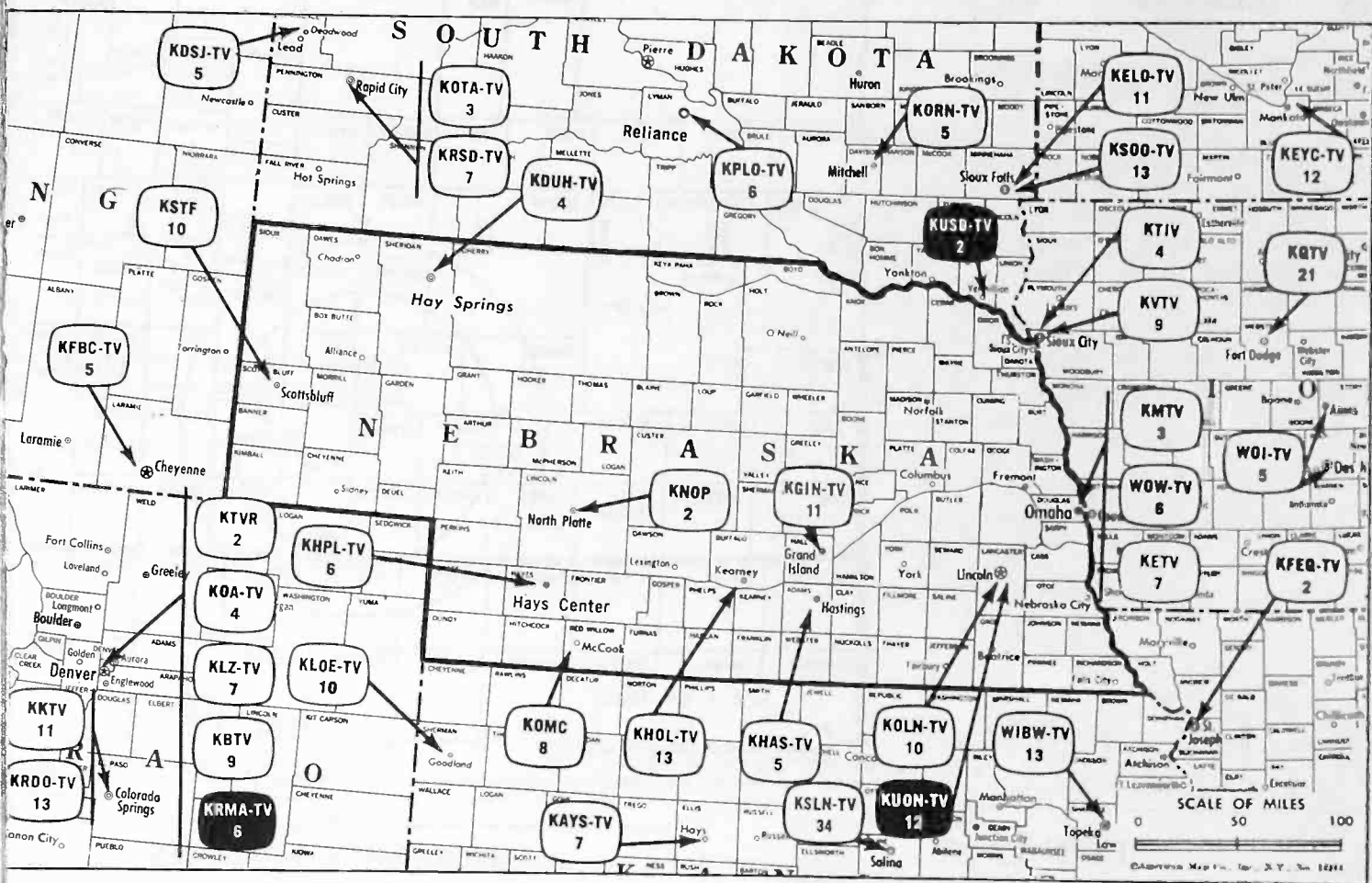
NETWORK BASE HOURLY RATE: \$110 (CBS).

Also See Advertisement On Page 35-a.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MONTANA			
	Deer Lodge	5,100	4,600	91
	Granite	1,000	900	87
	Lake	3,900	3,300	85
	Mineral	900	800	87
	Missoula	13,800	11,600	84
	Powell	2,000	1,700	81
	Ravalli	4,000	3,400	84
Sanders	2,300	1,600	68	
Between 25-50%	MONTANA			
	Flathead	10,100	8,600	85
	Lewis & Clark	9,000	7,500	83
	Silver Bow	15,300	13,600	89
Under 25%	None Under 25%			
KMSO-TV Station Total		67,400	57,600	85
ARB Total Net Weekly Circulation (March, 1962)			22,100	



PROGRESSIVE STATIONS PREFER THE PRESTIGE NEWS SERVICE



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Omaha	286,100	54	420,700	71	386,100	67
Hastings-Kearney-Lincoln	190,500	86	228,400	122	205,800	116
Lincoln	190,500	86	183,900	138	165,600	133

Nebraska Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	12	0	12
Educational Television Stations	1	0	1
			<u>13</u>

State Educational Technical Facilities
(Complete Data in Educational Directory)

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

KSTF
Gering
(See Scottsbluff, Neb.)

KUON-TV
Lincoln
Ch. 12
Non-Commercial Educational Station
Licensee: University of Nebraska, Lincoln 8, Nebraska.
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: 360-ft. above av. terrain, 403-ft. above ground, 1597-ft. above sea level.
Latitude 40° 49' 23"
Longitude 96° 39' 28"

Nebraska—Grand Island



KGIN-TV

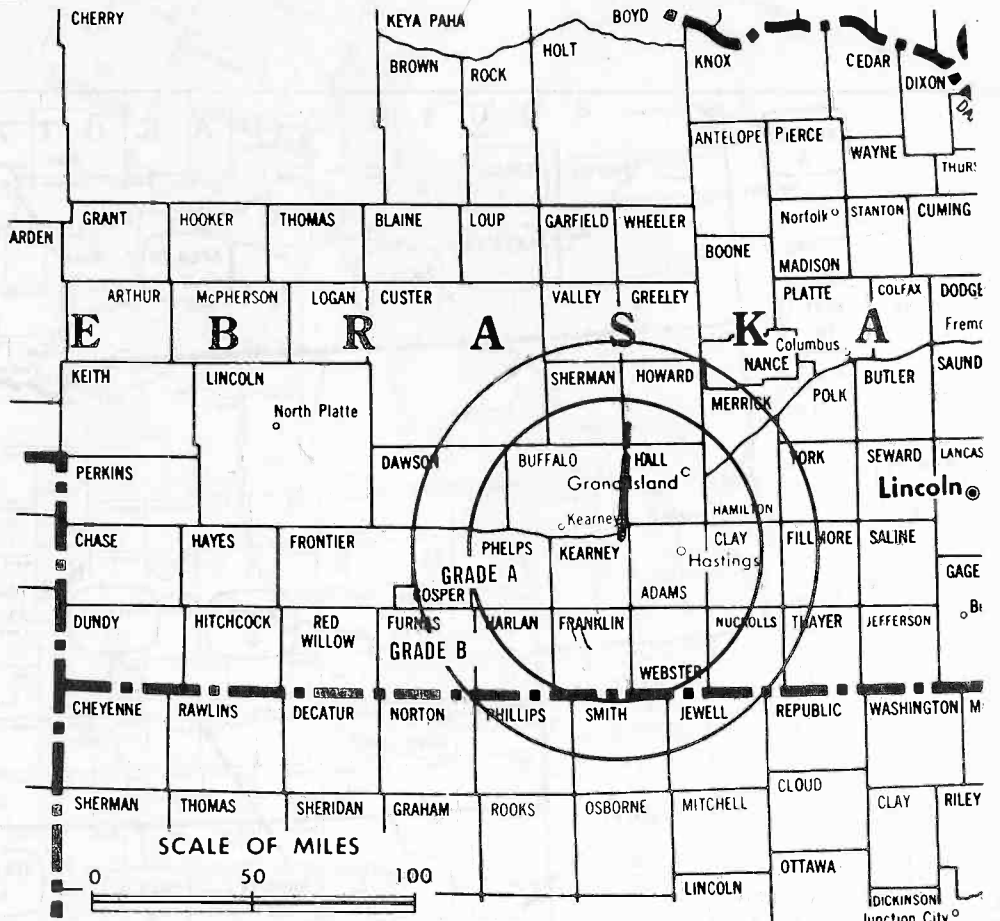
Ch. 11

[Satellite of KOLN-TV, Lincoln, Neb.]

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 278-kw visual, 139-kw aural. Antenna: 1010-ft. above av. terrain, 1069-ft. above ground, 2145-ft. above sea level.

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

Transmitter: 10-mi. N.E. of Minden.



KGIN-TV Ref: FCC File No. BMPCT-5631 Granted 8/24/61

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

KGIN-TV

Licensee: Cornhusker Television Corp., KOLN-TV, Lincoln, Neb.

Studio: 4th & W. Sts., Lincoln 1, Neb.

Telephone: 466-2367. TWX No.: 402-591-1544.

Ownership: See KOLN-TV, Lincoln.

Began Operation: October 1, 1961.

Personnel:

Same as KOLN-TV.

BOB SCHNUELLE, operations mgr., Grand Island.

Rates: See KOLN-TV.

NETWORK BASE HOURLY RATE: Combination rate with KOLN-TV, Lincoln.

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

THE MIGHTY HERCULES THE MIGHTIEST NEW CARTOON SERIES



TRANS-LUX TELEVISION CORPORATION
NEW YORK CHICAGO HOLLYWOOD

Nebraska—Hastings



KHAS-TV



Ch. 5

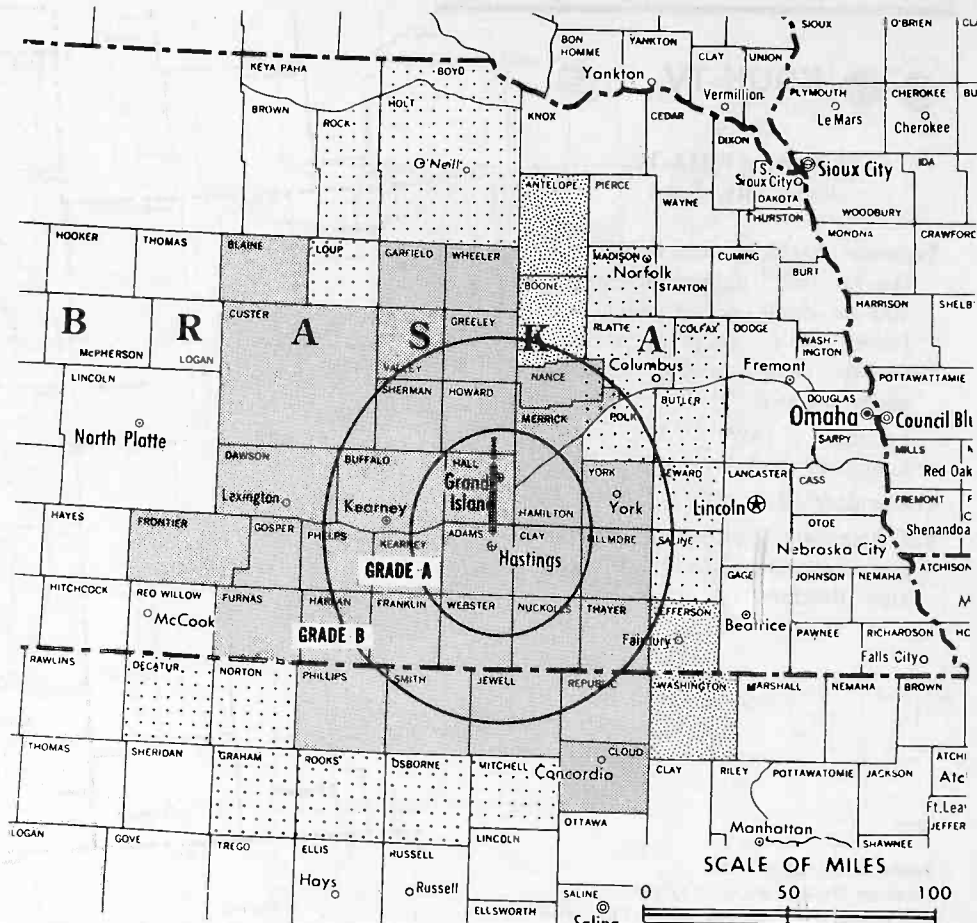
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 730-ft. above av. terrain, 767-ft. above ground, 2707-ft. above sea level.

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

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

Vhf Repeaters: See listing immediately following Educational Station Directory.

AM Affiliate: KHAS, .25-kw, 1230 kc.



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

KHAS-TV Ref: FCC File No. BMPCT-3248 Granted 8/5/55

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

KHAS-TV

Licensee: Nebraska Television Corp., Hwy. 281, Box 476, 3-mi. N of Hastings.

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

Telephone: 3-1321.

Ownership: Seaton Publishing Co., 52.7%; Morrison & Quirk Grain Corp., 3.6%; radio KHAS, Hastings, 3.6%; D. H. Meves, 3.6%; Duane L. Watts, 1.1%; over 100 other stockholders, none with as much as 1%. Officers: Fred A. Seaton, pres.; J. M. McDonald, v.p.; John Spady, v.p.; Lloyd P. Kissinger, secy.; Fred R. Irons, treas. Seaton family owns Hastings Tribune, controls KHAS; KGGF, Coffeyville, Kan.; KMAN, Manhattan, Kan.; and publishes chain of Western newspapers, as well as magazine Western Farm Life (Denver). Meves owns KPLK, Dallas, Ore.

Began Operation: Jan. 1, 1956.

Represented (sales) by Weed Television Corp.

Personnel:

DUANE L. WATTS, general manager.
ARDIS BEQUETTE, program & traffic manager.
MILT HOFFMAN, production manager.
DUANE B. ALLISON, chief engineer.
ROBERT C. BUCKLEY, special events director.
BUDD DUVALL, news director.

DIGEST OF RATE CARD NO. 3-A (Sept. 1, 1960)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class A—6:59-10:31 p.m., daily.

\$300.00 \$180.00 \$120.00 \$105.00 \$75.00 \$72.00 \$60.00 \$30.00

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	KANSAS			
	Cloud	4,800	3,900	81
	Jewell	2,500	1,900	74
	Phillips	2,900	2,300	78
	Republic	3,400	2,900	84
	Smith	2,700	2,400	87

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	NEBRASKA			
	Adams	9,000	8,400	93
	Blaine	300	300	63
	Buffalo	8,100	7,500	92
	Clay	2,900	2,900	98
	Custer	5,300	4,400	83
	Dawson	6,100	5,600	91
	Fillmore	3,100	2,900	92
	Franklin	1,900	1,800	91
	Frontier	1,400	1,300	91
	Furnas	2,600	2,200	84
	Garfield	800	700	83
	Gosper	800	800	95
	Greeley	1,300	1,100	79
	Hall	11,500	10,700	93
	Hamilton	2,800	2,600	93
	Harlan	1,700	1,600	91
	Howard	2,100	1,900	89
	Kearney	2,100	2,100	97
Merrick	2,600	2,400	89	
Nance	1,700	1,500	87	
Nuckolls	2,700	2,300	86	
Phelps	3,200	3,100	96	
Sherman	1,700	1,500	86	
Thayer	3,000	2,700	89	
Valley	2,100	1,800	81	
Webster	2,000	1,900	93	
Wheeler	400	300	78	
York	4,500	3,900	86	
Between 25-50%	KANSAS			
	Washington	3,600	2,900	82
	NEBRASKA			
	Antelope	3,200	2,600	82
Boone	2,700	2,500	89	
Jefferson	3,900	3,500	89	
Under 25%	KANSAS: Decatur, Graham, Mitchell, Norton, Osborne, Rooks.			
	NEBRASKA: Boyd, Butler, Colfax, Holt, Loup, Madison, Platte, Polk, Rock, Saline, Seward.			
	KHAS-TV Station Total	170,900	152,000	88
	ARB Total Net Weekly Circulation (March, 1962)		93,700	

Nebraska—Hay Springs

abc KDUH-TV

Ch. 4

[Affiliate of KOTA-TV,
Rapid City, S.D.]

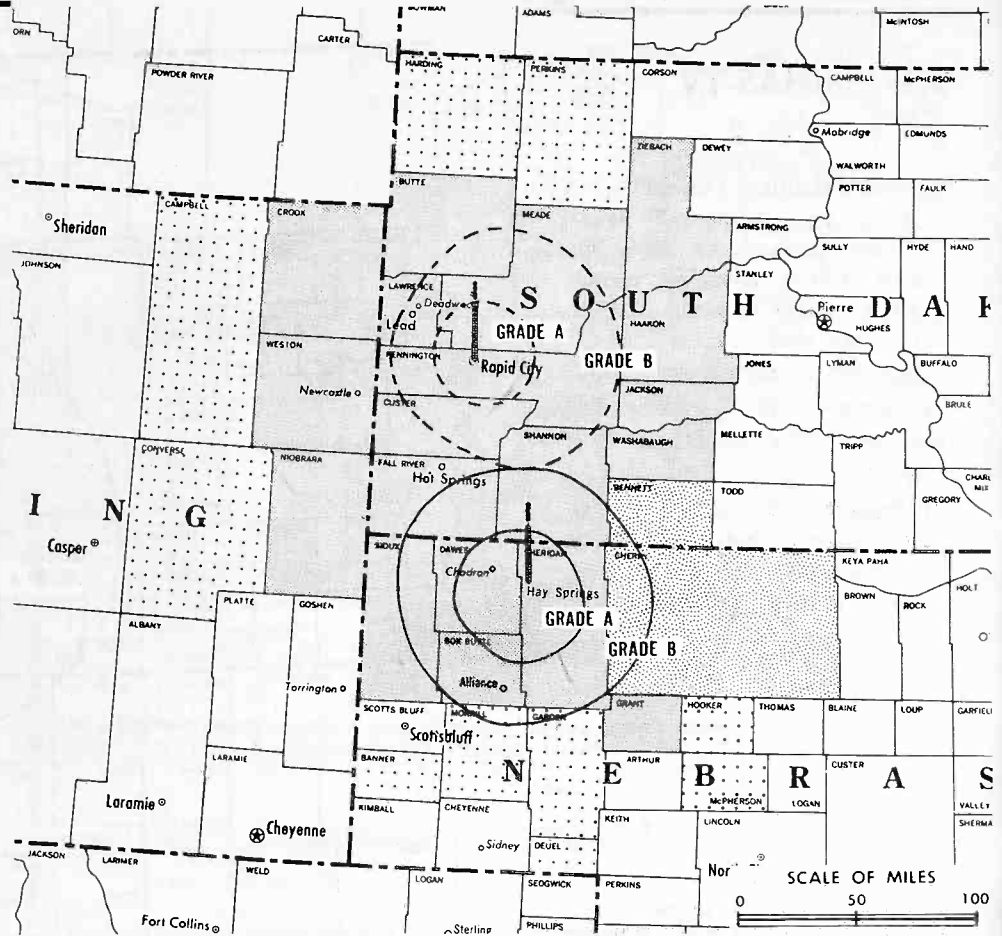
Technical Facilities: Channel No. 4
(66-72 mc). Authorized power:
100-kw visual, 50-kw aural. An-
tenna: 650-ft. above av. terrain,
585-ft. above ground, 4578-ft.
above sea level.

Latitude 42° 38' 25"
Longitude 102° 42' 04"

Transmitter: Hwy. 87.

Vhf Repeaters: See listing immedi-
ately following Educational Sta-
tion Directory.

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



KDUH-TV Ref: FCC File No. BPCT-2350 Granted 8/1/57

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

KDUH-TV

Network Service: CBS & ABC, same as KOTA-TV, Rapid City.
Licensee: Duhamel Bcstg. Enterprises, Box 1752, Rapid City, S.D.
Studio: Hwy. 87.

Telephone: Melrose 8-2741.

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Feb. 20, 1958.

Represented (sales) by the Bolling Co. Inc.; Wayne Evans & Asso-
ciates (Minneapolis); The Soderland Co. (Omaha-Lincoln); Bob
Hix Co. Inc. (Mountain States).

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

Personnel:

JOHN LUDWIG, resident manager.
EDWARD DAVENPORT, chief engineer.

Rates: Sold in combination with KOTA-TV.

NETWORK BASE HOURLY RATE: Bonus to KOTA-TV, Rapid City,
S.D.

**ARB Data For This Station Included With
Report of Parent KOTA-TV, Rapid City, S.D.**

Nebraska—Hayes Center



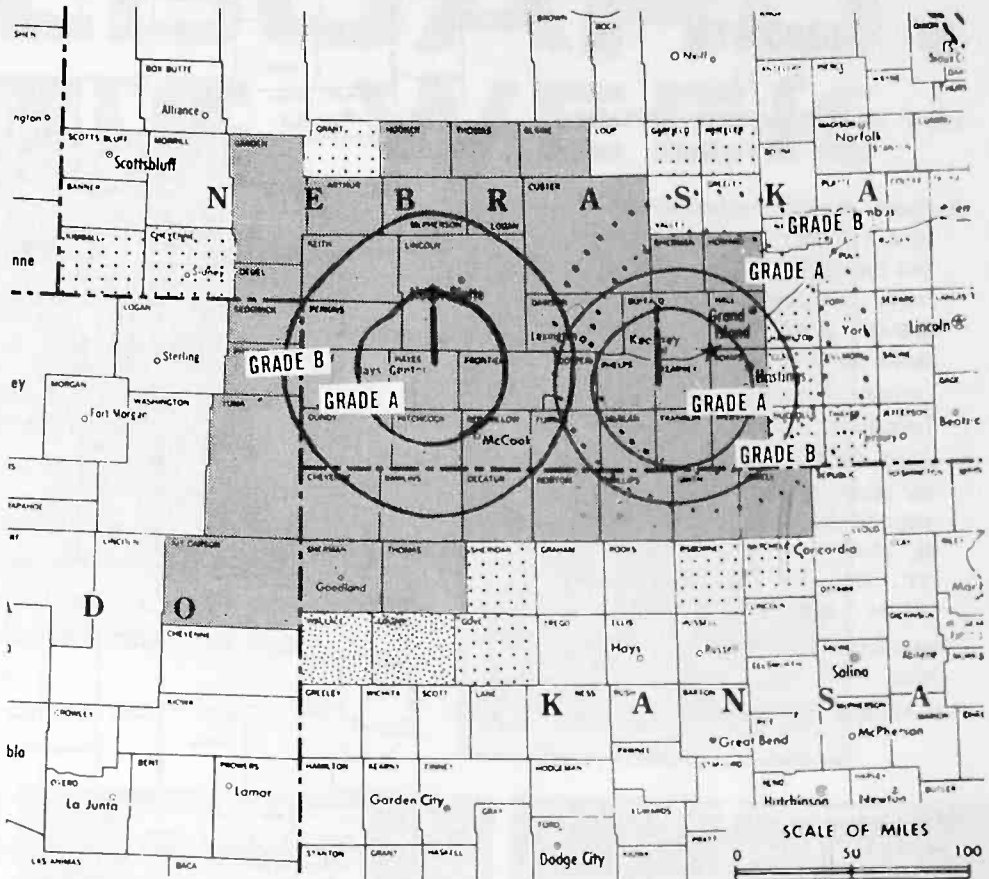
KHPL-TV



Ch. 6

[Satellite of KHOL-TV,
Kearney, Neb.]

Technical Facilities: Channel No. 6
(82-88 mc). Authorized power:
100-kw visual, 50-kw aural, 710-
ft. above av. terrain, 583-ft. above
ground, 3848-ft. above sea level.
Latitude 40° 37' 29"
Longitude 101° 01' 58"
Transmitter: County Rd., 8-mi. N of
Hayes Center.



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

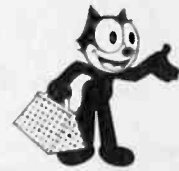
KHPL-TV Ref: FCC File No. BPCT-2531 Granted 9/17/58

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

KHPL-TV

Network Service: ABC & CBS, same as KHOL-TV.
Grantee (STA): Bi-States Co., 414 East Ave., Holdrege, Neb.
Studio: County Rd., 8-mi. N of Hayes Center.
Telephone: Wyman 5-5952, Holdrege, Neb. TWX No.: AXTELL
8220.
Ownership: See KHOL-TV, Kearney, Neb.
Began Operation: Feb. 9, 1956.
Represented (sales) by The Meeker Co. Inc.
Represented (legal) by Fisher, Wayland, Duvall & Southmayd.
Personnel:
W. M. GREELY, director of engineering.
ROD PEARSON, chief engineer.
RATES: Sold only in combination with KHOL-TV, Kearney, with
rates applying to simultaneous telecasts on both stations.
NETWORK BASE HOURLY RATE: Bonus to KHOL-TV, Kearney-
Holdrege.

ARB Data For This Station Included With
Report of Parent KHOL-TV, Kearney, Neb.



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

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

Nebraska—Kearney-Holdrege



KHOL-TV

Ch. 13

[Also operates satellite KHPL-TV, Hayes Center, Neb.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 204-kw visual, 110-kw aural. Antenna: 552-ft. above av. terrain, 578-ft. above ground, 2793-ft. above sea level.

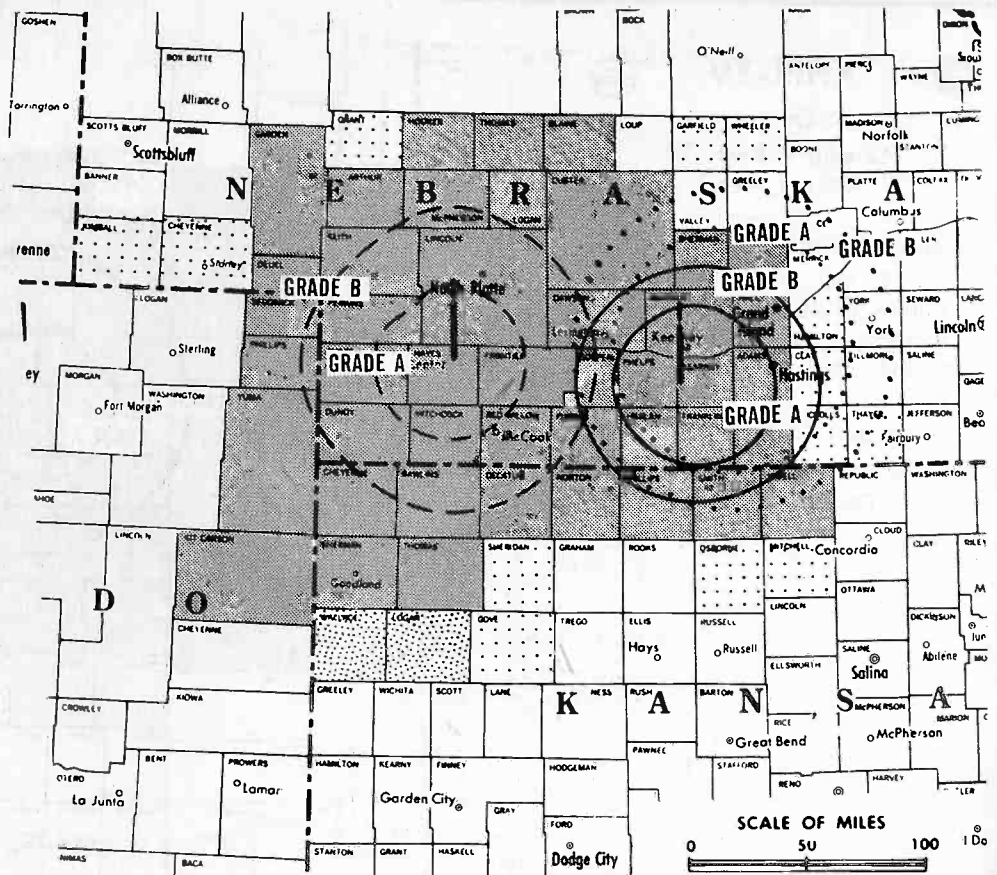
Latitude 40° 29' 43"
Longitude 99° 05' 01"

Holds CP for 316-kw visual, 158-kw aural, 1110-ft. above av. terrain, 1163-ft. above ground, 3243-ft. above sea level, lat. 40° 39' 27', long. 98° 51' 59"; transmitter 1.2-mi. NW of Lowell.

Transmitter: 2.5-mi. E of Axtell, Neb.

FM Affiliate: See below.

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



KHOL-TV Ref: FCC File No. BMPCT-3111 Granted 6/10/55
CP: BPCT-2718 Granted 8/1/62
KHPL-TV Ref: FCC File No. BPCT-2531 Granted 9/17/58

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

KHOL-TV

Licensee: Bi-States Co., 414 East Ave., Holdrege, Neb.

Studio: 2.5-mi. E of Axtell, Neb.

Telephone: Wyman 5-5952, Holdrege.

TWX No.: 8220, Axtell.

AM Affiliate: KRNY, Kearney.

FM Affiliate: KHOL-FM, 57-kw, 98.9 mc (No. 255), 440-ft. antenna height.

Ownership: F. Wayne Brewster, pres. 61.1%; C. S. Freas Jr., v.p. 13.9%; Willard F. Anderson, director, 11.1%; William S. Bivens, director, 2.8%; Donald E. Brewster, 11.1%. Bi-States also operates satellite KHPL-TV (Ch. 6), Hayes Center, Neb. and holds CP for Ch. 3 in Sterling, Colo.

Began Operation: Dec. 24, 1953.

Represented (sales) by the Meeker Co. Inc.

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

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

JACK YEAGER, general sales manager.
MARLYN (MOE) MILLIKEN, program director.
ED STRASBURGER, operations manager.
TOM NUSS, promotion director.
CARL WELLS, news director.
W. M. GREELY, director of engineering.
DON POPE, chief engineer.

DIGEST OF RATE CARD NO. 5A
(March 1, 1961)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—7:29-9:59 p.m., daily.

\$450.00 \$270.00 \$180.00 \$145.00 \$115.00 \$90.00 \$75.00 \$45.00

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation

State County

Total Households

TV Homes %

State	County	Total Households	TV Homes	%	
COLORADO	Kit Carson	2,100	1,600	72	
	Phillips	1,500	1,400	92	
	Sedgwick	1,300	1,200	86	
	Yuma	2,900	2,400	80	
	KANSAS	Cheyenne	1,500	1,400	88
Decatur		1,900	1,700	88	
Jewell		2,500	1,900	74	
Norton		2,700	2,300	87	
Phillips		2,900	2,300	78	
Rawlins		1,600	1,400	86	
Sherman		2,200	2,000	89	
Smith		2,700	2,400	87	
Thomas		2,300	1,900	82	
NEBRASKA		Adams	9,000	8,400	93
		Arthur	200	200	85
	Blaine	300	300	63	
	Buffalo	8,100	7,500	92	
	Chase	1,400	1,300	91	
	Custer	5,300	4,400	83	
	Dawson	6,100	5,600	91	
	Deuel	1,000	1,000	90	
	Dundy	1,100	1,000	86	
	Franklin	1,900	1,800	91	
	Frontier	1,400	1,300	91	
	Furnas	2,600	2,200	84	
	Garden	1,100	900	74	
	Gosper	800	800	95	
	Hall	11,500	10,700	93	
Harlan	1,700	1,600	91		
Hayes	600	600	88		
Hitchcock	1,600	1,500	93		
Hooker	400	400	96		
Howard	2,100	1,900	89		
Kearney	2,100	2,100	97		
Keith	2,500	2,400	93		
Lincoln	9,000	8,200	91		

Over 50%

(Continued on page 375)

KHOL-TV & KHPL-TV Station Total 142,700 128,800 90
ARB Total Net Weekly Circulation (March, 1962) 90,000

BILLBOARD MUSIC WEEK

SERVES PROGRAMMERS AT RADIO AND TV STATIONS WITH

- The Most Authoritative Record Popularity Charts.
- Reviews and Ratings of new albums and singles to make your selection of records easier.
- News and Information about new musical trends like the Bossa Nova, Good Music vs Top 40, Stereo Developments.



- **THE BUYER'S GUIDE** which provides names and addresses of record labels, Licensing Organizations, Copyright Regulations involving Broadcasters, Radio News Services and Radio-TV Programming Services.



- **WHO'S WHO IN THE WORLD OF MUSIC** covering the International field of music with the top songs, artists and records of the year.



- **SPOTLIGHTS ON RECORD PROGRAMMING** featuring Top Record Talent with biographical information and programming chatter on the top recording artists.

- **INTERNATIONAL BROADCASTING NEWS.**
- **VOX JOX.** A weekly column about disk jockeys, stunts, ideas and successful promotions.
- **YESTERYEAR'S HITS.** The Top Records of 5 and 10 years ago.

This is just a few of the many features or special editions you automatically receive with your subscription to Billboard Music Week.

Just one good programming idea or helpful bit of information can pay for a one year subscription. Why not start yours now?

- **RADIO-TV BRIEFS.** Men on the move. New program ideas, services and syndications.
- **PROGRAMMING PANEL.** Programmers give their views and experiences on vital programming subjects.

Send \$15 to Billboard Music Week, Attn: T. F. Grueninger
1564 Broadway, New York 36, N. Y.

Nebraska—Lincoln



KOLN-TV

Ch. 10

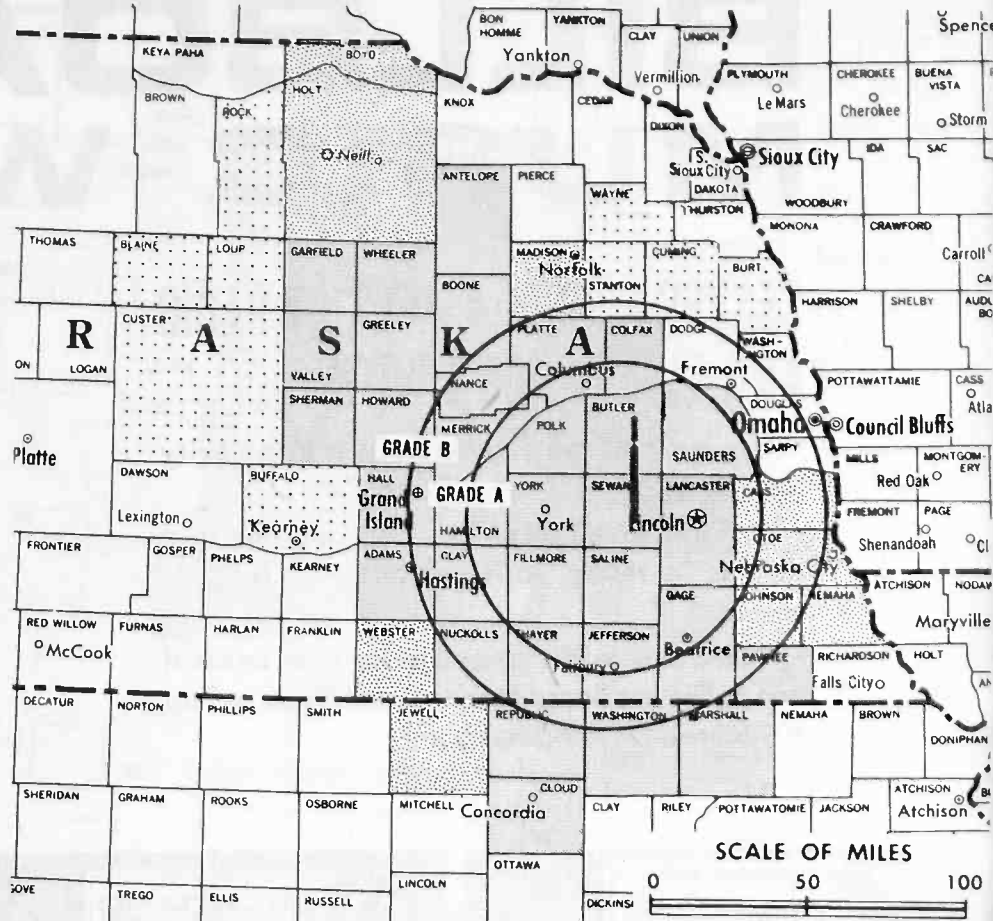
[Also operates satellite KGIN-TV, Grand Island, Neb.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 2529-ft. above sea level.

Latitude 40° 48' 07"
Longitude 97° 10' 46"

Transmitter: 6-mi. E of Beaver Crossing.

Studio: 40th & W Sts.



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

KOLN-TV Ref: FCC File No. BMPCT-1889 Granted 3/24/54

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

KOLN-TV

Licensee: Cornhusker Television Corp., 40th & W Sts.

Telephone: 466-2367. TWX No.: 402-591-1544.

Ownership: John E. Fetzer; for other interests, see WKZO-TV, Kalamazoo, Mich. Cornhusker Television also owns satellite KGIN-TV, Grand Island, Neb.

Began Operation: Feb. 10, 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.)

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- JOHN E. FETZER, president.
- A. JAMES EBEL, v.p. & manager.
- DUANE HOLMAN, sales manager.
- PAUL JENSEN, program director & film buyer.
- BOB TAYLOR, news director.
- BILL HEMKE, production director.
- BARBARA BRADEN, public service director.
- PRO SHERMAN, promotion director.
- LES BLAUVELT, farm director.
- MARIE HULBERT, women's director.
- RAY TAYLOR, engineering director.

DIGEST OF RATE CARD NO. 8-C*—(Oct. 1, 1962)

Hour	30 Min.	15 Min.	Min. or 40 Sec.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:59-10 p.m., daily.	\$650.00	\$390.00	\$260.00	\$180.00	\$150.00	\$140.00

* Includes KGIN-TV, Grand Island, Neb.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	KANSAS			
	Cloud	4,800	3,900	81
	Marshall	5,300	4,400	84
	Republic	3,400	2,900	84
	Washington	3,600	2,900	82

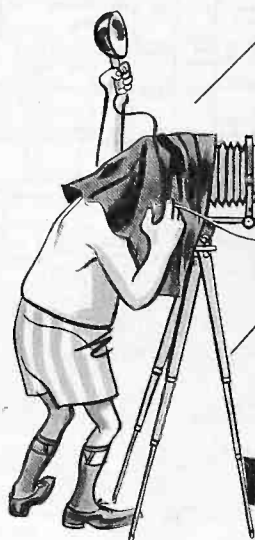
Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	NEBRASKA			
	Adams	9,000	8,400	93
	Antelope	3,200	2,600	82
	Boone	2,700	2,500	89
	Butler	3,200	2,800	86
	Clay	2,900	2,900	98
	Colfax	3,200	2,800	86
	Fillmore	3,100	2,900	92
	Gage	8,200	7,400	91
	Garfield	800	700	83
	Greeley	1,300	1,100	79
	Hall	11,500	10,700	93
	Hamilton	2,800	2,600	93
	Howard	2,100	1,900	89
	Jefferson	3,900	3,500	89
	Lancaster	49,500	46,000	93
	Merrick	2,600	2,400	89
	Nance	1,700	1,500	87
	Nuckolls	2,700	2,300	86
	Pawnee	1,800	1,500	81
Platte	7,100	6,600	93	
Polk	2,300	2,200	96	
Saline	4,300	4,000	91	
Saunders	5,500	5,200	93	
Seward	4,100	3,600	86	
Sherman	1,700	1,500	86	
Thayer	3,000	2,700	89	
Valley	2,100	1,800	81	
Wheeler	400	300	78	
York	4,500	3,900	86	
Between 25-50%	KANSAS			
	Jewell	2,500	1,900	74
	NEBRASKA			
	Boyd	1,400	1,200	83
	Cass	5,500	5,200	94
Holt	4,100	3,000	73	
Johnson	2,100	1,900	89	

(Continued on page 375)

KOLN-TV & KGIN-TV Station Total	228,400	205,800	90
ARB Total Net Weekly Circulation (March, 1962)	190,500		

NOW LINCOLN-LAND

IS



**DON'T BE HALF-COVERED
IN NEBRASKA**



A BIG MARKET...


- 76th largest market in the Nation, based on the average number of homes per quarter hour delivered by all stations in the market.*
- Effective buying income of this important new market exceeds one and a half billion dollars.
- Annual retail sales over \$1,120,000,000; population, 880,000.

COVERED BEST BY KOLN-TV/KGIN-TV...

- Net weekly circulation of KOLN-TV/KGIN-TV is 190,500 homes (an impressive 31% increase over the 1960 figure, even though KGIN-TV was only four months old when the latest study began).
- Monthly circulation of 206,500 — coverage that is essential for any advertiser who wants to reach the Nation's most important markets.
- KOLN-TV/KGIN-TV delivers an average of 69,200 homes Monday through Sunday at 10 p.m.; Omaha "A," 59,100; Omaha "B," 52,700; and Omaha "C," 42,200.

Ask Avery-Knodel for all the latest facts on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

*ARB Ranking



The Felzer Stations

RADIO
 WKZO KALAMAZOO-BATTLE CREEK
 WJEF GRAND RAPIDS
 WJEF-FM GRAND RAPIDS-KALAMAZOO
 WWTV-FM CADILLAC

TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WWTV CADILLAC-TRAVERSE CITY
 WWUP-TV SAULT STE. MARIE
 KOLN-TV/LINCOLN, NEBRASKA
 KGIN-TV GRAND ISLAND, NEB.

KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

Nebraska—McCook



KOMC



Ch. 8

[Satellite of KARD-TV, Wichita, Kan.]

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 100.8-kw visual, 50.43-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, Kan.

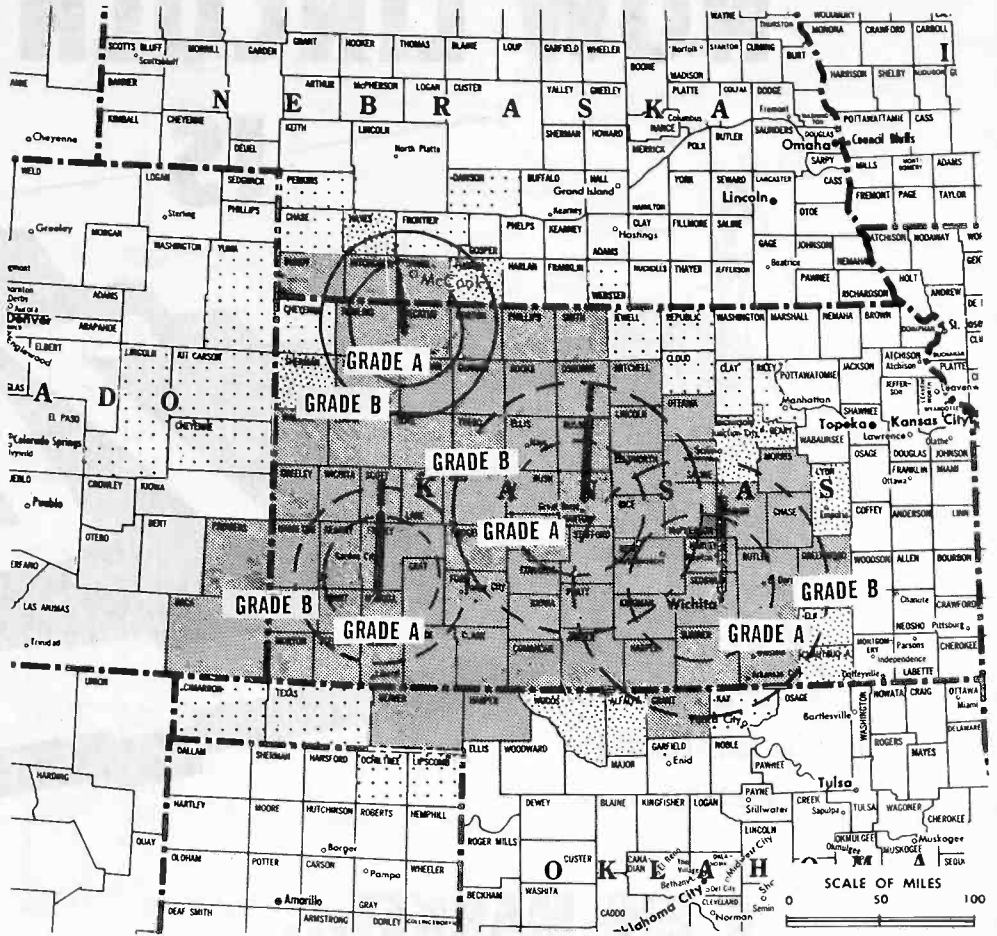
Vhf Repeaters: See listing immediately following Educational Station Directory.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KOMC Ref: FCC File No. BNPCT-5393 Granted 10/15/59

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

KOMC

Network Service: NBC, same as KARD-TV.

Licensee: Wichita Television Corp. Inc., 833 N. Main, Wichita 3, Kan.

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

Telephone: GR 5-2713.

Ownership: See KARD-TV, Wichita, Kan.

Began Operation: Oct. 16, 1959.

Represented (sales) Peters, Griffin, Woodward Inc.

Personnel:

DON SECORD, station manager.

E. L. KUHLMAN, film buyer.

JIM KANE, chief engineer.

Rates: Offered as a bonus with KARD-TV, Wichita, Kan. & satellites KGLD, Garden City, Kan. & KCKT, Great Bend, Kan.

NETWORK BASE HOURLY RATE: Bonus to KCKT, Great Bend, Kan.

ARB Data For This Station Included With Report of Parent KARD-TV, Wichita, Kan.

HAMILTON-LANDIS & ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS
WASHINGTON, D.C., CHICAGO, DALLAS,
SAN FRANCISCO

SELL MORE

RADIO & TELEVISION STATIONS
IN THE MIDWEST—NEAREST OFFICE IS—
1714 TRIBUNE TOWER, CHICAGO 11
DELAWARE 7-2754

Nebraska—North Platte

KNOP-TV
[formerly, KNOP]
Ch. 2

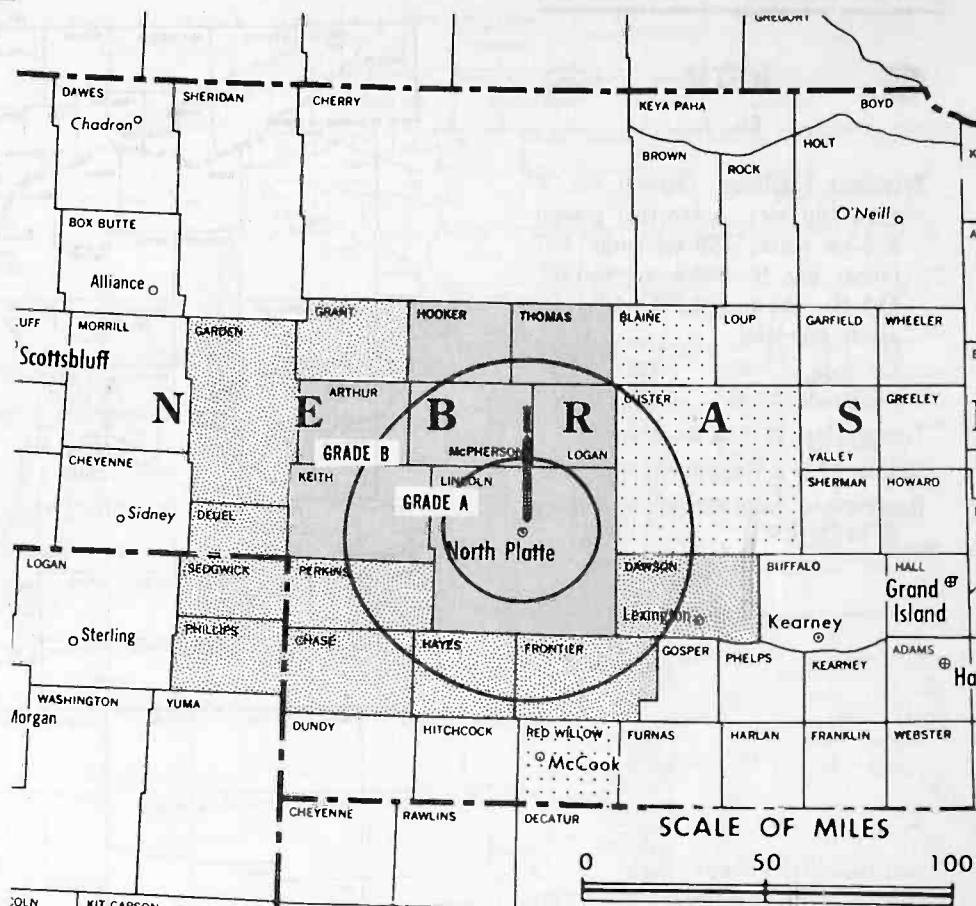
Technical Facilities: Channel No. 2
(54-60 mc). Authorized power:
25.9-kw visual, 13-kw aural. Antenna:
630-ft. above av. terrain,
609-ft. above ground, 3621-ft.
above sea level.

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

Holds CP for change to 57-kw
visual, 29-kw aural.

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

AM Affiliate: CP for 1-kw, 1410 kc.



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

KNOP Ref: FCC File No. BMPCT-5042 Granted 5/2/58

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

KNOP-TV

Licensee: North Platte Television Inc., Box 756.

Studio: 4.7-mi. NNE of center of town. Telephone: 532-2222.

Ownership: York A. Hinan, pres., 3.91%; Orvil Kuhlmann, v.p., 3.91%; C. L. Ellis, secy., .782%; Mac L. Smock, treas., .782%; the following are directors: George H. Larkin, 3.91%; Rush C. Clarke, 3.91%; Fred Shrake; H. L. Clark Jr., 3.91%; Paul Ely; Edwin H. Burnham, 4.69%; J. J. Swanson, 1.956%; L. A. Snively, 1.56%; Stanley M. Hall Sr., .391%; Dale Lanford, .156%; Lynn Gorman. There are over 30 other stockholders, none holding more than 1%.

Began Operation: Dec. 15, 1958.

Represented (sales) by Gill-Perna Inc.

Represented (legal) by Rhyne & Rhyne.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

HARRY PECK, manager & film buyer.

BILL YOUNG, regional sales.

RAY GOFF, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	40 Sec.	20 Sec.	10 Sec.
Class A—6:59-10:31 p.m., daily.	\$150.00	\$90.00	\$60.00	\$55.00	\$36.00	\$27.00
NETWORK BASE HOURLY RATE:	\$100.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEBRASKA			
	Arthur	200	200	85
	Hooker	400	400	96
	Keith	2,500	2,400	93
	Lincoln	9,000	8,200	91
	Logan	300	300	75
	McPherson	200	200	74
	Thomas	400	300	65
Between 25-50%	COLORADO			
	Phillips	1,500	1,400	92
	Sedgwick	1,300	1,200	86
	NEBRASKA			
	Chase	1,400	1,300	91
	Dawson	6,100	5,600	91
	Deuel	1,000	1,000	90
	Frontier	1,400	1,300	91
Garden	1,100	900	74	
Grant	300	300	68	
Hayes	600	600	88	
Perkins	1,300	1,300	98	
Under 25%	NEBRASKA			
	Blaine	300	300	63
	Custer	5,300	4,400	83
Redwillow	4,200	3,900	91	
KNOP Station Total		38,800	35,500	92
ARB Total Net Weekly Circulation (March, 1962)			17,000	

Nebraska—Omaha



KETV

Ch. 7



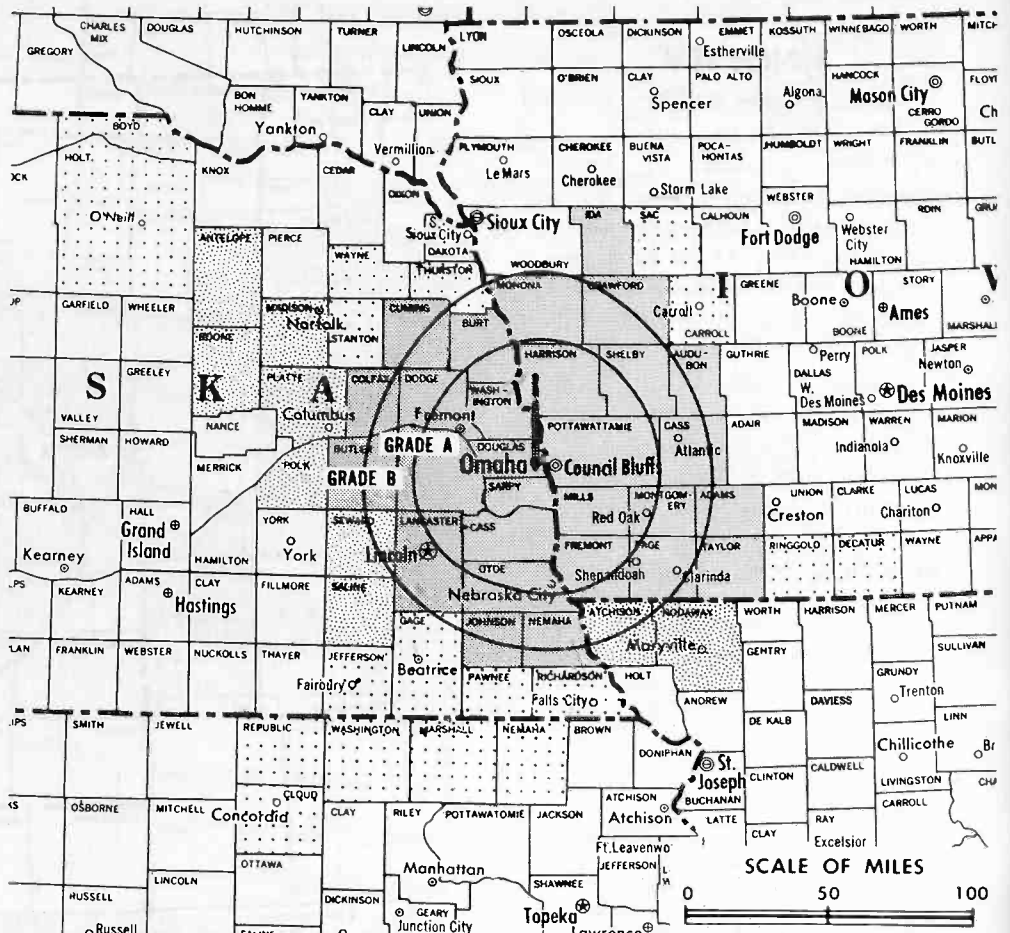
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 626-ft. above av. terrain, 583-ft. above ground, 1746-ft. above sea level.

Latitude 41° 15' 29.5"
Longitude 95° 57' 06"

Transmitter: 27th & Douglas Sts.

Studio: 27th & Douglas Sts.

Represented (engineering) by Jansky & Bailey Inc.



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

KETV Ref: FCC File No. BPCT-1663 Granted 4/25/56

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

KETV

Licensee: Herald Corp., 27th & Douglas Sts., Omaha 31.

Telephone: 345-7777. TWX No.: Omaha 154.

Ownership: Herald Corp. (Ben H. Cowdery, pres.; Eugene S. Thomas, v.p.), wholly owned subsidiary of World Publishing Co., publisher of Omaha World-Herald (W. Dale Clark, chairman; Walter E. Christenson, pres.). Note: Sale pends to Peter Kiewit Sons Co. (construction firm).

Began Operation: Sept. 17, 1957.

Represented (sales) by Harrington, Righter & Parsons Inc.; Harry S. Hyett Co. (Minneapolis).

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

Personnel:

- EUGENE S. THOMAS, v.p., general manager & film buyer.
- KEN H. JAMES, sales manager.
- R. DOUGLAS McLARTY, program manager.
- E. MITCHELL SHULMAN, public service & promotion director.
- LEE TERRY, news director.
- JACK PETRIK, chief engineer.

DIGEST OF RATE CARD NO. 7—(July 30, 1962)

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

Class AA—7-10 p.m., daily.

\$900.00 \$540.00 \$360.00 \$270.00 \$225.00 \$112.50

*Class AAA—7-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA			
	Adams	2,400	2,100	85
	Audubon	3,400	3,200	94
	Cass	6,000	5,500	92
	Crawford	5,600	5,300	93
	Fremont	3,400	3,200	95
	Harrison	5,500	5,100	92
	Ida	3,300	3,100	93
Mills	3,600	3,400	93	
Monona	4,400	4,000	91	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA—(Continued)			
	Montgomery	4,900	4,500	92
	Page	6,700	6,100	90
	Pottawattamie	25,500	23,600	93
	Shelby	4,500	4,200	94
	Taylor	3,500	2,900	84
	NEBRASKA			
	Burt	3,300	3,200	94
	Butler	3,200	2,800	86
	Cass	5,500	5,200	94
Between 25-50%	Colfax	3,200	2,800	86
	Cuming	3,700	3,300	89
	Dodge	10,600	10,100	95
	Douglas	107,400	100,100	94
	Johnson	2,100	1,900	89
	Lancaster	49,500	46,000	93
	Nemaha	2,900	2,300	88
	Otoe	5,300	4,900	92
	Sarpy	8,400	8,200	98
	Saunders	5,500	5,200	93
Washington	3,700	3,600	97	
Under 25%	MISSOURI			
	Atchison	3,000	2,800	90
	Nodaway	6,800	5,900	88
	NEBRASKA			
	Antelope	3,200	2,600	82
	Boone	2,700	2,500	89
	Madison	7,900	6,800	86
	Platte	7,100	6,600	93
	Polk	2,300	2,200	96
	Saline	4,300	4,000	91
Seward	4,100	3,600	86	
Under 25%	IOWA			
	Carroll	6,700	6,300	95
	Decatur	3,300	2,700	81
	Ringgold	2,600	2,400	92
	Sac	5,300	4,800	90
(Continued on page 375)				
KETV Station Total		411,500	376,900	91
ARB Total Net Weekly Circulation (March, 1962)			271,700	

Nebraska—Omaha



KMTV

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 590-ft. above av. terrain, 550-ft. above ground, 1720-ft. above sea level.

Latitude 41° 15' 34"
Longitude 95° 56' 58"

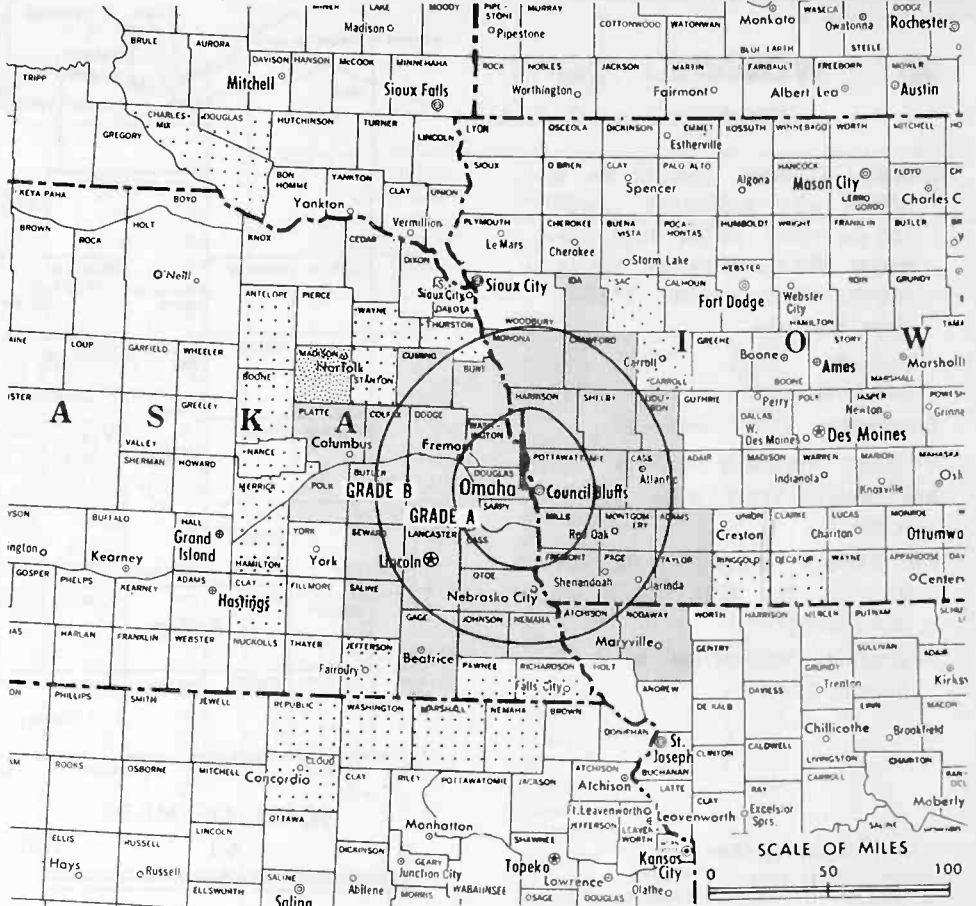
Holds CP for 600-ft. above av. terrain, 557-ft. above ground, lat. 41° 15' 25", long. 95° 57' 02".

Transmitter: 2615 Farnam St.

AM Affiliate: KFAB, 50-kw, 1110 kc (NBC).

FM Affiliate: KFAB-FM, 58-kw, 99.9 mc.

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



KMTV Ref: FCC File No. BMPCT-913 Granted 12/19/52

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

KMTV

Licensee: May Broadcasting Co., 2615 Farnam St., Omaha 31.

Studio: 2615 Farnam St.

Telephone: 345-3333.

TWX No.: OM 176.

Ownership: May Broadcasting Co., 100% (licensee of radio station KMA, Shenandoah, Ia.). May Bcstg. owns 48.86% of KFAB, Omaha. Officers of May Bcstg. Co.: Edward W. May, pres.; Owen L. Saddler, exec. v.p.; Raymond J. Schroeder, v.p., engineering; James B. Shaum, secy.-treas.; and the following directors; Gertrude W. May, Edward W. May, James B. Shaum, Mrs. Frances May Rankin, Mrs. Eleanor Jean May, J. D. Rankin Jr., Raymond J. Schroeder and O. L. Saddler.

Began Operation: Sept. 1, 1949.

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

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

- EDWARD W. MAY, president.
- OWEN SADDLER, executive v.p. & general manager.
- ARDEN SWISHER, general sales manager.
- JOE BAKER, regional and local sales manager.
- LEW JEFFREY, program manager & film buyer.
- NORMAN WILLIAMS, production manager.
- AMOS E. EASTRIDGE, merchandising manager.
- GALEN LILLETHORUP, promotion manager.
- KENNETH MICHELSON, film director.
- R. J. SCHROEDER, v.p., engineering.

DIGEST OF RATE CARD NO. 13

(April 1, 1962)

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

Class AA—7-10 p.m., daily.
\$1000.00 \$580.00 \$395.00 \$275.00 \$230.00 \$115.00

NETWORK BASE HOURLY RATE: \$950.

1962-63 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
	IOWA			
	Adams	2,400	2,100	85
	Audubon	3,400	3,200	94
	Cass	6,000	5,500	92
	Crawford	5,600	5,300	93
	Fremont	3,400	3,200	95
	Harrison	5,500	5,100	92
	Ida	3,300	3,100	93
	Mills	3,600	3,400	93
	Monona	4,400	4,000	91
	Montgomery	4,900	4,500	92
	Page	6,700	6,100	90
	Pottawattamie	25,500	23,600	93
	Shelby	4,500	4,200	94
	Taylor	3,500	2,900	84
	MISSOURI			
	Atchison	3,000	2,800	90
	Nodaway	6,800	5,900	88
	NEBRASKA			
Over 50%	Burt	3,300	3,200	94
	Butler	3,200	2,800	86
	Cass	5,500	5,200	94
	Colfax	3,200	2,800	86
	Cuming	3,700	3,300	89
	Dodge	10,600	10,100	95
	Douglas	107,400	100,100	94
	Gage	8,200	7,400	91
	Johnson	2,100	1,900	89
	Lancaster	49,500	46,000	93
	Nemaha	2,900	2,600	88
	Otoe	5,300	4,900	92
	Platte	7,100	6,600	93
	Polk	2,300	2,200	96
	Saline	4,300	4,000	91
	Sarpy	8,400	8,200	98
	Saunders	5,500	5,200	93
	Seward	4,100	3,600	86
	Washington	3,700	3,600	97

(Continued on page 375)

KMTV Station Total	420,700	386,100	91
ARB Total Net Weekly Circulation (March, 1962)		286,100	

Nebraska—Omaha



WOW-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 590-ft. above av. terrain, 510-ft. above ground, 1710-ft. above sea level.

Latitude 41° 15' 26"
Longitude 95° 57' 49"

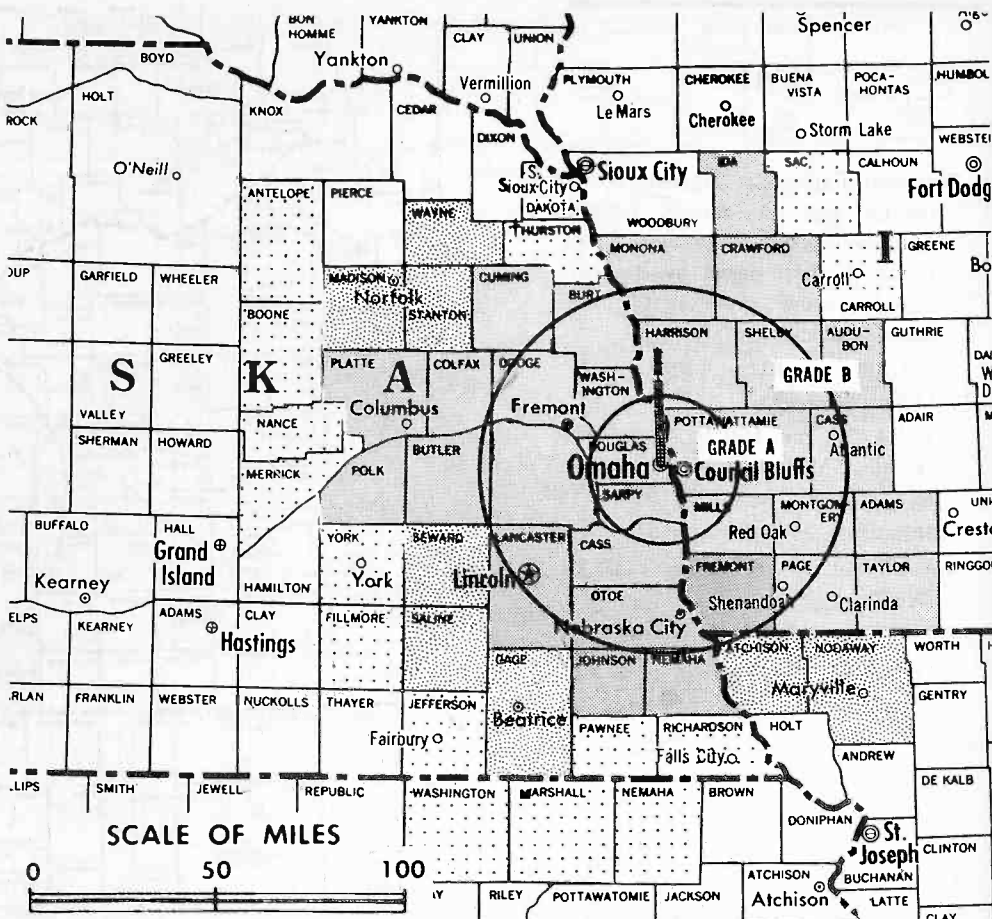
Transmitter: 3501 Farnam St.

TV tape: Recording facilities.

AM Affiliate: WOW, 5-kw, 590 kc (CBS).

FM Affiliate: WOW-FM, 40.3-kw, 92.3 mc (No. 222), 480-ft. antenna height.

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



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

WOW-TV Ref: FCC File No. BMPCT-894 Granted 12/19/52

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

WOW-TV

Licensee: Meredith WOW Inc., 3501 Farnam St., Omaha 31.

Studio: 3501 Farnam St. Telephone: 346-3400. TWX No.: OM 297.

Ownership: Meredith Publishing Company, Des Moines, Iowa, through subsidiary Meredith WOW Inc. For Meredith Publishing Co. executives see Book & Periodical Publishers Ownership. Meredith Broadcasting Company officers: Fred Bohlen, chairman of the board; Payson Hall, president, Des Moines, Ia.; Frank P. Fogarty, exec. v.p., c/o Meredith WOW Inc., Omaha, Neb. Same interests own radio WOW & WOW-FM, Omaha; WHEN-TV & WHEN, Syracuse, N.Y.; KCMO-TV, KCMO & KCMO-FM, Kansas City, Mo.; KPHO-TV & KPHO, Phoenix, Ariz.

Began Operation: Aug. 29, 1949. Sold to present owner Sept. 1951 (Television Digest, Vol. 7:32, 39).

Represented (sales) by Blair-TV.

Represented (legal) by Haley, Bader & Potts.

Personnel:

FRANK P. FOGARTY, v.p. & general manager.
C. ALFRED LARSON, station manager.
KENNETH QUAIFFE, sales manager.
BRUCE McKENZIE, sales service director.
BILL McBRIDE, program director & film buyer.
RICHARD CARLSON, production supervisor.
WILLIAM J. KOTERA, director of engineering.
GLENN FLYNN, chief engineer.
MIKE BYRNE, promotion manager.
MARY TURNER, continuity director.
ARNOLD PETERSON, farm director.
JAMES McGAFFIN, news editor.
WILLIAM F. TEMPLIN, office manager.

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

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class AA—7-10 p.m., daily.	\$1000.00	\$575.00	\$390.00	\$292.50	\$245.00	\$225.00
	\$112.50					

*Section 1. Section 2 offers Min., 20 & 10 Sec., on 3-5-10-15 plan.
NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA			
	Adams	2,400	2,100	85
	Audubon	3,400	3,200	94
	Cass	6,000	5,500	92
	Crawford	5,600	5,300	93
	Fremont	3,400	3,200	95
	Harrison	5,500	5,100	92
	Ida	3,300	3,100	93
	Mills	3,600	3,400	93
	Monona	4,400	4,000	91
	Montgomery	4,900	4,500	92
	Page	6,700	6,100	90
	Pottawattamie	25,500	23,600	93
	Shelby	4,500	4,200	94
	Taylor	3,500	2,900	84
Between 25-50%	NEBRASKA			
	Burt	3,300	3,200	94
	Butler	3,200	2,800	86
	Cass	5,500	5,200	94
	Colfax	3,200	2,800	86
	Cuming	3,700	3,300	89
	Dodge	10,600	10,100	95
	Douglas	107,400	100,100	94
	Johnson	2,100	1,900	89
	Lancaster	49,500	46,000	93
	Nemaha	2,900	2,600	88
	Otoe	5,300	4,900	92
	Platte	7,100	6,600	93
	Polk	2,300	2,200	96
	Sarpy	8,400	8,200	98
Saunders	5,500	5,200	93	
Washington	3,700	3,600	97	
Between 25-50%	MISSOURI			
	Atchison	3,000	2,800	90
	Nodaway	6,800	5,900	88
Between 25-50%	NEBRASKA			
	Gage	8,200	7,400	91
Madison	7,900	6,800	86	

WOW-TV Station Total 403,800 371,800 92
ARB Total Net Weekly Circulation (March, 1962) 271,600

KHOL-TV, Kearney (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	NEBRASKA—(Continued)			
	Logan	300	300	75
	McPherson	200	200	74
	Perkins	1,300	1,300	98
	Phelps	3,200	3,100	96
	Redwillow	4,200	3,900	91
	Sherman	1,700	1,500	86
	Thomas	400	300	65
	Webster	2,000	1,900	93
Between 25-50%	KANSAS			
	Wallace	600	600	84
	Logan	1,200	1,000	81
Under 25%	KANSAS			
	Gove	1,200	1,000	80
	Mitchell	2,900	2,400	82
	Osborne	2,600	2,100	80
	Sheridan	1,200	1,100	86
	NEBRASKA			
	Cheyenne	4,500	3,900	87
	Clay	2,900	2,900	98
	Garfield	800	700	83
	Grant	300	300	68
	Hamilton	2,800	2,600	93
	Kimball	2,400	2,400	96
	Nuckolls	2,700	2,300	86
	Thayer	3,000	2,700	89
	Wheeler	400	300	78

KOLN-TV, Lincoln (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	NEBRASKA—(Continued)			
	Madison	7,900	6,800	86
	Nemaha	2,900	2,600	88
	Otoe	5,300	4,900	92
	Webster	2,000	1,900	93
Under 25%	NEBRASKA			
	Blaine	300	300	63
	Buffalo	8,100	7,500	92
	Burt	3,300	3,200	94
	Cuming	3,700	3,300	89
	Custer	5,300	4,400	83
	Loup	300	300	88
	Rock	800	700	84
	Stanton	1,700	1,500	85
	Wayne	2,900	2,800	96

KETV, Omaha (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Under 25% (Continued)	KANSAS			
	Cloud	4,800	3,900	81
	Marshall	5,300	4,400	84
	Nemaha	3,900	3,500	89
	Republic	3,400	2,900	84
	Washington	3,600	2,900	82
	NEBRASKA			
	Boyd	1,400	1,200	83
	Dakota	3,600	3,500	97
	Gage	8,200	7,400	91
	Holt	4,100	3,000	73
	Jefferson	3,900	3,500	89
	Pawnee	1,800	1,500	81
	Richardson	4,600	4,100	89
	Stanton	1,700	1,500	85
Thurston	2,000	1,800	88	
Wayne	2,900	2,800	96	

Nebraska

KMTV, Omaha (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	NEBRASKA			
	Madison	7,900	6,800	86
Under 25%	IOWA			
	Carroll	6,700	6,300	95
	Decatur	3,300	2,700	81
	Ringgold	2,600	2,400	92
	Sac	5,300	4,800	90
	KANSAS			
	Cloud	4,800	3,900	81
	Marshall	5,300	4,400	84
	Nemaha	3,900	3,500	89
	Republic	3,400	2,900	84
	Washington	3,600	2,900	82
	NEBRASKA			
	Antelope	3,200	2,600	82
	Boone	2,700	2,500	89
	Clay	2,900	2,900	98
	Dakota	3,600	3,500	97
	Hamilton	2,800	2,600	93
	Jefferson	3,900	3,500	89
	Merrick	2,600	2,400	89
	Nance	1,700	1,500	87
	Pawnee	1,800	1,500	81
Richardson	4,600	4,100	89	
Stanton	1,700	1,500	85	
Thurston	2,000	1,800	88	
Wayne	2,900	2,800	96	
SOUTH DAKOTA				
Charles Mix	3,200	2,500	77	
Douglas	1,500	1,200	81	

WOW-TV, Omaha (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	NEBRASKA—(Continued)			
	Saline	4,300	4,000	91
	Seward	4,100	3,600	86
	Stanton	1,700	1,500	85
	Wayne	2,900	2,800	96
Under 25%	IOWA			
	Carroll	6,700	6,300	95
	Sac	5,300	4,800	90
	KANSAS			
	Marshall	5,300	4,400	84
	Nemaha	3,900	3,500	89
	Washington	3,600	2,900	82
	NEBRASKA			
	Antelope	3,200	2,600	82
	Boone	2,700	2,500	89
	Dakota	3,600	3,500	97
	Fillmore	3,100	2,900	92
	Jefferson	3,900	3,500	89
	Merrick	2,600	2,400	89
	Nance	1,700	1,500	87
Pawnee	1,800	1,500	81	
Richardson	4,600	4,100	89	
Thurston	2,000	1,800	88	
York	4,500	3,900	86	

KSTF, Scottsbluff-Gering, Neb.
Listing Is On Next Page.

Nebraska—Scottsbluff-Gering



KSTF

Ch. 10



[Satellite of KFBC-TV,
Cheyenne, Wyo.]

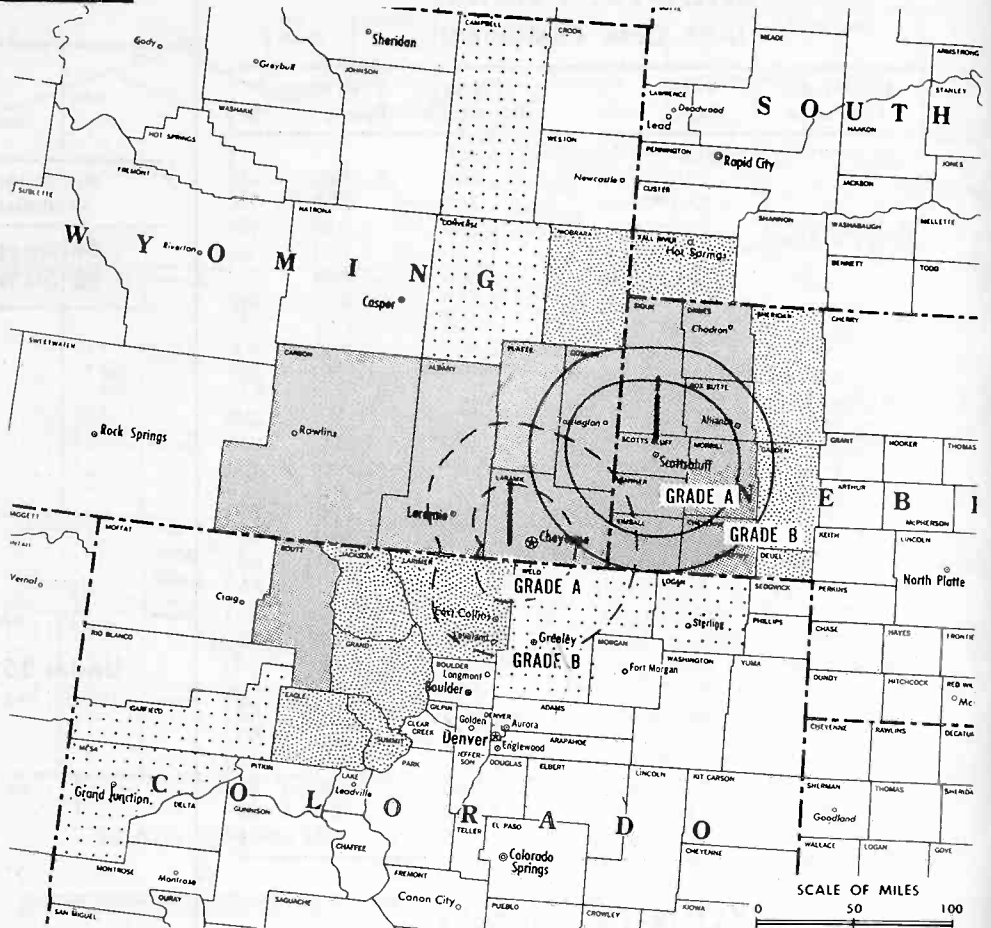
Technical Facilities: Channel No. 10
(192-198 mc). Authorized power:
240-kw visual, 120-kw aural. An-
tenna: 840-ft. above av. terrain,
674-ft. above ground, 5141-ft.
above sea level.

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

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

Vhf Repeaters: See listing immedi-
ately following Educational Sta-
tion Directory.

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



KSTF Ref: FCC File No. BMPCT-4858 Granted 10/9/57

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

KSTF

Network Service: ABC, CBS & NBC, same as KFBC-TV, Cheyenne.
Licensee: Frontier Bcstg. Co., 2923 E. Lincolnway, Cheyenne, Wyo.
Studio: 2923 E. Lincolnway, Cheyenne.

Telephone: 634-4461, Cheyenne.

Ownership: See KFBC-TV, Cheyenne.

Began Operation: Aug. 7, 1955.

Represented (sales) by George P. Hollingbery Co.

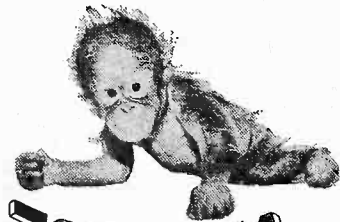
Personnel:

WILLIAM G. WALTER, resident manager.
DOUG REEVES, national sales manager.
TONY KEHL, sports director.
ROBERT S. McCracken, film buyer.
LOREN ELLIS, commercial manager.
CATHERINE JOHANNES, program director.
RONALD DAVIS, film director.
DEAN SUHR, resident engineer.
DORIS BERRY, women's director.

Rates: Sold only in combination with KFBC-TV, Cheyenne, with
rates applying to simultaneous telecasts on both stations.

NETWORK BASE HOURLY RATE: Bonus to KFBC-TV, Cheyenne,
Wyo.

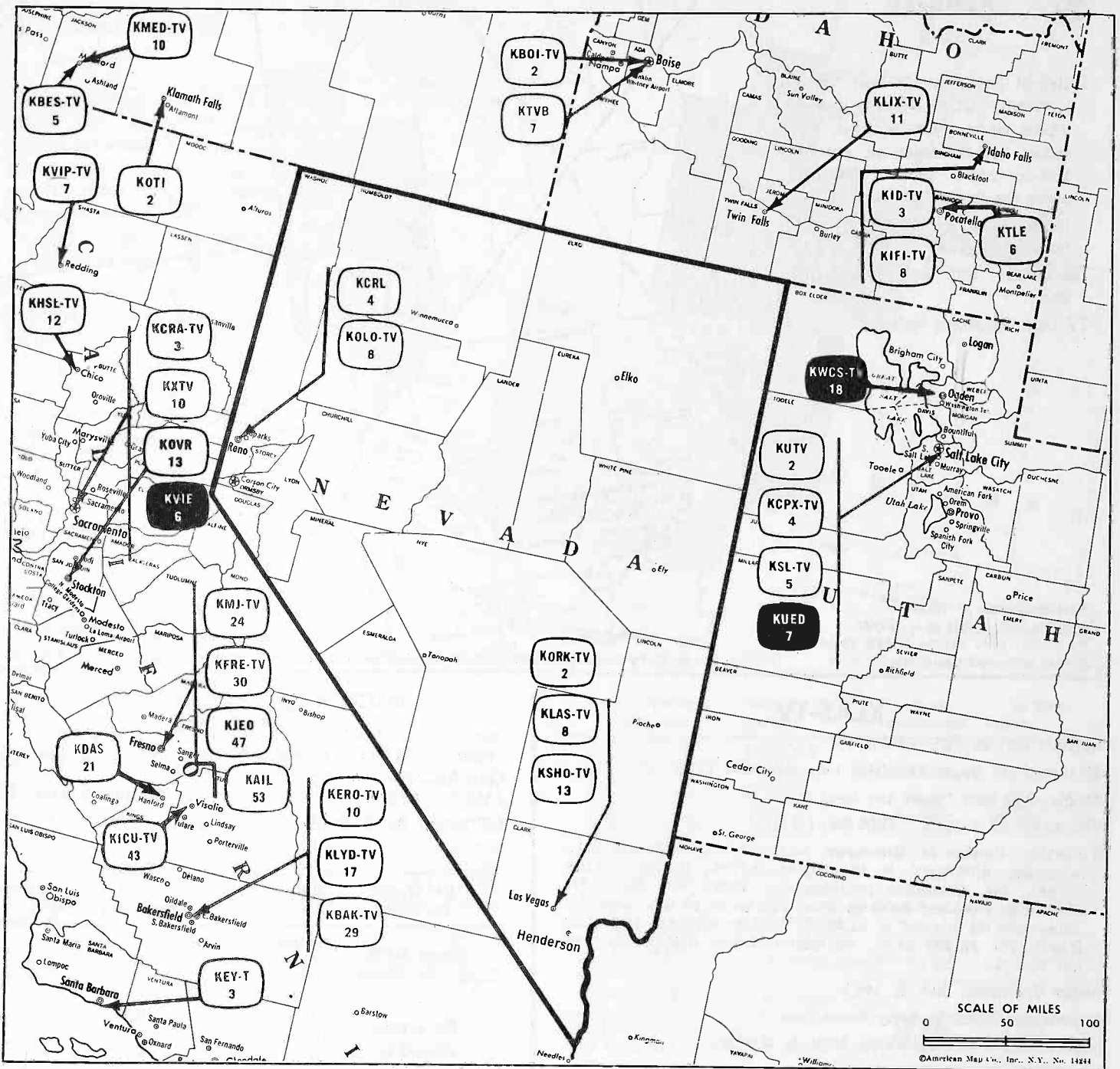
ARB Data For This Station Included With
Report of Parent KFBC-TV, Cheyenne, Wyo.



ZOORAMA

Nation's Most Popular Zoo Program

TRANS-LUX TELEVISION CORPORATION
NEW YORK CHICAGO HOLLYWOOD



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Reno	45,900	182	78,700	187	68,700	185
Las Vegas	44,400	185	60,100	195	53,500	194

Nevada Station Status as of Dec. 1, 1961

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
5	0	5
0	0	0
		5

Nevada—Las Vegas



KLAS-TV

Ch. 8

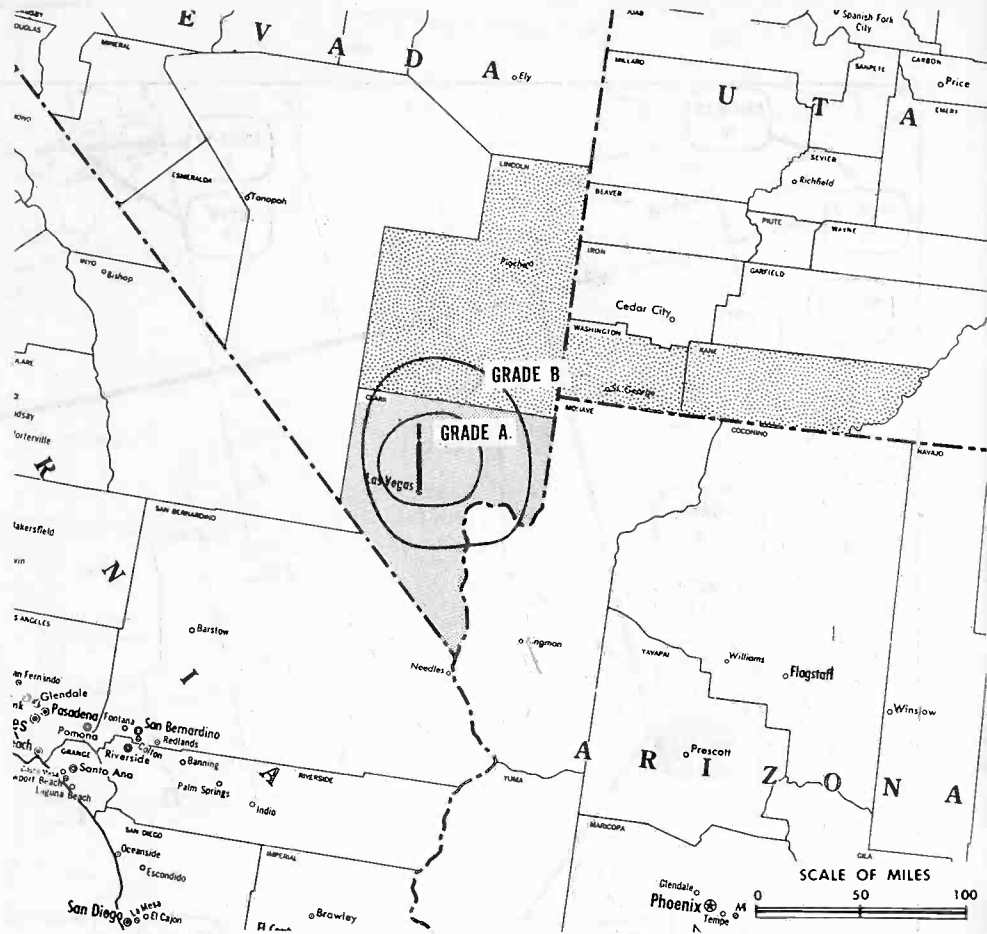
Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 55-kw visual, 27.5-kw aural. Antenna: 130-ft. above av. terrain, 238-ft. above ground, 2310-ft. above sea level.

Latitude 36° 07' 49"
Longitude 115° 09' 52"

Transmitter: 250 East Desert Inn Road.

TV tape: Recording facilities.

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



KLAS-TV Ref: FCC File No. BPCT-2116 Granted 5/29/56

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

KLAS-TV

Network Service: CBS (EMP).

Licensee: Las Vegas Television Inc., P.O. Box 1230.

Studio: 250 East Desert Inn Road.

Telephone: RE 5-7511. TWX No.: LV 5654.

Ownership: Herman M. Greenspun, pres., 73.7%; J. Dewey Solomon, v.p., 8.99%; C. H. Huntington, 2.72%; Harvey E. Luce, 2.38%. Mr. Greenspun publishes Las Vegas Sun. Note: Mr. Greenspun increased holdings from 36.6% to 68.8% when Mr. Jolley sold his interest in KLAS-TV back to company (Television Digest, Vol. 12:25; 13:9). He later increased holdings to present 73.7%.

Began Operation: July 8, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Welch, Mott & Morgan.

Personnel:

HERMAN M. GREENSPUN, president.
WILLIAM D. STILES, station mgr. & nat'l. advertising mgr.
MARK SMITH, operations manager.
NORMAN L. WHITE, local sales manager.
URSULA SCHIXIDLER, business manager.
HURSCHEL C. MCKENZIE, chief engineer.

DIGEST OF RATE CARD NO. S-1 & P-1 (Sept. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.	\$350.00	\$200.00	\$140.00	\$120.00	\$50.00	\$40.00

NETWORK BASE HOURLY RATE: \$140.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEVADA Clark	44,000	40,100	92
	NEVADA Lincoln	800	600	77
Between 25-50%	UTAH Kane	800	400	52
	Washington	2,800	2,100	73
Under 25%:	None Under 25%			
KLAS-TV Station Total		48,400	43,200	89
ARB Total Net Weekly Circulation (March, 1962)			40,800	

Nevada—Las Vegas



KORK-TV

(formerly KLRJ-TV)

Ch. 2

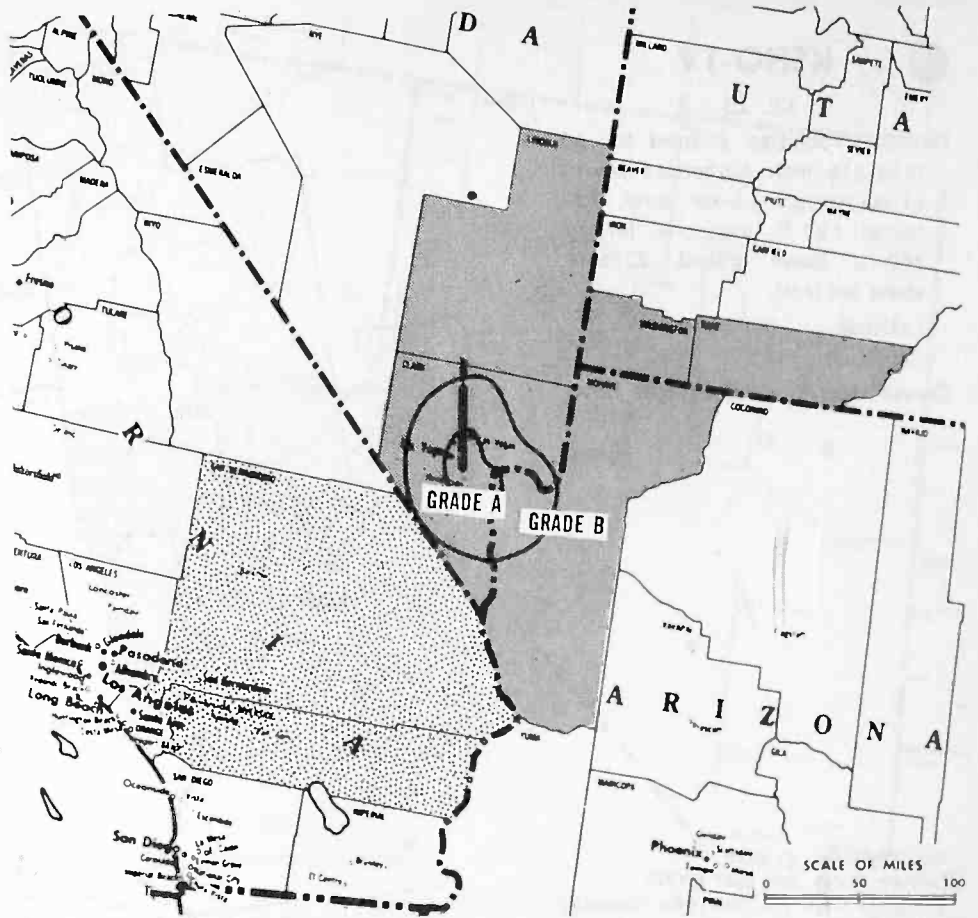
Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 275-ft. above av. terrain, 507-ft. above ground, 2317-ft. above sea level.

Latitude 36° 07' 50"
Longitude 115° 05' 06"

Transmitter: 4850 Henderson Hwy.

AM Affiliate: KORK, .25-kw, 1340 kc (MBS).

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



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

KLRJ-TV Ref: FCC File No. BMPCT-2582 Granted 12/8/54

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

KORK-TV

Licensee: Southern Nevada Radio & TV Co., Box 550, Las Vegas.

Studio: 4850 Henderson Highway.

Telephone: Dudley 2-1760.

TWX No.: LV 5649.

Ownership: Donald W. Reynolds, pres., 100%; Reynolds also controls KOLO-TV, Reno (KOLO); KGNS-TV, Laredo, Tex. (under lease); KFSA-TV, Fort Smith (KFSA); KFOY-TV, Hot Springs, Ark.; Review Journal and other newspapers in Arkansas, Nevada, Oklahoma and Mississippi.

Began Operation: Jan. 23, 1955.

Represented (sales) by Venard, Torbet & McConnell Inc.; C. K. Beaver & Assoc. (South & Southeast).

Represented (legal) by Haley, Bader & Potts.

Personnel:

DONALD W. REYNOLDS, president.
EDWARD R. TABOR, gen. & natl. sales mgr.
DON BROWN, local sales manager.

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

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

Class AA—7-10:30 p.m., daily.

\$300.00 \$180.00 \$110.00 \$90.00 \$60.00 \$46.00 \$30.00

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARIZONA			
	Mohave	2,600	2,000	76
	NEVADA			
	Clark	44,000	40,100	92
	Lincoln	800	600	77
Between 25-50%	UTAH			
	Kane	800	400	52
	Washington	2,800	2,100	73
Under 25%	CALIFORNIA			
	Riverside E.	5,400	4,900	90
	San Bernardino E.	3,700	3,400	92
	None Under 25%			
KLRJ-TV Station Total		60,100	53,500	89
ARB Total Net Weekly Circulation (March, 1962)			44,400	



THE MIGHTY HERCULES THE MIGHTIEST NEW CARTOON SERIES

TRANS-LUX TELEVISION CORPORATION
NEW YORK CHICAGO HOLLYWOOD

Nevada—Las Vegas



KSHO-TV

Ch. 13

Technical Facilities: Channel No. 13
(210-216 mc). Authorized power:
11-kw visual, 5.5-kw aural. An-
tenna: 130-ft. above av. terrain,
242-ft. above ground, 2296-ft.
above sea level.

Latitude 36° 08' 32"

Longitude 115° 09' 37"

Transmitter: El Rancho Vegas Hotel.



Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.

KSHO-TV Ref: FCC File No. BMPCT-4854 Granted 9/26/57

©American Map Co., Inc., N.Y., No. 1424

KSHO-TV

Licensee: Television Co. of America Inc., El Rancho Vegas Hotel.

Studio: El Rancho Vegas Hotel.

Telephone: RE 5-4266.

Ownership: Nevada Broadcasters Fund Inc., 100%. Officers: Alex Gold, pres.; Walter Shull, v.p. Note: Transfer pends to Arthur Powell Williams.

Began Operation: May 4, 1956. Sale of KSHO-TV to present owners by Mervyn L. & Nathan Adelson and Irwin A. Molasky approved Nov. 5, 1959 by FCC (Television Digest, Vol. 15:42, 45). Sale to Adelson group by Albert Zugsmith interests approved Nov. 20, 1957 by FCC (Vol. 13:34, 42, 47); Zugsmith group's purchase of KSHO-TV with radio KBMI, Henderson, Nev. approved Nov. 28, 1956 by FCC (Vol. 12:48).

Represented (sales) by Forjoe-TV Inc.

Personnel:

ALEX GOLD, president, general manager & film buyer.

ANDE BEGGERLY, program director.

WALTER SHULL, local sales manager,

JAMES LEACH, chief engineer.

DIGEST OF RATE CARD NO. 4

(July 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class A—6:30-10:30 p.m., daily.
\$250.00 \$150.00 \$100.00 \$65.00 \$50.00 \$40.00 \$30.00

NETWORK BASE HOURLY RATE: Bonus to network.

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
Over 50%	NEVADA Clark	44,100	40,100	92
Between 25-50%	None	Between 25-50%		
Under 25%	NEVADA Lincoln	800	600	77
	UTAH Kane	800	400	52
	Washington	2,800	2,100	73
KSHO-TV Station Total		48,400	43,200	89
ARB Total Net Weekly Circulation (March, 1962)			39,300	

Nevada—Reno



KCRL

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 17.4-kw visual, 9.1-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.

TV tape; Recording facilities.



KCRL Ref: FCC File No. BPCT-2656 Granted 6/15/61

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

KCRL

Licensee: Circle L. Inc.

Studio: 1790 Vassar St.

Telephone: 322-9145. TWX No.: 702-358-0132.

Ownership: Circle L. Inc., 100%.

Began Operation: Sept. 30, 1962.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Ron Oakley.

Personnel:

CHARLES E. CORD, pres. & general manager.

ROGER O. VAN DUZER, station manager.

RICHARD ROWLEY, sales manager.

JIM BENTLEY, operations manager.

RON OAKLEY, chief engineer.

DWIGHT DYER, news director.

WALLACE D. WARREN, public affairs director.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—6:30-10 p.m., daily.	\$350.00	\$200.00	\$140.00	\$100.00	\$75.00	\$60.00	\$35.00

NETWORK BASE HOURLY RATE: \$250.

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

HAMILTON-LANDIS & ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS
WASHINGTON, D.C., CHICAGO, DALLAS,
SAN FRANCISCO

SELL **MORE**

RADIO & TELEVISION STATIONS
IN THE WEST—NEAREST OFFICE IS—
111 SUTTER ST., SAN FRANCISCO 4
EXBROOK 2-5671

Nevada—Reno



Ch. 8

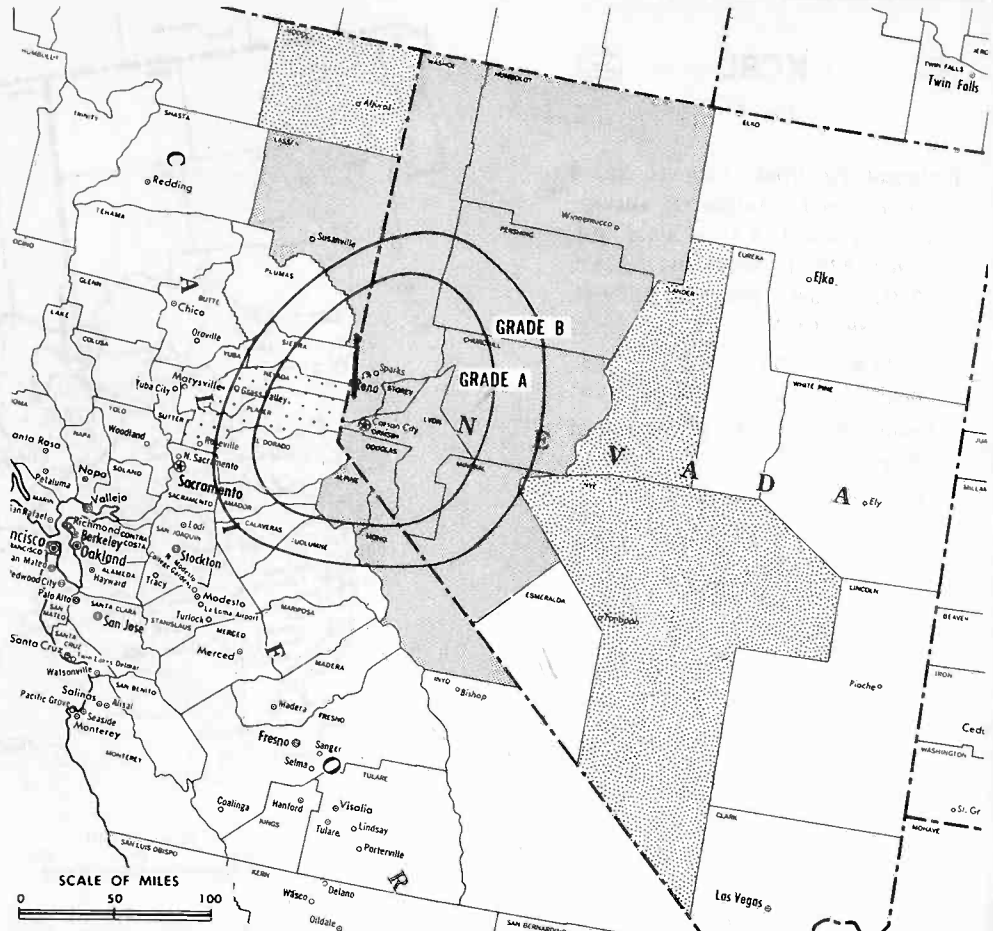
Technical Facilities: Channel No. 8
(180-186 mc). Authorized power:
77.6-kw visual, 38.9-kw aural. An-
tenna: 2930-ft. above av. terrain,
120-ft. above ground, 9789-ft.
above sea level.

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

Transmitter: Slide Mt., Washoe
County.

AM Affiliate: KOLO, 1-kw, 920 kc.

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



KOLO-TV Ref: FCC File No. BPCT-2653 Granted 8/10/59 ©American Map Co., Inc. N.Y., No. 14244

KOLO-TV

Network Service: ABC, CBS.
Licensee: Nevada Radio-Television Inc., Box 2610.
Studio: 770 E. 5th St.
Telephone: Fairview 3-0721. TWX No.: 702-358-1681.
Ownership: Donald W. Reynolds, 50%; Southwestern Publishing Co., 50%. Mr. Reynolds also controls KORK-TV, Las Vegas and KFOY-TV, Hot Springs, Ark. For Reynolds' other holdings see KORK-TV, Las Vegas.
Began Operation: Sept. 26, 1953.
Represented (sales) by Venard, Torbet & McConnell Inc.
Represented (legal) by Haley, Bader & Potts.
Represented (engineering) by Hammett & Edison.
Personnel:
DONALD W. REYNOLDS, president.
LEE HIRSHLAND, v.p. & general manager.
PHIL ROSE, commercial manager.
HELEN BUSSCHER, program service mgr.
DON BRIESE, operations manager.
JIM BULL, chief engineer.
BOB CARROLL, news director.

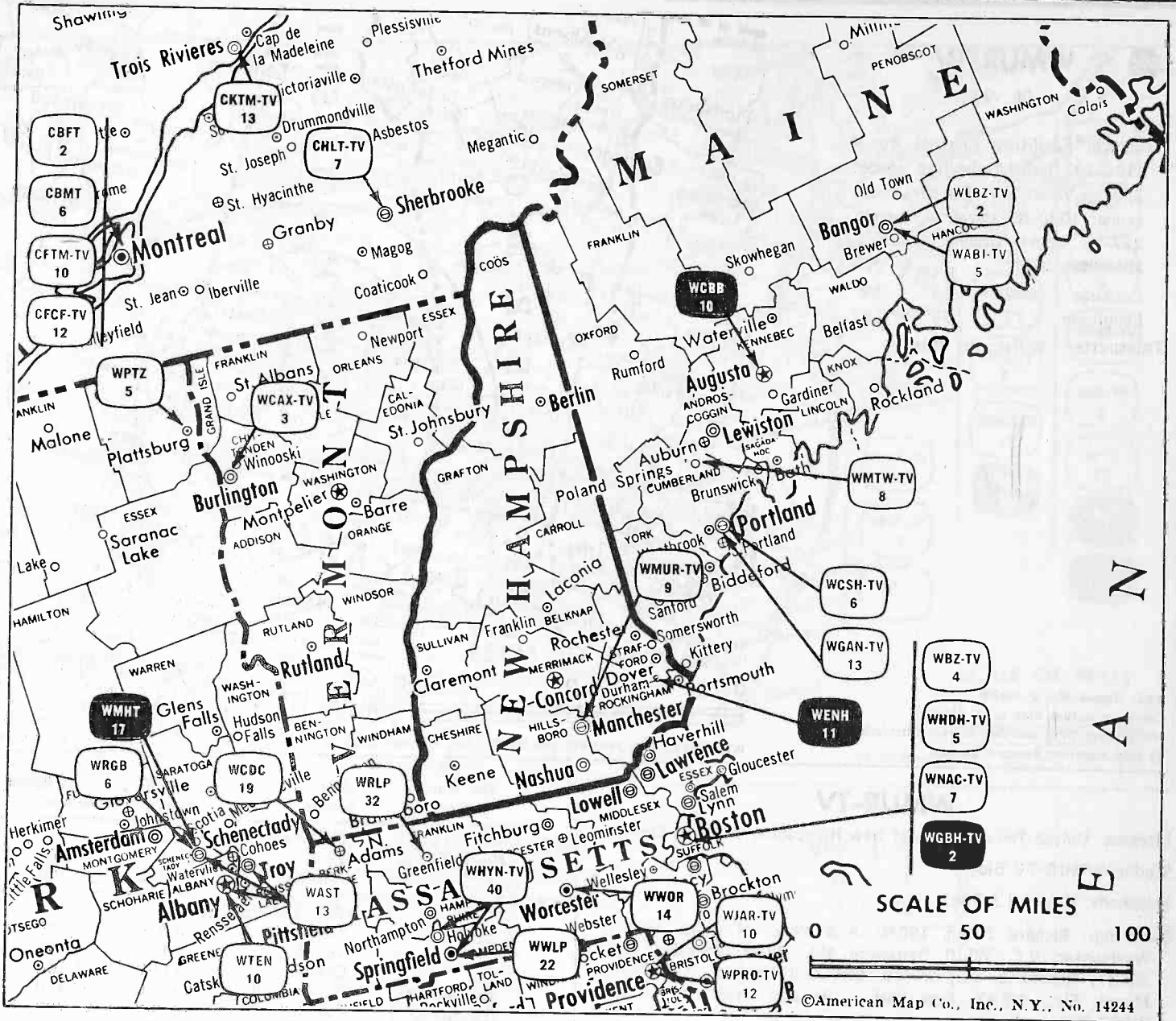
DIGEST OF RATE CARD NO. 9-R (June 1, 1960)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10 p.m., daily.
\$400.00 \$240.00 \$160.00 \$120.00 \$100.00 \$80.00 \$70.00 \$40.00
NETWORK BASE HOURLY RATE: \$250 (ABC), \$250 (CBS).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA				
		Alpine	100	100	68
		Lassen	4,300	3,600	82
		Mono	900	600	63
	NEVADA				
		Churchill	2,600	2,400	91
		Douglas	1,200	1,000	81
		Humboldt	1,900	1,600	83
		Lyon	2,000	1,600	79
		Mineral	1,900	1,700	85
	Ormsby	2,500	2,300	89	
	Pershing	1,100	1,000	83	
	Storey	200	200	75	
	Washoe	29,700	26,100	88	
Between 25-50%	CALIFORNIA				
		Modoc	2,600	2,200	80
	NEVADA				
	Lander	500	400	64	
	Nye	1,600	1,000	60	
Under 25%	CALIFORNIA				
		Nevada	7,500	6,600	88
	Placer	18,100	16,300	90	

KOLO-TV Station Total 78,700 68,700 87
ARB Total Net Weekly Circulation (March, 1962) 45,900

For Television Market Rankings
see page 24-a



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Manchester	234,000	72	1,144,700	17	1,076,600	17

New Hampshire Station Status as of Dec. 1, 1962

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
1	0	1
1	0	1
		2

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

WRLP
Keene
(See Greenfield, Mass.)

WMTW-TV
Mt. Washington
(See Poland Spring, Me.)

State Educational Technical Facilities
(Complete Data in Educational Directory)

WENH
Durham
Ch. 11

Non-Commercial Educational Station

Licensee: U of New Hampshire, Durham

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 51.3-kw visual, 25.7-kw aural. Antenna: 970-ft. above av. terrain, 398-ft. above ground, 1498-ft. above sea level.

Latitude 43° 10' 41"
Longitude 71° 12' 19"

New Hampshire—Manchester



WMUR-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 282-kw visual, 155-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, N.H.



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

WMUR-TV Ref: FCC File No. BPCT-2407 Granted 11/15/55

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

WMUR-TV

Licensee: United Television Co. of New Hampshire, 1819 N. Elm St.

Studio: WMUR-TV Bldg.

Telephone: National 3-8061.

Ownership: Richard Eaton, 100%. Also owner of radios WOOK, Washington, D.C.; WSID, Baltimore, Md.; WINX, Rockville, Md.; WANT, Richmond, Va.; WJMO, Cleveland Heights, O.; WFAB, Miami, Fla.; WBNX, New York. He also holds uhf CP for WOOK-TV, Washington.

Began Operation: March 28, 1954. Transfer to present owner from estate of Francis P. Murphy approved Feb. 3, 1959 by FCC (Television Digest, Vols. 14:15; 15:2, 6).

Represented (sales) by Young Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Gautney & Jones.

Personnel:

RICHARD EATON, president & film buyer.

SAM PHILLIPS, v.p. & general manager.

RAY HARRIS, program manager.

DIGEST OF RATE CARD NO. 7
(March 1, 1958)

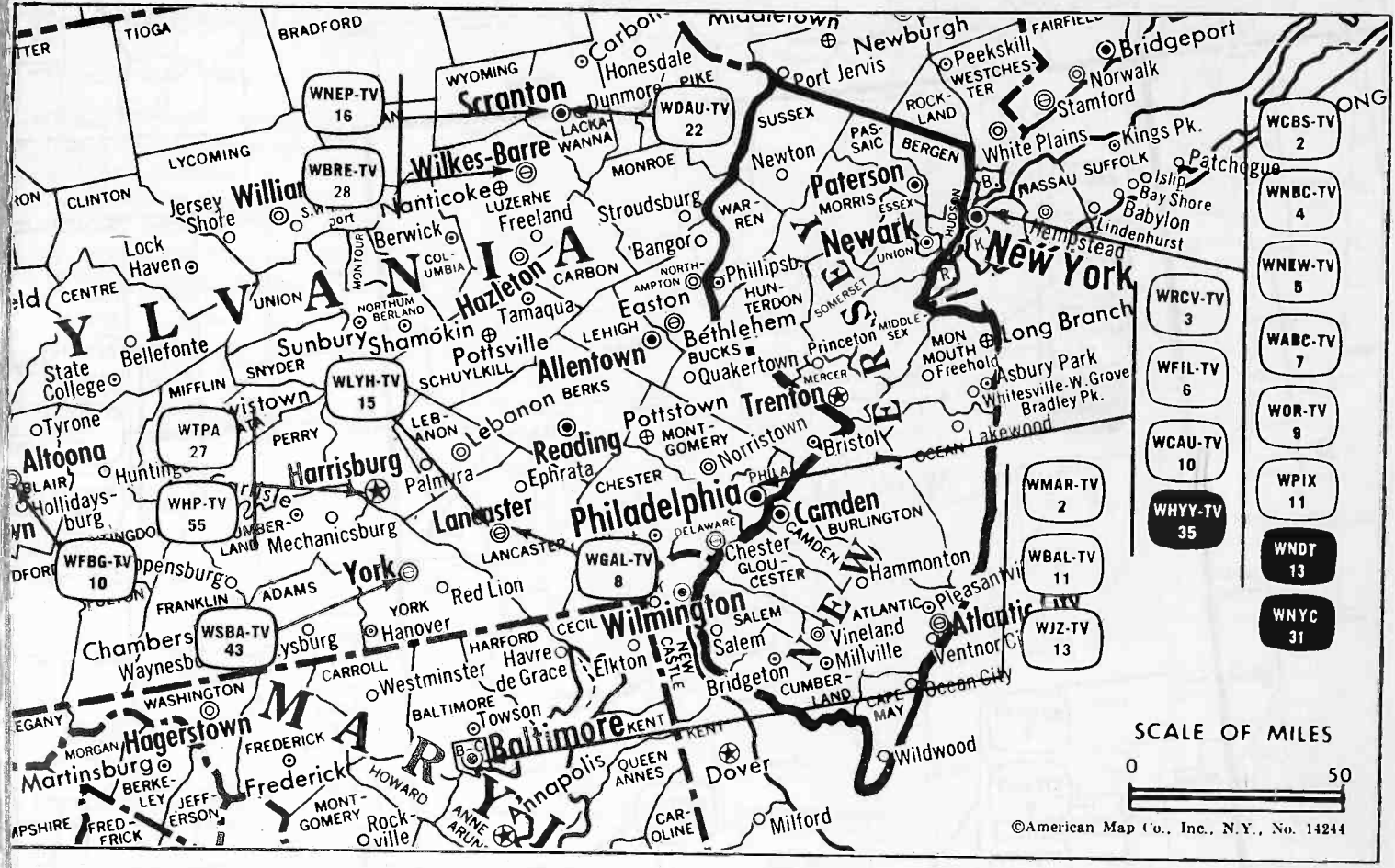
Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 or 10 Sec.
Class AA—7:29-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00 \$50.00

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW HAMPSHIRE			
	Merrimack	20,100	18,500	92
	Sullivan	8,800	7,700	88
Between 25-50%	NEW HAMPSHIRE			
	Belknap	8,800	8,400	95
	Carroll	5,100	4,800	93
	Cheshire	13,600	12,100	89
	Hillsborough	55,400	52,700	95
	Rockingham	30,200	28,700	95
	Strafford	17,700	16,500	93
VERMONT				
Bennington	7,600	6,900	91	
Windham	9,100	7,400	81	
Under 25%	MAINE			
	York	30,500	29,000	95
	MASSACHUSETTS			
	Middlesex	361,300	345,500	96
	Norfolk	149,600	144,400	97
Suffolk	251,600	228,100	91	
Worcester	175,300	165,900	95	
WMUR-TV Station Total		1,144,700	1,076,600	95
ARB Total Net Weekly Circulation (March, 1962)			234,300	

For Additional Information About Transfer of WMUR-TV to United Television, see Sales & Transfers Section.

New Jersey

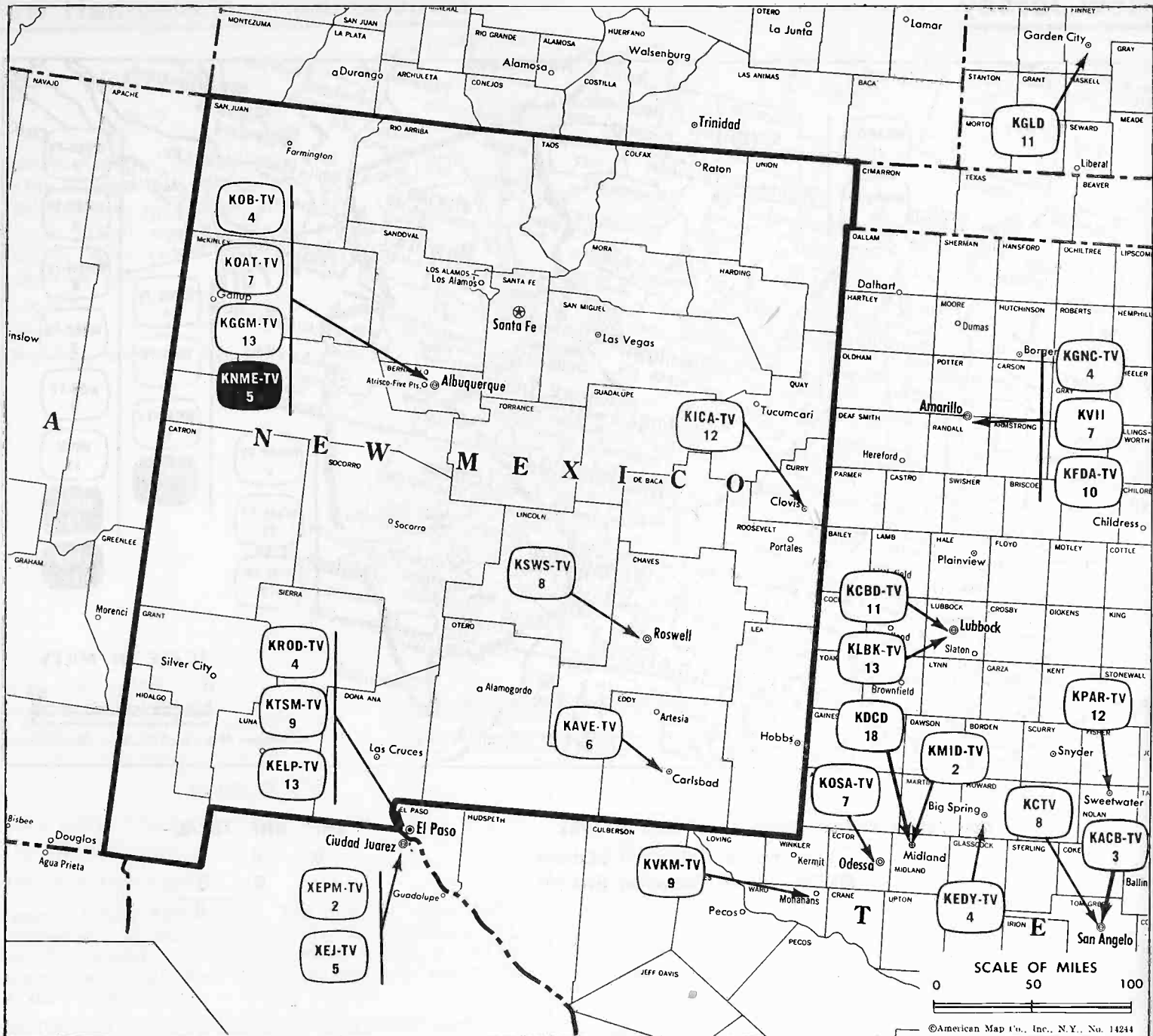


New Jersey Station Status as of Dec. 1, 1962

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
0	0	0
0	0	0
		0

New Mexico



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Albuquerque	144,300	106	194,600	136	156,500	138
Roswell	48,100	179	79,200	186	70,200	182
Clovis	13,700	219	28,000	213	24,100	214
Carlsbad	11,200	222	14,600	218	13,000	217

New Mexico Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	6	0	6
Educational Television Stations	1	0	1
			7

See CATV Directory
for New Mexico's
Community Antenna Systems

State Educational Technical Facilities (Complete Data in Educational Directory)

KNME-TV Albuquerque Ch. 5

Non-Commercial Educational Station

Licensee: Regents of University of New Mexico and Board of Education of the City of Albuquerque, 1801 Roma N.E.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 11.2-kw visual, 5.62-kw aural. Antenna: 4150-ft. above av. terrain, 123-ft. above ground, 10,776-ft. above sea level.

Latitude 35° 12' 42.65"
Longitude 106° 26' 58.60"

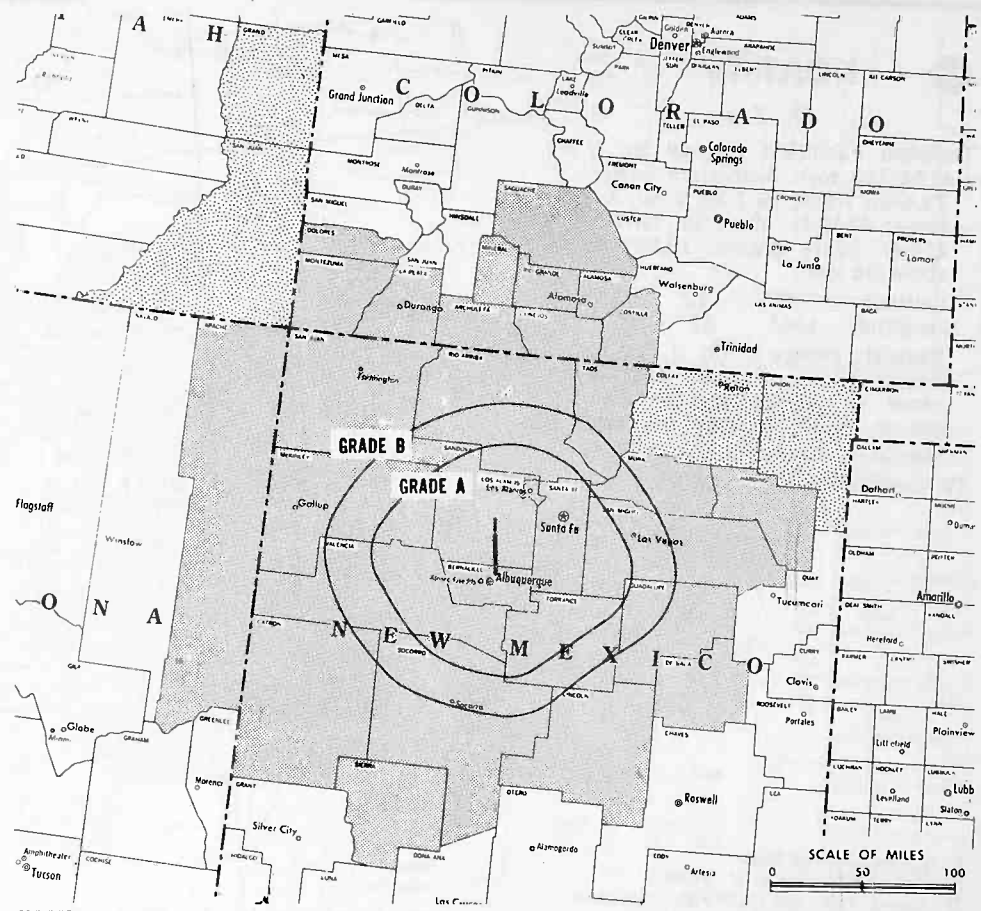
New Mexico—Albuquerque

KGGM-TV
Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 89.1-kw maximum & 44.7-kw visual, 44.6-kw maximum & 22.4-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.
AM Affiliate: KGGM, 5-kw, 610 kc (CBS).



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

KGGM-TV Ref: FCC File No. BPCT-2178 Granted 9/18/56 ©American Map Co., Inc., N.Y., No. 14244

KGGM-TV

Licensee: New Mexico Bcstg. Co. Inc., Box 1294.
Studio: 14th & Coal SW.
Telephone: Chapel 3-2285. TWX No.: AQ 88.
Ownership: A. R. Hebenstreit, pres., 62.21%; S. P. Vidal, v.p., 11.30%; N. M. Switzer, secy.-treas.; Vergie Abeyta, asst. secy.; Maurice Liberman, 5.60%; Clinton P. Anderson, 5.54%; Sherburne P. Anderson, 2.37%; Nancy Anderson Roberts, 2.26%; P. J. Vidal, 1.40%; and 24 others less than 1% each. Also owns KVSF, Santa Fe.
Began Operation: Sept. 24, 1953.
Presented (sales) by The Branham Co.
Presented (legal) by Dempsey & Koplovitz.
Presented (engineering) by A. Earl Cullum Jr.
Personnel:
A. R. HEBENSTREIT, president, general manager & film buyer.
R. C. (DUSTY) RHoads, commercial manager & film buyer.
ROBT. VAN DRIEL, program manager.
VERGIE ABEYTA, traffic & national sales manager.
LEONARD DODDS, chief engineer.

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

Our 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.
\$0.00 \$250.00 \$160.00 \$125.00 \$100.00 \$75.00 \$60.00 \$45.00
NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARIZONA			
	Apache	6,200	2,800	46
	COLORADO			
	Mineral	200	100	58
	Alamosa	2,800	2,200	77

Net Weekly Circulation	State County	Total Households	TV Homes	%		
Over 50%	COLORADO—(Continued)					
		Archuleta	700	500	65	
		Conejos	2,000	1,500	74	
		Costilla	1,000	500	49	
		Dolores	600	300	48	
		La Plata	5,600	4,400	78	
		Montezuma	4,100	3,200	78	
		Rio Grande	3,100	2,300	73	
		Saguache	1,200	900	69	
	Between 25-50%	NEW MEXICO				
			Bernalillo	77,300	71,200	93
			Catron	800	500	50
			De Baca	900	800	82
			Guadalupe	1,400	1,000	70
			Harding	500	400	58
		Lincoln	2,300	1,900	79	
		Los Alamos	3,700	3,500	93	
		McKinley	8,000	5,100	64	
		Mora	1,500	600	40	
		Rio Arriba	5,500	3,700	66	
		Sandoval	3,000	2,200	71	
		San Juan	14,300	10,200	72	
		San Miguel	5,400	3,500	64	
		Santa Fe	12,000	10,200	85	
	Sierra	2,500	1,800	70		
	Socorro	2,700	2,400	87		
	Taos	3,800	2,200	57		
	Torrance	1,700	1,400	78		
	Valencia	9,900	8,400	85		
Under 25%	NEW MEXICO					
		Colfax	3,900	2,900	73	
		Union	1,800	1,200	67	
Under 25%	UTAH					
		Grand	2,000	1,300	62	
	San Juan	2,200	1,400	62		
KGGM-TV Station Total		194,600	156,500	80		
ARB Total Net Weekly Circulation (March, 1962)		136,400				

New Mexico—Albuquerque



KOAT-TV

Ch. 7

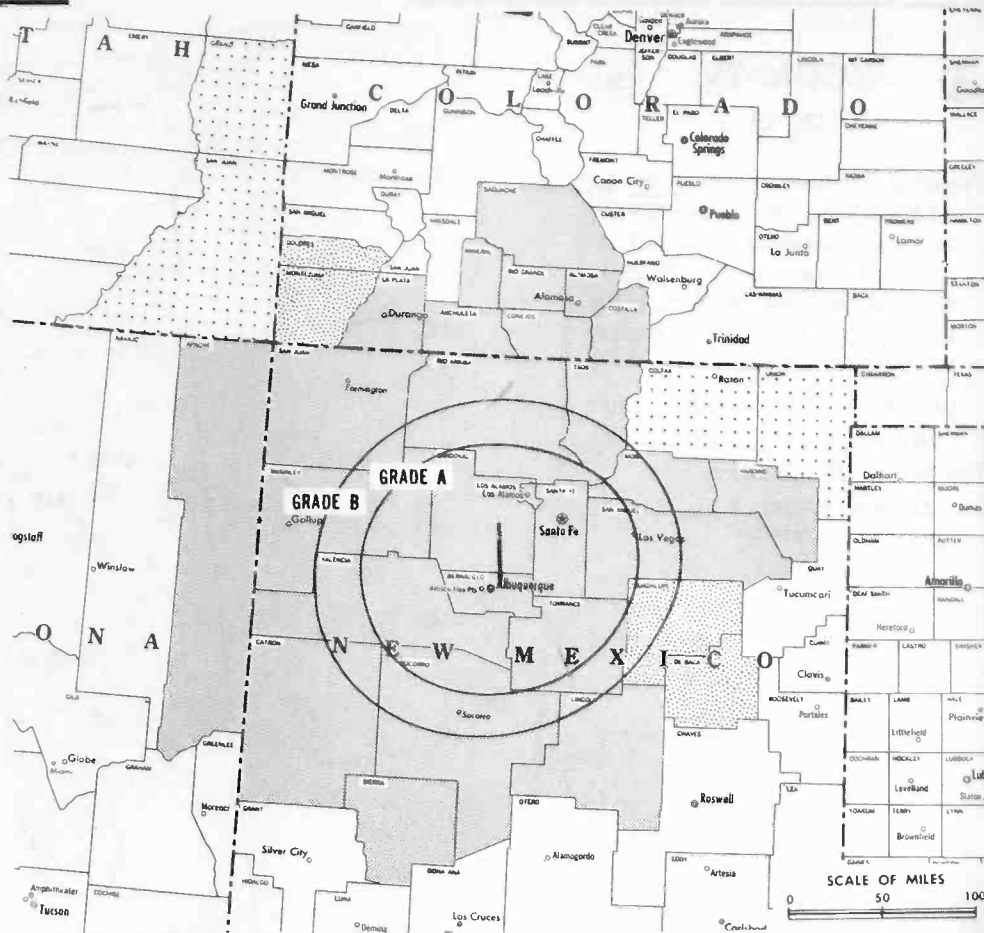
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 73.5-kw visual, 36.7-kw aural. Antenna: 4240-ft. above av. terrain, 256-ft. above ground, 10,851-ft. above sea level.

Latitude 35° 12' 53"
Longitude 106° 27' 1.3"

Requests change to Ch. 2. 27-kw visual, 13.5-kw aural, 4235-ft. above av. terrain, 252-ft. above ground, 10,847-ft. above sea level.

Transmitter: Sandia Crest.

TV tape: Recording facilities.



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

KOAT-TV Ref: FCC File No. BMPCT-3777 Granted 5/3/66

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

KOAT-TV

Licensee: Alvarado Television Co. Inc., 122 Tulane Dr., S.E.

Studio: 1377 University Blvd., N.E. Telephone: Chapel 7-0101.
TWX No.: 505-243-8364.

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

Began Operation: Sept. 28, 1953. Sale to present owner by Alvarado Television Co. Inc., approved by FCC Jan. 23, 1962. Merger with KVOA-TV, Tucson, approved Sept. 30, 1959 by FCC (Television Digest, Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles and associates approved Feb. 6, 1957. (Vols. 12:51, 13:6).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Creutz & Snowberger.

Personnel:

FRED L. VANCE, general manager.
MAX SKLOWER, station manager.
EVELENE WILLS, film director.
JAMES SHARMAN, chief engineer
GEORGE MORRISON, news director.
FRANK IDASPE, operations director & film buyer.

DIGEST OF RATE CARD NO. 10-A (June 1, 1962)

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

Class AA—6:59-10:01 p.m., daily.


\$375.00 \$225.00 \$150.00 \$125.00 \$93.75 \$75.00 \$60.00 \$37.50

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARIZONA			
	Apache	6,200	2,800	46
	COLORADO			
	Mineral	200	100	58
	Alamosa	2,800	2,200	77

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	COLORADO—(Continued)				
		Archuleta	700	500	65
		Conejos	2,000	1,500	74
		Costilla	1,000	500	49
		La Plata	5,600	4,400	78
		Rio Grande	3,100	2,300	73
		Saguache	1,200	900	69
		NEW MEXICO			
		Bernalillo	77,300	71,200	93
		Catron	800	500	50
		Harding	500	400	58
		Lincoln	2,300	1,900	79
		Los Alamos	3,700	3,500	93
		McKinley	8,000	5,100	64
		Mora	1,500	600	40
		Rio Arriba	5,500	3,700	66
		Sandoval	3,000	2,200	71
	San Juan	14,300	10,200	72	
	San Miguel	5,400	3,500	64	
	Santa Fe	12,000	10,200	85	
	Sierra	2,500	1,800	70	
	Socorro	2,700	2,400	87	
	Taos	3,800	2,200	57	
	Torrance	1,700	1,400	78	
	Valencia	9,900	8,400	85	
Between 25-50%	COLORADO				
		Montezuma	4,100	3,200	78
		Dolores	600	300	48
	NEW MEXICO				
	De Baca	900	800	82	
	Guadalupe	1,400	1,000	70	
Under 25%	NEW MEXICO				
		Colfax	3,900	2,900	73
		Union	1,800	1,200	67
	UTAH				
		Grand	2,000	1,300	62
	San Juan	2,200	1,400	62	
KOAT-TV Station Total		194,600	156,500	80	
ARB Total Net Weekly Circulation (March, 1962)			136,000		

New Mexico—Albuquerque

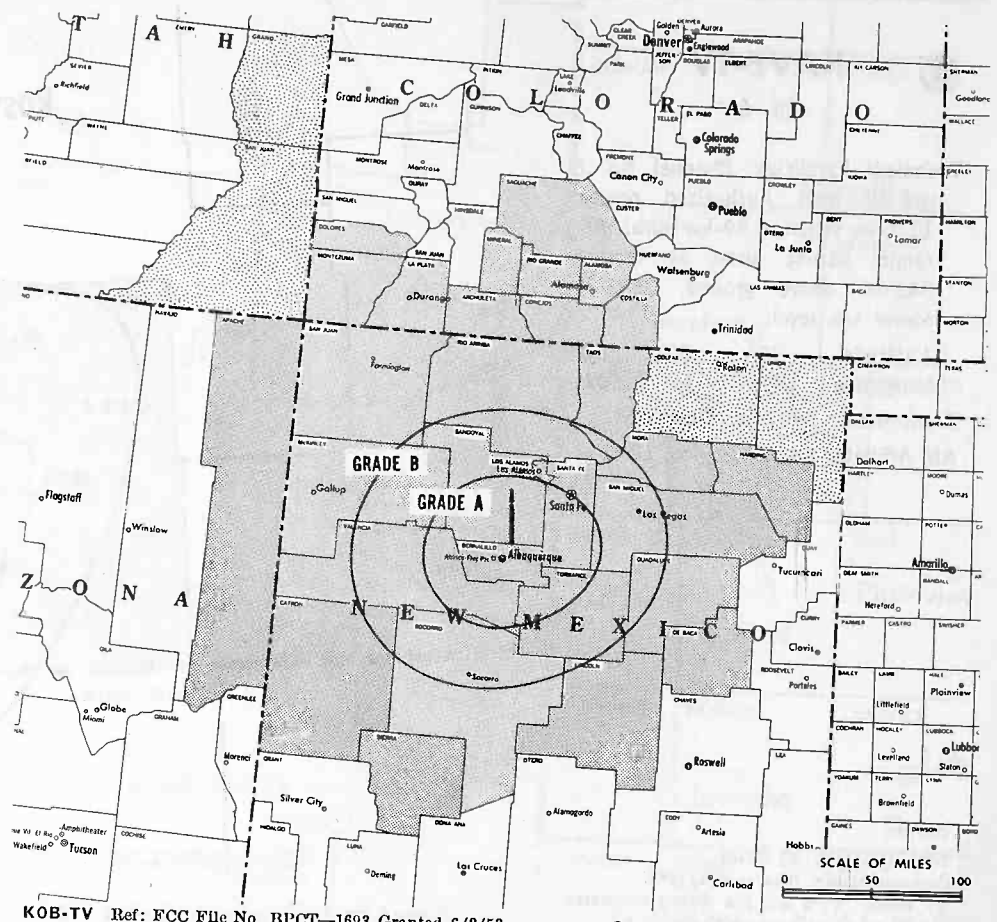
KOB-TV 

Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 27-kw visual, 13.5-kw aural. Antenna: 4200-ft. above av. terrain, 183-ft. above ground, 10,833-ft. above sea level, using 1° electrical beam tHt.

Latitude 35° 12' 42"
Longitude 106° 26' 57"

Transmitter: Sandia Crest.
TV tape: Recording facilities.
AM Affiliate: See below.



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

KOB-TV Ref: FCC File No. BPC1-1693 Granted 6/2/53

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

KOB-TV

Licensee: Hubbard Broadcasting Inc.
Address: 1430 Coal Ave., S.W.
Telephone: Chapel 3-4411.
Broadcast Affiliate: KOB, 50-kw (25-kw night), 770 kc (NBC).
Ownership: Hubbard Bcstg. Inc., 100%.
Commencement of Operation: Nov. 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).
Presented (sales) by Edward Petry & Co. Inc.
Presented (legal) by Spearman & Roberson.
Personnel:
STANLEY E. HUBBARD, president.
GEORGE S. JOHNSON, general manager.
ROBERT WILLIAMS, sales manager.
ERRY DANZINGER, TV operational manager & film buyer.
PAUL BAIN, public relations & program director.
ERN BIBEAU, technical operations.

DIGEST OF RATE CARD NO. 12 (Nov. 1, 1962)

30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7-10 p.m., daily.
\$0.00 \$244.00 \$167.00 \$111.00 \$100.00* \$85.00* \$50.00*

Class AA—6:30-9:30 p.m., daily.

WORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARIZONA			
	Apache	6,200	2,800	46
	COLORADO			
	Mineral	200	100	58
	Montezuma	4,100	3,200	78
	Alamosa	2,800	2,200	77

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	COLORADO—(Continued)			
	Archuleta	700	500	65
	Conejos	2,000	1,500	74
	Costilla	1,000	500	49
	Dolores	600	300	48
	La Plata	5,600	4,400	78
	Rio Grande	3,100	2,300	73
	Saguache	1,200	900	69
	NEW MEXICO			
	Bernalillo	77,300	71,200	93
Catron	800	500	50	
De Baca	900	800	82	
Guadalupe	1,400	1,000	70	
Harding	500	400	58	
Lincoln	2,300	1,900	79	
Los Alamos	3,700	3,500	93	
McKinley	8,000	5,100	64	
Mora	1,500	600	40	
Rio Arriba	5,500	3,700	66	
Sandoval	3,000	2,200	71	
San Juan	14,300	10,200	72	
San Miguel	5,400	3,500	64	
Santa Fe	12,000	10,200	85	
Sierra	2,500	1,800	70	
Socorro	2,700	2,400	87	
Taos	3,800	2,200	57	
Torrance	1,700	1,400	78	
Valencia	9,900	8,400	85	
Between 25-50%	NEW MEXICO			
	Colfax	3,900	2,900	73
	Union	1,800	1,200	67
Under 25%	UTAH			
	Grand	2,000	1,300	62
	San Juan	2,200	1,400	62
KOB-TV Station Total		194,600	156,500	80
ARB Total Net Weekly Circulation (March, 1962)		144,300		

New Mexico—Carlsbad



KAVE-TV

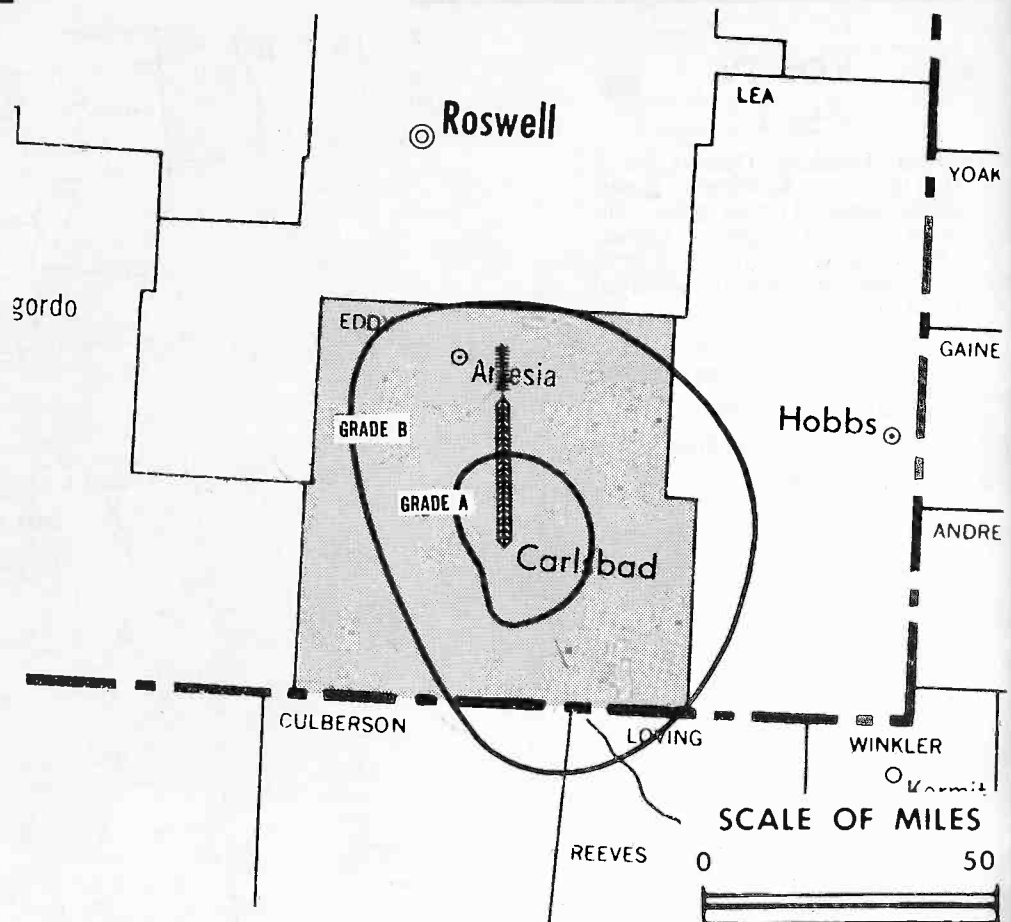
Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 11.7-kw visual, 5.89-kw aural. Antenna: 380-ft. above av. terrain, 341-ft. above ground, 3691-ft. above sea level.

Latitude 32° 25' 42"
Longitude 104° 16' 01"

Transmitter: 2907 W. Church St.

AM Affiliate: KAVE, .25-kw, 1240 kc.



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

KAVE-TV Ref: FCC File No. BMPCT-3847 Granted 5/1/56

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

KAVE-TV

Network Service: CBS (EMP).

Licensee: Voice of the Caverns Inc., Box 631.

Studio: 2907 W. Church St.

Telephone: Tuxedo 5-4101.

Ownership: Edward P. Talbott, pres., 51%; W. R. Carnahan, v.p., 11.6%; 9 other stockholders, none with more than 5%.

Began Operation: Aug. 24, 1956. Sale of control by Mrs. Nancy H. Battison to Talbott and Davis approved Feb. 20, 1958 by FCC (Television Digest, Vol. 14:2, 8).

Represented (sales) by The Devney Organization Inc.

Represented (legal) by Philip M. Baker.

Personnel:

EDWARD P. TALBOTT, president.
TOM WISEHEART, general manager & film buyer.
NEAL JONES, program director.
SANFORD BROWN, chief engineer.

DIGEST OF RATE CARD NO. 2

(Aug. 1, 1958)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$45.00	\$30.00	\$22.50	\$15.00

NETWORK BASE HOURLY RATE: \$70.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW MEXICO Eddy	14,600	13,000	90
Between 25-50%	None	Between 25-50%		
Under 25%	None	Under 25%		
KAVE-TV Station Total		14,600	13,000	89
ARB Total Net Weekly Circulation (March, 1962)			11,200	

New Mexico—Clovis

abc KICA-TV

Ch. 12

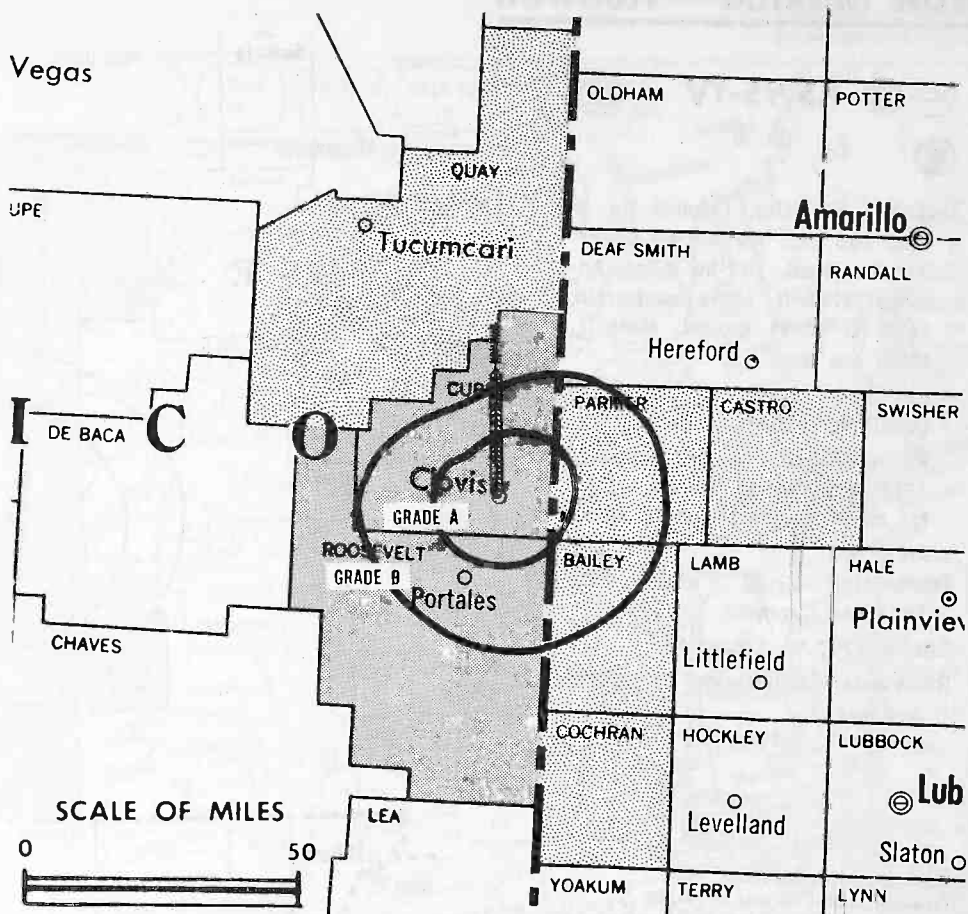
(formerly KVER-TV)

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 30.2-kw visual, 16.2-kw aural. Antenna—210-ft. above av. terrain, 240-ft. above ground, 4495-ft. above sea level.

Latitude 34° 24' 30.5"
Longitude 103° 11' 14.9"

Transmitter: 1000 Sycamore St.

AM Affiliate: KVER, 1-kw, 980 kc.



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

KICA-TV Ref: FCC File No. BMPCT-3914 Granted 6/6/56

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

KICA-TV

Network Service: CBS, ABC.

Licensee: Marshall Enterprises Inc., Box 111.

Radio: 1000 Sycamore St.

Telephone: 763-5511.

Ownership: Marshall Enterprises Inc., 100%.

Original Operation: Dec. 2, 1956. Sale to present owner 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 (Television Digest, Vol. 15:38, 43).

Presented (sales) by John E. Pearson TV.

Personnel:

J. H. MARSHALL, president.

JOHN H. MARSHALL JR., general manager.

BUD LeROY, operations manager.

DAVE NEIKIRK, sales manager.

A. C. MARTIN, chief engineer.

DIGEST OF RATE CARD NO. 3N

(Feb. 1, 1962)

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

Class A—5:30-9:30 p.m., daily.

\$50.00 \$90.00 \$60.00 \$52.50 \$35.00* \$25.00* \$15.00*

*Class AA (6-9 p.m., daily): Min. \$40, 20 Sec. \$30, 10 Sec. \$20.

NETWORK BASE HOURLY RATE: Bonus to network (CBS); \$50 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW MEXICO			
	Curry	9,700	8,500	88
	Roosevelt	4,800	4,100	85
Between 25-50%	NEW MEXICO			
	Quay	3,600	2,800	77
	TEXAS			
	Bailey	2,700	2,400	89
	Castro	2,500	2,100	86
	Cochran	1,800	1,600	90
Parmer	2,900	2,600	88	
Under 25%	None Under 25%			
KICA-TV Station Total		28,000	24,100	86
ARB Total Net Weekly Circulation (March, 1962)			13,700	



**THE MIGHTY HERCULES
THE MIGHTIEST
NEW CARTOON SERIES**

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

New Mexico—Roswell

NB abc KSWs-TV



Ch. 8



Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 182-kw aural. Antenna: 1786-ft. above av. terrain, 1610-ft. above ground, 6086-ft. above sea level.

Latitude 33° 22' 32"
Longitude 103° 46' 05"

Requests change to 161-kw aural, 1760-ft. above av. terrain, 1607-ft. above ground, 6083-ft. above sea level.

Transmitter: 2.5-mi. S of U.S. Hwy. 380 near Caprock.

Studio: 1717 W. Second St.

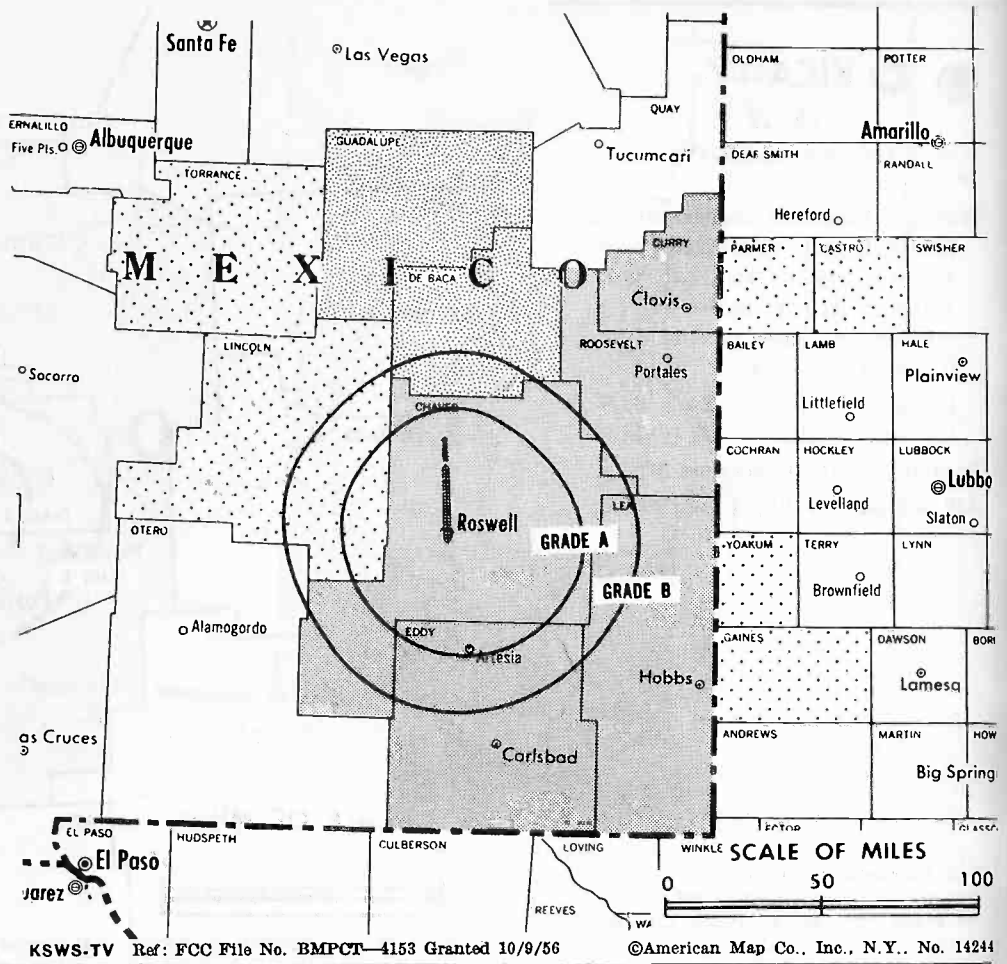
Represented (engineering) by Gautney & Jones.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KSWs-TV Ref: FCC File No. BMPCT-4153 Granted 10/9/56

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

KSWs-TV

Network Service: NBC, ABC; also available on CBS.

Grantee (STA): John A. Barnett, Box 670.

Telephone: Main 2-6450.

Ownership: John A. Barnett, 100%.

Began Operation: June 24, 1953.

Represented (sales) by The Meeker Co. Inc.; Clyde Melville.

Represented (legal) by Koteen & Burt.

Personnel:

JOHN A. BARNETT, general manager.
RAYMOND E. WILLIAMS, administrative asst.
PAUL B. McEVOY, station & sales mgr.
CHUCK ERWIN, production director.
C. MAE WINSETT, program director.
WILLIAM E. KOLB, chief engineer.

DIGEST OF RATE CARD NO. 8—(Jan. 1, 1959)

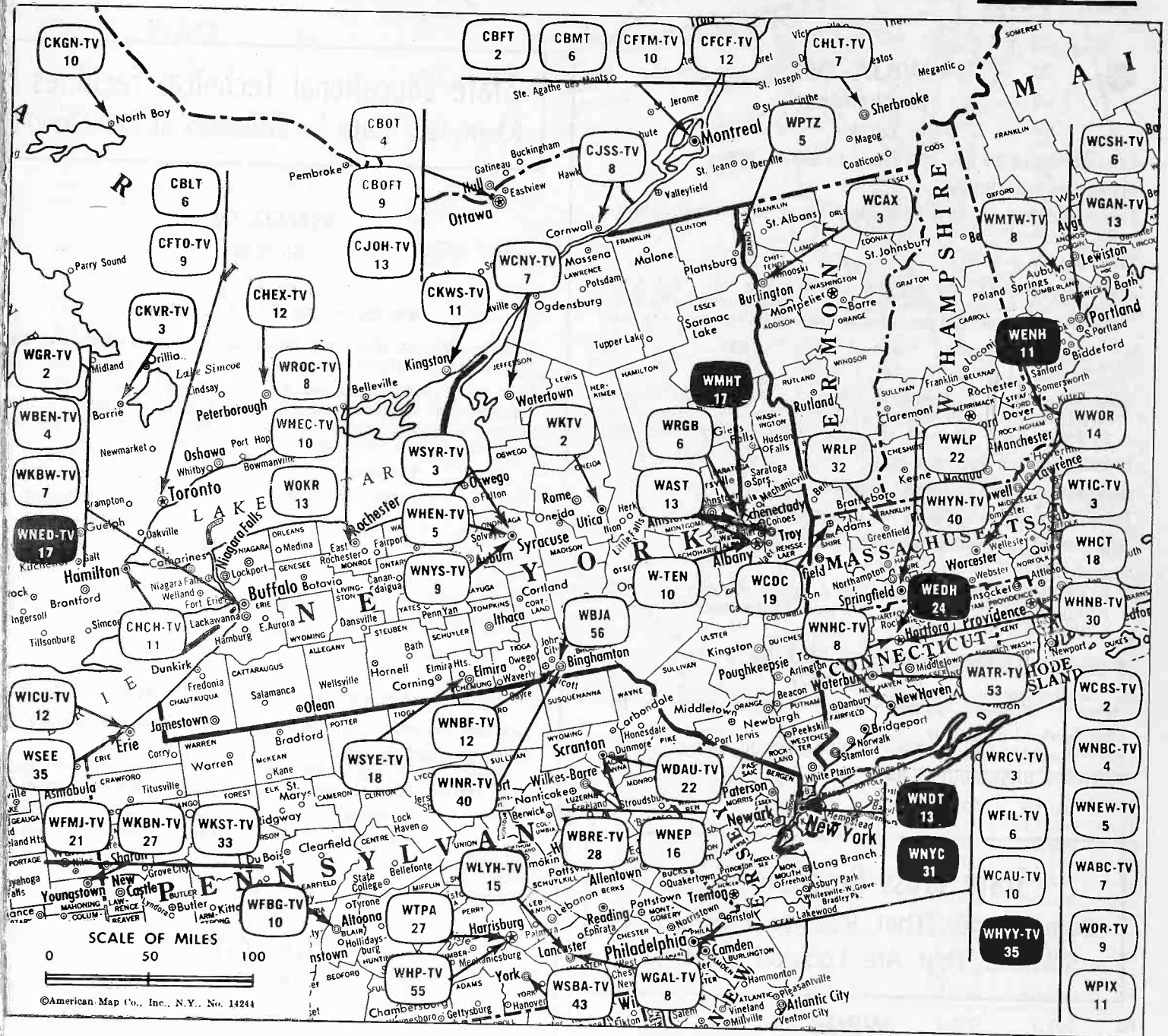
Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class A—6-10 p.m., daily.

\$250.00 \$150.00 \$100.00 \$70.00 \$60.00 \$48.00 \$30.00

NETWORK BASE HOURLY RATE: \$275 (ABC), \$275 (NBC), \$275 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW MEXICO			
	Chaves	16,400	14,900	91
	Curry	9,700	8,500	88
	Eddy	14,600	13,000	90
	Lea	16,000	14,300	90
	Roosevelt	4,800	4,100	85
Between 25-50%	NEW MEXICO			
	De Baca	900	800	82
	Guadalupe	1,400	1,000	70
Under 25%	NEW MEXICO			
	Lincoln	2,300	1,900	79
	Torrance	1,700	1,400	78
	TEXAS			
	Castro	2,500	2,100	86
	Gaines	3,600	3,300	92
	Parmer	2,900	2,600	88
	Yoakum	2,400	2,300	94
KSWs-TV Station Total		79,200	70,200	89
ARB Total Net Weekly Circulation (March, 1962)			48,100	



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
New York City	5,199,800	1	5,922,900	1	5,495,800	1
Buffalo	556,200	22	946,000	22	888,600	22
Albany-Schenectady-Troy	404,800	37	622,200	44	572,600	37
Syracuse	396,000	38	507,500	54	469,400	52
Chester	266,800	63	449,500	67	417,000	63
Binghamton	209,500	82	543,000	51	498,400	50
Albany	129,400	114	312,500	98	287,900	93
Watertown-Carthage	59,800	168	100,800	178	93,600	175

New York Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	20	3	23
Educational Television Stations	1	3	4
			27

Additional State Data on the next page

New York



WBJA-TV Binghamton

Ch. 34

Licensee: WBJA-TV Inc., 126 Pearl St., Buffalo, N.Y.

Studio: Ingraham Hill Rd.

Transmitter: 3.2-mi. SSW of Binghamton, W. side of Ingraham Hill Rd.

Telephone: TL 6-6080.

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 215-kw visual, 108-kw aural. Antenna: minus 998.45-ft. above av. terrain, 500-ft. above ground, 2012-ft. above sea level.

Latitude 42° 03' 38"
Longitude 75° 56' 33"

Ownership: Alfred E. Ancombe, pres., 53.13%; Small Business Investment Co. of N.Y. Inc., 26.04%; James E. Greeley, v.p., 20.83%. Same interests also own WEPA-TV, Erie, Pa. (CP).

Began Operation: Nov. 23, 1962.

Represented (sales) by John E. Pearson Co.

Represented (legal) by Spear, Hill & Greeley.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ALFRED E. ANSCOMBE, president & general manager.

HAROLD BENNETT, group program dir. & film buyer.

LOU STANZ, chief engineer.

DIGEST OF RATE CARD NO. 1 (Nov. 23, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6-11 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$55.00	\$30.00

NETWORK BASE HOURLY RATE: \$200.

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WRGB Albany

(See Schenectady, N.Y.)

WCNY-TV Carthage

(See Watertown, N.Y.)

WCAX-TV Plattsburgh

(See Burlington, Vt.)

WAST Schenectady

(See Albany, N.Y.)

W-TEN Schenectady

(See Albany, N.Y.)

State Educational Technical Facilities (Complete Data in Educational Directory)

WNED-TV Buffalo

Ch. 17

Non-Commercial Educational Station

Licensee: Western New York Educational TV Association Inc., Lafayette Hotel, Buffalo 2.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 183-kw max. and 151.3-kw horizontal visual, 99.5-kw max. and 83-kw horizontal aural. Antenna: 350-ft. above av. terrain, 377-ft. above ground, 990-ft. above sea level.

Latitude 42° 53' 05"
Longitude 78° 52' 22"

WNDT New York

Ch. 13

Non-Commercial Educational Station

Licensee: Educational Bcstg. Corp., 1657 Broadway, New York 19.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 178-kw visual, 89.1-kw aural. Antenna: 1190-ft. above av. terrain, 1200-ft. above ground, 1251-ft. above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

WNYC-TV New York

Ch. 31

Non-Commercial Station

Licensee: City of New York Municipal Bcstg. System, Municipal Bldg., New York 7.

Technical Facilities: Channel No. 31 (572-578 mc). Authorized power: 890-kw visual, 433-kw aural. Antenna: 1294-ft. above av. terrain, 1380-ft. above ground, 1330-ft. above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

WMHT Schenectady

Ch. 17

Non-Commercial Educational Station

Licensee: Mohawk-Hudson Council on Educational TV Inc., Riverside School, Front St., Schenectady.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 20.4-kw visual, 11.1-kw aural. Antenna: 920-ft. above av. terrain, 216-ft. above ground, 1868-ft. above sea level.

Latitude 42° 38' 12"
Longitude 73° 59' 45"

New York—Albany-Troy-Schenectady



WAST

Ch. 13



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 151-kw visual, 76-kw aural. Antenna: 1250-ft. above av. terrain, 332-ft. above ground, 2306-ft. above sea level.

Latitude 43° 12' 57"
Longitude 73° 54' 28"

Requests change to 170-kw visual, 82-kw aural (directional), 1212-ft. above av. terrain, lat. 42° 47' 08", long. 73° 37' 44", transmitter to 2-mi. E of northernmost part of Troy in Rensselaer County.

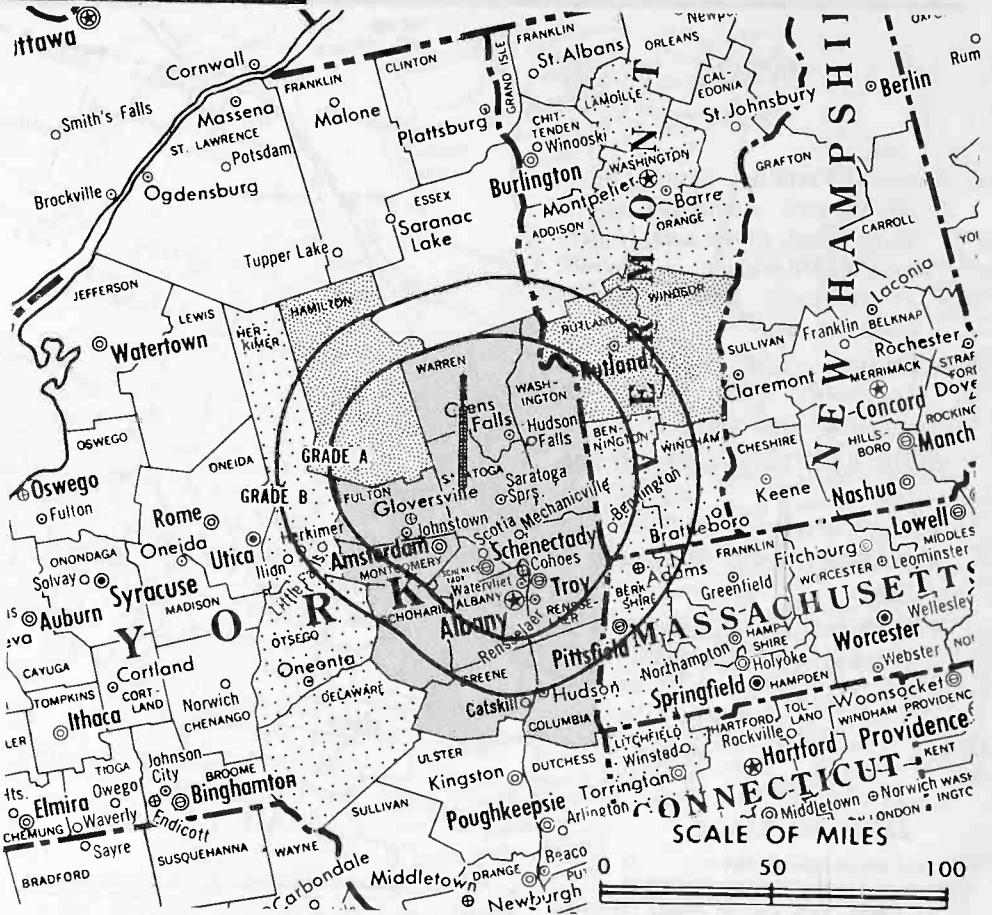
Note: Holds temporary authority to also continue operating on Ch. 35.

Transmitter: Spruce Mt., 5-mi. SW of Corinth, N.Y.

Studio: 15 N. Pearl St., Menands, Albany.

TV tape: Recording facilities.

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



WAST Ref: FCC File No. BPCT-2588 Granted 2/11/59

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

WAST

Licensee: Van Curler Broadcasting Corp., Box 4035, Albany 4.
Studio: 15 N. Pearl St., Menands, Albany.
Telephone: Hemlock 6-4791. TWX No.: AL 317.
Ownership: Stanley Warner Corp., 100%.
Began Operation: Feb. 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).
Represented (sales) by Peters, Griffin, Woodward Inc.
Represented (legal) by Arnold, Fortas & Porter.
Represented (engineering) by Lohnes & Culver.
Personnel:
WILLIAM A. RIPLE, general manager.
DOMINIC TOVINO, sales manager.
ELMER C. SNOW, chief engineer.
FRED SHAVOR, program director & film buyer.
MICHAEL S. ARTIST, promotion, publicity & marketing manager.
BERNARD SHUSMAN, news editor.

DIGEST OF RATE CARD NO. 5A (Sept. 1, 1960)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class AAA—7:30-10:30 p.m., daily.	\$540.00	\$360.00	\$225.00	\$180.00	\$90.00
NETWORK BASE HOURLY RATE: \$900.					

For Other Theater Groups With TV Stations,
see page 814

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK			
	Albany	88,100	82,100	94
	Columbia	14,700	13,500	92
	Fulton	16,700	15,600	93
	Greene	9,900	9,200	93
	Montgomery	18,400	16,800	92
	Rensselaer	43,600	40,300	93
	Saratoga	26,500	25,200	95
	Schenectady	49,800	47,100	95
	Schoharie	6,600	6,000	90
Warren	13,700	12,500	91	
Washington	13,900	12,900	93	
Between 25-50%	N.Y.: Hamilton	1,400	1,200	89
	VERMONT			
	Rutland	13,700	12,400	91
Windsor	12,800	11,400	89	
Under 25%	CONNECTICUT			
	Litchfield	37,700	35,000	93
	MASS.: Berkshire	43,800	40,800	94
	NEW YORK			
	Delaware	12,800	11,100	86
	Herkimer	20,400	18,900	93
	Otsego	15,600	13,900	89
	VERMONT			
	Addison	5,300	4,800	90
	Bennington	7,600	6,900	91
Lamoille	3,100	2,900	94	
Orange	4,500	4,100	90	
Washington	12,400	11,600	93	
Windham	9,100	7,400	81	

WAST-TV Station Total 502,100 463,600 92
ARB Total Net Weekly Circulation (March, 1962) 295,800

New York—Schenectady-Albany-Troy



WRGB

Ch. 6



Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 93-kw visual, 47-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"

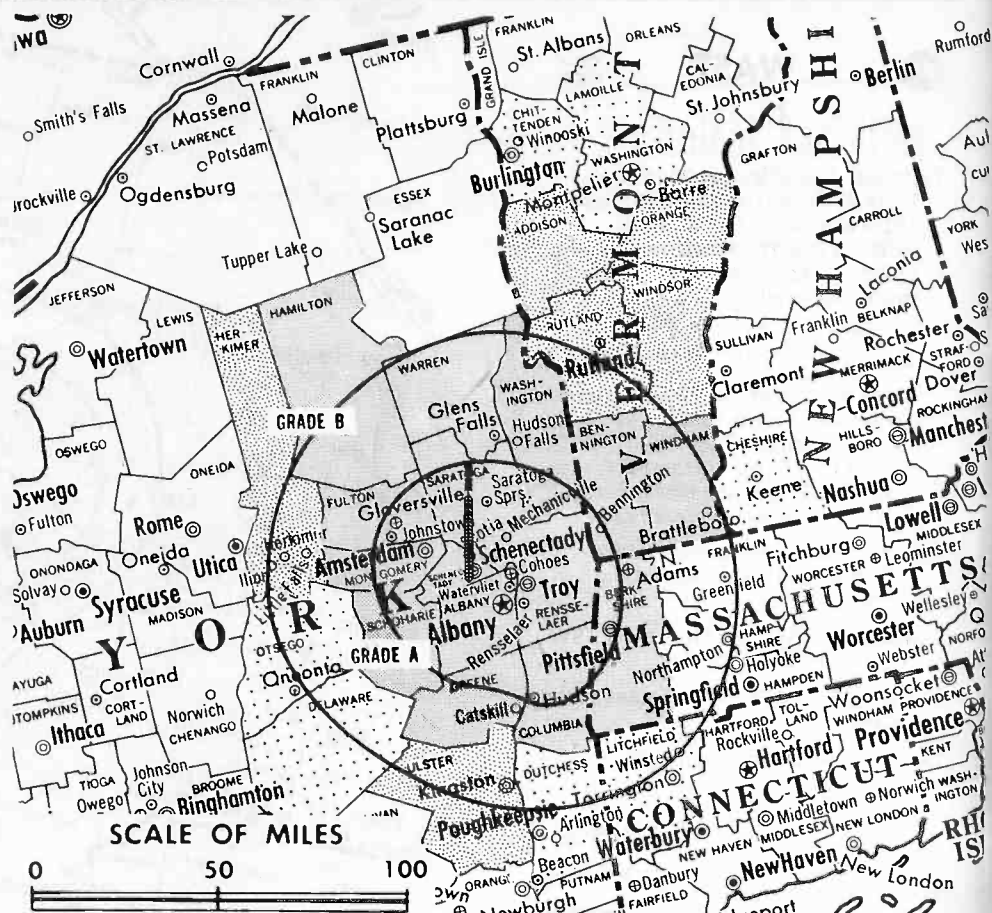
Transmitter: New Scotland, N.Y.

Studio: 1400 Balltown Rd., Schenectady.

TV tape: Recording facilities.

AM Affiliate: WGY, 50-kw, 810 kc (NBC).

FM Affiliate: WGFM, 6-kw, 99.5 mc (No. 258), 805-ft. antenna height.



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

WRGB Ref: FCC File No. BPCT-1047 Granted 9/16/52

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

WRGB

Licensee: General Electric Co., 1 River Rd.
Telephone: Franklin 7-2261. TWX No.: SCDY 86.

Ownership: Licensee is manufacturer of TV-radio, household appliances, heavy duty electrical equipment, etc.; also owns Maqua Co. printing firm. Ralph J. Cordiner, chairman; Gerald L. Phillippe, pres.; Laurence I. Wood, secy.; John D. Lockton, treas.
Began Operation: Dec. 1, 1947 (on air since Nov. 6, 1939).

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

J. MILTON LANG, general mgr., broadcasting stations operations.
ROBERT F. REID, manager, marketing.
MERL L. GALUSHA, mgr., program-technical operations & film buyer.
GEORGE F. SPRING, manager, sales.
FRANCIS A. PASLEY, manager, finance.
ARTHUR R. GARLAND, manager, promotion and publicity.
A. G. ZINK, manager, programs.
JAMES P. CONNOLLY, manager, traffic.
RALPH L. VAN DUSER, mgr., employe & community relations.
CALEB PAINE, manager, public affairs.
DONALD A. TUTTLE, farm director.
W. B. MONROE, operations desk.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AAA—7:30-10:30 p.m., daily.	\$1250.00	\$750.00	\$500.00	\$350.00	\$300.00	\$285.00
NETWORK BASE HOURLY RATE:	\$1550.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MASSACHUSETTS			
	Berkshire	43,800	40,800	94
	NEW YORK			
	Albany	88,100	82,100	94
	Columbia	14,700	13,500	92

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK—(Continued)			
	Fulton	16,700	15,600	93
	Greene	9,900	9,200	93
	Hamilton	1,400	1,200	89
	Montgomery	18,400	16,800	92
	Rensselaer	43,600	40,300	93
	Saratoga	26,500	25,200	95
	Schenectady	49,800	47,100	95
	Schoharie	6,600	6,000	90
	Warren	13,700	12,500	91
Washington	13,900	12,900	93	
Between 25-50%	VERMONT			
	Bennington	7,600	6,900	91
	Windham	9,100	7,400	81
	NEW YORK			
	Herkimer	20,400	18,900	93
Ulster	37,300	33,000	89	
Under 25%	VERMONT			
	Addison	5,300	4,800	90
	Orange	4,500	4,100	90
	Rutland	13,700	12,400	91
	Windsor	12,800	11,400	89
	CONNECTICUT			
	Litchfield	37,700	35,000	93
	NEW HAMPSHIRE			
	Cheshire	13,600	12,100	89
	NEW YORK			
Delaware	12,800	11,100	86	
Dutchess	48,600	44,600	92	
Otsego	15,600	13,900	89	
VERMONT				
Chittenden	20,600	19,300	94	
Lamoille	3,100	2,900	94	
Washington	12,400	11,600	93	
WRGB Station Total		622,200	572,600	92
ARB Total Net Weekly Circulation (March, 1962)			404,800	

New York—Albany (Vail Mills)

W-TEN

Ch. 10

[Also operates satellite WDCD, Adams, Mass.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 144-kw visual, 72.4-kw aural. Antenna: 1270-ft. above av. terrain, 1356-ft. above ground, 2173-ft. above sea level.

Latitude 43° 03' 36"
Longitude 74° 12' 42"

Transmitter: Vail Mills, N.Y.

Studio: North Greenbush, N.Y.

TV tape: Recording facilities.

AM Affiliate: WROW, 5-kw (1-kw night), 590 kc (CBS).

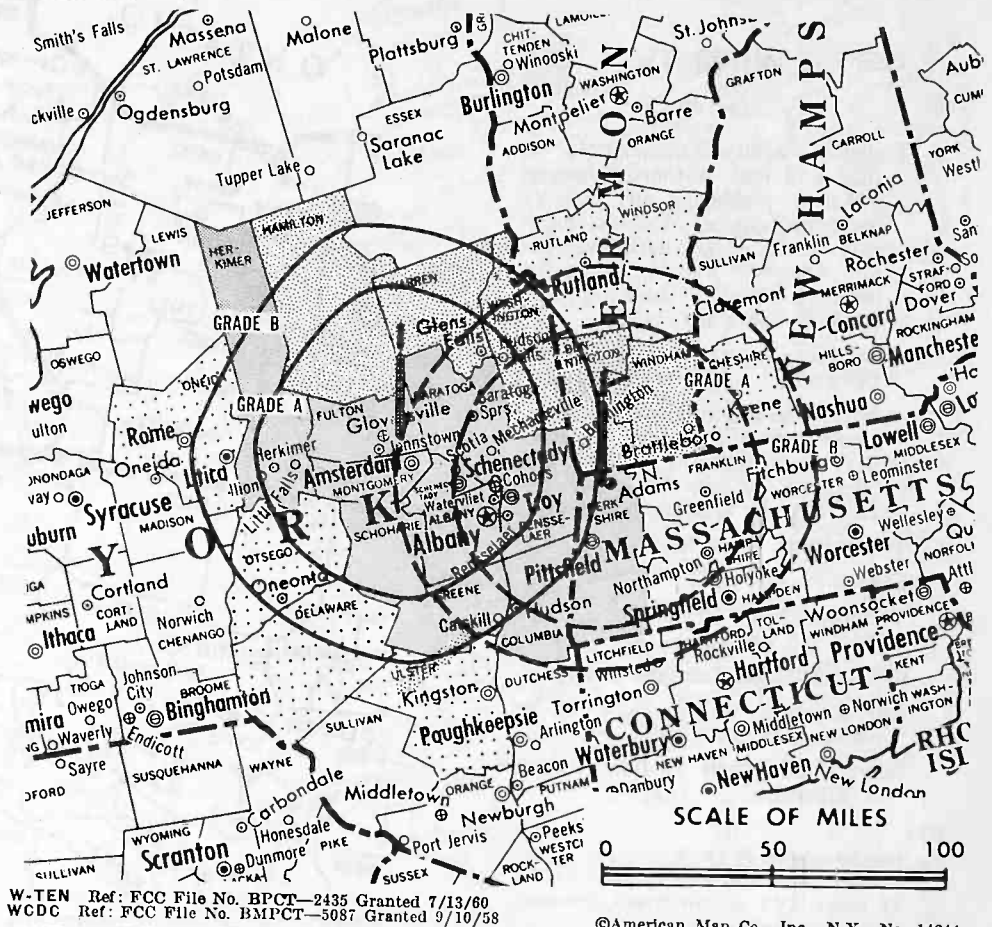
Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



W-TEN

Grantee (STA): Capital Cities Bcstg. Corp., Box 10, Albany 1, N.Y.
Telephone: Bridge 1-2345. TWX No.: Troy, N.Y. 373.

Ownership: Frank M. Smith, pres., 10.97%; William J. Casey, v.p., 3.67%; Harmon L. Duncan, v.p., 2.10% (additional 1.90% held by wife Virginia); Thomas S. Murphy, v.p., .93%; J. Floyd Fletcher, v.p., 3.32% (additional 1.75% held by wife Mildred); G. Dickler, secy., 1.55%; Robert I. Lipton, asst. secy.-treas., .19%; Lowell J. Thomas, director, 14.61%; John P. McGrath, director, 3.31%; Wm. S. Lasdon, director, 1.63%; Carl C. Council, director, .10% (pres. of radio WDNC, Durham, N.C., which owns 1.44%). Following are not officers: Dean P. Taylor, 2.17; Josephine S. Sutland, 2.71%. Over 1000 stockholders. Capital Cities also operates uhf satellites WDCD, Adams, Mass. and WCDA, Albany, N.Y., and is licensee of WTVD, Durham-Raleigh; WPRO-TV & WPRO, Providence, R.I.; WKBW-TV & WKBW, Buffalo and WPAT (AM), Paterson, N.J.

Began Operation: Oct. 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).

Represented (sales) by Blair-TV.

Represented (legal) by Hogan & Hartson.

Personnel:

FRANK M. SMITH, president & managing director.
DANIEL B. BURKE, v.p. & general manager.
WILLIAM J. LEWIS, sales manager.
MARC EDWARDS, promotion manager.
CHARLES G. POGAN, v.p. & program director.
THOMAS H. CURRAN, business manager.
DANIEL H. SMITH, v.p. & engineering director.
LEONARD LAVENDOL, chief engineer.

DIGEST OF RATE CARD NO. 11 (Dec. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.	\$900.00	\$540.00	\$360.00	\$225.00	\$225.00* \$113.00*

*Class AA—8-10:30 p.m., daily. Class A (5:30-8 p.m., 10:30-11 p.m., daily. Color—Transmits network color. Rates include WDCD, Adams, Mass.

Subject to frequency discounts, except Class AA.

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MASSACHUSETTS			
	Berkshire	43,800	40,800	94
	NEW YORK			
	Albany	88,100	82,100	94
	Columbia	14,700	13,500	92
	Fulton	16,700	15,600	93
	Greene	9,900	9,200	93
	Herkimer	20,400	18,900	93
	Montgomery	18,400	16,800	92
	Rensselaer	43,600	40,300	93
Saratoga	26,500	25,200	95	
Schenectady	49,800	47,100	95	
Schoharie	6,600	6,000	90	
Between 25-50%	NEW YORK			
	Hamilton	1,400	1,200	89
	Warren	13,700	12,500	91
	Washington	13,900	12,900	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50% (Continued)	VERMONT			
	Bennington	7,600	6,900	91
	Windham	9,100	7,400	81
Under 25%	NEW HAMPSHIRE			
	Cheshire	13,600	12,100	89
	NEW YORK			
	Delaware	12,800	11,100	86
	Oneida	78,700	73,900	94
Otsego	15,600	13,900	89	
Ulster	37,300	33,000	89	
VERMONT				
Rutland	13,700	12,400	91	
Windsor	12,800	11,400	89	
W-TEN Station Total		568,700	524,200	92
ARB Total Net Weekly Circulation (March, 1962)			316,400	

New York—Binghamton



WINR-TV



Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 1070-kw maximum and 288-kw horizontal visual, 535-kw maximum and 144-kw horizontal aural. Antenna: 628-ft. above av. terrain, 509-ft. above ground, 1949-ft. above sea level.

Latitude 42° 06' 47"
Longitude 75° 51' 15"

Note: Also operates translator stations W78AB in Endwell & Vestal, N.Y. and W81AB in Hillcrest-Chenango Bridge, N.Y. and Ch. 75 translator in Johnson City, N.Y.

Transmitter: Hiner Rd.

Studio: 70 Henry St.

Telephone: RA 3-8251.

TWX No.: BN 80.

Uhf Translators: See note above.

AM Affiliate: WINR, 1-kw (.5-kw night), 680 kc (NBC).

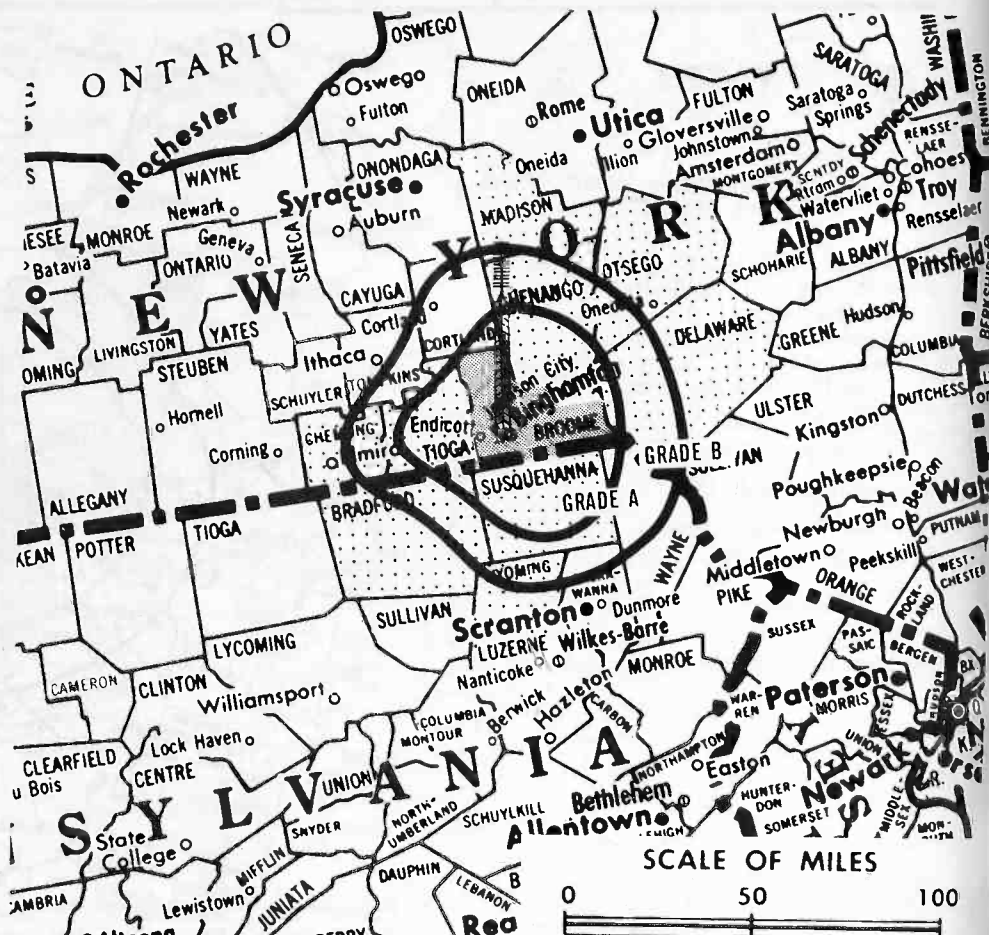
Represented (legal) by Dow, Lohnes & Albertson.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WINR-TV Ref: FCC File No. BMPCT-4781 Granted 6/21/57

©American Map Co., Inc., N.Y., No. 1424

WINR-TV

Licensee: Binghamton Press Co. Inc., 70 Henry St.

Ownership: Same as Binghamton Press (Gannett). For other interests, see WHEC-TV, Rochester, N.Y.

Began Operation: Nov. 1, 1957.

Represented (sales) by H. R. Television.

Personnel:

EDWARD M. SCALA, general manager.
RODERIC REEDER, local sales manager.
DONALD F. SNYDER, program director.
GINO RICCIARDELLI, technical director.

DIGEST OF RATE CARD NO. 2—(July 10, 1960)

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

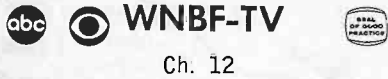
Class A—7-10:30 p.m., daily.

\$300.00 \$180.00 \$120.00 \$105.00 \$75.00 \$48.00 \$44.00 \$22.00

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
Over 50%	NEW YORK			
	Broome	64,700	60,900	95
Between 25-50%	None			
	Between 25-50%			
Under 25%	NEW YORK			
	Chemung	29,900	27,300	92
	Chenango	12,600	11,600	92
	Delaware	12,800	11,100	86
	Madison	15,600	14,600	94
	Otsego	15,600	13,900	89
	Tioga	11,000	10,300	93
	PENNSYLVANIA			
	Bradford	15,900	14,500	91
	Susquehanna	9,500	8,800	92
Wyoming	4,900	4,500	91	
WINR-TV Station Total		192,500	177,500	92
ARB Total Net Weekly Circulation (March, 1962)		60,600		

New York—Binghamton



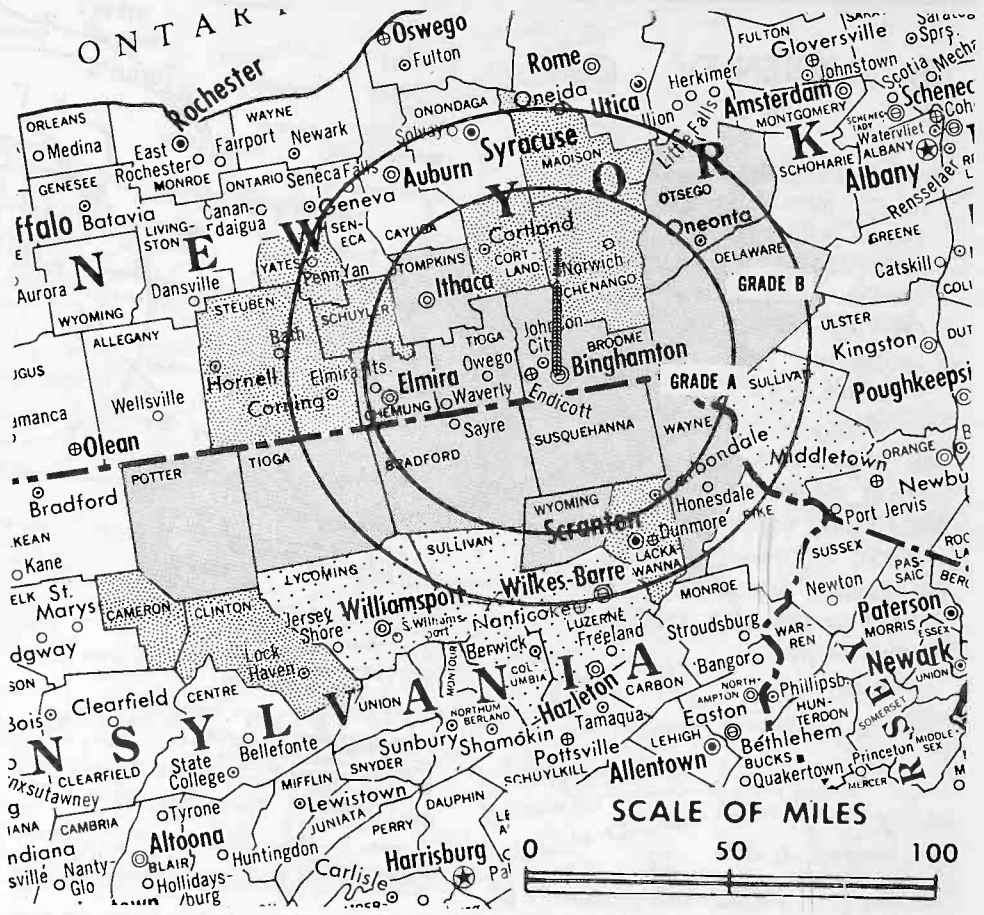
Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 166-kw visual, 83-kw aural. Antenna: 1205-ft. above av. terrain, 785-ft. above ground, 2546-ft. above sea level.

Latitude 42° 03' 33.5"
Longitude 75° 57' 06"

Transmitter: Ingraham Hill Rd.

AM & FM Affiliates: See below.



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

WNBF-TV Ref: FCC File No. BMPCT-3731 Granted 2/24/56

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WNBF-TV

Network Service: ABC, CBS.
Licensee: Triangle Publications, Inc. (Radio & TV Div.), 46th & Market Sts., Philadelphia, Pa.
Studio: Sheraton-Inn, Binghamton.
Telephone: Raymond 3-7311.
AM Affiliate: WNBF, 5-kw, 1290 kc (CBS).
FM Affiliate: WNBF-FM, 4.6-kw, 98.1 mc (No. 251), 950-ft. antenna height.
TWX No.: 607-722-0242.
Ownership: Triangle Publications, Inc., see WFIL-TV, Philadelphia.
Began Operation: Dec. 1, 1949. Sale to present owners by John C. Clark interests approved by FCC May 4, 1955 (Television Digest, Vol. 11:11, 19).
Represented (sales) by Blair-TV Inc.
Represented (legal) by Wilner, Bergson, Scheiner & Lessenco.
Personnel:
GEORGE DUNHAM, general manager.
KEITH DARE, TV sales manager.
KARL W. FRIEDLINE, program director.
GEORGE FREEMAN, news director.
E. W. FARNETI, business manager.
WALLY WAGONER, farm director.
LAMAR COX, chief engineer.

DIGEST OF RATE CARD NO. 12 (Jan. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
	\$1100.00	\$660.00		\$250.00	\$225.00	\$110.00

NETWORK BASE HOURLY RATE: \$900 (ABC), \$1050 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK			
	Broome	64,700	60,900	95
	Chemung	29,900	27,300	92
	Delaware	12,800	11,100	86
	Otsego	15,600	13,900	89
	Tioga	11,000	10,300	93
	Tompkins	19,100	15,300	80
	PENNSYLVANIA			
	Bradford	15,900	14,500	91
	Potter	4,900	4,400	88
	Susquehanna	9,500	8,800	92
Between 25-50%	Tioga	10,600	9,200	87
	Wayne	8,100	7,000	86
	Wyoming	4,900	4,500	91
	NEW YORK			
	Chenango	12,600	11,600	92
	Cortland	12,100	11,200	93
	Madison	15,600	14,600	94
	Schuyler	4,500	4,000	89
	Steuben	28,900	26,200	91
	Yates	5,700	5,200	91
	PENNSYLVANIA			
Cameron	2,300	2,200	95	
Clinton	11,100	10,300	93	
Lackawanna	70,700	67,100	95	
Under 25%	N.Y.: Sullivan	14,300	12,500	88
	PENNSYLVANIA			
	Columbia	16,500	15,200	92
	Luzerne	105,800	99,800	95
	Lycoming	34,100	29,700	88
Sullivan	1,800	1,600	90	
WNBF-TV Station Total		543,000	498,400	92
ARB Total Net Weekly Circulation (March, 1962)			209,500	

New York—Buffalo



WBEN-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-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, N.Y.

Uhf Translator Repeater: W82AA, North Warren, Pa.

AM Affiliate: WBEN, 5-kw, 930 kc (CBS).

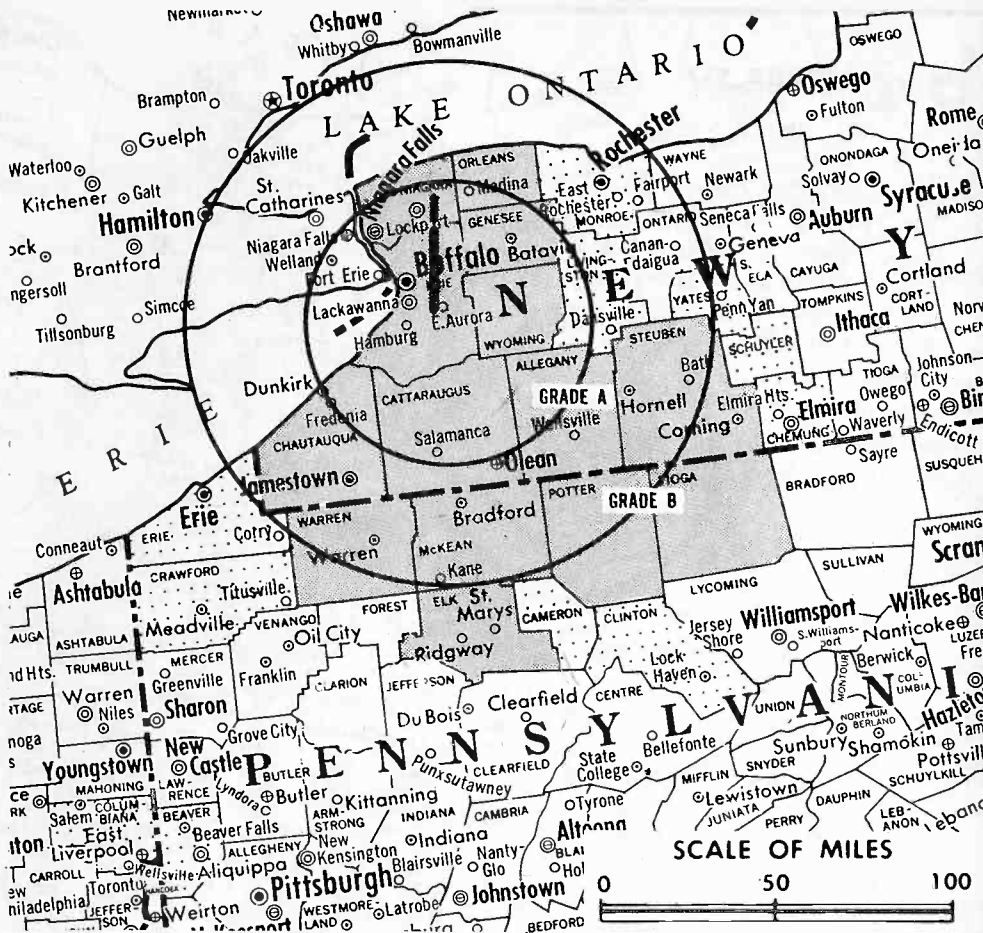
FM Affiliate: WBEN-FM, 110-kw, 102.5 mc (No. 273), 1200-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WBEN-TV Ref: FCC File No. BPCT-2075 Granted 2/13/64

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WBEN-TV

Licensee: WBEN Inc., 2077 Elmwood Ave., Buffalo 7, N.Y.

Studio: 2077 Elmwood Ave.

Telephone: TR 6-0930. TWX No.: BU 595.

Ownership: Same as Buffalo Evening News. Mrs. E. H. Butler, pres.

Began Operation: May 14, 1948.

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

Represented (legal) by Spearman & Roberson.

Personnel:

ALFRED H. KIRCHHOFER, president & secretary.

MRS. E. H. BUTLER, vice president.

JAMES H. RIGHTER, treasurer.

C. ROBERT THOMPSON, general manager.

GEORGE R. TORGE, asst. general manager.

N. J. MALTER, television sales manager.

JOSEPH A. HAEFFNER, publicity director.

GLENN BEERBOWER, technical director.

JAMES A. CHRISTENSEN, executive producer.

DIGEST OF RATE CARD NO. 13-A

(July 30, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 8 Sec.

Class AA—8-10:30 p.m., daily.

\$1400.00 \$770.00 \$560.00 \$460.00 \$385.00 \$375.00 \$185.00

NETWORK BASE HOURLY RATE: \$1800.

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
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Over 50%

NEW YORK				
	Allegany	12,500	11,100	89
	Cattaraugus	23,800	21,800	92
	Chautauqua	46,300	43,000	93
	Erie	323,900	308,800	96
	Genesee	15,900	15,100	95
	Niagara	72,400	69,100	96
	Orleans	10,300	9,500	93
	Steuben	28,900	26,200	91
	Wyoming	9,700	9,300	96
PENNSYLVANIA				
	Elk	10,700	9,900	93
	McKean	16,900	15,200	90
	Potter	4,900	4,400	88
	Tioga	10,600	9,200	87
	Warren	13,200	11,400	87

Between 25-50%

None Between 25-50%

Under 25%

NEW YORK				
	Chemung	29,900	27,300	92
	Livingston	12,200	11,300	93
	Monroe	182,300	172,200	95
	Schuyler	4,500	4,000	89
	Yates	5,700	5,200	91
PENNSYLVANIA				
	Cameron	2,300	2,200	95
	Clinton	11,100	10,300	93
	Crawford	23,100	20,700	90
	Erie	75,400	71,400	95

WBEN-TV Station Total	946,500	888,600	94
ARB Total Net Weekly Circulation (March, 1962)		556,200	

New York—Buffalo



WGR-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 690-ft. above av. terrain, 741.5-ft. above ground, 1349-ft. above sea level.

Latitude 42° 57' 13.9"
Longitude 78° 52' 37.0"

Transmitter: 2065 Elmwood Ave.

Studio: 184 Barton St.

TV tape: Recording facilities.

AM Affiliate: WGR, 5-kw, 550 kc (NBC).

FM Affiliate: WGR-FM, 16.16-kw, 96.9 mc (No. 245), 742-ft. antenna height.

Represented (engineering) by George C. Davis.



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

WGR-TV Ref: FCC File No. BPCT-2013 Granted 4/23/59

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

WGR-TV

Licensee: Transcontinent Television Corp., 184 Barton St., Buffalo 13.

Telephone: TT 6-7115. TWX No.: 716-858-1066.

Ownership: Transcontinent Television Corporation (Corporate offices: 70 Niagara St., Buffalo 2, N.Y.; Administrative offices: 380 Madison Ave., New York 17), owns and operates WGR-TV, WGR radio and WGR-FM, Buffalo, N.Y.; WDAF-TV, WDAF & WDAF-FM, Kansas City, Mo.; KFMB-TV, KFMB & KFMB-FM, San Diego, Cal.; KERO-TV, Bakersfield, Cal.; owns 100% of North-eastern Pennsylvania Bcstg. Inc. (WNEP-TV, Scranton-Wilkes-Barre, Pa.; WDOK & WDOK-FM, Cleveland, Ohio). Major stockholders of Transcontinent include Paul A. Schoellkopf Jr.; J. Fred Schoellkopf IV; George F. Goodyear; Jack D. Wrather Jr.; General Railway Signal Co.; Edward Petry & Co. Inc. Officers: Paul A. Schoellkopf Jr., chmn.; David C. Moore, pres.; William A. Bates, v.p.; Van Beuren W. DeVries, v.p.; Karl B. Hoffman, v.p.; Clifford M. Kirtland Jr., v.p. & treas.; George C. Stevens, v.p.; George A. Whitney, v.p.; Felix M. Piech, secy.; Dan E. Bellus, dir. of advertising & promotion.

Begin Operation: August 14, 1954.

Represented (sales) by Edward Petry & Co. Inc.; Andy McDermott (Canada).

Represented (legal) by Covington & Burling.

Personnel:

DAVID C. MOORE, president, Transcontinent, N.Y.
VAN BEUREN W. DeVRIES, v.p., general manager & film buyer.
FRANK C. GERVAN, sales manager.
PAUL SCIANDRA, program director.
HERMAN PEASE, program coordinator.
EDWIN W. PFEIFFER, station manager.
GENE R. KIRSHENSTEIN, business manager.
GEORGE SPERRY, promotion manager.
JIM BURKE, director of news.

DIGEST OF RATE CARD NO. 9

(Feb. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min. or 40 Sec.	20 Sec.	10 Sec.	
Class AA—8-10:30 p.m., daily.	\$1400.00	\$840.00	\$560.00	\$520.00	\$500.00	\$350.00	\$200.00

NETWORK BASE HOURLY RATE: \$1550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK			
	Chautauqua	46,300	43,000	93
	Erie	323,900	308,800	96
	Genesee	15,900	15,100	95
	Niagara	72,400	69,100	96
	Orleans	10,300	9,500	93
Wyoming	9,700	9,300	96	
Between 25-50%	PENNSYLVANIA			
	Warren	13,200	11,400	87
	NEW YORK			
	Allegany	12,500	11,100	89
Cattaraugus	23,800	21,800	92	
Under 25%	PENNSYLVANIA			
	Elk	10,700	9,900	93
	McKean	16,900	15,200	90
	NEW YORK			
Steuben	28,900	26,200	91	
WGR-TV Station Total		584,500	550,400	94
ARB Total Net Weekly Circulation (March, 1962)			484,600	

New York—Buffalo



WKBW-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 91.2-kw visual, 53.7-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 17"
Longitude 78° 36' 51"

Transmitter: E. of Center St., Col- den, N.Y.

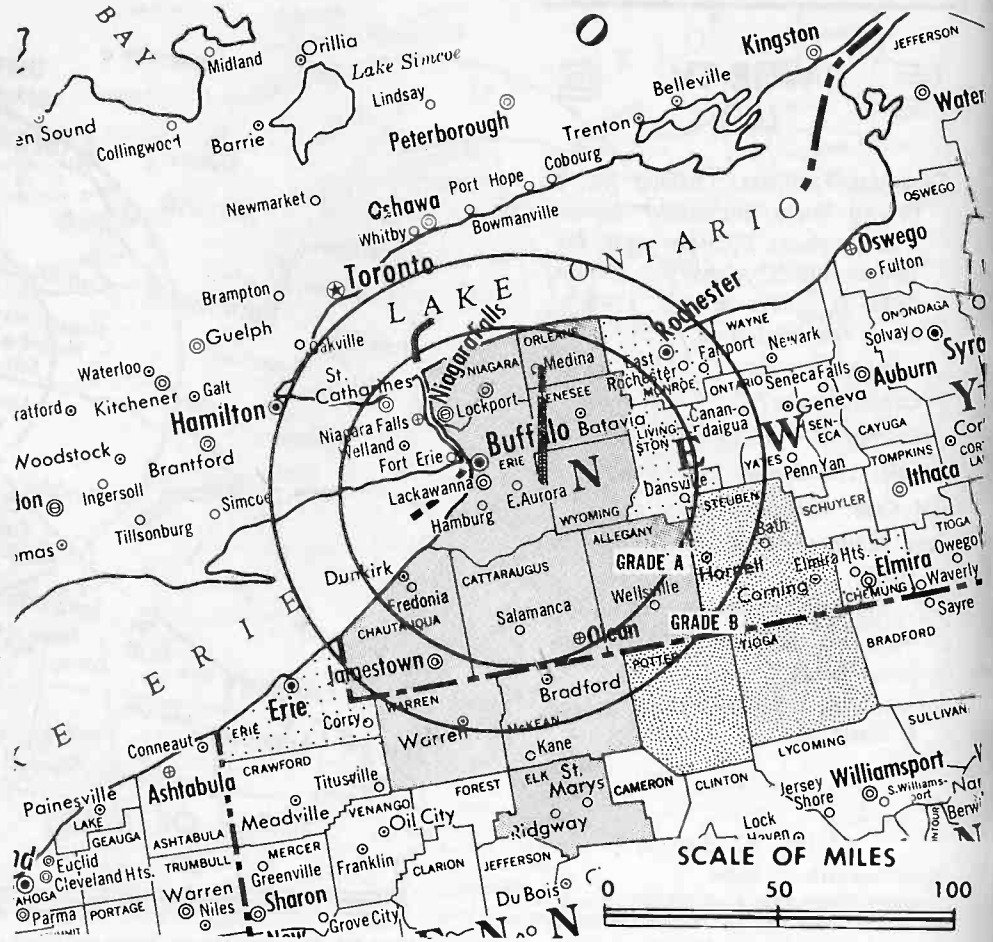
Studio: 1420 Main St.

AM Affiliate: WKBW, 50-kw, 1520 kc.

FM Affiliate: (CP) for WKBW-FM, 28-kw, 105.7 mc (No. 289), 1080-ft. antenna height.

Represented (engineering) by Kear & Kennedy.

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



WKBW-TV Ref: FCC File No. BPCT-2677 Granted 9/9/59

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

WKBW-TV

Licensee: Capital Cities Bcstg. Corp., 24 E. 51st St., New York.

Telephone: TT 3-0770. TWX No.: 716-858-1310.

Ownership: Capital Cities Bcstg. Corp., 100%. (For other interests see W-TEN, Albany, N.Y.).

Began Operation: Nov. 30, 1958.

Represented (sales) by Blair TV.

Represented (legal) by Hogan & Hartson.

Personnel:

- ROBERT KING, v.p. & general manager.
- KEN M. JOHNSON, general sales manager.
- BILL T. WAGNER, program dir. & film buyer.
- O. LYLE KOCH, promotion manager.
- FLOYD A. TIMBERLAKE, chief engineer.

DIGEST OF RATE CARD NO. 6 (Revised Sept. 1, 1962)

Hour	30 Min.*	Min.**	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.				
\$1700.00	\$1000.00		\$500.00	\$250.00

* 5, 10 & 15 minute rates on request.

** On request.

NETWORK BASE HOURLY RATE: \$2000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK			
	Allegany	12,500	11,100	89
	Cattaraugus	23,800	21,800	92
	Chautauqua	46,300	43,000	93
	Erie	323,900	308,800	96
	Genesee	15,900	15,100	95
	Niagara	72,400	69,100	96
	Orleans	10,300	9,500	93
	Wyoming	9,700	9,300	96
	PENNSYLVANIA			
Elk	10,700	9,900	93	
McKean	16,900	15,200	90	
Warren	13,200	11,400	87	
Between 25-50%	NEW YORK			
	Steuben	28,900	26,200	91
	PENNSYLVANIA			
Potter	4,900	4,400	88	
Tioga	10,600	9,200	87	
Under 25%	NEW YORK			
	Chemung	29,900	27,300	92
	Livingston	12,200	11,300	93
	Monroe	182,300	172,200	95
	PENNSYLVANIA			
Erie	75,400	71,400	95	
WKBW-TV Station Total		899,800	846,200	94
ARB Total Net Weekly Circulation (March, 1962)		501,700		

YOUR SALES MESSAGE DOESN'T STOP HERE!

**CANADA WELCOMES
YOU**

**NOW! BUFFALO'S THE 10TH
TELEVISION MARKET!**

BUFFALO TV PENETRATES CANADIAN MARKET

Buffalo stations reach a Canadian audience, between 7:30—11:00 P.M., about as large as the total audience reached by the combined network affiliates in Atlanta, Georgia or Columbus, Ohio.*

*NOV. 1961 ARB AND NIELSEN AUDIENCE SURVEYS

Buffalo stations have a net weekly circulation in Toronto area of at least 15% (568,000 TV homes) of the total television homes in all of Canada.*

*ARB NET WEEKLY CANADIAN CIRCULATION

In metropolitan Toronto (pop. 1,676,000) retail sales are 29% higher and effective buying power 6% higher than U. S. average.*

*SALES MANAGEMENT SURVEY OF BUYING POWER

WKBW-TV's net weekly circulation

1,067,600 TV HOMES*

*1961 ARB COVERAGE STUDY



CHANNEL

7

**WKBW-TV
BUFFALO**

REPRESENTED NATIONALLY BY BLAIR-TV

New York—Elmira



WSYE-TV



Ch. 18

[Satellite of WSYR-TV, Syracuse]

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 175-kw max. and 120-kw horizontal visual, 87.5-kw max. and 60-kw horizontal aural. Antenna: 700-ft. above av. terrain, 314-ft. above ground, 2020-ft. above sea level, using 1° electrical and .5° mechanical beam tilt.

Latitude 42° 06' 20"
Longitude 76° 52' 17"

Transmitter: Hawley Hill, approx. 3-mi. WNW of Elmira.

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



WSYE-TV

Network Service: NBC, same as WSYR-TV, Syracuse.
Licensee: Newhouse Broadcasting Corp., 1030 James St., Syracuse, N.Y.
Telephone: Regent 3-5536.
Ownership: See WSYR-TV.
Began Operation: Sept. 10, 1956.
Represented (sales) by Harrington, Righter & Parsons.
Represented (legal) by Dow, Lohnes & Albertson.
Personnel:
PAUL S. ABBOTT, manager.
TAG GREEN, chief engineer.
Rates: Sold in combination with WSYR-TV, Syracuse.
NETWORK BASE HOURLY RATE: Bonus to WSYR-TV, Syracuse.

ARB Data For This Station Included With Report for Parent WSYR-TV Syracuse, N.Y.



**THE MIGHTY HERCULES
THE MIGHTIEST
NEW CARTOON SERIES**

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

New York—New York



WABC-TV



Ch. 7

Technical Facilities: Channel No. 7
(174-180 mc). Authorized power:
110-kw visual, 55-kw aural. An-
tenna: 1380-ft. above av. terrain,
1465-ft. above ground, 1515-ft.
above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 7 W. 66th St.

TV tape: Recording facilities.

AM Affiliate: WABC, 50-kw, 770 kc
(ABC).

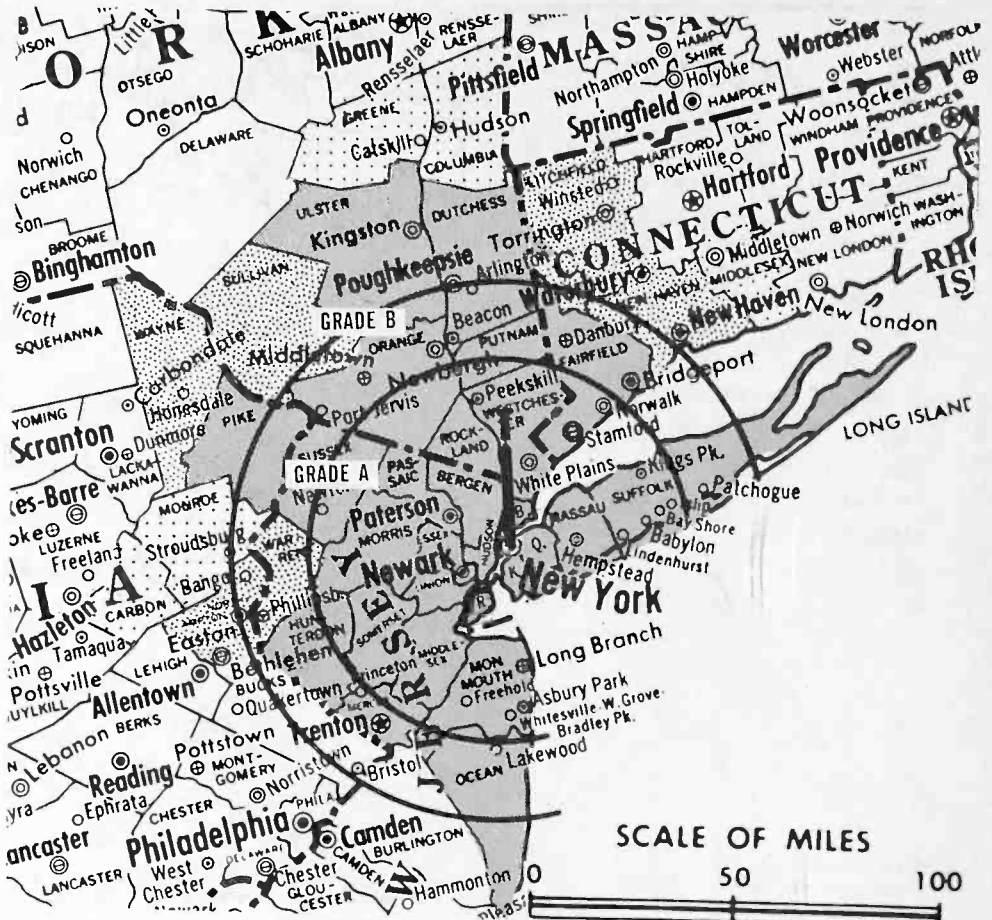
FM Affiliate: WABC-FM, 1.5-kw,
95.5 mc (No. 238), 1270-ft. an-
tenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WABC-TV Ref: FCC File No. BMPCT-887 Granted 1/7/53

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

WABC-TV

Licensee: American Broadcasting Co., 7 West 66th St., N.Y. 23.

Telephone: Susquehanna 7-5000.

TWX No.: NY 1-2382.

Ownership: American Broadcasting Co., is a division of American Broadcasting-Paramount Theatres Inc. (Merger approved by FCC Feb. 9, 1953—see Television Digest, Vol. 9:7). ABC officers: Leonard Goldenson, pres. Also owns and operates WBKB, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco; KABC-TV, Los Angeles; and AM stations WLS, Chicago; WXYZ, Detroit; KGO, San Francisco; KABC, Los Angeles; KQV, Pittsburgh; also FM stations WXYZ-FM, Detroit; KGO-FM, San Francisco; KABC-FM, Los Angeles; and owns 22% of nucleonics-electronics firm Technical Operations Inc., Arlington, Mass.

Began Operation: Aug. 10, 1948.

Represented (sales) by WABC-TV Sales (in N.Y.); ABC Television Spot Sales Inc. (outside N.Y.).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOSEPH STAMLER, v.p. & general manager.
JAMES E. SZABO, general sales manager.
JOHN S. KIRK, sales manager.
BENJAMIN R. OKULSKI, natl. sales service mgr.
JOHN J. DOYLE, sales service mgr.
ARTHUR S. GROSS, program director.
ARTHUR M. DORFNER, business manager.
FRANK LITTLE, public relations & publicity director.
TAKASHI KAKO, film director.
GORDON KUNZ, production manager.
HENRY DABROWSKI, chief engineer.
LAWRENCE J. POLLOCK, dir. of research & advertising services.

DIGEST OF RATE CARD NO. 16

(June 1, 1962)

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

Class AAA—8-10:30 p.m., daily.
\$7500.00 \$4500.00 \$3000.00 \$2600.00 \$2100.00 \$1050.00

NETWORK BASE HOURLY RATE: \$6750.

1962-63 Edition

Net Weekly Circulation	State County	Total	TV Homes	%
		Households	Homes	
Over 50%	CONNECTICUT			
	Fairfield	202,600	193,400	96
	NEW JERSEY			
	Bergen	242,500	236,300	98
	Essex	291,500	274,600	95
	Hudson	198,300	187,800	95
	Hunterdon	16,700	15,700	94
	Mercer	79,100	74,300	94
	Middlesex	128,100	123,900	97
	Monmouth	101,400	97,000	96
	Morris	76,400	74,100	98
	Ocean	35,800	34,500	97
	Passaic	129,900	123,800	96
	Somerset	42,200	40,600	97
Sussex	15,200	14,200	94	
Union	155,700	150,600	97	
Between 25-50%	NEW YORK			
	Bronx	462,700	432,800	94
	Dutchess	48,600	44,600	92
	Kings	847,900	785,000	93
	Nassau	374,200	366,500	98
	New York	693,600	542,100	79
	Orange	55,400	51,200	93
	Putnam	9,800	9,200	94
	Queens	595,900	571,100	96
	Richmond	63,000	60,800	97
	Rockland	36,500	34,500	95
	Suffolk	188,700	181,400	97
	Ulster	37,300	33,000	89
	Westchester	249,700	237,900	96
PENNSYLVANIA				
Pike	3,200	2,800	87	
CONNECTICUT				
Litchfield	37,700	35,000	93	
New Haven	205,700	194,700	95	
NEW JERSEY				
Warren	19,700	18,500	94	
NEW YORK				
Sullivan	14,300	12,500	88	
(Continued on page 415)				
WABC-TV Station Total		5,808,900	5,393,100	93
ARB Total Net Weekly Circulation (March, 1962)		4,737,500		

New York—New York



WCBS-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 42-kw visual, 21-kw aural. Antenna: 1300-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"

Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 15 Vanderbilt Ave.

TV tape: Recording facilities.

AM Affiliate: WCBS, 50-kw, 880 kc (CBS).

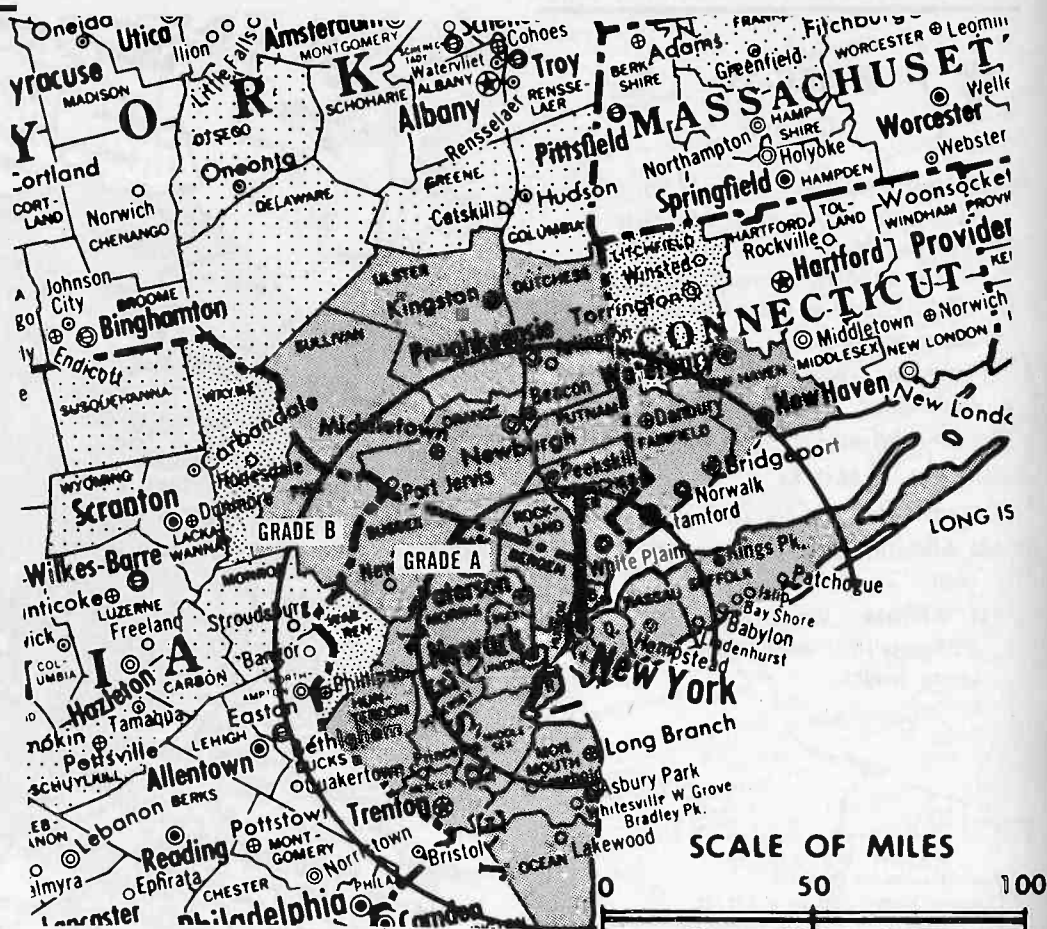
FM Affiliate: WCBS-FM, 1.5-kw, 101.1 (No. 266), 1270-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WCBS-TV Ref: FCC File No. BMPCT-971 Granted 2/12/53

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

WCBS-TV

Licensee: Columbia Broadcasting System Inc., 485 Madison Ave., New York 22. Telephone: Plaza 1-2345. TWX No.: NY 1-935.

Operation: Operated by CBS Television Stations (a division of CBS Inc.); Merle S. Jones, pres.; Craig Lawrence, v.p. in charge of CBS owned TV stations. CBS Television Stations is responsible for operation of TV stations owned by CBS Inc., CBS Television Film Sales Inc., CBS Television Spot Sales, Terrytoons, and CBS Television Enterprises.

Ownership: Owned by network-manufacturing organization of same name, whose stock is listed on New York Stock Exchange: William S. Paley, chairman of board (stockholdings, 11.15%); Frank Stanton, pres.; Julius F. Brauner, secy.; S. R. Dean, treas. Same licensee owns KNXT & KNX, Los Angeles; WBBM-TV & WBBM, Chicago; KMOX-TV & KMOX, St. Louis; WCAU-TV & WCAU, Philadelphia. CBS also owns radio stations KCBS, San Francisco; WEEI, Boston.

Began Operation: July 1, 1941.

Represented (sales) by CBS Television Spot Sales.

Personnel:

- NORMAN E. WALT, v.p. & general manager.
- G. GERALD DANFORD, general sales manager.
- DAN GALLAGHER, program director.
- NED CRAMER, public affairs director.
- BERNARD HIRSCH, asst. gen. sales mgr.
- AARON M. COHEN, dir. of research & sales promotion.
- LARRY PAULUS, asst. program director.
- MARION HAMPDON, dir., traffic operations.
- ANN MITCHELL, operations manager.
- WILLIAM C. LACEY, film dept. mgr. & buyer.
- ARTHUR L. HECHT, director of advertising & promotion.
- PHILIP G. KING, director of information services.
- GIDEON CHAGY, editorial writer.
- ARMAND LARTIGUE, business manager.

DIGEST OF RATE CARD NO. 22—(May 29, 1961)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AA—9-11 p.m., daily.	\$10000.00	\$6000.00	\$4000.00	\$3000.00	\$2400.00
	\$1200.00				

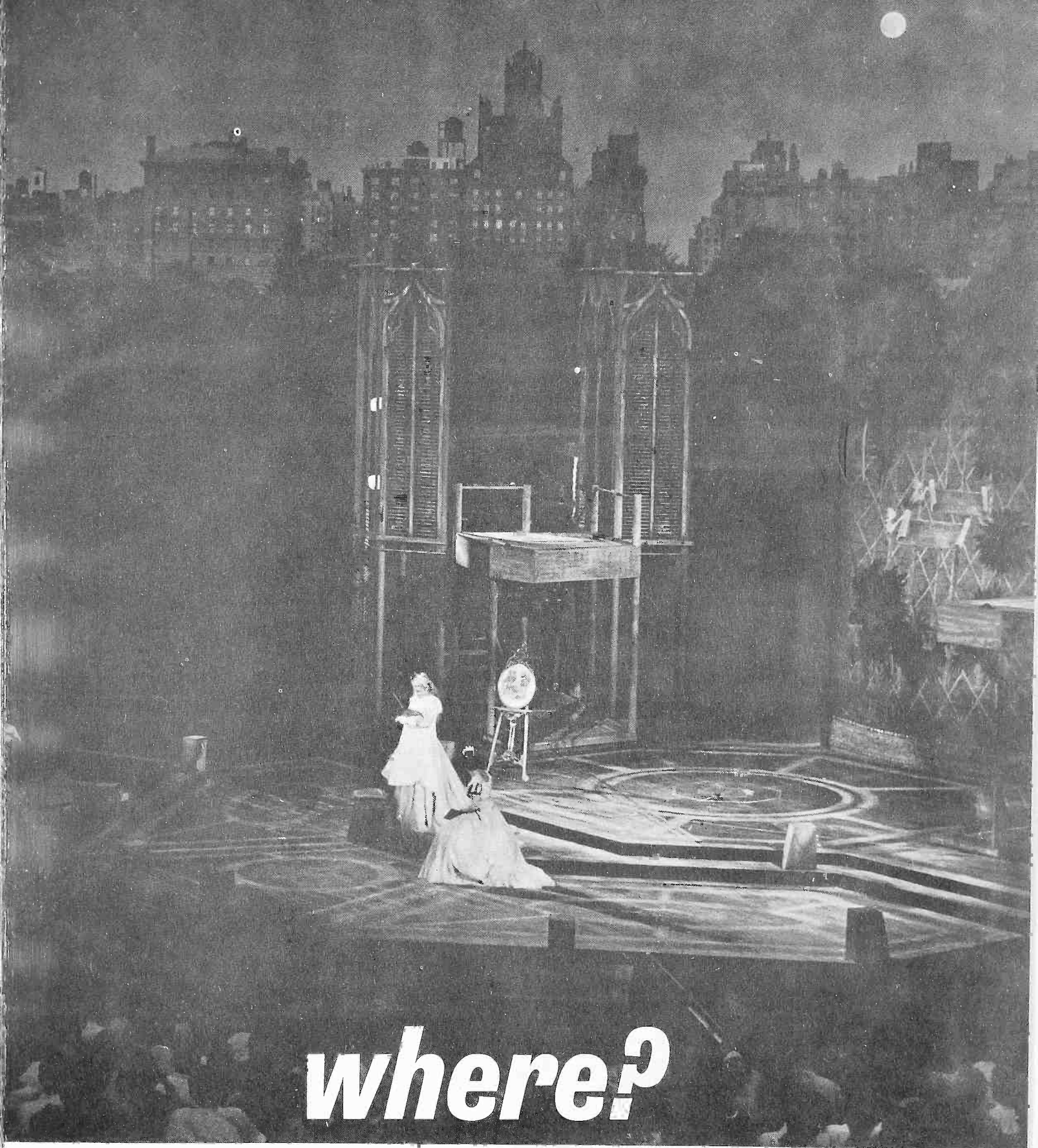
*Class AAA (8-11 p.m., Mon.-Fri.; 7:30-11 p.m., Sat. & Sun.).

NETWORK BASE HOURLY RATE: \$8750.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	CONNECTICUT				
		Fairfield	202,600	193,400	96
		New Haven	205,700	194,700	95
	NEW JERSEY				
		Bergen	242,500	236,300	98
		Essex	291,500	274,600	95
		Hudson	198,300	187,800	95
		Hunterdon	16,700	15,700	94
		Mercer	79,100	74,300	94
		Middlesex	128,100	123,900	97
		Monmouth	101,400	97,000	96
		Morris	76,400	74,100	98
		Ocean	35,800	34,500	97
		Passaic	129,900	123,800	96
		Somerset	42,200	40,600	97
		Sussex	15,200	14,200	94
		Union	155,700	150,600	97
	Between 25-50%	NEW YORK			
			Bronx	462,700	432,800
		Dutchess	48,600	44,600	92
		Kings	847,900	785,000	93
		Nassau	374,200	366,500	98
		New York	693,600	542,100	79
		Orange	55,400	51,200	93
		Putnam	9,800	9,200	94
		Queens	595,900	571,100	96
		Richmond	63,000	60,800	97
		Rockland	36,500	34,500	95
		Suffolk	188,700	181,400	97
	Sullivan	14,300	12,500	88	
	Ulster	37,300	33,000	89	
	Westchester	249,700	237,900	96	
	PENNSYLVANIA				
	Pike	3,200	2,800	87	
	CONNECTICUT				
	Litchfield	37,700	35,000	93	

(Continued on page 415)

WCBS-TV Station Total	5,922,900	5,495,800	93
ARB Total Net Weekly Circulation (March, 1962)	5,199,800		



where?

The brand-new Delacorte amphitheatre in the heart of New York's Central Park, scene of Channel 2's historic 2½-hour broadcast of "The Merchant of Venice." The first presentation by a commercial television station of a complete play by Shakespeare direct from the theatre of origin, the program drew a mammoth audience of 1,600,000 viewers, leading all New York television stations dur-

ing the peak viewing hours of 8:30 to 11 pm.

The broadcast—pace-setting, compelling—is an example (one of many!) of community service programming that consistently captures the spirit and imagination of audiences in the nation's largest, most dynamic metropolis. Programming New Yorkers find only on (where else?)... CBS Owned WCBS-TV, the leading station year after year after year,

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

New York—New York

WNEW-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 37.1-kw visual, 18.6-kw aural. Antenna: 1330-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.
Studio: Telecentre, 205 E. 67th St.
TV tape: Recording facilities.
AM Affiliate: WNEW, 50-kw, 1130 kc.
FM Affiliate: WNEW-FM, 1.3-kw, 102.7 mc (No. 274), 1360-ft. antenna height.



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

WNEW-TV Ref: FCC File No. BMPCT-2974 Granted 4/1/55

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

WNEW-TV

Network Service: None, independent.

Licensee: Metromedia Inc., 205 E. 67th St., N.Y. 21.

Telephone: Lehigh 5-1000. TWX No.: NY 1-3840.

Ownership: Metromedia Inc. is a publicly-owned company which operates Metropolitan Broadcasting (TV and Radio), Foster & Kleiser (outdoor advertising). MetroMedia Inc. officers: John W. Kluge, chairman & pres.; Richard L. Geismar, v.p. & treas.; Robert A. Dreyer, v.p. & secy.; Joseph J. Madden, comptroller; Mary McKenna, v.p. & dir. of research & sales development; Mark Evans, v.p. & dir. of public affairs; Benedict Gimbel Jr., v.p. Metropolitan Bcstg. Television officers: Bennet H. Korn, pres.; John E. McArdle, v.p. & gen. mgr. WNEW-TV; Lawrence P. Fraiberg, v.p. & gen. mgr., WTTG, Washington, D.C.; Albert E. Kriven, v.p. & gen. mgr., KMBC-TV, Kansas City, Mo.; Glover DeLaney, v.p. & gen. mgr., KOVR, Sacramento-Stockton, Cal.; John H. Bone, v.p. & gen. mgr., WTVH, Peoria, Ill. & WTVP, Decatur, Ill. Metropolitan Bcstg. Radio officers: John V. B. Sullivan, v.p. & gen. mgr., WNEW, New York; Harvey L. Glascock, v.p. & gen. mgr., WIP, Philadelphia; Jack G. Thayer, v.p. & gen. mgr., WHK, Cleveland; David Croninger, v.p. & gen. mgr., KMBC, Kansas City, Mo. Metropolitan Broadcast Sales: H. D. Neuwirth, v.p.; John Sias, v.p. Metropolitan Bcstg. TV stations are: WNEW-TV, New York; WTTG, Washington, D.C.; KMBC-TV, Kansas City, Mo.; KOVR, Sacramento-Stockton, Cal.; WTVH, Peoria, Ill.; WTVP, Decatur, Ill. Metropolitan Bcstg. Radio stations are: WNEW, New York; WIP, Philadelphia; WHK, Cleveland; KMBC, Kansas City. Metropolitan TV also is buying KTTV, Los Angeles.

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 Nqv. 14, 1955, pursuant to FCC consent of Nov. 17, 1955, and its name was changed to Metropolitan Broadcasting Corporation on May 13, 1958. March 28, 1961, parent company name became Metromedia Inc.

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

Personnel:

BENNETT H. KORN, president.
JOHN E. McARDLE, v.p. & general manager.
JACK LYNN, v.p. & director of programming.

(Continued in next column)

Personnel (Continued):

BERNARD ZEIDMAN, commercial manager.
MURRAY SALBERG, dir. of advertising & promotion.
WILLIAM D. KELLY, chief engineer.
MARY McKENNA, v.p., research & sales development.
PHIL COWAN, v.p., director of public relations.
MEL BAILY, executive producer.

DIGEST OF RATE CARD NO. 9

(Dec. 1, 1962)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11:30 p.m., Mon.-Fri.; 1-11:30 p.m., Sat. & Sun.					
\$3600.00	\$2160.00	\$1440.00	\$1200.00	\$960.00	\$430.00

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	CONNECTICUT				
	Fairfield	202,600	193,400	96	
	New Haven	205,700	194,700	95	
	NEW JERSEY				
	Bergen	242,500	236,300	98	
	Essex	291,500	274,600	95	
	Hudson	198,300	187,800	95	
	Hunterdon	16,700	15,700	94	
	Middlesex	128,100	123,900	97	
	Monmouth	101,400	97,000	96	
	Morris	76,400	74,100	98	
	Ocean	35,800	34,500	97	
	Passaic	129,900	123,800	96	
	Sussex	15,200	14,200	94	
	Union	155,700	150,600	97	
	NEW YORK				
	Bronx	462,700	432,800	94	
	Dutchess	48,600	44,600	92	
	Kings	847,900	785,000	93	
	Nassau	374,200	366,500	98	
New York	693,600	542,100	79		
Orange	55,400	51,200	93		
Putnam	9,800	9,200	94		

(Continued on page 415)

WNEW-TV Station Total	5,827,200	5,413,100	93
ARB Total Net Weekly Circulation (March, 1962)	4,391,900		

It all adds up...

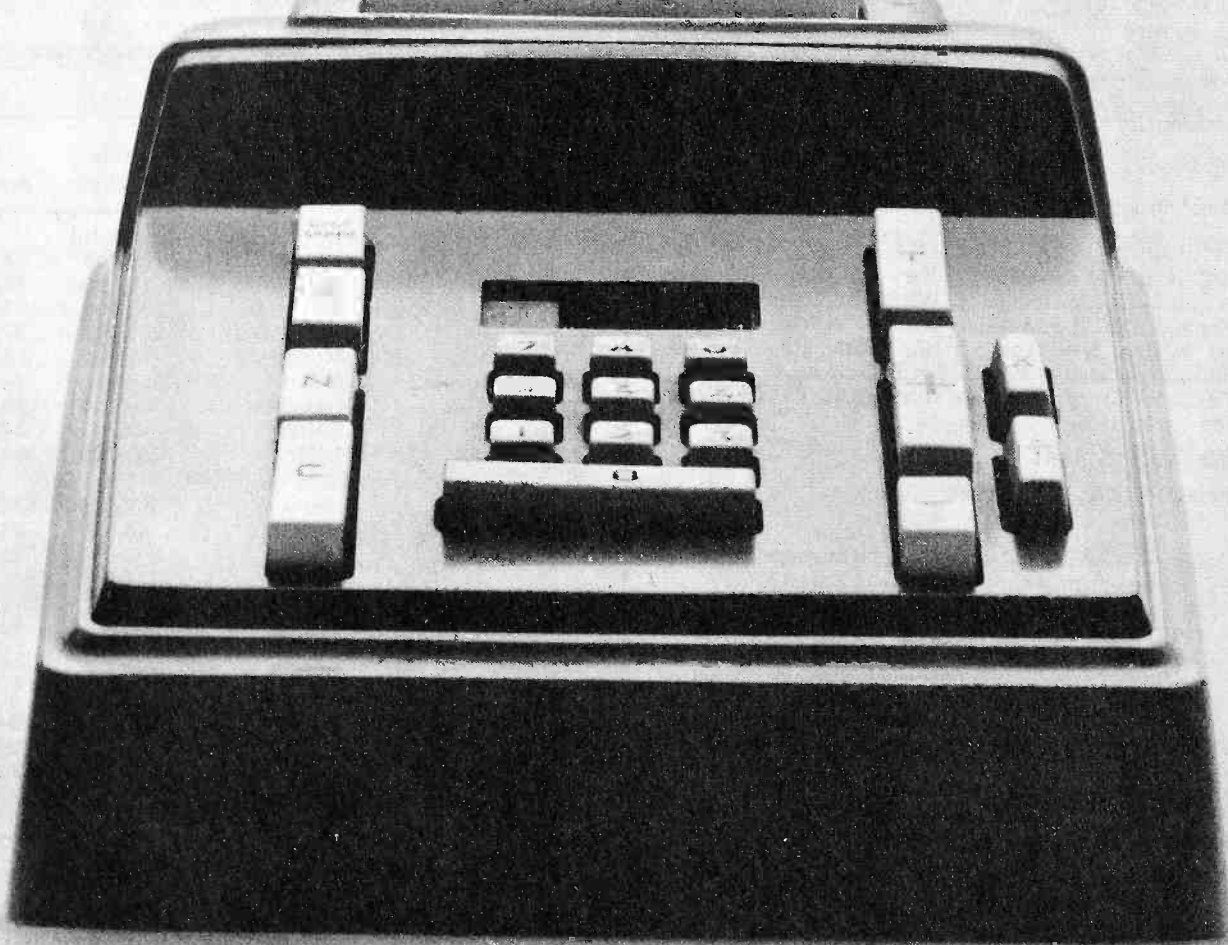
100% reach of all
New York TV Homes *

Unduplicated audience
greater than any
other independent **

Quality audiences
comparable to the
leading network station *

Total, diversified, day-
and-night programming

Minute spots in
prime-time programs



WNEW-TV 5 NEW YORK, Metropolitan Broadcasting Television, Division of
Metromedia, Inc. National Representatives **METRO BROADCAST SALES**

*(SPECIAL ARBITRON ANALYSIS, APRIL 10, 1960)
**(NIELSEN REPORT, DISTRIBUTION TV VIEWING, APRIL 2, 1961)

New York—New York



WNBC-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 30.2-kw maximum and 25.7-kw horizontal visual, 15.1-kw maximum and 12.9-kw horizontal aural. Antenna: 1440-ft. above av. terrain, 1445-ft. above ground, 1490-ft. above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

TV tape: Recording facilities.

Transmitter: Empire State Bldg.

Studio: 30 Rockefeller Plaza.

AM Affiliate: WNBC, 50-kw, 660 kc (NBC).

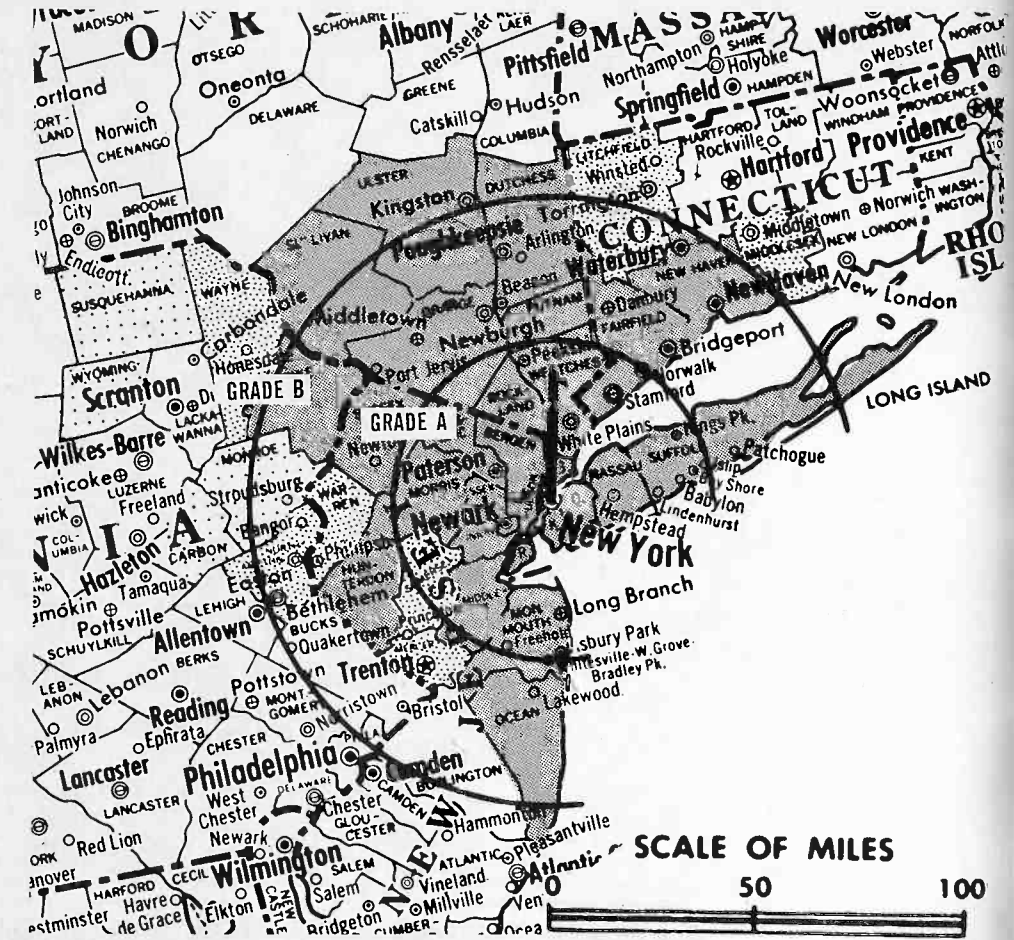
FM Affiliate: WNBC-FM, 1.1-kw, 97.1 mc (No. 246), 1445-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WNBC-TV Ref.: FCC File No. BPCT-1020 Granted 1/23/53

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

WNBC-TV

Licensee: National Broadcasting Co., 30 Rockefeller Plaza, N.Y. 20.
Telephone: Circle 7-8300. TWX No.: NY 1-3773.

Ownership: NBC is wholly owned subsidiary of RCA. NBC owns TV stations WRC-TV, Washington; WNBQ, Chicago; WRCV-TV, Philadelphia; KNBC, Los Angeles; WNBC-TV, New York; and AM stations WNBC, New York; WRC, Washington; WMAQ, Chicago; WRCV, Philadelphia; KNBR, San Francisco. Note: Swap of WRCV-TV & WRCV, Philadelphia, for WNAC-TV & WNAC, Boston pends.

Began Operation: July 1, 1941.

Represented (sales) by NBC Spot Sales.

Personnel:

THEODORE H. WALWORTH JR., v.p. & general manager.
PETER AFFE, station manager.
JAY J. HEITIN, director of sales.
EDWARD A. WARREN, program manager.
JACK REYNOLDS, manager, public affairs.
RICHARD BARNHILL, production & operations manager.
EARL HARDER, continuity acceptance director.
ROBERT G. PATT, manager, advertising & promotion.
FREDERICK E. ACKER, manager, business affairs.

DIGEST OF RATE CARD NO. 23—(July 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec.* 10 Sec.*
Class AAA—7:30-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.
\$10,200 \$6120 \$4080 \$3570 \$2550 \$2500 \$2400 \$1200

*Class AAA (7:59-11:14 p.m., daily).

NETWORK BASE HOURLY RATE: \$8600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CONNECTICUT			
	Fairfield	202,600	193,400	96
	New Haven	205,700	194,700	95
	NEW JERSEY			
	Bergen	242,500	236,300	98
Essex	291,500	274,600	95	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW JERSEY—(Continued)			
	Hudson	198,300	187,800	95
	Hunterdon	16,700	15,700	94
	Middlesex	128,100	123,900	97
	Monmouth	101,400	97,000	96
	Morris	76,400	74,100	98
	Ocean	35,800	34,500	97
	Passaic	129,900	123,800	96
	Sussex	15,200	14,200	94
	Union	155,700	150,600	97
	NEW YORK			
	Bronx	462,700	432,800	94
	Dutchess	48,600	44,600	92
	Kings	847,900	785,000	93
	Nassau	374,200	366,500	98
	New York	693,600	542,100	79
	Orange	55,400	51,200	93
	Putnam	9,800	9,200	94
	Queens	595,900	571,100	96
	Richmond	63,000	60,800	97
Rockland	36,500	34,500	95	
Suffolk	188,700	181,400	97	
Sullivan	14,300	12,500	88	
Ulster	37,300	33,000	89	
Westchester	249,700	237,900	96	
PA.: Pike	3,200	2,800	87	
Between 25-50%	CONNECTICUT			
	Litchfield	37,700	35,000	93
	Middlesex	26,700	24,800	93
	NEW JERSEY			
	Mercer	79,100	74,300	94
	Somerset	42,200	40,600	97
	Warren	19,700	18,500	94
	PENNSYLVANIA			
	Northampton	61,600	57,500	94
	Wayne	8,100	7,000	86
(Continued on page 415)				

WNBC-TV Station Total 5,798,700 5,383,700 93
ARB Total Net Weekly Circulation (March, 1962) 5,160,800

New York—New York

WOR-TV

Ch. 9

Network Service: None, independent.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 129-kw visual, 64.6-kw aural. Antenna:—1240-ft. above av. terrain, 1231-ft. above ground, 1290-ft. above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studios: Empire State Bldg. & Broadway.

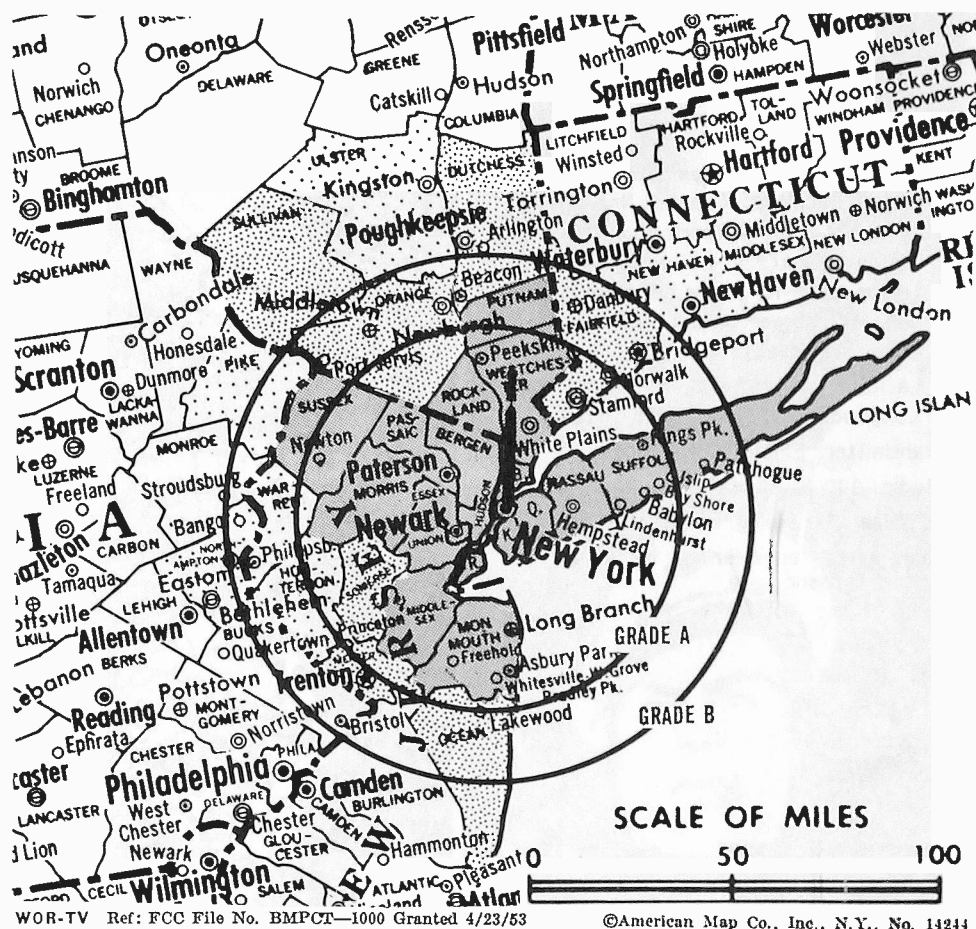
TV tape: Recording facilities.

Uhf Translator Repeater: W79AB, Palmerton, Pa. (also serves Slate-dale and Slatington, Pa.).

AM Affiliate: WOR, 50-kw, 710 kc (MBS).

FM Affiliate: WOR-FM, 1.7-kw, 98.7 mc (No. 254), 1260-ft. antenna height.

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



WOR-TV

Licensee RKO General Inc., 1440 Broadway (zone 18).

Telephone: Longacre 4-8000. TWX No.: NY 13441.

Ownership: RKO General Broadcasting (div. of RKO General Inc.). Hathaway Watson, pres.; Jerome Bess, exec. v.p.; Charles G. Drayton, v.p., administration. RKO General Broadcasting operates Yankee Network (with WNAC, Boston). It also operates WNAC-TV, Boston; KHJ-TV, Los Angeles (KHJ-AM-FM); HWBQ-TV, Memphis, Tenn. (WHBQ); radio stations WGMS & FM, Washington, D.C.; KFRC & FM, San Francisco and WRKO-FM, Boston. Canadian subsidiary owns 2/3 of CKLW-TV, Windsor-Detroit (CKLW). Note: Swap of WNAC-TV & WNAC, Boston for WRCV-TV & WRCV, Philadelphia, pends.

Began Operation: Oct. 5, 1949. In Jan. 1952, R. H. Macy Co. merged ownership with Thomas S. Lee Enterprises Inc., now RKO General—Macy Co. retaining 10%; in Dec. 1955, Macy Co. sold its interest to General Tire & Rubber Co., latter setting up parent holding firm, RKO General Inc., for both broadcasting and recently acquired RKO Radio Pictures (Television Digest, Vol. 7:41, 46; 8:3, 11:48, 51).

Represented (sales) by WOR-TV Sales, 1440 Broadway, N. Y. and RKO General Natl. Sales (Chicago, Los Angeles, San Francisco).

Represented (legal) by Pierson, Ball & Dowd (Washington); Regan, Goldfarb, Powell & Quinn (New York).

Personnel:

ROBERT J. LEDER, v.p. & general manager.
ROBERT SMITH, v.p., director of programming.
BURT LAMBERT, v.p. & TV sales manager.
IVAN REINER, program manager & film buyer.
MARTIN S. FLIESLER, v.p., advertising & promotion director.
ROBERT B. BEUSSE, advertising & promotion manager.
HERB SALTZMAN, merchandising manager.
LEE O'BRIEN, research director.
HERBERT MAYES, WOR div. controller.
SID BAKAL, public relations director.
GEORGE BROWN, news & special events director.
BARNEY BOYLE, technical operations.
ORVILLE SATHER, director of engineering.

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

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., Mon.-Fri.	\$3000.00	\$1800.00	\$1350.00	\$650.00*	\$225.00*
*Class AA—9:30-11 p.m., Mon.-Fri.					

Net Weekly Circulation	State County	Total		TV Homes %
		Households	Homes	
Over 50%	NEW JERSEY			
	Bergen	242,500	236,300	98
	Essex	291,500	274,600	95
	Hudson	198,300	187,800	95
	Middlesex	128,100	123,900	97
	Monmouth	101,400	97,000	96
	Morris	76,400	74,100	98
	Passaic	129,900	123,800	96
	Sussex	15,200	14,200	94
	Union	155,700	150,600	97
Between 25-50%	NEW YORK			
	Bronx	462,700	432,800	94
	Kings	847,900	785,000	93
	Nassau	374,200	366,500	98
	New York	693,600	542,100	79
	Putnam	9,800	9,200	94
	Queens	595,900	571,100	96
	Richmond	63,000	60,800	97
	Rockland	36,500	34,500	95
	Suffolk	188,700	181,400	97
Westchester	249,700	237,900	96	
	CONNECTICUT			
	Fairfield	202,600	193,400	96
	NEW JERSEY			
	Mercer	79,100	74,300	94
	Ocean	35,800	34,500	97
	Somerset	42,200	40,600	97
	NEW YORK			
	Dutchess	48,600	44,600	92
	Orange	55,400	51,200	93
	Sullivan	14,300	12,500	88
	(Continued on page 415)			
WOR-TV Station Total		5,683,200	5,276,900	93
ARB Total Net Weekly Circulation (March, 1962)		3,697,200		

New York—New York

WPIX

Ch. 11



Network Service: None, independent.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1410-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"

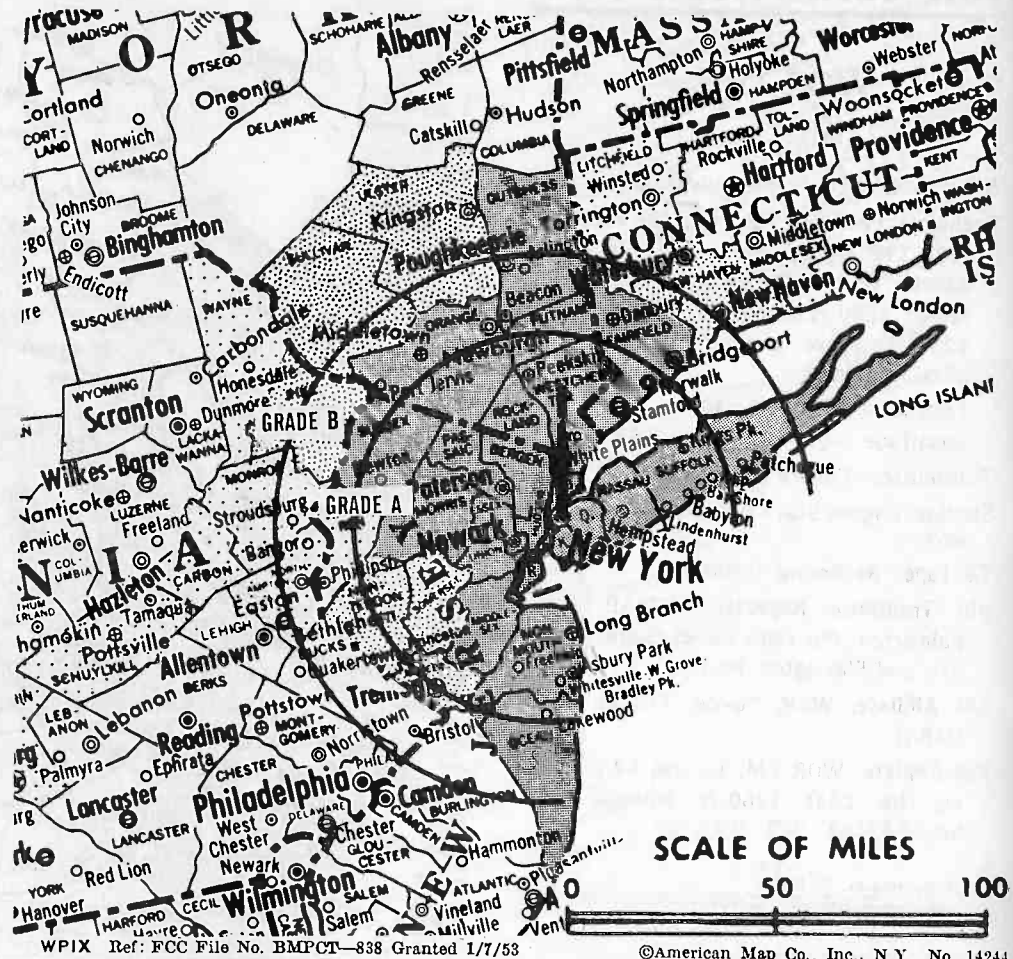
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

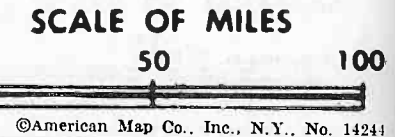
Studio: 220 E. 42nd St.

TV tape: Recording facilities.

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



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



WPIX

Licensee: WPIX Inc., 220 E. 42nd St., New York 17.

Telephone: Murray Hill 2-6500.

Ownership: Same as New York News, which also owns 49% of FM radio WNCN, New York. Interlocking ownership with TV stations WGN-TV, Chicago (Chicago Tribune) and KDAL-TV, Duluth.

Began Operation: June 15, 1948.

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

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

Personnel:

- FRED M. THROWER, exec. v.p. & general manager.
- LEAVITT J. POPE, v.p. in charge of operations.
- T. E. MITCHELL, v.p. & controller.
- JOHN A. PATTERSON, v.p. & sales manager.
- OTIS FREEMAN, v.p., engineering.
- JACK F. A. FLYNN, asst. sales mgr.
- WALTER D. ENGELS, news & live program manager.
- FRANK TUOTI, director of advertising, promotion & research.
- WILLIAM L. COOPER JR., film manager.
- ANDREW J. McCAFFREY, public relations director.

DIGEST OF RATE CARD NO. 12—(April 16, 1962)

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

Class A—5-11:30 p.m., daily.

\$2000.00 \$1200.00 \$800.00 \$650.00 \$550.00 \$450.00 \$225.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CONNECTICUT			
	Fairfield	202,600	193,400	96
	NEW JERSEY			
	Bergen	242,500	236,300	98
	Essex	291,500	274,600	95
	Hudson	198,300	187,800	95
	Middlesex	128,100	123,900	97
	Monmouth	101,400	97,000	96
	Morris	76,400	74,100	98
	Ocean	35,800	34,500	97
	Passaic	129,900	123,800	96
	Sussex	15,200	14,200	94
Union	155,700	150,600	97	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	NEW YORK			
	Bronx	462,700	432,800	94
	Dutchess	48,600	44,600	92
	Kings	847,900	785,000	93
	Nassau	374,200	366,500	98
	New York	693,600	542,100	79
	Orange	55,400	51,200	93
	Putnam	9,800	9,200	94
	Queens	595,900	571,100	96
	Richmond	63,000	60,800	97
Between 25-50%	Rockland	36,500	34,500	95
	Suffolk	188,700	181,400	97
	Westchester	249,700	237,900	96
	CONNECTICUT			
	New Haven	205,700	194,700	95
NEW JERSEY	Hunterdon	16,700	15,700	94
	Mercer	79,100	74,300	94
	Somerset	42,200	40,600	97
NEW YORK	Sullivan	14,300	12,500	88
	Ulster	37,300	33,000	89
	PA.: Pike	3,200	2,800	87
Under 25%	CONNECTICUT			
	Litchfield	37,700	35,000	93
	Middlesex	26,700	24,800	93
	N.J.: Warren	19,700	18,500	94
	PENNSYLVANIA			
	Carbon	16,200	15,100	93
	Monroe	12,400	11,600	93
	Montour	4,200	3,700	88
	Northampton	61,600	57,500	94
	Northumberland	32,600	28,800	89
Schuylkill	54,000	49,200	92	
Snyder	7,100	5,900	83	
Union	6,600	5,500	82	
Wayne	8,100	7,000	86	
WPIX Station Total		5,888,800	5,463,500	93
ARB Total Net Weekly Circulation (March, 1962)		4,221,700		



ART LINKLETTER "PEOPLE ARE FUNNY"



BORIS KARLOFF "THRILLER"



STEVE ALLEN "THE STEVE ALLEN SHOW"



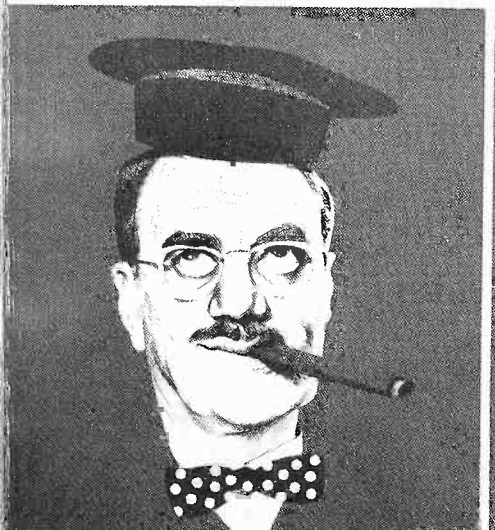
SEBASTIAN CABOT "CHECKMATE"



JACKIE GLEASON "THE HONEYMOONERS"



GARDNER MC KAY "ADVENTURES IN PARADISE"



GROUCHO MARX "THE BEST OF GROUCHO"



JOHN DEREK "FRONTIER CIRCUS"



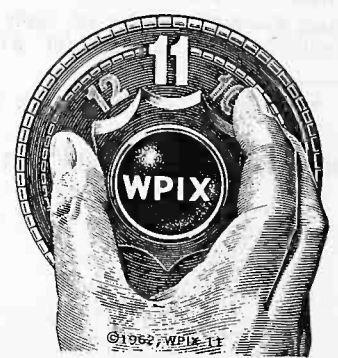
WALTER CRONKITE "YOU ARE THERE"

WPIX-11 is looking more like a network...more...and more...and more!

Keep your network look with WPIX-11. You do just that when you supplement your network shows in New York with a schedule on WPIX-11. Your commercial is surrounded by big shows and stars like Lee Marvin, Steve McQueen, Hugh O'Brian, Anthony George and many more—all on WPIX-11. Minute commercials in prime time in a "network atmosphere" of top shows and national advertisers is what you get every night on WPIX-11, New York's Prestige Independent.

WHERE ARE YOUR 60-SECOND COMMERCIALS IN NEW YORK?

1962-63 Edition



New York—New York

WPIX

Ch. 11



Network Service: None, independent.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1410-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"

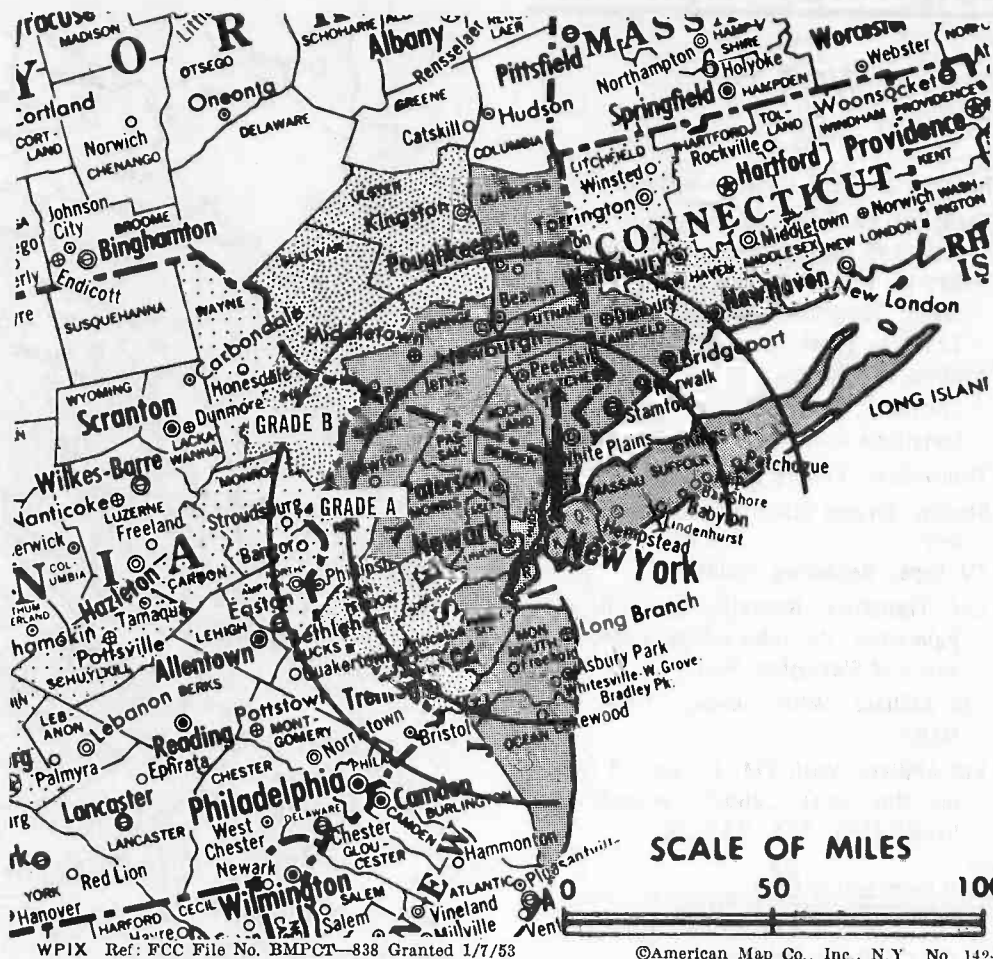
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 220 E. 42nd St.

TV tape: Recording facilities.

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



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

WPIX

Licensee: WPIX Inc., 220 E. 42nd St., New York 17.

Telephone: Murray Hill 2-6500.

Ownership: Same as New York News, which also owns 49% of FM radio WNCN, New York. Interlocking ownership with TV stations WGN-TV, Chicago (Chicago Tribune) and KDAL-TV, Duluth.

Began Operation: June 15, 1948.

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

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

Personnel:

- FRED M. THROWER, exec. v.p. & general manager.
- LEAVITT J. POPE, v.p. in charge of operations.
- T. E. MITCHELL, v.p. & controller.
- JOHN A. PATTERSON, v.p. & sales manager.
- OTIS FREEMAN, v.p., engineering.
- JACK F. A. FLYNN, asst. sales mgr.
- WALTER D. ENGELS, news & live program manager.
- FRANK TUOTI, director of advertising, promotion & research.
- WILLIAM L. COOPER JR., film manager.
- ANDREW J. McCAFFREY, public relations director.

DIGEST OF RATE CARD NO. 12—(April 16, 1962)

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

Class A—5-11:30 p.m., daily.

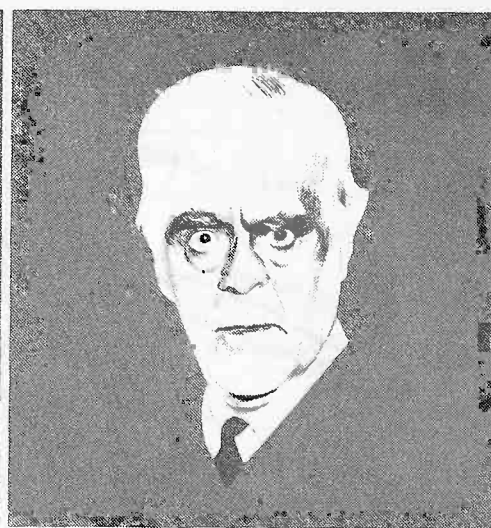
\$2000.00 \$1200.00 \$800.00 \$650.00 \$550.00 \$450.00 \$225.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CONNECTICUT			
	Fairfield	202,600	193,400	96
	NEW JERSEY			
	Bergen	242,500	236,300	98
	Essex	291,500	274,600	95
	Hudson	198,300	187,800	95
	Middlesex	128,100	123,900	97
	Monmouth	101,400	97,000	96
	Morris	76,400	74,100	98
	Ocean	35,800	34,500	97
	Passaic	129,900	123,800	96
Sussex	15,200	14,200	94	
Union	155,700	150,600	97	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	NEW YORK			
	Bronx	462,700	432,800	94
	Dutchess	48,600	44,600	92
	Kings	847,900	785,000	93
	Nassau	374,200	366,500	98
	New York	693,600	542,100	79
	Orange	55,400	51,200	93
	Putnam	9,800	9,200	94
	Queens	595,900	571,100	96
	Richmond	63,000	60,800	97
	Rockland	36,500	34,500	95
Suffolk	188,700	181,400	97	
Westchester	249,700	237,900	96	
Between 25-50%	CONNECTICUT			
	New Haven	205,700	194,700	95
	NEW JERSEY			
	Hunterdon	16,700	15,700	94
	Mercer	79,100	74,300	94
Somerset	42,200	40,600	97	
NEW YORK				
Sullivan	14,300	12,500	88	
Ulster	37,300	33,000	89	
PA.: Pike	3,200	2,800	87	
Under 25%	CONNECTICUT			
	Litchfield	37,700	35,000	93
	Middlesex	26,700	24,800	93
	N.J.: Warren	19,700	18,500	94
	PENNSYLVANIA			
	Carbon	16,200	15,100	93
	Monroe	12,400	11,600	93
	Montour	4,200	3,700	88
	Northampton	61,600	57,500	94
	Northumberland	32,600	28,800	89
	Schuylkill	54,000	49,200	92
Snyder	7,100	5,900	83	
Union	6,600	5,500	82	
Wayne	8,100	7,000	86	
WPIX Station Total		5,888,800	5,463,500	93
ARB Total Net Weekly Circulation (March, 1962)		4,221,700		



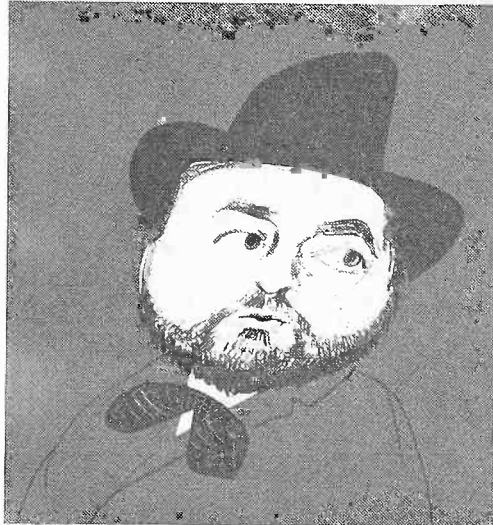
ART LINKLETTER "PEOPLE ARE FUNNY"



BORIS KARLOFF "THRILLER"



STEVE ALLEN "THE STEVE ALLEN SHOW"



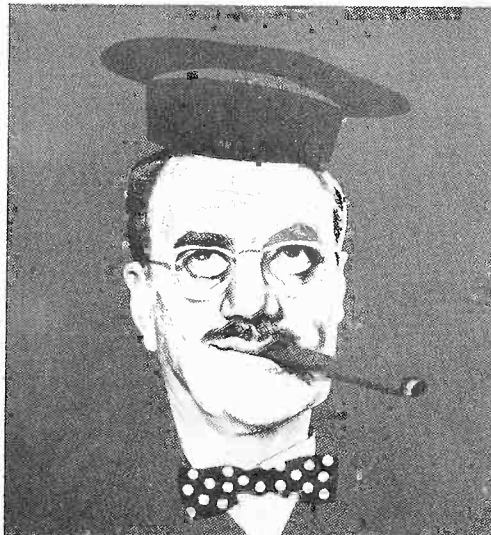
SEBASTIAN CABOT "CHECKMATE"



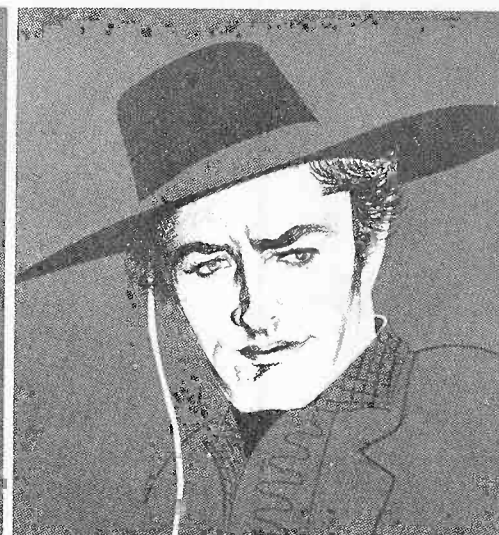
JACKIE GLEASON "THE HONEYMOONERS"



GARDNER MC KAY "ADVENTURES IN PARADISE"



GROUCHO MARX "THE BEST OF GROUCHO"



JOHN DEREK "FRONTIER CIRCUS"



WALTER CRONKITE "YOU ARE THERE"

WPIX-11 is looking more like a network...more...and more...and more!

Keep your network look with wPIX-11. You do just that when you supplement your network shows in New York with a schedule on wPIX-11. Your commercial is surrounded by big shows and stars like Lee Marvin, Steve McQueen, Hugh O'Brian, Anthony George and many more—all on wPIX-11. Minute commercials in prime time in a "network atmosphere" of top shows and national advertisers is what you get every night on wPIX-11, New York's Prestige Independent.

WHERE ARE YOUR 60-SECOND COMMERCIALS IN NEW YORK?

1962-63 Edition



©1962, WPIX

New York—Plattsburgh

abc NB WPTZ
Ch. 5

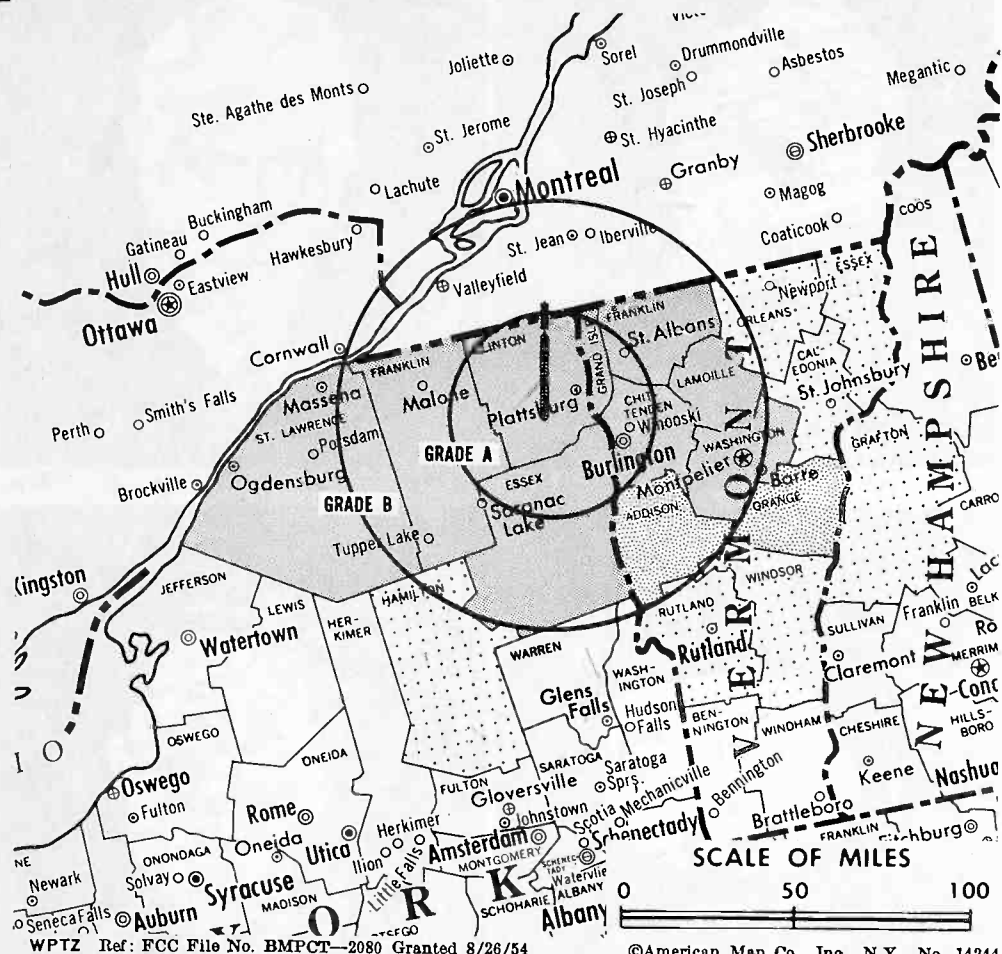
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25.1-kw visual, 15-kw aural. Antenna: 2000-ft. above av. terrain, 977-ft. above ground, 3059-ft. above sea level.

Latitude 44° 34' 18"
Longitude 73° 40' 53"

Transmitter: Terry Mountain.

Studio: 357 Cornelia St., Plattsburgh, N.Y.

Telephone: Jordan 1-5555.



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

WPTZ Ref: FCC File No. BMPCT-2080 Granted 8/26/54

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

WPTZ

Network Service: ABC, NBC.

Grantee (STA): Rollins Telecasting Inc., 414 French St., Wilmington, Del.

Ownership: Rollins Broadcasting Inc., 100%. Officers & stockholders: O. Wayne Rollins, pres., 66 2/3%; John W. Rollins, ex-lieutenant-governor of Del., 33 1/3%. Rollins also owns WEAR-TV, Mobile, Ala.; WCHS-TV, Charleston, W. Va. (WCHS); and operates radio stations WAMS, Wilmington, Del.; WRAP, Norfolk, Va.; WNJR, Newark, N.J.; WBEE, Harvey, Ill.; WGEE, Indianapolis; KDAY, Santa Monica, Cal. Rollins also is Ch. 12 applicant in Wilmington, Del.

Began Operation: Dec. 8, 1954. Sale to present owners by Carl F. Stohn group approved March 28, 1956 by FCC (Television Digest, Vol. 12:7, 13).

Represented (sales) by Blair Television Associates.

Represented (legal) by Cohn & Marks.

Represented (engineering) by G. Russell Chambers.

Personnel:

DAVE MILLIGAN, general manager.
LINCOLN MAYO, local sales manager.
BILL HUNTER, news director & operations manager.
HARRY BOWEN, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	Min.*	20 Sec.*	8 Sec.*
Class A—7:30-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$110.00	\$90.00
	\$45.00					

*Section 1. Also has Section 2, Min. \$80, 20 Sec. \$60, 8 Sec. \$30.

NETWORK BASE HOURLY RATE: \$400 (ABC), \$400 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK			
	Clinton	18,500	17,600	95
	Essex	10,100	9,300	93
	Franklin	12,600	11,300	90
	St. Lawrence	29,500	27,300	93
Between 25-50%	VERMONT			
	Chittenden	20,600	19,300	94
	Franklin	8,200	7,900	96
	Grand Isle	900	900	98
	Lamoille	3,100	2,900	94
Under 25%	Washington	12,400	11,600	93
	VERMONT			
	Addison	5,300	4,800	90
	Orange	4,500	4,100	90
	NEW HAMPSHIRE			
	Grafton	14,400	12,600	88
	NEW YORK			
	Hamilton	1,400	1,200	89
	VERMONT			
	Caledonia	6,800	6,300	92
Essex	1,700	1,600	94	
Orleans	5,600	5,300	94	
Rutland	13,700	12,400	91	
Windsor	12,800	11,400	89	
WPTZ Station Total		182,100	167,800	92
ARB Total Net Weekly Circulation (March, 1962)			92,600	

**For More Information
on the Sale of WPTZ,
see the Sales & Transfers Section.**

WABC-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50% (Continued)	PENNSYLVANIA			
	Northampton	61,600	57,500	94
	Wayne	8,100	7,000	86
Under 25%	CONNECTICUT			
	Middlesex	26,700	24,800	93
	NEW YORK			
	Columbia	14,700	13,500	92
	Greene	9,900	9,200	93
	PENNSYLVANIA			
	Carbon	16,200	15,100	93
	Monroe	12,400	11,600	93

WCBS-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50% (Continued)	NEW JERSEY			
	Warren	19,700	18,500	94
	PENNSYLVANIA			
	Wayne	8,100	7,000	86
Under 25%	CONNECTICUT			
	Middlesex	26,700	24,800	93
	MASSACHUSETTS			
	Franklin	17,200	15,200	88
	NEW YORK			
	Columbia	14,700	13,500	92
	Delaware	12,800	11,100	86
	Greene	9,900	9,200	93
	Otsego	15,600	13,900	89
	PENNSYLVANIA			
	Carbon	16,200	15,100	93
	Monroe	12,400	11,600	93
	Northampton	61,600	57,500	94
	Schuylkill	54,000	49,200	92
	Susquehanna	9,500	8,800	92
Wyoming	4,900	4,500	91	

WNBC-TV
(ARB Data Continued)

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
Under 25%	PENNSYLVANIA			
	Carbon	16,200	15,100	93
	Monroe	12,400	11,600	93
	Susquehanna	9,500	8,800	92
	Wyoming	4,900	4,500	91

New York—New York

WNEW-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	NEW YORK (Continued)			
	Queens	595,900	571,100	96
	Richmond	63,000	60,800	97
	Rockland	36,500	34,500	95
	Suffolk	188,700	181,400	97
	Sullivan	14,300	12,500	88
	Westchester	249,700	237,900	96
	PENNSYLVANIA			
	Pike	3,200	2,800	87
	Between 25-50%	CONNECTICUT		
Litchfield		37,700	35,000	93
Middlesex		26,700	24,800	93
NEW JERSEY				
Mercer		79,100	74,300	94
Somerset		42,200	40,600	97
NEW YORK				
Ulster		37,300	33,000	89
PENNSYLVANIA				
Wayne		8,100	7,000	86
Under 25%	NEW JERSEY			
	Warren	19,700	18,500	94
	PENNSYLVANIA			
	Bucks	90,100	86,900	97
	Carbon	16,200	15,100	93
	Monroe	12,400	11,600	93
	Susquehanna	9,500	8,800	92
Wyoming	4,900	4,500	91	

WOR-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Under 25%	CONNECTICUT			
	New Haven	205,700	194,700	95
	NEW JERSEY			
	Hunterdon	16,700	15,700	94
	Warren	19,700	18,500	94
	NEW YORK			
	Ulster	37,300	33,000	89
	PENNSYLVANIA			
	Northampton	61,600	57,500	94
	Pike	3,200	2,800	87

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

New York—Plattsburgh

abc **WPTZ**

Ch. 5

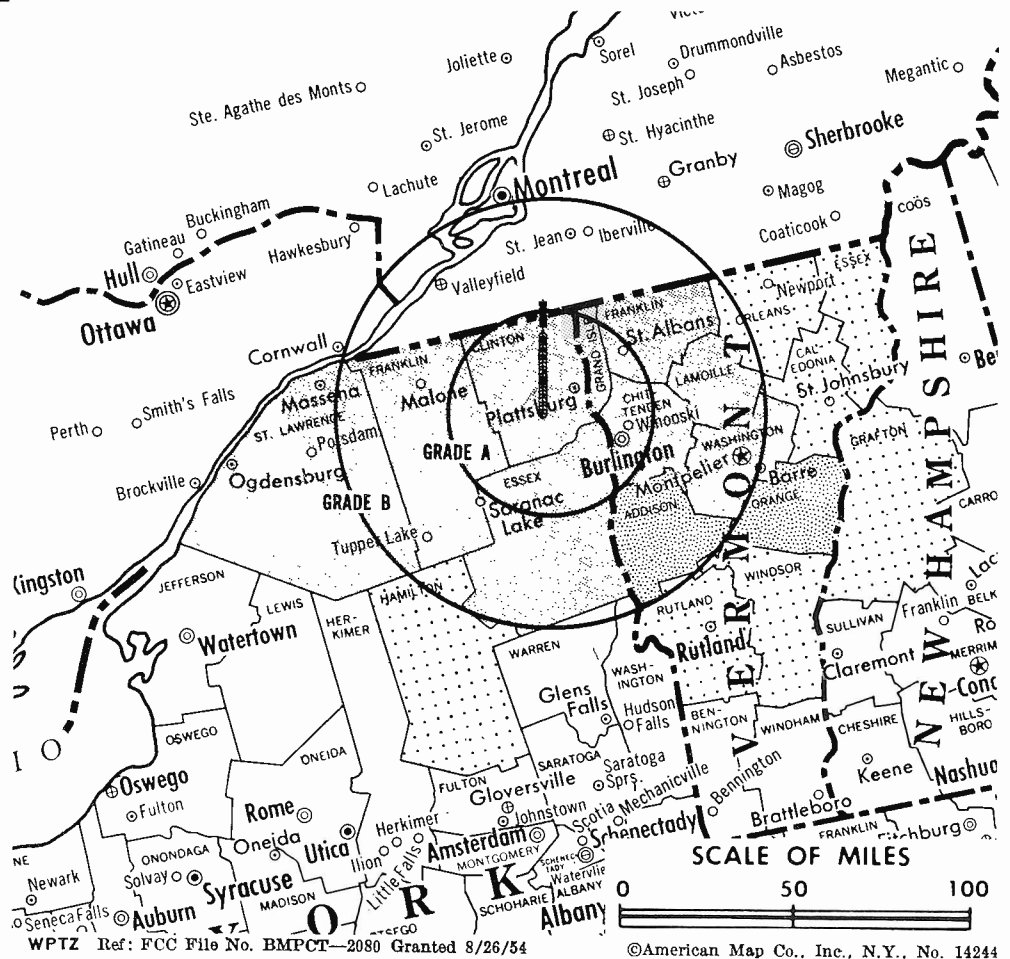
Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25.1-kw visual, 15-kw aural. Antenna: 2000-ft. above av. terrain, 977-ft. above ground, 3059-ft. above sea level.

Latitude 44° 34' 18"
Longitude 73° 40' 53"

Transmitter: Terry Mountain.

Studio: 357 Cornelia St., Plattsburgh, N.Y.

Telephone: Jordan 1-5555.



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

WPTZ Ref: FCC File No. BMPCT-2080 Granted 8/26/54

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

WPTZ

Network Service: ABC, NBC.

Grantee (STA): Rollins Telecasting Inc., 414 French St., Wilmington, Del.

Ownership: Rollins Broadcasting Inc., 100%. Officers & stockholders: O. Wayne Rollins, pres., 66 2/3%; John W. Rollins, lieutenant-governor of Del., 33 1/3%. Rollins also owns WEAR-TV, Mobile, Ala.; WCHS-TV, Charleston, W. Va. (WCHS); and operates radio stations WAMS, Wilmington, Del.; WRAP, Norfolk, Va.; WNJR, Newark, N.J.; WBEE, Harvey, Ill.; WGEE, Indianapolis; KDAY, Santa Monica, Cal. Rollins also is Ch. 12 applicant in Wilmington, Del.

Began Operation: Dec. 8, 1954. Sale to present owners by Carl F. Stohn group approved March 28, 1956 by FCC (Television Digest, Vol. 12:7, 13).

Represented (sales) by Blair Television Associates.

Represented (legal) by Cohn & Marks.

Represented (engineering) by G. Russell Chambers.

Personnel:

DAVE MILLIGAN, general manager.
LINCOLN MAYO, local sales manager.
BILL HUNTER, news director & operations manager.
HARRY BOWEN, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	Min.*	20 Sec.*	8 Sec.*
Class A—7:30-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$110.00	\$90.00

*Section 1. Also has Section 2, Min. \$80, 20 Sec. \$60, 8 Sec. \$30.

NETWORK BASE HOURLY RATE: \$400 (ABC), \$400 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK			
	Clinton	18,500	17,600	95
	Essex	10,100	9,300	93
	Franklin	12,600	11,300	90
	St. Lawrence	29,500	27,300	93
Between 25-50%	VERMONT			
	Chittenden	20,600	19,300	94
	Franklin	8,200	7,900	96
	Grand Isle	900	900	98
	Lamoille	3,100	2,900	94
Under 25%	VERMONT			
	Addison	5,300	4,800	90
	Orange	4,500	4,100	90
	NEW HAMPSHIRE			
	Grafton	14,400	12,600	88
	NEW YORK			
	Hamilton	1,400	1,200	89
	VERMONT			
	Caledonia	6,800	6,300	92
	Essex	1,700	1,600	94
Orleans	5,600	5,300	94	
Rutland	13,700	12,400	91	
Windsor	12,800	11,400	89	
WPTZ Station Total		182,100	167,800	92
ARB Total Net Weekly Circulation (March, 1962)			92,600	

For More Information
on the Sale of WPTZ,
see the Sales & Transfers Section.

WABC-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50% (Continued)	PENNSYLVANIA			
	Northampton	61,600	57,500	94
	Wayne	8,100	7,000	86
Under 25%	CONNECTICUT			
	Middlesex	26,700	24,800	93
	NEW YORK			
	Columbia	14,700	13,500	92
	Greene	9,900	9,200	93
	PENNSYLVANIA			
	Carbon	16,200	15,100	93
	Monroe	12,400	11,600	93

WCBS-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50% (Continued)	NEW JERSEY			
	Warren	19,700	18,500	94
	PENNSYLVANIA			
	Wayne	8,100	7,000	86
Under 25%	CONNECTICUT			
	Middlesex	26,700	24,800	93
	MASSACHUSETTS			
	Franklin	17,200	15,200	88
	NEW YORK			
	Columbia	14,700	13,500	92
	Delaware	12,800	11,100	86
	Greene	9,900	9,200	93
	Otsego	15,600	13,900	89
	PENNSYLVANIA			
	Carbon	16,200	15,100	93
	Monroe	12,400	11,600	93
	Northampton	61,600	57,500	94
Schuylkill	54,000	49,200	92	
Susquehanna	9,500	8,800	92	
Wyoming	4,900	4,500	91	

WNBC-TV
(ARB Data Continued)

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
Under 25%	PENNSYLVANIA			
	Carbon	16,200	15,100	93
	Monroe	12,400	11,600	93
	Susquehanna	9,500	8,800	92
	Wyoming	4,900	4,500	91

New York—New York

WNEW-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	NEW YORK (Continued)			
	Queens	595,900	571,100	96
	Richmond	63,000	60,800	97
	Rockland	36,500	34,500	95
	Suffolk	188,700	181,400	97
	Sullivan	14,300	12,500	88
	Westchester	249,700	237,900	96
	PENNSYLVANIA			
	Pike	3,200	2,800	87
		CONNECTICUT		
	Litchfield	37,700	35,000	93
	Middlesex	26,700	24,800	93
Between 25-50%	NEW JERSEY			
	Mercer	79,100	74,300	94
	Somerset	42,200	40,600	97
	NEW YORK			
Ulster	37,300	33,000	89	
	PENNSYLVANIA			
	Wayne	8,100	7,000	86
Under 25%	NEW JERSEY			
	Warren	19,700	18,500	94
	PENNSYLVANIA			
	Bucks	90,100	86,900	97
	Carbon	16,200	15,100	93
	Monroe	12,400	11,600	93
	Susquehanna	9,500	8,800	92
Wyoming	4,900	4,500	91	

WOR-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Under 25%	CONNECTICUT			
	New Haven	205,700	194,700	95
	NEW JERSEY			
	Hunterdon	16,700	15,700	94
	Warren	19,700	18,500	94
	NEW YORK			
	Ulster	37,300	33,000	89
	PENNSYLVANIA			
	Northampton	61,600	57,500	94
	Pike	3,200	2,800	87

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

New York—Rochester



WHEC-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 450-ft. above av. terrain, 353-ft. above ground, 950-ft. above sea level.

Latitude 43° 08' 07"

Longitude 77° 35' 02"

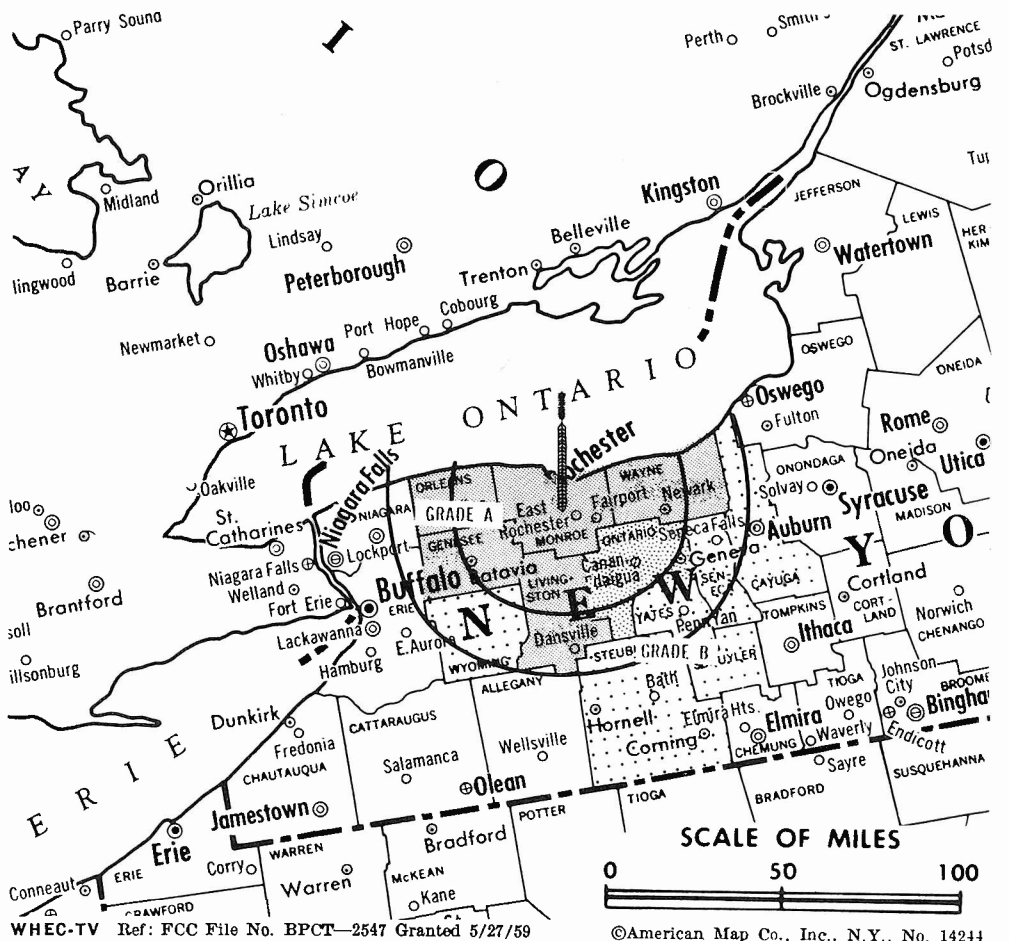
Holds CP for change to 500-ft. above av. terrain, 346-ft. above ground.

Requests change to 505-ft. above av. terrain, 343-ft. above ground.

Transmitter: Pinnacle Hill.

TV tape: Recording facilities.

AM Affiliate: WHEC, 5-kw, 1460 kc (CBS).



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

WHEC-TV Ref: FCC File No. BPCT-2547 Granted 5/27/59

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WHEC-TV

Licensee: WHEC Inc., 191 East Ave.

Studio: 191 East Ave.

Telephone: Baker 5-3050.

TWX No.: RO 284.

Ownership: Gannett Co. Inc., 100%. WHEC Inc. officers: Paul Miller, pres.; L. MacMillan, v.p. Also owns WINR-TV, Binghamton, N.Y. (WINR). Gannett Co. owns chain of N.Y. newspapers, including Rochester Times-Union and Democrat & Chronicle, Binghamton Press, Elmira Advertiser & Star Gazette, Niagara Falls Gazette; also publishes Danville (Ill.) Commercial-News, Hartford (Conn.) Times and Plainfield (N.J.) Courier-News; also owns radio WENY, Elmira, N.Y.; radio WDAN, Danville, Ill.

Began Operation: Nov. 1, 1953 as a share-time 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).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

LOWELL MacMILLAN, v.p. & general manager.
 JOHN J. CODY, sales manager.
 WILLIAM ADAMS, program & production director.
 HOWARD MOUATT, chief engineer.
 JOEL LASKY, advertising & promotion director.

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

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
 Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.
 \$900.00 \$540.00 \$360.00 \$225.00 \$300.00* \$200.00* \$100.00*

*Class AA—7:31-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK			
	Genesee	15,900	15,100	95
	Livingston	12,200	11,300	93
	Monroe	182,300	172,200	95
	Orleans	10,300	9,500	93
Wayne	20,000	18,700	93	
Between 25-50%	NEW YORK			
Ontario	19,700	18,600	95	
Under 25%	NEW YORK			
	Cayuga	21,600	19,700	91
	Schuyler	4,500	4,000	89
	Seneca	8,700	8,300	96
	Steuben	28,900	26,200	91
	Wyoming	9,700	9,300	96
Yates	5,700	5,200	91	
WHEC-TV Station Total		339,500	318,100	94
ARB Total Net Weekly Circulation (March, 1962)			229,100	



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TRANS-LUX TELEVISION CORPORATION
 NEW YORK CHICAGO HOLLYWOOD

New York—Rochester



WOKR

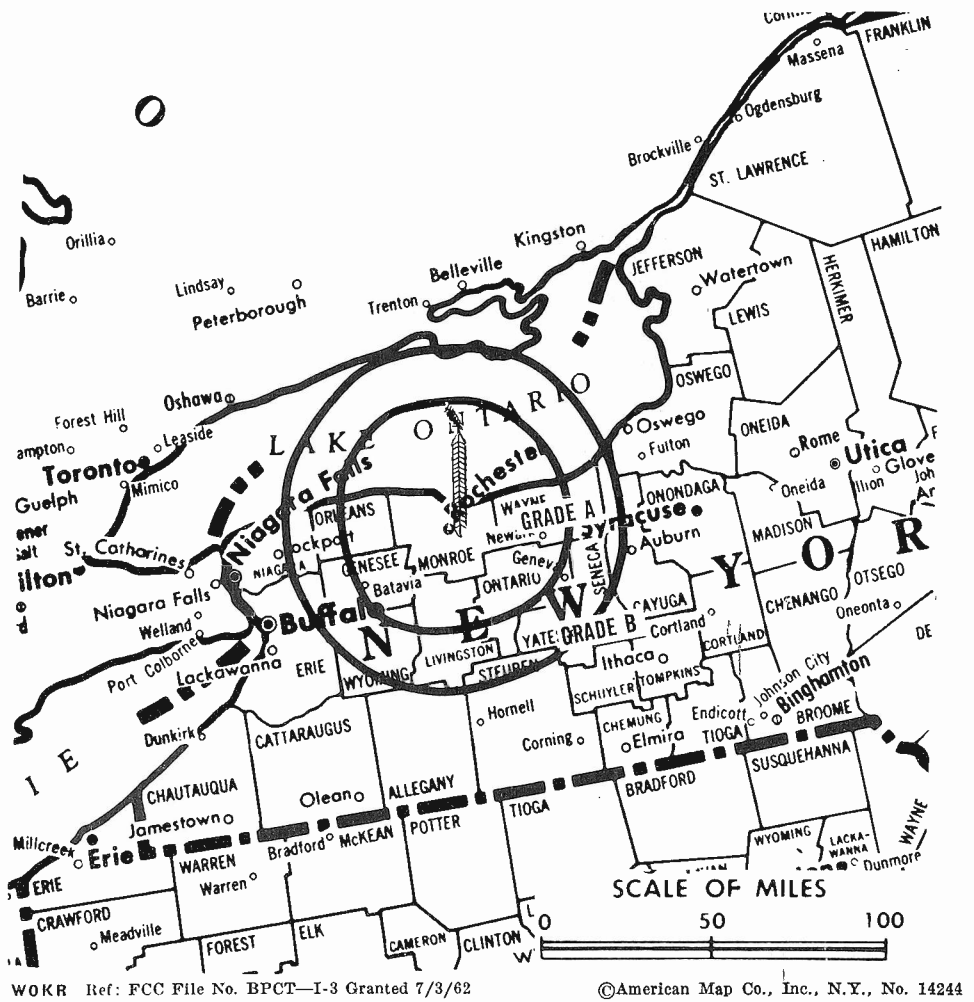


Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 500-ft. above av. terrain, 360.5-ft. above ground, 1027-ft. above sea level.

Latitude 42° 08' 07"
Longitude 77° 07' 55"

Transmitter: Pinnacle Hill, Brighton.



WOKR

Licensee: Channel 13 of Rochester Inc., c/o Dennis Livadas, 100 Times Sq. Bldg.

Studio: 17 Clinton Ave. S., Rochester.

Ownership: Channel 13 of Rochester Inc. Richard Landsman, pres. Following own 12.5% each (as representatives): Dennis Livadas, secy.; Leon Halperin, v.p.; William N. Posner, treas.; Harper Sibley Jr., chmn.; Robert Green; William Fay; Gordon Brown; Robert Kieve. Note: This is an interim operation owned equally by all applicants for Ch. 13.

Began Operation: Sept. 14, 1962.

Represented (sales) by Blair Associates.

Represented (legal) by Dennis J. Livadas; Pierson, Ball & Dowd.

Represented (engineering) by George C. Davis.

Personnel:

RICHARD LANDSMAN, president & general manager.
ALAN JOHNSTONE, sales manager.
GEORGE DRISCOLL, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7:30-10:59 p.m., daily.	\$800.00	\$540.00	\$360.00	\$225.00	\$400.00	\$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$800.

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



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New York—Rochester



WROC-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 510-ft. above av. terrain, 347-ft. above ground, 1033-ft. above sea level.

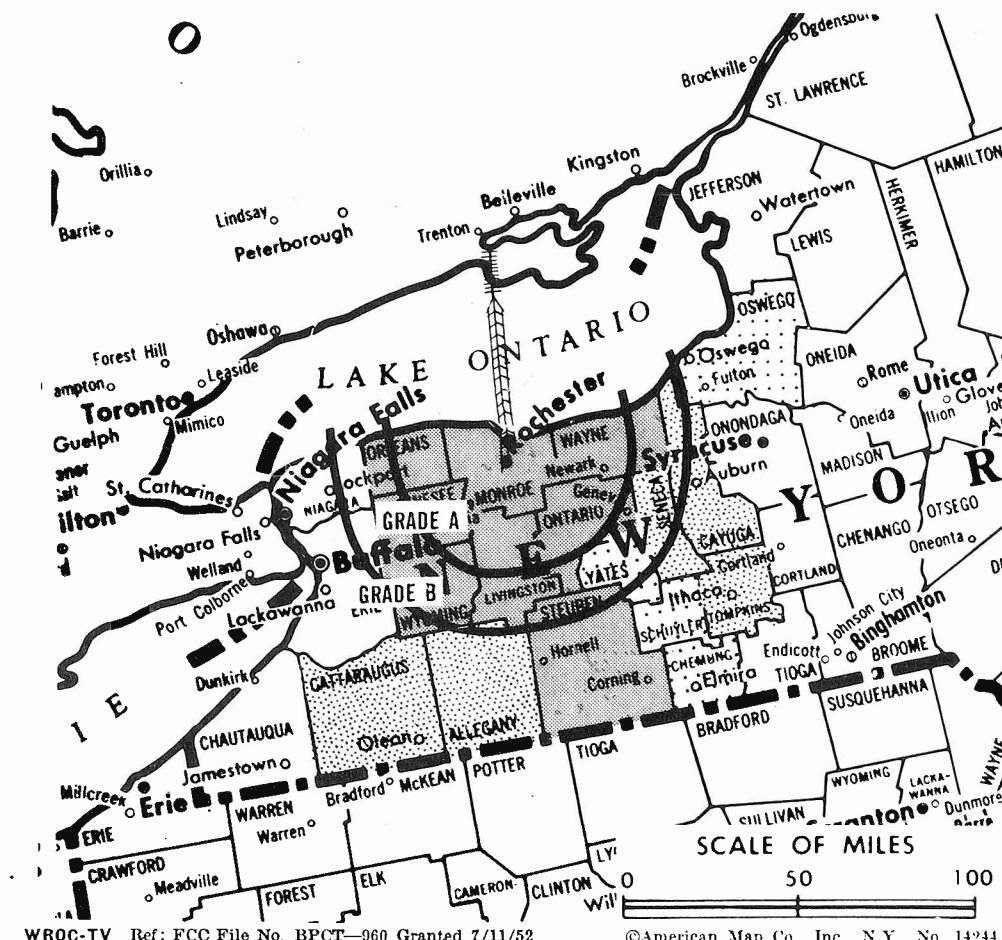
Latitude 43° 08' 07"
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill, Brighton.

AM Affiliate: WROC, 5-kw, 1280 kc (NBC).

FM Affiliate: WROC-FM, 18-kw, 97.9 mc (No. 250), 399-ft. antenna height.

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



WROC-TV Ref: FCC File No. BPCT-960 Granted 7/11/52

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WROC-TV

Licensee: Veterans Broadcasting Co. Inc.

Studio: 201 Humboldt St.

Telephone: Butler 8-8400. TWX No.: RO 235-9136.

Ownership: Ervin F. Lyke, pres. & treas., 8.2%; Paul C. Louthier, v.p., 1.5%; Grantier Neville, secy., 1.2%. Of 12 other directors, only following own over 4%: Harry W. Bennett, 4.8%; William B. Maillefert, 5.6%; Hal James, 4.8%. Of more than 100 additional stockholders, only following own over 3%: Fred W. Geib, 3.8%; John S. Houseknecht, 3.4%; Frank W. Lovejoy, 3%. Veterans Bcstg. also owns 80% of KTVE, El Dorado, Ark.-Monroe, La.

Began Operation: June 11, 1949. 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 (Television Digest, Vol. 12:24, 29).

Represented (sales) by Edward Petry & Co. Inc.; Andy McDermott.

Represented (legal) by Spearman & Roberson.

Personnel:

ERVIN F. LYKE, president & general manager.
F. CHASE TAYLOR JR., v.p. & program director.
ART MURREUWRIGIT, v.p. & sales manager.
WILLIAM SCHUBERT, promotion manager.
TOM DECKER, news director.
RAY JOBES, chief engineer.

DIGEST OF RATE CARD NO. 6-A (Nov. 15, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	ID*	
Class A—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.	\$900.00	\$540.00	\$360.00	\$225.00	\$165.00	\$150.00	\$75.00

*Class AA (7:30-10:30 p.m., daily): Min. \$250, 20 Sec. \$200, ID \$100.

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK			
	Genesee	15,900	15,100	95
	Livingston	12,200	11,300	93
	Monroe	182,300	172,200	95
	Ontario	19,700	18,600	95
	Orleans	10,300	9,500	93
	Stueben	28,900	26,200	91
	Wayne	20,000	18,700	93
Wyoming	9,700	9,300	96	
Between 25-50%	NEW YORK			
	Allegany	12,500	11,100	89
	Cattaraugus	23,800	21,800	92
	Cayuga	21,600	19,700	91
	Seneca	8,700	8,300	96
Tompkins	19,100	15,300	80	
Under 25%	NEW YORK			
	Chemung	29,900	27,300	92
	Oswego	24,700	23,400	95
	Schuyler	4,500	4,000	89
Yates	5,700	5,200	91	
WROC-TV Station Total		449,500	417,000	93
ARB Total Net Weekly Circulation (March, 1962)			266,800	



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New York—Syracuse

WHEN-TV

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 84-kw visual, 42-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: .32-miles E and .34-miles N of Sentinel Heights & Jim Bull Rds.

TV tape: Recording facilities.

AM Affiliate: WHEN, 5-kw (1-kw night), 620 kc (CBS).

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

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



WHEN-TV Ref: FCC File No. BMPCT-3915 Granted 5/31/56
Doc. 13858 Granted 7/27/61.

© American Map Co., Inc., N.Y., No. 14-41

WHEN-TV

Licensee: Meredith Syracuse Television Corp., 980 James St.

Studio: 980 James St.

Telephone: Granite 4-8511.

TWX No.: 315-477-1224.

Ownership: Meredith Publishing Company, Des Moines, Iowa, through subsidiary Meredith Syracuse Television Corp. For Meredith Publishing Co. executives see Newspaper Ownership. Meredith Broadcasting officers: Fred Bohlen, chairman of the board; Payson Hall, pres.; Frank Fogarty, exec. v.p.; Paul Adanti, v.p., Meredith Syracuse Television Corp. Same interests own radio WHEN, Syracuse; WOW-TV & WOW, Omaha, Neb.; KCMO-TV, KCMO & KCMO-FM, Kansas City, Mo.; KPHO-TV & KPHO, Phoenix, Ariz.

Began Operation: Dec. 1, 1948.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

PAUL ADANTI, v.p. and general manager.
FREDERICK MENZIES, commercial manager.
TOM KAVANAUGH, commercial services manager.
GORDON J. ALDERMAN, program director & film buyer.
TOM WATKINS, operations manager.
LAWRENCE RHODES, sales promotion & merchandising.
RAY OWENS, news editor.
KAY LARSON, women's director.
ALBERT CHISMAR, director of engineering.

DIGEST OF RATE CARD NO. 16

(Jan. 12, 1963)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$1000.00 \$600.00 \$400.00 \$320.00 \$250.00 \$125.00
NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK			
	Cayuga	21,600	19,700	91
	Chenango	12,600	11,600	92
	Cortland	12,100	11,200	93
	Madison	15,600	14,600	94
	Oneida	78,700	73,900	94
	Onondaga	127,800	121,200	95
	Ontario	19,700	18,600	95
	Oswego	24,700	23,400	95
	Schuyler	4,500	4,000	89
	Seneca	8,700	8,300	96
Tompkins	19,100	15,300	80	
Wayne	20,000	18,700	93	
Yates	5,700	5,200	91	
Between 25-50%	NEW YORK			
Jefferson	26,300	24,600	94	
Under 25%	NEW YORK: Broome, Chemung, Herkimer, Lewis, Steuben.			
WHEN-TV Station Total	547,300	509,400	93	
ARB Total Net Weekly Circulation (March, 1962)		344,500		

New York—Syracuse



WNYS-TV



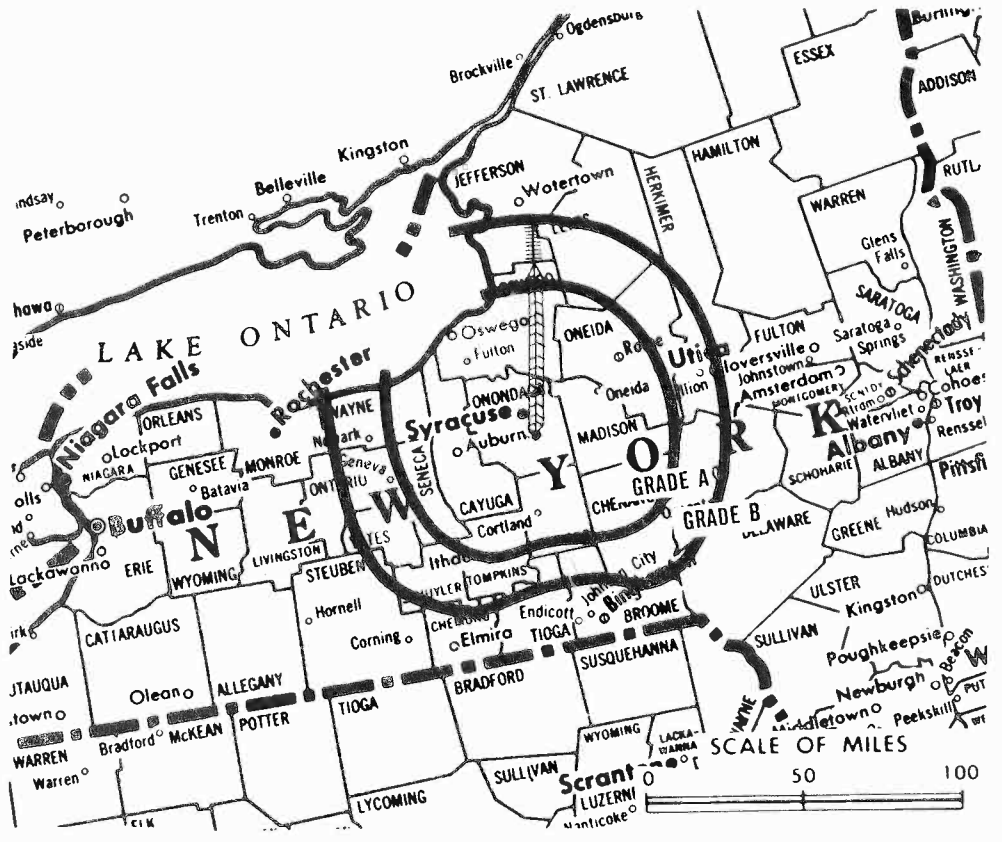
Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 54-kw visual, 27-kw aural. Antenna: 1520-ft. above av. terrain, 961-ft. above ground, 2546-ft. above sea level.

Latitude 42° 56' 42"
Longitude 76° 01' 28"

Transmitter: Atop Mt. Sevier, Pompey, Onondaga County.

TV tape: Recording facilities.



WNYS-TV Ref: FCC File No. BPCT-2932
Doc: 14371 Granted 4/12/62

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WNYS-TV

Licensee: Channel 9 Syracuse Inc., P.O. Box 9, Shoppingtown, Syracuse 14.

Studio: Shoppingtown, Syracuse 14.

Telephone: 446-4780. TWX No.: 315-477-1356.

Ownership: Equal owners are the nine applicants for Ch. 9. Originally this included a tenth applicant, Ivy Bcstg. Co. (WOLF, Syracuse), but this station has dismissed its application and is in the process of withdrawing from Channel 9 Syracuse Inc.

Began Operator: Sept. 7, 1962.

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

Represented (legal) by Miller & Schroeder.

Personnel:

- WILLIAM H. GRUMBLES, president & gen. mgr.
- ROBERT M. BAIRD, sales manager.
- JEFF DAVIDSON, national sales manager.
- JOHN CARROLL, chief engineer.

DIGEST OF RATE CARD NO. 1 (Sept. 9, 1962)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$1100.00	\$660.00		\$350.00	\$150.00

NETWORK BASE HOURLY RATE: \$850.

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



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New York—Syracuse



Ch. 3

[Also operates satellite WSYE-TV, Elmira, N.Y.]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-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.

Studio: 1030 James St.

TV tape: Recording facilities.

AM Affiliate: WSYR, 5-kw, 570 kc (NBC).

FM Affiliate: WSYR-FM, 100-kw, 94.5 mc (No. 233) 650-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WSYR-TV Ref: FCC File No. BPCT-940 Granted 7/21/52
WSYE-TV Ref: FCC File No. BMPCT-463C Granted 5/31/57

© American Map Co., Inc., N.Y., No. 14211

WSYR-TV

Network Service: ABC, NBC.

Licensee: Newhouse Broadcasting Corp., 1030 James St., Syracuse 3. Telephone: Granite 4-3911. TWX No.: SS 185.

Ownership: Officers and stockholders are Edmund R. Vadeboncoeur, pres.; Mitzi E. Newhouse, v.p. & secy., 4%; William V. Rothrum, v.p.; Samuel I. Newhouse, 87%; Samuel I. Newhouse Jr., 4%; Donald E. Newhouse, 4%. Interlocking ownership with Newhouse newspapers: Syracuse Post-Standard and Herald-Journal, Jersey City Journal, Newark Star Ledger, Long Island Press and Star Journal, Harrisburg Patriot and News, Staten Island Advance, Portland Oregonian and Oregon Journal, St. Louis Globe-Democrat, Birmingham News, Huntsville (Ala.) Times, 40% of Springfield (Mass.) Union, News and Sunday Republican and 15% of Denver Post. Newhouse Bcstg. owns WAPI-TV, Birmingham (Ch. 13) with WAPI & WAFM, also 50% of KOIN-TV, Portland, Ore. Also operates WSYE-TV, Elmira (Ch. 18) which repeats most of WSYR-TV programs. St. Louis Globe-Democrat owns 25% of KTVI, St. Louis. Harrisburg Patriot and News owns WTPA, Harrisburg. Mr. & Mrs. Samuel I. Newhouse also hold controlling interest in Conde Nast Publications Inc., publishers of Vogue, House & Garden as well as publications in Britain and France. Conde Nast also controls Street & Smith magazines.

Began Operation: Feb. 15, 1950.

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

E. R. VADEBONCOEUR, president.
MITZI E. NEWHOUSE, v.p. & secretary.
WILLIAM V. ROTHNUM, v.p.
WILLIAM R. ALFORD JR., director of sales.
LOUIS B. SWITZER, promotion director.
WILLIAM V. ROTHNUM, v.p., program manager & film buyer.
ALBERT J. EICHOLZER, chief engineer.

DIGEST OF RATE CARD NO. 17

(May 1, 1962)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID	
Class A—7:30-11 p.m., daily.	\$1100.00	\$660.00	\$440.00	\$350.00*	\$300.00*	\$150.00*

*Class A (8-10:30 p.m., daily).

NETWORK BASE HOURLY RATE: \$1200 (ABC), \$1200 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	NEW YORK			
	Cayuga	21,600	19,700	91
	Chemung	29,900	27,300	92
	Chenango	12,600	11,600	92
	Cortland	12,100	11,200	93
	Jefferson	26,300	24,600	94
	Madison	15,600	14,600	94
	Oneida	78,700	73,900	94
	Onondaga	127,800	121,200	95
	Ontario	19,700	18,600	95
	Oswego	24,700	23,400	95
	Schuyler	4,500	4,000	89
	Seneca	8,700	8,300	96
	Steuben	28,900	26,200	91
	Tompkins	19,100	15,300	80
	Wayne	20,000	18,700	93
	Yates	5,700	5,200	91

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50% (Continued)	PENNSYLVANIA			
	Potter	4,900	4,400	88
	Tioga	10,600	9,200	87
Between 25-50%	NEW YORK			
	Delaware	12,800	11,100	86
	Hamilton	1,400	1,200	89
	Lewis	6,300	5,800	92
	Otsego	15,600	13,900	89
Under 25%	NEW YORK: Broome, Herkimer, Tioga. PENNSYLVANIA: Bradford.			
	WSYR-TV & WSYE-TV Station Total	619,500	574,000	93
ARB Total Net Weekly Circulation (March, 1962)		396,000		

New York—Utica

abc NB WKTV
Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 34.7-kw visual, 14.3-kw aural (directional antenna). Antenna: 1380-ft. above av. terrain, 1065-ft. above ground, 2381-ft. above sea level.

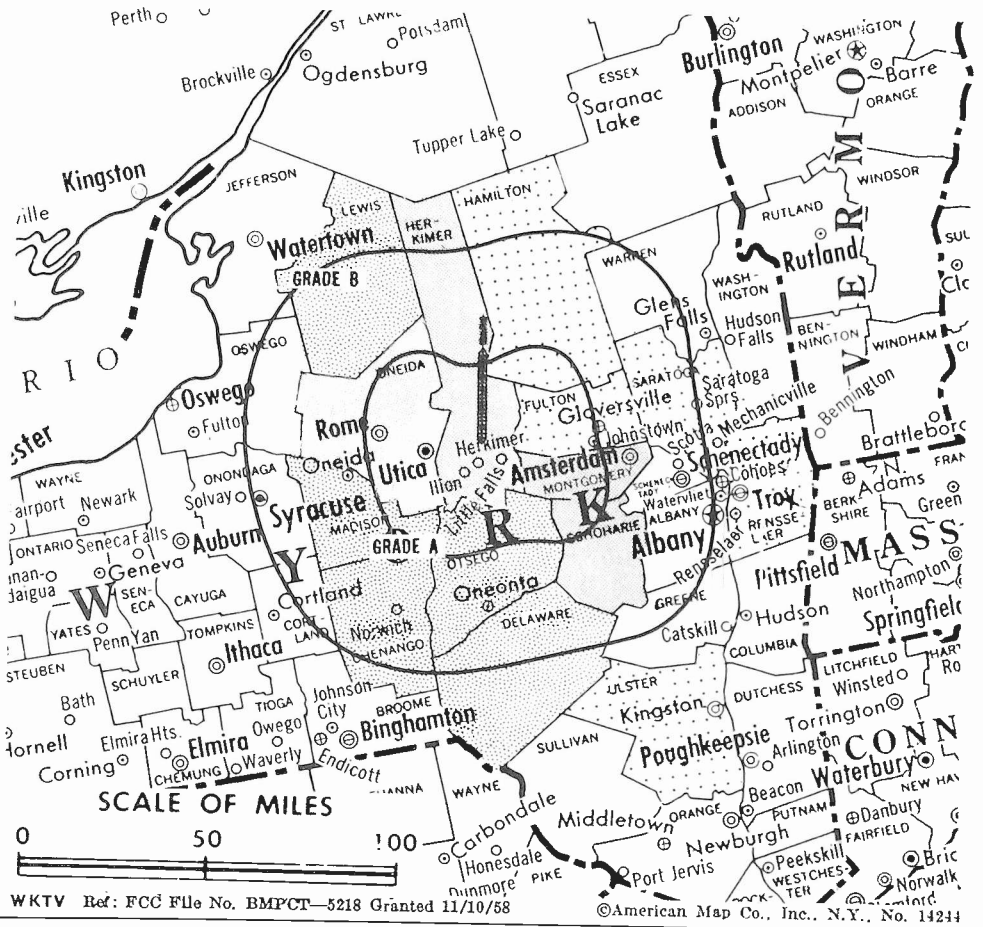
Latitude 43° 06' 09"
Longitude 74° 56' 27"

Requests change to 100-kw maximum visual, 50-kw maximum aural, 796-ft. above av. terrain, lat. 48° 08' 38", long. 75° 10' 40", transmitter to Smith Hill.

Transmitter: Near Middleville, N.Y.

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

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



WKTV

Network Service: ABC, NBC.

Licensee: Mid-New York Broadcasting Corp., Smith Hill Rd.

Studio: Smith Hill Rd.

Telephone: Redwood 3-0404. TWX No.: UT 8034.

Ownership: Gordon Gray, pres. & gen. mgr., 10%; Paul F. Harron, chairman & exec. v.p., 51%; Lawrence D. Biele, 5.5%; 18 others, none with over 5% stock interest. Mid New York Bcstg. Corp. also is buying KSYD-TV, Wichita Falls, Tex.

Began Operation: Dec. 1, 1949. Sale to present owners by Kallet Theatres principals approved by FCC Dec. 30, 1958 (Television Digest, Vols. 14:45-46, 49; 15:1).

Represented (sales) by H-R Television Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

GORDON GRAY, president & general manager.
PAUL F. HARRON, chairman of board & exec. v.p.
RICHARD GESSNER, national & regional sales manager.
SHELDON STORRIER, local sales manager.
DANIEL GERMAN, program & operations manager.
JEAN GREENWOOD, promotion manager.
STEPHEN PURCELL, merchandising manager.
DeFOREST T. LAYTON JR., chief engineer.
FRANK GUZZETTI, film buyer.

DIGEST OF RATE CARD NO. 8A (Sept. 1, 1960)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.
\$550.00 \$330.00 \$220.00 \$137.50 \$140.00 \$125.00 \$62.50
NETWORK BASE HOURLY RATE: \$600 (ABC), \$600 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK			
	Herkimer	20,400	18,900	93
	Montgomery	18,400	16,800	92
	Oneida	78,700	73,900	94
Between 25-50%	NEW YORK			
	Chenango	12,600	11,600	92
	Delaware	12,800	11,100	86
	Lewis	6,300	5,800	92
Under 25%	NEW YORK			
	Madison	15,600	14,600	94
	Otsego	15,600	13,900	89
	NEW YORK			
Fulton	16,700	15,600	93	
Hamilton	1,400	1,200	89	
Rensselaer	43,600	40,300	93	
Saratoga	26,500	25,200	95	
Ulster	37,300	33,000	89	
WKTV Station Total		312,500	287,900	92
ARB Total Net Weekly Circulation (March, 1962)			129,400	



THE MIGHTY HERCULES THE MIGHTIEST NEW CARTOON SERIES

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

New York—Carthage-Watertown



WCNY-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 191-kw maximum and 178-kw horizontal visual, 102-kw maximum and 95.5-kw horizontal aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level using .36° electrical beam tilt.

Latitude 43° 57' 16"
Longitude 75° 43' 45"

Transmitter: Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

Studio: Champion Rd., 6-mi W of Carthage & 9-mi. E of Watertown.

AM Affiliate: WWNY, Watertown, 1-kw, 790 kc (CBS).

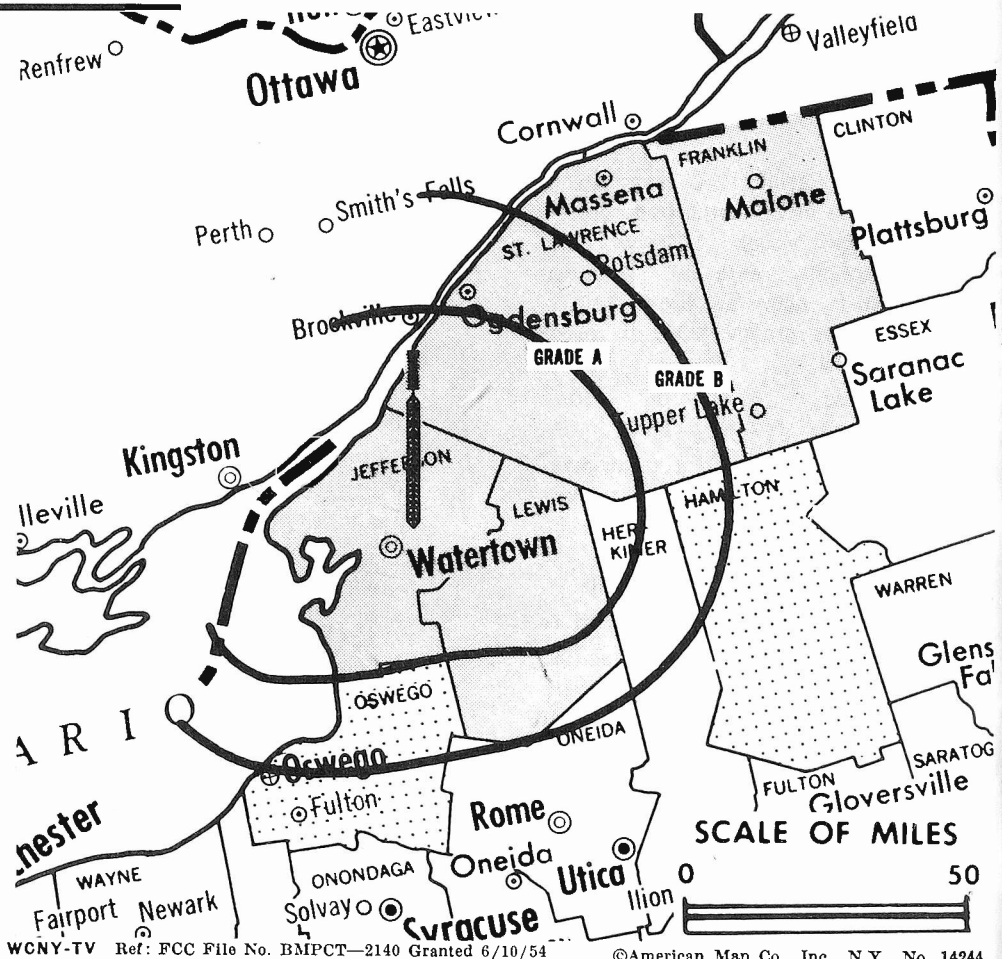
Represented (engineering) by George C. Davis.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WCNY-TV

Network Service: ABC, CBS.

Licensee: The Brockway Co., 120 Arcade St., Watertown, N.Y.

Telephones: Sunset 8-3800, Watertown (sales office); Sunset 2-2600, Watertown (studios); Sunset 8-6890, Watertown (exec. office). TWX No.: Watertown 460.

Ownership: John B. Johnson, pres. & treas., 89%; Catherine C. Johnson, v.p. & secy.; estate of Jessie R. Johnson, 11%. Also publishes Watertown Daily Times and operates WMSA and WMSA-FM, Massena, N.Y.

Began Operation: Oct. 22, 1954.

Represented (sales) by The Bolling Co. Inc. (U.S.); Andy McDermott Radio & TV Sales (Toronto & Montreal, Canada).

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

Personnel:

JAMES W. HIGGINS, general manager.
ALFRED M. TAURONEY, sales manager.
DAVID M. GRAVES, program manager & film buyer.
GLENN H. HALL, director of operations.
EARL R. KELLY, dir. of public affairs & promotion.
ROBERT TOMPKINS, news director.
JOHN G. CASE, sports editor.
MICHAEL R. YONKOVIG, director of engineering.
DONALD C. MOREHOUSE, chief engineer.

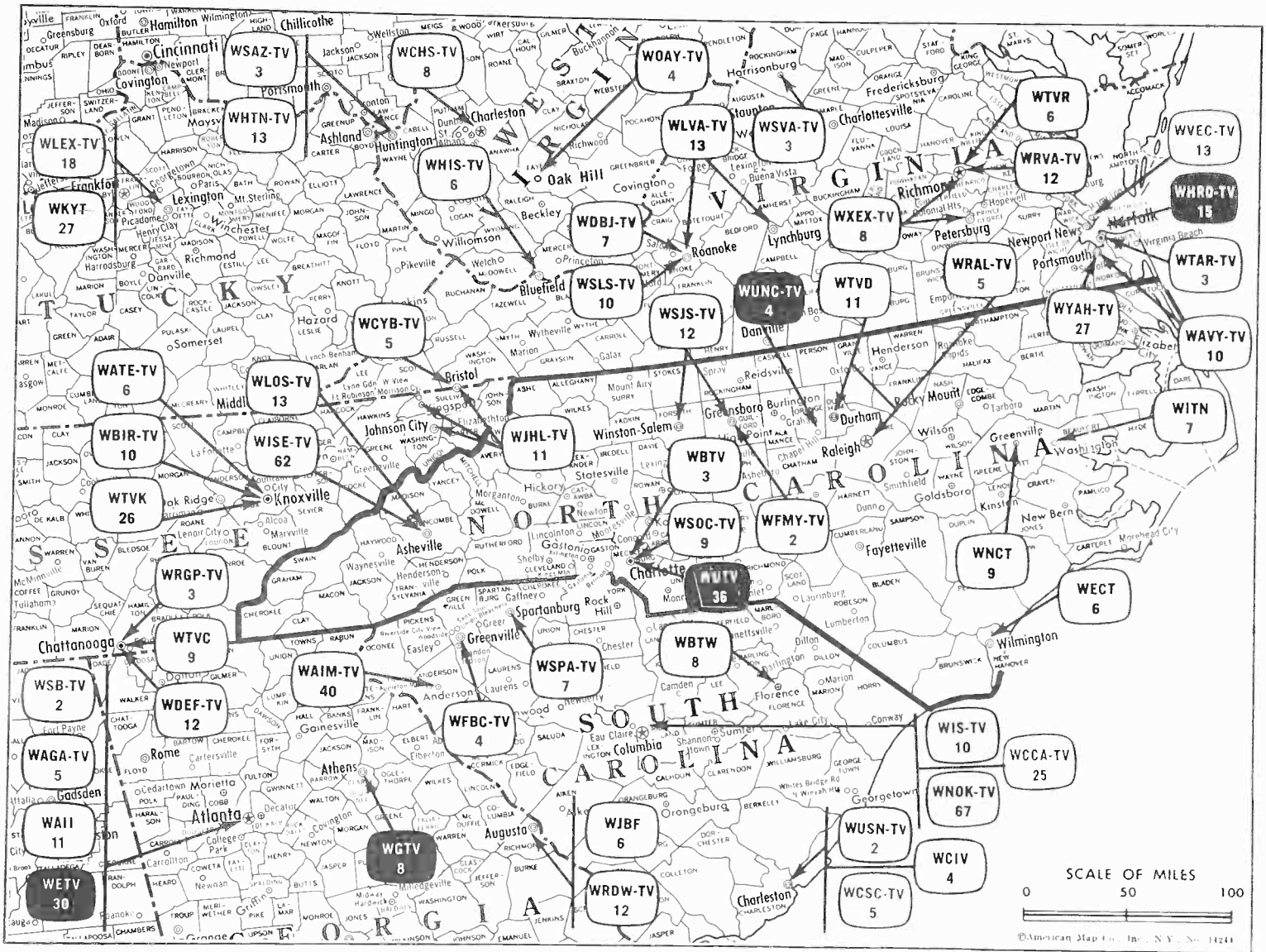
DIGEST OF RATE CARD NO. 5

(March 1, 1961)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.
\$375.00 \$225.00 \$150.00 \$131.25 \$93.75 \$80.00 \$70.00 \$40.00

NETWORK BASE HOURLY RATE: \$350 (ABC), \$350 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK			
	Franklin	12,600	11,300	90
	Jefferson	26,300	24,600	94
	Lewis	6,300	5,800	92
	St. Lawrence	29,500	27,300	93
Between 25-50%	None	Between 25-50%		
Under 25%	NEW YORK			
	Hamilton	1,400	1,200	89
	Oswego	24,700	23,400	95
WCNY-TV Station Total		100,800	93,600	93
ARB Total Net Weekly Circulation (March, 1962)			59,800	



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Charlotte	574,800	21	1,133,800	18	966,500	19
Greenville-Asheville-Spartanburg	343,500	48	795,800	30	660,500	33
Greensboro-Winston Salem	328,700	49	701,900	35	596,800	35
Raleigh-Durham	255,200	64	539,100	52	442,300	58
Greenville-Washington	175,200	92	377,800	80	310,100	82
Wilmington	92,100	140	198,800	133	159,800	136

North Carolina Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
Commercial Television Stations	10	1	11
Educational Television Stations	1	1	2
			13

For Additional State Data
see next page

North Carolina

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WFBC-TV & WSPA-TV

Asheville

(See Greenville & Spartanburg, S.C.)

— • —

WTVD

Durham

(See Raleigh, N.C.)

— • —

WSJS-TV

Greensboro

(See Winston-Salem, N.C.)

— • —

WFMY-TV

Winston-Salem

(See Greensboro, N.C.)

WUTV

Charlotte

Ch. 36

(Operates as Non-Commercial Station)

Network Service: None, independent.

Licensee: Century Advertising Co. Inc., 1 Television Place, Charlotte.

Studio: One TV Place.

Telephone: FR 5-5625.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 200-kw visual, 110-kw aural. Antenna: 466-ft. above av. terrain, 441-ft. above ground, 1410-ft. above sea level.

Latitude 35° 12' 15"

Longitude 80° 47' 54"

Ownership: Century Advertising Co. Inc., 100%.

Began Operation: Dec. 7, 1953 as WAYS-TV, but quit air March 15, 1955 after sale (Television Digest, Vol. 11:1, 12). Resumed operation as WUTV Sept. 5, 1961.

Personnel:

GUY TITMAN, manager & chief engineer.

State Educational Technical Facilities

(Complete Data in Educational Directory)

WUNC-TV

Chapel Hill

Ch. 4

Non-Commercial Educational Station

Licensee: Consolidated University of North Carolina, Chapel Hill.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 990-ft. above av. terrain, 798-ft. above ground, 1549-ft. above sea level.

Latitude 35° 52' 07"

Longitude 79° 10' 06"

North Carolina—Asheville



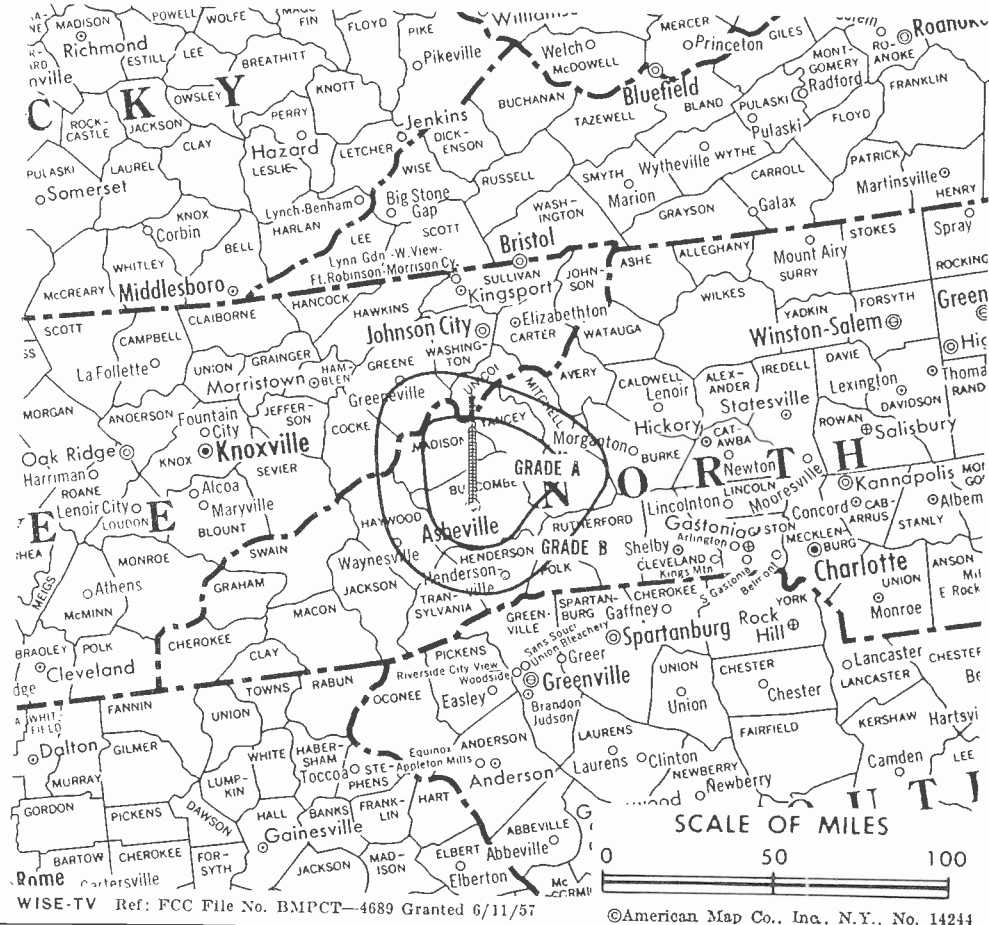
WISE-TV

Ch. 62

Technical Facilities: Channel No. 62 (758-764 mc). Authorized power: 24-kw visual, 12-kw aural. Antenna: 417-ft. above av. terrain, 140 ft. above ground, 2858-ft. above sea level.

Latitude 35° 36' 33.5"
Longitude 82° 32' 11.8"

Transmitter: Sunset Mt.



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

WISE-TV Ref: FCC File No. BMPCT-4689 Granted 6/11/57

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

WISE-TV

Licensee: WISE-TV Inc., 75 Scenic Highway.
Studio: Sunset Mt. Telephone: Alpine 4-4663.
Ownership: WCOG Inc., licensee of radio WCOG, Greensboro, N.C., controlled by Harold H. Thoms, wife Meredith S. Thoms & Matilann S. Thoms. Mr. Thoms owns 33-1/3% interest in radio WAYS, Charlotte. Mr. Thoms, with his wife, also controls WEAM, Arlington, Va.; WKLM, Wilmington, N.C.
Began Operation: July 5, 1953.
Represented (legal) by Krieger & Jorgensen.
Represented (engineering) by George C. Davis.
Personnel:
HAROLD H. THOMS, president.
JOHN RANDOLPH, chief engineer.
HUGH McMILLAN, administrative asst.

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

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.	\$100.00	\$80.00	\$50.00	\$30.00	\$25.00	\$20.00	\$30.00
NETWORK BASE HOURLY RATE: \$150.							

Sample Size For This Station's Coverage Area Is Not Sufficient to Meet the ARB Standards Required to Report a Net Weekly Circulation.

North Carolina—Asheville



WLOS-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 121-kw visual, 61-kw aural. Antenna: 2830-ft. above av. terrain, 339-ft. above ground, 6089-ft. above sea level.

Latitude 35° 25' 32.41"
Longitude 82° 45' 25.02"

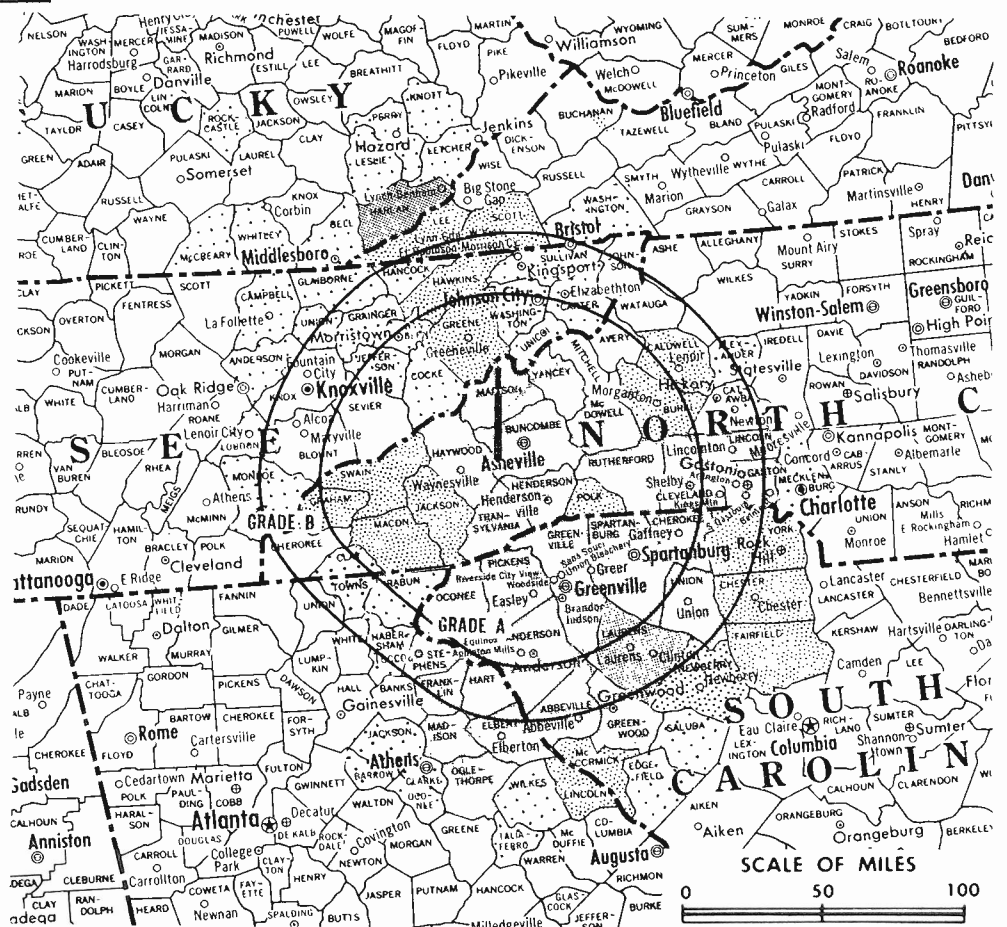
Transmitter: Mt. Pisgah, 17-mi. SW of Asheville.

TV tape: Recording facilities.

AM Affiliate: WLOS, 5-kw (1-kw night), 1380 kc.

FM Affiliate: WLOS-FM, 27-kw, 99.9 mc, 160-ft. antenna height.

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



WLOS-TV Ref: FCC File No. BPCT-809 Granted 12/9/53

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

WLOS-TV

Licensee: Skyway Bcstg. Co., Box 2150, Asheville, N.C.

Studios: Battle House, 288 Macon Ave., Asheville; Poinsett Hwy., Greenville, S.C.

Telephones: Alpine 4-4321, Asheville; Cedar 9-8471, Greenville.

TWX Nos.: 254-6616 (Asheville); 282-1011 (Greenville).

Ownership: Wometco Enterprises, 96.22%; 28 others owning total of 3.78%. For Wometco Enterprises ownership and interests, see WTVJ, Miami, Fla.

Began Operation: Sept. 18, 1954.

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

Represented (legal) by Cohn & Marks.

Represented (engineering) by Creutz & Snowberger.

Personnel:

MITCHELL WOLFSON, president.
LOUIS WOLFSON, vice president.
MORTON S. COHN, v.p., general manager.
FRED L. BERNSTEIN, general sales manager.
LLOYD B. LEONARD, retail sales manager.
ROSS HOLMES, sales service manager.
BRUCE FREY, business & credit manager.
MARILYN SHEPHERD, sales production coordinator.
DON SHEPHERD, promotion director.
GEORGE SPRAGUE, chief engineer.
VERN HESTOR, Greenville operations supervisor.
JACK BELT, news director.

DIGEST OF RATE CARD NO. 12 (Oct. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-10 p.m., daily.	\$800.00	\$480.00	\$320.00	\$220.00	\$210.00	\$175.00 \$87.00

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	GEORGIA			
	Elbert	5,000	4,200	85
	Franklin	3,800	3,300	86
	Hart	4,100	3,500	85
	Madison	3,100	2,500	79
	Oglethorpe	2,000	1,500	73
	Stephens	5,200	4,200	80
	KENTUCKY			
	Harlan	12,700	9,300	73
	NORTH CAROLINA			
	Buncombe	39,500	33,100	84
	Cleveland	17,400	15,200	88
	Gaston	35,300	31,500	90
	Haywood	11,300	9,100	80
	Henderson	10,900	9,000	82
Lincoln	7,700	7,000	91	
McDowell	7,300	6,100	83	
Madison	4,400	2,900	66	
Rutherford	12,600	11,100	88	
Transylvania	4,400	3,600	80	
Yancey	3,600	2,300	63	
SOUTH CAROLINA				
Abbeville	5,700	4,500	77	
Anderson	28,000	24,300	87	
Cherokee	9,300	8,000	86	
Greenwood	12,700	10,900	86	
Laurens	12,300	10,300	84	
Oconee	10,400	9,100	87	
Pickens	13,100	10,800	82	
Spartanburg	43,400	37,900	88	
Union	7,900	6,800	86	
Between 25-50%	GEORGIA			
	Lincoln	1,400	1,100	77
	NORTH CAROLINA			
Burke	13,700	12,000	88	
Caldwell	13,200	11,500	88	
(Continued on page 431)				
WLOS-TV Station Total		795,800	660,500	83
ARB Total Net Weekly Circulation (March, 1962)			343,500	

North Carolina—Charlotte



WBTV

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 1090-ft. above av. terrain, 562-ft. above ground, 1878-ft. above sea level.

Latitude 35° 17' 50"
Longitude 81° 06' 53"

Transmitter: Spencer Mt., Gaston County.

Studio: One Julian Price Place.

TV tape: Recording facilities.

AM Affiliate: WBT, 50-kw, 1110 kc (CBS).

FM Affiliate: WBT-FM, 100-kw, 107.9 mc.

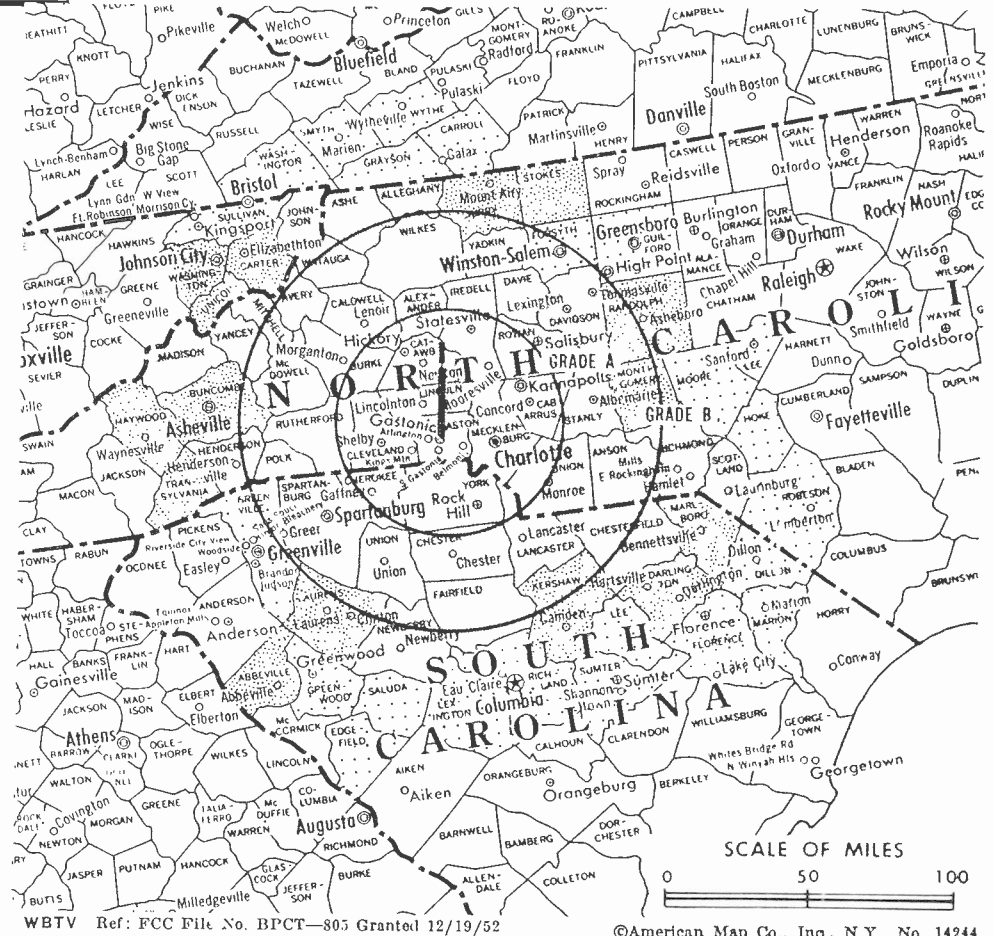
Represented (engineering) by A. D. Ring & Assoc.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WBTV

Licensee: Jefferson Standard Broadcasting Co., One Julian Price Place, Charlotte 8. Telephone: Edison 3-8832. TWX No.: CE 295.

Ownership: Jefferson Standard Life Insurance Co., 100%. Joseph M. Bryan, pres.; Charles H. Crutchfield, exec. v.p. Also owns 100% of WBTW, Florence, S.C.; 16.50% of WFMY-TV, Greensboro, N.C. (through Greensboro News Co.); 100% of radio WBIG, Greensboro; 100% of WBT. Note: Jefferson Standard will dispose of interest in WFMY-TV if its application for Ch. 8, Greensboro, is granted.

Began Operation: July 15, 1949.

Represented (sales) by Television Advertising Representatives.

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

Personnel:

CHARLES H. CRUTCHFIELD, executive v.p. & general manager.
J. ROBERT COVINGTON, v.p., research and promotion.
THOMAS E. HOWARD, v.p., engineering & general services.
WALLACE JORGENSON, managing director.
DALLAS ROBBINS, business manager.
THOMAS B. COOKERLY, general sales manager.
FRED GIBSON, Carolinas sales manager.
ROBERT L. RIERSON, program operations manager.
NAT TUCKER, asst. program operations mgr. & film buyer.
FRANK F. BATEMAN, technical operations manager.
JOHN P. DILLON, promotion manager.
WILLIAM MELSON, personnel manager.
ERVIN MELTON, news manager.
JACK BURNEY, research manager.
WILLIAM WARD, sports director.
ALAN NEWCOMB, public affairs director.
HOWARD A. WHEELER JR., publicity supervisor.
LACY S. SELLARS, quality control director, WBTV & WBTW.

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

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

Class AAA—8-10 p.m., daily.

\$1400.00 \$840.00 \$560.00 \$420.00 \$340.00* \$290.00* \$150.00*

*Summer Rates: Min. \$300; 20 Sec. \$250; 10 Sec. \$130.

Color—\$20 premium for color commercials.

NETWORK BASE HOURLY RATE: \$1450.

Net Weekly Circulation State County Total Households TV Homes %

NORTH CAROLINA

Alexander	4,200	3,600	85
Alleghany	2,200	1,700	74
Anson	6,200	4,700	75
Ashe	5,200	3,700	71
Avery	3,000	2,200	72
Burke	13,700	12,000	88
Cabarrus	19,600	17,800	92
Caldwell	13,200	11,500	88
Catawba	20,800	19,000	92
Cleveland	17,400	15,200	88
Davidson	22,700	19,900	88
Davie	4,700	3,700	78
Gaston	35,300	31,500	90
Henderson	10,900	9,000	82
Iredell	17,700	15,400	87
Lincoln	7,700	7,000	91
McDowell	7,300	6,100	83
Madison	4,400	2,900	66
Mecklenberg	79,400	71,400	90
Mitchell	3,700	2,900	77
Poik	3,400	2,600	76
Richmond	10,300	8,600	83
Rowan	24,000	21,300	89
Rutherford	12,600	11,100	88
Scotland	6,000	4,800	79
Stanly	11,800	10,300	87
Union	11,700	9,800	84
Watauga	4,500	3,500	77
Wilkes	11,700	9,500	81
Yadkin	6,300	5,300	83
Yancey	3,600	2,300	63

SOUTH CAROLINA

Cherokee	9,300	8,000	86
Chester	8,000	6,600	83
Chesterfield	8,300	6,300	75
Fairfield	4,900	3,400	69
Lancaster	10,200	8,900	87

(Continued on page 431)

WBTV Station Total 1,133,800 966,500 85
ARB Total Net Weekly Circulation (March, 1962) 574,800

North Carolina—Charlotte



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1190-ft. above av. terrain, 1073-ft. above ground, 1929-ft. above sea level.

Latitude 35° 15' 41"
Longitude 80° 43' 38"

Transmitter: 1.4-mi. SSE of Newell, N.C.

AM Affiliate: WSOC, 5-kw (1-kw night), 930 kc (NBC).

FM Affiliate: WSOC-FM, 35-kw, 103.5 mc (No. 278), 415-ft. antenna height.



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

WSOC-TV Ref: FCC File No. BPCT—304 Granted 12/12/56

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

WSOC-TV

Telephone: Franklin 6-8401.

Licensee: Carolina Broadcasting Co., Box 2536.

Studio: 1901-25 N. Tryon St.

Telephone: Franklin 6-8401.

TWX No.: CE 483.

Ownership: Carolina Broadcasting Co., subsidiary of Miami Valley Broadcasting Corp., licensee of WHIO-TV, Dayton, O. For other interests, see WHIO-TV.

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) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis.

Personnel:

- J. LEONARD REINSCH, president.
- C. GEORGE HENDERSON, exec. v.p. & general manager.
- C. M. MURPHY, treasurer, asst. secy. & controller.
- WILLIAM M. SCRUGGS JR., sales director.
- RUSSELL McELWEE, local & regional sales manager.
- JON T. CAUDLE, promotion manager.
- STERLING WRIGHT, program director.
- ROBERT McCOURT, production manager.
- CARROLL McGAUGHEY, news director.
- CHARLES W. WHITLEY, chief engineer.

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

Hour	30 Min.	15 Min.	Min.*	20 Sec.*	8 Sec.*	
Class AAA—8-10 p.m., daily.	\$1100.00	\$660.00	\$440.00	\$375.00	\$225.00	\$112.50

*Class AA (7:59-10 p.m., daily.)

NETWORK BASE HOURLY RATE: \$1200 (ABC), \$1200 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NORTH CAROLINA			
	Alexander	4,200	3,600	85
	Anson	6,200	4,700	75
	Burke	13,700	12,000	88
	Cabarrus	19,600	17,800	92
	Caldwell	13,200	11,500	88
	Catawba	20,800	19,000	92
	Cleveland	17,400	15,200	88
	Davidson	22,700	19,900	88
	Davie	4,700	3,700	78
	Gaston	35,300	31,500	90
	Iredell	17,700	15,400	87
	Lincoln	7,700	7,000	91
	Mecklenberg	79,400	71,400	90
	Montgomery	4,900	4,200	85
	Randolph	17,800	15,500	87
	Richmond	10,300	8,600	83
	Rowan	24,000	21,300	89
	Scotland	6,000	4,800	79
	Stanly	11,800	10,300	87
Union	11,700	9,800	84	
Yadkin	6,300	5,300	83	
Between 25-50%	SOUTH CAROLINA			
	Chester	8,000	6,600	83
	Chesterfield	8,300	6,300	75
	Lancaster	10,200	8,900	87
	York	20,100	17,000	85
Between 25-50%	NORTH CAROLINA			
	Forsyth	55,700	49,600	89
	Guilford	72,100	65,100	91
	Stokes	5,900	5,100	85
	Surry	13,600	11,400	84
Wilkes	11,700	9,500	81	
Between 25-50%	SOUTH CAROLINA			
	Cherokee	9,300	8,000	86
Union	7,900	6,800	86	

(Continued on next page)

WSOC-TV Station Total	762,200	656,600	86
ARB Total Net Weekly Circulation (March, 1962)		449,200	

WSOC-TV, Charlotte
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	NORTH CAROLINA			
	Alleghany	2,200	1,700	74
	Ashe	5,200	3,700	71
	Avery	3,000	2,200	72
	Henderson	10,900	9,000	82
	Lee	7,200	6,100	85
	McDowell	7,300	6,100	83
	Mitchell	3,700	2,900	77
	Moore	10,000	7,800	78
	Polk	3,400	2,600	76
	Rutherford	12,600	11,100	88
	Watauga	4,500	3,500	77
Under 25%	SOUTH CAROLINA			
	Darlington	12,800	10,300	81
	Fairfield	4,900	3,400	69
	Kershaw	8,300	6,500	78
	Marlboro	6,900	5,100	74
	Newberry	8,200	6,600	81
	Spartanburg	43,400	37,900	88
	TENNESSEE			
	Johnson	2,900	2,200	76
	VIRGINIA			
	Carroll	6,300	4,700	75
	Grayson	6,500	5,200	79
	Smyth	7,900	6,700	84
	Wythe	5,900	4,500	77

WBTV, Charlotte
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	SOUTH CAROLINA (Continued)			
	Newberry	8,200	6,600	81
	Spartanburg	43,400	37,900	88
	Union	7,900	6,800	86
	York	20,100	17,000	85
	TENNESSEE			
	Johnson	2,900	2,200	76
	NORTH CAROLINA			
	Buncombe	39,500	33,100	84
	Haywood	11,300	9,100	80
	Montgomery	4,900	4,200	85
	Randolph	17,800	15,500	87
	Stokes	5,900	5,100	85
	Surry	13,600	11,400	84
	Transylvania	4,400	3,600	80
Between 25-50%	SOUTH CAROLINA			
	Abbeville	5,700	4,500	77
	Darlington	12,800	10,300	81
	Kershaw	8,300	6,500	78
	Laurens	12,300	10,300	84
	Marlboro	6,900	5,100	74
	TENNESSEE			
	Carter	11,300	9,400	84
	Unicoi	4,200	3,400	81
	Washington	17,700	15,700	89

	NORTH CAROLINA			
	Forsyth	55,700	49,600	89
	Guilford	72,100	65,100	91
	Hoke	3,500	2,600	73
	Lee	7,200	6,100	85
	Moore	10,000	7,800	78
	Robeson	19,900	15,000	76
	SOUTH CAROLINA			
Under 25%	Dillon	6,800	5,200	76
	Edgefield	3,800	3,000	78
	Florence	20,700	17,300	84
	Greenville	60,300	53,600	89
	Greenwood	12,700	10,900	86
	Lee	4,700	3,100	66
	Lexington	16,800	13,700	82
	Marion	7,600	5,400	71
	Richland	48,900	40,800	84
	Saluda	3,700	2,900	78

(Continued on next column)

Charlotte & Asheville, N. C.

WBTV—(Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	TENNESSEE			
	Sullivan	32,800	29,400	90
	VIRGINIA			
Under 25%	Carroll	6,300	4,700	75
(Continued)	Grayson	6,500	5,200	79
	Smyth	7,900	6,700	84
	Washington	15,000	12,700	85
	Wythe	5,900	4,500	77

WLOS-TV, Asheville
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	NORTH CAROLINA (Continued)			
	Graham	1,600	1,200	73
	Jackson	4,500	3,100	70
	Macon	4,200	2,600	63
	Polk	3,400	2,600	76
	Swain	2,200	1,300	56
	SOUTH CAROLINA			
Between 25-50%	Chester	8,000	6,600	83
	Fairfield	4,900	3,400	69
	McCormick	2,000	1,500	73
	Newberry	8,200	6,600	81
	York	20,100	17,000	85
	TENNESSEE			
	Greene	12,000	9,900	82
	Hawkins	8,200	6,300	76
	VIRGINIA			
	Lee	6,600	4,600	69
	Scott	6,600	4,600	70
	GEORGIA			
	Barrow	4,200	3,600	85
	Clarke	12,600	10,400	83
	Habersham	4,900	3,900	80
	Jackson	5,100	4,300	83
	Rabun	2,000	1,500	75
	Taliaferro	900	600	65
	Wilkes	3,100	2,000	63
	KENTUCKY			
	Bell	8,900	6,600	74
	Knott	3,800	2,100	53
	Leslie	2,300	1,000	40
	Letcher	7,300	4,600	63
	McCreary	2,900	1,800	60
	Perry	8,100	4,800	60
	Rockcastle	3,300	1,800	53
	Whitley	7,000	5,200	74
	NORTH CAROLINA			
	Alexander	4,200	3,600	85
	Catawba	20,800	19,000	92
	Clay	1,500	1,000	68
Under 25%	Mecklenburg	79,400	71,400	90
	SOUTH CAROLINA			
	Edgefield	3,800	3,000	78
	Saluda	3,700	2,900	78
	TENNESSEE			
	Anderson	16,500	14,500	88
	Campbell	7,300	5,300	72
	Carter	11,300	9,400	84
	Claiborne	5,000	3,300	66
	Cocke	6,300	4,700	74
	Grainger	3,300	2,300	69
	Hamblen	9,700	8,000	82
	Hancock	2,000	1,400	69
	Jefferson	6,000	5,100	84
	Loudon	6,800	6,000	89
	Monroe	6,000	4,700	78
	Sullivan	32,800	29,400	90
	Unicoi	4,200	3,400	81
	Union	2,200	1,600	69
	Washington	17,700	15,700	89
	VA.. Washington	15,000	12,700	85

North Carolina—Greensboro



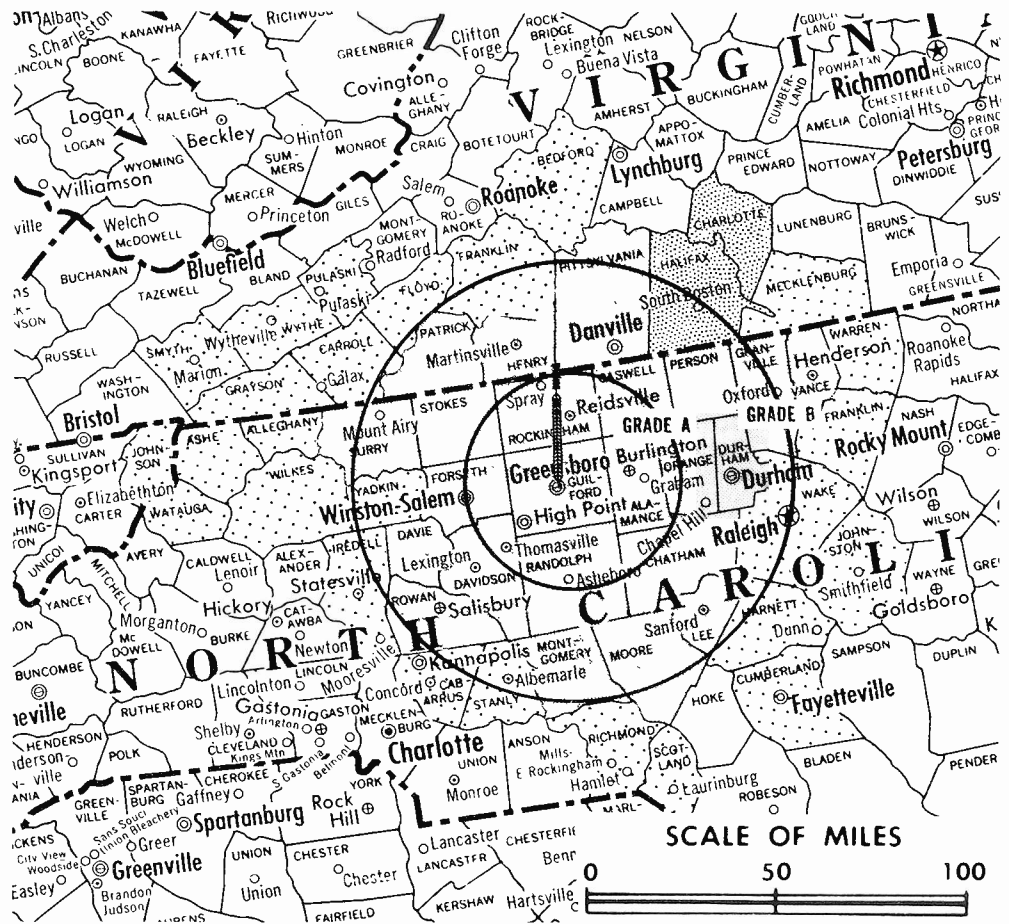
Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 720-ft. above av. terrain, 759-ft. above ground, 1549-ft. above sea level.

Latitude 36° 05' 59"
Longitude 79° 45' 47"

Transmitter: Phillips Ave. & White St.

TV tape: Recording facilities.



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

WFMY-TV Ref: FCC File No. BMPCT-1223 Granted 7/22/53

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

WFMY-TV

Network Service: ABC, CBS.

Licensee: Greensboro News Co., 200 N. Davie St.

Studio: Phillips Ave. & White St.

Telephone: Broadway 4-0114.

TXW No.: GN 347.

Ownership: Greensboro News Co., 100%, publisher of Greensboro Daily News and Record; Jefferson Standard Life Insurance Co., owner of WBTV & WBT, Charlotte, radio WBIG, Greensboro, and WBTW, Florence, S.C., owns 16.59% of licensee. Note: Jefferson Standard will dispose of interest in licensee of WFMY-TV if it is granted Ch. 8 in Greensboro.

Began Operation: Sept. 22, 1949.

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

GAINES KELLEY, general manager.

WILLIAM M. ALEXANDER, commercial manager.

DOYLE D. THOMPSON, chief engineer.

JACK MARKHAM, program manager & film buyer.

BAILEY W. HOBGOOD, promotion director.

DIGEST OF RATE CARD NO. 11-B
(June 1, 1962)

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

Class A—7:30-10:30 p.m., daily.

\$1000.00 \$600.00 \$400.00 \$300.00 \$250.00 \$200.00 \$100.00

*Class AA—7:30-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$900 (ABC), \$900 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NORTH CAROLINA			
	Alamance	24,400	22,100	91
	Caswell	4,500	3,600	80
	Chatham	7,000	5,800	83
	Davidson	22,700	19,900	88
	Davie	4,700	3,700	78
	Durham	31,500	26,600	85
	Forsyth	55,700	49,600	89
	Granville	7,600	6,000	78
	Guilford	72,100	65,100	91
	Lee	7,200	6,100	85
	Montgomery	4,900	4,200	85
	Moore	10,000	7,800	78
	Orange	11,000	8,700	79
	Person	6,600	5,500	84
	Randolph	17,800	15,500	87
	Rockingham	19,500	17,200	88
	Rowan	24,000	21,300	89
	Stokes	5,900	5,100	85
	Surry	13,600	11,400	84
	Vance	8,200	6,800	83
Between 25-50%	VIRGINIA			
	Henry	16,000	13,800	86
	Patrick	4,100	3,100	75
Under 25%	Pittsylvania			
		28,800	23,700	83
Under 25%	VIRGINIA			
	Charlotte	3,500	2,700	77
	Halifax	9,900	7,600	77
NORTH CAROLINA: Alleghany, Ashe, Cabarrus, Cumberland, Franklin, Harnett, Iredell, Johnston, Richmond, Scotland, Stanly, Wake, Warren, Watauga, Wilkes, Yadkin. TENNESSEE: Johnson. VIRGINIA: Bedford, Carroll, Floyd, Franklin, Grayson, Mecklenburg, Pulaski, Smyth, Wythe.				
WFMY-TV Station Total		701,900	596,800	85
ARB Total Net Weekly Circulation (March, 1962)			328,700	

North Carolina—Greenville



WNCT

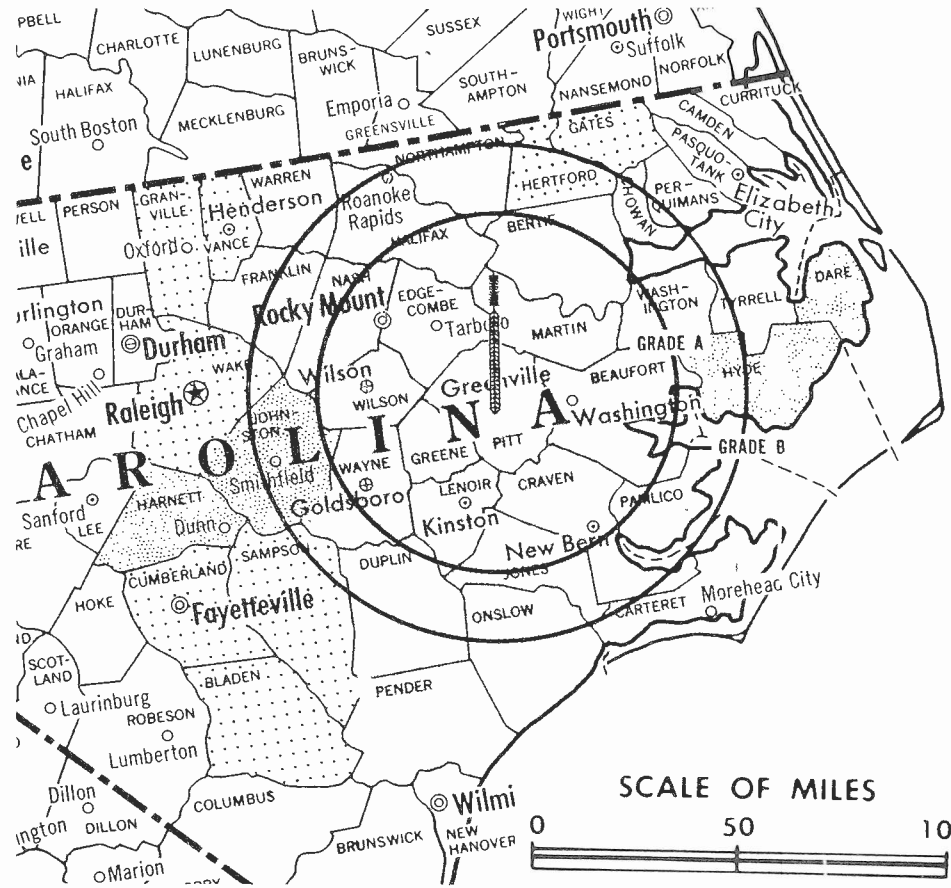


Ch. 9

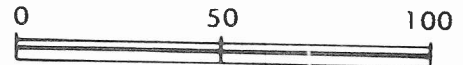
Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 860-ft. above av. terrain, 873-ft. above ground, 943-ft. above sea level.

Latitude 35° 34' 15"
Longitude 77° 22' 49"

Transmitter: S. Evans St. extended, 2-mi. S of city.



SCALE OF MILES



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

WNCT Ref: FCC File No. BMPCT—3096 Granted 6/2/55

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

WNCT

Network Service: ABC, CBS.

Licensee: Roy H. Park Broadcasting Inc., Box 898.

Studio: S. Evans St. extended, 2-mi. S of city limits.

Telephone: Plaza 2-6181.

TWX No.: GNVL NC 8701.

Ownership: Roy H. Park, 100%. Mr. Park is pres. of firm that publishes Cooperative Digest and he also owns 4.9% of radio KREB, Shreveport, La. WNCT also owns 30% of WECT, Wilmington, N.C.

Began Operation: Dec. 22, 1953. Sale of control to Roy H. Park Bcstg. by Carolina Bcstg. System Inc. approved by FCC Feb. 7, 1962 (Television Digest, Vol. 2:7).

Represented (sales) by George P. Hollingbery Co.

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

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

A. HARTWELL CAMPBELL, v.p. & general manager.

JOHN G. CLARK JR., commercial manager.

MRS. M. J. LAUGHINGHOUSE, business manager.

HANK TRIBLEY, operations manager.

MALCOLM NICHOLSON, production manager.

DAVID W. MOSIER, promotion director.

HEBER ADAMS, chief engineer.

ED FIELDS, program director.

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

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

Class AA—7:30-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.
\$550.00 \$330.00 \$220.00 \$170.00 \$150.00 \$100.00 \$55.00

NETWORK BASE HOURLY RATE: \$600 (ABC), \$550 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
NORTH CAROLINA				
Over 50%	Beaufort	9,600	8,000	83
	Bertie	5,700	4,000	70
	Carteret	7,900	6,600	84

Net Weekly Circulation	State County	Total Households	TV Homes	%
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NORTH CAROLINA—(Continued)

Over 50%

Chowan	3,000	2,500	82
Craven	15,300	13,500	88
Duplin	10,200	7,900	77
Edgecombe	13,100	10,900	83
Franklin	7,100	5,300	75
Greene	3,700	3,000	81
Halifax	14,000	10,100	72
Jones	2,500	2,100	82
Lenoir	14,200	11,900	85
Martin	6,500	5,400	83
Nash	15,300	12,600	82
Northampton	6,100	4,400	72
Onslow	18,400	16,600	91
Pamlico	2,500	2,200	85
Pender	4,600	3,200	70
Pitt	17,200	14,400	84
Tyrrell	1,200	900	71
Warren	4,500	3,200	70
Washington	3,300	2,600	80
Wayne	20,700	17,200	83
Wilson	14,800	12,100	82

Between 25-50%

NORTH CAROLINA

Dare	1,900	1,300	69
Harnett	12,300	10,200	82
Hyde	1,500	1,000	61
Johnston	16,600	13,500	82

Under 25%

NORTH CAROLINA

Bladen	6,700	4,600	68
Cumberland	35,500	30,200	86
Gates	2,300	1,600	71
Granville	7,600	6,000	78
Hertford	5,400	4,400	81
Sampson	11,800	9,300	79
Vance	8,200	6,800	83
Wake	46,600	40,600	88

WNCT Station Total	377,800	310,100	82
ARB Total Net Weekly Circulation (March, 1962)		175,200	

North Carolina—Raleigh-Durham



WRAL-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1170-ft. above av. terrain, 1156-ft. above ground, 1496-ft. above sea level.

Latitude 35° 40' 37"
Longitude 78° 32' 06"

Transmitter: 1.6-mi. SE of Auburn, N.C.

Studio & Offices: 2619 Western Blvd., Raleigh.

TV tape: Recording facilities.

AM Affiliate: WRAL, 1-kw (.25-kw night), 1240 kc.

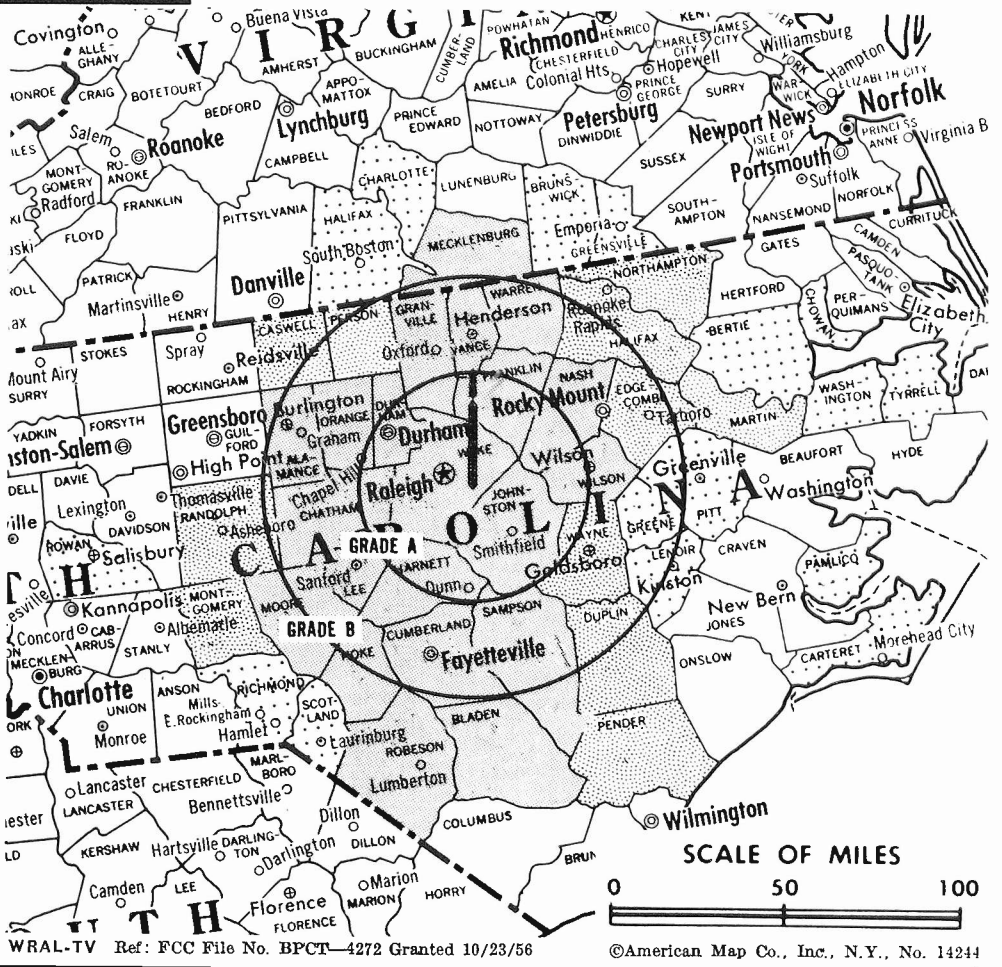
FM Affiliate: WRAL-FM, 250-kw, 101.5 mc. (No. 268), 990-antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WRAL-TV Ref: FCC File No. BPCT-4272 Granted 10/23/56

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

WRAL-TV

Licensee: Capitol Bcstg. Co. Inc., 2619 Western Blvd., Raleigh.

Telephone: Vance 8-2511. TWX No.: RL-5041.

Ownership: A. J. Fletcher, pres. & treas., 87.1%; Fred Fletcher, v.p. & gen. mgr., 2.4%; Jesse Helms, A. H. Moore Jr., Ray Reeve, E. L. Butz, J. M. Daniel III, .5% each; Louise S. Stephenson, secy., .1%; D. H. Witherspoon, .1%.

Began Operation: Dec. 15, 1956.

Represented (sales) by H-R Television Inc.

Represented (legal) by Spearman & Roberson.

Personnel:

- FRED FLETCHER, v.p. & general manager.
- BERNIE WHITAKER, general sales manager.
- DEL CARTY, regional sales manager.
- JESSE HELMS, v.p. in charge of programming news & public affairs.
- DAVID WITHERSPOON, promotion & public relations.
- BOB CAUDLE, film buyer.
- NICK POND, production director.
- VIRGIL DUNCAN, chief engineer.
- SAM BEARD, director of public affairs.
- BILL ARMSTRONG, director of news.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-10:30 p.m., daily.	\$850.00	\$510.00	\$340.00	\$213.00	\$200.00	\$180.00
	NETWORK BASE HOURLY RATE: \$1150.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NORTH CAROLINA			
	Alamance	24,400	22,100	91
	Bladen	6,700	4,600	68
	Chatham	7,000	5,800	83
	Cumberland	35,500	30,200	86
	Durham	31,500	26,600	85
	Franklin	7,100	5,300	75

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NORTH CAROLINA—(Continued)			
	Granville	7,600	6,000	78
	Harnett	12,300	10,200	82
	Hoke	3,500	2,600	73
	Johnston	16,600	13,500	82
	Lee	7,200	6,100	85
	Moore	10,000	7,800	78
	Nash	15,300	12,600	82
	Orange	11,000	8,700	79
	Robeson	19,900	15,000	76
	Sampson	11,800	9,300	79
	Vance	8,200	6,800	83
	Wake	46,600	40,600	88
	Warren	4,500	3,200	70
Wilson	14,800	12,100	82	
VIRGINIA	Mecklenburg	7,900	6,000	76
	Between 25-50%	NORTH CAROLINA		
Caswell		4,500	3,600	80
Duplin		10,200	7,900	77
Edgecombe		13,100	10,900	83
Halifax		14,000	10,100	72
Martin		6,500	5,400	83
Montgomery		4,900	4,200	85
Northampton		6,100	4,400	72
Pender		4,600	3,200	70
Person		6,600	5,500	84
Randolph	17,800	15,500	87	
Wayne	20,700	17,200	83	
Under 25%	NORTH CAROLINA: Bertie, Carteret, Chowan, Greene, Lenoir, Pamlico, Pitt, Richmond, Rowan, Scotland, Tyrrell, Washington. VIRGINIA: Brunswick, Charlotte, Greenville, Halifax.			

WRAL-TV Station Total	539,100	442,300	82
ARB Total Net Weekly Circulation (March, 1962)	248,600		

North Carolina—Durham-Raleigh



WTVD

Ch. 11



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 170-kw aural. Antenna: 1490-ft. above av. terrain, 1500-ft. above ground, 1822-ft. above sea level.

Latitude 35° 40' 05"

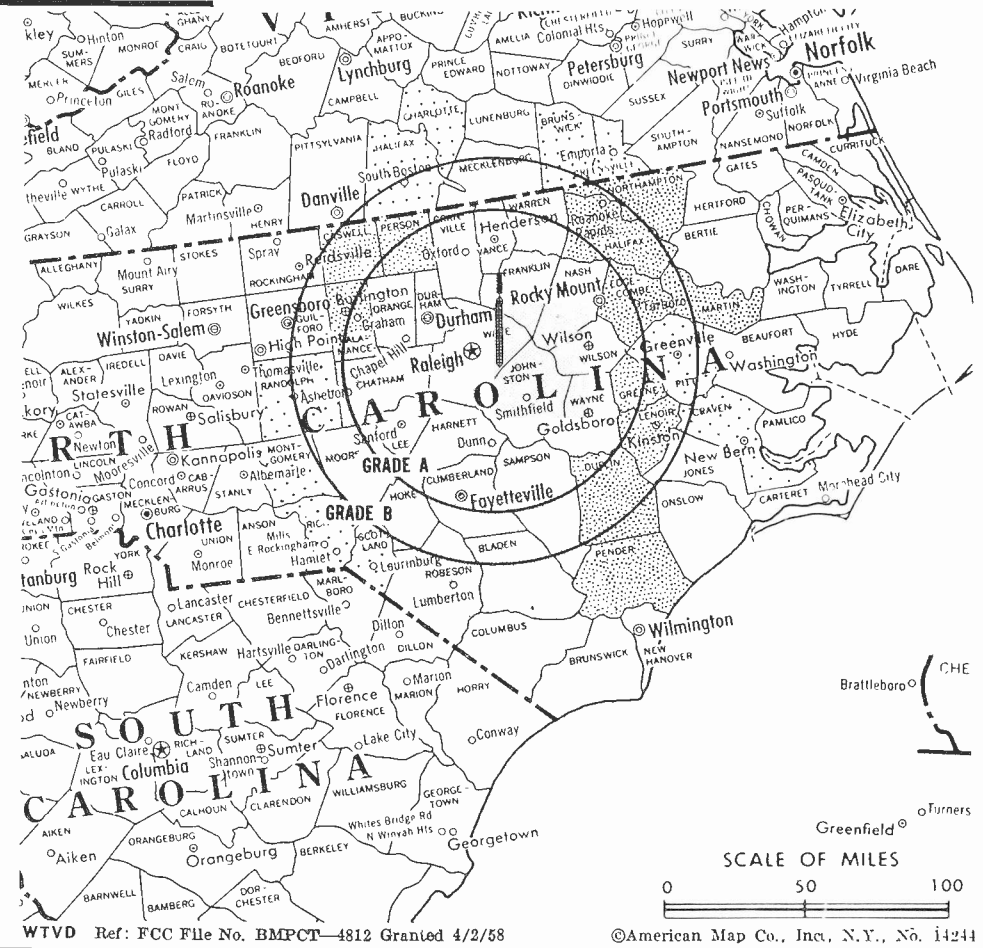
Longitude 78° 31' 58"

Transmitter: 4-mi. NW of Clayton, N.C.

Studio: 2410 Broad St.

TV tape: Recording facilities.

Represented (engineering) by George C. Davis.



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

WTVD Ref: FCC File No. BMPCT-4812 Granted 4/2/58

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

WTVD

Network Service: CBS, NBC.

Licensee: Capital Cities Broadcasting Corp., Box 2009, Durham.

Telephone: 477-2131. TWX No.: DHAM 5098.

Ownership: Capital Cities Bcstg. Corp., see W-TEN, Albany, N.Y.

Began Operation: September 2, 1954. Sale to present owners by principal stockholders Harmon L. & Virginia D. Duncan, J. Floyd Fletcher and radio WDNC approved by FCC May 22, 1957 (Television Digest, Vol. 13:14, 21).

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

Represented (legal) by Hogan & Hartson.

Personnel:

HARMON L. DUNCAN & J. FLOYD FLETCHER, co-general managers.

MIKE THOMPSON, sales & commercial manager.

ART SEABOLT, director of promotion & publicity.

ERNIE GREUP, program manager & film buyer.

ROY FULLEN, chief engineer.

HARRY N. MIDDLETON, production coordinator.

CLYDE KNIGHT, film director.

SHIRLEY NEVILLE, traffic director.

DIGEST OF RATE CARD NO. 9
 (Oct. 1, 1962)

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

Class A—7:30-10:30 p.m., daily.

\$850.00 \$510.00 \$340.00 \$213.00 \$200.00* \$160.00* \$85.00*

*Class AA (7:30-10:30 p.m., daily).

NETWORK BASE HOURLY RATE: \$950 (CBS), \$950 (NBC).

For Other Capital Cities Stations
 and Other Group Owners
 see pages 805-809

Net Weekly Circulation	State County	Total Households	TV Homes	%
NORTH CAROLINA				
	Bladen	6,700	4,600	68
	Chatham	7,000	5,800	83
	Cumberland	35,500	30,200	86
	Durham	31,500	26,600	85
	Franklin	7,100	5,300	75
	Granville	7,600	6,000	78
	Harnett	12,300	10,200	82
	Hoke	3,500	2,600	73
	Johnston	16,600	13,500	82
	Lee	7,200	6,100	85
	Moore	10,000	7,800	78
	Nash	15,300	12,600	82
	Orange	11,000	8,700	79
	Robeson	19,900	15,000	76
	Sampson	11,800	9,300	79
	Vance	8,200	6,800	83
	Wake	46,600	40,600	88
	Warren	4,500	3,200	70
	Wayne	20,700	17,200	83
	Wilson	14,800	12,100	82
	VIRGINIA			
	Mecklenburg	7,900	6,000	76
NORTH CAROLINA				
	Alamance	24,400	22,100	91
	Caswell	4,500	3,600	80
	Duplin	10,200	7,900	77
	Edgecombe	13,100	10,900	83
	Greene	3,700	3,000	81
	Halifax	14,000	10,100	72
	Lenoir	14,200	11,900	85
	Martin	6,500	5,400	83
	Northampton	6,100	4,400	72
	Pender	4,600	3,200	70
	Person	6,600	5,500	84
NORTH CAROLINA: Craven, Montgomery, Pitt, Randolph, Scotland. VIRGINIA: Brunswick, Charlotte, Greenville, Halifax.				
WTVD Station Total		496,500	407,100	82
ARB Total Net Weekly Circulation (March, 1962)		255,200		

North Carolina—Washington



WITN-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 295-kw visual, 148-kw aural. Antenna: 1470-ft. above av. terrain, 1523-ft. above ground, 1549-ft. above sea level.

Latitude 35° 22' 17"
Longitude 72° 23' 55"

Transmitter: Hwy. 118, 2.1-mi. E. of Grifton.

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



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

WITN-TV Ref: FCC File No. BMPCT-3006 Granted 5/26/55
Authorized: FCC File No. BPCT-2780 Granted 2/28/61

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

WITN-TV

Licensee: North Carolina Television Inc., Box 468.
Studio: 2.5-mi. S of Washington on U.S. 17.
Telephone: Whitney 6-3131. TWX No.: 919-522-1683.
Ownership: W. R. Roberson Jr. & family, 64%; Wm. S. Page, 25%; W. E. Barnes, 10%; others, 1%.
Began Operation: Sept. 28, 1955.
Represented (sales) by Venard, Torbet & McConnell Inc.; James S. Ayers Co. (Southern).
Represented (legal) by Roberts & McInnis.
Represented (engineering) by George C. Davis.
Personnel:

- W. R. ROBERSON JR., president & general manager.
- T. H. PATTERSON, exec. v.p.
- G. EARL BROOME, sales manager.
- HELEN S. O'MARY, sales promotion manager.
- FRANK B. LEWIS, production manager.
- HAL WILSON, operations director & film buyer.
- BOB McCOY, asst. operations director.
- FRANK LEWIS, production manager.
- HARVEY MASON, chief engineer.

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

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7:29-10:29 p.m., daily.
\$500.00 \$300.00 \$200.00 \$165.00 \$140.00 \$120.00 \$90.00 \$45.00
NETWORK BASE HOURLY RATE: \$500.

For Educational, Non-commercial Outlets,
see Educational Station Directory.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	NORTH CAROLINA				
		Beaufort	9,600	8,000	83
		Carteret	7,900	6,600	84
		Craven	15,300	13,500	88
		Duplin	10,200	7,900	77
		Edgecombe	13,100	10,900	83
		Greene	3,700	3,000	81
		Jones	2,500	2,100	82
		Lenoir	14,200	11,900	85
		Martin	6,500	5,400	83
		Nash	15,300	12,600	82
		Onslow	18,400	16,600	91
		Pamlico	2,500	2,200	85
		Pender	4,600	3,200	70
		Pitt	17,200	14,400	84
	Tyrrell	1,200	900	71	
	Washington	3,300	2,600	80	
	Wayne	20,700	17,200	83	
	Wilson	14,800	12,100	82	
Between 25-50%	NORTH CAROLINA				
		Bertie	5,700	4,000	70
		Chowan	3,000	2,500	82
		Dare	1,900	1,300	69
		Halifax	14,000	10,100	72
	Hyde	1,500	1,000	61	
	Northampton	6,100	4,400	72	
Under 25%	NORTH CAROLINA				
		Bladen	6,700	4,600	68
		Franklin	7,100	5,300	75
		Harnett	12,300	10,200	82
		Johnston	16,600	13,500	82
		New Hanover	21,200	18,400	87
		Sampson	11,800	9,300	79
	Warren	4,500	3,200	70	
WITN Station Total		293,400	238,900	81	
ARB Total Net Weekly Circulation (March, 1962)		167,900			

North Carolina—Wilmington

abc NB **WECT**

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60.3-kw aural. Antenna: 960-ft. above av. terrain, 940-ft. above ground, 1049-ft. above sea level.

Latitude 34° 19' 16"
Longitude 78° 13' 42"

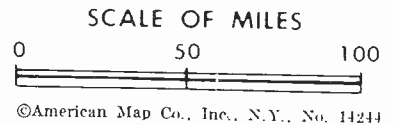
Transmitter: Delco, N.C.

TV tape: Recording facilities.



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

WECT Ref: FCC File No. BMPCT-4514 Granted 5/1/57



WECT

Network Service: ABC, NBC.

Licensee: Atlantic Telecasting Corp., 205 W. Shipyard Blvd.

Studio: 205 W. Shipyard Blvd.

Telephone: Roger 3-4666. TWX No.: WM 81.

Ownership: WNCT, Greenville, N.C., 30%; Dan D. & Bruce B. Cameron, 30%; James W. Jackson, 10%; Sam & Leo Brody, 30%.

Began Operation: April 9, 1954. Sale of 60% stock by Richard A. Dunlea & wife to WNCT and James Jackson approved Dec. 11, 1957 by FCC (Television Digest, Vol. 13:44, 50).

Represented (sales) by Advertising Time Sales Inc.

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

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

DAN D. CAMERON, president.
CLAUD O'SHIELDS, general manager.
WAYNE JACKSON, program director & film buyer.
BILL ELKS, technical operations director.
BOB WEST, production director.
E. I. HERRING, chief engineer.
BEN McDONALD, news director.

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

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7-10 p.m., daily.
\$425.00 \$255.00 \$170.00 \$148.75 \$127.50 \$100.00 \$85.00 \$42.50
NETWORK BASE HOURLY RATE: \$325 (ABC), \$325 (NBC), \$155 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	NORTH CAROLINA				
		Bladen	6,700	4,600	68
		Brunswick	5,000	4,000	78
		Columbus	12,000	9,000	75
		Duplin	10,200	7,900	77
		Hoke	3,500	2,600	73
		New Hanover	21,200	18,400	87
		Pender	4,600	3,200	70
		Robeson	19,900	15,000	76
		Sampson	11,800	9,300	79
	SOUTH CAROLINA				
	Horry	16,800	12,900	77	
Between 25-50%	NORTH CAROLINA				
		Cumberland	35,500	30,200	86
		Jones	2,500	2,100	82
		Onslow	18,400	16,600	91
		Richmond	10,300	8,600	83
	SOUTH CAROLINA				
	Dillon	6,800	5,200	76	
	Marion	7,600	5,400	71	
Under 25%	NORTH CAROLINA				
		Scotland	6,000	4,800	79
WECT Station Total		198,800	159,800	80	
ARB Total Net Weekly Circulation (March, 1962)		92,100			

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

North Carolina—Winston-Salem & Greensboro



WSJS-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 195-kw aural. Antenna: 2000-ft. above av. terrain, 692-ft. above ground, 3107-ft. above sea level.

Latitude 36° 22' 31"

Longitude 80° 22' 27"

Transmitter: Sauratown Mt., 7-mi. N of King, N.C.

Studio: 419-421 N. Spruce St.

AM Affiliate: WSJS, 5-kw, 600 kc (NBC).

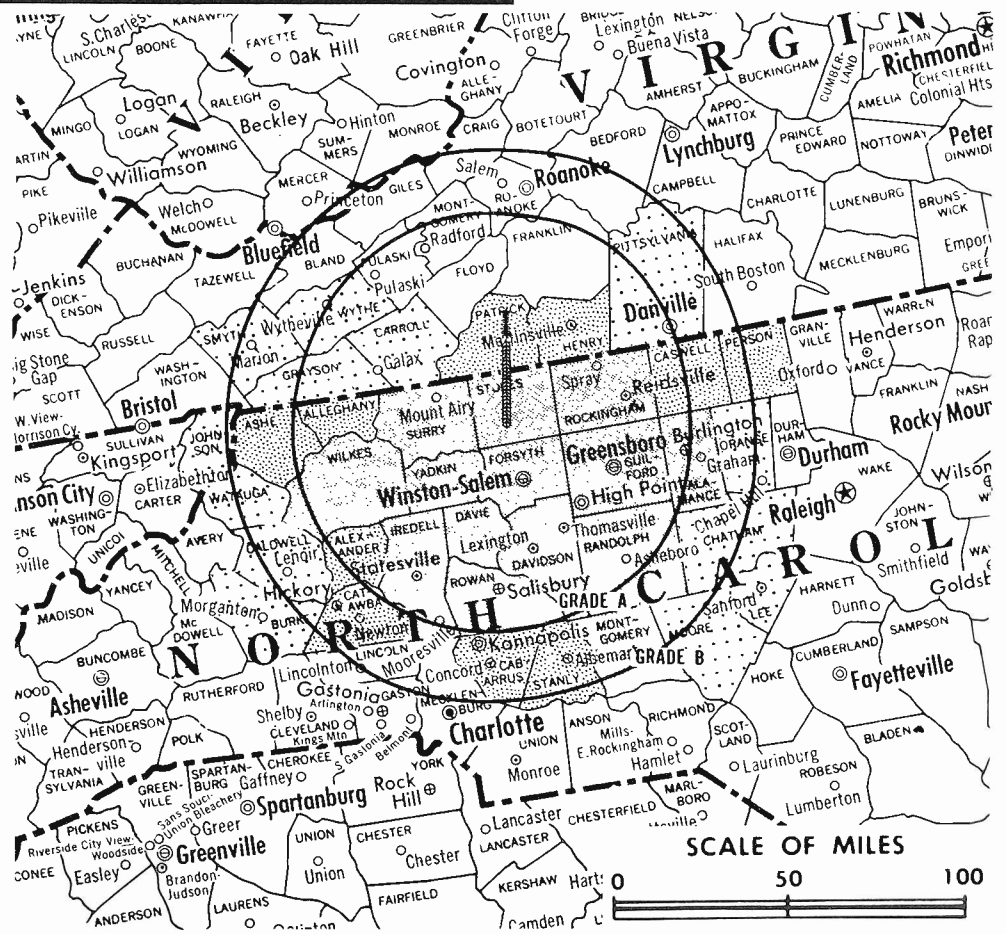
FM Affiliate: WSJS-FM, 15-kw, 104.1 mc (No. 281), 1440-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WSJS-TV Ref: FCC File No. BMPCT-2657 Granted 1/4/55

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

WSJS-TV

Licensee: Triangle Bcstg. Corp, 419-421 N. Spruce St., Winston-Salem.

Telephone: Park 5-2311. TWX No.: W SAL 370.

Ownership: Triangle Broadcasting Corporation, subsidiary of Piedmont Publishing Company. Triangle officers: Gordon Gray, chmn.; Harold Essex, pres. & treas.; John Comas, v.p.; Phil Hedrick, v.p.; Harry B. Shaw, v.p.; W. L. Maynard, secy. & comptroller. Piedmont publishes Winston-Salem Journal and Twin City Sentinel and is licensee of WSJS and WSJS-FM. Gordon Gray is also chmn., pres. and board member of Piedmont. Harold Essex is also v.p. and board member of Piedmont. W. L. Maynard is also secy.-treas. of Piedmont.

Began Operation: Sept. 29, 1953.

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

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

Represented (engineering) by Lohnes & Culver.

Personnel:

HAROLD ESSEX, president & general manager.
 RICHARD BARRON, asst. general manager.
 PHIL HEDRICK, v.p., operations.
 HARRY B. SHAW, v.p., sales.
 JOHN COMAS, v.p., programming.
 CHARLES H. POINTEL, manager news dept.
 F. O. CARVER, director of public relations.
 CARL WIEGOLD, manager film dept.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.	\$900.00	\$540.00	\$280.00	\$225.00	\$225.00*	\$200.00*
					\$100.00*	

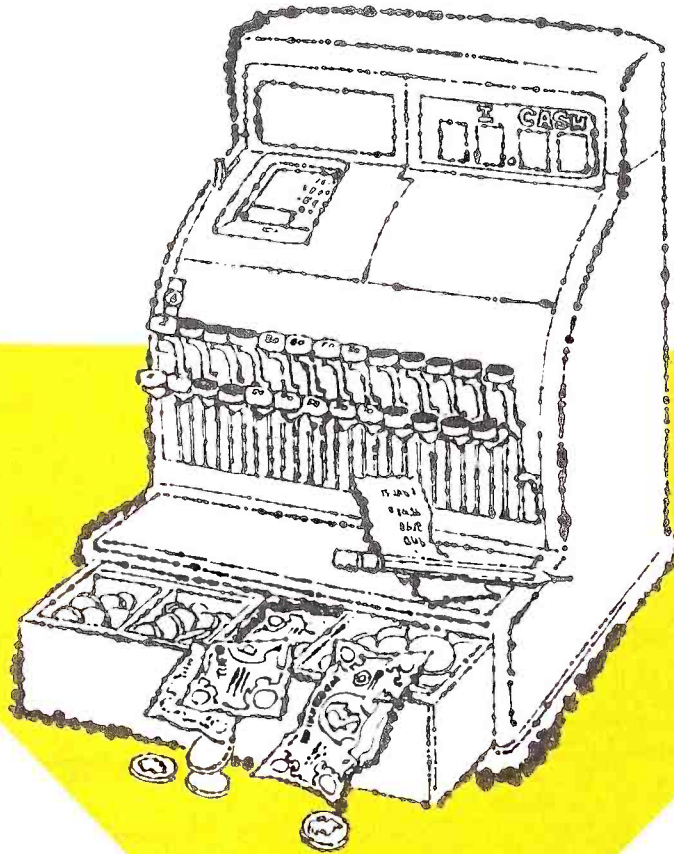
*Class AA—7:30-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Homes	%
NORTH CAROLINA				
	Alamance	24,400	22,100	91
	Davidson	22,700	19,900	88
	Davie	4,700	3,700	78
	Forsyth	55,700	49,600	89
	Guilford	72,100	65,100	91
	Iredell	17,700	15,400	87
Over 50%	Montgomery	4,900	4,200	85
	Randolph	17,800	15,500	87
	Rockingham	19,500	17,200	88
	Rowan	24,000	21,300	89
	Stokes	5,900	5,100	85
	Surry	13,600	11,400	84
	Wilkes	11,700	9,500	81
	Yadkin	6,300	5,300	83
NORTH CAROLINA				
	Alexander	4,200	3,600	85
	Alleghany	2,200	1,700	74
	Ashe	5,200	3,700	71
	Cabarrus	19,600	17,800	92
	Caswell	4,500	3,600	80
	Catawba	20,800	19,000	92
	Person	6,600	5,500	84
	Stanly	11,800	10,300	87
VIRGINIA				
	Henry	16,000	13,800	86
	Patrick	4,100	3,100	75
NORTH CAROLINA: Burke, Caldwell, Chat-ham, Lee, Moore, Orange, Watauga. TEN-NESSEE: Johnson. VIRGINIA: Carroll, Grayson, Pittsylvania, Smyth, Wythe.				

WSJS-TV Station Total	520,900	449,800	86
ARB Total Net Weekly Circulation (March, 1962)		282,000	

**CASH
IN!**



NORTH CAROLINA'S PIEDMONT

GOLDEN TRIANGLE

WINSTON-SALEM / GREENSBORO / HIGH POINT

WSJS

TELEVISION



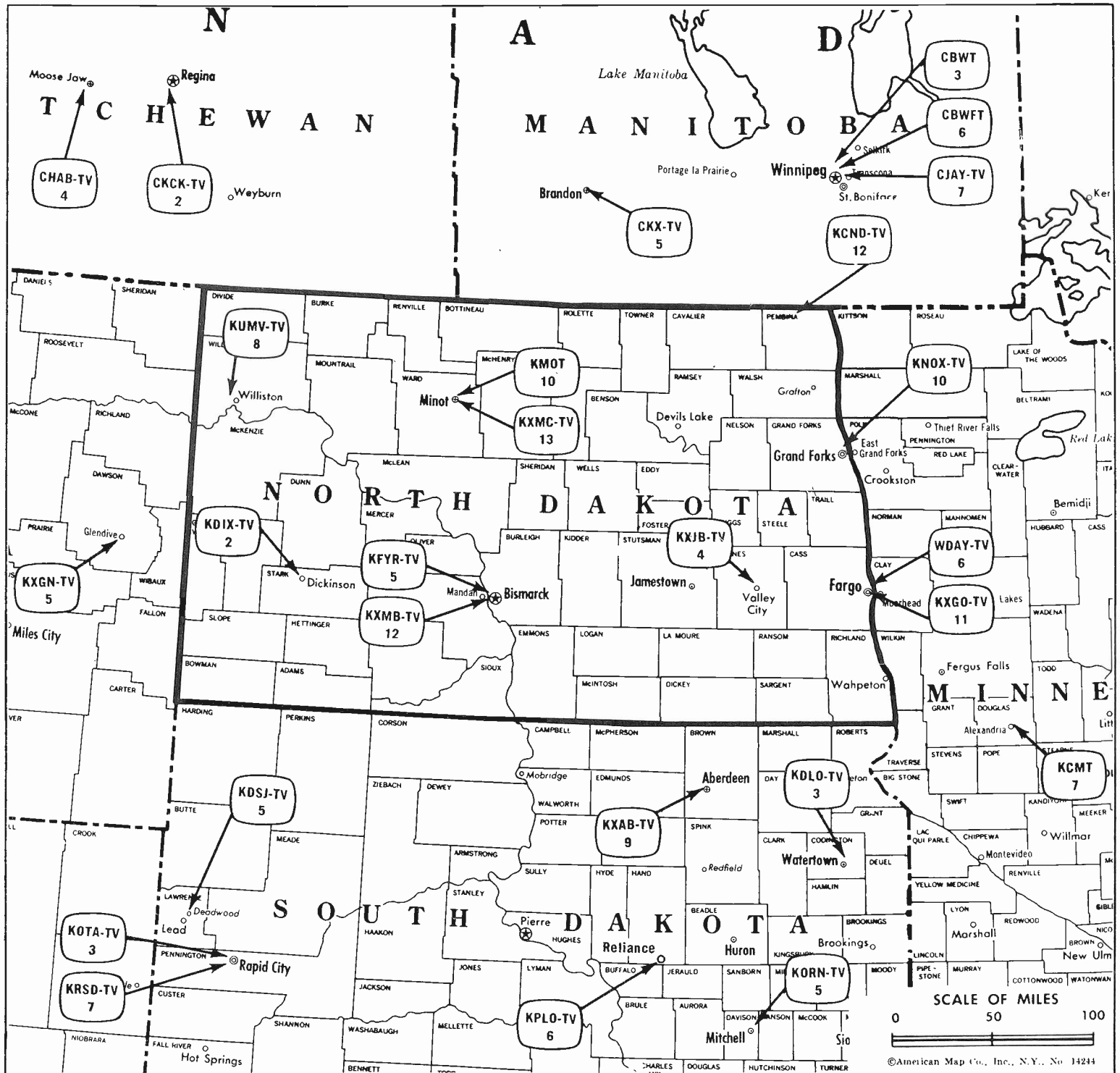
MST



CHANNEL 12

Represented by Peters, Griffin, Woodward, Inc.

North Dakota



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Fargo	107,400	127	212,300	130	185,000	128
Bismarck	86,166	149	59,900	197	53,100	196
Minot	37,000	191	35,300	207	31,600	207
Dickinson	15,500	217	55,800	200	48,600	199
Grand Forks	15,000	218	50,200	202	43,700	202
Pembina	9,000	224				

Information Not Available

North Dakota Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
○ Commercial Television Stations	11	0	11
● Educational Television Stations	0	0	0
			11

See Group Ownership Section
for Owners of Two or More Stations

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

KXJB-TV
Fargo
(See Valley City, N.D.)

North Dakota—Bismarck



Ch. 12

[Operates in affiliation with
KXJB-TV, Valley City, N.D.]

Technical Facilities: Channel No. 12
(204-210 mc). Authorized power:
220-kw visual, 110-kw aural. An-
tenna: 1265-ft. above av. terrain,
800-ft. above ground, 3008-ft.
above sea level.

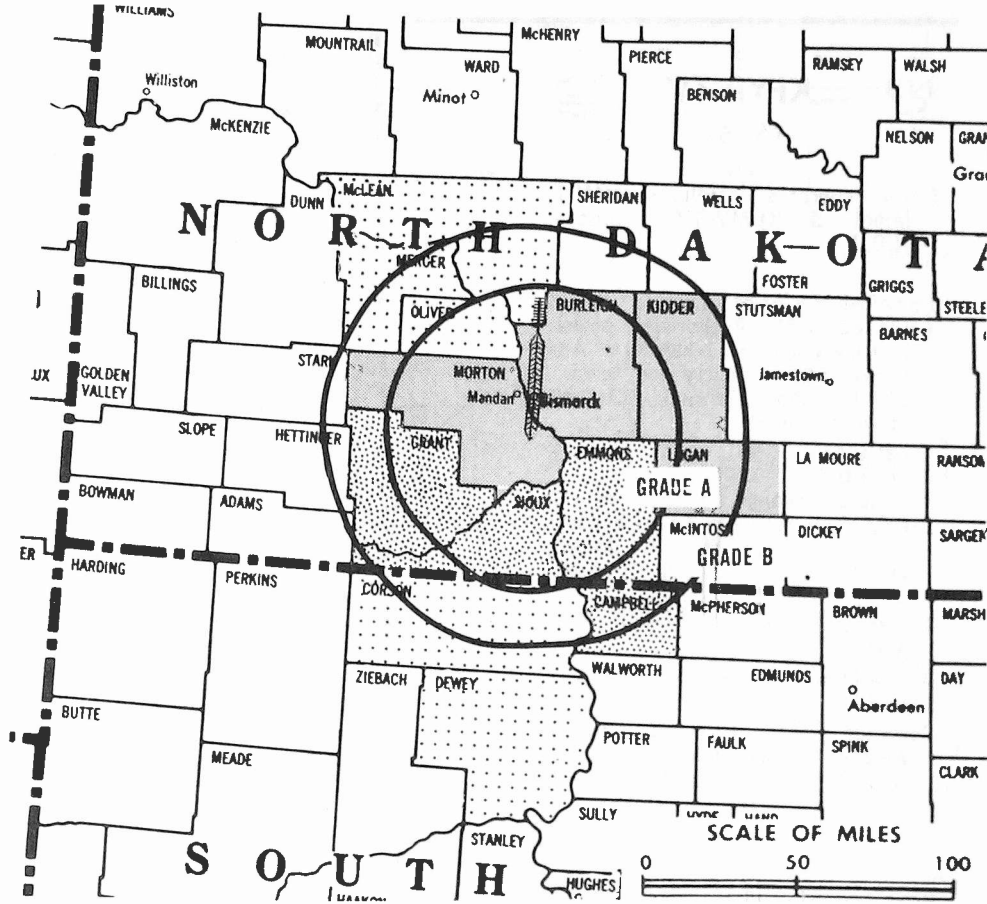
Latitude 46° 35' 17"
Longitude 100° 48' 26"

Transmitter: 5-mi. E & 2-mi. S of
St. Anthony.

Studio: Hwy. 83N, Bismarck.

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

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



KXMB-TV Ref: FCC File No. BPCT-2893 Granted 9/5/61

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

KXMB-TV

Network Service: ABC, CBS (EMP).

Licensee: KXMB-TV Inc., 4000 W. Main Ave., Fargo, N.D.

Business Office: Hwy. 83N, Bismarck.

Telephone: Capital 3-9197.

Ownership: See KXJB-TV, Valley City, N.D.

Began Operation: Nov. 19, 1955.

Represented (sales) by Young Television Corp.

Represented (legal) by Prince, Taylor & Paul.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOHN W. BOLER, president & general manager.

DAVID BLACKSTEAD, station manager & film buyer.

ROBERT SCHUH, traffic director.

TOM AHNER, chief engineer.

Rates: Sold only in combination with KXJB-TV, Valley City, N.D.

NETWORK BASE HOURLY RATE: \$80 (ABC), \$80 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NORTH DAKOTA			
	Burleigh	10,100	9,300	92
	Kidder	1,400	1,400	94
	Logan	1,400	1,200	85
	Morton	5,700	5,200	91
Between 25-50%	NORTH DAKOTA			
	Emmons	2,100	1,900	90
	Grant	1,600	1,400	85
	Sioux	800	600	68
	SOUTH DAKOTA			
	Campbell	1,000	800	77
Under 25%	NORTH DAKOTA			
	McLean	3,900	3,500	91
	Mercer	1,900	1,600	82
	Oliver	700	600	90
	SOUTH DAKOTA			
	Corson	1,400	1,000	66
	Dewey	1,400	1,000	67
KXMB-TV Station Total		32,000	28,500	88
ARB Total Net Weekly Circulation (March, 1962)		18,300		

KXJB-TV, Valley City, N.D.

(ARB Data Continued from page 450)

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50% (Continued)	SOUTH DAKOTA			
	Day	3,100	2,900	91
	McPherson	1,700	1,400	81
	Marshall	2,000	1,600	81
	Roberts	3,600	3,100	84

Net Weekly Circulation	State County	Total Households	TV Homes	%
Under 25%	MINNESOTA			
	Beltrami	6,400	4,300	67
	Big Stone	2,600	2,300	89
	Hubbard	3,000	2,100	67
	Traverse	2,200	2,000	89
	Wadena	3,400	2,600	74
	NORTH DAKOTA			
	Kidder	1,400	1,400	94
	Logan	1,400	1,200	85

North Dakota—Bismarck



KFYR-TV



Ch. 5

[Also operates satellites KMOT, Minot & KUMV-TV, Williston, N.D.]

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 500-ft. above av. terrain, 667-ft. above ground, 2362-ft. above sea level.

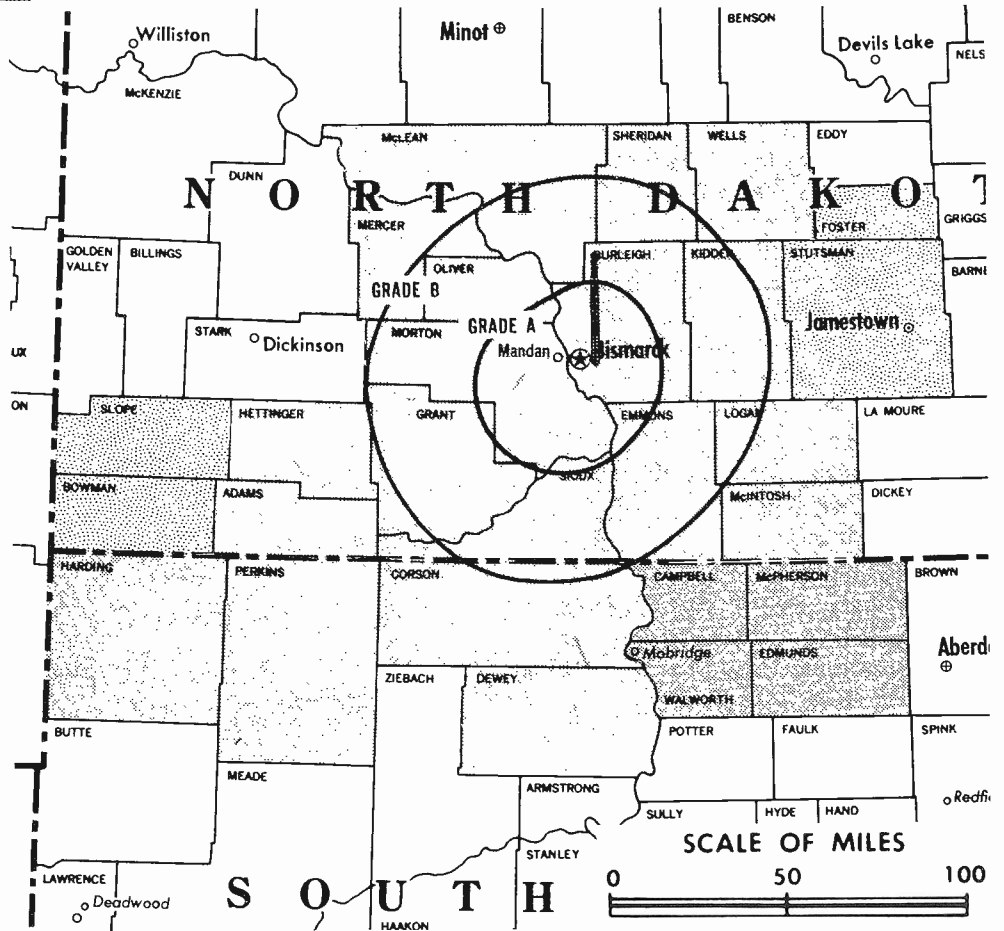
Latitude 46° 51' 12"
Longitude 100° 32' 32"
Requests change to 51.51-kw visual, 24.49-kw aural, 1428-ft. above av. terrain, 1097-ft. above ground, lat. 46° 36' 19", long. 100° 48' 30".

Transmitter: 2.5-mi. N of Menoken, N.D.

AM Affiliate: KFYR, 5-kw, 550 kc (NBC).

Coverage Data: Also see maps & ARB data under KMOT, Minot & KUMV-TV, Williston, N.D.

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



KFYR-TV Ref: FCC File No. BMPCT-1211 Granted 7/31/53

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

KFYR-TV

Grantee (STA): Meyer Bcstg. Co., Broadway at Fourth.

Studio: Broadway at Fourth.

Telephone: Capital 3-0900.

TWX No.: BM 8115.

Ownership: William Ekberg, pres., .04%; Mrs. Marietta Meyer Ekberg, 99.2%.

Began Operation: Dec. 8, 1953.

Represented (sales) by Blair Television Associates Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Creutz & Snowberger.

Personnel:

WILLIAM EKBERG, president, general manager & film buyer.

ANDY ANDERSON, general sales & station manager.

IVAR NELSON, director of engineering.

DIGEST OF RATE CARD NO. 6

(Dec. 1, 1961)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$350.00	\$210.00	\$140.00	\$116.00	\$85.00	\$75.00
	\$37.50					

Rates include satellites KMOT, Minot & KUMV-TV, Williston, N.D.

NETWORK BASE HOURLY RATE: \$175 (NBC).

See Group Ownership Section
for Individuals and Firms that
Own Two or More TV Stations.

Net Weekly Circulation	State	County	Total Households	TV Homes	%
	NORTH DAKOTA				
		Adams	1,300	1,100	85
		Burleigh	10,100	9,300	92
		Emmons	2,100	1,900	90
		Grant	1,600	1,400	85
		Hettinger	1,600	1,500	89
		Kidder	1,400	1,400	94
		Logan	1,400	1,200	85
		McIntosh	1,900	1,600	79
		McLean	3,900	3,500	91
		Mercer	1,900	1,600	82
		Morton	5,700	5,200	91
		Oliver	700	600	90
		Sheridan	1,200	1,100	87
		Sioux	800	600	68
		Wells	2,600	2,400	89
	SOUTH DAKOTA				
		Campbell	1,000	800	77
		Corson	1,400	1,000	66
		Dewey	1,400	1,000	67
		Edmunds	1,700	1,500	83
		Harding	700	600	80
		McPherson	1,700	1,400	81
		Perkins	1,700	1,300	75
		Walworth	2,400	1,900	79
	Over 50%				
	NORTH DAKOTA				
		Bowman	1,200	1,100	85
		Foster	1,500	1,400	90
		Slope	500	500	90
		Stutsman	6,500	6,200	95
	Between 25-50%				
	Under 25%: None Under 25%				
	KFYR-TV Station Total		59,900	53,100	89
	KFYR, KMOT, Minot & KUMV-TV, Williston Total:		135,700	113,600	
	ARB Total Net Weekly Circulation (March, 1962)			38,600	

North Dakota—Dickinson

abc KDIX-TV

Ch. 2

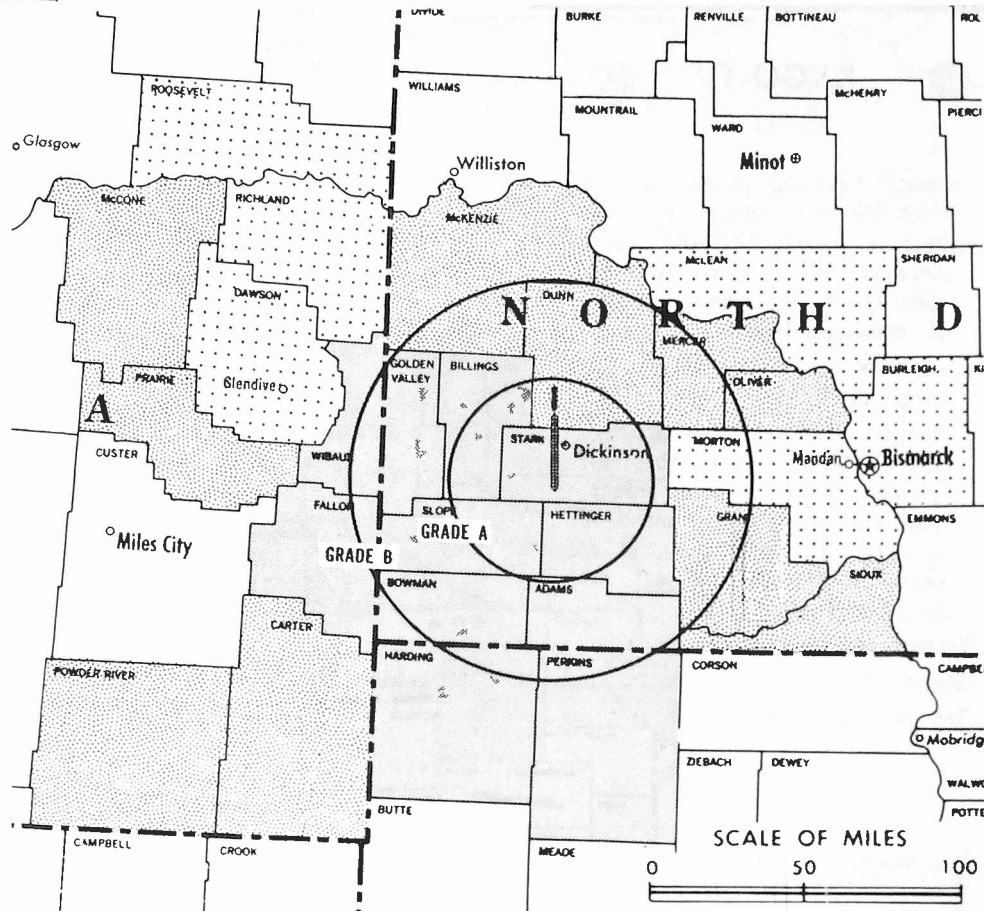


Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: 840-ft. above av. terrain, 621-ft. above ground, 3556-ft. above sea level.

Latitude 46° 43' 30.15"
Longitude 102° 54' 58.16"

Transmitter: 10.5-mi. S, 6-mi. W of Dickinson.

AM Affiliate: KDIX, .25-kw, 1230 kc.



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

KDIX-TV Ref: FCC File No. BPCT-2089 Granted 5/9/56

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

KDIX-TV

Network Service: CBS (EMP), ABC.

Licensee: Dickinson Radio Association, Box 1248.

Studio: 119 Second Ave. W.

Telephone: 224-5133. TWX No.: Dickinson, N.D. 8153.

Ownership: Dr. P. J. Weir, pres., 11.05%; Frank P. Whitney, v.p., 11.63%; Stanley Deck, 5%; W. K. Johnson, secy.-treas., 10.66%; William O. Rabe, 11.63%; L. W. Veigel, 9.42%; P. J. Baseflug, 5.85%; over 1000 others, none owns as much as 1%.

Began Operation: Oct. 15, 1956.

Represented (sales) by Young Television Corp.; Wm. Hurley (Minneapolis).

Represented (legal) by Eugene L. Burke.

Personnel:

STANLEY DECK, general manager & film buyer.
BOB WEILER, sales manager.
LAUREN HAACKE, program director.
LOUIE TYSVER, chief engineer.

DIGEST OF RATE CARD NO. 9 (Sept. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00
NETWORK BASE HOURLY RATE: \$60 (CBS).						

THE MIGHTY HERCULES THE MIGHTIEST NEW CARTOON SERIES

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



Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	MONTANA				
	Fallon	1,200	900	77	
	Wibaux	500	500	83	
	NORTH DAKOTA				
	Adams	1,300	1,100	85	
	Billings	400	400	92	
	Bowman	1,200	1,100	85	
	Golden Valley	900	800	91	
	Hettinger	1,600	1,500	89	
	Slope	500	500	90	
Stark	4,800	4,300	89		
SOUTH DAKOTA	Harding	700	600	80	
	Perkins	1,700	1,300	75	
	Between 25-50%	MONTANA			
		Carter	800	500	66
McCone		900	700	75	
Powder River		700	400	55	
Prairie		700	500	58	
NORTH DAKOTA	Dunn	1,500	1,300	83	
	Grant	1,600	1,400	85	
	McKenzie	2,000	1,800	90	
	Mercer	1,900	1,600	82	
	Oliver	700	600	90	
	Sioux	800	600	68	
	Under 25%	MONTANA			
		Dawson	3,600	2,900	81
Richland		3,000	2,600	84	
Roosevelt		3,100	2,700	86	
NORTH DAKOTA					
Burleigh	10,100	9,300	92		
McLean	3,900	3,500	91		
Morton	5,700	5,200	91		
KDIX-TV Station Total		55,800	48,600	87	
ARB Total Net Weekly Circulation (March, 1962)			15,500		

North Dakota—Fargo



KXGO-TV



Ch. 11

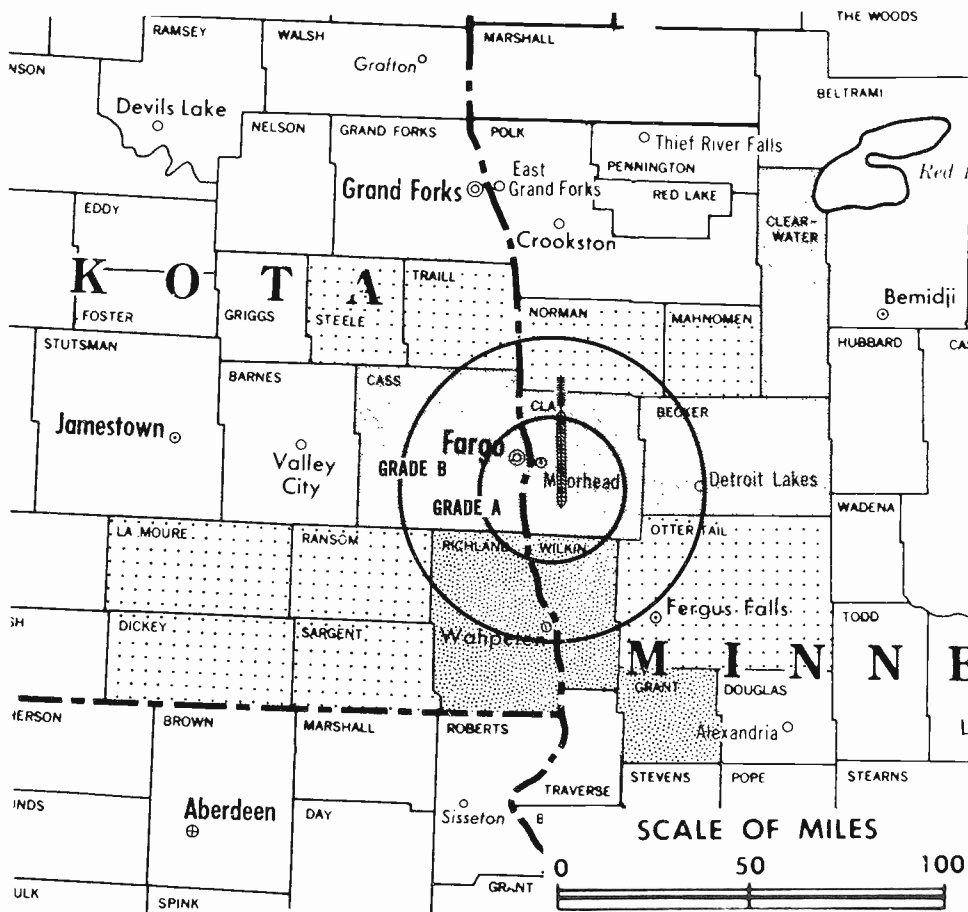
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 28.8-kw visual, 14.55-kw aural. Antenna: 392-ft. above av. terrain, 416-ft. above ground, 1336-ft. above sea level.

Latitude 46° 45' 25"
Longitude 96° 35' 37"

Requests change to 316-kw visual, 158-kw aural, 2000-ft. above av. terrain, 2076-ft. above ground, 3021-ft. above sea level and move of center of Hillsboro, lat. 47° 24' 02", long. 97° 13' 26".

Transmitter: Sabin, Minn.
Studio: 112 N. University Dr.
Telephone: 232-8987.

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



KXGO-TV Ref: FCC File No. BPCT-2357 Granted 7/29/59

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

KXGO-TV

Licensee: Pembina Bcstg. Co. Inc., Manchester Bldg.
Ownership: See KCND-TV, Pembina, N.D.
Began Operation: Oct. 11, 1959. Sale to present owner by North Dakota Bcstg. approved by FCC July 25, 1962 (Television Digest, Vol. 2:20).
Represented (sales) by The Meeker Co. Inc.
Represented (legal) by Wilner, Bergson, Scheiner & Lessenco.
Represented (engineering) by Jules Cohen & Assoc.
Personnel:
FERRIS E. TRAYLOR, president.
RICHARD SHIVELY, director of television.
ROBERT LUKKASON, v.p. & general manager.
LOWELL JOHNSON, operations manager.
ERWIN LIEFELD, chief engineer.
CLIFF THOMFORDE, technical director.
RAY HIEB, production manager.
BEVERLY PAULSON, traffic manager.

DIGEST OF RATE CARD NO. 2—(Oct. 1, 1959)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10 p.m., Mon.-Sat.; 7-10 p.m., Sun.
\$110.00 \$67.00 \$45.00 \$39.00 \$33.00 \$28.00 \$22.00 \$11.00
Combination rates: See KNOX-TV, Grand Forks, N.D.
NETWORK BASE HOURLY RATE: \$300.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%		MINNESOTA			
		Becker	6,700	5,700	85
		Clay	10,900	10,400	96
		Clearwater	2,600	1,800	70
		NORTH DAKOTA			
		Cass	20,000	18,700	94
Between 25-50%		MINNESOTA			
		Grant	2,600	2,500	93
		Wilkin	2,900	2,700	93
	NORTH DAKOTA				
	Richland	5,300	4,800	91	
Under 25%		MINNESOTA			
		Mahnomen	1,600	1,400	84
		Norman	3,400	2,900	85
		Otter Tail	13,800	11,600	84
		NORTH DAKOTA			
		Dickey	2,400	2,000	85
		La Mouer	2,400	2,200	90
		Ransom	2,400	2,200	92
	Sargent	1,900	1,800	92	
	Steele	1,300	1,300	94	
	Traill	3,000	2,900	95	
KXGO-TV Station Total			83,200	74,900	90
ARB Total Net Weekly Circulation (March, 1962)				36,800	

North Dakota—Fargo

WDAY-TV

Ch. 6



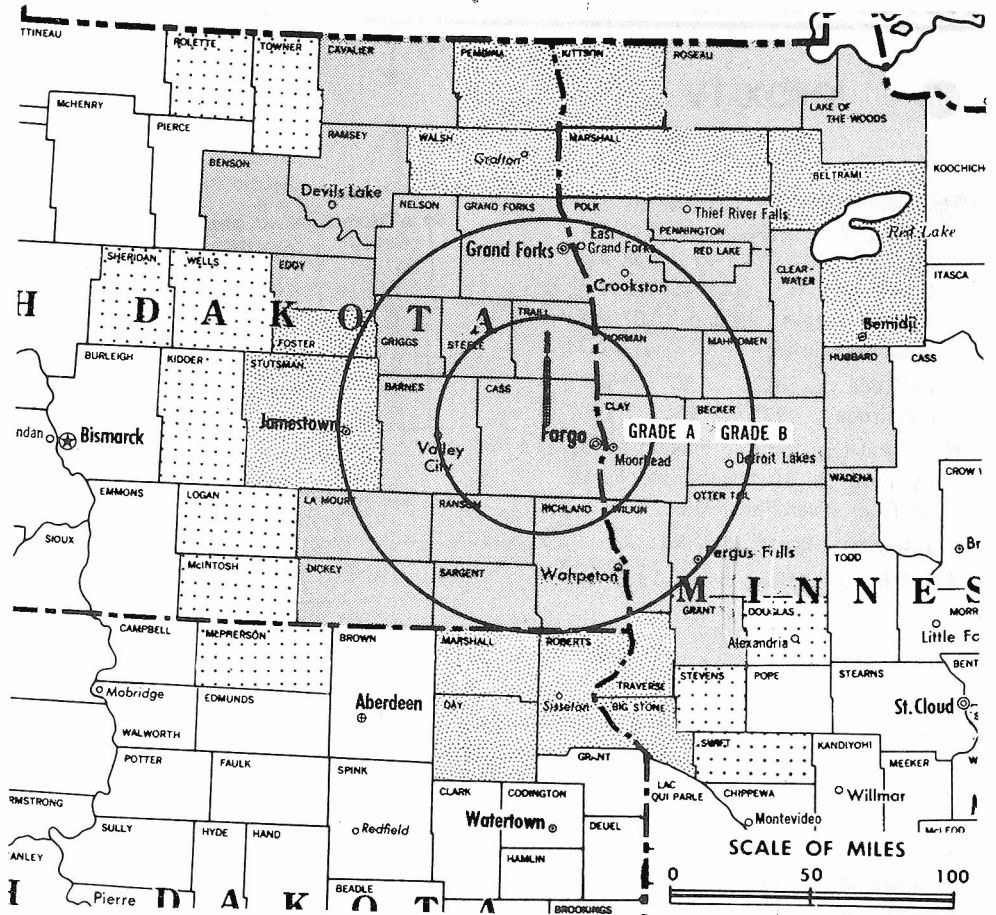
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1150-ft. above av. terrain, 1203-ft. above ground, 2149-ft. above sea level.

Latitude 47° 00' 43"
Longitude 97° 11' 58"

Transmitter: 1-mi. E of Amenia, N.D.

Studio: 207 N. 5th St.

AM Affiliate: WDAY, 5-kw, 970 kc (NBC).



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

WDAY-TV Ref: FCC File No. BPCT-2499 Granted 7/31/58

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

WDAY-TV

Licensee: WDAY Inc., 207 N. 5th St. Telephone: Adams 2-3371.

Ownership: Forum Publishing Co. (Fargo Forum), 55.56%; N. D. Black Jr., pres., 4.63%; H. D. Paulson, v.p., 8.89%; W. C. Lontz, dir., 1.56%; A. B. Markle, 7.03%; Charlotte Lontz, 3.93%; Mrs. M. B. Foreman, 3.52%; J. D. Paulson, 4.4%; Donald D. Lontz, 1.56%; Norman D. Black estate (N. D. Black Jr. & Cora P. Black, trustees), 12.89%. Black family publishes Fargo Forum and Moorhead (Minn.) Daily News. Julius Hetland holds 10% and Tom Barnes, 21% of KCMT, Alexandria, Minn.

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) by Peters, Griffin, Woodward Inc.

Represented (legal) by Segal & Marmet.

Personnel:

TOM BARNES, general manager.
JULIUS HETLAND, technical director.
JACK DUNN, assistant general manager.
KEN KENNEDY, program, production mgr. & film buyer.
ROY PEDERSEN, promotion & merchandising manager.
NORM SCHRADER, news director.

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

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

Class AA—7:30-10 p.m., daily.

\$600.00 \$350.00 \$225.00 \$150.00 \$130.00 \$120.00 \$60.00

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MINNESOTA			
	Becker	6,700	5,700	85
	Clay	10,900	10,400	96
	Clearwater	2,600	1,800	70
	Grant	2,600	2,500	93
	Hubbard	3,000	2,100	67
	Lake of Woods	1,300	600	46
Mahnomen	1,600	1,400	84	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MINNESOTA—(Continued)			
	Norman	3,400	2,900	85
	Otter Tail	13,800	11,600	84
	Pennington	3,700	3,000	80
	Polk	10,300	9,100	88
	Red Lake	1,500	1,400	87
	Roseau	3,400	1,900	56
	Wadena	3,400	2,600	74
	Wilkin	2,900	2,700	93
	NORTH DAKOTA			
	Barnes	4,700	4,500	94
	Benson	2,500	2,100	83
	Cass	20,000	18,700	94
	Cavalier	2,700	1,900	70
	Dickey	2,400	2,000	85
	Eddy	1,400	1,300	92
	Grand Forks	13,500	12,600	93
Griggs	1,400	1,300	92	
La Moure	2,400	2,200	90	
Nelson	2,100	2,000	93	
Ramsey	3,700	3,300	88	
Ransom	2,400	2,200	92	
Richland	5,300	4,800	91	
Sargent	1,900	1,800	92	
Steele	1,300	1,300	94	
Traill	3,000	2,900	95	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	MINNESOTA			
	Beltrami	6,400	4,300	67
	Big Stone	2,600	2,300	89
	Kittson	2,500	1,900	75
	Marshall	4,000	3,400	84
Traverse	2,200	2,000	89	
NORTH DAKOTA				
Foster	1,500	1,400	90	
Pembina	3,500	2,700	77	
Stutsman	6,500	6,200	95	
Walsh	4,800	4,400	91	

WDAY-TV Station Total	212,300	185,000	87
ARB Total Net Weekly Circulation (March, 1962)	107,400		

North Dakota—Grand Forks

Portage la Prairie

Winnipeg

Transcona

St. Boniface



KNOX-TV



Ch. 10

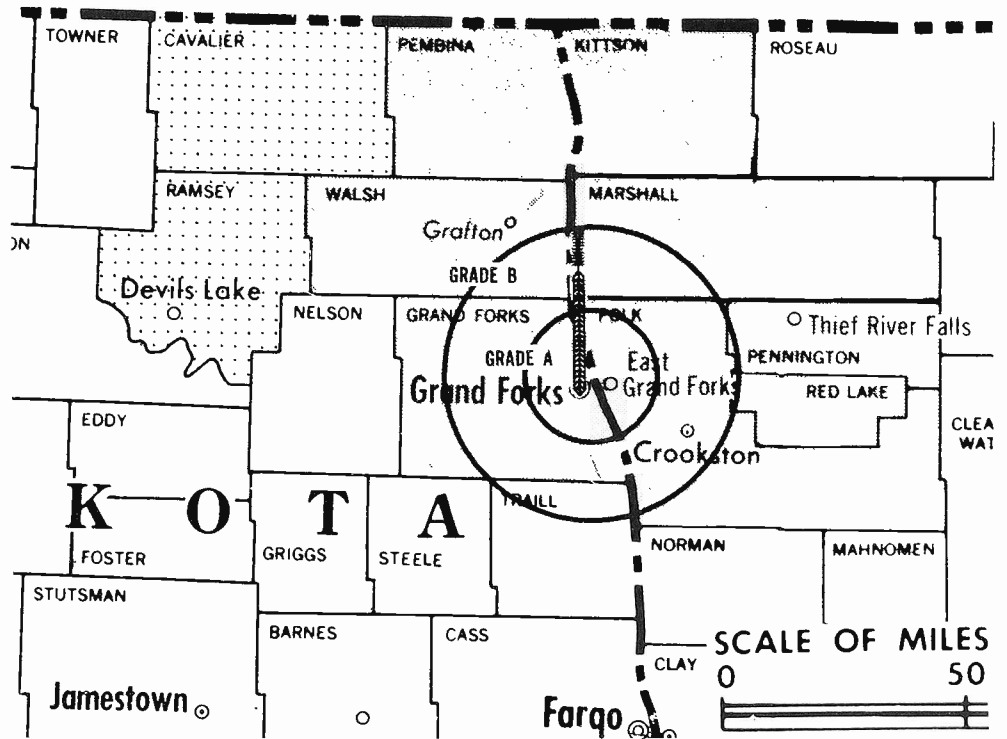
Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 28.2-kw visual, 14.1-kw aural. Antenna: 220-ft. above av. terrain, 252-ft. above ground, 1075-ft. above sea level.

Latitude 47° 56' 21"
Longitude 97° 03' 05"

Note: Petition for rule making pends to move Ch. 10 from Grand Forks to Thief River Falls, Minn.

Transmitter: State Mill Rd.

AM Affiliate: KNOX, 5-kw, 1310 kc.



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

KNOX-TV Ref: FCC File No. BMPCT-3548 Granted 12/9/55

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

KNOX-TV

Licensee: Community Television Corp., Box 1110.

Studio: State Mill Rd.

Telephone: 4-4611.

Ownership: Pembina Broadcasting Inc., 94.34%; over 20 other stockholders, none holding over 1% except for Commercial Exchange Corp., 1.6% (voted by Mrs. Fern O. Day) and Mrs. K. O. Loyland, 1.1%. For officers and Pembina Bcstg. Inc. stockholders, see KCND-TV, Pembina, N.D.

Began Operation: Dec. 11, 1955. Sale of control by Community Radio Corp. to Pembina Bcstg. Inc. approved July 25, 1962 by FCC (Television Digest, Vol. 2:20).

Represented (sales) by The Meeker Co.; Wayne Evans & Associates (Minneapolis).

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

Personnel:

ROBERT LUKKASON, general manager & film buyer.
LOWELL JOHNSON, director of operations.
C. J. THOMFORDE, technical director.
DAVID CHUMLEY, chief engineer.

DIGEST OF RATE CARD NO. 3

(Sept. 15, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-10 p.m., daily.	\$210.00	\$129.00	\$87.00	\$66.00	\$55.00	\$42.50

Combination Rates—KNOX-TV & KXGO-TV, Fargo, N.D. (Red River Valley Network).

Class AA—7:30-10 p.m., Mon.-Sat.; 7-10 p.m., Sun.	Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
	\$459.00	\$275.40	\$183.60	\$160.65	\$137.70	\$114.75	\$45.90

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MINNESOTA			
	Kittson	2,500	1,900	75
	Marshall	4,000	3,400	84
	Pennington	3,700	3,000	80
	Polk	10,300	9,100	88
Between 25-50%	Red Lake	1,500	1,400	87
	NONE BETWEEN 25-50%			
Under 25%	NORTH DAKOTA			
	Grand Forks	13,500	12,600	93
	Pembina	3,500	2,700	77
	Walsh	4,800	4,400	91
KNOX-TV Station Total		50,200	43,700	87
ARB Total Net Weekly Circulation (March, 1962)			15,000	



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North Dakota—Minot



KMOT

Ch. 10



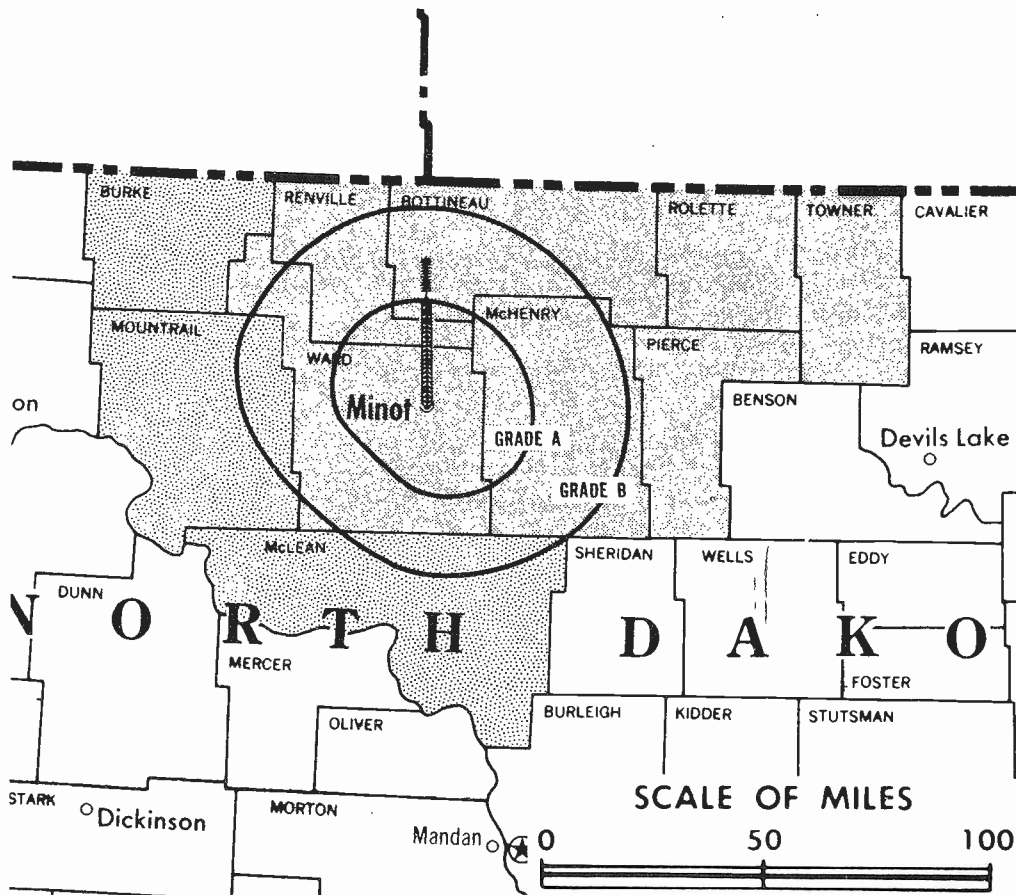
[Satellite of KFYZ-TV, Bismarck]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 29.5-kw visual, 14.8-kw aural. Antenna: 450-ft. above av. terrain, 438-ft. above ground, 2198-ft. above sea level.

Latitude 48° 12' 56"

Longitude 101° 19' 05"

Transmitter: Southdale, Minot, N.D.



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

KMOT Ref: FCC File No. BMPCT-4641 Granted 8/1/57

©American Map Co., Inc., N.Y., No. 14211

KMOT

Licensee: Meyer Broadcasting Co., Broadway at Fourth.
 Studio: Southdale, Minot, N.D.
 Telephone: Capital 3-0900, Bismarck. TWX No.: 8209.
 Ownership: See KFYZ-TV.
 Began Operation: Jan. 20, 1958.
 Represented (sales) by Blair Television Associates Inc.; Harry S. Hyett Co. (Minneapolis).
 Represented (legal) by Hogan & Hartson.
 Personnel:
 WILLIAM EKBERG, president, gen. mgr. & film buyer (Bismarck).
 CURT SORBO, station manager.
 OLE ORSON, resident engineer.

Rates: Sold in combination with KFYZ-TV, Bismarck, N.D.
 NETWORK BASE HOURLY RATE: \$125.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NORTH DAKOTA			
	Bottineau	3,100	2,800	88
	McHenry	3,000	2,700	90
	Pierce	1,900	1,700	86
	Renville	1,300	1,300	95
	Rolette	2,400	1,700	70
	Towner	1,500	1,400	85
		13,700	12,500	92
Between 25-50%	NORTH DAKOTA			
	Burke	1,700	1,500	86
	McLean	3,900	3,500	91
	Mountrail	2,800	2,500	87
Under 25%	None Under 25%			
KMOT Station Total		35,300	31,600	90
ARB Total Net Weekly Circulation (March, 1962)			22,800	

North Dakota—Minot



Ch. 13



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 245-kw visual, 123-kw aural. Antenna: 1120-ft. above av. terrain, 1053-ft. above ground, 3123-ft. above sea level.

Latitude 48° 03' 02"
Longitude 101° 20' 29"

Transmitter: 11.5-mi. S of Minot.

Studio: Hwy. 83, S of Minot.

Telephone: 82-104.

TWX No.: 8205.

AM Affiliate: KCJB, 1-kw, 910 kc (CBS).

Represented (engineering) by Lloyd R. Amoo.

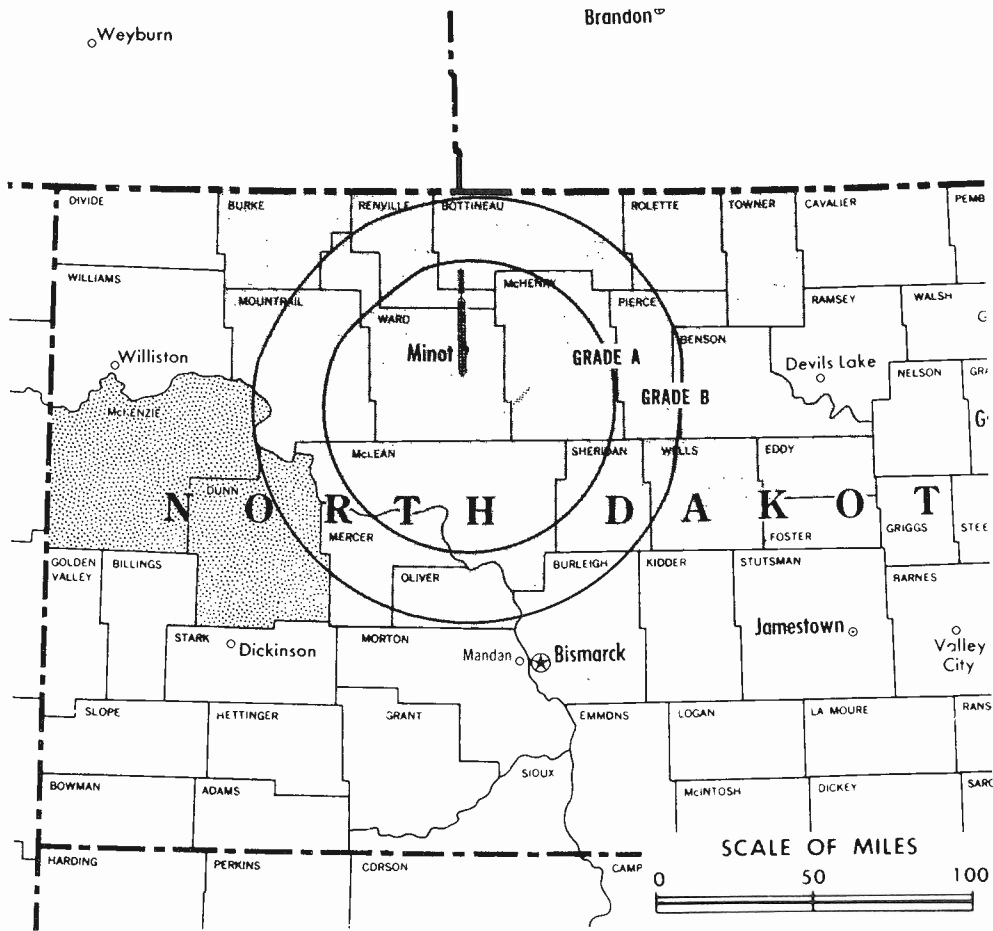
Represented (legal) by Prince, Taylor & Crampton.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KXMC-TV Ref: FCC File No. BMPCT-4653 Granted 5/17/57

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

KXMC-TV

Network Service: ABC, CBS.

Licensee: KXMC-TV Inc., KXMC Bldg., Minot.

Ownership: N. Dakota Bcstg. Co. Inc., 47.5%; Chester Reiten, pres., 21%; Lloyd R. Amoo, v.p., 15.75%; W. L. Hurley, v.p., 15.75%. Also owns radio KCJB, Minot.

Began Operation: April 4, 1953. Sale to present owners by formerly 100% owner N. Dakota Bcstg. Co. Inc. approved Oct. 20, 1959 by FCC (Television Digest, Vol. 15:37, 43). Ownership interlocks with radio KCJB, Minot.

Represented (sales) by Weed Television Corp.; William L. Hurley (regional).

Personnel:

CHESTER REITEN, president, general manager & film buyer.

HENRY BEUHLER, local sales manager.

ROD ROMINE, program director.

CIS HADLEY, director of women's programs.

HENRY HAUSLER, chief engineer.

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

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

Class AA—7:30-10 p.m., Mon.-Sat.; 7-10 p.m., Sun.

\$250.00 \$150.00 \$100.00 \$83.25 \$62.50 \$37.50 \$30.00 \$18.75

NETWORK BASE HOURLY RATE: \$175 (ABC), \$175 (CBS).

Net Weekly Circulation

State County

Total Households

TV Homes %

NORTH DAKOTA

Benson	2,500	2,100	83
Bottineau	3,100	2,800	88
Burke	1,700	1,500	86
Eddy	1,400	1,300	92
McHenry	3,000	2,700	90
McLean	3,900	3,500	91
Mercer	1,900	1,600	82
Mountrail	2,800	2,500	87
Oliver	700	600	90
Pierce	1,900	1,700	86
Renville	1,300	1,300	95
Rolette	2,400	1,700	70
Sheridan	1,200	1,100	87
Towner	1,500	1,400	85
Ward	13,700	12,500	92
Wells	2,600	2,400	89

Over 50%

Between 25-50%

NORTH DAKOTA

Dunn	1,500	1,300	83
McKenzie	2,000	1,800	90

Under 25%

None Under 25%

KXMC-TV Station Total	49,100	43,800	89
ARB Total Net Weekly Circulation (March, 1962)		37,000	

North Dakota—Pembina



KCND-TV

Ch. 12

[Picks up ABC-TV from KNOX-TV, Grand Forks, N.D.]

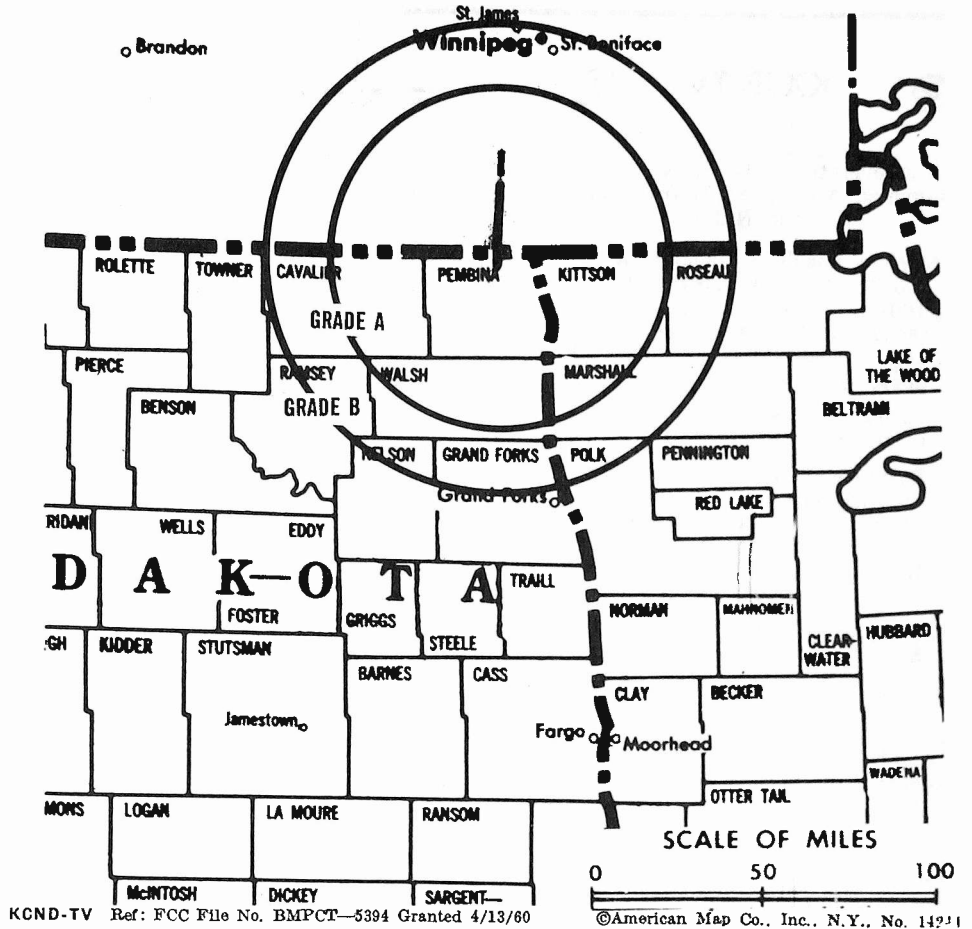
Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 241-kw visual, 120.5-kw aural. Antenna: 1400-ft. above av. terrain, 1454-ft. above ground, 2250-ft. above sea level.

Latitude 48° 49' 42"
Longitude 97° 24' 26"

Requests change to 288-kw visual (horiz.), 144-kw aural (horiz.).

Transmitter: 7-mi. W of Pembina.

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



KCND-TV Ref: FCC File No. BMPCT-5394 Granted 4/13/60

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

KCND-TV

Grantee: Pembina Broadcasting Co. Inc., Box 127, Grand Forks, N.D.

Studio: Stutsman & Fifth.

Telephone: 772-5841, Grand Forks.

Ownership: Producers Inc., 80.8%; Harry F. Rice, 9.6%; Robert C. Lukkason, 9.6%. Pembina Bcstg. also operates KXGO-TV, Fargo, N.D. and KNOX-TV, Grand Forks, N.D. Producers Inc. also controls WTVW, Evansville, Ind.

Began Operation: Nov. 7, 1960. Sale to present owners by Harry Rice, Robert Lukkason, Arthur Tweet and associates approved by FCC July 25, 1962 (Television Digest, Vol. 2:20).

Represented (sales) by The Meeker Company; Wayne Evans & Associates (Minneapolis).

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

Personnel:

ROBERT C. LUKKASON, general & sales manager, film buyer.
CHARLES K. BUNDLIE, director of operations.
CLIFFORD THOMFORDE, technical director.

DIGEST OF RATE CARD NO. 3 (Sept. 15, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$250.00 \$150.00 \$100.00 \$60.00 \$60.00 \$50.00 \$25.00

NETWORK RATE: Bonus to KNOX-TV, Grand Forks, N.D.

ARB Total Net Weekly Circulation
(March, 1962) 9,000

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



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE

WDAY-TV, Fargo, N.D.

(ARB Data Continued from page 445)

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50% (Continued)	SOUTH DAKOTA			
	Day	3,100	2,900	91
	Marshall	2,000	1,600	81
	Roberts	3,600	3,100	84
Under 25%	MINNESOTA			
	Douglas	6,300	5,500	87
	Stevens	3,100	2,800	89
	Swift	4,300	3,700	86
	NORTH DAKOTA			
	Kidder	1,400	1,400	94
	Logan	1,400	1,200	85
	McIntosh	1,900	1,600	79
	Rolette	2,400	1,700	70
	Sheridan	1,200	1,100	87
	Towner	1,500	1,400	85
	Wells	2,600	2,400	89
	SOUTH DAKOTA			
	McPherson	1,700	1,400	81

North Dakota—Valley City



KXJB-TV



Ch. 4

[Also operates affiliated KXMB-TV, Bismarck, N.D. & KXAB-TV, Aberdeen, N.D.]

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 57.5-kw aural. Antenna: 1090-ft. above av. terrain, 1085-ft. above ground, 2495-ft. above sea level.

Latitude 47° 05' 29"
Longitude 97° 51' 15"

Requests change to 99-kw visual, 49.5-kw aural, 2026-ft. above av. terrain, 2060-ft. above ground, lat. 47° 16' 45", long. 97° 20' 18"; transmitter to 3-mi. E & 1-mi. N of Gelesburg, N.D.

Transmitter: 7.5-mi. S of Pillsbury, N.D.

Studios: W. Main Ave., Fargo; Granger Hill, Valley City.

TV tape: Recording facilities.

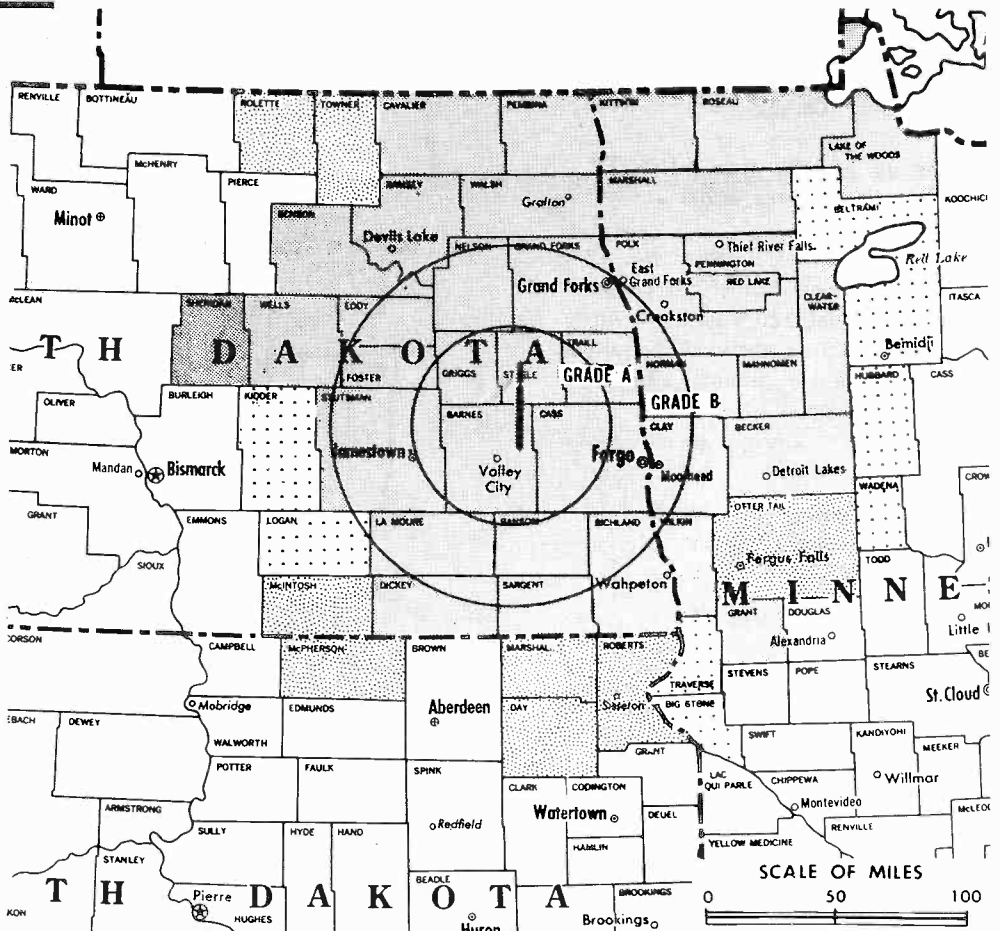
Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KXJB-TV Ref: FCC File No. BMPCT-1485 Granted 11/6/53

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

KXJB-TV

Licensee: North Dakota Bcstg. Co. Inc., 4000 W. Main Ave., Fargo, N.D.

Telephones: Adams 5-4461, Fargo; Valley City 845-1871.

TWX No.: 185.

Ownership: Jamestown Bcstg. Co. Inc., 65%; over 20 other stockholders, none owns as much as 1%. Jamestown Bcstg. Co., holding company, Jamestown, N.D., is 100% owned by its pres. John Boler. Also operates KXMB-TV, Bismarck, N.D.; KXAB-TV, Aberdeen, S.D. KXJB-TV officers: John Boler, pres.; Robert Owens, mgr. & national sales mgr.

Began Operation: July 12, 1954.

Represented (sales) by Young Television Corp.

Represented (legal) by Prince, Taylor & Paul.

Personnel:

JOHN W. BOLER, president & general manager.
ROBERT L. OWENS, manager & natl. sales mgr.
ABNER SELVIG, commercial manager.
F. J. FROESCHLE, news director.
TOM STARKLE, traffic manager.
CONNIE BLACKSTEAD, program manager & film buyer.
ROBERT MONGOLD, production manager.
ROBERT RIDGEWAY, chief engineer.

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

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

Class AA—6:30-10 p.m., daily.

\$625.00 \$375.00 \$250.00 \$187.50 \$150.00 \$125.00 \$75.00

Sold in combination with KXMB-TV, Bismarck and KXMC-TV, Minot, N.D.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MINNESOTA			
	Becker	6,700	5,700	85
	Clay	10,900	10,400	96
	Clearwater	2,600	1,800	70
	Grant	2,600	2,500	93
	Kittson	2,500	1,900	75

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MINNESOTA—(Continued)			
	Lake of Woods	1,300	600	46
	Mahnomen	1,600	1,400	84
	Marshall	4,000	3,400	84
	Norman	3,400	2,900	85
	Pennington	3,700	3,000	80
	Polk	10,300	9,100	88
	Red Lake	1,500	1,400	87
	Roseau	3,400	1,900	56
	Wilkin	2,900	2,700	93
	NORTH DAKOTA			
	Barnes	4,700	4,500	94
	Benson	2,500	2,100	83
	Cass	20,000	18,700	94
	Cavalier	2,700	1,900	70
	Dickey	2,400	2,000	85
	Eddy	1,400	1,300	92
Foster	1,500	1,400	90	
Grand Forks	13,500	12,600	93	
Griggs	1,400	1,300	92	
La Moure	2,400	2,200	90	
Nelson	2,100	2,000	93	
Pembina	3,500	2,700	77	
Ramsey	3,700	3,300	88	
Ransom	2,400	2,200	92	
Richland	5,300	4,800	91	
Sargent	1,900	1,800	92	
Sheridan	1,200	1,100	87	
Steele	1,300	1,300	94	
Stutsman	6,500	6,200	95	
Traill	3,000	2,900	95	
Walsh	4,800	4,400	91	
Wells	2,600	2,400	89	
Between 25-50%	MINNESOTA			
	Otter Tail	13,800	11,600	84
	NORTH DAKOTA			
	McIntosh	1,900	1,600	79
Rolette	2,400	1,700	70	
Towner	1,500	1,400	85	
(Continued on page xxx)				
KXJB-TV Station Total		198,600	173,000	88
ARB Total Net Weekly Circulation (March, 1962)		94,500		

North Dakota—Williston

NB KUMV-TV



Ch. 8

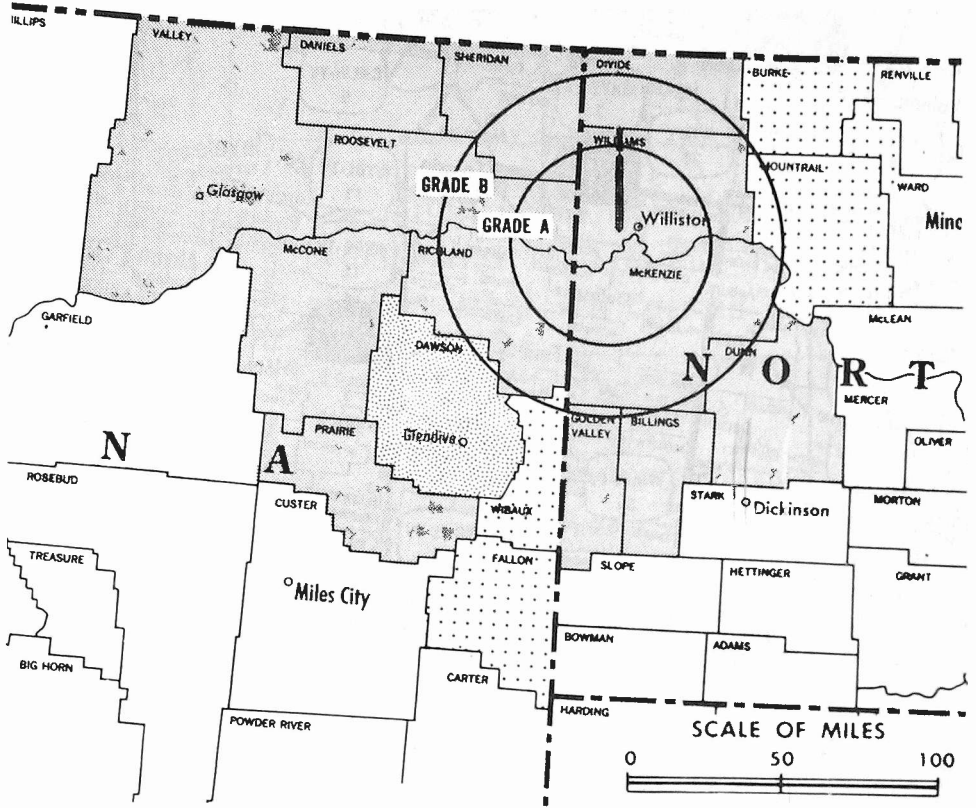
[Satellite of KFYP-TV, Bismarck]

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 93.3-kw visual, 51.3-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. Rt. 2, 10-mi. W of Williston.

Vhf Repeaters: See listing immediately following Educational Station Directory.



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

KUMV-TV Ref: FCC File No. BPCT—2141 Granted 7/18/56

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

KUMV-TV

Licensee: Meyer Bcstg. Co., Broadway at Fourth, Bismarck, N.D.

Studio: U.S. Rt. 2, 10-mi. W of Williston.

Telephone: Capital 3-0900, Bismarck. TWX No.: 8227.

Ownership: Same as KFYP-TV.

Began Operation: Feb. 11, 1957.

Represented (sales) by Blair Television Associates; Harry S. Hyett.

Personnel:

WILLIAM EKBERG, president, gen. mgr. & film buyer.

ROBERT WILKENS, station manager.

OSCAR HALVORSON, resident engineer.

Rates: Sold only in combination with KFYP-TV, Bismarck, N. D.

NETWORK BASE HOURLY RATE: Bonus to KMOT, Minot.

THE MIGHTY HERCULES THE MIGHTIEST NEW CARTOON SERIES

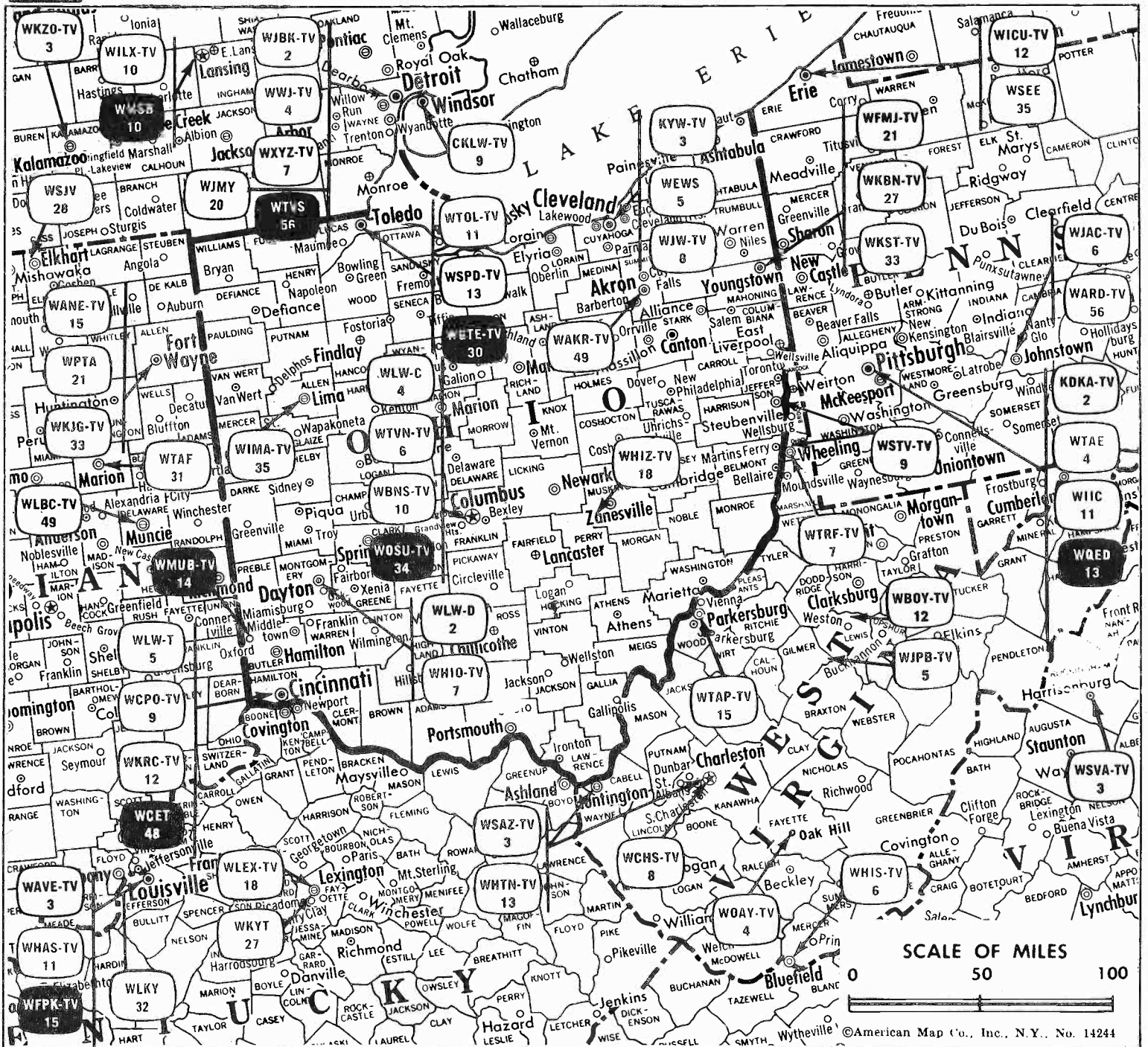
TRANS-LUX TELEVISION CORPORATION

NEW YORK . . . CHICAGO . . . HOLLYWOOD



Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MONTANA			
	Daniels	1,100	1,000	81
	McCone	900	700	75
	Prairie	700	500	58
	Richland	3,000	2,600	84
	Roosevelt	3,100	2,700	86
	Sheridan	1,900	1,700	88
Valley	4,900	3,700	75	
Between 25-50%	NORTH DAKOTA			
	Billings	400	400	92
	Divide	1,600	1,300	82
	Dunn	1,500	1,300	83
	Golden Valley	900	800	91
	McKenzie	2,000	1,800	90
Williams	6,500	5,900	90	
Under 25%	MONTANA			
	Dawson	3,600	2,900	81
	MONTANA			
	Fallon	1,200	900	77
Wibaux	500	500	83	
NORTH DAKOTA				
Burke	1,700	1,500	86	
Mountrail	2,800	2,500	87	
KUMV-TV Station Total		38,300	32,700	85
ARB Total Net Weekly Circulation (March, 1962)			24,700	

Ohio



Market	ARB Net Weekly		Total Homes		TV	
	Circulation	Rank		Rank	Households	Rank
Cleveland	1,130,000	8	1,560,000	10	1,471,200	9
Cincinnati	630,700	16	1,024,900	20	941,800	20
Dayton	498,000	25	962,000	21	899,400	21
Wheeling-Steubenville	426,300	32	1,355,800	14	1,259,200	15
Columbus	420,800	34	770,500	31	715,200	30
Toledo	394,900	39	1,340,400	15	1,263,100	14
Youngstown	181,000	91	255,400	112	244,600	103
Akron	44,800	184	156,400	152	149,200	143
Lima	44,300	186	112,100	114	103,800	170
Zanesville	22,600	203	55,800	200	48,500	200

State Educational Technical Facilities
(Complete Data in Educational Directory)

WOUB-TV

Athens

Ch. 20

Non-Commercial Educational Station

Licensee: Ohio University.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 12.2-kw visual, 6.1-kw aural. Antenna: 814-ft. above av. terrain, 871-ft. above ground, 1666-ft. above sea level.

Latitude 39° 18' 50"
Longitude 82° 08' 54"

WCET

Cincinnati

Ch. 48

Non-Commercial Educational Station

Licensee: Greater Cincinnati Television Educational Foundation, 2222 Chicasaw Street (19).

Technical Facilities: Channel No. 48 (674-680 mc). Authorized power: 15.1-kw visual, 8.13-kw aural. Antenna: Mounted on WLWT tower, 490-ft. above av. terrain, 350-ft. above ground, 1191-ft. above sea level.

Latitude 39° 07' 28"
Longitude 84° 31' 18"

WOSU-TV

Columbus

Ch. 34

Non-Commercial Educational Station

Licensee: Ohio State University.

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 219-kw visual, 117-kw aural. Antenna: 560-ft. above av. terrain, 593-ft. above ground, 1418-ft. above sea level.

Latitude 40° 00' 28"
Longitude 83° 02' 49"

WMUB-TV

Oxford

Ch. 14

Non-Commercial Educational Station

Licensee: Miami University, Oxford, O.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 5-kw visual, 2.7-kw aural. Antenna: 315-ft. above av. terrain, 334-ft. above ground, 1225-ft. above sea level.

Latitude 39° 30' 26"
Longitude 84° 44' 09"

WGTE-TV

Toledo

Ch. 30

Non-Commercial Educational Station

Grantee: Greater Toledo ETV Foundation, 2801 Bancroft St.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: .29-kw visual, .15-kw aural. Antenna: 190-ft. above av. terrain, 199-ft. above ground, 819-ft. above sea level.

Latitude 41° 39' 44"
Longitude 83° 36' 52"

Ohio Station Status as of Dec. 1, 1962

	VHF	UHF	TOTAL
○ Commercial Television Stations	14	6	20
● Educational Television Stations	0	4	4
			<u>24</u>

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WTAP-TV

Marietta

(See Parkersburg, W.Va.)

WTRF-TV

Steubenville

(See Wheeling, W.Va.)

WSTV-TV, Steubenville, O.

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
	WEST VIRGINIA—(Continued)			
Between 25-50%	Randolph	7,100	5,500	78
	Taylor	4,500	3,700	80
	Tucker	2,300	1,800	76
	Tyler	3,000	2,500	80
Under 25%	OHIO: Mahoning. PENNSYLVANIA: Bedford, Fayette, Fulton, Lawrence, Mercer, Somerset, Venango. WEST VIRGINIA: Doddridge, Ritchie.			

HAMILTON-LANDIS & ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS
WASHINGTON, D.C., CHICAGO, DALLAS,
SAN FRANCISCO

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RADIO & TELEVISION STATIONS
IN THE EAST—NEAREST OFFICE IS—
1737 DeSALES ST., N.W., WASHINGTON
EXECUTIVE 3-3456

Ohio—Akron



WAKR-TV



Ch. 49

Technical Facilities: Channel No. 49 (680-686 mc). Authorized power: 213-kw maximum and 110-kw horizontal visual, 107-kw maximum and 58.9-kw horizontal aural. Antenna: 370-ft. above av. terrain, 488-ft. above ground, 1424-ft. above sea level.

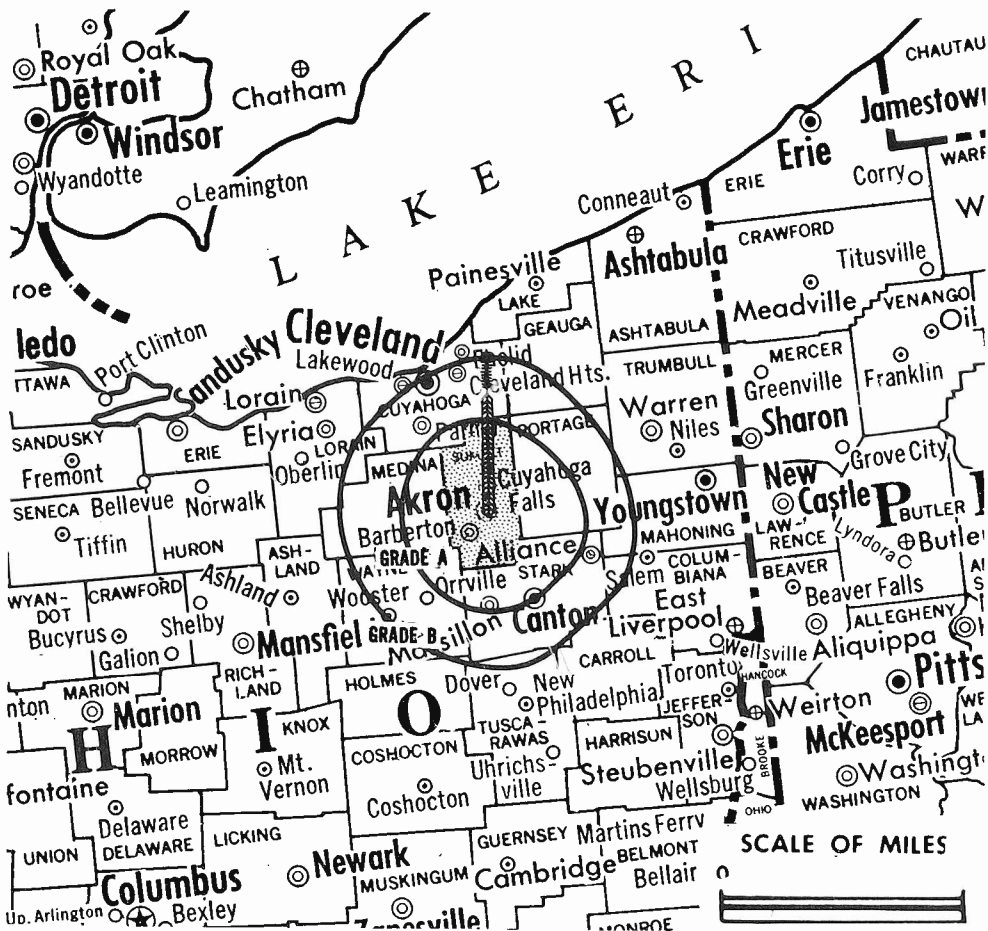
Latitude 41° 04' 56"
Longitude 81° 31' 07"

Transmitter: First National Tower Bldg.

AM Affiliate: WAKR, 5-kw, 1590 kc (ABC).

FM Affiliate: WAKR-FM, 4.4-kw, 97.5 mc (No. 248), 260-ft. antenna height.

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



WAKR-TV Ref: FCC File No. BMPCT-994 Granted 4/14/53

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

WAKR-TV

Licensee: The Summit Radio Corp., 853 Copley Rd., Akron 20.

Studio: Radio-Television Center of Akron, 853 Copley Rd.

Telephone: Portage 2-8811. TWX No.: 216-972-9296.

Ownership: Beacon Journal Publishing Co. (John S. Knight, pres.), 45%; S. Bernard Berk, pres.; Roger G. Berk, v.p.; Viola G. Berk, secy.-treas., 55%; and directors John S. Knight and C. Blake McDowell. Beacon Journal Publishing Co. publishes Akron Beacon Journal, is 100% owned by Knight Newspapers Inc. (John S. Knight, pres. and 50.3% owner), publisher of Detroit Free Press, Miami Herald, Charlotte (N.C.) Observer and News. Miami Herald Publishing Co. owns weekly Coral Gables Times and Florida Keys Keynoter.

Began Operation: June 7, 1953.

Represented (sales) by McGavren TV Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

ROGER G. BERK, v.p., general manager & film buyer.
KENNETH M. KEEGAN, v.p., sales.
ROBERT I. BOSTIAN, program director.
C. A. ANDERSON, film editor.
JACK FITZGIBBONS, news director.
IRWIN L. KNOPP, chief engineer.

DIGEST OF RATE CARD NO. 2 (Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-11 p.m., daily.	\$300.00	\$180.00	\$120.00	\$100.00	\$90.00	\$60.00
NETWORK BASE HOURLY RATE:	\$150.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	None Over 50%			
Between 25-50%	OHIO Summit	156,400	149,200	96
Under 25%	None Under 25%			
WAKR-TV Station Total		156,400	149,200	96
ARB Total Net Weekly Circulation (March, 1962)			44,800	

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HAPPILY DISTRIBUTED BY
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NEW YORK . . . CHICAGO . . . HOLLYWOOD

Ohio—Cincinnati



WCPO-TV

Ch. 9



Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 309-kw visual, 158-kw aural. Antenna: 665-ft. above av. terrain, 545-ft. above ground, 1389-ft. above sea level.

Latitude 39° 07' 31"
Longitude 84° 29' 57"

Transmitter: Dover & Symmes Sts.

Studio: 2345 Symmes St.

Telephone: University 1-9000.

TWX No.: CI 327.

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

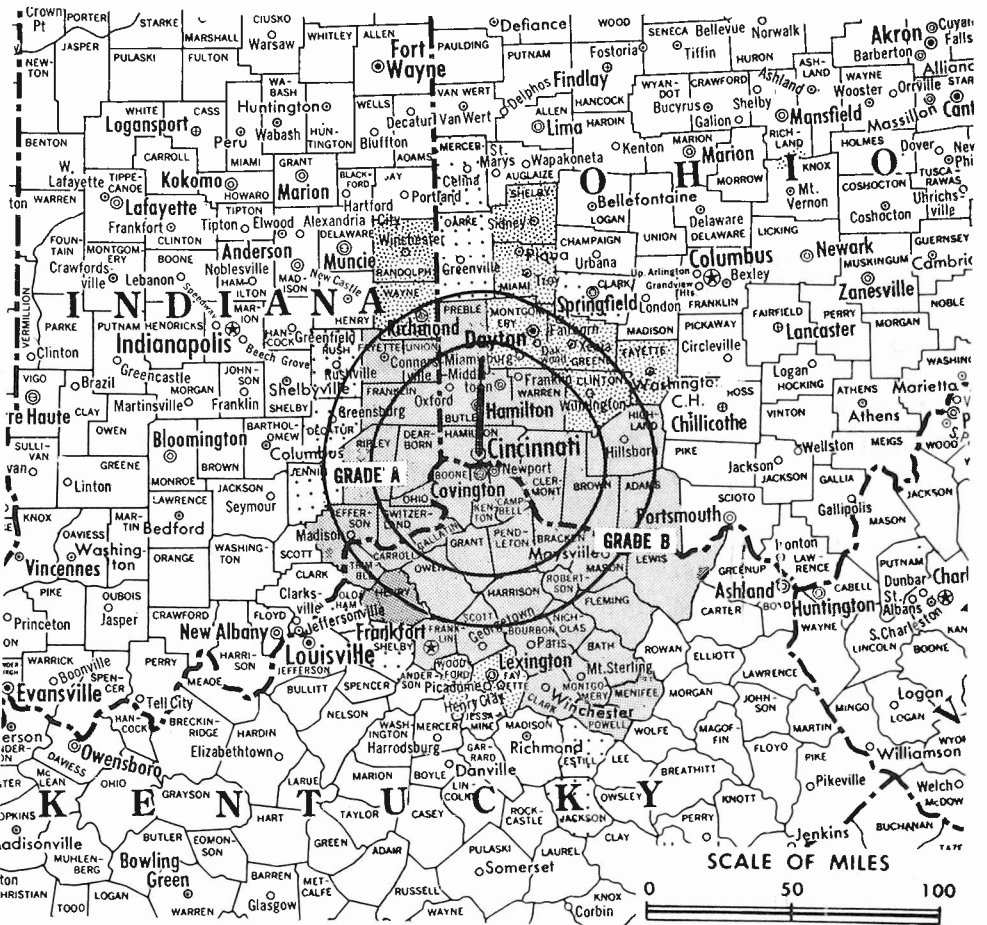
FM Affiliate: WCPO-FM, 16.5-kw, 105.1 mc (No. 286), 590-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WCPO-TV Ref: FCC File No. BPCT-880 Granted 7/10/52

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

WCPO-TV

Licensee: Scripps-Howard Broadcasting Co., 2345 Symmes St. (zone 6).

Ownership: Scripps-Howard Broadcasting Co., 100%. Publisher of Cincinnati Post & Times-Star, as well as other newspapers. Also owns WEWS, Cleveland; WMCT & WMC, Memphis; WNOX, Knoxville and WPTV, West Palm Beach, Fla. For list of newspapers published by Scripps-Howard and officers of Scripps-Howard Broadcasting Co., see WEWS, Cleveland, Ohio.

Began Operation: July 26, 1949.

Represented (sales) by Blair-TV.

Personnel:

- JACK R. HOWARD, president.
- M. C. WATTERS, v.p. & general manager.
- ROBERT GORDON, asst. general manager.
- V. MARIAN FINNEY, national sales manager.
- EARL CORBETT, commercial program manager.
- VERA SCHULTE, promotion director.
- JOHN CLARK, program director.
- BERNIE BORDEN, film director.
- AL SCHOTTELKOTTE, news director.
- PAUL ADAMS, chief engineer.

DIGEST OF RATE CARD NO. 14 (Sept. 1, 1962)

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

Class AA—7:30-11 p.m., daily.
\$1400.00 \$840.00 \$560.00 \$400.00 \$380.00 \$190.00

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	INDIANA				
		Dearborn	8,500	7,900	93
		Fayette	7,400	6,800	93
		Franklin	4,500	3,900	86
		Jefferson	6,700	6,000	90
		Ohio	1,300	1,300	95
		Ripley	6,000	5,300	88
	Switzerland	2,200	1,900	85	
	Union	1,900	1,700	88	

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50% (Continued)	KENTUCKY				
		Bath	2,600	1,800	67
		Boone	6,400	6,100	95
		Bourbon	5,500	4,600	83
		Bracken	2,300	2,000	87
		Campbell	26,200	24,900	95
		Carroll	2,400	2,100	85
		Clark	6,400	5,200	81
		Fleming	3,300	2,500	77
		Franklin	9,000	7,800	87
		Gallatin	1,200	1,100	86
		Grant	2,900	2,400	83
		Harrison	4,400	3,700	84
		Henry	3,400	2,800	83
		Kenton	37,100	35,300	95
		Lewis	3,500	2,600	73
		Mason	5,600	4,700	83
		Menifee	1,100	800	67
		Montgomery	4,000	2,700	67
		Nicholas	2,100	1,600	73
	Owen	2,600	2,000	78	
	Pendleton	3,000	2,800	91	
	Powell	1,700	900	49	
	Robertson	800	700	84	
	Scott	4,500	3,700	81	
	Trimble	1,500	1,300	86	
	OHIO				
		Adams	6,000	4,800	79
		Brown	7,500	6,500	87
		Butler	57,800	54,600	95
		Claremont	22,700	21,400	94
		Hamilton	272,900	254,000	95
		Highland	9,400	8,400	88
		Preble	9,500	9,100	96
	Warren	18,400	17,400	95	
Between 25-50%	INDIANA				
		Randolph	9,100	8,300	92
		Wayne	22,400	20,700	92
(Continued on page 459)					

WCPO-TV Station Total 996,800 917,800 92
ARB Total Net Weekly Circulation (March, 1962) 584,400

Ohio—Cincinnati



WKRC-TV



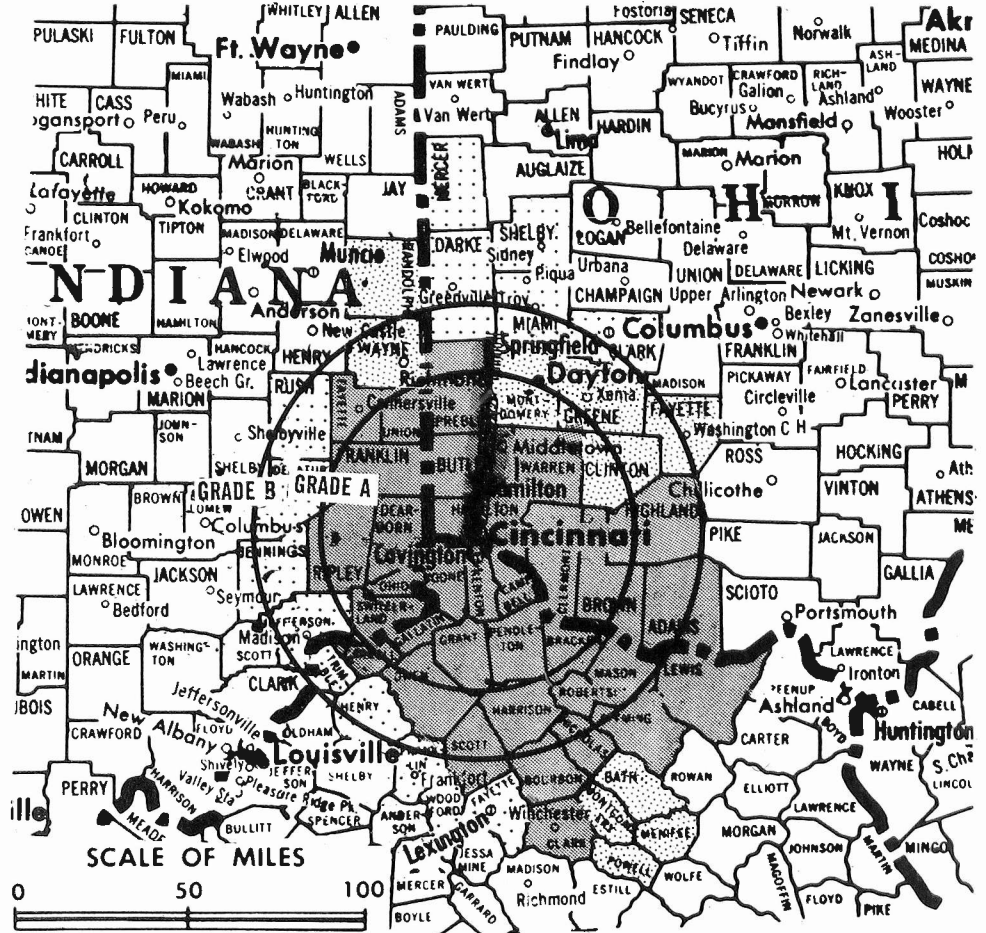
Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 174-kw visual, 87-kw aural. Antenna: 1000-ft. above av. terrain, 971-ft. above ground, 1348-ft. above sea level.

Latitude 39° 06' 58.4"
Longitude 84° 30' 08.0"

Transmitter: 1906 Highland Ave.
Studios: 1906 Highland Ave. & Times-Star Bldg.
AM Affiliate: WKRC, 5-kw, (1-kw night), 550 kc (CBS).
FM Affiliate: WKRC-FM, 14.5-kw, 101.9 mc (No. 270), 530-ft. antenna.

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



WKRC-TV Ref: FCC File No. BPCT—905 Granted 7/10/52

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

WKRC-TV

Licensee: Taft Broadcasting Co., 1906 Highland.

Telephone: Garfield 1-1750. TWX No.: CI 554.

Ownership: Approximately 60% of stock is held by the Taft-Ingalls families; remainder is traded on New York Stock Exchange. Officers: Hulbert Taft Jr., pres. & chmn.; Lawrence H. Rogers II, exec. v.p.; Kenneth W. Church, senior v.p.; Roger B. Read, William H. Hansher, Don Chapin & R. T. Schlinkert, v.p.s.; Charles Meachem, secy.; Dorothy S. Murphy, treas. Also owns WTVN-TV & WTVN, Columbus; WBRC-TV & WBRC, Birmingham, Ala.; WKYT, Lexington, Ky. Wholly-owned subsidiaries are Cincinnati Bowl Inc. & King Pin Inc., recreation centers.

Began Operation: April 4, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

- LAWRENCE H. ROGERS II, executive vice president.
- DON CHAPIN, v.p., national sales.
- KENNETH W. CHURCH, v.p. for national sales & radio operations supervisor.
- SAM T. JOHNSON, general manager & film buyer.
- HARRY G. MOHR, program director.
- GEORGE ROGERS, national sales manager.
- H. NEEDHAM SMITH, local sales manager.
- RAY OWEN, chief engineer.
- DAVE KLENK, commercial production manager.
- GEORGE PALMER, executive news director.
- PEGGY ROGERS, promotion director.

DIGEST OF RATE CARD NO. T-16A—(Dec. 17, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., Mon.-Sat.; 7-11 p.m., Sun.	\$1500.00	\$900.00	\$600.00		\$360.00	\$180.00
NETWORK BASE HOURLY RATE: \$1750.						

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	INDIANA				
		Dearborn	8,500	7,900	93
		Fayette	7,400	6,800	93
		Franklin	4,500	3,900	86
		Ohio	1,300	1,300	95
		Ripley	6,000	5,300	88
		Switzerland	2,200	1,900	85
		Union	1,900	1,700	88
	KENTUCKY				
		Boone	6,400	6,100	95
		Bourbon	5,500	4,600	83
		Bracken	2,300	2,000	87
		Campbell	26,200	24,900	95
		Carrroll	2,400	2,100	85
		Clark	6,400	5,200	81
		Fleming	3,300	2,500	77
		Gallatin	1,200	1,100	86
		Grant	2,900	2,400	83
		Harrison	4,400	3,700	84
		Kenton	37,100	35,300	95
	Lewis	3,500	2,600	73	
	Mason	5,600	4,700	83	
	Nicholas	2,100	1,600	73	
	Owen	2,600	2,000	78	
	Pendleton	3,000	2,800	91	
	Robertson	800	700	84	
	Scott	4,500	3,700	81	
OHIO					
	Adams	6,000	4,800	79	
	Brown	7,500	6,500	87	
	Butler	57,800	54,600	95	
	Claremont	22,700	21,400	95	
	Hamilton	272,900	254,000	94	
	Highland	9,400	8,400	88	
	Preble	9,500	9,100	96	
	Warren	18,400	17,400	95	

WKRC-TV Station Total	974,600	901,300	93
ARB Total Net Weekly Circulation (March, 1962)		592,300	

Ohio—Cincinnati



WLW-T



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 680-ft. above av. terrain, 583-ft. above ground, 1411-ft. above sea level.

Latitude 39° 07' 28.3"

Longitude 84° 31' 18"

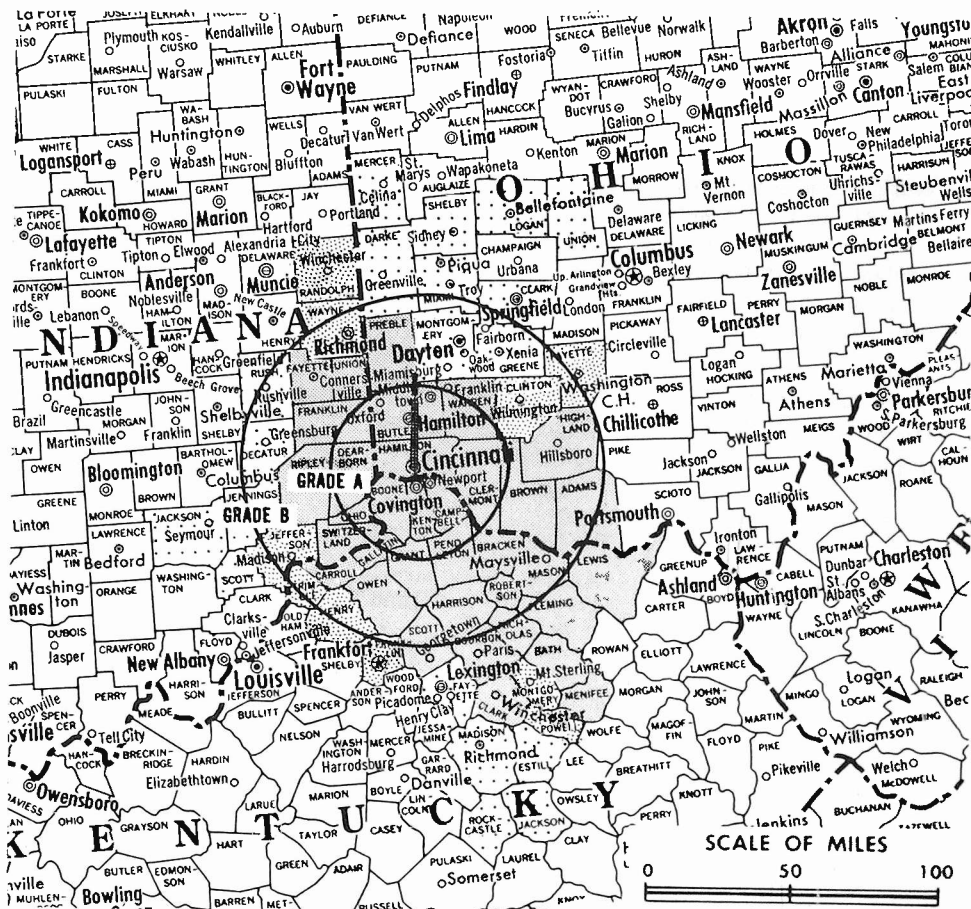
Transmitter: 2222 Chickasaw St., Clifton Heights.

Studio: 140 W. 9th St.

TV tape: Recording facilities.

AM Affiliate: WLW, 50-kw, 700 kc (NBC, ABC).

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



WLW-T Ref: FCC File No. BPCT-914 Granted 12/10/52

© American Map Co., Inc., N.Y., No. 1424

WLW-T

Licensee: Crosley Broadcasting Corp., 140 W. 9th St. (zone 2).

Telephone: 241-1822.

TWX No.: 513-577-1258U.

Ownership: 100% owned by AVCO Corp.; Crosley Bcstg. is TV-radio subsidiary. Crosley Bcstg. Corp. officers: James D. Shouse, chairman of board; R. E. Dunville, pres.; John T. Murphy, exec. v.p.; H. P. Lasker, v.p. in charge of sales; John J. Heywood, v.p.-treas.; Gilbert W. Kingsbury, v.p. in charge of public relations; R. J. Rockwell, v.p. & dir. of engineering; Al (Thomas A.) Bland, v.p. & gen. program mgr. Crosley Bcstg. Corp. also owns & operates TV stations WLW-C, Columbus; WLW-D, Dayton and WLW-I, Indianapolis (interconnected with WLW-T to form regional network); owns & operates AM station WLW, Cincinnati.

Began Operation: Feb. 9, 1948.

Represented (sales) by Crosley Broadcasting Corp.

Represented (legal) by Hogan & Hartson.

Personnel:

JAMES H. BURGESS, v.p. & general manager, WLW-T.
DAVID F. STRUBBE, sales manager.
ABE COWAN, program director.
HOWARD LEPPLÉ, chief engineer.
JOE CELLA, promotion & publicity director.
WALT JACOBS, production manager.
TOM STOREY, film buyer.

DIGEST OF RATE CARD NO. 14 (May 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min. or 40 Sec.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$1750.00	\$1050.00	\$700.00	\$440.00	\$600.00	\$360.00 \$180.00

Color—Rates on request.

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
INDIANA				
	Dearborn	8,500	7,900	93
	Fayette	7,400	6,800	93
	Franklin	4,500	3,900	86
	Ohio	1,300	1,300	95
	Ripley	6,000	5,300	88
	Switzerland	2,200	1,900	85
	Union	1,900	1,700	88
KENTUCKY				
	Bath	2,600	1,800	67
	Boone	6,400	6,100	95
	Bourbon	5,500	4,600	83
	Bracken	2,300	2,000	87
	Campbell	26,200	24,900	95
	Carroll	2,400	2,100	85
	Clark	6,400	5,200	81
	Fleming	3,300	2,500	77
	Gallatin	1,200	1,100	86
	Grant	2,900	2,400	83
	Harrison	4,400	3,700	84
	Kenton	37,100	35,300	95
	Lewis	3,500	2,600	73
	Mason	5,600	4,700	83
	Menifee	1,100	800	67
	Nicholas	2,100	1,600	73
	Owen	2,600	2,000	78
	Pendleton	3,000	2,800	91
	Robertson	800	700	84
	Scott	4,500	3,700	81
OHIO				
	Adams	6,000	4,800	79
	Brown	7,500	6,500	87
	Butler	57,800	54,600	95
	Clermont	22,700	21,400	95
	Hamilton	272,900	254,000	94
	Highland	9,400	8,400	88
	Preble	9,500	9,100	96
	Warren	18,400	17,400	95

Over 50%

(Continued on page 459)

For Other Group Owners, see page 805

WLW-T Station Total	1,024,900	941,800	92
ARB Total Net Weekly Circulation (March, 1962)		630,700	

Ohio—Cleveland



WEWS

Ch. 5

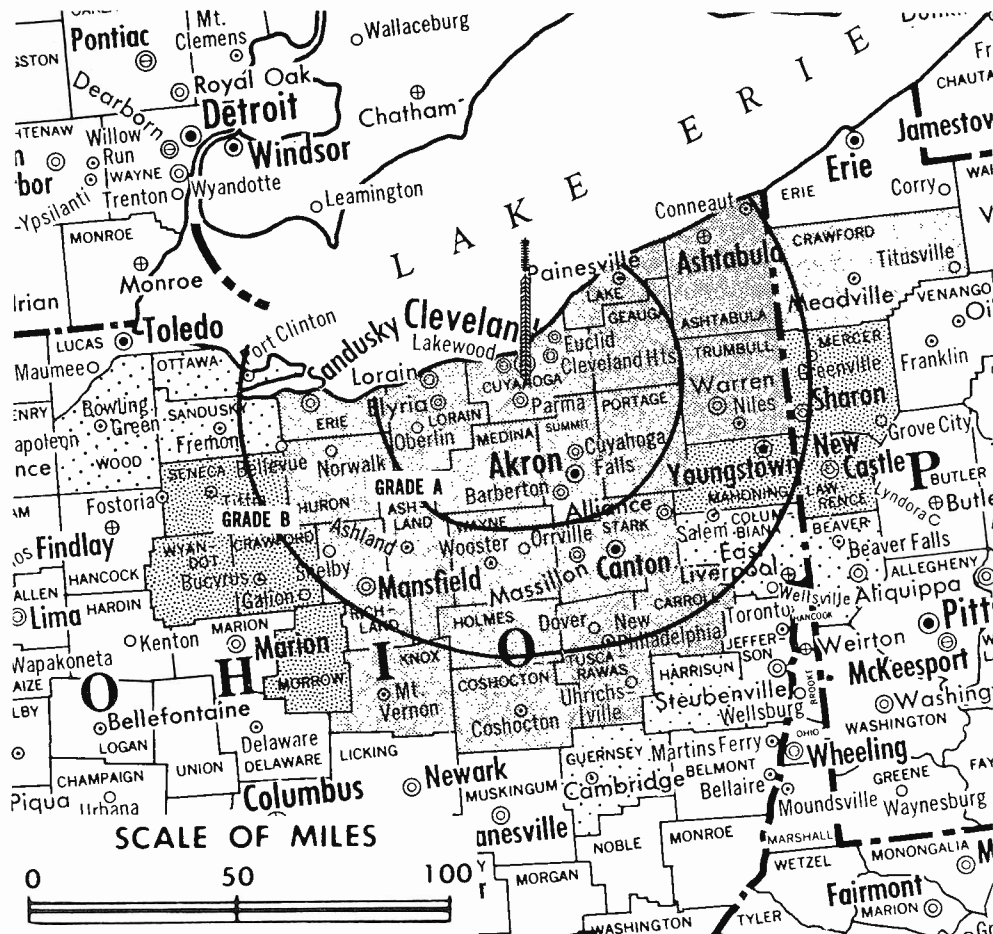


Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 93.3-kw visual, 60.3-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level.

Latitude 41° 22' 27"
Longitude 81° 43' 06"

Transmitter: Parma, Ohio.

TV tape: Recording facilities.



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

WEWS Ref: FCC File No. BPCT-1291 Granted 5/28/53

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

WEWS

Licensee: Scripps-Howard Broadcasting Co., 3001 Euclid Ave. (zone 15).

Studio: 3001 Euclid Ave.

Telephone: Henderson 2-1500. TWX No.: 216-574-9782.

Ownership: Licensed to Scripps-Howard Broadcasting Co., the majority of whose stock is owned by The E. W. Scripps Co., which owns Cleveland Press & News, Cincinnati Post and Times-Star, Covington (Ky.) Post and Columbus (O.) Citizen. E. W. Scripps Co. also owns a majority of the stock of New York World-Telegram & Sun, Pittsburgh Press, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal, Memphis Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald. Scripps-Howard Radio Inc. also owns WCPO & WCPO-TV, Cincinnati; WNOX, Knoxville; WMC & WMCT, Memphis and WPTV, West Palm Beach.

Began Operation: Dec. 17, 1947.

Represented (sales) by Blair-TV.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

JAMES C. HANRAHAN, general manager.
DONALD L. PERRIS, asst. general manager.
JAY S. KEREKES, national advertising manager.
PETER HLINKA, Ohio advertising sales manager.
ERNEST E. SINDELAR, operations director.
JOHN J. RICHARDS, film buyer.
JOEL T. DALY, news editor.
J. B. EPPERSON, engineering v.p.
JAMES E. BLOYD, chief engineer.

DIGEST OF RATE CARD NO. 19 (July 1, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$2000.00 \$1175.00 \$780.00 \$590.00 \$800.00 \$775.00 \$387.50
NETWORK BASE HOURLY RATE: \$2600.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50 %	OHIO				
		Ashland	12,000	11,400	95
		Ashtabula	27,600	25,600	93
		Carrroll	5,900	5,500	94
		Coshocton	10,100	8,700	86
		Cuyahoga	508,000	480,700	95
		Erie	20,600	19,500	95
		Geauga	13,300	12,400	94
		Holmes	5,500	4,000	72
		Huron	13,900	12,900	93
		Knox	11,900	11,100	94
		Lake	43,200	42,000	97
		Lorain	61,900	59,100	96
		Medina	18,900	18,000	95
		Portage	25,000	23,800	96
		Richland	35,300	33,000	94
		Stark	102,000	96,200	95
		Summit	156,400	149,200	96
		Trumbull	60,900	58,000	96
	Tuscarawas	23,600	21,300	91	
	Wayne	21,000	18,500	88	
Between 25-50 %	PENNSYLVANIA				
		Crawford	23,100	20,700	90
	OHIO				
		Crawford	14,700	13,600	93
		Mahoning	88,200	84,000	96
	Morrow	5,600	5,300	94	
	Seneca	16,800	15,800	94	
	Wyandot	6,400	5,900	91	
Under 25 %	PENNSYLVANIA				
		Lawrence	33,200	30,900	94
	Mercer	37,200	34,500	93	
		OHIO: Columbiana, Guernsey, Harrison, Ottawa, Sandusky, Wood. PENNSYLVANIA: Beaver.			
WEWS Station Total		1,560,000	1,470,400	95	
ARB Total Net Weekly Circulation (March, 1962)		1,129,300			

WCPO-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50% (Continued)	KENTUCKY			
	Fayette	40,900	35,600	88
	OHIO			
	Clinton	9,100	8,500	94
	Fayette	7,700	7,000	92
	Greene	26,400	25,100	95
	Miami	22,800	21,600	95
Montgomery	161,400	154,300	96	
Shelby	9,700	9,100	95	
Under 25%	INDIANA			
	Decatur	6,000	5,500	91
	Jennings	4,500	4,000	90
	Rush	6,100	5,800	95
	KENTUCKY			
	Estill	3,500	1,900	52
	Jackson	2,700	1,200	44
	Jassamine	3,800	2,800	73
	Oldham	3,200	2,900	90
	Shelby	5,500	4,900	88
Woodford	3,500	2,800	80	
OHIO				
Clark	39,500	37,500	95	
Darke	13,900	12,900	93	
Mercer	8,900	8,300	93	

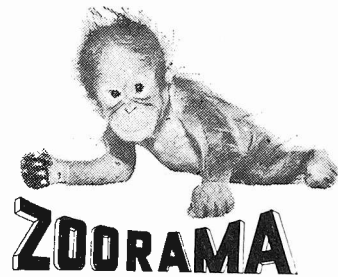
WKRC-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	INDIANA			
	Randolph	9,100	8,300	92
	Wayne	22,400	20,700	92
	KENTUCKY			
	Bath	2,600	1,800	67
	Menifee	1,100	800	67
	Montgomery	4,000	2,700	67
	Powell	1,700	900	49
	OHIO			
	Clinton	9,100	8,500	94
Fayette	7,700	7,000	92	
Greene	26,400	25,100	95	
Montgomery	161,400	154,300	96	
Under 25%	INDIANA			
	Decatur	6,000	5,500	91
	Jefferson	6,700	6,000	90
	Jennings	4,500	4,000	90
	Rush	6,100	5,800	95
	KENTUCKY			
	Fayette	40,900	35,600	88
	Franklin	9,000	7,800	87
	Henry	3,400	2,800	83
	Trumbull	1,500	1,300	86
	OHIO			
	Clark	39,500	37,500	95
	Darke	13,900	12,900	93
	Mercer	8,900	8,300	93
	Miami	22,800	21,600	95
	Shelby	9,700	9,100	95

Ohio—Cincinnati

WLW-T
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	INDIANA			
	Jefferson	6,700	6,000	90
	Randolph	9,100	8,300	92
	Wayne	22,400	20,700	92
	KENTUCKY			
	Franklin	9,000	7,800	87
	Henry	3,400	2,800	83
	Montgomery	4,000	2,700	67
	Powell	1,700	900	49
	Trimble	1,500	1,300	86
OHIO				
Clinton	9,100	8,500	94	
Fayette	7,700	7,000	92	
Under 25%	INDIANA			
	Decatur	6,000	5,500	91
	Jackson	9,300	8,600	92
	Jennings	4,500	4,000	90
	Rush	6,100	5,800	95
	Scott	4,300	3,700	85
	KENTUCKY			
	Estill	3,500	1,900	52
	Fayette	40,900	35,600	88
	Jackson	2,700	1,200	44
	Madison	9,500	6,800	71
	Rockcastle	3,300	1,800	53
	OHIO			
Clark	39,500	37,500	95	
Darke	13,900	12,900	93	
Greene	26,400	25,100	95	
Logan	10,800	10,100	93	
Mercer	8,900	8,300	93	
Miami	22,800	21,600	95	
Montgomery	161,400	154,300	96	
Shelby	9,700	9,100	95	
Union	6,900	6,400	93	



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

Ohio—Cleveland



KYW-TV

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 905.5-ft. above ground, 1945-ft. above sea level.

Latitude 41° 12' 09.5"
Longitude 81° 41' 23.4"

Transmitter: 6600 Broadview Rd., Parma, O.

Studio: 1403 East Sixth St.

TV tape: Recording facilities.

AM Affiliate: KYW, 50-kw, 1100 kc.

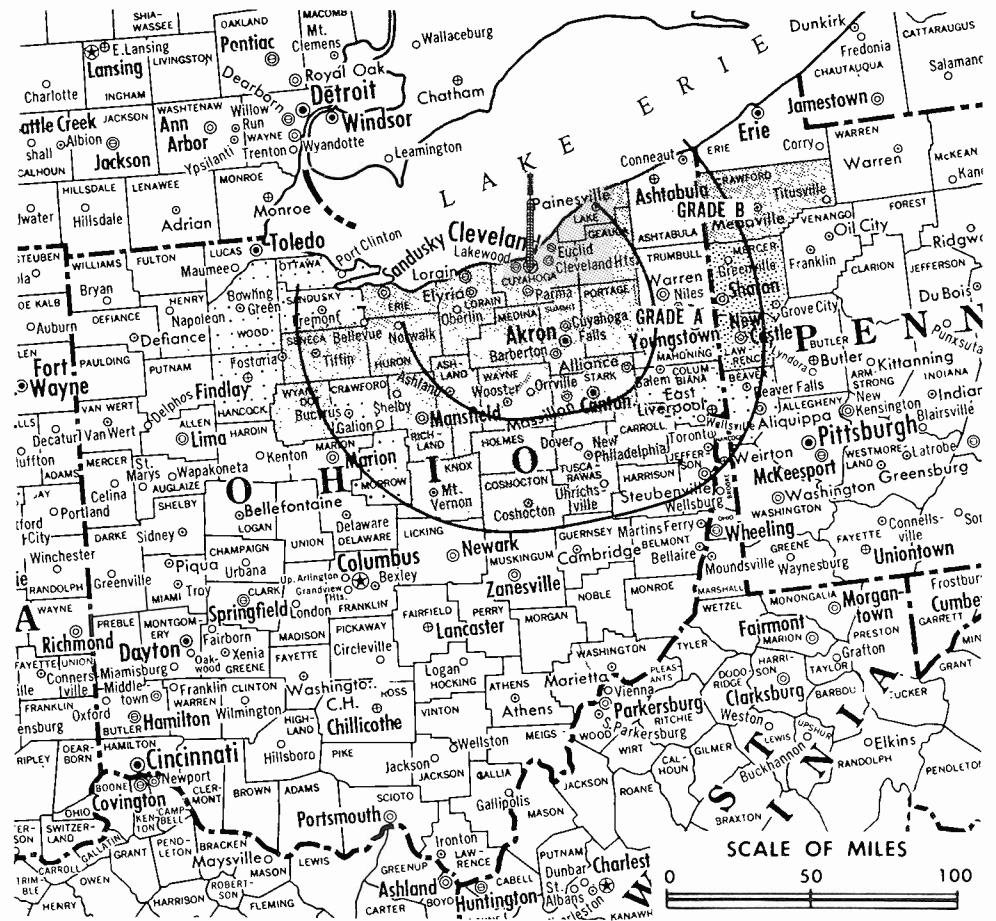
FM Affiliate: KYW-FM, 27-kw, 105.7 mc (No. 289), 900-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



KYW-TV Ref: FCC File No. BPCT-1789 Granted 1/12/54

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

KYW-TV

Licensee: Westinghouse Bcstg. Co. Inc., 1403 East Sixth St. (zone 14). Telephone: Superior 1-4500. TWX No.: CV 52.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: E. V. Huggins, chairman; Donald H. McGannon, pres.; Rolland V. Tooke, v.p.; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Ralph N. Harmon, v.p., engineering; Richard M. Pack, v.p., programming; William J. Kaland, national program mgr.; Alexander W. Dannenbaum Jr., vice president, sales; David E. Partridge, national adv. & sales promotion mgr. Also operates TV stations KDKA-TV, Pittsburgh (KDKA); WBZ-TV, Boston (WBZ); KPIX, San Francisco; WJZ-TV Baltimore; and radio stations WINS, New York, N.Y.; WOWO, Ft. Wayne, Ind. Also owns WIND, Chicago.

Began Operation: Oct. 31, 1948 as NBC owned-&-operated outlet. Deal whereby station transferred to Westinghouse approved by FCC Dec. 21, 1955 and effective Jan. 15 (Television Digest, Vol. 11:21 & 12:3).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- DONALD H. MCGANNON, president.
- FRANKLIN A. TOOKE, vice president (Cleveland).
- GEORGE H. MATHIESEN, general manager.
- ROBERT SCHROEDER, sales manager.
- GENE GODT, advertising & sales promotion manager.
- MILTON R. SHEFTER, product promotion manager.
- AUBREY HOLMAN, asst. sales manager.
- CHET COLLIER, program manager & film buyer.
- JERRY McCUNE, film director.
- PAT TRESE, news director.
- ROBERT JOHNSON, business manager.
- SIDNEY V. STADIG, chief engineer.
- HUGH HARPER, public relations manager.

DIGEST OF RATE CARD NO. 18-A—(Oct. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AAA—8-11 p.m., daily.	\$2200.00	\$1320.00	\$880.00	\$660.00	\$750.00	\$725.00
NETWORK BASE HOURLY RATE:	\$2500.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO			
	Ashland	12,000	11,400	95
	Ashtabula	27,600	25,600	93
	Carroll	5,900	5,500	94
	Coshocton	10,100	8,700	86
	Cuyahoga	508,000	480,700	95
	Erie	20,600	19,500	95
	Geauga	13,300	12,400	94
	Holmes	5,500	4,000	72
	Huron	13,900	12,900	93
	Knox	11,900	11,100	94
	Lake	43,200	42,000	97
	Lorain	61,900	59,100	96
	Medina	18,900	18,000	95
	Portage	25,000	23,800	96
	Richland	35,300	33,000	94
	Seneca	16,800	15,800	94
Stark	102,000	96,200	95	
Summit	156,400	149,200	96	
Trumbull	60,900	58,000	96	
Tuscarawas	23,600	21,300	91	
Wayne	21,000	18,500	88	
Wyandot	6,400	5,900	91	
PENNSYLVANIA	Crawford	23,100	20,700	90
Between 25-50%	PENNSYLVANIA			
	Lawrence	33,200	30,900	94
	Mercer	37,200	34,500	93
Under 25%	OHIO: Columbiana, Crawford, Hancock, Mahoning, Morrow, Ottawa, Sandusky, Wood.			
	PENNSYLVANIA: Beaver.			
KYW-TV Station Total		1,560,000	1,471,200	95
ARB Total Net Weekly Circulation (March, 1962)			1,130,500	

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

**THE EXPANDING CLEVELAND MEGATOWN
MARKET SELECTS THIS CHANNEL MORE
THAN ANY COMPETING STATION*
KYW-TV CLEVELAND:
THE MOST EFFECTIVE SELLING
MEDIUM IN ALL NORTHERN OHIO**

WESTINGHOUSE BROADCASTING COMPANY / REPRESENTED BY TVAR

***ARB JANUARY 1962 THROUGH OCTOBER 1962 9A. M. TO MIDNIGHT (7 DAYS)**

Ohio—Cleveland



WJW-TV

Ch. 8



Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 191-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"

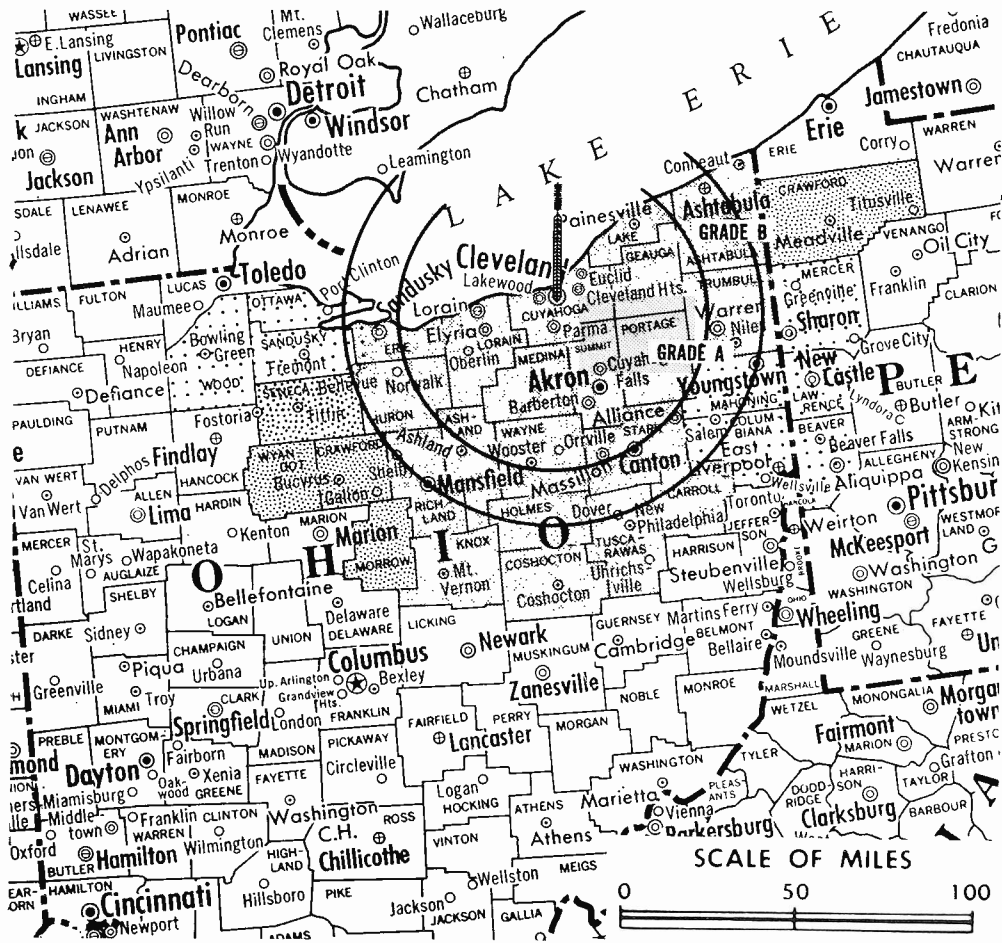
TV tape: Recording facilities.

Transmitter: 4501 Pleasant Valley Rd.

AM Affiliate: WJW, 5-kw, 850 kc. CP for 10-kw day, 5-kw night.

FM Affiliate: WJW-FM, 2.8-kw, 104.1 mc (No. 281), 510-ft. antenna height. CP for 19-kw, 520-ft. antenna.

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



WJW-TV Ref: FCC File No. BMPCT-2527 Granted 10/21/54

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

WJW-TV

Licensee: Storer Broadcasting Co., 1630 Euclid Ave. (zone 15).

Studio: 1630 Euclid Ave.

Telephone: Tower 1-6080.

TWX No.: CV 207.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: Dec. 17, 1949. Sale to present owner by Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (Television Digest, Vol. 10:2, 44).

Represented (sales) by Storer Television Sales Inc.

Personnel:

- ROBERT S. BUCHANAN, general manager.
- GEORGE LYONS, general sales manager.
- TERRENCE C. ATKINSON, local sales manager.
- SHELDON SALTMAN, promotion director.
- TED ANTHONY, merchandising director.
- ROBERT HUBER, program director.
- GIL ANDERSON, chief engineer.

DIGEST OF RATE CARD NO. 19 (Oct. 22, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$2200.00	\$1230.00	\$925.00	\$600.00	\$900.00	\$550.00 \$275.00
NETWORK BASE HOURLY RATE: \$2400.						

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%				
OHIO				
	Ashland	12,000	11,400	95
	Ashtabula	27,600	25,600	93
	Carroll	5,900	5,500	94
	Coshocton	10,100	8,700	86
	Cuyahoga	508,200	480,700	95
	Erie	20,600	19,500	95
	Geauga	13,300	12,400	94
	Holmes	5,500	4,000	72
	Huron	13,900	12,900	93
	Knox	11,900	11,100	94
	Lake	43,200	42,000	97
	Lorain	61,900	59,100	96
	Medina	18,900	18,000	95
	Portage	25,000	23,800	96
	Richland	35,300	33,000	94
	Stark	102,000	96,200	95
	Summit	156,400	149,200	96
	Trumbull	60,900	58,000	96
	Tuscarawas	23,600	21,300	91
	Wayne	21,000	18,500	88
Between 25-50%				
OHIO				
	Crawford	14,700	13,600	93
	Morrow	5,600	5,300	94
	Seneca	16,800	15,800	94
	Wyandot	6,400	5,900	91
PENNSYLVANIA				
	Crawford	23,100	20,700	90
Under 25%				
OHIO: Columbiana, Mahoning, Ottawa, Sandusky, Wood. PENNSYLVANIA: Beaver, Lawrence, Mercer.				
WJW-TV Station Total		1,543,300	1,455,200	94
ARB Total Net Weekly Circulation (March, 1962)		1,125,500		

Ohio—Columbus

WBNS-TV
Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 191-kw aural. Antenna: 710-ft. above av. terrain, 839-ft. above ground, 1549-ft. above sea level.

Latitude 39° 58' 13"
Longitude 83° 01' 27"

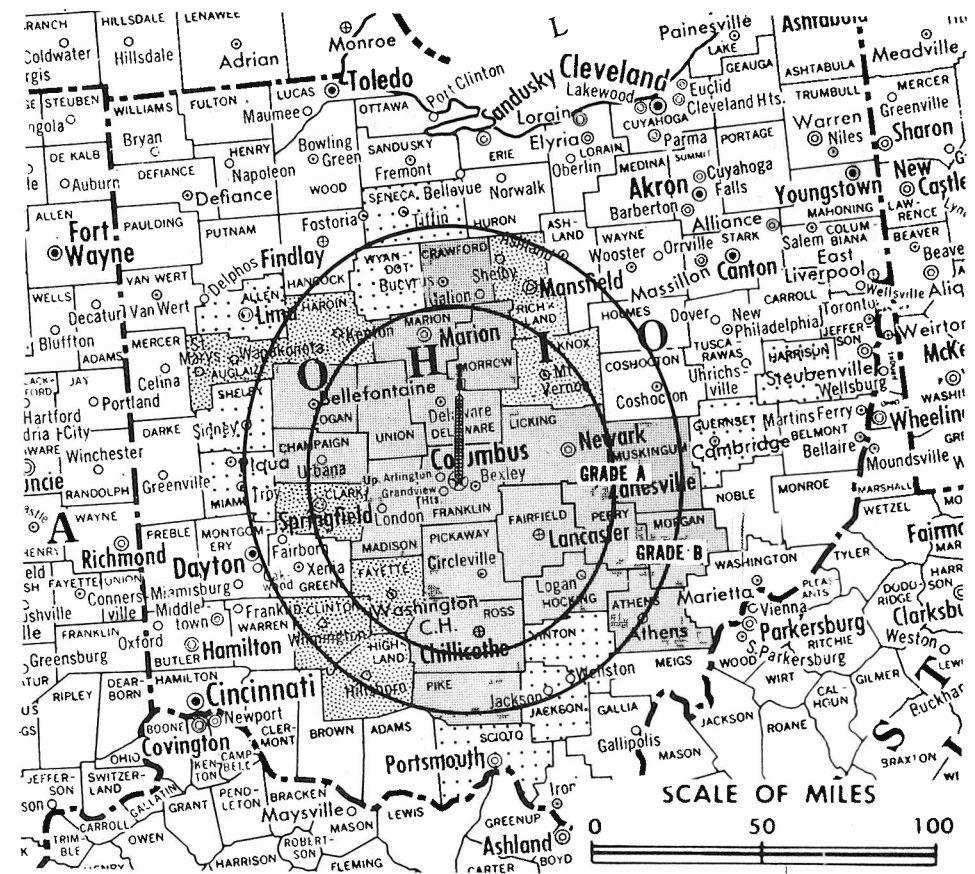
Transmitter: 770 Twin Rivers Dr.

TV tape: Recording facilities.

AM Affiliate: WBNS, 5-kw (1-kw night), 1460 kc (CBS).

FM Affiliate: WBNS-FM, 54-kw, 97.1 mc (No. 246), 400-ft. antenna height.

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



WBNS-TV Ref: FCC File No. BPC1-2294 Granted 4/23/57

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

WBNS-TV

Licensee: Dispatch Printing Co., 34 S. Third St. (zone 15).

Studio: 770 Twin Rivers Dr.

Sales Office: 33 N. High St.

Telephone: 224-7121.

TXW No.: CL 342.

Ownership: Same as Columbus Dispatch. Dispatch Printing Co. officers: H. Preston Wolfe, pres.

Began Operation: Oct. 5, 1949.

Represented (sales) by Blair-TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

H. PRESTON WOLFE, president.
RICHARD A. BOREL, director of TV.
ROBERT D. THOMAS, sales director.
FRANK N. JONES, local sales manager.
JOHN A. HALDI, program director.
JIM SHUMAKER, promotion director.
GEORGE MEGOWN, operations director.
L. H. NAFZGER, chief engineer.
ROBERT M. SPROUSE, sales service manager.
BETTY DIXON, film buyer.
CHET LONG, news director.
WILLIAM H. ZIPF, farm director.

DIGEST OF RATE CARD NO. 10
(Jan. 15, 1963)

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

Class AA—7:30-11 p.m., daily.

\$1200.00 \$720.00 \$480.00 \$400.00 \$360.00 \$275.00 \$135.00

NETWORK BASE HOURLY RATE: \$1200.

For Other Publishers Owning TV Stations,
see Newspaper Ownership Section.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO			
	Athens	12,500	10,700	86
	Champaign	8,900	8,400	94
	Crawford	14,700	13,600	93
	Delaware	10,300	9,900	96
	Fairfield	19,400	18,500	96
	Franklin	208,200	197,000	95
	Hocking	6,100	5,500	90
	Licking	27,800	26,400	95
	Logan	10,800	10,100	93
	Madison	7,200	6,500	90
	Marion	18,200	17,300	95
	Morgan	3,800	3,300	85
	Morrow	5,600	5,300	94
	Muskingum	23,900	21,800	92
	Perry	8,300	7,600	92
	Pickaway	9,500	9,100	96
Pike	5,300	4,600	86	
Ross	17,100	15,400	90	
Union	6,900	6,400	93	
Between 25-50%	OHIO			
	Auglaize	10,700	9,900	92
	Clark	39,500	37,500	95
	Clinton	9,100	8,500	94
	Fayette	7,700	7,000	92
	Hardin	8,900	8,100	91
	Highland	9,400	8,400	88
Knox	11,900	11,100	94	
Richland	35,300	33,000	94	
Under 25%	OHIO			
	Allen	31,300	28,700	92
	Guernsey	11,500	10,200	89
	Harrison	5,400	5,000	91
	Jackson	8,600	7,700	89
	Miami	22,800	21,600	95
	Scioto	25,200	22,700	90
	Seneca	16,800	15,800	94
Shelby	9,700	9,100	95	
Vinton	2,900	2,600	88	
Wyandot	6,400	5,900	91	

WBNS-TV Station Total 697,600 650,200 93
ARB Total Net Weekly Circulation (March, 1962) 403,500

Ohio—Columbus



WLW-C

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 436-ft. above av. terrain, 576-ft. above ground, 1318-ft. above sea level.

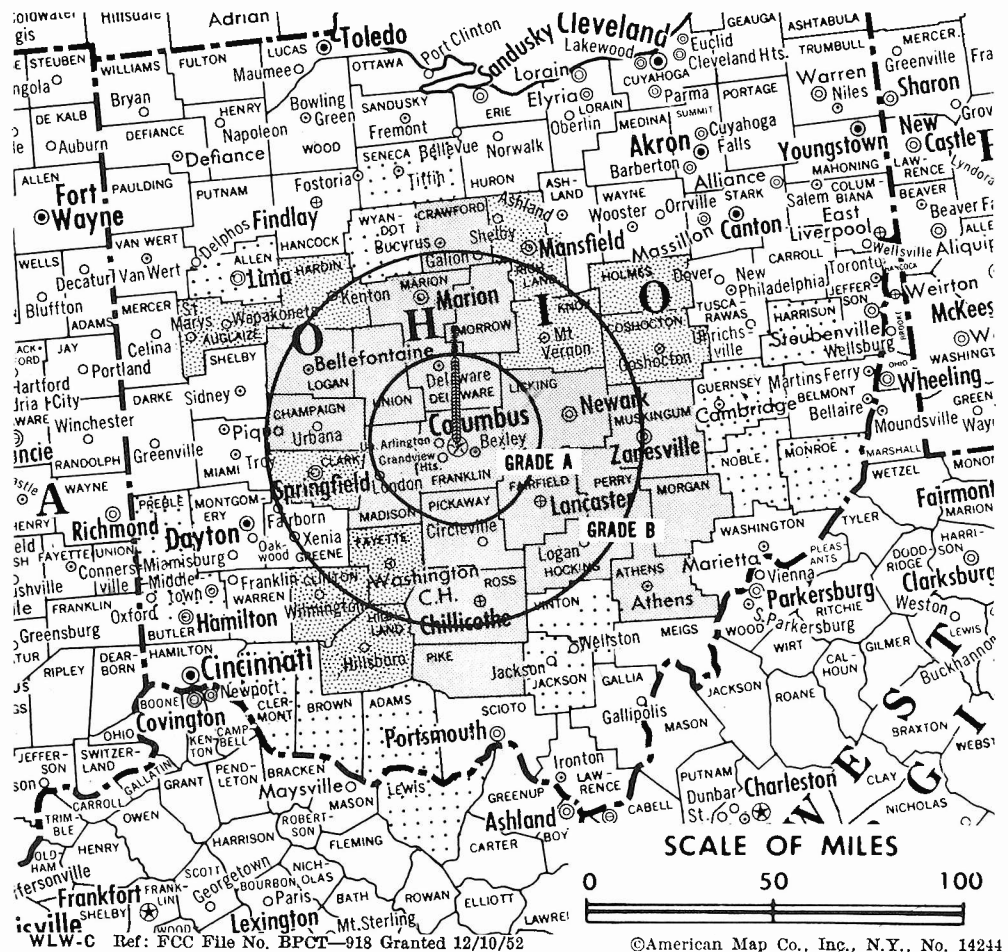
Latitude 40° 01' 31"
Longitude 83° 01' 48"

Transmitter: 3165 Olentangy River Rd.

Studio: 3165 Olentangy River Rd.

AM Affiliate: None locally.

Represented (engineering) by L. H. Carr & Associates.



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

WLW-C Ref: FCC File No. BPCT-918 Granted 12/10/52

WLW-C

Licensee: Crosley Broadcasting Corp., 3165 Olentangy River Rd., Columbus 2.

Telephone: 263-5441.

Ownership: Crosley Bcstg. Corp., 100%. For other interests, see WLW-T, Cincinnati.

Began Operation: April 4, 1949.

Represented (sales) by Crosley Broadcasting Corp.

Represented (legal) by Hogan & Hartson.

Personnel:

WALTER E. BARTLETT, v.p. & general manager.
RICHARD E. REED, sales manager.
JAMES LACKEY, commercial operations director.
MERVIN A. DUREA, program mgr. & film buyer.
CHARLES SLOAN, chief engineer.
JOHN BURPEE, promotion manager.
JACK ANTHONY, production manager.
HUGH DEMOSS, news director.
MORRIS W. BUTLER, special broadcast services dir.

DIGEST OF RATE CARD NO. 12

(Feb. 1, 1962)

Hour	30 Min.	15 Min.	Min or 40 Sec.	20 Sec.	ID	
Class AA—7:30-10:30 p.m., daily.	\$1150.00	\$690.00	\$460.00	\$400.00	\$250.00	\$125.00
NETWORK BASE HOURLY RATE: \$1150.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO			
	Athens	12,500	10,700	86
	Champaign	8,900	8,400	94
	Crawford	14,700	13,600	93
	Delaware	10,300	9,900	96
	Fairfield	19,400	18,500	96
	Franklin	208,200	197,000	95
	Hocking	6,100	5,500	90
	Licking	27,800	26,400	95
Logan	10,800	10,100	93	

Net Weekly Circulation	State County	Total Households	TV Homes	%
OHIO—(Continued)				
Over 50%	Madison	7,200	6,500	90
	Marion	18,200	17,300	95
	Morgan	3,800	3,300	85
	Morrow	5,600	5,300	94
	Muskingum	23,900	21,800	92
	Perry	8,300	7,600	92
	Pickaway	9,500	9,100	96
	Pike	5,300	4,600	86
	Ross	17,100	15,400	90
	Union	6,900	6,400	93
Between 25-50%	OHIO			
	Auglaize	10,700	9,900	92
	Clark	39,500	37,500	95
	Clinton	9,100	8,500	94
	Coshocton	10,100	8,700	86
	Fayette	7,700	7,000	92
	Hardin	8,900	8,100	91
	Highland	9,400	8,400	88
	Holmes	5,500	4,000	72
	Knox	11,900	11,100	94
Richland	35,300	33,000	94	
Under 25%	KENTUCKY			
	Lewis	3,500	2,600	73
	OHIO			
	Adams	6,000	4,800	79
	Allen	31,300	28,700	92
	Brown	7,500	6,500	87
	Butler	57,800	54,600	95
	Clermont	22,700	21,400	95
	Guernsey	11,500	10,200	89
	Harrison	5,400	5,000	91
Jackson	8,600	7,700	89	
Monroe	4,600	4,000	86	
Noble	3,400	2,700	80	
Preble	9,500	9,100	96	
Seneca	16,800	15,800	94	
Vinton	2,900	2,600	88	
Wyandot	6,400	5,900	91	
WLW-C Station Total		770,500	715,200	93
ARB Total Net Weekly Circulation (March, 1962)		420,800		

Ohio—Columbus



WTVN-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 570-ft. above av. terrain, 643-ft. above ground, 1379-ft. above sea level.

Latitude 39° 52' 29"
Longitude 82° 58' 46"

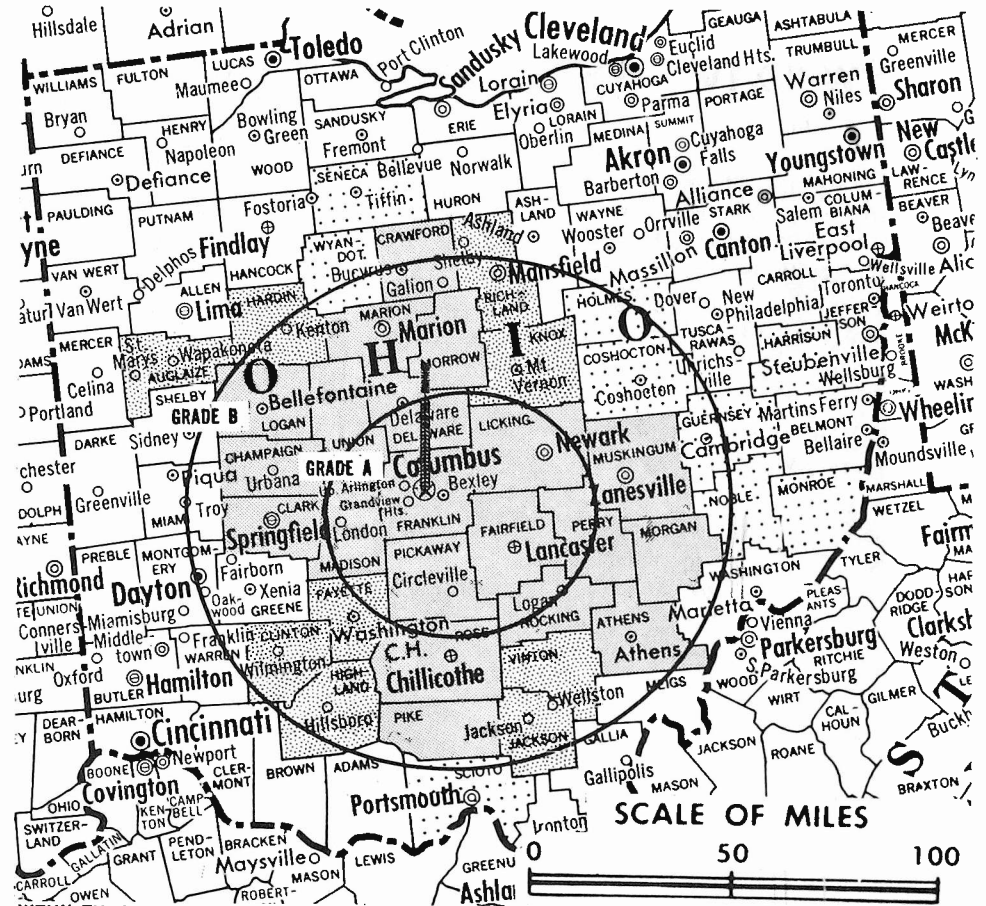
Transmitter: 901 Obetz Rd. between Parsons Ave. & Lockbourne Rd.

Studio: Harmon & Griggs Ave.

AM Affiliate: WTVN, 5-kw, 610 kc (MBS).

FM Affiliate: WTVN-FM, 25-kw, 96.3 mc (No. 242), 560-ft. antenna height.

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



WTVN-TV Ref: FCC File No. BMPCT-2281 Granted 7/22/54

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

WTVN-TV

Licensee: Taft Broadcasting Co., 753 Harmon Ave.

Telephone: Capital 8-5801. TWX No.: CL 87.

Ownership: See WKRC-TV, Cincinnati, O.

Began Operation: Aug. 30, 1949. Sale to present owners by Picture Waves Inc. approved by FCC Feb. 25, 1953 (Television Digest, Vol. 9:9).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

- HULBERT TAFT JR., president.
- LAWRENCE ROGERS, exec. vice president.
- ROBERT C. WIEGAND, general manager & film buyer.
- DICK OSTRANDER, general sales manager.
- WILLIAM ZIMMERMAN, regional sales manager.
- RAY CREAMER, local sales manager.
- KENNETH W. CHURCH, v.p. for national sales.
- DON CHAPIN, v.p. & national sales manager (Cincinnati).
- JOSEPH A. JENKINS, program director.
- RICHARD KENT, publicity & promotion director.
- NICK BASSO, news director.
- EDWARD KOPRIVER, chief engineer.

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

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

Class AA—7:30-11 p.m., daily.

\$1200.00 \$720.00 \$400.00 \$315.00 \$300.00 \$275.00 \$150.00

NETWORK BASE HOURLY RATE: \$1250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO			
	Athens	12,500	10,700	86
	Champaign	8,900	8,400	94
	Clark	39,500	37,500	95
	Crawford	14,700	13,600	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO—(Continued)			
	Delaware	10,300	9,900	96
	Fairfield	19,400	18,500	96
	Franklin	208,200	197,000	95
	Hocking	6,100	5,500	90
	Licking	27,800	26,400	95
	Logan	10,800	10,100	93
	Madison	7,200	6,500	90
	Marion	18,200	17,300	95
	Morgan	3,800	3,300	85
	Morrow	5,600	5,300	94
	Muskingum	23,900	21,800	92
	Perry	8,300	7,600	92
Pickaway	9,500	9,100	96	
Ross	17,100	15,400	90	
Union	6,900	6,400	93	
Between 25-50%	OHIO			
	Auglaize	10,700	9,900	92
	Clinton	9,100	8,500	94
	Fayette	7,700	7,000	92
	Hardin	8,900	8,100	91
	Highland	9,400	8,400	88
	Jackson	8,600	7,700	89
	Knox	11,900	11,100	94
Richland	35,300	33,000	94	
Vinton	2,900	2,600	88	
Under 25%	OHIO			
	Coshocton	10,100	8,700	86
	Guernsey	11,500	10,200	89
	Harrison	5,400	5,000	91
	Holmes	5,500	4,000	72
	Monroe	4,600	4,000	86
	Noble	3,400	2,700	80
Scioto	25,200	22,700	90	
Seneca	16,800	15,800	94	
Wyandot	6,400	5,900	91	
WTVN-TV Station Total		652,100	605,600	93
ARB Total Net Weekly Circulation (March, 1962)			410,300	

Ohio—Dayton



WHIO-TV

Ch. 7



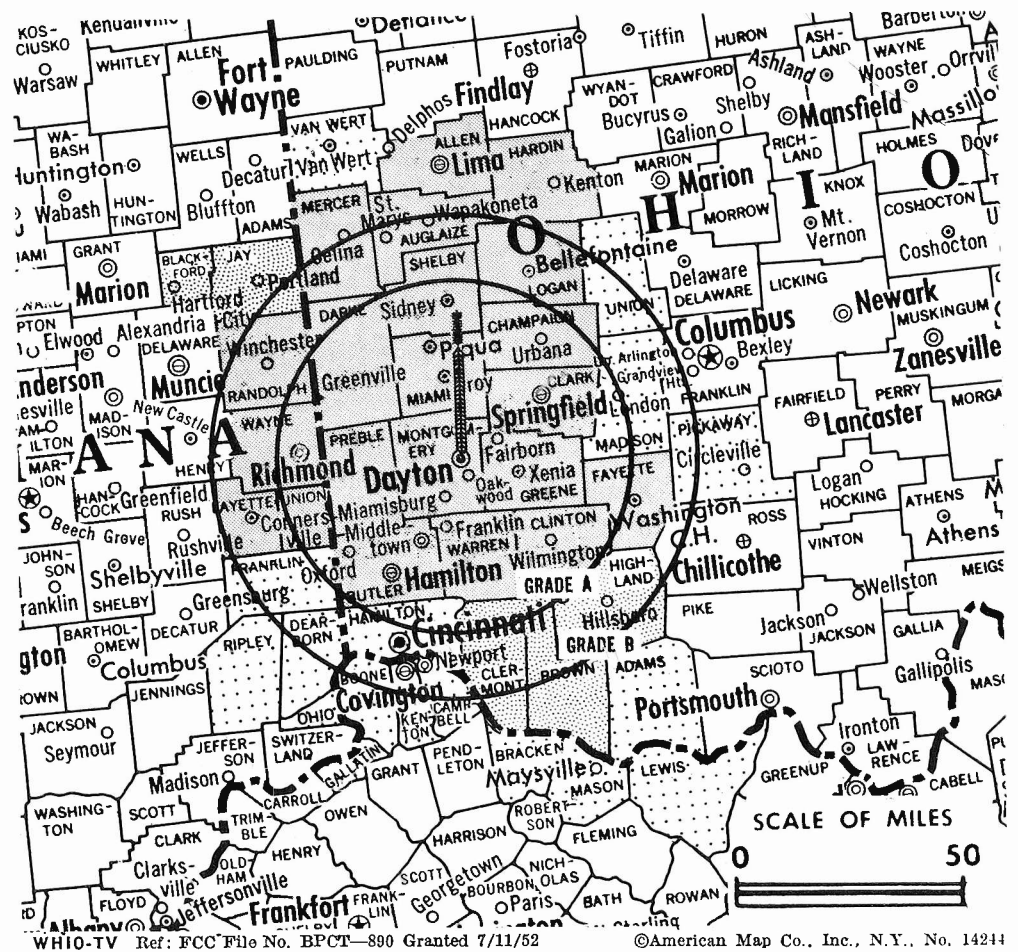
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 200-kw visual, 100-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level.

Latitude 39° 44' 03"
Longitude 84° 14' 50"

Transmitter: 3316 Germantown Rd.
AM Affiliate: WHIO, 5-kw, 1290 kc (CBS).

FM Affiliate: WHIO-FM, 19-kw, 99.1 mc (No. 256), 515-ft. antenna height. (CP for 35-kw, 1060-ft. antenna.)

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



WHIO-TV Ref: FCC File No. BPC-890 Granted 7/11/62

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

WHIO-TV

Licensee: Miami Valley Bcstg. Corp., 1414 Wilmington Ave. (zone 1).

Studio: 1414 Wilmington Ave.

Telephone: Clearwater 4-5311. TWX No.: DY 116.

Ownership: Same as Dayton Daily News and Journal Herald. Same interests (Cox) also operate WSB-TV and WSB, Atlanta (Atlanta Journal and Constitution); WSOC-TV, Charlotte (WSOC); WIOD, Miami, Fla.; publish Miami (Fla.) Daily News, Springfield (O.) News and Sun (Springfield Newspapers Inc.). Also owns CATV system in Lewistown, Pa.

Began Operation: Feb. 23, 1949.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- J. LEONARD REINSCH, managing director.
- ROBERT H. MOODY, exec. v.p. & general manager.
- STAN MOUSE, commercial manager.
- W. E. WOLAVER, merchandise manager.
- CHARLES E. GAY, program, promotion director & film buyer.
- TOM FRAWLEY, news director.
- JOSEPH ROCKHOLD, farm director.
- ERNEST L. ADAMS, chief engineer.

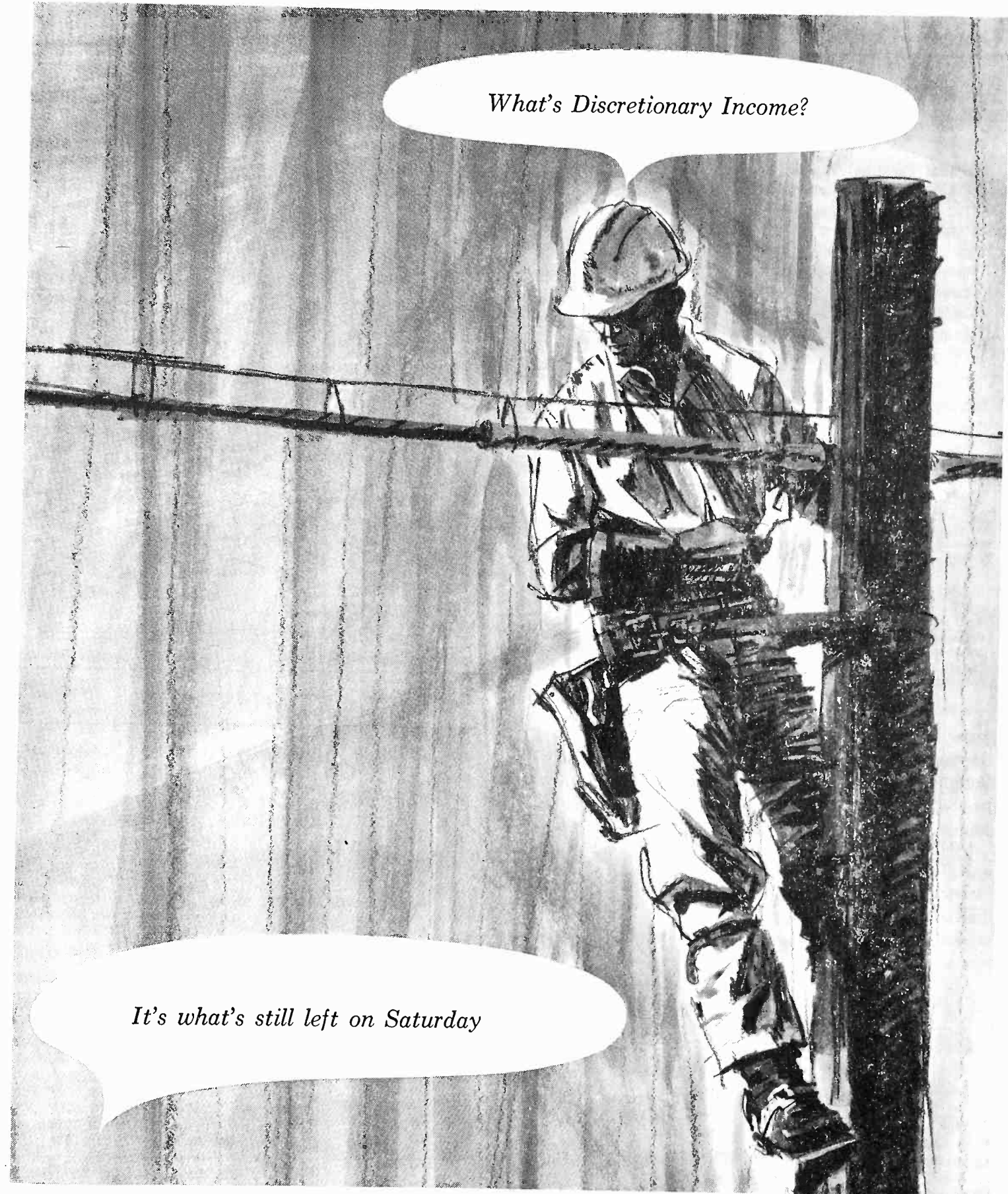
DIGEST OF RATE CARD NO. 10 (Nov. 1, 1961)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00	\$275.00	\$250.00	\$120.00

NETWORK BASE HOURLY RATE: \$1225.

For CATV Systems in Ohio,
see CATV Directory.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA			
	Fayette	7,400	6,800	93
	Randolph	9,100	8,300	92
	Union	1,900	1,700	88
	Wayne	22,400	20,700	92
	OHIO			
	Allen	31,300	28,700	92
	Auglaize	10,700	9,900	92
	Butler	57,800	54,600	95
	Champaign	8,900	8,400	94
	Clark	39,500	37,500	95
	Clinton	9,100	8,500	94
	Darke	13,900	12,900	93
	Fayette	7,700	7,000	92
Greene	26,400	25,100	95	
Hardin	8,900	8,100	91	
Logan	10,800	10,100	93	
Mercer	8,900	8,300	93	
Miami	22,800	21,600	95	
Montgomery	161,400	154,300	96	
Preble	9,500	9,100	96	
Shelby	9,700	9,100	95	
Warren	18,400	17,400	95	
Between 25-50%	INDIANA			
	Blackford	4,700	4,300	93
	Jay	7,200	6,400	88
	OHIO			
Brown	7,500	6,500	87	
Clermont	22,700	21,400	95	
Highland	9,400	8,400	88	
Under 25%	INDIANA: Dearborn, Franklin, Ohio, Ripley.			
	KENTUCKY: Boone, Bracken, Campbell, Gallatin, Kenton, Lewis, Mason. OHIO: Adams, Hamilton, Madison, Pickaway, Union, Vanwert.			
WHIO-TV Station Total		962,000	899,400	93
ARB Total Net Weekly Circulation (March, 1962)		498,200		



What's Discretionary Income?

It's what's still left on Saturday

and there's 27% more of it (on the national average) in Ohio's Third Market—and no medium—but none—covers it as thoroughly as WHIO-TV, AM, FM. Ask George P. Hollingbery

Additional morsel for thought:

Dayton has been Ohio's fastest growing major metropolitan area during the past 20 years. Source: U.S. Census of Population 1960.

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte North Carolina



DAYTON, OHIO • WHIO • AM • FM • TV

Ohio—Dayton

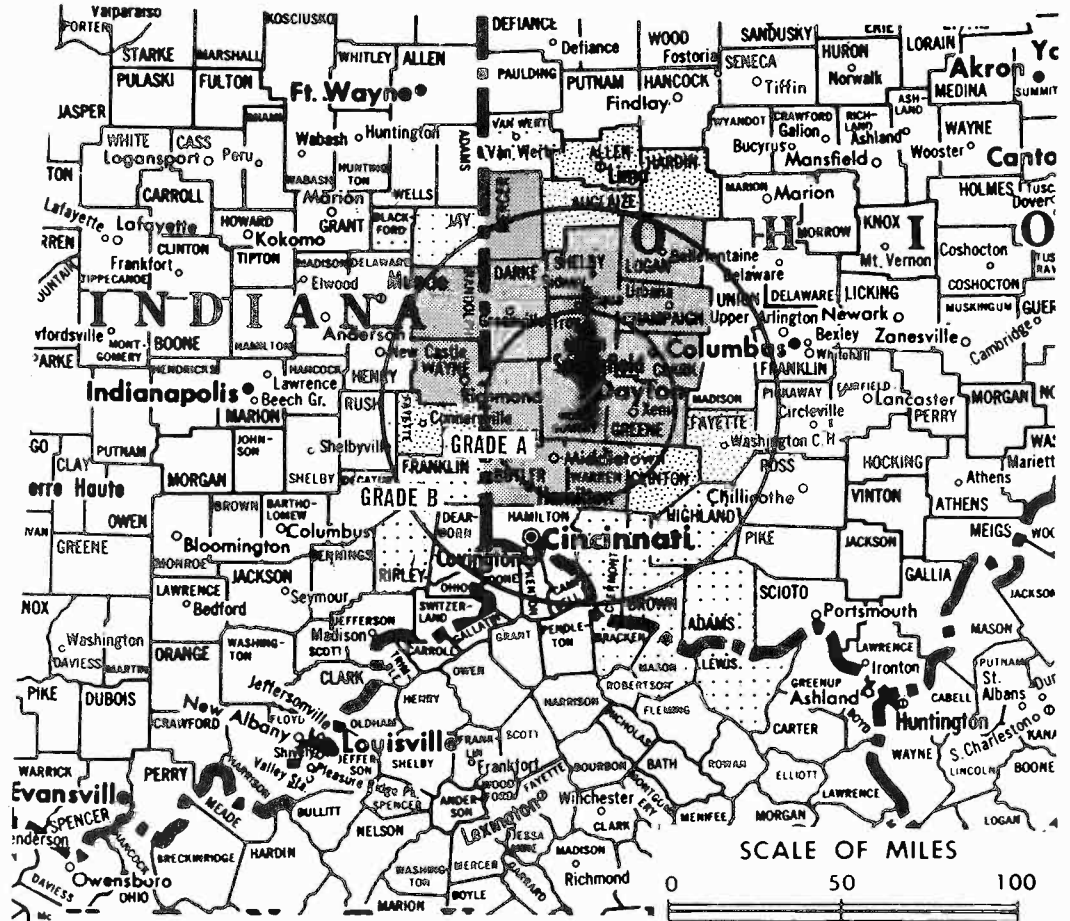
abc **WLW-D**

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 510-ft. above av. terrain, 459-ft. above ground, 1395-ft. above sea level.

Latitude 39° 43' 05"
Longitude 84° 15' 21"

Transmitter: Frytown & W. Carrollton Rds.



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

WLW-D Ref: FCC File No. BPCT-916 Granted 12/10/52

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

WLW-D

Network Service: ABC, NBC.

Licensee: Crosley Bcstg. Corp., 4595 S. Dixie Highway, Dayton 1.

Studio: 4595 S. Dixie Highway.

Telephone: Axminster 3-2102.

Ownership: Crosley Bcstg. Corp., 100%. (See WLW-T, Cincinnati.)

Began Operation: March 15, 1949.

Represented (sales) by Crosley Broadcasting Corp.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by L. H. Carr & Associates.

Personnel:

- GEORGE GRAY, v.p., manager & film buyer.
- DALE A. SMITH, sales manager.
- DOROTHY SANDERS, publicity-promotion manager.
- PAUL LAW, program director.
- ROBERT B. WEHRMAN, chief engineer.

DIGEST OF RATE CARD NO. 10 (June 15, 1961)

Hour	30 Min.	15 Min.	20 Sec.	ID
Class AAA—7:30-10:30 p.m., daily.				
\$1200.00	\$720.00	\$480.00	\$285.00	\$142.00

Color—Rates on request.

NETWORK BASE HOURLY RATE: \$1200 (ABC), \$1200 (NBC).

Also See Crosley Under Group Ownership

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA	Randolph	9,100	8,300	92
		Wayne	22,400	20,700	92
	OHIO	Butler	57,800	54,600	95
		Champaign	8,900	8,400	94
		Clark	39,500	37,500	95
		Darke	13,900	12,900	93
		Greene	26,400	25,100	95
		Logan	10,800	10,100	93
		Mercer	8,900	8,300	93
		Miami	22,800	21,600	95
Montgomery		161,400	154,300	96	
Preble		9,500	9,100	96	
Shelby	9,700	9,100	95		
Warren	18,400	17,400	95		
Between 25-50%	INDIANA	Fayette	7,400	6,800	93
		Union	1,900	1,700	88
	OHIO	Allen	31,300	28,700	92
		Auglaize	10,700	9,900	92
		Clinton	9,100	8,500	94
		Fayette	7,700	7,000	92
Hardin	8,900	8,100	91		
Under 25%	INDIANA: Blackford, Franklin, Jay, Ripley. KENTUCKY: Bracken, Lewis, Mason, Montgomery, Powell. OHIO: Adams, Brown, Clermont, Highland, Vanwert.				
WLW-D Station Total			590,500	550,300	93
ARB Total Net Weekly Circulation (March, 1962)			442,900		

Ohio—Lima

abc **WIMA-TV**

Ch. 35



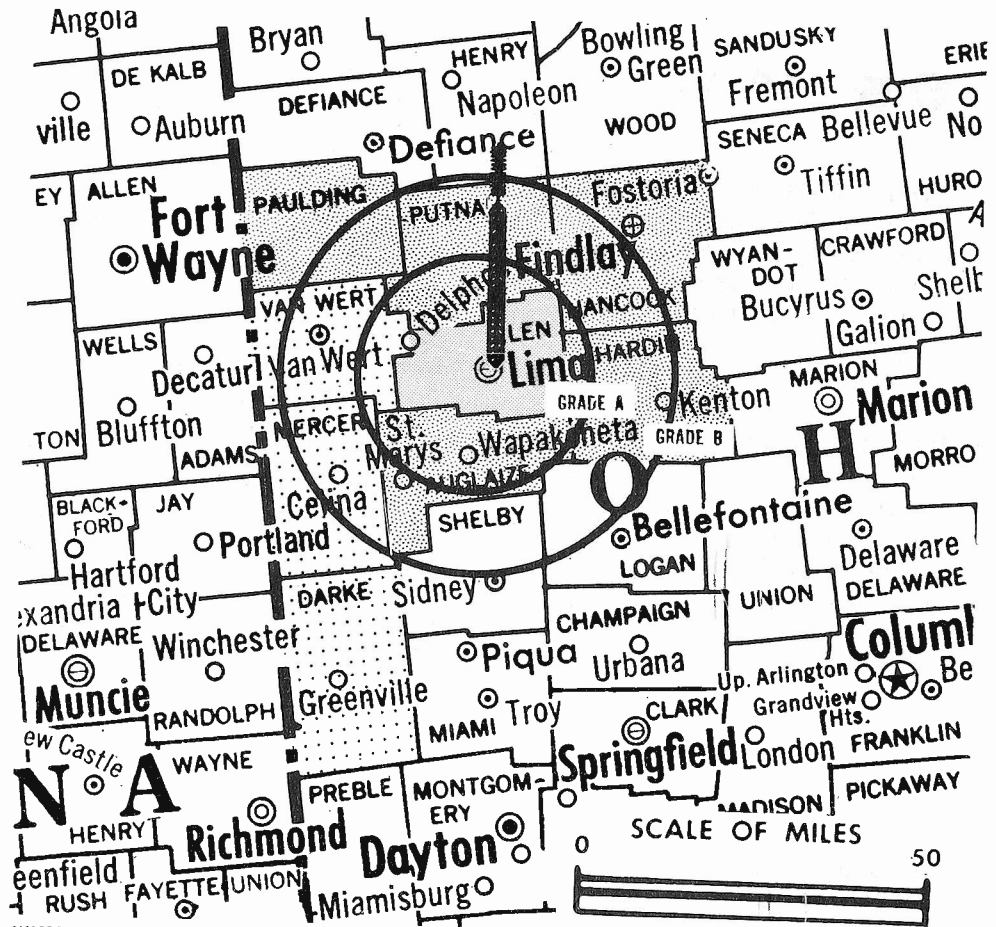
Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 219-kw visual, 117-kw aural. Antenna: 340-ft. above av. terrain, 351-ft. above ground, 1215-ft. above sea level.

Latitude 40° 44' 53.5"
Longitude 84° 07' 55.5"

Transmitter: 1424 Rice Ave.

AM Affiliate: WIMA, 1-kw, 1150 kc (ABC).

FM Affiliate: WIMA-FM, 15-kw, 102.1 mc (No. 271), 190-ft. antenna height.



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

WIMA-TV Ref: FCC File No. BPCT-2448 Granted 1/31/58

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

WIMA-TV

Network Service: ABC, NBC.

Licensee: WLOK Inc., 1424 Rice Ave.

Studio: 1424 Rice Ave.

Telephone: 225-3010.

TWX No.: 419-745-4778.

Ownership: Northwestern Ohio Bcstg. Corp.; George Hamilton, pres., 45.5%; Robt. W. Mack, v.p.-treas., 42.74%; F. E. Mack, 7.27%; Suzanne Hamilton Stewart, 4.5%.

Began Operation: March 30, 1953. Sale to present owners by Pixley and Case families approved by FCC Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales) by The Meeker Co.

Represented (legal) by Bingham, Collins, Porter & Kistler.

Represented (engineering) by George C. Davis.

Personnel:

R. W. MACK, general manager.

J. L. SPRING, sales & station manager.

JIM LeCRONE, news director.

SAM FITZSIMMONS, program director.

M. J. LAMB, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily.	\$200.00	\$120.00	\$80.00	\$67.50	\$60.00	\$40.00

NETWORK BASE HOURLY RATE: \$150 (ABC), \$150 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO Allen	31,300	28,700	92
	OHIO Auglaize Hancock Hardin Paulding Putnam	10,700 16,900 8,900 5,000 7,600	9,900 16,000 8,100 4,600 6,900	92 95 91 92 92
Under 25%	OHIO Darke Mercer Vanwert	13,900 8,900 8,900	12,900 8,300 8,400	93 93 94

WIMA-TV Station Total	112,100	103,800	93
ARB Total Net Weekly Circulation (March, 1962)		44,300	

HAMILTON-LANDIS & ASSOCIATES, Inc.

NATIONWIDE MEDIA BROKERS
WASHINGTON, D.C., CHICAGO, DALLAS,
SAN FRANCISCO

SELL MORE

RADIO & TELEVISION STATIONS
IN THE MIDWEST—NEAREST OFFICE IS—
1714 TRIBUNE TOWER, CHICAGO 11
DELAWARE 7-2754

Ohio—Steubenville-Wheeling, West Virginia



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 158-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.

Studio: Exchange Realty Bldg.

AM Affiliate: WSTV, 1-kw (.25-kw night), 1340 kc (MBS).

FM Affiliate: WSTV-FM, 3.1-kw, 103.5 mc (No. 278), 880-ft. antenna height.

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

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



WSTV-TV Ref: FCC File No. BPCT-1049 Granted 8/12/53
Authorized: FCC File No. BPCT-2786 Granted 6/23/60

© American Map Co., Inc., N.Y., No. 1424

WSTV-TV

Network Service: ABC, CBS.

Licensee: Rust Craft Broadcasting Co., Exchange Realty Bldg., Steubenville, Ohio.

Telephone: 282-6265, Steubenville. TWX No.: 60.

Ownership: Rust Craft Greeting Cards Inc., 100%. Majority stockholders are Louis Berkman Co., 20.3% and Parkersburg Steel Co. (Berkman family majority owner), 8%. Stations are: WSTV-TV, WSTV and FM; WRDW-TV, Augusta, Ga.; WBOY-TV, Clarksburg, W.Va. (WBOY); WRBC-TV, Chattanooga, Tenn.; WPIT & FM, Pittsburgh, Pa.; WSOL, Tampa, Fla. and radio WWOL & FM, Buffalo, N.Y. Same interests also own 40% of WVUE, New Orleans, La. Stations operate as Rust Craft Broadcasting Co.

Began Operation: Dec. 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, Vols. 17:30, 33, 2:14).

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

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

Personnel:

JOHN J. LAUX, exec. v.p. & managing director.
THEODORE EILAND, manager, sales development.
JOSEPH M. TROESCH, asst. mgr., commercial mgr. & film buyer.
FRED WEBER, vice president.
BEULA GOLDFEIN, asst. secretary & office manager.
LEE GAYNOR, New York sales office.
GEORGE H. WILSON, promotion & publicity director.
SCOTT McMURRAY, local news editor.
CARL KROSKEY, film editor.
CLYDE HIGGINS, production supervisor.
MARJORIE LUCAS, continuity director.
CHARLES SHEPHERD, technical director.
WM. CHESNES, chief engineer.

DIGEST OF RATE CARD NO. 9—(Oct. 8, 1962)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.
\$800.00 \$480.00 \$290.00 \$260.00 \$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$675 (ABC), \$675 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO			
	Belmont	25,800	24,100	93
	Guernsey	11,500	10,200	89
	Harrison	5,400	5,000	91
	Jefferson	28,900	27,300	95
	Monroe	4,600	4,000	86
	Noble	3,400	2,700	80
Between 25-50%	WEST VIRGINIA			
	Brooke	8,300	7,900	95
	Hancock	11,500	11,200	98
	Harrison	23,700	21,800	92
	Lewis	5,300	4,400	82
	Marshall	11,400	10,500	92
	Ohio	22,400	20,900	94
	Upshur	5,100	4,100	80
Wetzel	5,700	5,000	87	

Between 25-50%	OHIO			
	Carroll	5,900	5,500	94
	Columbiana	32,200	30,100	94
	Coshocton	10,100	8,700	86
	Holmes	5,500	4,000	72
	Tuscarawas	23,600	21,300	91
	PENNSYLVANIA			
	Alleghany	492,200	465,600	95
	Beaver	60,600	57,700	96
	Butler	33,000	31,400	95
Greene	11,700	10,600	91	
Washington	64,900	60,900	94	
Westmoreland	104,300	99,200	96	
WEST VIRGINIA				
Barbour	4,300	3,400	79	
Grant	2,200	1,600	73	
Marion	19,800	17,400	88	
Monongalia	16,000	13,200	83	
Pleasants	2,000	1,800	86	
Preston	7,300	5,800	79	

(Continued on page 453)

WSTV-TV Station Total	1,355,800	1,259,200	92
ARB Total Net Weekly Circulation (March, 1962)		426,300	

Ohio—Toledo



WSPD-TV

Ch. 13



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 182-kw visual, 91-kw aural (directional antenna). Antenna: 1000-ft. above av. terrain, 1049-ft. above ground, 1629-ft. above sea level.

Latitude 41° 41' 00"
Longitude 83° 24' 49"

Transmitter: 1701 North Stadium Road; Oregon, O., 7-mi. NNE of Toledo.

TV tape: Recording facilities.

AM Affiliate: WSPD, 5-kw, 1370 kc (NBC).

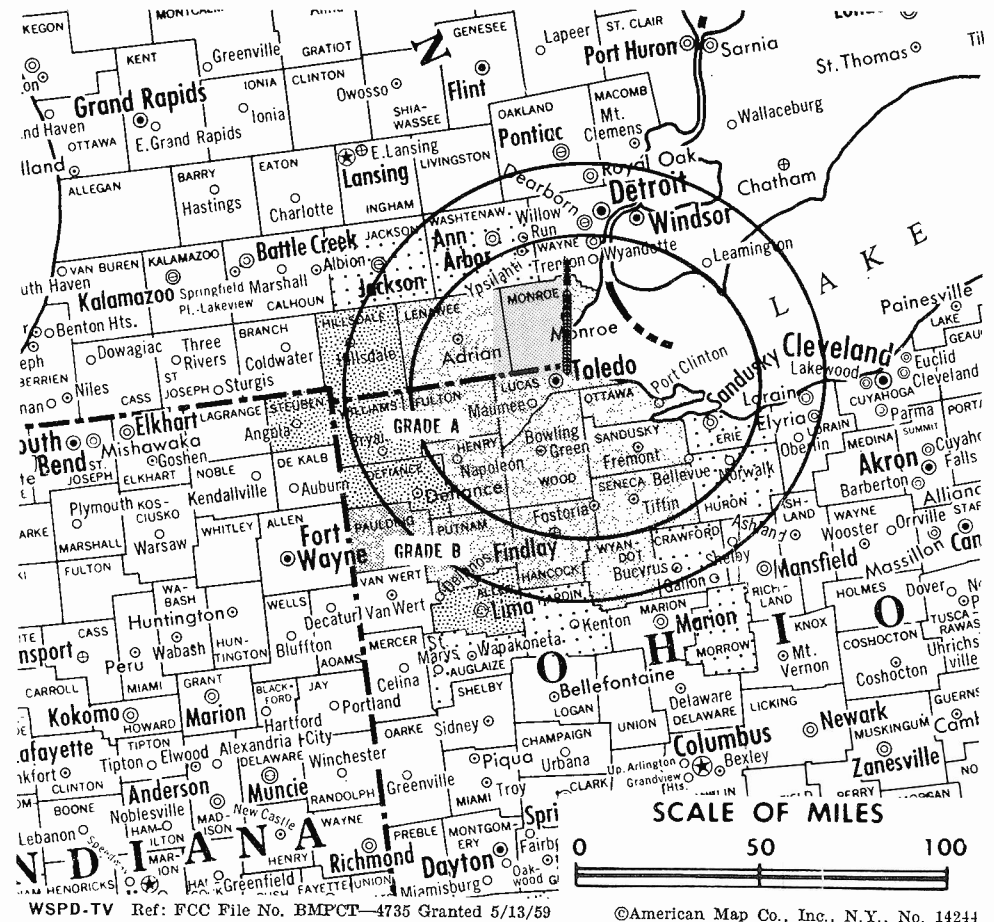
FM Affiliate: WSPD-FM, 23-kw, 101.5 mc (No. 268), 810-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WSPD-TV

Licensee: Storer Broadcasting Co., 136 Huron St.

Studio: 136 Huron St.

Telephone: Cherry 8-6201. TWX No.: TO 494.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: July 21, 1948.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Robert F. Jones

Personnel:

GEORGE B. STORER, president.

TERRY H. LEE, regional vice president.

JOE EVANS, general manager.

FLOYDE E. (BUD) BEASTON, general sales manager.

D. MERLE GORE, national sales service director.

JOHN SAUNDERS, production manager.

RALPH RUST, operations director.

PATRICK T. KENNY, promotion director.

GEORGE FULOP, chief engineer.

DIGEST OF RATE CARD NO. 15

(July 1, 1962)

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

Class AA—7:30-11 p.m., daily.

\$1200.00 \$800.00 \$560.00 \$400.00 \$400.00 \$300.00 \$150.00

NETWORK BASE HOURLY RATE: \$1000.

See National Sales Representatives of TV Stations for new Storer TV Sales, which takes over Storer Stations in July.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Lennawee	22,400	20,900	94
	Monroe	28,400	27,100	96
	OHIO			
	Fulton	8,600	7,800	91
	Hancock	16,900	16,000	95
	Henry	7,600	7,300	96
	Lucas	141,800	134,800	96
	Ottawa	10,700	10,200	95
	Paulding	5,000	4,600	92
Between 25-50%	Putnam	7,600	6,900	92
	Sandusky	16,700	16,000	96
	Seneca	16,800	15,800	94
	Wood	20,700	19,600	95
	Wyandot	6,400	5,900	91
	INDIANA			
	Steuben	5,300	4,900	93
	MICHIGAN			
	Hillsdale	10,300	9,300	90
	OHIO			
Allen	31,300	28,700	92	
Defiance	9,100	8,500	93	
Williams	9,300	8,500	91	
Under 25%	MICHIGAN			
	Jackson	38,800	36,800	95
	Washtenaw	48,400	43,200	90
	OHIO			
	Auglaize	10,700	9,900	92
	Crawford	14,700	13,600	93
	Erie	20,600	19,500	95
	Hardin	8,900	8,100	91
	Huron	13,900	12,900	93
	Morrow	5,600	5,300	94
WSPD-TV Station Total		536,500	502,100	94
ARB Total Net Weekly Circulation (March, 1962)			322,300	

Ohio—Toledo



WTOL-TV

Ch. 11



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 190-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: Oregon City, O.

AM Affiliate: WTOL, 1-kw, 1230 kc (ABC).

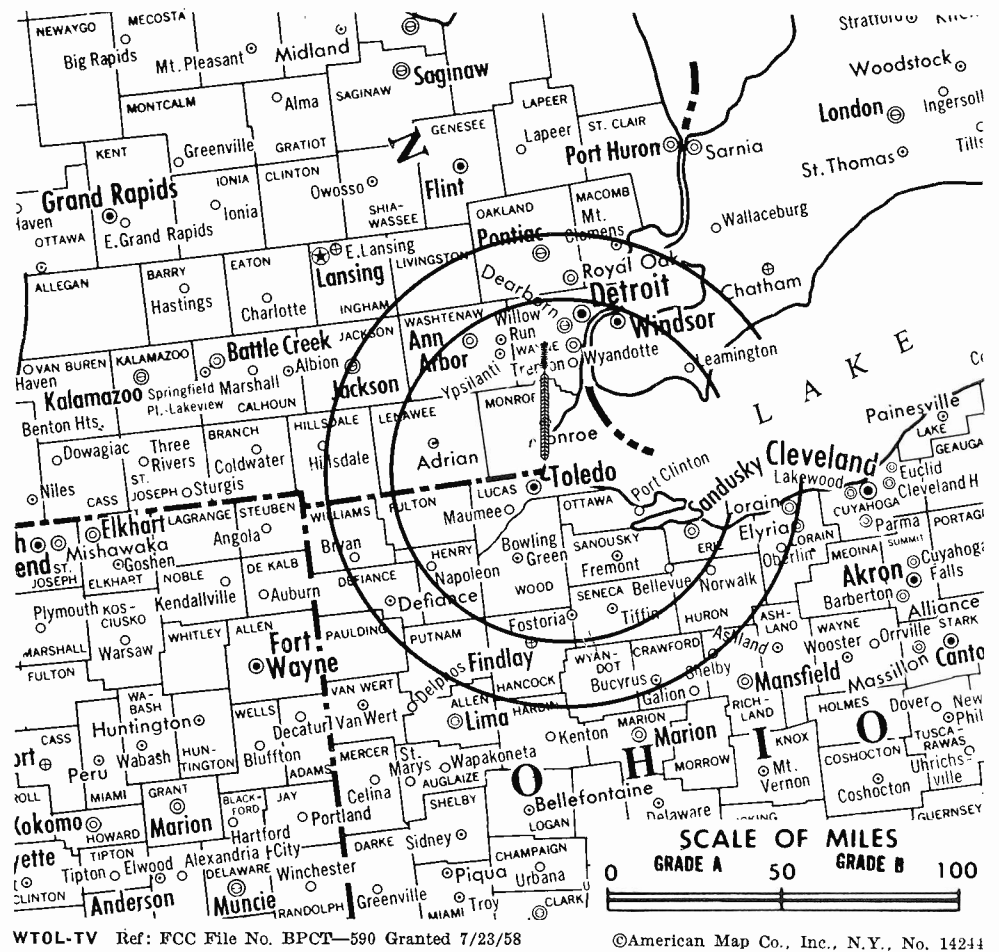
FM Affiliate: WTOL-FM, 50-kw, 104.7 mc (No. 284), 623-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WTOL-TV

Grantee: The Community Broadcasting Co., 604 Jackson St., Toledo 4.

Studio: 604 Jackson St.

Telephone: Cherry 4-7411. TWX Nos.: TO 146 & TO 257.

Ownership: Frazier Reams, pres.-treas., 60%; Thomas S. Bretherton, exec. v.p., 15%; Morton Neipp, secy., 15%; Glenn H. Reams, 10%.

Began Operation: Dec. 5, 1958.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

Personnel:

- FRAZIER REAMS, president & treasurer.
- THOMAS S. BRETHERTON, exec. v.p. & general manager.
- MORTON NEIPP, secretary.
- ROBERT KRIEGHOFF, program director & film buyer.
- GEORGE J. KAPEL, general sales manager.
- HARLEY WEST, local sales manager.
- GARY FLOYD, production manager.
- STEVE FAYER, promotion director.
- JOE GILLIS, dir. of news & public affairs.
- HAL HOLMES, chief engineer.

DIGEST OF RATE CARD NO. 6-A

(July 1, 1962)

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

Class AA—7:30-10:30 p.m., Sun.-Fri.; 7:30-11 p.m., Sat.

\$1200.00 \$550.00 \$480.00 \$300.00 \$300.00 \$275.00 \$160.00

NETWORK BASE HOURLY RATE: \$1200.

For Ohio Educational Stations,
see Educational Station Directory.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Lenawee	22,400	20,900	94
	Monroe	28,400	27,100	96
	OHIO			
	Allen	31,300	28,700	92
	Erie	20,600	19,500	95
	Fulton	8,600	7,800	91
	Hancock	16,900	16,000	95
	Henry	7,600	7,300	96
	Huron	13,900	12,900	93
	Lucas	141,800	134,800	96
	Ottawa	10,700	10,200	95
	Paulding	5,000	4,600	92
Putnam	7,600	6,900	92	
Sandusky	16,700	16,000	96	
Seneca	16,800	15,800	94	
Wood	20,700	19,600	95	
Wyandot	6,400	5,900	91	
Between 25-50%	INDIANA			
	Steuben	5,300	4,900	93
	MICHIGAN			
	Hillsdale	10,300	9,300	90
	OHIO			
Auglaize	10,700	9,900	92	
Defiance	9,100	8,500	93	
Hardin	8,900	8,100	91	
Williams	9,300	8,500	91	
Under 25%	MICHIGAN			
	Washtenaw	48,400	43,200	90
	Wayne	795,500	753,700	95
	OHIO			
	Crawford	14,700	13,600	93
Knox	11,900	11,100	94	
Morrow	5,600	5,300	94	
Richland	35,300	33,000	94	
WTOL-TV Station Total		1,340,400	1,263,100	94
ARB Total Net Weekly Circulation (March, 1962)			394,900	

Ohio—Youngstown

WFMJ-TV
Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 179-kw maximum and 94-kw horizontal visual, 89.5-kw maximum and 47-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1015-ft. above ground, 2048-ft. above sea level with 1° tilt.

Latitude 41° 04' 46"
Longitude 80° 38' 25"

Requests change to 1000-kw max. and 315-kw horizontal visual, 535-kw max. and 169-kw horizontal aural, 996-ft. above av. terrain, 1081-ft. above ground, 2114-ft. above sea level.

Transmitter: Mabel St.

AM Affiliate: WFMJ, 5-kw, 1390 kc (NBC).

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



WFMJ-TV

Licensee: The Vindicator Printing Co., Vindicator Square (zone 3).

Studio: 101 W. Boardman St.

Telephone: Riverside 4-8611.

TWX No.: 736-0106.

Ownership: Vindicator Printing Co., publisher of Youngstown Vindicator, 43.88% (treasury stock); William O. Brown, treas., 1.133%; William F. Maag Jr., pres., 18.166%; William J. Brown, secy., 10.33%; Alma M. Brown, 12.833%; Elizabeth M. Brown, 10.33%; Katherine Smith, 7.09%; J. Floyd Tower, 5.27%; John W. Smith, 3.59%; and 14 others, none over 1%.

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).

Represented (sales) by Blair Television Associates.

Personnel:

WILLIAM F. MAAG JR., president.
MITCHELL F. STANLEY, manager, sales manager & film buyer.
JAY GRIER, TV program manager.
GENE DONAHAY, film director.
FRANK DIERINGER, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7:30-11 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$110.00	\$50.00
NETWORK BASE HOURLY RATE: \$450.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO Mahoning	88,200	84,000	96
	PENNSYLVANIA Lawrence	33,200	30,900	94
	Mercer	37,200	34,500	93
Between 25-50%	OHIO Trumbull	60,900	58,000	96
	PENNSYLVANIA Crawford	23,100	20,700	90
	Under 25%: None Under 25%			
WFMJ-TV Station Total		242,600	228,100	94
ARB Total Net Weekly Circulation (March, 1962)			181,000	

Ohio—Youngstown



WKBN-TV



Ch. 27

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 436-kw maximum and 204-kw horizontal visual, 218-kw maximum and 110-kw horizontal aural. Antenna: 630-ft. above av. terrain, 663-ft. above ground, 1774-ft. above sea level, using electrical beam tilt.

Latitude 41° 03' 30"
Longitude 80° 38' 42"

Holds CP for change to 1000-kw maximum & 462-kw visual, 500-kw maximum & 234-kw aural, 630-ft. above av. terrain.

Transmitter: 3930 Sunset Blvd.

Studio: 3930 Sunset Blvd.

TV tape: Recording facilities.

AM Affiliate: WKBN, 5-kw, 570 kc (CBS).

FM Affiliate: WKBN-FM, 50-kw, 98.9 mc (No. 255), 545-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/62.

TV Homes: TV% and Net Weekly Circulation

© 1962 American Research Bureau.



WKBN-TV Ref: FCC File No. BPCT-2470 Granted 4/17/58

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

WKBN-TV

Licensee: WKBN Broadcasting Corp., 3930 Sunset Blvd.

Telephone: 782-1144. TWX No.: 216-736-0108.

Ownership: W. P. Williamson Jr., pres., 100%; Gladys S. Williams, treas.; Arthur L. Jones, secy. 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 treas. (Television Digest, Vol. 14:34).

Began Operation: Jan. 11, 1953.

Represented (sales) by Paul H. Raymer Co. Inc.

Represented (legal) by Loucks & Jansky.

Represented (engineering) by David Steel & Assoc.

Personnel:

- W. P. WILLIAMSON JR., president & general manager.
- W. P. WILLIAMSON III, asst. general manager.
- DAVID V. STEWART, sales director.
- EUGENE C. SPRINGER, public relations director.
- JACK HARTLEY, sales promotion manager.
- NORMAN BERGER, TV program director & film buyer.
- B. T. WILKENS, chief engineer.

DIGEST OF RATE CARD NO. 6

(March 4, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class A—7:30-11 p.m., Mon.-Sat.; 6-11-p.m., Sun.
\$450.00 \$270.00 \$180.00 \$158.00 \$135.00 \$90.00 \$80.00 \$45.00
NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO			
	Mahoning	88,200	84,000	96
	PENNSYLVANIA			
	Lawrence	33,200	30,900	94
	Mercer	37,200	34,500	93
Between 25-50%	OHIO			
	Trumbull	60,900	58,000	96
Under 25%	PENNSYLVANIA			
	Venango	18,900	16,500	88
WKBN-TV Station Total		238,400	223,900	89
ARB Total Net Weekly Circulation (March, 1962)		178,700		

Ohio—Youngstown



WKST-TV

Ch. 33



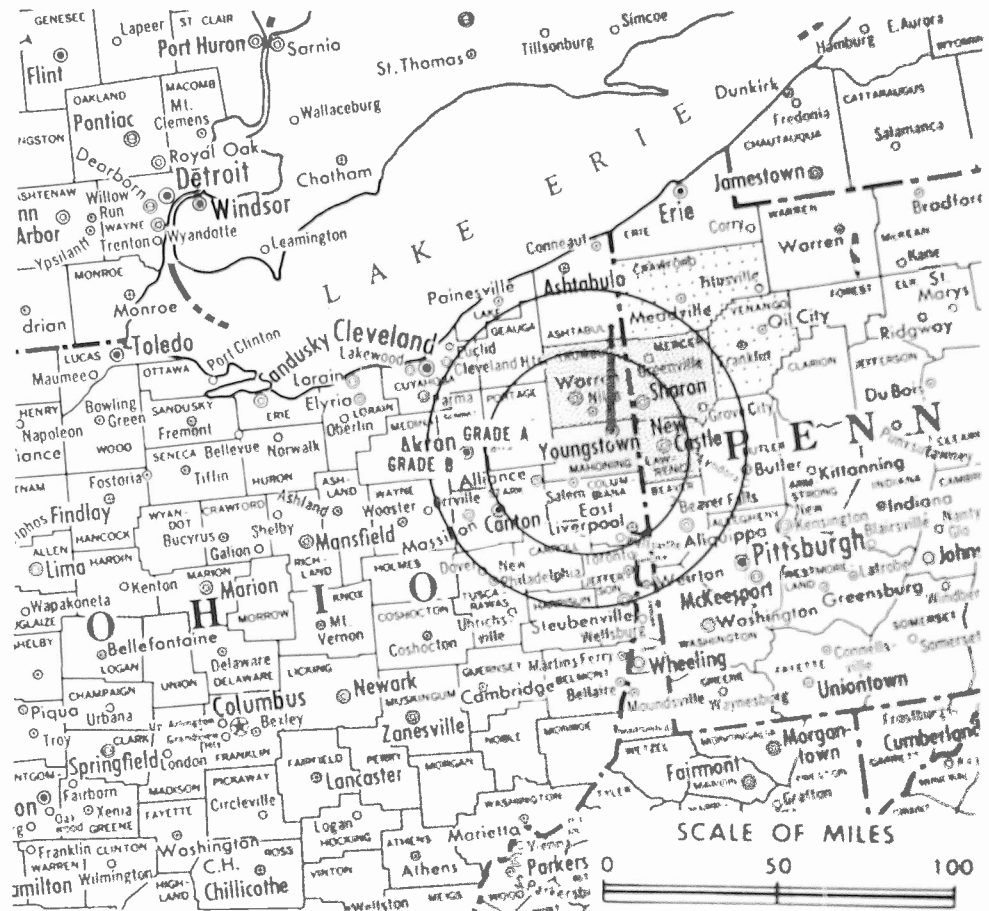
Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 209-kw visual, 105-kw aural. Antenna: 580-ft. above av. terrain, 643-ft. above ground, 1668-ft. above sea level.

Latitude 41° 03' 42.6"
Longitude 80° 38' 6.5"

Transmitter: 3800 Shady Run Rd., Youngstown.

Studio: 3800 Shady Run Rd.

AM Affiliate: WKST, New Castle, 1-kw, 1280 kc (ABC).



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

WKST-TV Ref: FCC File No. BPCT-2568 Granted 7/29/59

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

WKST-TV

Licensee: WKST-TV Inc., 3800 Shady Run Rd., Youngstown.
Telephone: Sterling 8-2424. TWX No.: YO 002.
Ownership: WKST-TV Inc., 100% owned by Communications Industries Corp., a majority stockholder of radio WACE, Chicopee, Mass. and WEOK, Poughkeepsie, N.Y. Stockholders: Lazar Emanuel, pres., 19.1%; Paul Smallen, 10.9%; 85 others, none with as much as 5%.
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, O. 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 present owner by Samuel Townsend approved April 12, 1961 by FCC (Vols. 16:39 & 17:16).
Represented (sales) by Young Television Corp.
Represented (legal) by Fly, Shuebruk, Blume & Gaguine.
Represented (engineering) by Lohnes & Culver.
Personnel:
HARRY W. REITH, v.p. & general manager.
ROBERT C. HARNACK, general sales manager.
HUGH JOHNSTON, local sales manager.
CHARLES DE VAULT, program mgr. & film buyer.
ARTHUR TAYLOR, chief engineer.

DIGEST OF RATE CARD NO. C-2 (July 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class AA—7:30-11 p.m., daily.	\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$100.00 \$90.00
NETWORK BASE HOURLY RATE: \$450.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50 %	OHIO Mahoning	88,200	84,000	96
	OHIO Trumbull	60,900	58,000	96
Between 25-50 %	PENNSYLVANIA Lawrence	33,200	30,900	94
	Mercer	37,200	34,500	93
Under 25 %	PENNSYLVANIA Crawford	23,100	20,700	90
	Venango	18,900	16,500	88
WKST-TV Station Total		261,500	244,600	94
ARB Total Net Weekly Circulation (March, 1962)			167,800	

Ohio—Zanesville

abc **NB WHIZ-TV**

Ch. 18



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

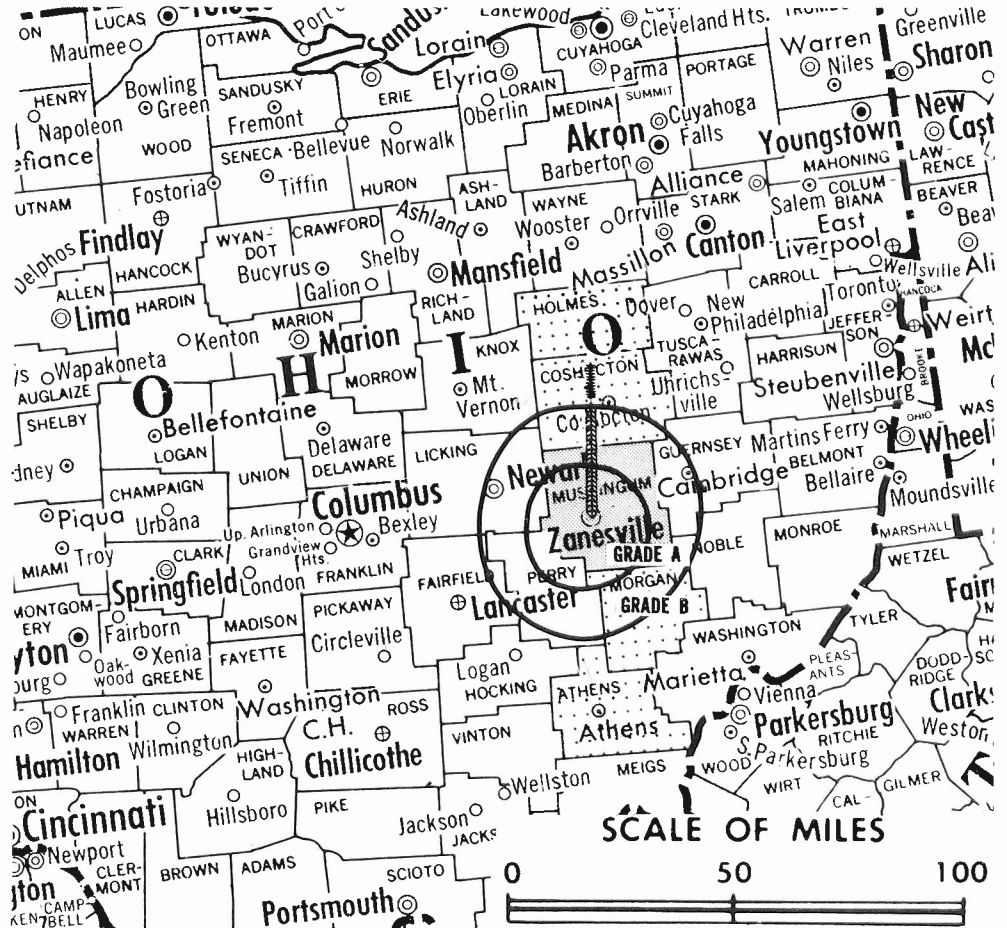
Latitude 39° 55' 42"
Longitude 81° 59' 06"

Transmitter: Downerd Rd.

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

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

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



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

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

WHIZ-TV

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

Licensee: Southeastern Ohio Television System, Downerd Rd.

Studio: Downerd Rd.

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

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

Began Operation: May 15, 1953.

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

Represented (legal) by Robert F. Jones.

Represented (engineering) by Lohnes & Culver.

Personnel:

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

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

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

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



**PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE**