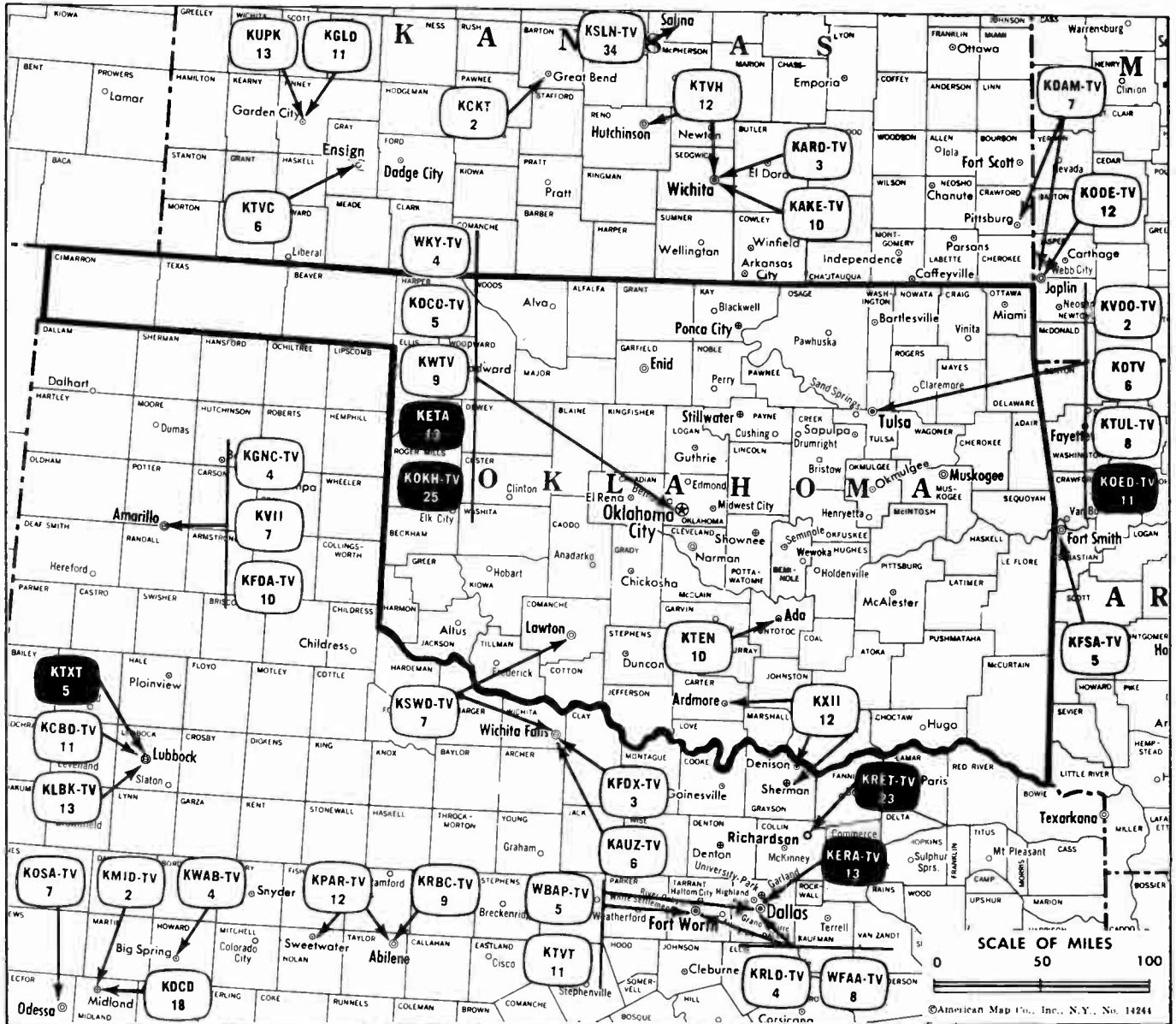


Oklahoma

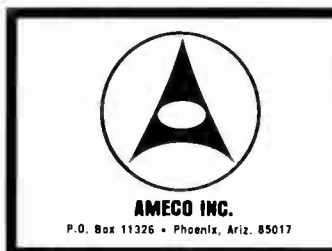


Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Oklahoma City	360,400	51	500,300	59	465,900	62
Tulsa	316,300	58	458,800	64	423,000	64
Lawton-Wichita Falls	138,500	124	204,000	134	189,600	132
Ada	69,900	167	157,400	159	142,700	157
Ardmore	60,700	178	133,800	170	120,200	170

Oklahoma Station Status as of Feb. 1, 1966

	VHF	UHF	TOTAL
Commercial Television Stations	10	0	10
Educational Television Stations	2	1	3
			13

For Additional Data, See Next Page



AMECO "SALESMOBILE SERVICE" IN EAST OKLAHOMA

6111 Harry Hines Blvd. Dallas, Texas 75235
 Phone: 214-351-1567
 Dallas Warehouse 214-351-1567

State Educational Technical Facilities
(Complete Data in Educational Directory)

KETA
Oklahoma City
Ch. 13

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2005, Norman, Okla.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 74.2-kw visual, 44.5-kw aural. Antenna: 1450-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level.

Latitude 35° 32' 58"
Longitude 97° 29' 48"

KOKH-TV
Oklahoma City
Ch. 25

Non-Commercial Educational Station

Licensee: Independent School District No. 89, 900 N. Klein St.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 275-kw visual, 55-kw aural. Antenna: 460-ft. above av. terrain, 1596-ft. above ground, 2749-ft. above sea level.

Latitude 35° 38' 08"
Longitude 97° 30' 58"

Holds CP for change to 251-kw max. and 219-kw horizontal visual, 70-kw max. and 43.6-kw horizontal aural, 1430-ft. above av. terrain, 1596-ft. above ground, 2749-ft. above sea level, lat. 35° 34' 07", long. 97° 29' 20"; transmitter to 1302 E. Britton Rd.

KOED-TV
Tulsa
Ch. 11

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2005, Norman, Okla.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 14.8-kw visual, 7.4-kw aural. Antenna: 1270-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level.

Latitude 36° 11' 26"
Longitude 96° 05' 50"

BLACKBURN
& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

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

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

KFDX-TV
Lawton
(See Wichita Falls, Tex.)

KAUZ-TV
Lawton
(See Wichita Falls, Tex.)

WKY-TV, Oklahoma City
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
OKLAHOMA (Continued)			
MARSHALL	2,600	2,400	88
MURRAY	4,600	4,400	90
NOBLE	3,400	3,200	94
OKFUSKEE	2,900	2,500	86
OKLAHOMA	168,600	160,000	95
PAWNEE	3,300	3,000	93
PAYNE	14,200	13,000	92
PITTSBURG	11,200	10,100	90
PONTOTOC	10,400	9,800	92
POTTAWATOMIE	14,300	13,300	93
PUSHMATAHA	2,900	2,400	79
ROGER MILLS	1,200	1,000	85
SEMINOLE	8,500	7,900	90
STEPHENS	13,700	12,900	94
WASHITA	5,700	5,300	94
WOODS	3,600	3,300	90
WOODWARD	4,400	3,800	86

KVOO-TV, Tulsa
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
OKLAHOMA (Continued)			
PAYNE	14,200	13,000	92
PITTSBURG	11,200	10,100	90
PUSHMATAHA	2,900	2,400	79
ROGERS	7,300	6,700	92
SEMINOLE	8,500	7,900	90
SEQUOYAH	5,200	4,500	86
TULSA	135,200	128,800	95
WAGONER	5,000	4,600	92
WASHINGTON	15,900	15,300	96
WOODS	3,600	3,300	90

Oklahoma—Ada



KTEN
Ch. 10

143

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 47.5-kw aural. Antenna: 760-ft. above av. terrain, 725-ft. above ground, 1719-ft. above sea level.

Latitude 34° 54' 08"
Longitude 96° 40' 37"

Transmitter: 8.5-mi. N of Ada on State Hwy. 99.

TV tape: Recording facilities.

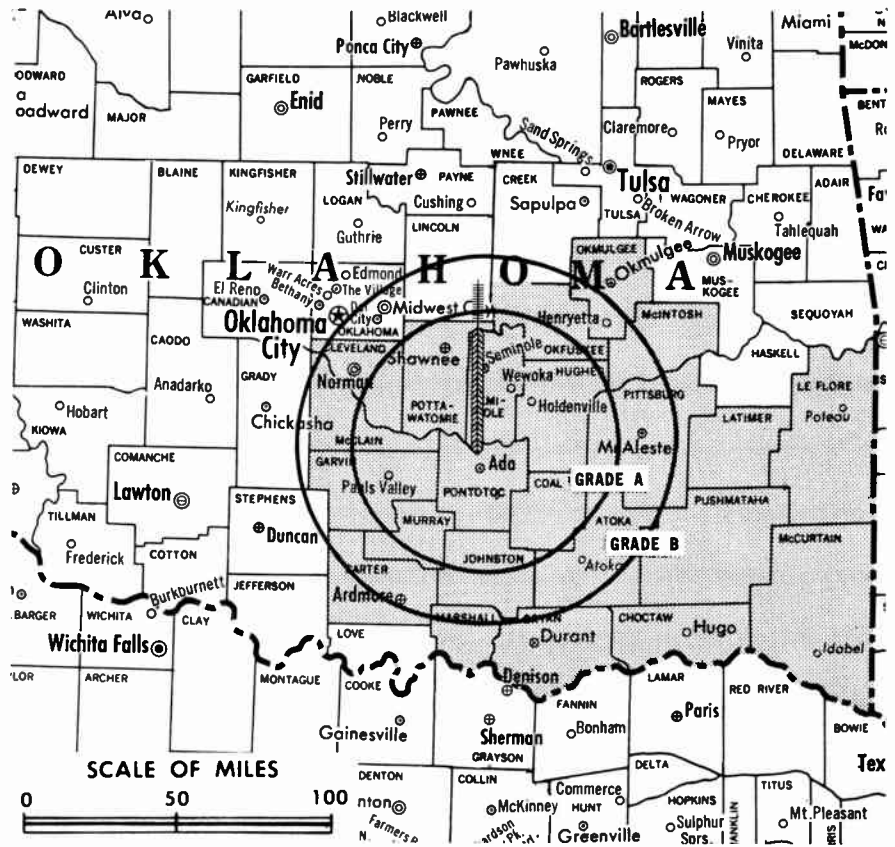
O & O Translator: K03BS, McAlester, Okla.

Color: Network only.

News Wire Service: AP.

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

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



KTEN Ref: FCC File No. BPCT—3580 Granted 5/28/65 ©American Map Co., Inc., N.Y., No. 14244

KTEN

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

Licensee: Eastern Oklahoma Television Co. Inc., Box 10, Ada.

Studio: 1600 Arlington St., Ada (74820).

Telephone: 405-332-3311. TWX No.: 405-332-1141.

Ownership: Bill Hoover, pres., 72%; over 40 other stockholders, only 2 with as much as 2.5%.

Began Operation: April 28, 1954.

Represented (sales) by Eastman TV Inc.

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

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

- BILL HOOVER, president, general manager & film buyer.
- R. JACK HOOVER, vice president & program manager.
- CONNIE LARSON, traffic manager.
- GEORGE MILLER, news director.
- FRED SMITH, chief engineer.
- JACK M. HOOVER, promotion manager.

DIGEST OF RATE CARD NO. 5—(Aug. 15, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7-9:30 p.m., daily.
\$300.00 \$180.00 \$150.00 \$120.00 \$105.00 \$100.00 \$80.00 \$40.00
NETWORK BASE HOURLY RATE: \$225 (ABC), \$225 (NBC).

STATE/COUNTY	TOTAL HOUSEHOLDS		TV HOMES	
	PLR	HOMES	PLR	HOMES
OKLAHOMA		3,200		2,900
ATOKA		8,000		6,900
BRYAN		14,100		12,900
CARTER		4,400		3,400
CHOCTAW		14,900		13,900
CLEVELAND		1,700		1,600
COAL		10,100		9,500
GARVIN		4,700		4,400
HUGHES		2,800		2,400
JOHNSTON		2,000		1,600
LATIMER		8,700		7,500
LE FLORE		3,900		3,700
MC CLAIN		7,100		5,900
MC CURTAIN		3,000		2,700
MC INTOSH		2,600		2,400
MARSHALL		4,600		4,400
MURRAY		2,900		2,500
OKFUSKEE		11,400		10,600
OKMULGEE		11,200		10,100
PITTSBURG		10,400		9,800
PONTOTOC		14,300		13,300
POTTAWATOMIE		2,900		2,400
PUSHMATAHA		8,500		7,900
SEMINOLE				
STATION TOTAL		157,400		142,700

NET WEEKLY CIRCULATION (MARCH 65) 69,900
AVERAGE DAILY CIRCULATION (MARCH 65) 43,900
COLOR PENETRATION PERCENTAGE (NOV 65) 4

Oklahoma—Ardmore & Sherman-Denison, Texas



KXII
Ch. 12

201

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 214-kw visual, 32.4-kw aural. Antenna: 1030-ft. above av. terrain, 978-ft. above ground, 1828-ft. above sea level.

Latitude 34° 02' 29"
Longitude 96° 48' 04"

Transmitter: Madill, Okla.
Studios: Madill, Okla.; Sherman, Tex.
Telephone: 214-892-8123.
Color: Network only.
News Wire Service: UPI.
Facsimile Service: UPI.

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



KXII Ref: FCC File No. BMPCT-5382 Granted 8/17/69

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

KXII

Network Service: NBC; also CBS, on per program basis.
Grantee (STA): Texoma Broadcasters Inc., P.O. Box 1175, Sherman, Texas (75091).
Ownership: KWTX Bcstg. Co., operator of KWTX-TV, Waco, Tex., 80%; M. N. Bostick (gen. mgr. of KWTX-TV), 20%.
Began Operation: Aug. 12, 1956. Sale to present owners by John E. Riesen, executor for estate of founder John F. Easley approved June 17, 1959 by FCC (Vol. 15:17, 23, 25).
Represented (sales) by Avery-Knodel Inc.
Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.
Personnel:
M. N. BOSTICK, president.
C. H. BALDING, general manager.
PETE McNEE, national sales manager.
GIL LEE, operations director.
GUY LEWIS, chief engineer.

DIGEST OF RATE CARD NO. 3 (Aug. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class A—6-10 p.m., Mon.-Sat.; noon to 10:30 p.m., Sun.
\$225.00 \$135.00 \$90.00 \$57.50 \$50.00 \$50.00 \$25.00
NETWORK BASE HOURLY RATE: \$175 (NBC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
OKLAHOMA			
ATOKA	3,200	2,900	69
BRYAN	8,000	6,900	86
CARTER	14,100	12,900	92
CHOCTAW	4,400	3,400	78
COAL	1,700	1,600	90
GARVIN	10,100	9,500	94
JEFFERSON	2,400	2,200	92
JOHNSTON	2,800	2,400	87
LOVE	1,500	1,300	89
MARSHALL	2,600	2,400	88
MURRAY	4,600	4,400	90
PITTSBURG	11,200	10,100	90
PONTOTCC	10,400	9,800	92
PUSHMATAHA	2,900	2,400	79
TEXAS			
COUKE	7,400	6,800	92
FANNIN	6,900	6,000	87
GRAYSON	24,700	22,700	92
LAMAR	10,100	8,000	79
MONTAGUE	4,800	4,500	92
STATION TOTAL	133,800	120,200	90

NET WEEKLY CIRCULATION (MARCH 65) 60,700
AVERAGE DAILY CIRCULATION (MARCH 65) 39,600
COLOR PENETRATION PERCENTAGE (NOV 65) 4

Oklahoma—Lawton



KSWO-TV



Ch. 7

(Also serves Wichita Falls, Tex.)

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1050-ft. above av. terrain, 1059-ft. above ground, 2199-ft. above sea level.

Latitude 34° 12' 55"
Longitude 98° 43' 13"

Transmitter: Grandfield, Okla., near Wichita Falls, Tex.

Studio: Administration Bldg., 4-mi. E of Lawton.

AM Affiliate: KSWO, 1-kw, 1380 kc (ABC).

Color: Network only.

News Wire Service: UPI.

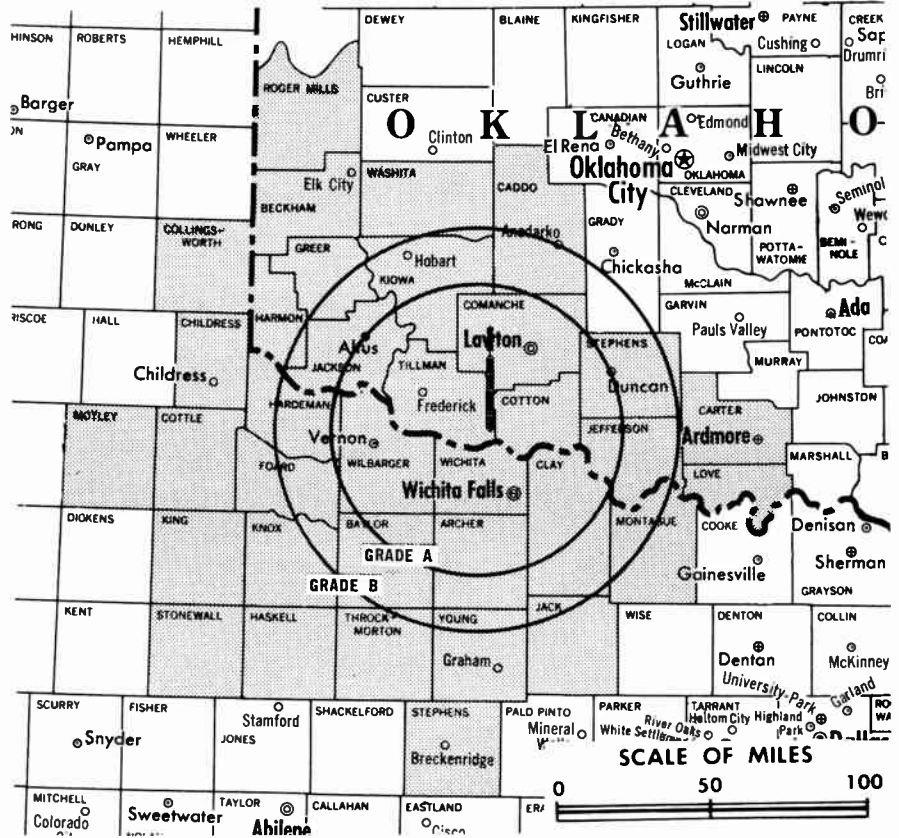
Total Households © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KSWO-TV Ref: FCC File No. BMPCT-5424 Granted 1/18/60

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

KSWO-TV

Licensee: KSWO-TV Co. Inc., Box 708 (73502).

Telephones: 405-355-7000, Lawton; 405-723-2233, Wichita Falls.

TWX No.: 405-355-8556.

Ownership: R. H. Drewry, 69%; T. R. Warkentin Estate (Lawton Burton, executor), 15.5%; Edith Scott, 15.5%. Licensee owns 90% of KRHD, Duncan, Okla. Drewry & the Warkentin estate are stockholders in KMID-TV, Midland, Tex. and control radio KGWA, Enid, Okla.

Began Operation: March 8, 1953.

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

Represented (legal) by Wilner & Bergson.

Personnel:

R. H. DREWRY, president & general manager.

AL HAZELWOOD, commercial manager.

PAUL GOODE, comptroller & film buyer.

JIMMY LOCKERD, chief engineer.

HAROLD HUNT, program director.

DIGEST OF RATE CARD NO. 7

(Sept. 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class A—7-10 p.m., daily.					
\$450.00	\$270.00	\$140.00	\$90.00	\$85.00	\$50.00

NETWORK BASE HOURLY RATE: \$350.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

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

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OKLAHOMA			
BECKHAM	5,700	5,000	87
CADDO	8,500	7,800	92
CARTER	14,100	12,900	92
COMANCHE	28,500	26,900	94
COTTON	2,200	2,000	93
GREER	2,500	2,100	86
HARMON	1,500	1,300	89
JACKSON	10,800	10,100	94
JEFFERSON	2,400	2,200	92
KIOWA	4,600	4,200	92
LOVE	1,500	1,300	89
ROGER MILLS	1,200	1,000	85
STEPHENS	13,700	12,900	94
TILLMAN	4,500	4,200	92
WASHITA	5,700	5,300	94
TEXAS			
ARCHER	1,600	1,500	96
BAYLOR	1,700	1,600	96
CHILDRESS	2,000	1,800	90
CLAY	2,500	2,300	95
COLLINGSWORTH	1,500	1,200	80
COTTLE	900	800	86
FOARD	700	700	93
HARDEMAN	2,300	2,000	88
HASKELL	3,200	2,900	90
JACK	2,400	2,200	93
KING	200	200	81
KNOX	2,000	1,800	89
MONTAGUE	4,800	4,500	92
MOTLEY	600	500	79
STEPHENS	2,700	2,400	89
STONEWALL	700	700	95
THROCKMORTON	600	500	88
WICHITA	40,500	39,000	96
WILBARGER	5,300	5,100	96
YOUNG	6,100	5,600	92
STATION TOTAL	189,700	176,500	93

NET WEEKLY CIRCULATION (MARCH 65)	128,400
AVERAGE DAILY CIRCULATION (MARCH 65)	87,500
COLOR PENETRATION PERCENTAGE (NOV 65)	7

Oklahoma—Oklahoma City



KOCO-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 1563-ft. above ground, 2726-ft. above sea level.

Latitude 35° 33' 45"
Longitude 97° 29' 24"

Transmitter: 1/3-mi. E of N. Kelly Ave. on Britton Rd.

Studio: 63rd at Portland.

Telephone: 405-848-3311.

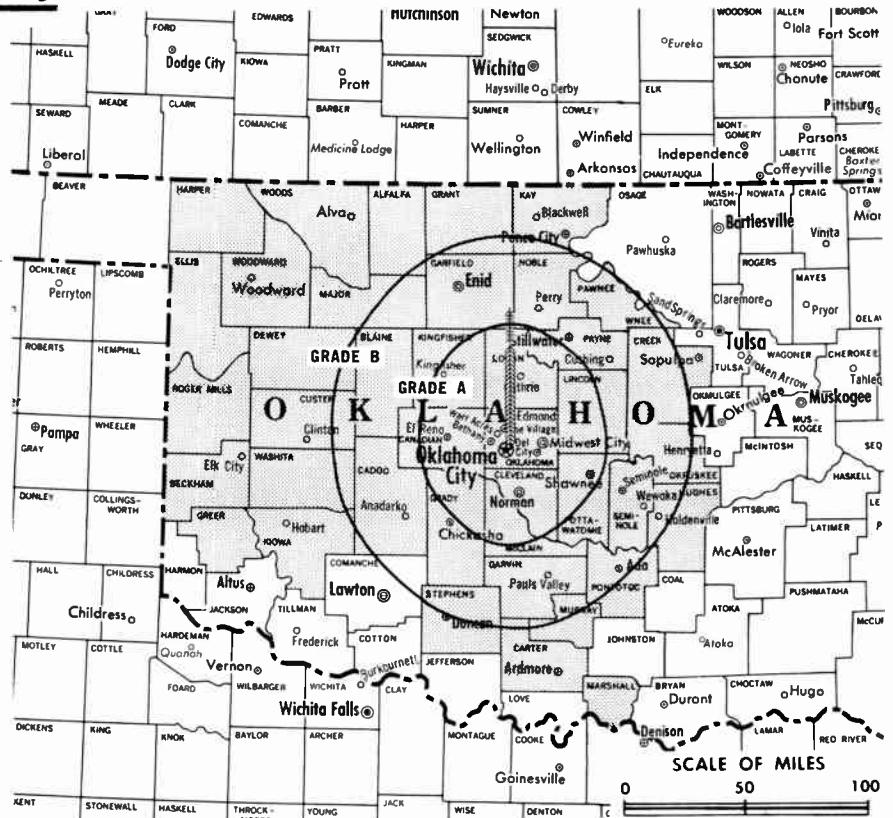
TWX No.: 405-842-3252.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

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



KOCO-TV Ref: FCC File No. BPCT-2784 Granted 8/2/60

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

KOCO-TV

Licensee: Cimarron Television Corp., 63rd at Portland, Oklahoma City (73116).

Ownership: John E. Kirkpatrick, pres., 10.154%; Ben K. West, v.p. & gen. mgr., 2.538%; Robert S. Kerr Jr., v.p., 1%; S. B. Robinson, secy.; Jean I. Everest, treas., 8.884%; Dean A. McGee, 10%; B. D. Eddie, 6.346%; Loyd Benefield, 9.52%; estate of Grayce B. Flynn, 10%; Leonard H. Savage, 7.5%; Howard J. Bozarth, 2%; others, none with more than 4%.

Began Operation: July 6, 1954. Sale to Capital City Investment Co. (now Cimarron Television Corp.) approved by FCC Sept. 27, 1961. Sale to L. E. Caster (75%) and Ashley L. Robison (25%) by Streets Electronics Inc. approved Dec. 11, 1957 by FCC (Television Digest, Vol. 13:41, 45, 50). Transfer to Caster Estate, et al. Approved March 5, 1958 by FCC (Vol. 14:7, 8, 10). Transfer to present owners approved Oct. 31, 1961 (Vol. 17:23, 1, 4).

Represented (sales) by Blair Television Associates Inc.

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

Personnel:

- BEN K. WEST, v.p. & general manager.
- J. B. CHASE, national sales manager.
- HUGH ABFALTER, chief engineer.
- JAMES H. PITTS, comptroller.
- ALEX KOLENSKY, local sales manager.

DIGEST OF RATE CARD NO. 9 (June 1, 1964)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec.
Class A—6:30-10 p.m., daily.
\$1000.00 \$600.00 \$380.00 \$350.00 \$250.00 \$210.00 \$205.00
NETWORK BASE HOURLY RATE: \$800.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OKLAHOMA			
ALFALFA	2,500	2,300	89
BECKHAM	5,700	5,000	87
BLAINE	3,600	3,300	92

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
CADDY	8,500	7,800	92
CANADIAN	7,800	7,400	95
CARTER	14,100	12,900	92
CLEVELAND	14,900	13,900	93
CREEK	13,600	12,500	91
CUSTER	7,300	6,700	91
DEWEY	1,700	1,400	88
ELLIS	1,500	1,200	80
GARFIELD	18,300	17,300	94
GARVIN	10,100	9,500	94
GRADY	9,500	8,700	92
GRANT	2,400	2,200	93
GREEK	2,500	2,100	86
HARPER	2,000	1,800	91
HUGHES	4,700	4,400	88
KAY	18,400	17,100	93
KINGFISHER	3,300	3,200	95
KIOWA	4,600	4,200	92
LINCOLN	5,800	5,500	94
LOGAN	5,700	5,200	92
MC CLAIN	3,900	3,700	95
MAJOR	2,200	1,800	82
MARSHALL	2,600	2,400	88
MURRAY	4,600	4,400	90
NOBLE	3,400	3,200	94
OKFUSKEE	2,900	2,500	86
OKLAHOMA	168,600	160,000	95
PAWNEE	3,300	3,000	93
PAYNE	14,200	13,000	92
PONTOTOC	10,400	9,800	92
POTTAWATOMIE	14,300	13,300	93
RUGER MILLS	1,200	1,000	85
SEMINOLE	8,500	7,900	90
STEPHENS	13,700	12,900	94
WASHITA	5,700	5,300	94
WOODS	3,600	3,300	90
WOODWARD	4,400	3,800	86
STATION TOTAL	436,000	406,900	93

NET WEEKLY CIRCULATION (MARCH 65) 330,800
AVERAGE DAILY CIRCULATION (MARCH 65) 215,300
COLOR PENETRATION PERCENTAGE (NOV 65) 5

Oklahoma—Oklahoma City



KWTW

Ch. 9



Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 33.9-kw aural. Antenna: 1520-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level.

Latitude 35° 32' 48"
Longitude 97° 29' 58"

Transmitter: 7401 N. Kelley.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

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



KWTW Ref: FCC File No. BMPCT-1471 Granted 11/3/53

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

KWTW

Licensee: Griffin-Leake TV Inc., Box 14788 (73114).
Studio: 7401 N. Kelly Blvd. Telephone: 405-843-6641.
TWX No.: 910-830-6852.
Ownership: Griffin-Leake TV Inc. For other interests see KATV, Little Rock, Ark.
Began Operation: Dec. 20, 1953.
Represented (sales) by Edward Petry & Co. Inc.
Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.
Represented (engineering) by George C. Davis Consulting Engineers.
Personnel:
EDGAR T. BELL, exec. v.p. & general manager.
JACK DeLIER, asst. gen. mgr. & sales manager.
MONTEZ TJADEN, promotion-publicity director.
JACK SALLASKA, program director & film buyer.
BRUCE PALMER, news director.
WAYNE C. LILES, farm director.
EUGENE S. CLARK, chief engineer.

DIGEST OF RATE CARD NO. 12-I—(Nov. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.	\$950.00	\$570.00	\$380.00	\$285.00	\$326/\$260* \$163/\$130*

*Usual night time range under new rate classification plan.

NETWORK BASE HOURLY RATE: \$1100.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
OKLAHOMA			
ALFALFA	2,500	2,300	89
BECKHAM	5,700	5,000	87
BLAINE	3,600	3,300	92
CADDO	8,500	7,800	92
CANAOIAN	7,800	7,400	95
CARTER	14,100	12,900	92

CHOCTAW	4,400	3,400	78
CLEVELAND	14,900	13,900	93
CREEK	13,600	12,500	91
CUSTER	7,300	6,700	91
DEWEY	1,700	1,400	88
ELLIS	1,500	1,200	80
GARFIELD	18,300	17,300	94
GARVIN	10,100	9,500	94
GRADY	9,500	8,700	92
GRANT	2,400	2,200	93
GREER	2,500	2,100	86
HAKMON	1,500	1,300	89
HARPER	2,000	1,800	91
HUGHES	4,700	4,400	88
JACKSON	10,800	10,100	94
JOHNSTON	2,800	2,400	87
KAY	18,400	17,100	93
KINGFISHER	3,300	3,200	95
KIOWA	4,600	4,200	92
LATIMER	2,000	1,600	80
LINCOLN	5,800	5,500	94
LOGAN	5,700	5,200	92
MC CLAIN	3,900	3,700	95
MAJOR	2,200	1,800	82
MAKSHALL	2,600	2,400	88
MURRAY	4,600	4,400	90
NOBLE	3,400	3,200	94
OKFUSKEE	2,900	2,500	86
OKLAHOMA	168,600	160,000	95
PAWNEE	3,300	3,000	93
PAYNE	14,200	13,000	92
PITTSBURG	11,200	10,100	90
PONTOTOC	10,400	9,800	92
POTTAWATOMIE	14,300	13,300	93
PUSHMATAHA	2,900	2,400	79
ROGER MILLS	1,200	1,000	85
SEMINOLE	8,500	7,900	90
STEPHENS	13,700	12,900	94
WASHITA	5,700	5,300	94
WOODS	3,600	3,300	90
WOODWARD	4,400	3,800	86
STATION TOTAL	471,600	438,200	93

NET WEEKLY CIRCULATION (MARCH 65) 360,400
AVERAGE DAILY CIRCULATION (MARCH 65) 274,300
COLOR PENETRATION PERCENTAGE (NOV 65) 5

Oklahoma—Oklahoma City



WKY-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1540-ft. above av. terrain, 1602-ft. above ground, 2749-ft. above sea level.

Latitude 35° 34' 07"
Longitude 97° 29' 20"

Transmitter: 1300 E. Britton Rd.

TV tape: Recording facilities.

AM Affiliate: WKY, 5-kw, 930 kc.

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

News Wire Service: AP, UPI.

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

Total Households: © SRDS

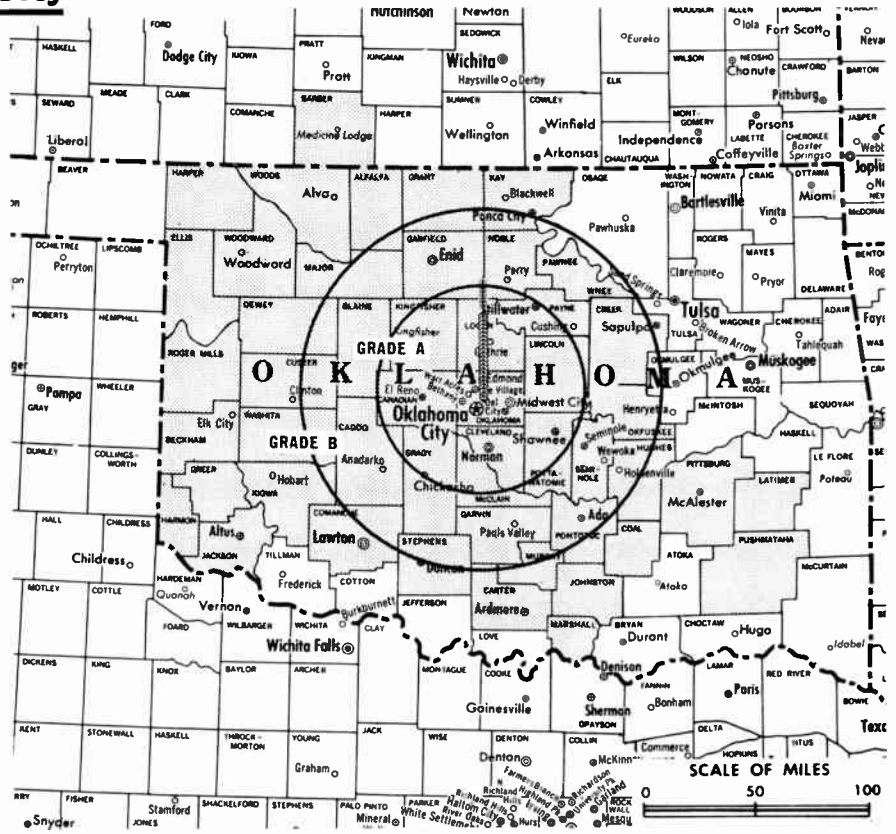
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1963

ARB study.



WKY-TV Ref: FCC File No. BM1CT-5994 Granted 8/13/64

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

WKY-TV

Licensee: WKY Television System Inc., Box 14668, Oklahoma City (73114).

Telephone: 405-478-1212. TWX No.: 405-842-3245.

Studio: 500 E. Britton Rd.

Ownership: Oklahoma Publishing Co., publisher of the Daily Oklahoman, Oklahoma City Times and The Farmer-Stockman. WKY Television System Inc. officers: E. K. Gaylord, pres.; Eugene B. Dodson, v.p.; Norman P. Bagwell, v.p.; Edw. L. Gaylord, secy.-treas. Also operates WTVT, Tampa, Fla. and KTVT, Fort Worth and owns 80% of off-air KNUZ-TV (Ch. 39) Houston.

Began Operation: June 6, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

Personnel:

NORMAN P. BAGWELL, v.p. & station manager.
TOM PARRINGTON, sales mgr., asst. mgr. & film buyer.
NICK PANOS, national sales manager.
JOE JERKINS, program manager.
W. J. WILLIS, promotion manager.
ERNIE SCHULTZ, news director.
H. J. LOVELL, technical operations director.
BOB HAYWARD, chief engineer.

DIGEST OF RATE CARD NO. 19—(July 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AA—6:30-10 p.m., daily.					
	\$950.00	\$570.00	\$380.00	\$275.00	\$260.00
NETWORK BASE HOURLY RATE:	\$1175.				

For Translator Section

see Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
KANSAS			
BARBER	2,900	2,600	90
OKLAHOMA			
ALFALFA	2,500	2,300	89
BECKHAM	5,700	5,000	87
BLAINE	3,600	3,300	92
CADDO	8,500	7,800	92
CANADIAN	7,800	7,400	95
CARTER	14,100	12,900	92
CLEVELAND	14,900	13,900	93
COAL	1,700	1,600	90
COMANCHE	28,500	26,900	94
CREEK	13,600	12,500	91
CUSTER	7,300	6,700	91
DEWEY	1,700	1,400	88
ELLIS	1,500	1,200	80
GARFIELD	18,300	17,300	94
GARVIN	10,100	9,500	94
GRADY	9,500	8,700	92
GRANT	2,400	2,200	93
GREER	2,500	2,100	86
HARMON	1,500	1,300	89
HARPER	2,000	1,800	91
HUGHES	4,700	4,400	88
JACKSON	10,800	10,100	94
JOHNSTON	2,800	2,400	87
KAY	18,400	17,100	93
KINGFISHER	3,300	3,200	95
KIOWA	4,600	4,200	92
LATIMER	2,000	1,600	80
LINCOLN	5,800	5,500	94
LOGAN	5,700	5,200	92
MC CLAIN	3,900	3,700	95
MAJOR	2,200	1,800	82

(Continued on page 511-b)

STATION TOTAL	500,300	465,900	93
NET WEEKLY CIRCULATION (MARCH 65)			354,700
AVERAGE DAILY CIRCULATION (MARCH 65)			281,300
COLOR PENETRATION PERCENTAGE (NOV 65)			5

Oklahoma—Sayre

KSWB

Ch. 8

(Off Air Aug. 11, 1965 as Elk City Station)

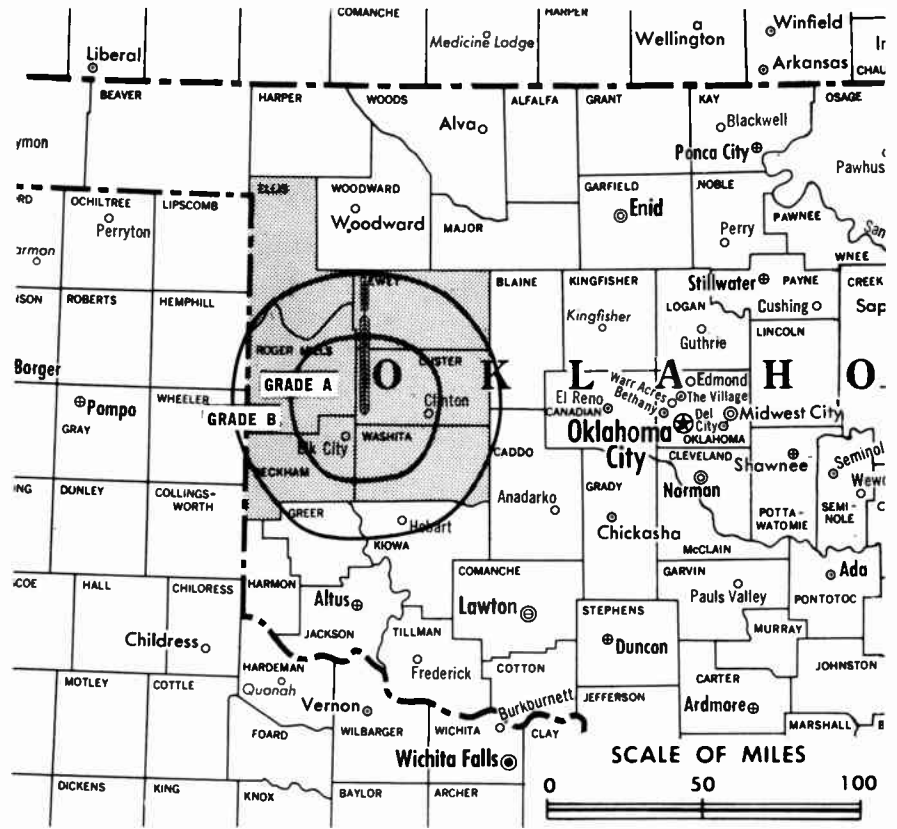
Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 26.3-kw visual, 13.2-kw aural. Antenna: 640-ft. above av. terrain, 642-ft. above ground, 2562-ft. above sea level.

Latitude 35° 31' 00"
Longitude 99° 21' 42"

Holds CP for change to 5.26-kw aural, 580-ft. above av. terrain, 647-ft. above ground, 2767-ft. above sea level, lat. 35° 25' 25", long. 99° 50' 30"; transmitter to 14.3-mi. NW of Sayre. BPCT—3590.

Transmitter: 7.5-mi. NNE of center of town.

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



KSWB Ref: FCC File No. BMPCT—5389 Granted 2/15/60

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

KSWB

Licensee: Bass Bcstg. Co., P.O. Box 189, Elk City.

Business Office & Studio: P.O. Box 30, Elk City (73644).

Telephone: 405-225-3232.

Ownership: Bass Bcstg.; see KFDA-TV, Amarillo, Tex.

Began Operation: Aug. 7, 1961. Left air Aug. 11, 1965. Sale to present owner by Lonnie J. and Alice H. Preston approved Nov. 17, 1965 by FCC (Television Digest, Vol. 5:33).

Represented (sales) by The Devney Organization Inc.

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

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

C. R. DEASON, chief engineer.

DIGEST OF RATE CARD NO. 1 (Aug. 7, 1961)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class AA—6:30-9:30 p.m., Mon.-Sat.; 5-9:30 p.m., Sun.	\$150.00	\$90.00	\$60.00	\$45.00	\$30.00	\$15.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OKLAHOMA			
BECKHAM	5,700	5,000	87
CUSTER	7,300	6,700	91
DEWEY	1,700	1,400	88
ELLIS	1,500	1,200	80
ROGER MILLS	1,200	1,000	85
WASHITA	5,700	5,300	94
STATION TOTAL	23,100	20,600	89

NET WEEKLY CIRCULATION (MARCH 65)	4,200
AVERAGE DAILY CIRCULATION (MARCH 65)	2,200
COLOR PENETRATION PERCENTAGE (NOV 65)	7

For Oklahoma CATV Systems

see Section c

Oklahoma—Tulsa



KOTV

Ch. 6



Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1310-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level.

Latitude 36° 11' 26"
Longitude 96° 05' 50"

Transmitter: 6.4-mi. WNW of Tulsa near Sand Springs.

Studio: Third & Frankfort Sts.

TV tape: Recording facilities.

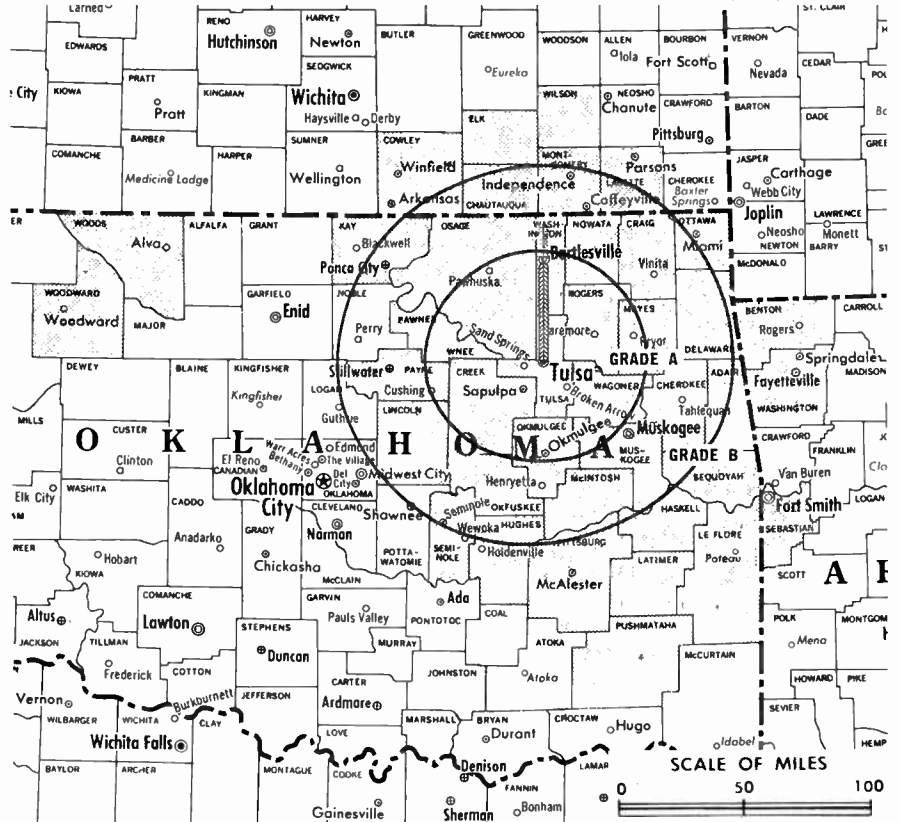
Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

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

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



KOTV Ref: FCC File No. BMPCT-2203 Granted 8/20/54

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

KOTV

Licensee: Corinthian Television Corp., Third & Frankfort Sts.

Telephone: 918-582-9233. TWX No.: 918-923-3356.

Ownership: Whitney Communications Corp. Also owns KHOU-TV, Houston; WANE-TV, Ft. Wayne; WISH-TV, Indianapolis, Ind.; KXTV, Sacramento, Cal. For other interests, see Corinthian under Group Ownership.

Began Operation: Oct. 22, 1949; sale to General Television Co. (Jack D. Wrather and mother, 50%; Maria Helen Alvarez, 50%) approved by FCC July 13, 1952 (Television Digest, Vol. 8:19, 31); sale to present owners approved by FCC May 13, 1954 (Vol. 10:20).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

- C. WREDE PETERSMEYER, president.
- GEORGE STEVENS, v.p. & general manager.
- DALE HART, commercial manager.
- ARTHUR ELLIOTT, operations, prog. mgr. & film buyer.
- LINA LEE RYAN, promotion manager.
- CLAYTON VAUGHN, news director.
- AUDREY DeBOER, traffic manager.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.*	10 Sec.*
Class AA—7-10 p.m., daily.	\$950.00	\$570.00	\$380.00	\$285.00	\$250.00	\$125.00
*6:59-10:01 p.m., Mon.-Fri.; 5:59-10:15 p.m., Sun.; 6:59-10:30, Sat.						

NETWORK BASE HOURLY RATE: \$925.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
ARKANSAS			
BENTON	13,100	11,400	87
SEBASTIAN	25,000	23,200	93
WASHINGTON	20,600	17,700	86

KANSAS			
CHAUTAQUA	1,700	1,600	92
COWLEY	12,200	11,200	92
ELK	1,400	1,300	87
LABETTE	8,300	7,600	92
MONTGOMERY	14,900	13,500	91
WILSON	4,000	3,500	87
OKLAHOMA			
ADAIR	3,700	3,000	81
CHEROKEE	5,200	4,600	88
CRAIG	4,500	4,100	91
CREEK	13,600	12,500	91
DELAWARE	4,100	3,500	84
HASKELL	2,100	1,800	88
HUGHES	4,700	4,400	88
KAY	18,400	17,100	93
LATIMER	2,000	1,600	80
LE FLORE	8,700	7,500	87
LINCOLN	5,800	5,500	94
MC INTOSH	3,000	2,700	89
MAYES	6,800	6,200	91
MUSKOGEE	20,200	18,500	91
NOWATA	3,300	3,100	94
OKFUSKEE	2,900	2,500	86
OKMULGEE	11,400	10,600	93
OSAGE	10,900	10,400	95
OTTAWA	9,300	8,700	94
PAWNEE	3,300	3,000	93
PAYNE	14,200	13,000	92
PITTSBURG	11,200	10,100	90
PUSHMATAHA	2,900	2,400	79
ROGERS	7,300	6,700	92
SEMINOLE	8,500	7,900	90
SEQUOYAH	5,200	4,500	86
TULSA	135,200	128,800	95
WAGONER	5,000	4,600	92
WASHINGTON	15,900	15,300	96
WOODS	3,600	3,300	90
WOODWARD	4,400	3,800	86
STATION TOTAL	458,500	422,700	92

NET WEEKLY CIRCULATION (MARCH 65)	316,300
AVERAGE DAILY CIRCULATION (MARCH 65)	243,400
COLOR PENETRATION PERCENTAGE (NOV 65)	6

Oklahoma—Tulsa



KTUL-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1878-ft. above av. terrain, 1909-ft. above ground, 2549-ft. above sea level.

Latitude 35° 58' 0.85"
Longitude 95° 36' 55"

Requests 63.2-kw aural.

Transmitter: 2.3-mi. NE of Coweta, Okla.

TV tape: Recording facilities.

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

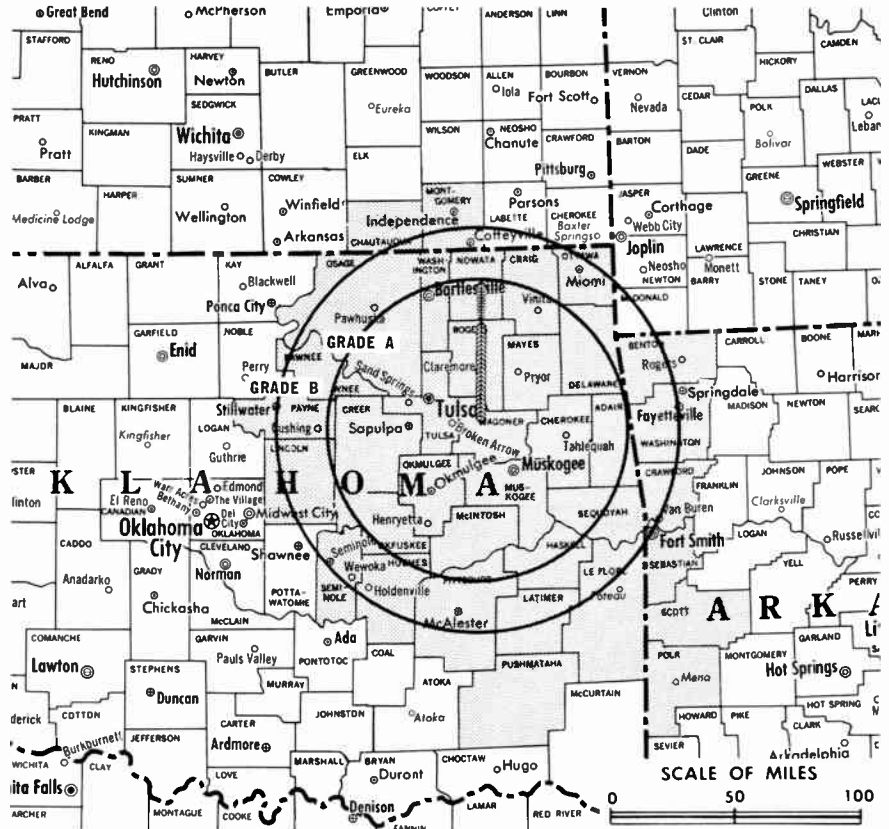
Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

ARB Data: The table below does not show present coverage. After data was collected, the station changed its facilities.

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



KTUL-TV Ref: FCC File No. BPCT—2941 Granted 2/19/64

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KTUL-TV

Licensee: Griffin-Leake TV Inc., Box 9697, Tulsa (74107).

Studio: Lookout Mt., Tulsa.

Telephone: 918-446-6184. TWX No.: 918-923-3204.

Ownership: See KATV, Little Rock, Ark.

Began Operation: Sept. 18, 1954.

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

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

Personnel:

WILLIAM D. SWANSON, v.p., general manager & film buyer.
JOHN J. (JIM) BLACK JR., general sales manager.
F. BEN HEVEL, operations manager.
MRS. BARBARA ROBERTS, promotion manager.
ROBERT E. SNIDER, director of engineering.
LEWIS E. BROWN, chief engineer.
JACK MORRIS, news, public relations & special events director.
JOHN RAUSER, film manager.

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

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	8 Sec.
Class AA—6:30-10 p.m., daily.	\$850.00	\$500.00	\$350.00	\$300.00	\$240.00*	\$240.00* \$120.00*

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$825.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
ARKANSAS			
BENTON	13,100	11,400	87
CRAWFORD	7,400	6,400	86
POLK	4,000	3,300	83
SCOTT	1,900	1,600	84

SEBASTIAN	25,000	23,200	93
WASHINGTON	20,600	17,700	86
KANSAS			
CHAUTAUQUA	1,700	1,600	92
MONTGOMERY	14,900	13,500	91
OKLAHOMA			
ADAIR	3,700	3,000	81
CHEROKEE	5,200	4,600	88
CRAIG	4,500	4,100	91
CREEK	13,600	12,500	91
DELAWARE	4,100	3,500	84
HASKELL	2,100	1,800	88
HUGHES	4,700	4,400	88
LATIMER	2,000	1,600	80
LE FLORE	8,700	7,500	87
LINCOLN	5,800	5,500	94
MC INTOSH	3,000	2,700	89
MAYES	6,800	6,200	91
MUSKOGEE	20,200	18,500	91
NOWATA	3,300	3,100	94
OKFUSKEE	2,900	2,500	86
OKMULGEE	11,400	10,600	93
OSAGE	10,900	10,400	95
OTTAWA	9,300	8,700	94
PAWNEE	3,300	3,000	93
PAYNE	14,200	13,000	92
PITTSBURG	11,200	10,100	90
PUSHMATAHA	2,900	2,400	79
ROGERS	7,300	6,700	92
SEMINOLE	8,500	7,900	90
SEQUOYAH	5,200	4,500	86
TULSA	135,200	128,800	95
WAGONER	5,000	4,600	92
WASHINGTON	15,900	15,300	96
STATION TOTAL	419,500	386,200	92

NET WEEKLY CIRCULATION (MARCH 65) 288,800
AVERAGE DAILY CIRCULATION (MARCH 65) 202,800
COLOR PENETRATION PERCENTAGE (NOV 65) 6

Oklahoma—Tulsa



KVOO-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1330-ft. above av. terrain, 1175.5-ft. above ground, 2147-ft. above sea level.

Latitude 36° 11' 46"
Longitude 96° 05' 53"

Transmitter: Bigheart Mt.

Studio: 3701 S. Peoria (74105).

TV tape: Recording facilities.

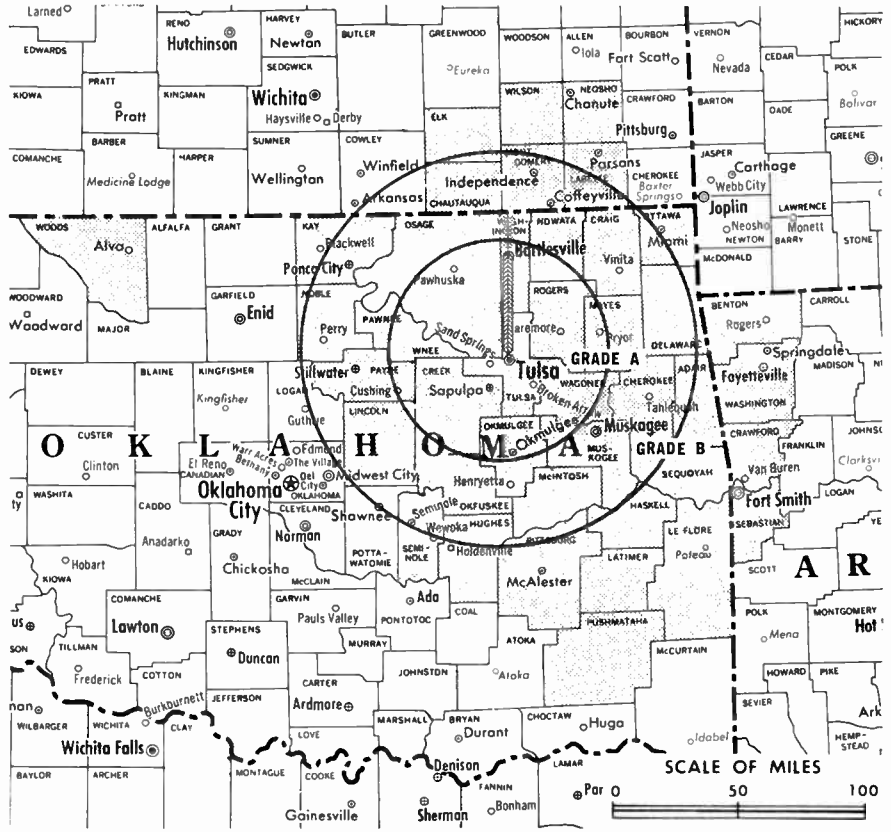
AM Affiliate: KVOO, 50-kw, 1170 kc (NBC).

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

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



KVOO-TV Ref: FCC File No. BMPCT-2825 Granted 12/15/64

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

KVOO-TV

Licensee: Central Plains Enterprises Inc., 3701 S. Peoria.

Telephone: 918-742-5561. TWX No.: 918-923-3230.

Ownership: Southwestern Sales Corp., 38.88%; Harold C. Stuart, pres., 12%; Dean A. McGee, chairman, 7.44%; Grayce B. Flynn estate, 13.5%; Robert S. Kerr Estate, 13.0%; Travis M. Kerr, 6.86%; Tulsa U., 1.52%; Oklahoma State U., 1.52%; & others. Southwestern Sales Corp. (radio KVOO, Tulsa, Okla.) is controlled by Mrs. Harold C. Stuart, 75%; Kerr-McGee control WEEK-TV, Peoria, Ill. and satellite WEEQ-TV, La Salle, Ill.

Began Operation: Dec. 5, 1954.

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

- HAROLD C. STUART, president.
- JOHN DEVINE, v.p., general manager & film buyer.
- TOM BELCHER, commercial manager.
- BRUCE WASHBURN, program director.
- ALLEN COX, production supervisor.
- GORDON GERHARDT, promotion director.
- ANN R. FELLOWS, public relations director.
- CHARLES THOMPSON, news manager.
- ALBERT DORY, film editor.
- JOHN M. BUSHNELL, director of engineering.
- JOHN BARTH, chief engineer.

DIGEST OF RATE CARD NO. I-A—(March 15, 1965)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$875.00	\$525.00	\$350.00	\$305.00	\$326.00	\$163.00

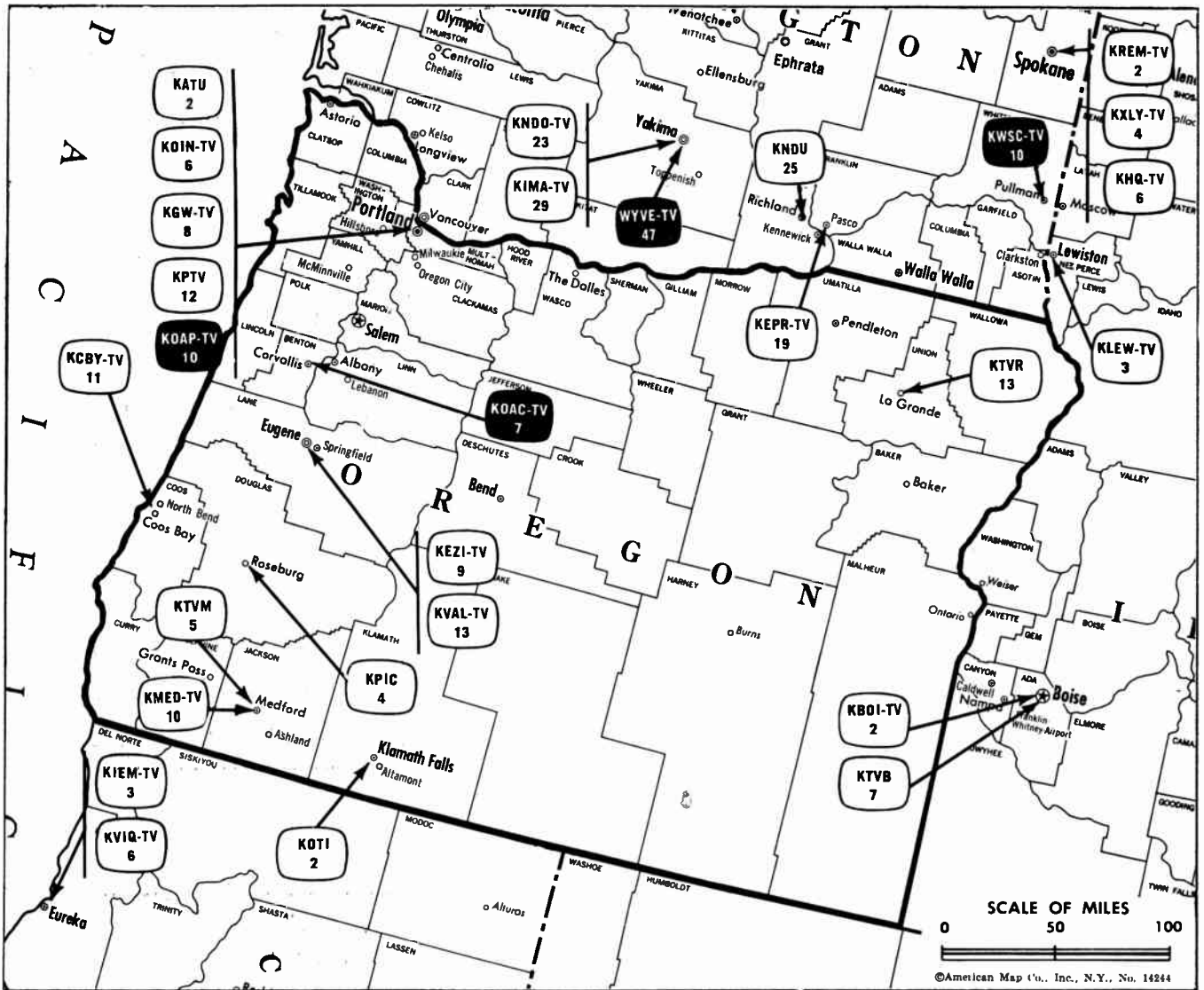
NETWORK BASE HOURLY RATE: \$875.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ARKANSAS			
BENTON	13,100	11,400	87
CRAWFORD	7,400	6,400	86
SEBASTIAN	25,000	23,200	93
WASHINGTON	20,600	17,700	86
KANSAS			
CHAUTAQUA	1,700	1,600	92
ELK	1,400	1,300	87
LABETTE	8,300	7,600	92
MONTGOMERY	14,900	13,500	91
NEOSHO	6,100	5,700	92
WILSON	4,000	3,500	87
OKLAHOMA			
ADAIR	3,700	3,000	81
CHEROKEE	5,200	4,600	88
CRAIG	4,500	4,100	91
CREEK	13,600	12,500	91
DELAWARE	4,100	3,500	84
HASKELL	2,100	1,800	88
HUGHES	4,700	4,400	88
KAY	18,400	17,100	93
LATIMER	2,000	1,600	80
LE FLORE	8,700	7,500	87
LINCOLN	5,800	5,500	94
MC INTOSH	3,000	2,700	89
MAYES	6,800	6,200	91
MUSKOGEE	20,200	18,500	91
NOBLE	3,400	3,200	94
NOWATA	3,300	3,100	94
OKFUSKEE	2,900	2,500	86
OKMULGEE	11,400	10,600	93
OSAGE	10,900	10,400	95
OTTAWA	9,300	8,700	94
PAWNEE	3,300	3,000	93
(Continued on page 511-b)			
STATION TOTAL	458,800	423,000	92

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

NET WEEKLY CIRCULATION (MARCH 65)	311,300
AVERAGE DAILY CIRCULATION (MARCH 65)	221,300
COLOR PENETRATION PERCENTAGE (NOV 65)	6

Oregon



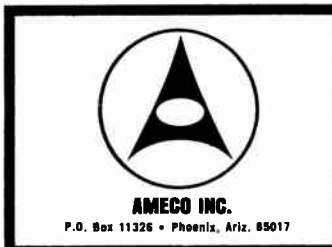
Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Portland	462,200	36	608,900	48	559,300	49
Eugene	100,700	150	173,900	148	157,300	147
Medford	43,800	191	85,800	188	78,500	187
Klamath Falls	20,600	217	32,200	221	29,100	221
Roseburg	19,800	219	40,900	214	36,200	214
Coos Bay	19,100	220	43,400	213	38,500	213

Oregon Station Status as of Feb. 1, 1966

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
11	0	11
2	0	2
		13

For State Educational Facilities, see next page



AMECO "SALESMOBILE SERVICE"

IN OREGON
 TOM GOODALL
 3443 S.E. 31st Street Portland, Oregon 97215
 Phone: 503-232-7051
 Portland Warehouse 503-232-7051

Oregon—Coos Bay



KCBy-TV

Ch. 11

[Satellite of KVAL-TV, Eugene, Ore.]

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 11.4-kw visual, 5.7-kw aural. Antenna: 680-ft. above av. terrain, 200-ft. above ground, 1144-ft. above sea level.

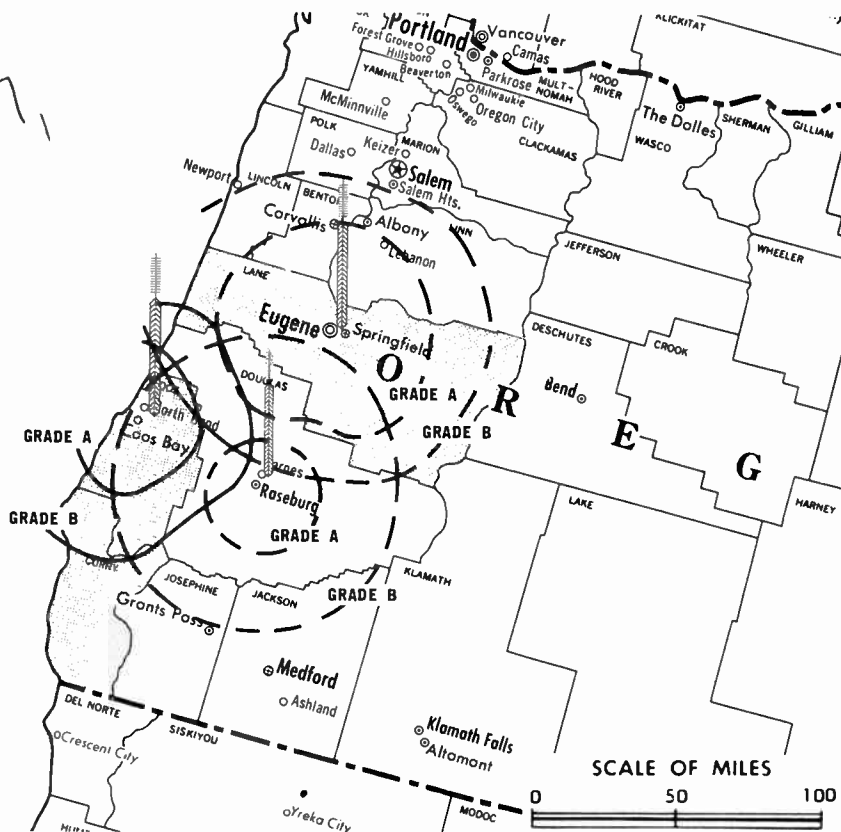
Latitude 43° 23' 26"
Longitude 124° 07' 48"

Transmitter: 5-mi. ENE of city center.

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

KCBy-TV Ref: FCC File No. BPC-2309 Granted 9/23/59

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



KCBy-TV

Network Service: NBC, same as KVAL-TV, Eugene, Ore.
Licensee: Eugene Television Inc., Box 548, Eugene, Ore. (97401).
Studio: Coal Bank, Slough Rd.
Telephone: 503-269-1111.
Ownership: See KVAL-TV, Eugene, Ore.
Began Operation: Oct. 1, 1960.
Represented (sales) by George P. Hollingbery Co.
Represented (legal) by Dow, Lohnes & Albertson.
Represented (engineering) by T. C. Marchner, Eugene, Ore.
Personnel:
S. W. McCREADY, general manager.
HARRY KIRK, station manager.
GLYNN McCREADY, resident engineer.
Rates: Sold in combination with KVAL-TV, Eugene.
NETWORK BASE HOURLY RATE: Bonus to KVAL-TV, Eugene, Ore.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OREGON			
COOS	18,800	16,100	85
CURRY	5,500	4,700	85
LANE OUTER	19,100	17,700	93
STATION TOTAL	43,400	38,500	89
NET WEEKLY CIRCULATION (MARCH 65)		19,100	
AVERAGE DAILY CIRCULATION (MARCH 65)		14,900	
COLOR PENETRATION PERCENTAGE (NOV 65)		10	

State Educational Technical Facilities (Complete Data in Educational Directory)

KOAC-TV

Corvallis

Ch. 7

Non-Commercial Educational Station

Licensee: State Board of Higher Education, Box 5175, Eugene, Ore.
Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 29-kw visual, 2.95-kw aural. Antenna: 1210-ft. above av. terrain, 237-ft. above ground, 1737-ft. above sea level.

Latitude 44° 38' 19"
Longitude 123° 16' 25"

Holds CP for change to 263-kw visual, 132-kw aural, 1230-ft. above av. terrain, 273-ft. above ground, 1773-ft. above sea level, lat. 44° 38' 25", long. 123° 16' 25"

KOAP-TV

Portland

Ch. 10

Non-Commercial Educational Station

Grantee: State Board of Higher Education, Box 5175, Eugene, Ore.
Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 30.2-kw visual, 15.1-kw aural. Antenna: 950-ft. above av. terrain, 200-ft. above ground, 1230-ft. above sea level.

Latitude 45° 29' 25"
Longitude 122° 41' 45"

Oregon—Eugene



KEZI-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1570-ft. above av. terrain, 255-ft. above ground, 2385-ft. above sea level.

Latitude 44° 06' 58"
Longitude 122° 59' 55"

Transmitter: Coburg Hills.

TV tape: Recording facilities.

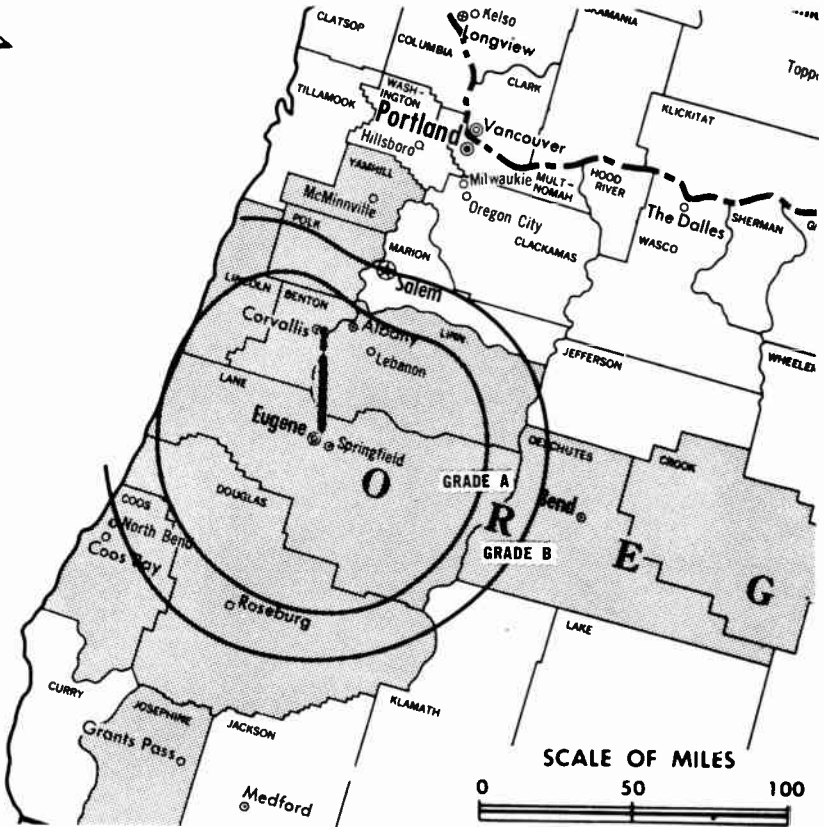
O & O Translator: K07FM, Dillard, Melrose, Rosenberg & Winston, Ore.

Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: ABC.

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



KEZI-TV Ref: FCC File No. B1CT-2438 Granted 7/27/60

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KEZI-TV

Licensee: Liberty TV Inc., 2225 Coburg Rd. (97401).

Studio: 2225 Coburg Rd.

Telephone: 503-343-3301.

TWX No.: 503-485-0488.

Ownership: Richard E. Miller, pres., .722%; Donald E. Tykeson, v.p., 16.679%; Durward L. Boyles, secy., 27.514%; C. E. Carlson, 11.192%; Carolyn S. Chambers, 10.011%; R. A. Chambers, .005%; Paul D. Green, 3.444%; Donald R. Husband, .400%; Clarence E. Lombard, 1.72%; Earl L. McNutt, .333%; Ronald E. Ogle, .416%; Julio W. Silva, 9.595%; estate of Elizabeth M. Silva, 8.338%; Charles Hobart Wilson, 2.36%; J. Hobart Wilson, 7.269%. Liberty TV also is Ch. 35 applicant for Yakima, Wash.

Began Operation: Dec. 19, 1960.

Represented (sales) by Venard, Torbet & McConnell Inc.; Feltis/Dove/Croghan Inc. (Seattle); Charles L. Burrow Co. (Portland).

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

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

DON E. TYKESON, vice president & general manager.
JIM MAGNUSON, sales manager.
RON OGLE, program manager, news director & film buyer.
DAVE WOODWARD, asst. program manager.
SHIRLEY PAPE, public service & women's director.
L. C. RAYNES, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$375.00	\$190.00	\$105.00	\$80.00	\$100.00	\$85.00
NETWORK BASE HOURLY RATE:	\$275.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
OREGON			
BENTON	12,100	10,500	87
COOS	18,800	16,100	85
CROOK	2,800	2,500	90
DESCHUTES	7,500	6,700	89
DOUGLAS	22,100	20,100	91
JOSEPHINE	10,300	9,200	89
LANE INNER	35,600	33,100	93
LANE OUTER	19,100	17,700	93
LINCOLN	8,800	7,500	85
LINN	18,400	17,000	93
POLK	8,300	7,700	93
YAMHILL	10,100	9,200	91
STATION TOTAL	173,900	157,300	90

NET WEEKLY CIRCULATION (MARCH 65)	100,700
AVERAGE DAILY CIRCULATION (MARCH 65)	67,000
COLOR PENETRATION PERCENTAGE (NOV 65)	10

For CATV Systems In Oregon

see the CATV Directory

Oregon—Eugene



KVAL-TV



Ch. 13

[Also operates satellites KPIC, Roseburg, Ore. and KCBY-TV, Coos Bay, Ore.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 55-kw visual, 32.4-kw aural. Antenna: 1050-ft. above av. terrain, 397-ft. above ground, 1697-ft. above sea level.
 Latitude 44° 00' 07"
 Longitude 123° 06' 53"
 Requests change to 316-kw visual, 63-kw aural, 1476-ft. above av. terrain, 848-ft. above ground, 2142-ft. above sea level. BPCT—3588.

Transmitter: Blanton Heights.

TV tape: Recording facilities.

Color: Network, film & slide.

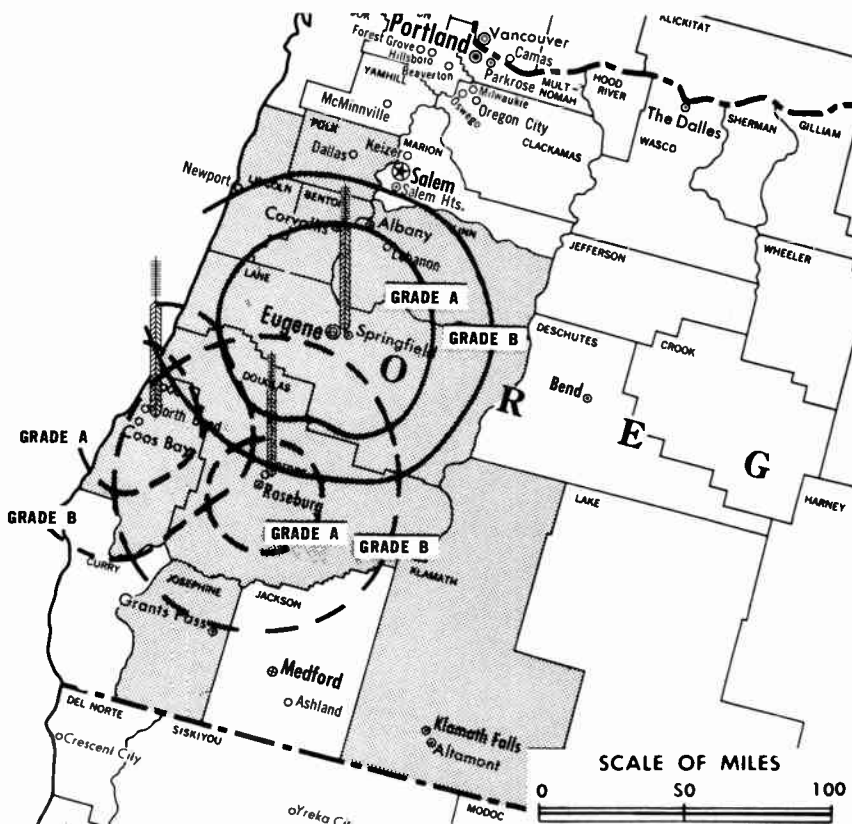
News Wire Service: UPI.

Facsimile Service: UPI.

O & O Translator: K04DR, Eugene (southern section), Ore.

Map Data: The shadings on the map show coverage provided by KVAL-TV only.

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



KVAL-TV Ref: FCC File No. BPCT—1231 Granted 11/13/53
KPIC Ref: FCC File No. BMPCT—3895 Granted 10/26/55
KCBY-TV Ref: FCC File No. BPCT—2309 Granted 9/23/59

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KVAL-TV

Licensee: Eugene Television Inc., Blanton Heights, Eugene.

Studio: Blanton Heights.

Telephone: 503-343-2551. **TWX No.:** 503-485-0416.

Ownership: Robert P. Booth, pres., 6.66%; Edna Fisher, 26 1/6%; Lee P. Bishop, v.p., 6.66%; Leola Winn, secy., 5%; W. D. Abel, director, 6.66%; Harvey S. Benson, 6.66%; E. T. Gardner, asst. secy., 6.66%; William N. Russell, 6.66%; Willis B. Shepard, 6.66%; J. Don Smith, 6.66%; Harry Thoms, 6.66%; C. Philip Tillman, treas., 6.66%; 4 other stockholders, none with more than 5%. Lee P. Bishop owns KORE, Eugene, Ore. Eugene TV owns 50% of satellite KPIC, Roseburg, Ore. and 100% of KCBY-TV (Ch. 11) Coos Bay, Ore.

Began Operation: April 15, 1954.

Represented (sales) by George P. Hollingbery Co.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

S. W. McCREADY, general manager.
 JOHN DOYLE, program director.
 PAUL BECKER, promotion manager.
 WILLIAM FARMER, film director.
 T. C. MARCHNER, director of engineering.
 WILLIAM R. RILEY, chief engineer.

DIGEST OF RATE CARD NO. 9—(July 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.	
Class AA—7:30-10 p.m., daily.	\$396.00	\$238.00	\$158.00	\$119.00	\$99.00	\$40.00

Three-station Combination Rates (Oregon Triangle TV)

\$592.00	\$355.00	\$236.00	\$166.00	\$123.00	\$52.00
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NETWORK BASE HOURLY RATE: \$300.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OREGON			
BENTON	12,100	10,500	87
COOS	18,800	16,100	85
DOUGLAS	22,100	20,100	91
JOSEPHINE	10,300	9,200	89
KLAMATH	15,700	14,700	93
LANE INNER	35,600	33,100	93
LANE OUTER	19,100	17,700	93
LINCOLN	8,800	7,500	85
LINN	18,400	17,000	93
POLK	8,300	7,700	93
STATION TOTAL	169,200	153,600	91

NET WEEKLY CIRCULATION (MARCH 65)	68,800
AVERAGE DAILY CIRCULATION (MARCH 65)	49,800
COLOR PENETRATION PERCENTAGE (NOV 65)	10

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Oregon—Klamath Falls



KOTI

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 13.5-kw visual, 6.76-kw aural. Antenna: 1050-ft. above av. terrain, 109-ft. above ground, 5549-ft. above sea level.

Latitude 42° 15' 44"
Longitude 121° 45' 38"

Transmitter: 3-mi. NNE of city.

TV tape: Recording facilities.

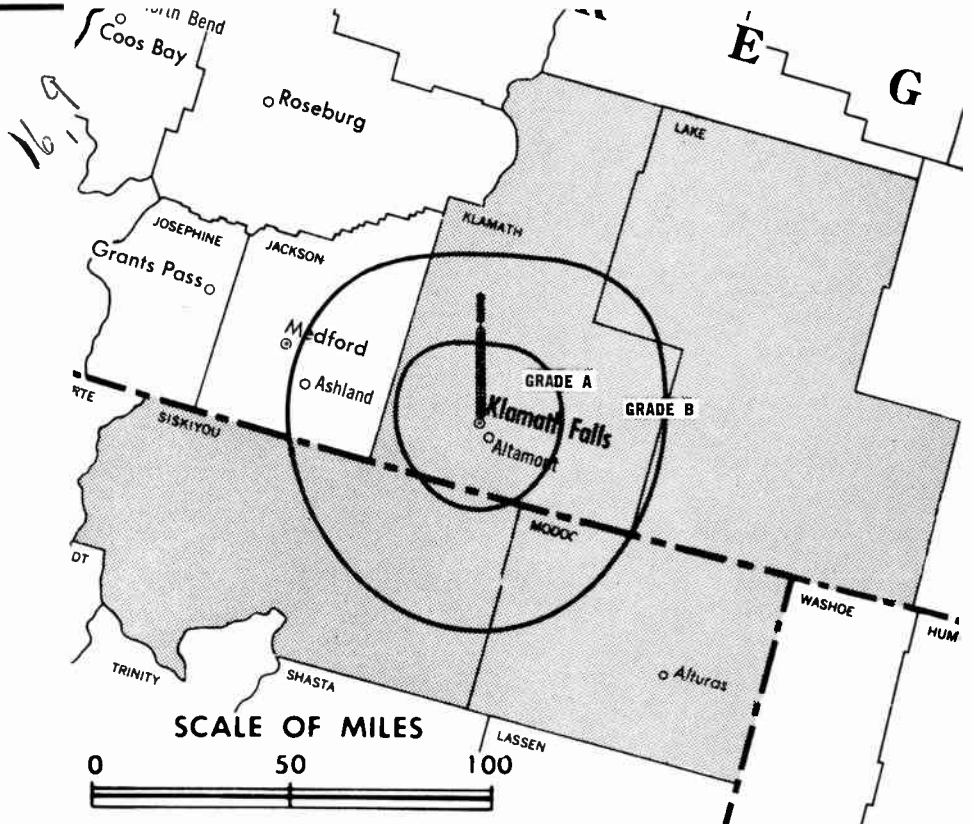
Color: Network, film, slide & tape.

News Wire Service: UPI.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

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



KOTI Ref: FCC File No. BMPOT-3891 Granted 8/3/56

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KOTI

Network Service: ABC, CBS (EMP).

Licensee: Southern Oregon Broadcasting Co. (KTVM), Box 1189, Medford, Ore. (97501).

Studio: Third & Main Sts.

Telephone: 503-884-8131.

TWX No.: 503-885-0001.

Ownership: Same as KTVM, Medford, Ore.

Began Operation: Aug. 13, 1956.

Represented (sales) by Young Television; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

DON R. STONEHILL, station manager.
NORM HOATSON, chief engineer.
WILLIAM B. SMULLIN, film buyer, director.

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

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	ID
Class AA—7:30-10 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$43.00	\$25.00

Note: For combination discounts, see KTVM, Medford, Ore.

NETWORK BASE HOURLY RATE: \$110.00 (CBS), \$150 (ABC).
Also has combination rate with KIEM-TV, Eureka, Cal. \$250 (ABC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
CALIFORNIA			
MODOC	2,500	2,200	86
SISKIYOU	11,700	10,200	87
OREGON			
KLAMATH	15,700	14,700	93
LAKE	2,300	2,000	87
STATION TOTAL	32,200	29,100	90

NET WEEKLY CIRCULATION (MARCH 65) 20,600
AVERAGE DAILY CIRCULATION (MARCH 65) 17,300
COLOR PENETRATION PERCENTAGE (NOV 65) 9

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Oregon—LaGrande



KTVR

Ch. 13

[Satellite of KTVB, Boise, Ida.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 12.9-kw visual, 6.5-kw aural. Antenna: 2603-ft. above av. terrain, 87-ft. above ground, 7219-ft. above sea level.

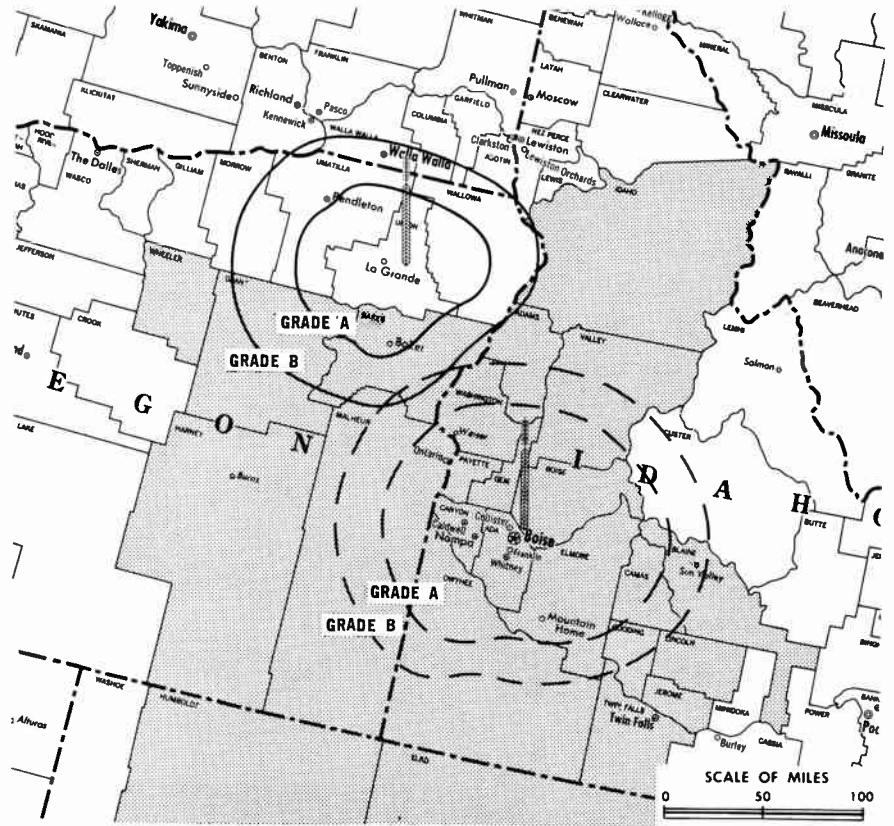
Latitude 45° 18' 33"

Longitude 117° 44' 09"

Transmitter: Mt. Fanny, 17.5-mi. E of LaGrande.

Color: Network.

Map Note: Shaded areas show coverage by Parent KTVB, Boise, Ida. only.



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

KTVR Ref: FCC File No. BPCT-3185 Granted 2/11/63

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

KTVR

Grantee: KTVB Inc., Box 390, Boise, Ida.

Studio: 1605 Adams, Box 313, LaGrande.

Telephone: 503-963-4118.

Ownership: See KTVB, Boise, Ida.

Began Operation: Dec. 6, 1964.

Represented (sales) by Avery-Knodel Inc.; Bob Hix Co. Inc. (Mountain States); Del Day Inc. (Seattle); Charles L. Burrow Co. (Portland, Ore.).

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

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

GEORGIA M. DAVIDSON, president.
ROBERT E. KRUEGER, general manager.
CY SMITH, station manager.
GENE TUTTLE, resident engineer.
ROBERT PYLE, news director.

Rates: Sold only in combination with KTVB, Boise, Ida.

NETWORK BASE HOURLY RATE: Bonus to KTVB, Boise, Ida.

ARB Data Not Available.

HA 1-0818

RESIDENCE
TE 2-9362

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Oregon—Medford



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 149-kw visual, 79.5-kw aural. Antenna: 703-ft. above av. terrain, 287-ft. above ground, 2387-ft. above sea level.

Latitude 42° 25' 41"
Longitude 123° 00' 04"

Holds CP for change to 133-kw visual, 26.3-kw aural, 3310-ft. above av. terrain, 151-ft. above ground, 7651-ft. above sea level, lat. 42° 04' 55", long. 122° 43' 07"; transmitter to Mt. Ashland, 8-mi. S of Ashland, Ore. BPCT—3608.

Transmitter: Blackwell Hill, 2.3-mi. E of Gold Hill, Ore.

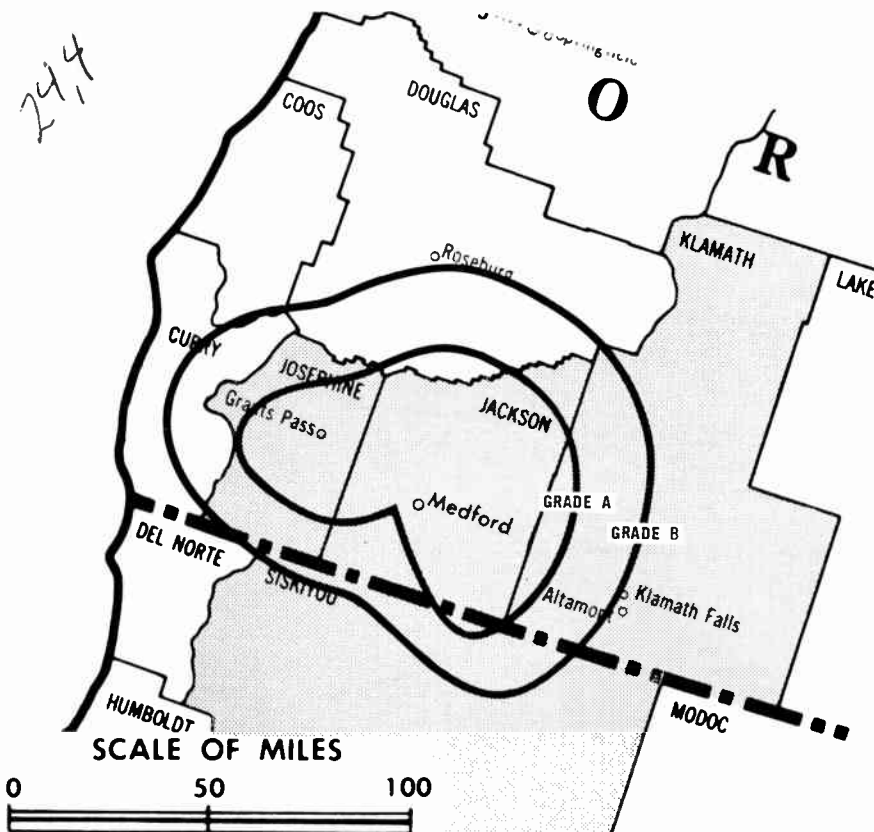
TV tape: Recording facilities.

AM Affiliate: KMED, 5-kw (1-kw, night), 1440 kc.

Color: Network only.

News Wire Service: UPI.

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



KMED-TV Ref: FCC File No. BMPCT—5625 Granted 8/10/61

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

KMED-TV

Network Service: ABC, NBC.

Licensee: Radio Medford Inc., Box 1306, Medford (97501).

Studio: Ross Lane, Medford.

Telephone: 503-773-7373. TWX No.: 503-779-2044.

Ownership: Radio Medford Inc.

Began Operation: Oct. 3, 1961.

Represented (sales) by George P. Hollingbery (national); Charles Burrow Co. (Portland & Seattle).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. E. Towne Assoc. Inc., San Francisco.

Personnel:

J. L. DeARMOND, president.
RAY JOHNSON, exec. v.p. & gen. mgr.
ART CHIPMAN, national sales mgr.
ELLIS FEINSTEIN, chief engineer.

DIGEST OF RATE CARD NO. 1 (Oct. 3, 1961)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7-10 p.m., daily.
\$250.00 \$150.00 \$100.00 \$87.50 \$75.00 \$60.00 \$50.00 \$30.00
NETWORK BASE HOURLY RATE: \$200 (ABC), \$200 (NBC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
CALIFORNIA SISKIYOU	11,700	10,200	87
OREGON JACKSON JOSEPHINE KLAMATH	26,000 10,300 15,700	24,300 9,200 14,700	94 89 93
STATION TOTAL	63,700	58,400	92
NET WEEKLY CIRCULATION (MARCH 65)		34,700	
AVERAGE DAILY CIRCULATION (MARCH 65)		26,200	
COLOR PENETRATION PERCENTAGE (NOV 65)			8

For Educational, Non-commercial Outlets,
see Educational Station Directory.

Oregon—Medford



KTVM

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 30.2-kw visual, 15.8-kw aural. Antenna: 570-ft. above av. terrain, 169-ft. above ground 2269-ft. above sea level.

Latitude 42° 25' 40"
 Longitude 123° 00' 04"
 Requests 60-kw visual, 8.1-kw aural, 2700-ft. above av. terrain, 140-ft. above ground, 5405-ft. above sea level, lat. 123° 13' 42", long. 42° 41' 31"; transmitter to King Mt., approx. 30-mi. NW of Medford. BPCT—3683.

Transmitter: TV Peak, Medford.

AM Affiliate: KAGI (Grants Pass), 5-kw day (1-kw night), 930 kc (MBS).

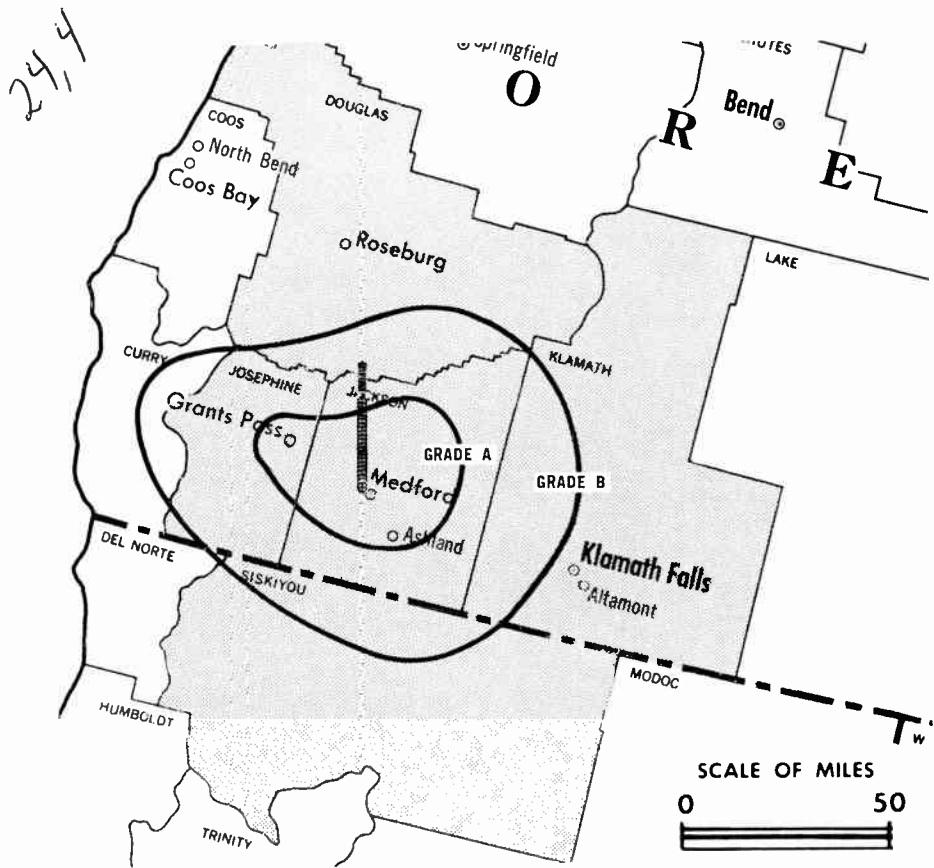
FM Affiliate: KGPO (Grants Pass), 1.3-kw, 96.9 mc (No. 245), 1650-ft.

O & O Translators: K04DK & K70AU, Cave Junction, Deer Creek area & Selma, Ore.

Color: Network, film & slide.

News Wire Service: UPI.

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



KTVM Ref: FCC File No. BMPCT—1133 Granted 6/12/53

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KTVM

Network Service: ABC, CBS.

Licensee: Southern Oregon Broadcasting Co., Box 5M (97501).

Studio: 2000 Crater Lake Hwy. (97501).

Telephone: 503-773-4581. TWX No.: 503-779-2012.

Ownership: Southern Oregon Bcstg. Co. Earle E. Voorhies, pres., 16 2/3%; William B. Smullin, secy.-treas.; Amos E. Voorhies estate, 16 2/3%; John E. Voorhies, 16 2/3%; Redwood Bcstg. Co. Inc., 50% (voted by Wm. B. Smullin). KTVM also owns KOTI, Klamath Falls, Ore. and operates translator K70AU, Cave Junction, Ore. Voorhies estate includes Grants Pass Courier (KAGI). Southern Oregon Bcstg. also hold 50% of KPIC, Roseburg, Ore. Redwood Bcstg. also owns 27.37% of KVIP-TV, Redding, Cal.

Began Operation: July 14, 1953.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Represented (sales) by Young Television; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

JEROLD R. POULOS, v.p. & station manager.
 WILLIAM KIRK, chief engineer.
 JERRY KELLY, program manager.
 ROBERT LINDSTROM, sales manager.
 WILLIAM B. SMULLIN, operating director & film buyer.

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

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	ID	
Class AA—7-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$87.50	\$70.00	\$60.00	\$35.00

Note: There is a discount from combined rates of 3 stations when KTVM is ordered with KOTI, Klamath Falls, & KIEM-TV, Eureka.

NETWORK BASE HOURLY RATE: \$225 (ABC), \$225 (CBS). Combination rate with KIEM-TV, Eureka, Cal., \$225 (CBS).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
CALIFORNIA			
SISKIYOU	11,700	10,200	87
OREGON			
DOUGLAS	22,100	20,100	91
JACKSON	26,000	24,300	94
JOSEPHINE	10,300	9,200	89
KLAMATH	15,700	14,700	93
STATION TOTAL	85,800	78,500	91

NET WEEKLY CIRCULATION (MARCH 65)	43,800
AVERAGE DAILY CIRCULATION (MARCH 65)	35,800
COLOR PENETRATION PERCENTAGE (NOV 65)	8

Oregon—Portland



KATU

Ch. 2



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1550-ft. above av. terrain, 858-ft. above ground, 1838-ft. above sea level.

Latitude 45° 31' 15" " Longitude 122° 44' 37.5"

Transmitter: Skyline Blvd. at Stone Rd.

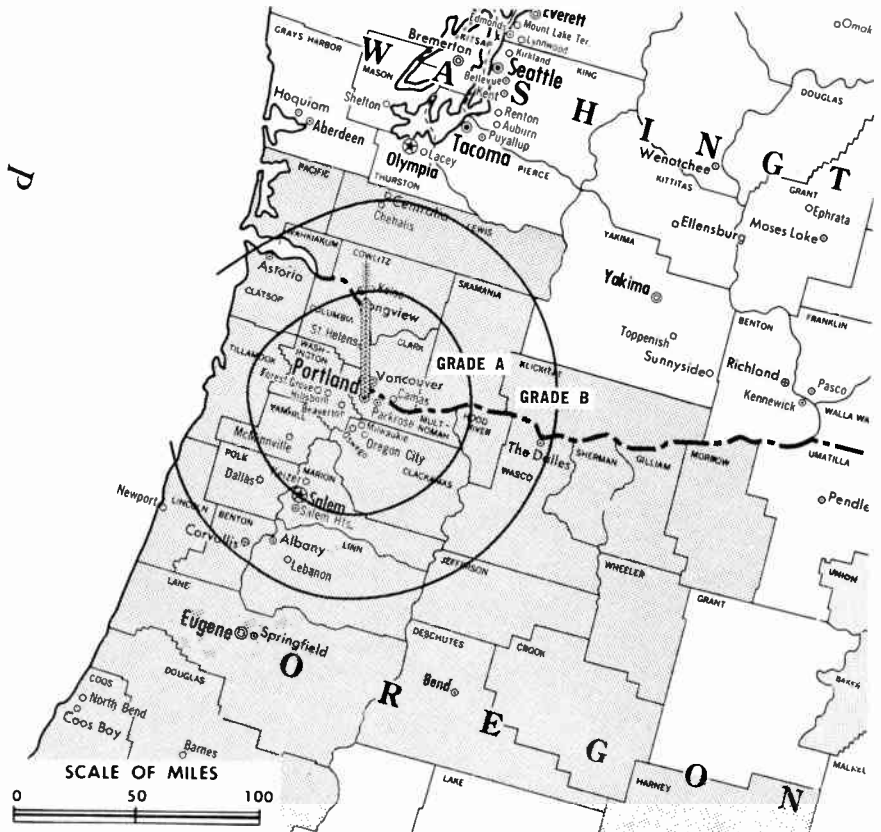
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP, UPI.

News Film Service: Movietone.

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



KATU Ref: FCC File No. BPCT—3063 Granted 6/26/63

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

KATU

Licensee: Fisher Bcstg. Co., Portland.

Studio: 2153 N.E. Sandy Blvd., Portland (97232).

Telephone: 503-235-8751.

TWX No.: 503-224-1729.

Ownership: John A. Zehntbauer, chmn., 10%; O. D. Fisher, pres.; W. W. Warren, exec. v.p.; Joseph E. Franz, v.p., 10%; Fisher's Blend Station Inc., 80% (KOMO-TV & KOMO, Seattle, Wash.).

Began Operation: March 15, 1962.

Represented (sales) by The Katz Agency Inc.; William L. Simpson (Seattle-Portland).

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

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

Personnel:

W. J. HUBBACH, v.p. & general manager.
RICHARD Z. THOMPSON, program manager & film buyer.
WILLIAM VANDERMAY, chief engineer.
GARY FERLISI, general sales manager.
IRVING TRACHTENBERG, local sales manager.
SAMUEL R. HERRICK, public service manager.

DIGEST OF RATE CARD NO. 10 (June 1, 1965)

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 \$420.00 \$380.00 \$400.00 \$310.00 \$155.00
NETWORK BASE HOURLY RATE: \$1050.

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

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OREGON			
BAKER	5,900	5,200	89
BENION	12,100	10,500	87
CLACKAMAS	38,600	36,200	94
CLATSOP	8,800	7,800	89
COLUMBIA	6,800	6,200	92
COOS	18,800	16,100	85
CROOK	2,800	2,500	90
DESCHUTES	7,500	6,700	89
DOUGLAS	22,100	20,100	91
GILLIAM	1,000	800	88
HARNEY	2,000	1,700	85
HOOD RIVER	4,400	3,800	88
JEFFERSON	2,200	2,000	91
LANE INNER	35,600	33,100	93
LANE OUTER	19,100	17,700	93
LINCOLN	8,800	7,500	85
LINN	18,400	17,000	93
MARION	38,700	35,700	92
MORROW	1,500	1,300	86
MULTNOMAH	190,100	176,600	93
POLK	8,300	7,700	93
SHERMAN	800	700	94
TILLAMOOK	5,800	5,000	86
UNION	5,800	5,100	87
WASCO	7,000	6,200	89
WASHINGTON	32,000	30,600	96
WHEELER	600	500	89
YAMHILL	10,100	9,200	91
WASHINGTON			
CLARK	31,300	29,800	95
COWLITZ	18,900	17,700	94
KLICKITAT	4,500	3,900	87
LEWIS	13,500	12,200	91
PACIFIC	4,600	4,100	88
SKAMANIA	1,600	1,500	89
WAHKIAKUM	800	700	90
STATION TOTAL	590,800	543,400	92

NET WEEKLY CIRCULATION (MARCH 65) 406,900
AVERAGE DAILY CIRCULATION (MARCH 65) 258,800
COLOR PENETRATION PERCENTAGE (NOV 65) 11

TV Factbook No. 36

Oregon—Portland



KGW-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 302-kw visual, 158-kw aural. Antenna: 1770-ft. above av. terrain, 926-ft. above ground, 2049-ft. above sea level.

Latitude 45° 31' 21"

Longitude 122° 44' 46"

Transmitter: 299 N.W. Skyline Dr.

Studio: 1501 S.W. Jefferson (97201).

TV tape: Recording facilities.

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

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Total Households: © SRDS

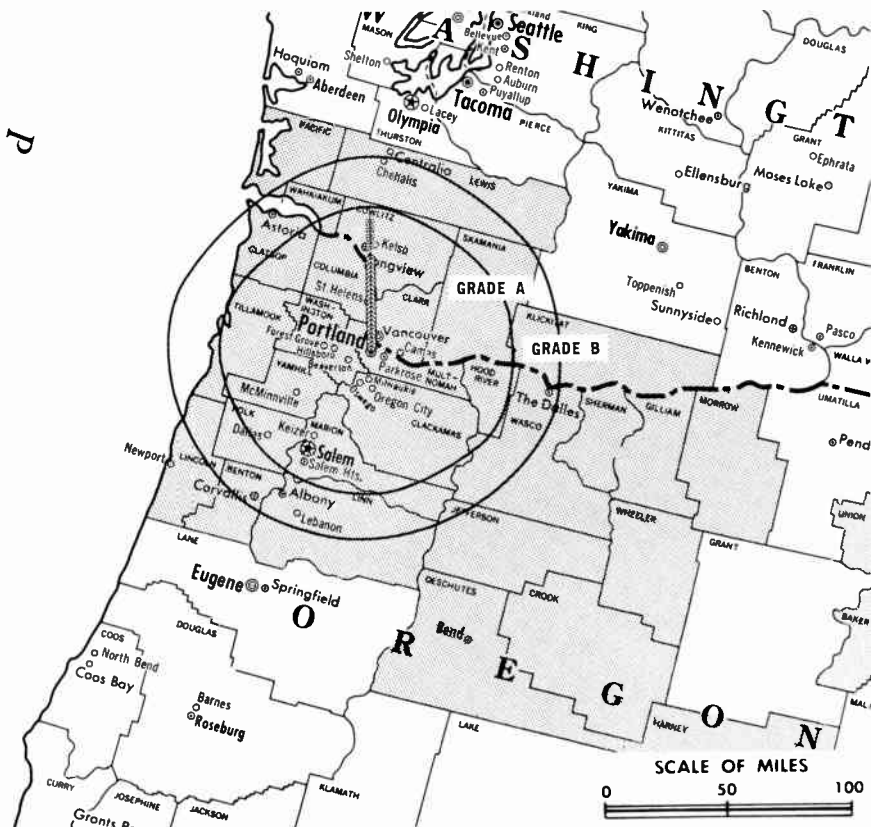
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



KGW-TV Ref: FCC File No. BMPCT—5919 Granted 11/21/63

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

KGW-TV

Licensee: King Bcstg. Co., Portland.

Telephone: 503-224-8620.

TWX No.: 503-224-1901.

Ownership: Dorothy S. Bullitt, chmn., majority owner; other officers: Henry B. Owen, asst. chmn.; Otto P. Brandt, exec. v.p., bcstg. King Broadcasting Co. owns KING-TV, KING & KING-FM, Seattle, Wash. and KREM-TV, KREM & KREM-FM, Spokane, Wash.

Began Operation: Dec. 15, 1956.

Represented (sales) by Blair-TV.

Represented (legal) by Haley, Bader & Potts.

Personnel:

STIMSON BULLITT, president.
 OTTO P. BRANDT, exec. v.p., broadcast division.
 JAY W. WRIGHT, v.p., engineering.
 PAYSON HALL, v.p., financial affairs.
 ANCIL H. PAYNE, v.p. & general manager.
 WALTER E. WAGSTAFF, station manager.
 JOHN H. PINDELL, general sales manager.
 FRED EICHHORN, manager, commercial services.
 RICHARD GOHLMAN, sales service manager.
 RICHARD BODE, merchandising manager.
 RICHARD WRIGHT, publicity & promotion manager.
 THOMAS DARGAN, program director & film buyer.
 KENNETH YANDLE, production manager.
 RICHARD ROSS, news director.
 CLARE HANAWALT, chief engineer.

DIGEST OF RATE CARD NO. 9—(Jan. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	ID*
Class AA—7:30-11 p.m., daily.	\$1100.00	\$660.00	\$440.00	\$360.00	\$375.00	\$325.00
	\$163.00					

*Above Section I. Also has Section II for Min., 20 Sec. & ID.

NETWORK BASE HOURLY RATE: \$1225.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OREGON			
BAKER	5,900	5,200	89
BENTON	12,100	10,500	87
CLACKAMAS	38,600	36,200	94
CLATSOP	8,800	7,800	89
COLUMBIA	6,800	6,200	92
COOS	18,800	16,100	85
CROOK	2,800	2,500	90
DESCHUTES	7,500	6,700	89
GILLIAM	1,000	800	88
HARNEY	2,000	1,700	85
HODD RIVER	4,400	3,800	88
JEFFERSON	2,200	2,000	91
LANE INNER	35,600	33,100	93
LINCOLN	8,800	7,500	85
LINN	18,400	17,000	93
MARION	38,700	35,700	92
MORROW	1,500	1,300	86
MULTNOMAH	190,100	176,600	93
POLK	8,300	7,700	93
SHERMAN	800	700	94
TILLAMOOK	5,800	5,000	86
UNION	5,800	5,100	87
WASCO	7,000	6,200	89
WASHINGTON	32,000	30,600	96
WHEELER	600	500	89
YAMHILL	10,100	9,200	91
WASHINGTON			
CLARK	31,300	29,800	95
COWLITZ	18,900	17,700	94
KLICKITAT	4,500	3,900	87
LEWIS	13,500	12,200	91
PACIFIC	4,600	4,100	88
SKAMANIA	1,600	1,500	89
WAHKIACUM	800	700	90
STATION TOTAL	549,600	505,600	92

NET WEEKLY CIRCULATION (MARCH 65)	418,400
AVERAGE DAILY CIRCULATION (MARCH 65)	300,500
COLOR PENETRATION PERCENTAGE (NOV 65)	11

Oregon—Portland



KOIN-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1760-ft. above av. terrain, 984-ft. above ground, 2044-ft. above sea level.

Latitude 45° 30' 58"
Longitude 122° 43' 59"

Transmitter: 5516 S.W. Barnes Rd.

TV tape: Recording facilities.

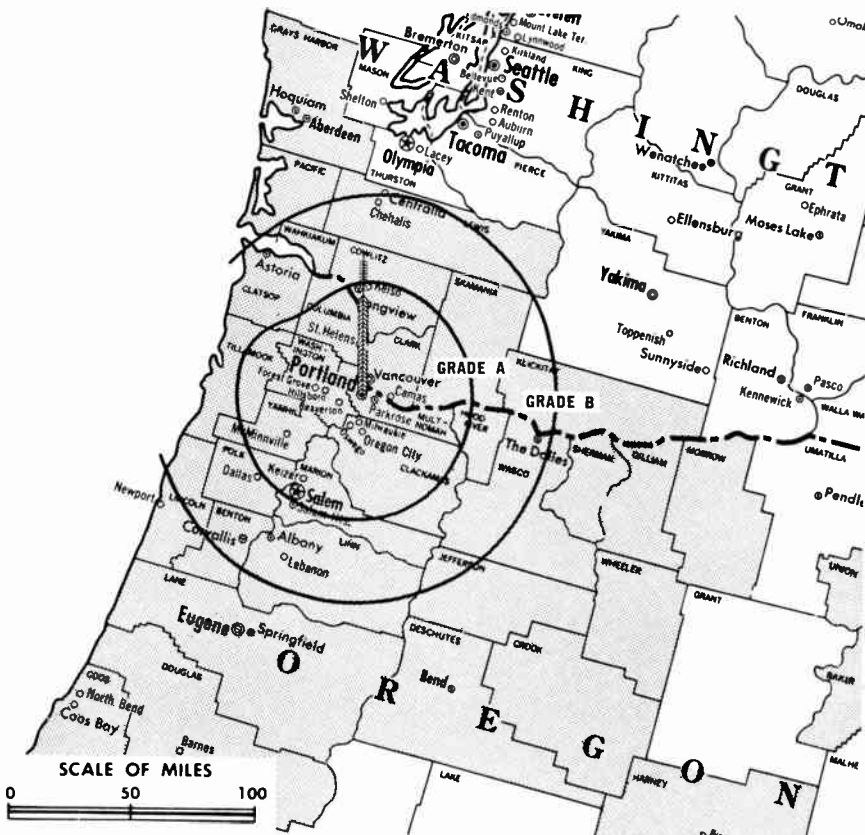
AM Affiliate: KOIN, 5-kw, 970 kc (CBS).

FM Affiliate: KOIN-FM, 100-kw, 101.1 mc (No. 266), 1370-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/66.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1945 ARB study.



KOIN-TV Ref: FCC File No. BMPCT—5941 Granted 3/19/64

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KOIN-TV

Licensee: Mt. Hood Radio & Television Bcstg. Corp., 140 S.W. Columbia St., Portland (97201).

Studio: 140 S.W. Columbia St.

Telephone: 503-228-3333. TWX No.: 503-224-1974.

Ownership: M. M. Tonkon & Harvey Benson, 50% (as trustees under voting trust of original stockholders); Newhouse Bcstg. Corp. 50%. KOIN-TV officers: C. Howard Lane, pres.; Harry H. Buckendahl, v.p.; E. R. Vadeboncoeur, v.p.; Clyde E. Phillips, secy.-treas.; Harvey S. Benson, asst. secy.; Fred W. Albertson, director. Newhouse family also publishes Portland Oregonian and Oregon Journal, Syracuse Post Standard and Herald-Journal. For other broadcasting and newspaper interests see WSYR-TV, Syracuse.

Began Operation: Sept. 29, 1953.

Represented (sales) by Harrington, Righter & Parsons Inc.; Art Moore & Assoc. (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by John Creutz.

Personnel:

C. HOWARD LANE, president & managing director.
ROBERT MCGILL, local sales manager.
JOHN PALMER, national sales manager.
TED W. COOKE, operations manager & film buyer.
LUKE ROBERTS, program director.
WILLIAM CLARKE, promotion manager.
LOUIS BOOKWALTER, chief engineer.
RALPH GREER, traffic manager.

DIGEST OF RATE CARD NO. 9-A (April 5, 1965)

	Min. or	30 Sec.	40 Sec.	20 Sec.	8 Sec.
Hour	30 Min.	15 Min.	30 Sec.	40 Sec.	20 Sec.
Class AA—7:30-10:59 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$375.00	\$400.00
NETWORK BASE HOURLY RATE:	\$1225.				

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES PER HOMES	PER
OREGON			
BAKER	5,900	5,200	89
BENTON	12,100	10,500	87
CLACKAMAS	38,600	36,200	94
CLATSOP	8,800	7,800	89
COLUMBIA	6,800	6,200	92
COOS	18,800	16,100	85
CROOK	2,800	2,500	90
DESCHUTES	7,500	6,700	89
DOUGLAS	22,100	20,100	91
GILLIAM	1,000	800	88
HARNEY	2,000	1,700	85
HOOD RIVER	4,400	3,800	88
JEFFERSON	2,200	2,000	91
LANE INNER	35,600	33,100	93
LANE OUTER	19,100	17,700	93
LINCOLN	8,800	7,500	85
LINN	18,400	17,000	93
MARION	38,700	35,700	92
MORROW	1,500	1,300	86
MULTNOMAH	190,100	176,600	93
PULK	8,300	7,700	93
SHERMAN	800	700	94
TILLAMOOK	5,800	5,000	86
UNIUN	5,800	5,100	87
WASCO	7,000	6,200	89
WASHINGTON	32,000	30,600	96
WHEELER	600	500	89
YAMHILL	10,100	9,200	91
WASHINGTON			
CLARK	31,300	29,800	95
COWLITZ	18,900	17,700	94
GRAYS HARBUR	18,100	15,900	88
KLICKITAT	4,500	3,900	87
LEWIS	13,500	12,200	91
PACIFIC	4,600	4,100	88
SKAMANIA	1,600	1,500	89
WAKIYAKUM	800	700	90

STATION TOTAL 608,900 559,300 92

NET WEEKLY CIRCULATION (MARCH 65) 462,200
AVERAGE DAILY CIRCULATION (MARCH 65) 337,900
COLOR PENETRATION PERCENTAGE (NOV 65) 11

Oregon—Portland

KPTV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 309-kw visual, 77.6-kw aural. Antenna: 1780-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level.

Latitude 45° 31' 19"
Longitude 122° 44' 53"

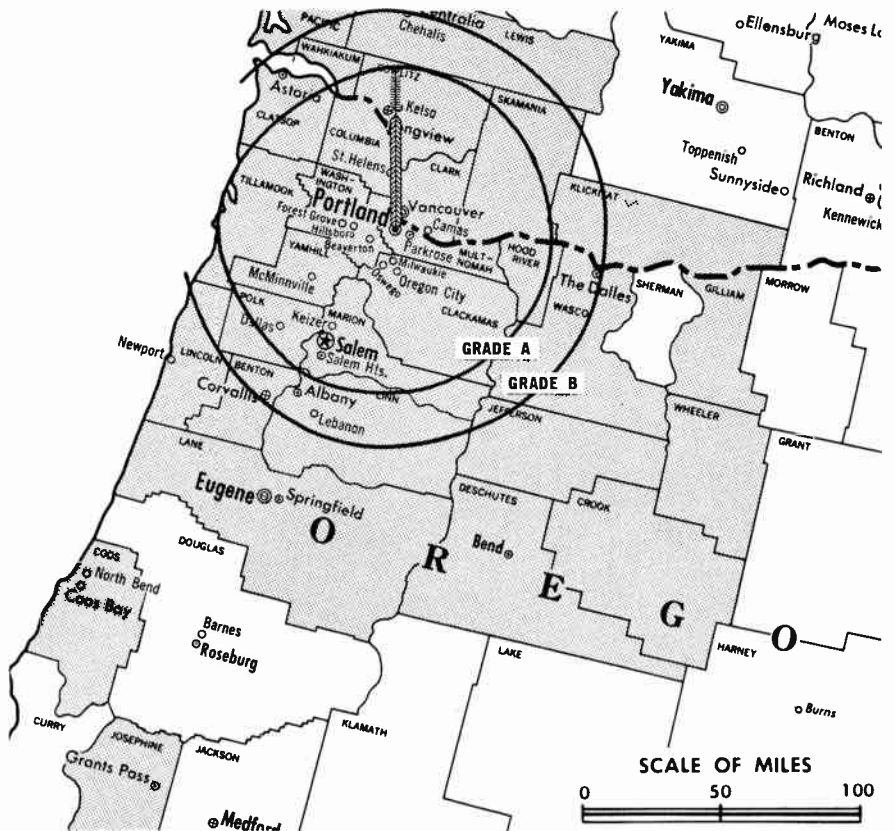
Transmitter: 212 NW Miller Rd.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



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

KPTV Ref: FCC File No. BMPCT—5915 Granted 12/3/63

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

KPTV

Licensee: Oregon Television Inc., P.O. Box 3401 (97208).

Studio: 735 SW 20th Place (97205).

Telephone: 503-222-9921.

TWX No.: 910-464-6136.

Ownership: Chris-Craft Industries Inc., 100%. Chris-Craft Industries Inc. has over 3900 stockholders, nine with as much as 5%. Oregon Television Inc. officers are: Paul V. Shields, chairman; John S. Hansen, pres.; John G. Bannister, v.p.; Bernard Arty, controller; Robert Hunter, secy.-treas. Chris-Craft Industries Inc. also owns KCOP, Los Angeles and WTCN-TV, Minneapolis, Minn.

Begin Operation: March 9, 1955. George Haggarty's purchase of KFOR (Ch. 12) from Henry A. White-Stephen E. Thompson-Julius L. Meier Jr. group approved April 17, 1957 by FCC; at same time Haggarty purchased KPTV (Ch. 27) from Storer and took Ch. 27 off air (Television Digest, Vol. 13:10-11, 16, 18). Transfer from George Haggarty to NAFI Corp., approved July 22, 1959 by FCC. (Note: NAFI Corp. name changed to Chris-Craft Industries Inc.)

Represented (sales) by Edward Petry & Co. Inc.; Feltis, Dove, Croghan Inc. (Seattle).

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JOHN S. HANSEN, president & general manager.
E. L. CARTWRIGHT, sales manager.
GORDON WHITE, program manager & film buyer.
ELIZABETH MORRIS, promotion manager.
GENE PHELPS, chief engineer.

DIGEST OF RATE CARD NO. 14

(Jan. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.	
Class AA—7:30-10 p.m., daily.	\$900.00	\$540.00	\$360.00	\$225.00	\$230.00*	\$115.00*

*From 7-7:30, every day but Sat. rate if Min. \$225, 20 Sec. \$180, 10 Sec. \$90.00.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OREGON			
BAKER	5,900	5,200	89
BENTON	12,100	10,500	87
CLACKAMAS	38,600	36,200	94
CLATSOP	8,800	7,800	89
COLUMBIA	6,800	6,200	92
COOS	18,800	16,100	85
CROOK	2,800	2,500	90
DESCHUTES	7,500	6,700	89
GILLIAM	1,000	800	88
HOOD RIVER	4,400	3,600	88
JEFFERSON	2,200	2,000	91
JOSEPHINE	10,300	9,200	89
LANE INNER	35,600	33,100	93
LANE OUTER	19,100	17,700	93
LINCOLN	8,800	7,500	85
LINN	18,400	17,000	93
MARION	38,700	35,700	92
MULTNOMAH	190,100	176,600	93
POLK	8,300	7,700	93
TILLAMOOK	5,800	5,000	86
UNION	5,800	5,100	87
WASCO	7,000	6,200	89
WASHINGTON	32,000	30,600	96
WHEELER	600	500	89
YAMHILL	10,100	9,200	91
WASHINGTON			
CLARK	31,300	29,800	95
COWLITZ	18,900	17,700	94
KLICKITAT	4,500	3,900	87
LEWIS	13,500	12,200	91
PACIFIC	4,600	4,100	88
SKAMANIA	1,600	1,500	89
WAHKIAKUM	800	700	90
STATION TOTAL	574,700	528,800	92

NET WEEKLY CIRCULATION (MARCH 65) 338,400
AVERAGE DAILY CIRCULATION (MARCH 65) 165,400
COLOR PENETRATION PERCENTAGE (NOV 65) 11

Oregon—Roseburg

NB

KPIC

Ch. 4

[Semi-satellite of KVAL-TV,
Eugene, Ore.]

Technical Facilities: Channel No. 4
(66-72 mc). Authorized power:
5.37-kw visual, 2.69-kw aural. An-
tenna: 1000-ft. above av. terrain,
173-ft. above ground, 1873-ft.
above sea level.

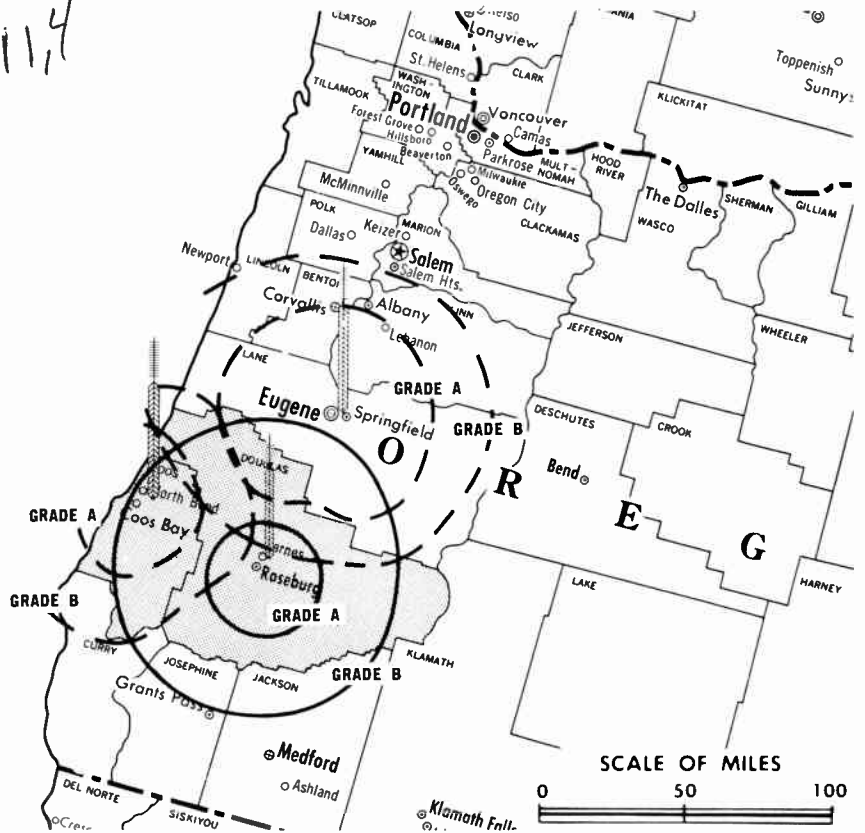
Latitude 43° 14' 39.6"
Longitude 123° 18' 42.0"

Transmitter: 3.1-mi. NE of center
of Roseburg.

O & O Translator: K11GH, Canyon-
ville, Riddle & Tri City, Ore.

Color: Network only.

114



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

KPIC Ref: FCC File No. BMPCT-3395 Granted 10/26/65

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

KPIC

Network Service: NBC, same as KVAL-TV.

Licensee: South West Oregon Television Broadcasting Corp., 1850
NE Stephens St. (97470).

Studio: 1850 NE Stephens St.

Telephone: 503-672-4481.

TWX No.: 503-675-0213.

Ownership: Eugene Television Inc. (KVAL-TV), 50%; Southern
Oregon Bcstg. Co. (KTVM, Medford, Ore.), 50%. Officers: C.
H. Fisher (KVAL-TV), pres.; Wm. B. Smullin (KIEM-TV &
KTVM), v.p.-treas.; Harvey Benson (KVAL-TV), secy.

Began Operation: April 1, 1956.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by T. C. Marchner, Eugene.

Personnel:

S. W. McCREADY, general manager.
AARON BOE, station manager.
DAN BRIDGES, chief engineer.

DIGEST OF RATE CARD NO. 2

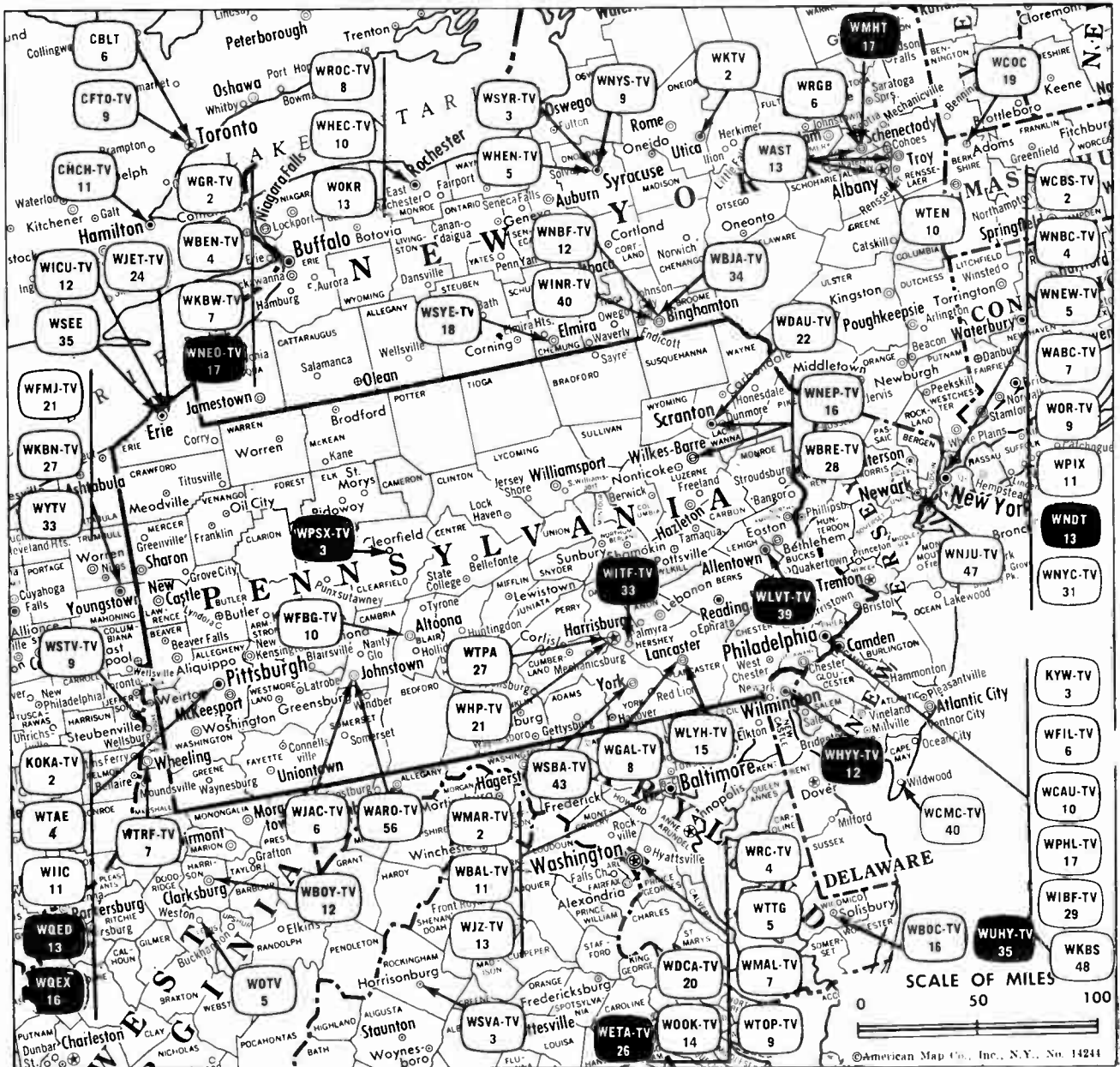
(Sept. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10 p.m., daily.						
\$225.00	\$125.00	\$75.00	\$45.00	\$45.00	\$38.00	\$22.50
Combination Rate: See KVAL-TV, Eugene.						

NETWORK BASE HOURLY RATE: Bonus to KVAL-TV, Eugene.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OREGON			
COOS	18,800	16,100	85
DOUGLAS	22,100	20,100	91
STATION TOTAL	40,900	36,200	89

NET WEEKLY CIRCULATION (MARCH 65)	19,800
AVERAGE DAILY CIRCULATION (MARCH 65)	16,700
COLOR PENETRATION PERCENTAGE (NOV 65)	10

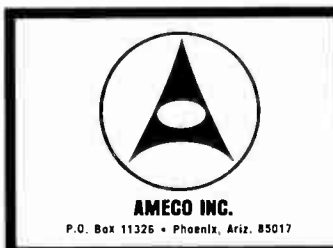


Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Philadelphia	2,091,500	4	2,694,400	3	2,604,600	3
Pittsburgh	1,167,600	9	1,586,200	12	1,528,500	12
Harrisburg-Lancaster-Lebanon-York	472,700	33	839,000	32	798,600	31
Johnstown-Altoona	434,400	41	1,240,700	18	1,195,600	18
Wilkes-Barre-Scranton	275,900	70	519,100	56	494,400	56
Erie	162,200	103	312,000	99	299,700	97

Pennsylvania Station Status as of Feb. 1, 1966

	VHF	UHF	TOTAL
Commercial Television Stations	10	11	21
Educational Television Stations	2	4	6
			27

Note: For Station cross-references indicating markets served, see next page.



AMECO "SALESMOBILE SERVICE"

IN WEST PENNSYLVANIA
 JAMES LOKER
 P.O. Box 3343
 Harrisburg, Pa. 17101
 Phone: 171-737-3792
 Harrisburg Warehouse
 717-737-3792

IN EAST PENNSYLVANIA
 GEORGE MARTIN
 P.O. Box 3343
 Harrisburg, Pa. 17101
 Phone: 717-737-3792
 Harrisburg Warehouse
 717-737-3792

Pennsylvania

State Educational Technical Facilities (Complete Data in Educational Directory)

WLVT-TV

Allentown

Ch. 39

Non-Commercial Educational Station

Grantee: Lehigh Valley ETV Corp., South Mountain Dr. West, Bethlehem, Pa. (18005).

Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 708-kw max. and 617-kw horizontal visual, 140-kw max. and 123-kw horizontal aural. Antenna: 987-ft. above av. terrain, 507-ft. above ground, 1507-ft. above sea level.

Latitude	40°	33'	58''
Longitude	75°	26'	06''

WPSX-TV

Clearfield

Ch. 3

Non-Commercial Educational Station

Grantee: Pennsylvania State University, c/o Dr. C. R. Carpenter, University Park, Pa.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 880-ft. above av. terrain, 539-ft. above ground, 2667-ft. above sea level.

Latitude	41°	07'	21''
Longitude	78°	26'	28''

WITF-TV

Hershey

Ch. 33

Non-Commercial Educational Station

Licensee: South Central Educational Broadcasting Council, c/o Woodrow Brown, pres., Community Center Bldg., Chocolate & Cocoa Aves.

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 240-kw visual, 126-kw aural. Antenna: 770-ft. above av. terrain, 188-ft. above ground, 1413-ft. above sea level.

Latitude	40°	20'	45''
Longitude	76°	53'	06''

WUHY-TV

Philadelphia

Ch. 35

Non-Commercial Educational Station

Licensee: WHYY Inc., 4548 Market St.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 155-kw visual, 83.2-kw aural. Antenna: 500-ft. above av. terrain, 585-ft. above ground, 625-ft. above sea level.

Latitude	39°	57'	04''
Longitude	75°	10'	08''

Note: Also operates WHYY-TV (Ch. 12), Wilmington, Del.

For State CATV Systems,

see Section c.

WQED

Pittsburgh

Ch. 13

Non-Commercial Educational Station

Licensee: Metropolitan Pittsburgh Educational Television Station, 4337 Fifth Ave., Pittsburgh (15213).

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 660-ft. above av. terrain, 544-ft. above ground, 1709-ft. above sea level. Also operates WQEX, Pittsburgh.

Latitude	40°	26'	46''
Longitude	79°	57'	51''

WQEX

Pittsburgh

Ch. 16

Non-Commercial Educational Station

Licensee: Same as WQED, Pittsburgh.

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 138-kw visual, 69.2-kw aural, using .7 degree beam tilt. Antenna: 1710-ft. above av. terrain, 597-ft. above ground, 1762-ft. above sea level.

Latitude	40°	26'	46''
Longitude	79°	57'	51''

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

WJAC-TV

Altoona

(See Johnstown, Pa.)

WGAL-TV

Harrisburg

(See Lancaster, Pa.)

WFBG-TV

Johnstown

(See Altoona, Pa.)

WGAL-TV

Lebanon

(See Lancaster, Pa.)

WBRE-TV

Scranton

(See Wilkes-Barre, Pa.)

WGAL-TV

York

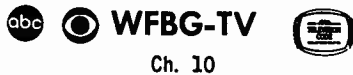
(See Lancaster, Pa.)

WDAU-TV

Wilkes-Barre

(See Scranton, Pa.)

Pennsylvania—Altoona



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 224-kw visual, 40.6-kw aural. Antenna: 1110-ft. above av. terrain, 277-ft. above ground, 2830-ft. above sea level.

Latitude 40° 34' 01"
Longitude 78° 26' 31"

Transmitter: 3-mi. NW of Altoona.

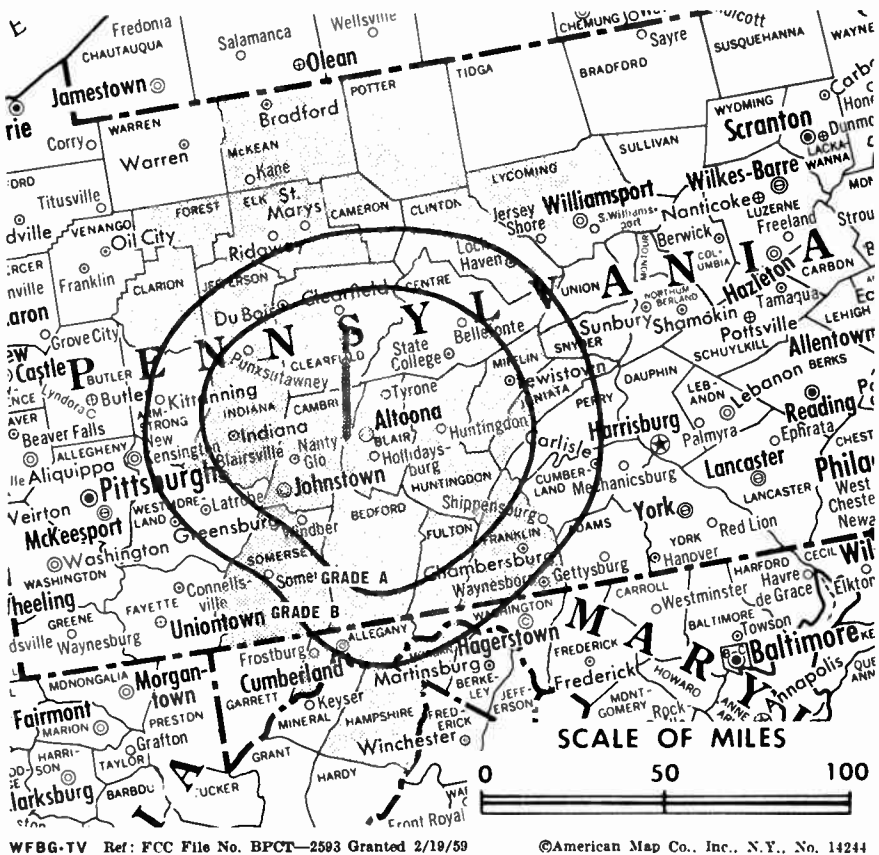
TV tape: Recording facilities.

AM Affiliate: WFBG, 5-kw (1-kw night), 1290 kc.

FM Affiliate: WFBG-FM, 33-kw, 98.1 mc (No. 251), 1020 ft. antenna height.

Color: Network, film & slide.

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



WFBG-TV Ref: FCC File No. BPCT-2503 Granted 2/19/59 ©American Map Co., Inc., N.Y., No. 14244

WFBG-TV

Network Service: ABC, CBS.

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

Studio: 5000 Sixth Ave. (16602).

Telephone: 814-944-2031. TWX No.: 814-391-0171.

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

Began Operation: March 1, 1953. Sale to present owner by William F. Gable Co. dept. store approved Jan. 11, 1956 by FCC (Television Digest, Vol. 11:33, 39, 47 & 12:2).

Represented (sales) by Blair-TV; Penn State Reps, Inc. (Pittsburgh, Pa.)

Represented (legal) by Wilner & Bergson.

Represented (engineering) by Kear & Kennedy.

Personnel:

- JOHN STILLI, general manager.
- GEORGE MAHON, sales manager.
- VAN de VELDE, program director.
- RICHARD KLINE, chief engineer.

DIGEST OF RATE CARD NO. 13 (Oct. 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AAA—8-10:30 p.m., daily.	\$1200.00	\$720.00	\$335.00	\$300.00	\$150.00	
NETWORK BASE HOURLY RATE: \$1000 (ABC), \$1000 (CBS).						

For ARB County-by-County Data,
see Section a.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MARYLAND			
ALLEGANY	25,400	23,900	94
PENNSYLVANIA			
BEDFORD	12,300	11,600	94
BLAIR	40,600	39,200	96
CAMBRIA	56,200	54,500	97
CAMERON	2,200	2,200	97
CENTRE	21,400	20,100	94
CLARION	10,300	9,600	93
CLEARFIELD	22,800	21,900	96
CLINTON	11,000	10,500	96
ELK	10,600	10,200	96
FOREST	1,100	1,100	97
FRANKLIN	27,300	25,500	93
FULTON	3,000	2,700	90
HUNTINGDON	11,000	10,300	94
INDIANA	20,700	19,800	96
JEFFERSON	13,500	13,000	96
JUNIATA	4,700	4,300	91
LYCOMING	34,200	32,000	94
MC KEAN	16,100	15,200	95
MIFFLIN	13,300	12,400	93
NORTHUMBERLAND	30,200	28,500	94
POTTER	4,800	4,500	94
SNYDER	7,200	6,500	91
SOMERSET	21,100	20,100	95
WEST VIRGINIA			
HAMPSHIRE	3,000	2,600	85
MORGAN	2,500	2,200	91
STATION TOTAL	426,500	404,600	95

NET WEEKLY CIRCULATION (MARCH 65) 221,400
AVERAGE DAILY CIRCULATION (MARCH 65) 162,300
COLOR PENETRATION PERCENTAGE (NOV 65) 8

Pennsylvania—Erie



WICU-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1000-ft. above av. terrain, 789-ft. above ground, 2167-ft. above sea level.

Latitude 42° 03' 52"
Longitude 80° 00' 19"

Transmitter: Donation Rd.

TV tape: Recording facilities.

AM Affiliate: WICU, 5-kw, 1330 kc (ABC).

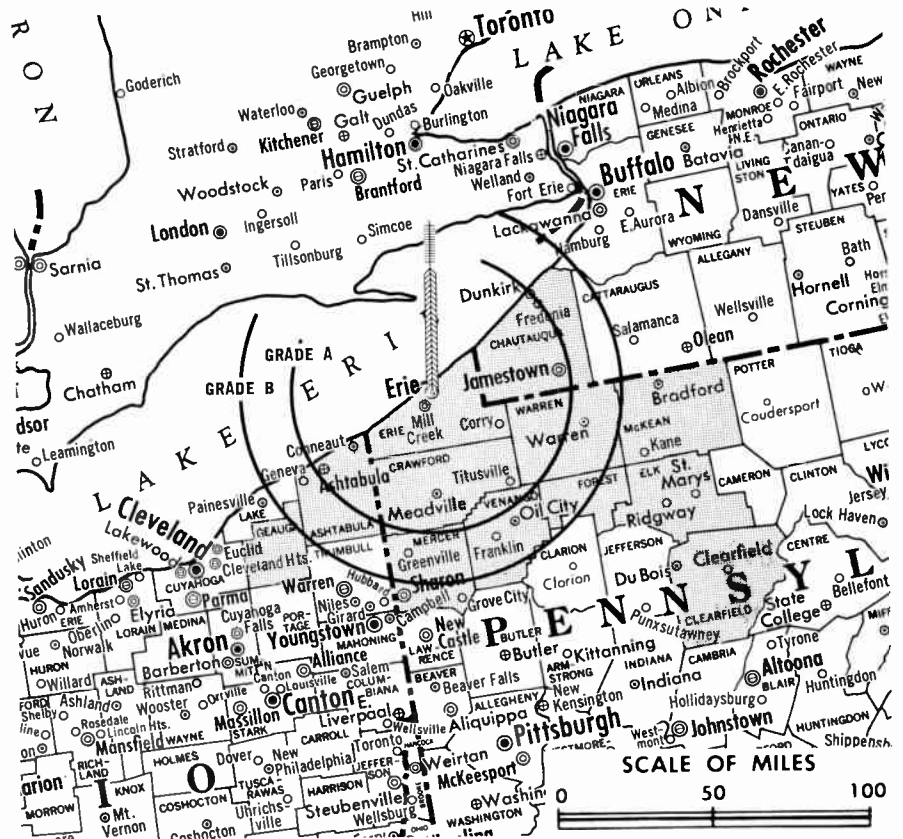
Represented (engineering) by Carl E. Smith Consulting Radio Engineers.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

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



WICU-TV Ref: FCC File No. BMPCT-1113 Granted 6/28/57

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

WICU-TV

Licensee: Dispatch Inc., 3514 State St. (16508).

Studio: 3514 State St.

Telephone: 814-454-5201.

TWX No.: 814-453-6879.

Ownership: Edward Lamb, pres.-treas., 19.75%; Edward H. Lamb, 0.635%; Prudence H. Lamb, director, 18.94%; Priscilla P. Lamb Guyton, 0.635%; E. H. Lamb Trust, 33.73%; Priscilla P. Lamb Trust, 26.31%.

Began Operation: March 15, 1949.

Represented (sales) by Blair TV; Andy McDermott (Canada).

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

Personnel:

- EDWARD LAMB, president.
- ART INGRAM, general manager.
- PAUL WHITTINGHAM, sales manager.
- MICHAEL CSOP, chief engineer.
- KEN FANAZINI, program director.

DIGEST OF RATE CARD NO. 15 (June 15, 1965)

30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
\$550.00	\$450.00	\$300.00	\$180.00	\$160.00	\$80.00
NETWORK BASE HOURLY RATE: \$650.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
NEW YORK			
CHAUTAUQUA	49,700	47,900	96
OHIO			
ASHTABULA	28,500	27,500	97
GEAUGA	14,900	14,400	97
PENNSYLVANIA			
CLEARFIELD	22,800	21,900	96
CRAWFORD	22,500	21,300	95
ELK	10,600	10,200	96
ERIE	76,500	74,400	97
FOREST	1,100	1,100	97
MC KEAN	16,100	15,200	95
MERCER	37,800	36,400	96
VENANGO	18,400	17,200	94
WARREN	13,100	12,200	93
STATION TOTAL	312,000	299,700	96

NET WEEKLY CIRCULATION (MARCH 65)	162,200
AVERAGE DAILY CIRCULATION (MARCH 65)	126,500
COLOR PENETRATION PERCENTAGE (NOV 65)	B

ARB Data does not reflect present coverage. The station changed its facilities after the survey was made.

Pennsylvania—Erie

WJET-TV

Ch. 24

(Due to Begin Operation in Spring)

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 500-kw max. and 295-kw horizontal visual, 52.4-kw max. and 30.2-kw horizontal aural. Antenna: 740-ft. above av. terrain, 600-ft. above ground, 1910-ft. above sea level.

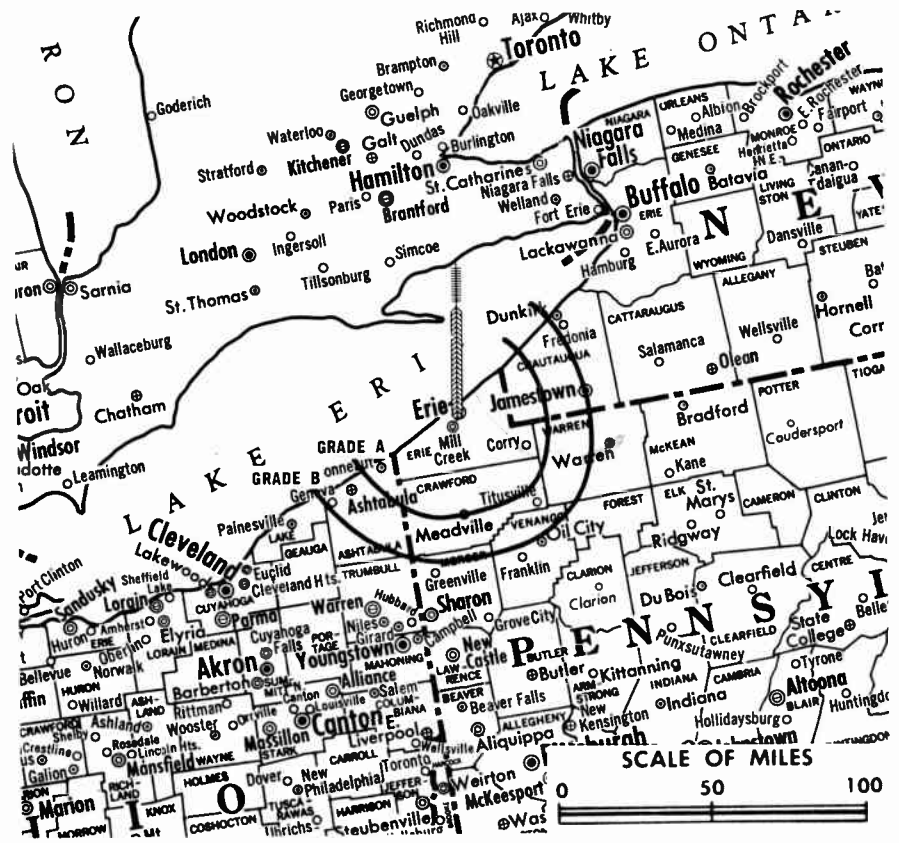
Latitude 42° 02' 24"
Longitude 80° 04' 08"

Transmitter: U.S. Route 19, 3.75-mi. S of Erie City limits.

TV tape: Recording facilities.

Color: Network.

AM Affiliate: WJET, 1-kw (.250-kw night), 1400 kc (MBS).



WJET-TV Ref: FCC File No. BMPCT-6150 Granted 10/4/65

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

WJET-TV

Grantee: Jet Broadcasting Co. Inc., 1635 Ash St. (16503).

Studio: U.S. Route 19, 3.75-mi. S of Erie city limits.

Telephone: 814-455-2741.

Ownership: Myron Jones, pres., 63.5%; Peter L. Coticchia, v.p.; William Fleckenstein, secy.-treas., 36.5%. Myron Jones also controls radios WHOT, Campbell, O. and WRED(FM), Youngstown, O.; WEEP & FM Pittsburgh, Pa.; 50% of WTIV, Titusville, Pa.

Represented (sales) by Eastman TV Inc.

Represented (legal) by Midlen & Harrison.

Represented (engineering) by Raymond E. Rohrer & Associates.

Personnel:

MYRON JONES, president.
PETE COTICCHIA, v.p. & general manager.
RICHARD ZAHNIZER, chief engineer.

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

	Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$300.00	\$180.00	\$150.00	\$100.00	\$70.00	\$48.00	\$24.00

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



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

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

Pennsylvania—Erie



WSEE

Ch. 35

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 1000-kw maximum and 301-kw horizontal visual, 199-kw maximum and 43.6-kw horizontal aural. Antenna: 960-ft. above av. terrain, 757-ft. above ground, 2097-ft. above sea level.

Latitude 42° 02' 20"
Longitude 80° 03' 45"

Transmitter: U.S. Hwy. 19, 7-mi. S of Erie.

Studio: 1220 Peach St.

Telephone: 814-455-7575.

TXW No.: 814-453-6875.

Color: Network, film & slide.

News Wire Service: UPI.

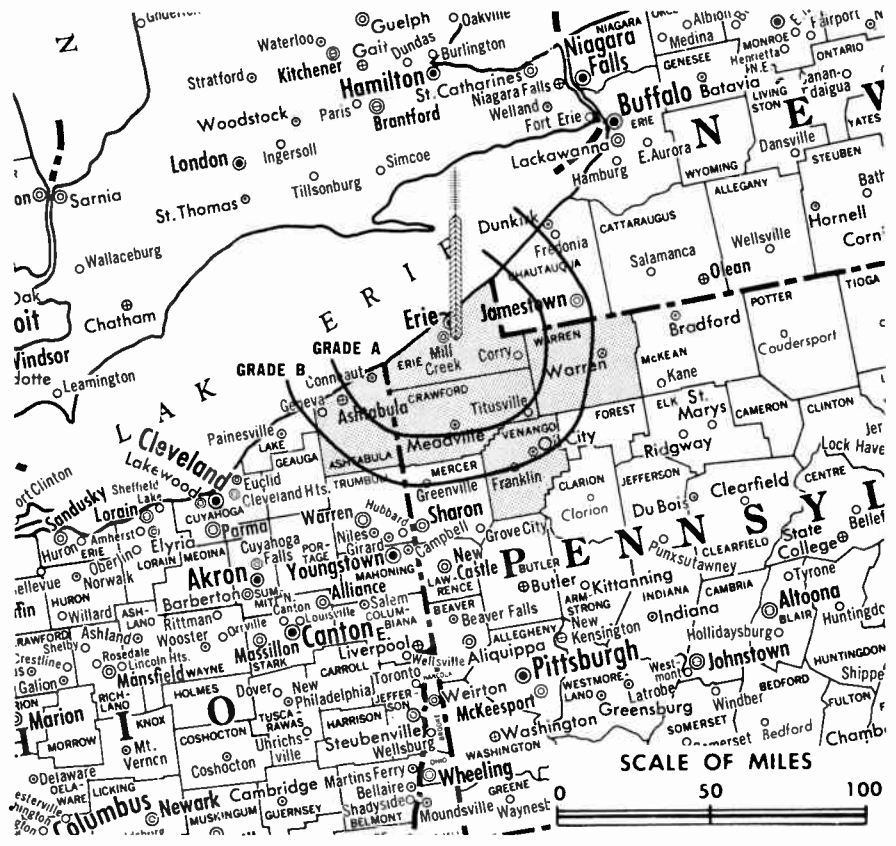
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

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



WSEE Ref: FCC File No. BMPCT-6163 Granted 10/15/65

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

WSEE

Licensee: Great Lakes Television Co., 1220 Peach St. (16501).

Ownership: George J. Mead, pres., 17.1%; John W. English, 1st v.p. & secy., 7.1%; J. B. Held estate, 3.8%; James R. McBrier, 2nd v.p., 6.2%. Following directors: J. Jacob Young, exec. Jacob Young estate, 11.9%; Margaret Simmons, exec. J. T. Simmons estate, 8.6%; John Galbo, 2.7%; A. R. Minadeo, 13.8%; Edward Mead, 1.2%; James Mead, 1%; Mary Mead Flanagan, 1%; John J. Boland estate, 7.1%; John J. Mead estate, 13.8%; Charles E. Denny estate, 4.8%. Ownership interlocks with Southern Bcstrs. Inc., licensee of WGHP-TV, Winston-Salem, N.C. John W. English, James R. McBrier, Lydia McCain, Jean D. Jarecki, George J. Mead, James B. Donovan, Thomas Watters, Marie Watters, and John J. Boland Jr. jointly own 35% of WGHP-TV, High Point & Winston-Salem, N.C. George J. Mead is publisher of Erie Times and Morning News.

Began Operation: April 25, 1954.

Represented (sales) by The Meeker Co.; Kettell-Carter (New England); Robert Dome (Philadelphia & Pittsburgh).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Jansky & Bailey.

Personnel:

EDW. ZELLEFRON, asst. secy., gen. mgr. & film buyer.
JAMES J. PENNA, technical supervisor.
ARTHUR MARTINUCCI, production director.
EDW. ZELLEFRON/DAVE ALLEN, national sales.
RICHARD DEITSCH, regional/local sales manager.
FRANK HERRICK, film director.
MAC DONALD WHITLEY, office manager.
DAVE ALLEN, operations manager.

DIGEST OF RATE CARD NO. 9 (Nov. 11, 1963)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.	\$300.00	\$180.00	\$150.00	\$90.00	\$60.00	\$25.00

NETWORK BASE HOURLY RATE: \$275 (CBS & ABC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OHIO			
ASHTABULA	28,500	27,500	97
PENNSYLVANIA			
CRAWFORD	22,500	21,300	95
ERIE	76,500	74,400	97
VENANGO	18,400	17,200	94
WARREN	13,100	12,200	93
STATION TOTAL	159,000	152,600	96
NET WEEKLY CIRCULATION (MARCH 65)		79,300	
AVERAGE DAILY CIRCULATION (MARCH 65)		58,400	
COLOR PENETRATION PERCENTAGE (NOV 65)		8	

ARB Data for this Station does not reflect present coverage since the Station increased its facilities after the survey was made.

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

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

Pennsylvania—Harrisburg



WHP-TV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 1000-kw maximum and 398-kw horizontal visual, 502-kw maximum and 200-kw horizontal aural. Antenna: 920-ft. above av. terrain, 224-ft. above ground, 1530-ft. above sea level.

Latitude 40° 20' 44"
Longitude 76° 52' 09"

Transmitter: Blue Mountain.

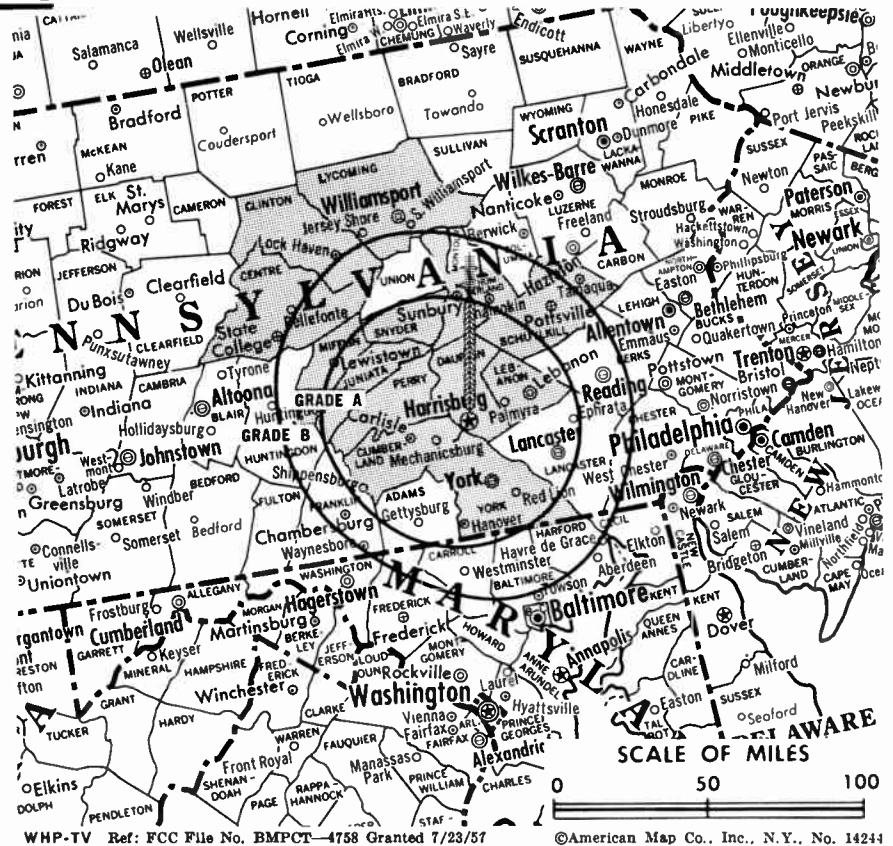
Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM & FM Affiliates: See below.

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



WHP-TV Ref: FCC File No. BMPCT-4758 Granted 7/23/57

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

WHP-TV

Licensee: WHP Inc., 216 Locust St., Harrisburg (17108).

Studio: 216 Locust St.

Telephone: 717-234-3211. TWX No.: 717-564-4126.

AM Affiliate: WHP, 5-kw, 580 kc (CBS). FM Affiliate: WHP-FM, 1.85-kw, 97.3 mc (No. 247), 910-ft. antenna height.

Ownership: Telegraph Press Inc., 63%; E. J. Stackpole, chairman-treas., 19.07%; A. H. Stackpole, pres., 0.04%; Cecil M. Sansbury, exec. v.p., 9.52%; Bowman A. Brown Sr., secy. & asst. treas., 7.23%; Meade D. Detweiler III, 1.14%.

Began Operation: April 1, 1953

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

CECIL M. SANSBURY, general manager.
HARRY W. WELLS JR., sales manager.
BROD SEYMOUR, broadcast manager & film buyer.
E. DAN LIEBENSBERGER, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	ID
Class AA—7:30-11 p.m., daily.					
\$420.00	\$250.00	\$170.00	\$105.00	\$100.00	\$42.50

For combination rates, see WLYH-TV, Lebanon, Pa.

NETWORK BASE HOURLY RATE: \$325.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
PENNSYLVANIA			
CENTRE	21,400	20,100	94
CLINTON	11,000	10,500	96
CUMBERLAND	40,300	38,800	96
DAUPHIN	69,700	66,900	96
JUNIATA	4,700	4,300	91
LEBANON	27,300	26,100	95
LYCOMING	34,200	32,000	94
MIFFLIN	13,300	12,400	93
NORTHUMBERLAND	30,200	28,500	94
PERRY	7,800	7,400	95
SCHUYLKILL	49,700	47,400	96
SNYDER	7,200	6,500	91
YORK	77,100	74,200	96
STATION TOTAL	393,900	375,100	95

NET WEEKLY CIRCULATION (MARCH 65)	171,000
AVERAGE DAILY CIRCULATION (MARCH 65)	108,600
COLOR PENETRATION PERCENTAGE (NOV 65)	13

For Pennsylvania CATV Systems

see the CATV Directory.

Pennsylvania—Harrisburg-York-Lebanon



WTPA



Ch. 27

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 1000-kw maximum and 426-kw horizontal visual, 200-kw maximum and 85.2-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 609-ft. above ground 1690-ft. above sea level.

Latitude 40° 19' 03"
Longitude 76° 56' 50"

Transmitter: W of U.S. Hwys. 11 & 15 and N of State Hwy. 944.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WTPA

Licensee: Newhouse Bcstg. Corp., 1030 James St., Syracuse, N.Y.

Studio: 3235 Hoffman St., Harrisburg, Pa. (17110).

Telephone: 717-238-7171. TWX No.: 717-564-4109.

Ownership: Same interests also publish Harrisburg Patriot and News. For other Newhouse family interests, see WSYR-TV, Syracuse, N.Y.

Began Operation: June 19, 1953 on Ch. 71; May 15, 1957 FCC authorized WTPA to purchase transmitter & tower of off-air WCMB-TV and to switch to Ch. 27, Ch. 71 being assigned to WCMB-TV (Television Digest, Vol. 13:15, 20).

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

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

PAUL S. ABBOTT, general manager & film buyer.

JACK THORNSLEY, sales manager.

MAC McCAULEY, assistant general manager & program director.

MIKE ROSS, news director.

CHARLES W. BAKER, chief engineer.

DIGEST OF RATE CARD NO. 11—(June 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	
Class AA—8-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$125.00	\$160.00*	\$140.00*

*Class AAA—8-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$450.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
PENNSYLVANIA			
ADAMS	15,300	14,600	95
CUMBERLAND	40,300	38,800	96
DAUPHIN	69,700	66,900	96
HUNTINGDON	11,000	10,300	94
JUNIATA	4,700	4,300	91
LANCASTER	85,600	79,600	93
LEBANON	27,300	26,100	95
LYCOMING	34,200	32,000	94
MIFFLIN	13,300	12,400	93
NORTHUMBERLAND	30,200	28,500	94
PERRY	7,800	7,400	95
SCHUYLKILL	49,700	47,400	96
SNYDER	7,200	6,500	91
YORK	77,100	74,200	96
STATION TOTAL	473,400	449,000	95

NET WEEKLY CIRCULATION (MARCH 65)	177,700
AVERAGE DAILY CIRCULATION (MARCH 65)	116,100
COLOR PENETRATION PERCENTAGE (NOV 65)	13

For ARB County-by-County Data,

see Section a.

Pennsylvania—Johnstown



WJAC-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 70.8-kw visual, 10.6-kw aural. Antenna: 1120-ft. above av. terrain, 175-ft. above ground, 2885-ft. above sea level.

Latitude 40° 22' 22"
Longitude 78° 58' 51"

Transmitter: Laurel Hill Mt.

Studio: Hickory Lane.

TV tape: Recording facilities.

AM Affiliate: WJAC, 10-kw, 850 kc (NBC). FM Affiliate: WJAC-FM, 8.3-kw, 95.5 mc (No. 238), 1070-ft.

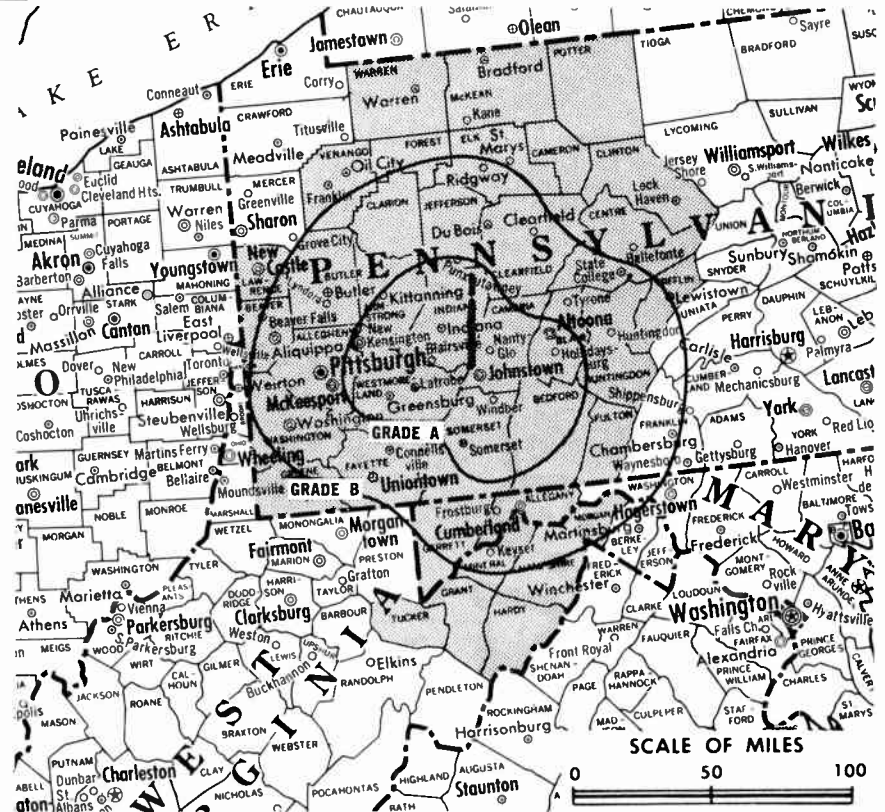
Color: Network, live, film, slide & tape.

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

Represented (engineering) by James C. McNary.

Represented (legal) by Dow, Lohnes & Albertson.

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



WJAC-TV Ref: FCC File No. BPC1-640 Granted 7/11/52

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

WJAC-TV

Licensee: WJAC Inc., Hickory Lane (15902).

Telephone: 814-255-5831. TWX No.: 814-248-8354.

Ownership: Same as Johnstown Tribune. WJAC Inc. officers: W. W. Krebs, pres.; A. D. Schrott, secy.treas.

Began Operation: Sept. 15, 1949.

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

Personnel:

- WALTER W. KREBS, president.
- ALVIN D. SCHROTT, exec. v.p. & general manager.
- FRANK P. CUMMINS, program director & film buyer.
- JOHN B. ROGERS, sales manager.
- THEODORE CAMPBELL, chief engineer.

DIGEST OF RATE CARD NO. 14—(June 1, 1964)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—7:30-10:30 p.m., daily.	\$1100.00	\$660.00	\$440.00	\$275.00*	\$250.00*	\$125.00*

*7:31-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1250.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MARYLAND			
ALLEGANY	25,400	23,900	94
GARRETT	5,300	4,700	89
PENNSYLVANIA			
ALLEGHENY	489,800	476,000	97
ARMSTRONG	23,000	22,200	96
BEAVER	61,300	59,800	97

BEDFORD	12,300	11,600	94
BLAIR	40,600	39,200	96
BUTLER	33,700	32,800	97
CAMBRIA	56,200	54,500	97
CAMERON	2,200	2,200	97
CENTRE	21,400	20,100	94
CLARION	10,300	9,800	95
CLEARFIELD	22,800	21,900	96
CLINTON	11,000	10,500	96
ELK	10,600	10,200	96
FAYETTE	46,600	44,300	95
FOREST	1,100	1,100	97
FULTON	3,000	2,700	90
GREENE	10,500	10,000	95
HUNTINGDON	11,000	10,300	94
INDIANA	20,700	19,800	96
JEFFERSON	13,500	13,000	96
LAWRENCE	33,300	32,200	96
MC KEAN	16,100	15,200	95
MIFFLIN	13,300	12,400	93
POTTER	4,800	4,500	94
SOMERSET	21,100	20,100	95
VENANGO	18,400	17,200	94
WARREN	13,100	12,200	93
WASHINGTON	64,100	62,100	97
WESTMORELAND	105,700	103,000	97

WEST VIRGINIA			
GRANT	2,500	2,000	90
HAMPSHIRE	3,000	2,600	85
HARDY	2,600	2,100	88
MINERAL	6,200	5,700	91
MORGAN	2,500	2,200	91
TUCKER	1,700	1,500	87

STATION TOTAL 1,240,700 1,195,600 96

NET WEEKLY CIRCULATION (MARCH 65)	434,400
AVERAGE DAILY CIRCULATION (MARCH 65)	279,800
COLOR PENETRATION PERCENTAGE (NOV 65)	8

Pennsylvania—Johnstown



WARD-TV

Ch. 56

Technical Facilities: Channel No. 56 (722-728 mc). Operating under special temporary authorization with 178-kw maximum and 91.2-kw horizontal visual, 98-kw max. and 50-kw horizontal aural. Antenna: 610-ft. above av. terrain, 542-ft. above ground, 2462-ft. above sea level.

Latitude 40° 19' 47"
Longitude 78° 53' 45"

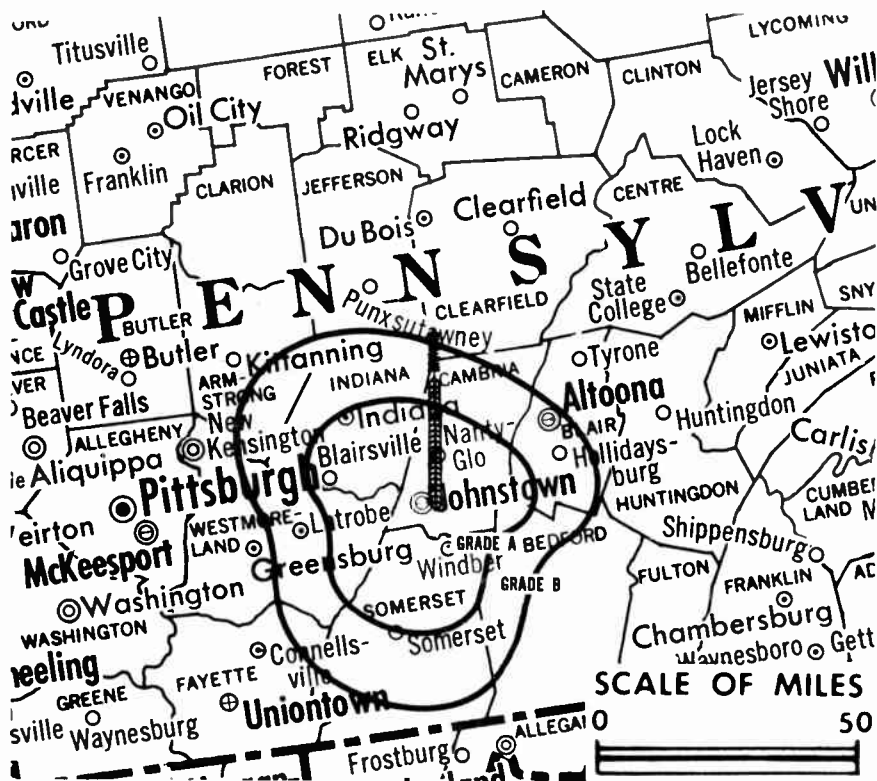
Holds CP for Ch. 19, 640-ft. above av. terrain, 561-ft. above ground, 2477-ft. above sea level.

Transmitter: Cover Hill.

AM Affiliate: WARD, 1-kw (.25-kw night), 1490 kc (CBS).

FM Affiliate: WARD-FM, .285-kw, 92.1 mc (No. 221), minus 87-ft. antenna height.

News Wire Service: UPI.



WARD-TV Ref: FCC File No. BMPCT-4508 Granted 3/13/87

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

WARD-TV

Grantee (STA): Rivoli Realty Company, 301-305 Franklin St. (15901).

Studio: Cover Hill.

Telephone: 814-536-0761.

Ownership: Walter M. Thomas, pres., 16.1%; Dr. George D. Gartland, v.p., 21.1%; Margaret E. Gartland, secy., 41.5%; Clarence B. Hammerle, secy., 3.1%; H. C. Tilley, treas., 9%; Dr. George D. Hudson, 0.5%; Mrs. Rita Jo Gillespie, 2.5%; Mrs. Robert Jordon, 2.5%; Frank Sheesley, 3.7%.

Began Operation: Oct. 15, 1953.

Represented (sales) by Weed Television Corp.

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

Represented (engineering) by Lohnes & Culver.

Personnel:

WILLIAM D. CONFER, manager & film buyer.
CONNIE DONATTI, chief engineer.

DIGEST OF RATE CARD NO. 1 (Sept. 1, 1953)

Hour	30 Min.	20 Min.	15 Min.	5 Min.	Min.	10 Sec.	
Class A—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat. & Sun.	\$200.00	\$120.00	\$100.00	\$80.00	\$50.00	\$37.50	\$15.00

NETWORK BASE HOURLY RATE: \$200.

ARB Data Not Available.

Daniels & Associates

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Pennsylvania—Lancaster-Lebanon



WLYH-TV



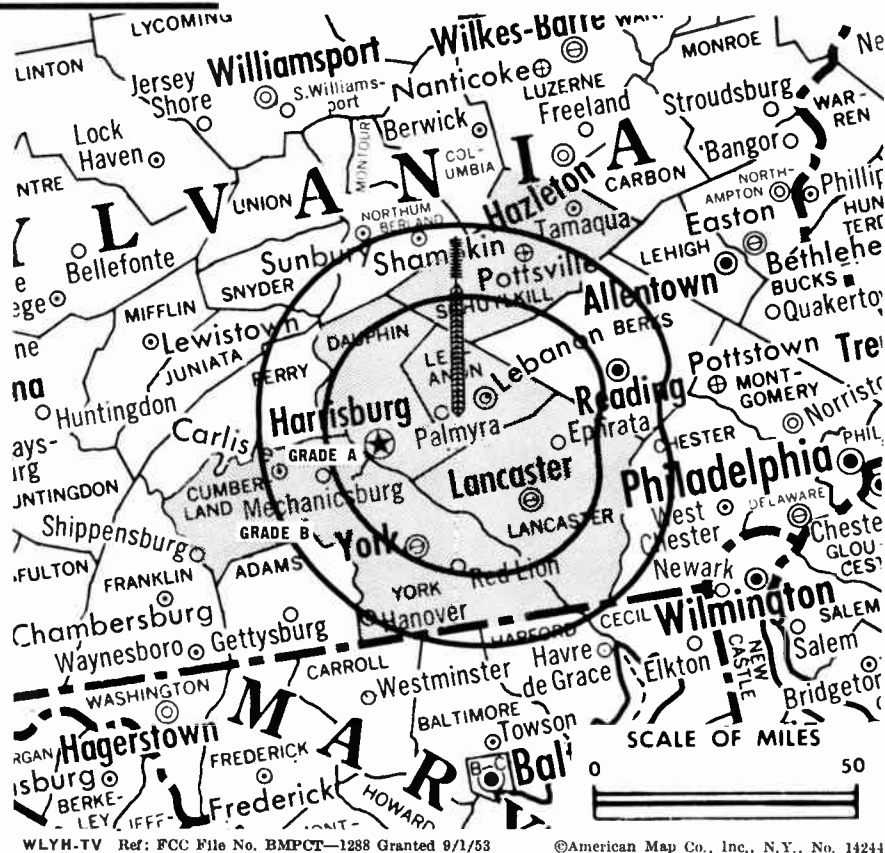
Ch. 15

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 130-kw visual, 24-kw aural. Antenna: 880-ft. above av. terrain, 572-ft. above ground, 1472-ft. above sea level.

Latitude 40° 15' 49"
Longitude 76° 27' 42"

Transmitter: Television Hill, R.D. #5.

Color: Network only.



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

WLYH-TV Ref: FCC File No. BMPCT-1288 Granted 9/1/53

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

WLYH-TV

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

Sales Office: 320 Park Ave., New York (10022); Plaza 9-7115.

Studio: Television Hill, Lebanon; Griest Bldg., Lancaster.

Telephone: 717-273-4551. TWX No.: 717-730-4305.

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

Began Operation: Oct. 9, 1953, but left air Oct. 16, 1954. Sold to present owner by radio WLBR-Lebanon News interests and station resumed operation May 2, 1957 (Television Digest, Vol. 11:27; 13:18).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Wilner & Bergson.

Represented (engineering) by Kear & Kennedy.

Personnel:

JAY B. SONDEHEIM, general manager.
LEO M. MACCOURTNEY, sales manager.

DIGEST OF RATE CARD NO. 5 (Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7:30-11 p.m., daily.	\$220.00	\$132.00	\$88.00	\$55.00	\$46.00	\$42.00
					\$21.00	

Combination Rates for WLYH-TV, WHP-TV, Harrisburg & WSBA-TV, York, Pa. (Keystone Group):

DIGEST OF RATE CARD NO. 4A (April 1, 1964)

Class AA—7:30-10:30 p.m., daily.	\$770.00	\$460.00	\$310.00	\$190.00	\$165.00	\$155.00	\$85.00
NETWORK BASE HOURLY RATE:	\$100.						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
PENNSYLVANIA			
CUMBERLAND	40,300	38,800	96
DAUPHIN	69,700	66,900	96
LANCASTER	85,600	79,600	93
LEBANON	27,300	26,100	95
SCHUYLKILL	49,700	47,400	96
YORK	77,100	74,200	96
STATION TOTAL	349,700	333,000	95

NET WEEKLY CIRCULATION (MARCH 65)	55,300
AVERAGE DAILY CIRCULATION (MARCH 65)	25,500
COLOR PENETRATION PERCENTAGE (NOV 65)	13

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Pennsylvania—Lancaster



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 480-ft. above ground, 1503-ft. above sea level.

Latitude 40° 02' 06"
Longitude 76° 37' 14"

Transmitter: 2.25-mi. NE of Hallam, Pa.

Studio: Lincoln Hwy. West.

TV tape: Recording facilities.

AM Affiliate: WGAL, 1-kw (.25-kw N), 1490-kc (NBC).

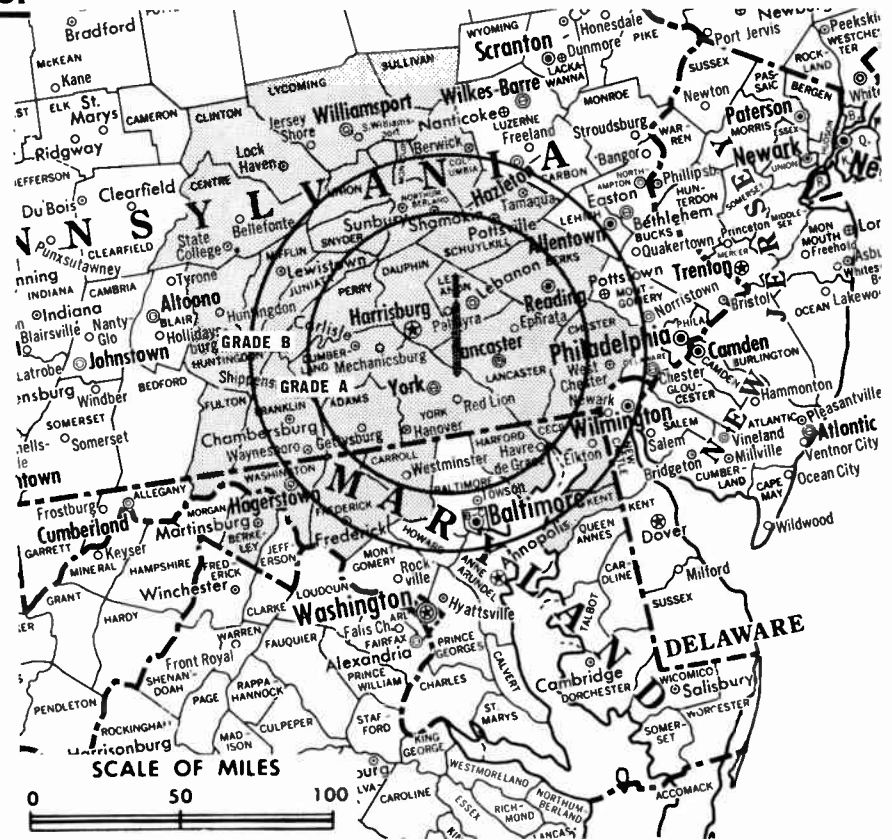
FM Affiliate: WGAL-FM, 20-kw, 101.3 mc (No. 267), 940-ft. antenna.

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

News Wire Service: AP.

Facsimile Service: UPI.

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



WGAL-TV Ref: FCC File No. BPCT-910 Granted 2/3/54

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

WGAL-TV

Licensee: WGAL Television Inc., 8 West King St. (17603).

Telephone: 717-393-5851.

Ownership: John F. Steinman and family and estate of J. Hale Steinman, 100%. Same interests operate AM stations WDEL, Wilmington, Del.; WGAL, Lancaster; WORK, York; WKBO, Harrisburg; WEST, Easton, all in Pennsylvania. WGAL Television Inc. also owns KVOA-TV, Tucson, Ariz. and KOAT-TV, Albuquerque, N.M. Steinmans also publish Lancaster Intelligencer-Journal; New Era and Sunday News.

Began Operation: March 18, 1949.

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

Represented (legal) by Hogan & Hartson.

Represented (engineering) by James C. McNary.

Personnel:

- CLAIR R. McCOLLOUGH, president & general manager.
- J. ROBERT GULICK, asst. general manager in charge of sales.
- HAROLD E. MILLER, station manager.
- LEROY K. STRINE, national sales manager.
- JACK A. CANDIOTO, regional sales manager.
- ROBERT H. ZIMA, sales service manager.
- PAUL C. RODENHAUSER, program manager & film buyer.
- HARRY J. SHAUB JR., business manager.
- PAUL I. WOODLAND, promotion manager.
- ROBERT MALICK, farm director.
- J. E. MATHIOT, chief engineer.

DIGEST OF RATE CARD NO. 14A
(April 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—8-10 p.m., daily.
\$1300.00 \$790.00 \$525.00 \$395.00 \$306.00 \$226.00 \$153.00
NETWORK BASE HOURLY RATE: \$1500 (NBC).

For State's CATV Systems, see the CATV Directory

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MARYLAND			
CARROLL	15,600	15,100	97
CECIL	14,200	13,700	96
FREDERICK	21,800	20,800	96
HARFORD	24,000	23,100	96
KENT	5,000	4,700	94
WASHINGTON	29,400	27,800	95
PENNSYLVANIA			
ADAMS	15,300	14,600	95
BERKS	88,900	85,800	97
CENTRE	21,400	20,100	94
CHESTER	65,100	63,200	97
CLINTON	11,000	10,500	96
COLUMBIA	16,100	15,400	96
CUMBERLAND	40,300	38,800	96
DAUPHIN	69,700	66,900	96
FRANKLIN	27,300	25,500	93
FULTON	3,000	2,700	90
HUNTINGDON	11,000	10,300	94
JUNIATA	4,700	4,300	91
LANCASTER	85,600	79,600	93
LEBANON	27,300	26,100	95
LYCOMING	34,200	32,000	94
MIFFLIN	13,300	12,400	93
MONTOUR	4,200	3,900	94
NORTHUMBERLAND	30,200	28,500	94
PERRY	7,800	7,400	95
SCHUYLKILL	49,700	47,400	96
SNYDER	7,200	6,500	91
SULLIVAN	1,800	1,700	95
UNION	6,600	6,000	91
YORK	77,100	74,200	96
WEST VIRGINIA			
BERKELEY	10,200	9,600	94
STATION TOTAL	839,000	798,600	95

NET WEEKLY CIRCULATION (MARCH 65) 472,700
AVERAGE DAILY CIRCULATION (MARCH 65) 307,800
COLOR PENETRATION PERCENTAGE (NOV 65) 13

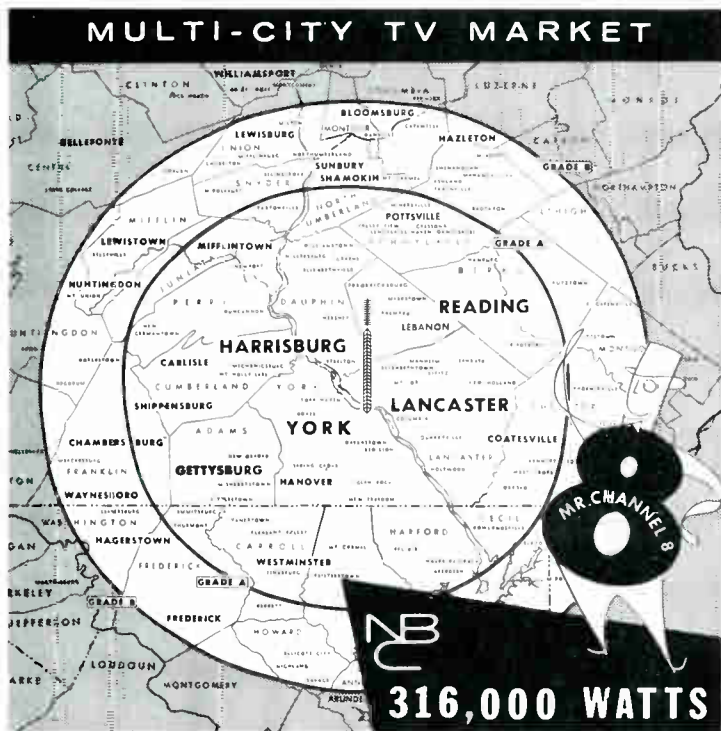
WGAL-TV

CHANNEL 8 • LANCASTER, PA.

Conestoga Wagon pioneers to unknown west



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VIDEO PIONEER WGAL-TV blazed the trail in a broad, multi-city area when **CHANNEL 8** opened a vital, prosperous television market to advertisers.

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YEAR AFTER YEAR WGAL-TV has supplemented foresight with hard work to turn pioneer developments into long-term achievements—which to advertisers, as well as audience, brings continuous rewards.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

Pennsylvania—Philadelphia



WCAU-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 979-ft. above ground, 1261-ft. above sea level.

Latitude 40° 02' 36"
Longitude 75° 14' 12"

Transmitter: Domino Lane & Fowler St.

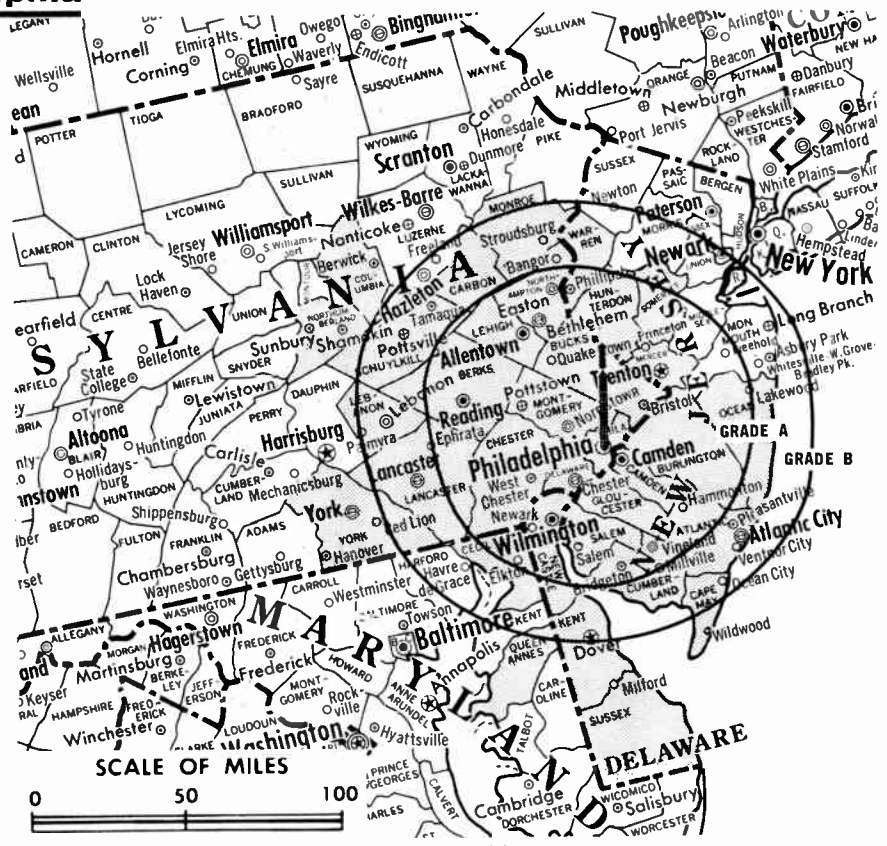
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP.

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



WCAU-TV

Licensee: Columbia Bcstg. System Inc., City & Monument Aves. (19131).

Studio: City & Monument Aves.

Telephone: 215-839-7000.

AM Affiliate: WCAU, 50-kw, 1210 kc (CBS).

FM Affiliate: WCAU-FM, 10-kw, 98.1 mc (No. 251), 660-ft. antenna height.

Ownership: See WCBS-TV, New York.

Began Operation: March 15, 1948. Sale to present owner by Philadelphia Bulletin interests approved July 23, 1958 by FCC (Television Digest, Vol. 13:51; 14:1, 18, 27, 30).

Represented (sales) by CBS Television Stations National Sales.

Personnel:

BRUCE R. BRYANT, v.p. & general manager.
C. ROBERT GROSS, director of engineering.
ROBERT N. PRYOR, director, promotion & information services.
FRANK Z. BEAZLEY, general sales manager.
WILLIAM J. FAATH, business manager.
MEL LEVINE, assistant to general manager.
JAMES KRAYER, production manager.
ALVIN L. HOLLANDER JR., program director.
JOHN F. HORSTMANN JR., operations manager.
ROBERT HOLLAND, news director.
WM. BENNETT, farm director.
LOUIS DE MARCO, production facilities manager.
MARGARET M. KEARNEY, educational director.

DIGEST OF RATE CARD NO. 21

(Sept. 13, 1965)

Hour	30 Min.	15 Min.	10 Min.	20 Sec.*	10 Sec.*
Class AAA—8-10:30 p.m., Mon.-Sat.; 7-11 p.m., Sun.	\$2400.00	\$1600.00	\$1334.00	\$1250.00	\$625.00

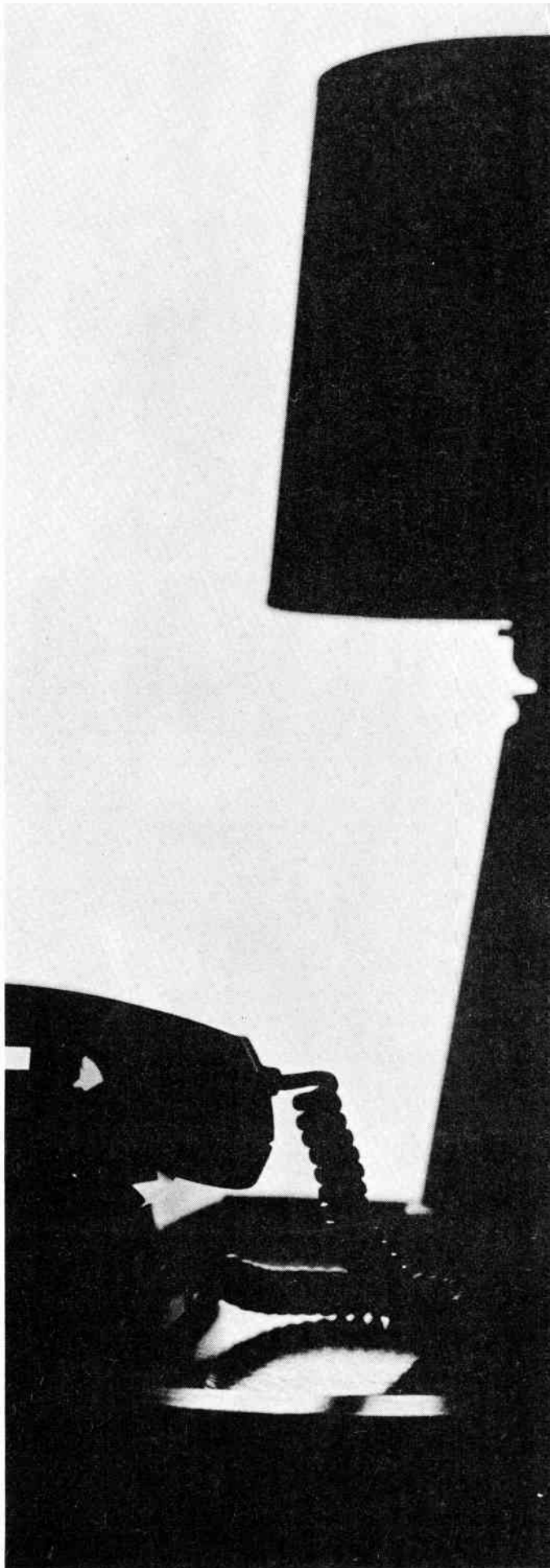
*Class A (7:59-11:01 p.m., Mon.-Fri.; 6:59-11:01 p.m., Sat. & Sun.)

NETWORK BASE HOURLY RATE: \$3800.

548-b

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES PER	
		HOMES	PER
DELAWARE			
KENT	21,300	20,200	94
NEW CASTLE	100,200	97,300	97
SUSSEX	23,200	21,200	91
MARYLAND			
CECIL	14,200	13,700	96
QUEEN ANNES	5,400	5,000	93
NEW JERSEY			
ATLANTIC	58,600	56,200	96
BURLINGTON	67,600	66,300	98
CAMDEN	130,100	127,600	98
CAPE MAY	18,200	17,600	96
CUMBERLAND	35,200	34,200	97
GLOUCESTER	43,900	43,100	98
HUNTERDON	18,100	17,600	97
MERCER	84,800	82,100	97
OCEAN	42,000	41,200	98
SALEM	18,800	18,200	97
SOMERSET	47,400	46,400	98
WARREN	21,100	20,400	97
PENNSYLVANIA			
BERKS	88,900	85,800	97
BUCKS	99,800	97,900	98
CARBON	15,000	14,400	96
CHESTER	65,100	63,200	97
COLUMBIA	16,100	15,400	96
DELAWARE	174,900	171,900	98
LANCASTER	85,600	79,600	93
LEBANON	27,300	26,100	95
LEHIGH	72,300	70,100	97
MONROE	12,700	12,200	96
MONTGOMERY	165,900	162,200	98
NORTHAMPTON	61,800	59,700	97
NORTHUMBERLAND	30,200	28,500	94
PHILADELPHIA	650,200	625,900	96
SCHUYLKILL	49,700	47,400	96
YORK	77,100	74,200	96
STATION TOTAL	2,442,700	2,362,800	97

NET WEEKLY CIRCULATION (MARCH 65) 2,042,300
AVERAGE DAILY CIRCULATION (MARCH 65) 1,568,400
COLOR PENETRATION PERCENTAGE (NOV 65) 11



Nobody ever calls Lillian Aldrich.

Mention television ratings to Lillian Aldrich and there's a good chance you will get the standard lament, "Nobody ever calls me." And although the American Research Bureau does call hundreds of thousands of people every year, we don't call everybody.

We don't have to. Fortunately.

Effective sampling allows researchers to reliably and economically provide audience estimates on a large group of people using a relatively small group as a base. Though the size of this base is important, it's the way in which it is selected that counts so much.

So if we take a hard-nose, no-tears approach to Lillian's sad lament, just remember—we didn't invent sampling. We do, however, dedicate ourselves to making it work as effectively as possible for you.



**AMERICAN
RESEARCH
BUREAU**

Pennsylvania—Philadelphia



WFIL-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 74-kw visual, 14.8-kw aural. Antenna: 1094-ft. above av. terrain, 1111-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 38"
Longitude 75° 14' 26"

Transmitter: Roxborough 28, Pa.

TV tape: Recording facilities.

AM Affiliate: WFIL, 5-kw, 560 kc (ABC).

FM Affiliate: WFIL-FM, 6.3-kw, 102.1 mc (No. 271), 775-ft. antenna height.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by Kear & Kennedy.

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



WFIL-TV Ref.: FCC File No. BPCT-2212 Granted 3/22/57

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

WFIL-TV

Licensee: Triangle Publications, Inc. (Radio & TV Div.) 4100 City Line Avenue, Philadelphia (19131). Studios: 4100 City Line Avenue.

Telephone: 215-878-9700. TWX No.: 215-569-9730.

Ownership: Triangle Publications, Inc., Radio & TV Div. operates WFIL-TV & WFIL-AM & FM, Philadelphia; WFBG-TV, WFBG & WFBG-FM, Altoona; WLYH-TV, Lancaster-Lebanon, Pa.; WNB-TV & WNB-AM & FM, Binghamton, N.Y.; WNHC-TV & WNHC-AM & FM, New Haven, Conn.; KFRE-TV, KFRE & KFRE-FM, Fresno, Cal. Triangle Publications, Inc. publishes Philadelphia Inquirer, Philadelphia Daily News, Seventeen Magazine, TV Guide. For other publishing interests, see listing under Book & Periodical Publishing Firms with TV Station Ownership.

Began Operation: Sept. 13, 1947.

Represented (sales) by Blair-TV.

Represented (legal) by Wilner & Bergson.

Personnel:

- ROGER W. CLIPP, v.p. & general manager.
- JOHN D. SCHEUER JR., administrative executive.
- GEORGE A. KOEHLER, station manager.
- JOHN F. CUNDIFF, sales manager.
- GEORGE COWAN, local sales manager.
- EDWARD ARMSBY, promotion director.
- THOMAS B. JONES, program coordinator.
- LEWIS KLEIN, program manager.
- HENRY E. RHEA, director of engineering.
- JOHN C. HARLAN, business manager.

DIGEST OF RATE CARD NO. 20—(Oct. 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.
Class AA—7:30-11 p.m., daily.	\$5800.00	\$3480.00		\$1600.00	\$1450.00
NETWORK BASE HOURLY RATE: \$4300.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
DELAWARE			
KENI	21,300	20,200	94
NEW CASTLE	100,200	97,300	97
SUSSEX	23,200	21,200	91
MARYLAND			
CECIL	14,200	13,700	96
HARFORD	24,000	23,100	96
KENT	5,000	4,700	94
NEW JERSEY			
ATLANTIC	58,600	56,200	96
BURLINGTON	67,600	66,300	98
CAMDEN	130,100	127,600	98
CAPE MAY	18,200	17,600	96
CUMBERLAND	35,200	34,200	97
GLOUCESTER	43,900	43,100	98
HUNTERDON	18,100	17,600	97
MERCER	84,800	82,100	97
OCEAN	42,000	41,200	98
SALEM	18,800	18,200	97
SOMERSET	47,400	46,400	98
SUSSEX	16,900	16,300	97
WARREN	21,100	20,400	97

PENNSYLVANIA			
BERKS	88,900	85,800	97
BUCKS	99,800	97,900	98
CARBON	15,000	14,400	96
CHESTER	65,100	63,200	97
COLUMBIA	16,100	15,400	96
DAUPHIN	69,700	66,900	96
DELAWARE	174,900	171,900	98
LANCASTER	85,600	79,600	93
LEBANON	27,300	26,100	95
LEHIGH	72,300	70,100	97
LUZERNE	99,500	96,600	97
LYCOMING	34,200	32,000	94
MONROE	12,700	12,200	96
MONTGOMERY	165,900	162,200	98
NORTHAMPTON	61,800	59,700	97
NORTHUMBERLAND	30,200	28,500	94
PHILADELPHIA	652,200	625,900	96
SCHUYLKILL	49,700	47,400	96
WAYNE	7,800	7,200	93
YORK	77,100	74,200	96
STATION TOTAL	2,694,400	2,604,600	97

NET WEEKLY CIRCULATION (MARCH 65)	2,091,500
AVERAGE DAILY CIRCULATION (MARCH 65)	1,529,700
COLOR PENETRATION PERCENTAGE (NOV 65)	11

Pennsylvania—Philadelphia

WIBF-TV

Ch. 29

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 1430-kw max. and 1230-kw horizontal visual, 143-kw max. and 123-kw horizontal aural. Antenna: 340-ft. above av. terrain, 286-ft. above ground, 565-ft. above sea level.

Latitude 40° 05' 16"
Longitude 75° 07' 43"

Transmitter: Benson-East, Jenkintown, Pa.

FM Affiliate: WIBF-FM, .75-kw 103.9 mc (No. 280), 670-ft. antenna height.

ARB Data for this station is not available since the station began operation after the survey was made.



WIBF-TV

Network Service: None, independent.

Grantee: WIBF Broadcasting Co., Benson East, Jenkintown (19406).

Studio: The Benson-East.

Telephones: 215-927-5888 (Philadelphia); 215-887-5400 (Jenkintown).

Ownership: William Fox, pres., 19.33%; Irwin Fox, secy.-treas., 19.33%; Dorothy Kotin, v.p., 19.33%; Benson Apt. Corp., 29.33%; Fox Management Corp., 12.66%.

Began Operation: May 16, 1965.

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

Represented (engineering) by David Steel & Assoc.

Represented (sales) by Vic Piano Assoc. Inc.

Personnel:

WILLIAM L. FOX, president.
WILLIAM H. VOGT, general manager.
WILLIAM H. KLINE JR., program manager.
ALEX GEISLER, director of engineering.
ED MOORE, operations manager.
TAYLOR GRANT, news director.

DIGEST OF RATE CARD NO. 2
(Jan. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	ID
Class AAA—7:30-11 p.m., daily.	\$800.00	\$480.00	\$300.00	\$220.00	\$200.00	\$160.00 \$100.00

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

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Pennsylvania—Philadelphia (Burlington, N.J.)

WKBS

Ch. 48

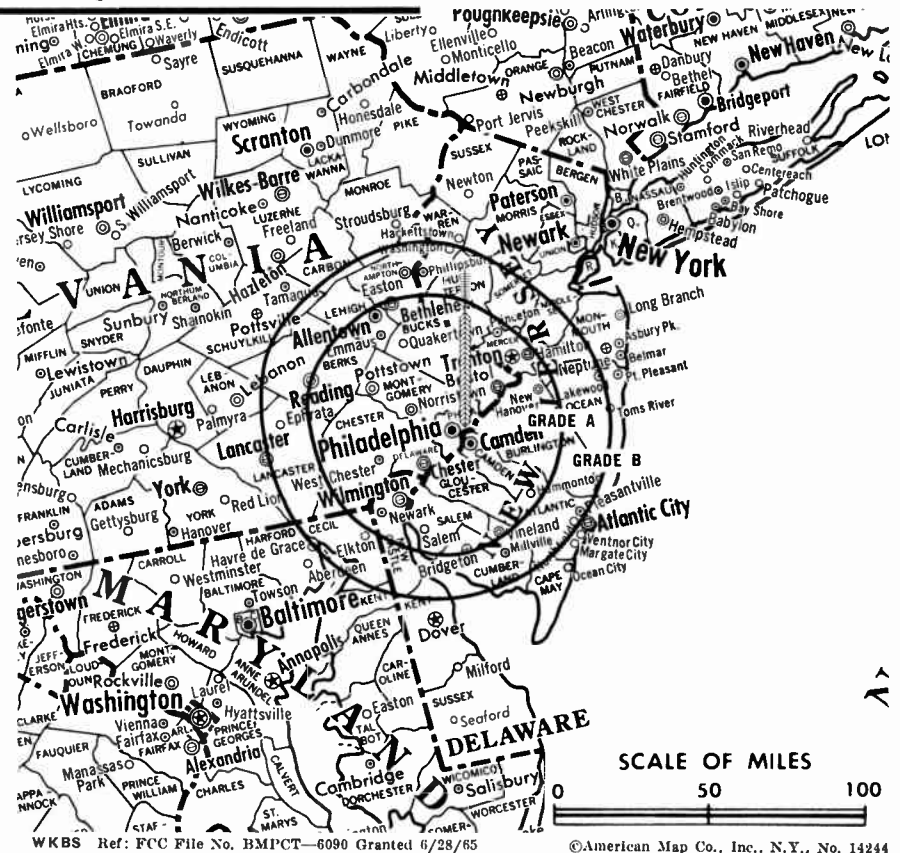
Technical Facilities: Channel No. 48 (674-680 mc). Authorized power: 1000-kw max. and 708-kw horizontal visual, 200-kw max. and 141-kw horizontal aural. Antenna: 1100-ft. above av. terrain, 1102-ft. above ground, 1349-ft. above sea level.

Latitude 40° 02' 35.5"
Longitude 75° 14' 32.5"

Transmitter: Umbria St., near Domino Lane, Philadelphia.

TV tape: Recording facilities.

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



WKBS Ref: FCC File No. BMPCT-6090 Granted 6/28/65

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

WKBS

Network Service: None, independent.

Licensee: Kaiser Broadcasting Corp., 3201 S. 26th St., Philadelphia, Pa. (19145).

Studio: 3201 S. 26th St., Philadelphia.

Telephone: 215-336-6400. TWX No.: 710-670-1262.

Ownership: See WKBD(TV), Detroit, Mich.

Began Operation: Sept. 1, 1965.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (sales) by Broadcast Communications Group Inc.

Personnel:

THOMAS A. BREEN, station manager & film buyer.

THOMAS F. SHANNON, general sales manager.

ROBERT F. WIDDUP, business manager.

ROBERT Z. KENDALL, sales promotion, publicity & merchandising manager.

ARDEN WOOFER, assistant chief engineer.

DIGEST OF RATE CARD NO. 1

(Sept. 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00	\$208.00	\$166.40	\$104.00

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

HA 1-0818

RESIDENCE

TE 2-9362

La Rue Media Brokers Inc.

Radio Television CATV

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

Pennsylvania—Philadelphia



KYW-TV

Ch. 3



(formerly WRCV-TV)

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 95.5-kw visual, 48-kw aural. Antenna: 1000-ft. above av. terrain, 1116-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 38"

Longitude 75° 14' 26"

Requests 10-kw aural.

Transmitter: Roxborough, Pa.

TV tape: Recording facilities.

AM Affiliate: KYW, 50-kw, 1060 kc.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI, Western Union (sports).

Total Households: © SRDS

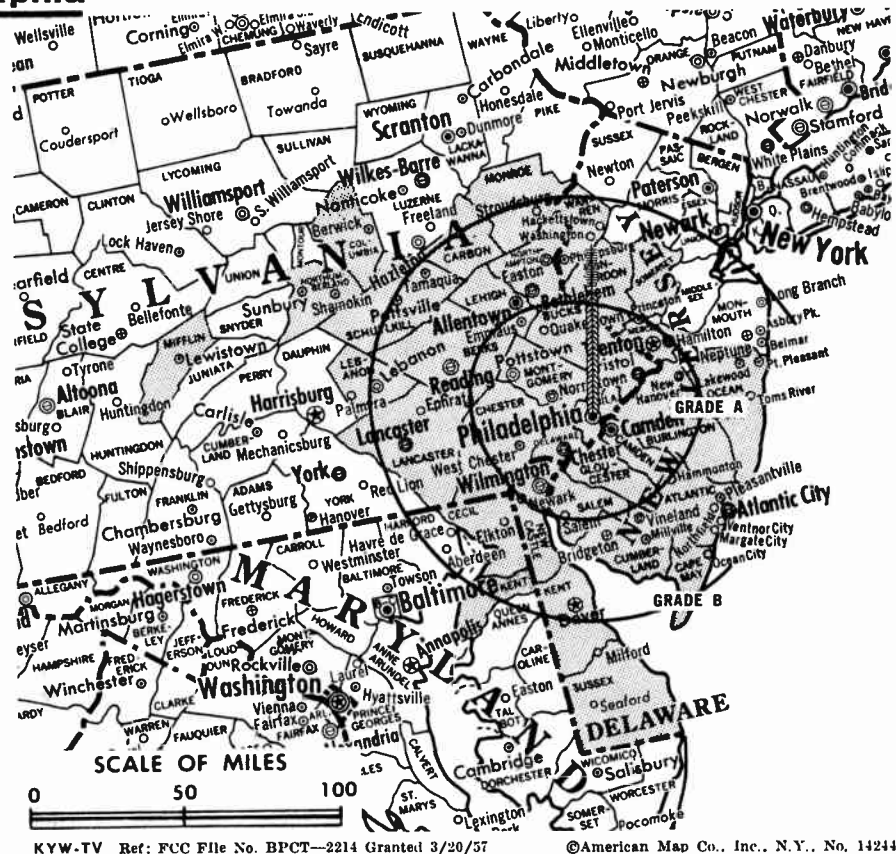
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



KYW-TV Ref: FCC File No. BPCT-2214 Granted 3/20/57

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

KYW-TV

Licensee: A Group W Station, Westinghouse Broadcasting Co. Inc., 1619 Walnut St., Philadelphia (19103).

Studio: 1619 Walnut St.

Telephone: 215-564-3700.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, chairman & pres.; Larry Israel, exec. v.p.; Franklin A. Tooke, v.p. for Philadelphia area; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Benjamin Wolfe, v.p., engineering; Richard M. Pack, sr. v.p., programming; James E. Allen, v.p., sales; David N. Lewis, national adv. & sales promotion mgr. Also operates TV stations KDKA-TV, Pittsburgh; WBZ-TV, Boston (WBZ); WJZ-TV, Baltimore; KPIX, San Francisco. For other interests, see Group Ownership.

Began Operation: September 1941. Sold to Westinghouse Bcstg. by Philco Corp. in 1953 (Television Digest, Vol. 9:8, 22); then transferred to NBC in deal approved Dec. 21, 1955 (Vol. 11:2 & 12:3). Transfer from NBC back to Westinghouse under order by FCC approved Feb. 17, 1965 (Vol. 5:7-8, 25).

Represented (sales) Television Advertising Representatives Inc.

Personnel:

DONALD H. MCGANNON, president.
FRANKLIN A. TOOKE, vice president.
FRED WALKER, general manager.
DAVID HENDERSON, sales manager.
EARL HIGGINS, business manager.
HERBERT FARBER, research director.
JACK LEARY, operations manager.

DIGEST OF RATE CARD NO. 1

(Jan. 1, 1966)

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

Class AA—6-11:30 p.m., Mon.-Fri.; 7:30-11:30 p.m., Sat.; 7-11:30 p.m., Sun.

\$3800.00 \$2500.00 \$1500.00 \$1150.00 \$1300.00 \$650.00

NETWORK BASE HOURLY RATE: \$4100.

For County-by-County ARB Data,
see Section a.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
DELAWARE			
KENT	21,300	20,200	94
NEW CASTLE	100,200	97,300	97
SUSSEX	23,200	21,200	91
MARYLAND			
CECIL	14,200	13,700	96
KENT	5,000	4,700	94
NEW JERSEY			
ATLANTIC	58,600	56,200	96
BURLINGTON	67,600	66,300	98
CAMDEN	130,100	127,600	98
CAPE MAY	18,200	17,600	96
CUMBERLAND	35,200	34,200	97
GLouceSTER	43,900	43,100	98
HUNTERDON	18,100	17,600	97
MERCER	84,800	82,100	97
OCEAN	42,000	41,200	98
SALEM	18,800	18,200	97
SUMERSET	47,400	46,400	98
WARREN	21,100	20,400	97
PENNSYLVANIA			
BERKS	88,900	85,800	97
BUCKS	99,800	97,900	98
CARBON	15,000	14,400	96
CHESTER	65,100	63,200	97
COLUMBIA	16,100	15,400	96
DELAWARE	174,900	171,900	98
LANCASTER	85,600	79,600	93
LEBANON	27,300	26,100	95
LEHIGH	72,300	70,100	97
MIFFLIN	13,300	12,400	93
MONROE	12,700	12,200	96
MONTGOMERY	165,900	162,200	98
NORTHAMPTON	61,800	59,700	97
NORTHUMBERLAND	30,200	28,500	94
PHILADELPHIA	650,200	625,900	96
SCHUYLKILL	49,700	47,400	96
STATION TOTAL	2,378,500	2,300,700	97

NET WEEKLY CIRCULATION (MARCH 65) 2,070,400
AVERAGE DAILY CIRCULATION (MARCH 65) 1,632,200
COLOR PENETRATION PERCENTAGE (NOV 65) 11

Pennsylvania—Philadelphia

WPHL-TV



Ch. 17

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 626-kw max. and 262-kw horizontal visual, 125.2-kw max. and 52.4-kw horizontal aural. Antenna: 750-ft. above av. terrain, 590-ft. above ground, 1002-ft. above sea level.

Latitude 40° 05' 00"

Longitude 75° 10' 47"

Holds CP for 1050-kw max. and 436-kw horizontal visual, 210-kw max. and 87.1-kw horizontal aural. BPCT—3627.

Transmitter: 1230 E. Mermaid Lane, Philadelphia.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.



WPHL-TV Ref: FCC File No. BPCT—3468 Granted 7/6/85
CP: BPCT—3627 Granted 10/20/65

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

WPHL-TV

Network Service: NBC & ABC on per program basis.

Grantee: Philadelphia Television Broadcasting Co., 1420 Walnut St., Philadelphia (19102).

Studio: 1230 E. Mermaid Lane, Philadelphia (19118).

Telephones: 215-735-2320 (office); 215-242-2800 (studio).

Ownership: A. J. Katz, 35%; Leonard B. Stevens, 35%; several other stockholders.

Began Operation: July 17, 1960, but left air Aug. 1, 1962. Sale to present owners was approved May 27, 1964 by FCC and it resumed operation Sept. 17, 1965.

Represented (sales) by National Television Sales Inc.

Represented (legal) by Cottone & Fanelli.

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

Personnel:

A. J. KATZ, president.
LEONARD B. STEVENS, executive v.p.
DONALD K. HELLER, v.p. & asst. general manager.
LARRY COOPER, station manager.
SAMUEL FEINBERG, director, regional sales.
JACK KLINE, director, sales development.
ROBERT LEACH, director of engineering.

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

Hour 30 Min. 15 Min. 5 Min. Min. 20/30 Sec. 10 Sec.
Class AAA—7-11 p.m., daily.
\$900.00 \$540.00 \$324.00 \$182.00 \$100.00 \$70.00 \$35.00

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

KDKA-TV, Pittsburgh (ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
WEST VIRGINIA (CONTINUED)			
HARRISON	21,800	20,900	96
LEWIS	4,900	4,400	91
MARION	18,100	16,900	94
MARSHALL	11,200	10,700	96
MINERAL	6,200	5,700	91
MONONGALIA	14,800	13,500	91
OHIO	22,200	21,400	96
PRESTON	6,400	5,700	89
RANDOLPH	6,200	5,500	88
TAYLOR	3,900	3,500	90
TUCKER	1,700	1,500	87
TYLER	2,700	2,400	89
UPSHUR	4,800	4,300	90
WETZEL	5,200	4,900	93

Pennsylvania—Pittsburgh



KDKA-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 990-ft. above av. terrain, 683-ft. above ground, 2049-ft. above sea level.

Latitude 40° 29' 38.22"
Longitude 80° 01' 9.40"

Transmitter: 4101 Grizella St.

Studio: 1 Gateway Center.

Telephone: 412-391-3000.

TWX No.: 412-642-3113.

TV tape: Recording facilities.

AM Affiliate: KDKA, 50-kw, 1020 kc.

FM Affiliate: KDKA-FM, 47-kw, 92.9 mc (No. 225), 890-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © SRDS

(Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KDKA-TV Ref: FCC File No. BPC-1979 Granted 6/12/55

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

KDKA-TV

Licensee: Westinghouse Bcstg. Co. Inc., 1 Gateway Center, Pittsburgh, Pa. (15222).

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, chairman and president; Harold C. Lund, v.p. for Pittsburgh area; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Ben Wolfe, v.p. engineering; Richard M. Pack, v.p. programming; Jim Allen, v.p. sales; David N. Lewis, national adv. & sales promotion mgr. Also operates TV stations WBZ-TV, Boston (WBZ); KYW-TV, Philadelphia (KYW); WJZ-TV, Baltimore; KPIX, San Francisco. For other interests, see Group Ownership.

Began Operation: Jan. 11, 1949 as WDTV. Sale to present owners by DuMont Laboratories approved by FCC Jan. 5, 1955 (Television Digest, Vol. 10:49 & 11:2).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- HAROLD C. LUND, v.p., Pittsburgh.
- PAUL G. O'FRIEL, general manager.
- JAMES M. KING, sales manager.
- ROBERT NOVAK, program director & film buyer.
- RAYMOND HOFFMAN, publicity director.
- PETER M. THORNTON, advertising promotion director.
- GEORGE E. HAGERTY, engineering manager.

DIGEST OF RATE CARD NO. 19A (Jan. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.		
Class AA—8-11 p.m., Mon.-Sat.;	6:30-11:15 p.m., Sun.	\$2500.00	\$1500.00	\$1125.00	\$750.00	\$850.00	\$650.00	\$325.00
NETWORK BASE HOURLY RATE: \$2700.								

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HUMES	PER
MARYLAND			
ALLEGANY	25,400	23,900	94
GARRETT	5,300	4,700	89
OHIO			
BELMONT	25,300	24,500	97
CARROLL	6,000	5,800	97

COLUMBIANA	32,500	31,600	97
COSHOCTON	10,000	9,400	94
GUERNSEY	11,200	10,600	95
HARRISON	5,000	4,800	96
JEFFERSON	28,400	27,700	97
MAHONING	91,900	89,900	98
MONROE	4,400	4,100	94

PENNSYLVANIA			
ALLEGHENY	489,800	476,000	97
ARMSTRONG	23,000	22,200	96
BEAVER	61,300	59,800	97
BEDFORD	12,300	11,600	94
BLAIR	40,600	39,200	96
BUTLER	33,700	32,800	97
CAMBRIA	56,200	54,500	97
CLARION	10,300	9,800	95
CLEARFIELD	22,800	21,900	96
CRAWFORD	22,500	21,300	95
ELK	10,600	10,200	96
FAYETTE	46,600	44,300	95
FOREST	1,100	1,100	97
GREENE	10,500	10,000	95
HUNTINGDON	11,000	10,300	94
INDIANA	20,700	19,800	96
JEFFERSON	13,500	13,000	96
LAWRENCE	33,300	32,200	96
MC KEAN	16,100	15,200	95
MERCER	37,800	36,400	96
SOMERSET	21,100	20,100	95
VENANGO	18,400	17,200	94
WASHINGTON	64,100	62,100	97
WESTMORELAND	105,700	103,000	97

WEST VIRGINIA			
BARBOUR	3,500	3,100	89
BRODKE	8,200	8,000	97
DODDRIDGE	1,600	1,400	88
GRANT	2,500	2,000	90
HANCOCK	11,900	11,700	98

(Continued on page 554-b)

STATION TOTAL 1,586,200 1,528,500 96

NET WEEKLY CIRCULATION (MARCH 65) 1,167,600
AVERAGE DAILY CIRCULATION (MARCH 65) 922,200
COLOR PENETRATION PERCENTAGE (NOV 65) 8

Pennsylvania—Pittsburgh



WIIC-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1000-ft. above av. terrain, 847-ft. above ground, 2049-ft. above sea level.

Latitude 40° 27' 47"
Longitude 80° 00' 17"

Transmitter: 341 Rising Main Ave.

Studio: 341 Rising Main Ave.

TV tape: Recording facilities.

0 & 0 Translators: W05AD, Charleroi; W08AI, Connellsville; W08AM, Freeport; W08AF, Greensburg; W08AH, Leechburg; W08AG, Uniontown; W08AL, Vandergrift; W05AB, Washington, all in Pa.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC, UPI.

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



WIIC-TV Ref: FCC File No. BHPCT-3486 Granted 3/20/57

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

WIIC-TV

Licensee: WIIC-TV Corporation, 341 Rising Main Ave., Pittsburgh (15214).

Telephone: 412-321-8700. TWX No.: 412-642-3146.

Ownership: Cox Broadcasting Corp., see WHIO-TV, Dayton, O. for other interests.

Began Operation: Sept. 1, 1957. Sale to present owner by co-owners Pittsburgh Post-Gazette & Sun Telegraph and H. Kenneth Brennen & family approved Nov. 20, 1964 by FCC (Television Digest, Vol. 4:36, 47).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JAMES M. COX JR., chairman of the board.
J. LEONARD REINSCH, president.
FRANK GAITHER, vice president.
ROBERT A. MORTENSEN, vice president & general manager.
ROGER D. RICE, general sales manager.
PHILIP D. MARELLA, local sales manager.
VIC SKAGGS, program director.
SHELTON WEAVER, production-operations mgr. & film buyer.
HENRY R. KAISER, chief engineer.
CALEY E. AUGUSTINE, director, public relations and promotion.

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

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$2000.00 \$1200.00 \$800.00 \$525.00 \$500.00 \$450.00 \$225.00

NETWORK BASE HOURLY RATE: \$2350.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MARYLAND			
GARRETT	5,300	4,700	89
OHIO			
BELMONT	25,300	24,500	97
CARROLL	6,000	5,800	97
COLUMBIANA	32,500	31,600	97
HARRISON	5,000	4,800	96
JEFFERSON	28,400	27,700	97
MUNROE	4,400	4,100	94

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
PENNSYLVANIA			
ALLEGHENY	489,800	476,000	97
ARMSTRONG	23,000	22,200	96
BEAVER	61,300	59,800	97
BLAIR	40,600	39,200	96
BUTLER	33,700	32,800	97
CAMBRIA	56,200	54,500	97
CLAKION	10,300	9,800	95
CLEARFIELD	22,800	21,900	96
ELK	10,600	10,200	96
FAYETTE	46,600	44,300	95
GREENE	10,500	10,000	95
INDIANA	20,700	19,800	96
JEFFERSON	13,500	13,000	96
LAWRENCE	33,300	32,200	96
MERCER	37,800	36,400	96
SOMERSET	21,100	20,100	95
VENANGO	18,400	17,200	94
WASHINGTON	64,100	62,100	97
WESTMORELAND	105,700	103,000	97
WEST VIRGINIA			
BROOKE	8,200	8,000	97
HANCOCK	11,900	11,700	98
MARION	18,100	16,900	94
MARSHALL	11,200	10,700	96
MUNDONGALIA	14,800	13,500	91
OHIO	22,200	21,400	96
PRESTON	6,400	5,700	89
TAYLOR	3,900	3,500	90
STATION TOTAL	1,323,600	1,279,100	97

NET WEEKLY CIRCULATION (MARCH 65) 891,800
AVERAGE DAILY CIRCULATION (MARCH 65) 588,200
COLOR PENETRATION PERCENTAGE (NOV 65) 8

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

PITTSBURGH IS COLORFUL GATEWAY CENTER AND COLOR ▲ FULL WIIC-TV.



Robert A. Mortensen, WIIC-TV vice president and general manager, with Frank H. Briggs, vice president, The Equitable Life Assurance Society, owners and operators of Gateway Center.

center of interest

Pittsburgh's Gateway Center: looming evidence of leadership in urban renewal. You can lead the way in the Pittsburgh market with top spot buys on WIIC-TV, Pittsburgh's NUMBER ONE COLOR STATION.



Check with General Sales Manager Roger Rice or your Pety-TV man.

Get your Pittsburghers on



Basic NBC Television Affiliate

Cox Broadcasting Corporation stations: WIIC-TV, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland.

Pennsylvania—Pittsburgh



WTAE

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 965-ft. above av. terrain, 1062-ft. above ground, 2049-ft. above sea level.

Latitude 40° 16' 49"
Longitude 79° 48' 11"

Transmitter: Elizabeth Township, Pa.
Studio: 400 Ardmore Blvd.

TV tape: Recording facilities.

AM Affiliate: WRYT, 5-kw 1250 kc.

FM Affiliate: WRYT-FM, 16-kw, 96.1 mc (No. 241), 800-ft. antenna height (CP).

Color: Network, film, slide & tape.

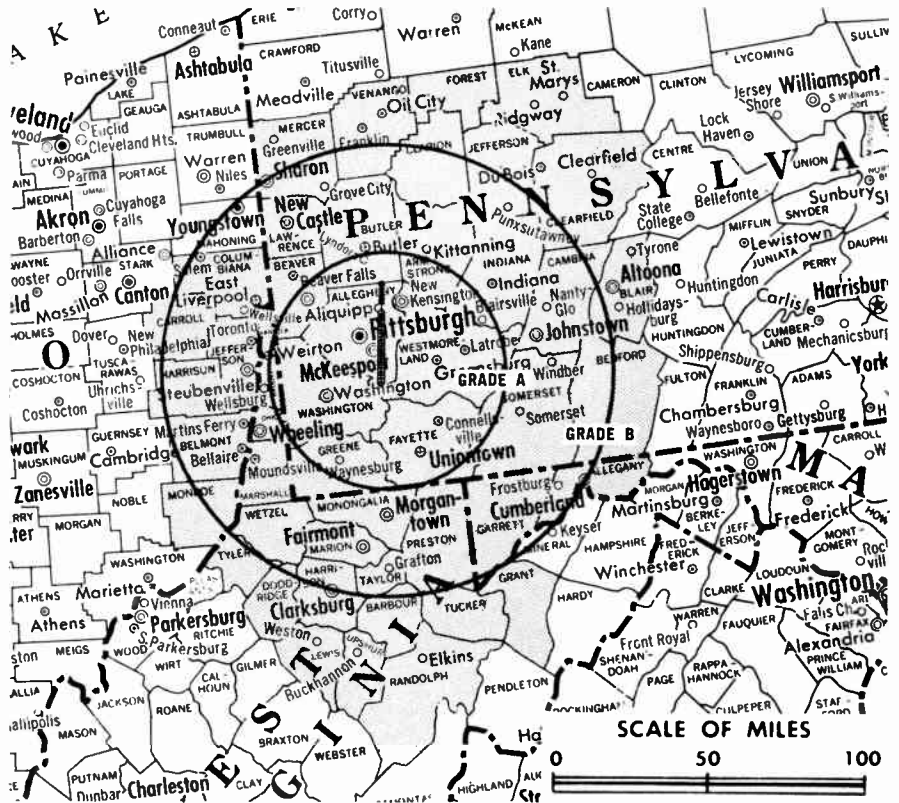
News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: UPI.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

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



WTAE Ref: FCC File No. BMPCT-5063 Granted 5/9/58

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

WTAE

Licensee: The Hearst Corp., Pittsburgh Broadcast Div., 400 Ardmore Blvd., Pittsburgh (15230).

Telephone: 412-242-4300. TWX No.: 412-642-4047.

Ownership: The Hearst Corp., 100%. Hearst also operates WBAL-TV, Baltimore (WBAL) and WISN-TV, Milwaukee (WISN); for other interests, see Baltimore-News Post under Newspaper Ownership.

Began Operation: Sept. 14, 1958. Hearst acquired 100% control after its purchase of 50% from Earl F. Reed and Irwin D. Wolf, as trustees for a stockholders group. Purchase approved by FCC Aug. 1, 1962 (Television Digest, Vol. 2:29, 32).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

- FRANKLIN C. SNYDER, v.p., general manager.
- ALAN TRENCH, v.p. for TV sales.
- E. PRESTON STOVER, program operations mgr. & film buyer.
- JOHN HINKLE, business manager.
- DAVID CRANTZ, promotion manager.
- JERRY McCUNE, film director.
- LOUIS P. WAGNER JR., director of engineering.
- DAVE MURRAY, dir. of programming & program development.

DIGEST OF RATE CARD NO. A7 & P7—(June 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—7:30-11 p.m., daily.	\$2500.00	\$1500.00	\$750.00	\$650.00	\$625.00	\$600.00	\$315.00
NETWORK BASE HOURLY RATE: \$2600.							

STATE/COUNTY	TOTAL HOUSEHOLDS		TV HOMES PER
	HOUSEHOLDS	HOMES	
MARYLAND			
ALLEGANY	25,400	23,900	94
GARRETT	5,300	4,700	89
OHIO			
BELMONT	25,300	24,500	97.
CARROLL	6,000	5,800	97
COLUMBIANA	32,500	31,600	97
HARRISON	5,000	4,800	96

JEFFERSON	28,400	27,700	97
MONROE	4,400	4,100	94
PENNSYLVANIA			
ALLEGHENY	489,800	476,000	97
ARMSTRONG	23,000	22,200	96
BEAVER	61,300	59,800	97
BEDFORD	12,300	11,600	94
BLAIR	40,600	39,200	96
BUTLER	33,700	32,800	97
CAMBRIA	56,200	54,500	97
CLAKION	10,300	9,800	95
CLEARFIELD	22,800	21,900	96
ELK	10,600	10,200	96
FAYETTE	46,600	44,300	95
FOREST	1,100	1,100	97
GREENE	10,500	10,000	95
INDIANA	20,700	19,800	96
JEFFERSON*	13,500	13,000	96
LAWRENCE	33,300	32,200	96
MERCER	37,800	36,400	96
SOMERSET	21,100	20,100	95
VENANGO	18,400	17,200	94
WASHINGTON	64,100	62,100	97
WESTMORELAND	105,700	103,000	97
WEST VIRGINIA			
BARBOUR	3,500	3,100	89
BROUKE	8,200	8,000	97
DODDRIDGE	1,600	1,400	88
GRANT	2,500	2,000	90
HANCOCK	11,900	11,700	98
HARRISON	21,800	20,900	96
LEWIS	4,900	4,400	91
MARION	18,100	16,900	94
MARSHALL	11,200	10,700	96
MONONGALIA	14,800	13,500	91
OHIO	22,200	21,400	96
PRESTON	6,400	5,700	89
RANDOLPH	6,200	5,500	88
TAYLOR	3,900	3,500	90
TUCKER	1,700	1,500	87
TYLER	2,700	2,400	89
UPSHUR	4,800	4,300	90
WETZEL	5,200	4,900	93
STATION TOTAL	1,417,300	1,366,100	96

NET WEEKLY CIRCULATION (MARCH 65)	1,119,300
AVERAGE DAILY CIRCULATION (MARCH 65)	820,800
COLOR PENETRATION PERCENTAGE (NOV 65)	8

Pennsylvania—Scranton & Wilkes-Barre



WDAU-TV



Ch. 22

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 1000-kw maximum and 447-kw horizontal visual, 506-kw maximum and 224-kw horizontal aural. Antenna: tilted electrically, 1351-ft. above av. terrain, 421-ft. above ground, 2545-ft. above sea level.

Latitude 41° 25' 36"
Longitude 75° 44' 52"

Transmitter: Bald Mt., Ransom Twp.

TV tape: Recording facilities.

AM Affiliate: WGBI, 1-kw (.5-kw night), 910 kc (CBS).

FM Affiliate: WGBI-FM, 2.3-kw, 101.3 mc (No. 267), 1100-ft. antenna height.

Color: Network only.

News Wire Service: AP.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS

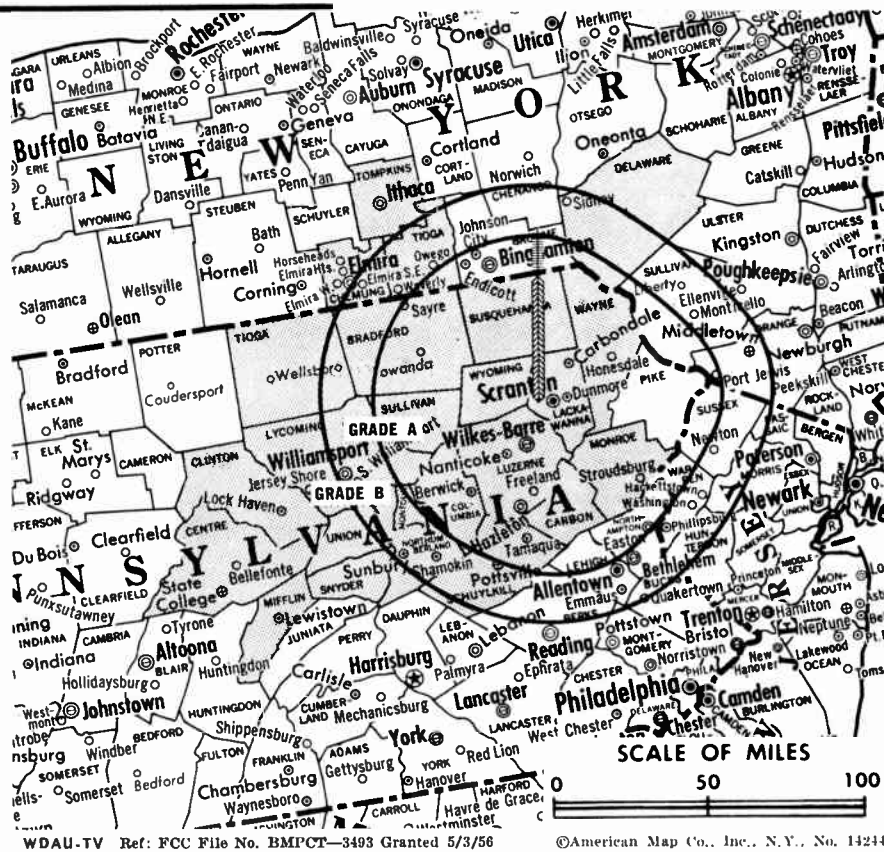
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WDAU-TV Ref: FCC File No. BMPCT-3493 Granted 5/3/56

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

WDAU-TV

Licensee: Scranton Broadcasters Inc., 1000 Wyoming Ave., Scranton, Pa. (18509).

Studio: 1000 Wyoming Ave.

Telephone: 717-342-7634. TWX No.: 717-680-4039.

Ownership: Scranton Bcstrs. Inc., 100% owned by heirs of Frank Megargee, with 28% being held by Scranton WGBI Radio Inc. (66 2/3 voting stock), Mrs. M. E. Megargee & family 72%.

Began Operation: June 7, 1953. In 1959 present owners re-acquired control by purchasing stock held by WCAU Inc. (Philadelphia Evening Bulletin), which had held 75% control of station since 1956 (Television Digest, Vol. 12:31, 42; 15:16, 22).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

- MRS. M. E. MEGARGEE, president.
- MRS. M. M. HOLCOMB, general manager.
- WILLIAM P. HESSIAN, sales manager.
- DOUG HOLCOMB, promotion director.
- MORT ROSENTHAL, program director & film buyer.
- K. R. COOKE, chief engineer.
- TOM POWELL, news director.
- TOM JONES, CATV liaison.

DIGEST OF RATE CARD NO. 12—(Oct. 11, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class A—7:30-10:30 p.m., daily.

\$700.00 \$420.00 \$280.00 \$210.00 \$150.00 \$75.00

NETWORK BASE HOURLY RATE: \$625.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
NEW YORK			
CHEMUNG	32,600	31,200	96
DELAWARE	13,400	12,500	93
TIOGA	12,500	12,000	96
TOMPKINS	20,800	18,700	90
PENNSYLVANIA			
BRADFORD	15,900	15,100	95
CARBON	15,000	14,400	96
CENTRE	21,400	20,100	94
CLINTON	11,000	10,500	96
COLUMBIA	16,100	15,400	96
LACKAWANNA	68,500	66,700	97
LUZERNE	99,500	96,600	97
LYCOMING	34,200	32,000	94
MIFFLIN	13,300	12,400	93
MONROE	12,700	12,200	96
MONTOUR	4,200	3,900	94
NORTHUMBERLAND	30,200	28,500	94
SCHUYLKILL	49,700	47,400	96
SNYDER	7,200	6,500	91
SULLIVAN	1,800	1,700	95
SUSQUEHANNA	9,400	9,000	96
TIOGA	10,500	9,800	93
UNION	6,600	6,000	91
WAYNE	7,800	7,200	93
WYOMING	4,800	4,600	95
STATION TOTAL	519,100	494,400	95

NET WEEKLY CIRCULATION (MARCH 65) 264,800
AVERAGE DAILY CIRCULATION (MARCH 65) 189,100
COLOR PENETRATION PERCENTAGE (NOV 65) 12

Pennsylvania—Wilkes-Barre & Scranton

NBC **WBRE-TV**

Ch. 28

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 1000-kw max. and 589-kw horizontal visual, 58.9-kw horizontal aural. Antenna: 1200-ft. above av. terrain, 429-ft. above ground, 2529-ft. above sea level.

Latitude 41° 11' 56.5"
Longitude 75° 49' 05.5"

Transmitter: Bear Creek Twp., Wyoming Mountain.

Studio: 62 S. Franklin St.

TV tape: Recording facilities.

Relay Station: W79AC, Clarks Summit, Dalton, parts of Scranton & Waverly, Pa.; W79AL, Dallas, Hillsdale, Shavertown & Trucksville, Pa.

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

News Wire Service: UPI, NBC.

Facsimile Service: UPI.

AM & FM Affiliates: See below.

Represented (engineering) by Silliman, Moffet & Kowalski.

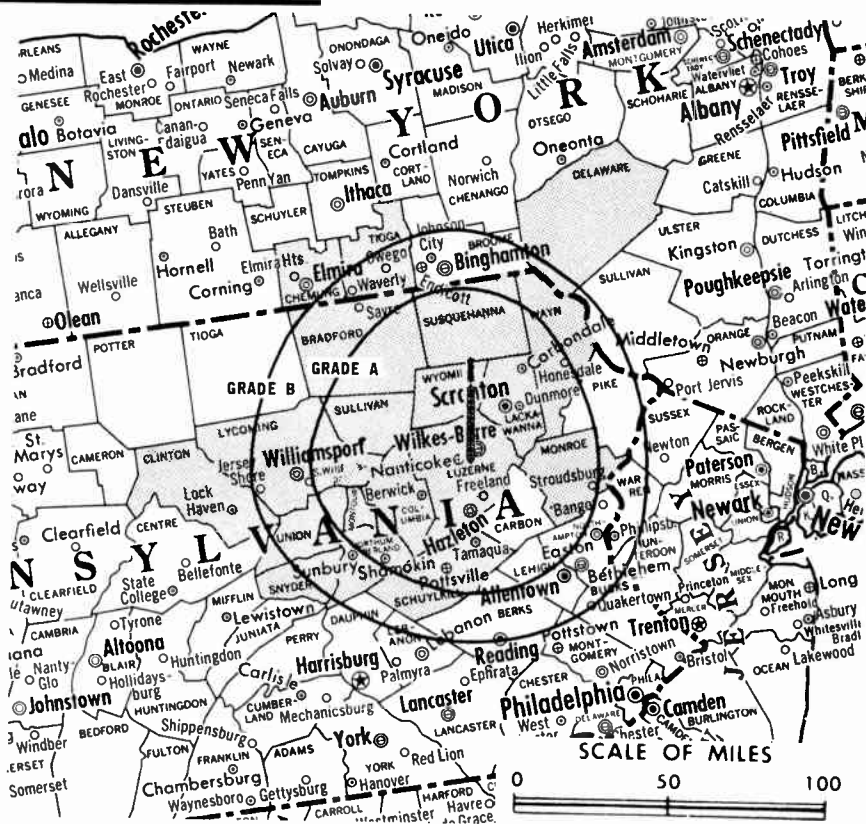
Total Households: ① SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



WBRE-TV Ref: FCC File No. B1PCT-134 Granted 10/1/52

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

WBRE-TV

Licensee: WBRE-TV Inc., 62 S. Franklin St., Wilkes-Barre, Pa. (18701).

Telephone: 717-823-3101. TWX No.: 717-480-0510.

AM Affiliate: WBRE, 1-kw, 1340 kc (NBC). FM Affiliate: WBRE-FM, 2.25-kw, 98.5 mc (No. 253), 1160-ft. antenna height.

Ownership: Louis G. Baltimore, pres.-treas., 64.4%; David M. Baltimore & family, 35.6%. Also owns WSCR, Scranton, Pa.

Began Operation: Jan. 1, 1953.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Hogan & Hartson.

Personnel:

LOUIS G. BALTIMORE, president.
DAVID M. BALTIMORE, v.p. & general manager.
FRANKLIN D. COSLETT, general sales manager.
FRED FOERSTER, promotion director.
CHARLES SAKOSKI SR., chief engineer.
ROBERT GIBSON, film director.
DON MILLER, production director.
EILEEN O'BOYLE, operations desk.
JERRY BUTLER, CATV director.

DIGEST OF RATE CARD NO. 11

(Oct. 1, 1964)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec.
Class AA—8-10:30 p.m., daily.
\$750.00 \$450.00 \$300.00 \$275.00 \$255.00 \$150.00 \$120.00

NETWORK BASE HOURLY RATE: \$700.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
NEW YORK			
CHEMUNG	32,600	31,200	96
DELAWARE	13,400	12,500	93
TIOGA	12,500	12,000	96
PENNSYLVANIA			
BRADFORD	15,900	15,100	95
CLINTON	11,000	10,500	96
COLUMBIA	16,100	15,400	96
LACKAWANNA	68,500	66,700	97
LUZERNE	99,500	96,600	97
LYCOMING	34,200	32,000	94
MONROE	12,700	12,200	96
MONTOUR	4,200	3,900	94
NORTHUMBERLAND	30,200	28,500	94
SCHUYLKILL	49,700	47,400	96
SNYDER	7,200	6,500	91
SULLIVAN	1,800	1,700	95
SUSQUEHANNA	9,400	9,000	96
UNION	6,600	6,000	91
WAYNE	7,800	7,200	93
WYOMING	4,800	4,600	95
STATION TOTAL	438,100	419,000	96

NET WEEKLY CIRCULATION (MARCH 65) 275,900
AVERAGE DAILY CIRCULATION (MARCH 65) 204,500
COLOR PENETRATION PERCENTAGE (NOV 65) 12

For ARB County-by-County Data, see Section a.



WBRE-TV/28

WILKES-BARRE / SCRANTON

REPRESENTED BY

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

Pennsylvania—Scranton & Wilkes-Barre



WNEP-TV



Ch. 16

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 1700-kw max. and 537-kw horizontal visual, 170-kw max. and 53.7-kw horizontal aural. Antenna: 1240-ft. above av. terrain, 426-ft. above ground, 2545-ft. above sea level.

Latitude 41° 10' 58"
Longitude 75° 52' 21"

Holds CP for change to 1410-kw max. and 447-kw horizontal visual, 141-kw max. and 44.7-kw horizontal aural. BPCT—3577.

Transmitter: Penobscot Nob, Electronic Heights, Wilkes-Barre.

O & O Translator: W73AC, Clarks Summit, Dalton, parts of Scranton & Waverly, Pa.

Color: Network, film & slide.

News Wire Service: AP.

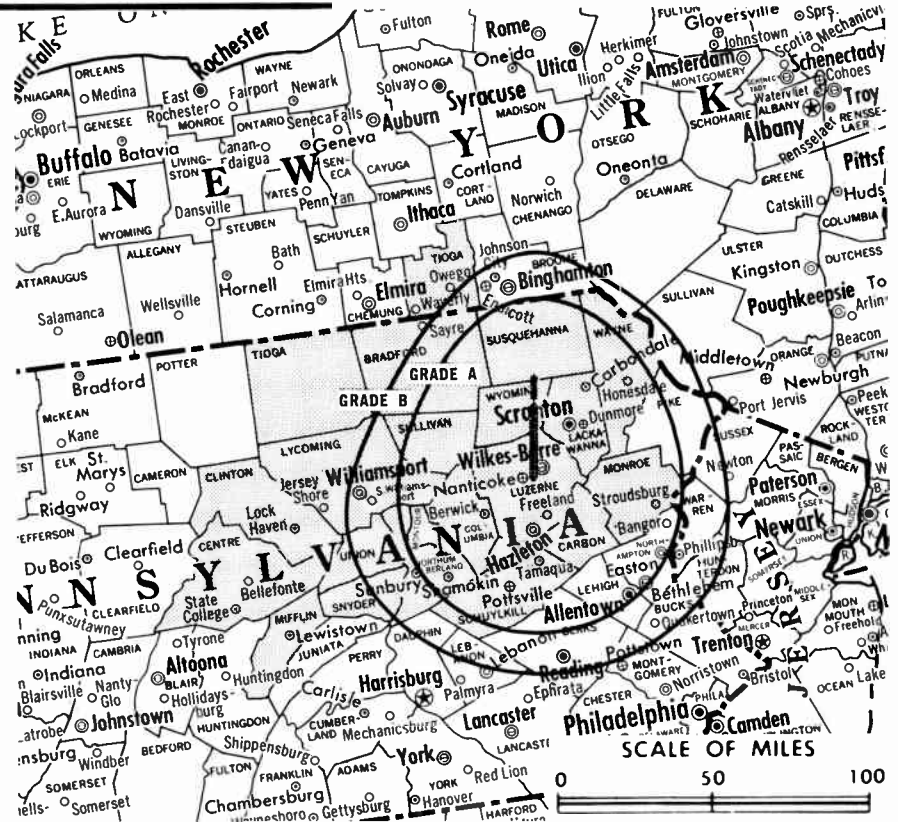
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



WNEP-TV Ref: FCC File No. BNPCT-5164 Granted 3/4/59

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

WNEP-TV

Licensee: Taft Broadcasting Co., Wilkes Barre-Scranton Airport, Avoca, Pa. (18641).

Studios: Wilkes-Barre-Scranton Airport, Avoca, Pa.

Telephones: 717-457-7401, Scranton; 717-655-2821, Wilkes-Barre.

TWX No.: 717-840-3935.

Ownership: See WKRC-TV, Cincinnati, Ohio.

Began Operation: Feb. 9, 1954. Sale to Taft by Transcontinental Television Corp.'s subsidiary Northeastern Pennsylvania Broadcasting Inc. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31 4:8). Merger & transfer of WARM-TV, Scranton (Ch. 16) and WILK-TV, Wilkes-Barre (Ch. 34) into Northeastern Pennsylvania Bcstg. Co. approved Feb. 12, 1958 by FCC, Vols. 13:46, 14:7).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

THOMAS P. SHELBURNE, general manager.
MALCOLM W. DALE, sales manager.
BILL WILLIAMS, program manager & film buyer.
WILLIAM BABCOCK, promotion manager.
ROSWELL J. PARKER, CATV director.
JOHN C. WALTERS, business manager.
CHESTER SAWICKI, chief engineer.
TOM BIGLER, news & public affairs director.

DIGEST OF RATE CARD NO. 10—(Sept. 1, 1964)

	Min. or					
Hour	30 Min.	15 Min.	5 Min.	40-30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$750.00	\$450.00	\$260.00	\$250.00	\$185.00	\$110.00
NETWORK BASE HOURLY RATE:	\$725.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
NEW YORK			
TIOGA	12,500	12,000	96
PENNSYLVANIA			
BRADFORD	15,900	15,100	95
CARBON	15,000	14,400	96
CENTRE	21,400	20,100	94
CLINTON	11,000	10,500	96
COLUMBIA	16,100	15,400	96
LACKAWANNA	68,500	66,700	97
LUZERNE	99,500	96,600	97
LYCOMING	34,200	32,000	94
MIFFLIN	13,300	12,400	93
MONROE	12,700	12,200	96
MONTOUR	4,200	3,900	94
NORTHUMBERLAND	30,200	28,500	94
SCHUYLKILL	49,700	47,400	96
SNYDER	7,200	6,500	91
SULLIVAN	1,800	1,700	95
SUSQUEHANNA	9,400	9,000	96
TIOGA	10,500	9,800	93
UNION	6,600	6,000	91
WAYNE	7,800	7,200	93
WYOMING	4,800	4,600	95
STATION TOTAL	452,300	432,000	96

NET WEEKLY CIRCULATION (MARCH 65) 273,900
AVERAGE DAILY CIRCULATION (MARCH 65) 194,600
COLOR PENETRATION PERCENTAGE (NOV 65) 12

For Other Group-Owned Stations,
see Section c

Pennsylvania—York



WSBA-TV

Ch. 43

Technical Facilities: Channel No. 43 (644-650 mc). Operating with 132-kw visual, 13.2-kw aural. Antenna: 530-ft. above av. terrain, 419-ft. above ground, 1127-ft. above sea level.

Latitude 39° 56' 25"
Longitude 76° 41' 59"

Transmitter: S. Queen St., extended.

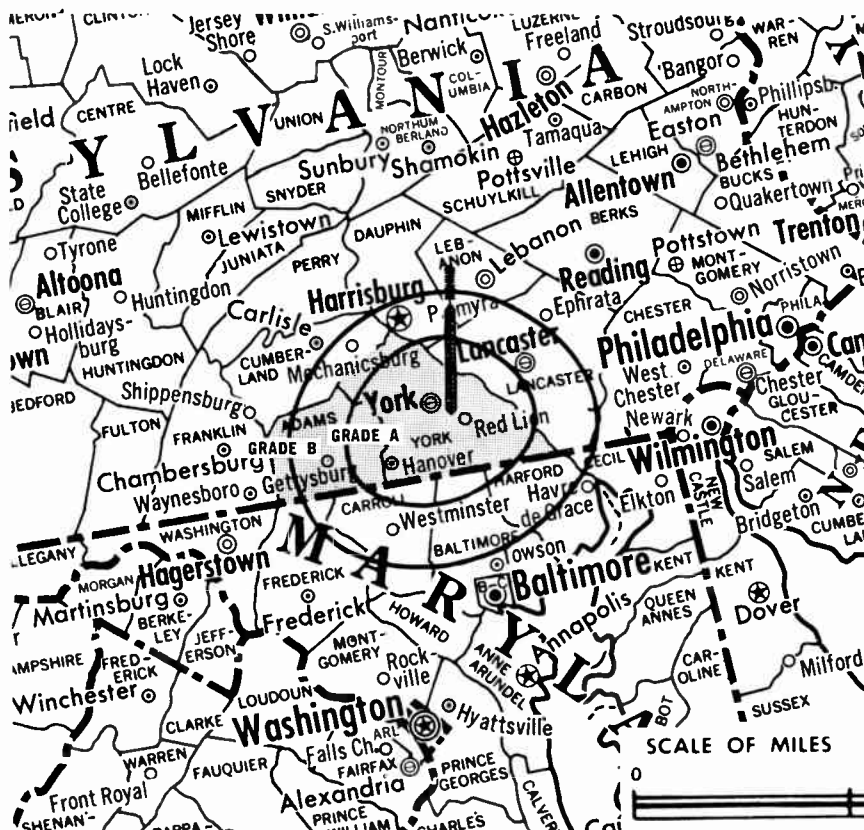
AM Affiliate: WSBA, 5-kw, 910 kc.

FM Affiliate: WSBA-FM, 6.5-kw, 103.3 mc (No. 277), 470-ft. antenna height.

News Wire Service: UPI.

Color: Network.

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



WSBA-TV Ref: FCC File No. BMPCT—4309 Granted 11/2/56

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

WSBA-TV

Licensee: Susquehanna Broadcasting Co., 53 N. Duke St. (17401).

Studio: S. Queen St., extended.

Telephone: 717-843-0043. TWX No.: 717-590-4213.

Ownership: Approximately 80% of stock is owned by Louis J. Appell Trust. Susquehanna Bcstg. Co. owns radio stations WSBA & FM, York, Pa.; WARM, Scranton; WMIE, Miami, Fla.; WHLO, Akron, O.; WICE, Providence, R.I. and WGBB, Freeport, Long Island, N.Y.

Began Operation: Dec. 22, 1952.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Cohn & Marks.

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

Personnel:

- LOUIS J. APPELL JR., president.
- ROBERT M. STOUGH, station manager.
- H. DAVID BERLIN, sales manager.
- COLE ATWOOD, operations manager.
- GLENN W. WINTER, chief engineer.

Rates: Sold in combination with WHP-TV, Harrisburg, Pa. and WLYH-TV, Lancaster-Lebanon, Pa. as members of the Keystone Group. Individual rates furnished upon request. For Keystone Group combination rates, see WLYH-TV, Lebanon, Pa.

NETWORK BASE HOURLY RATE: \$200.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
PENNSYLVANIA			
ADAMS	15,300	14,600	95
YORK	77,100	74,200	96
STATION TOTAL	92,400	88,800	96
NET WEEKLY CIRCULATION (MARCH 65)		44,200	
AVERAGE DAILY CIRCULATION (MARCH 65)		25,000	
COLOR PENETRATION PERCENTAGE (NOV 65)			13



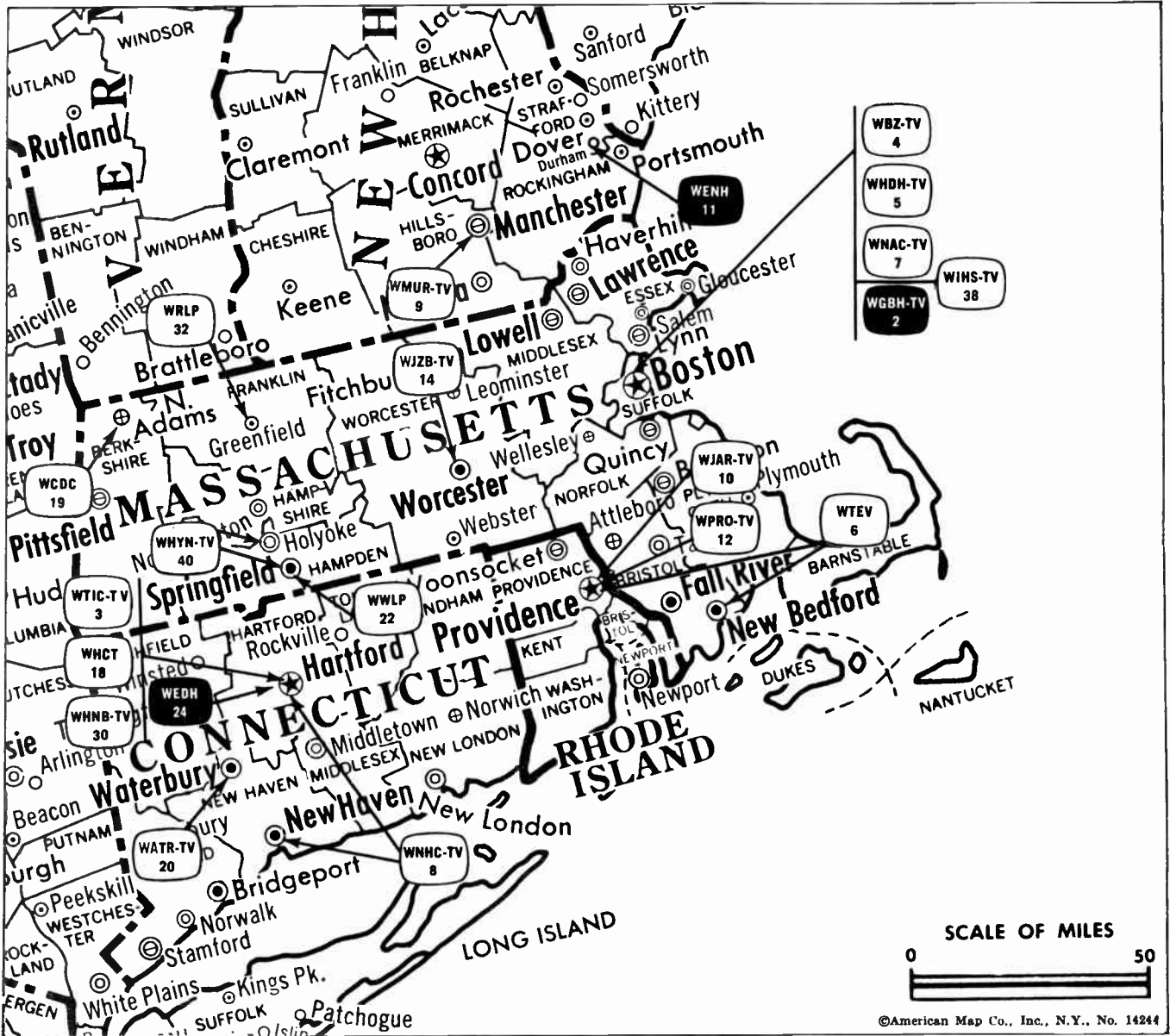
MALARKEY, TAYLOR & ASSOCIATES
CATV

Brokers - Consultants - Engineering

WASHINGTON, D.C.

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

Rhode Island

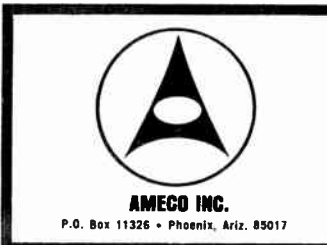


Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Providence	775,600	14	1,800,300	11	1,743,900	8

Rhode Island Station Status as of Feb. 1, 1966

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

Note: WTEV Listed Under Providence Is Licensed to New Bedford, Mass.



AMECO "SALESMOBILE SERVICE"

IN RHODE ISLAND
DON LEMIRE

P.O. Box 247 Manchester, New Hampshire
Phone: 603-627-2122
Harrisburg Warehouse 717-737-3792

Rhode Island—Providence



WJAR-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1000-ft. above av. terrain, 937-ft. above ground, 1133-ft. above sea level.

Latitude 41° 51' 54"
Longitude 71° 17' 15"

Transmitter: Rehoboth, Mass.

Studio: 176 Weybosset St.

TV tape: Recording facilities.

AM Affiliate: WJAR, 5-kw, 920 kc (NBC).

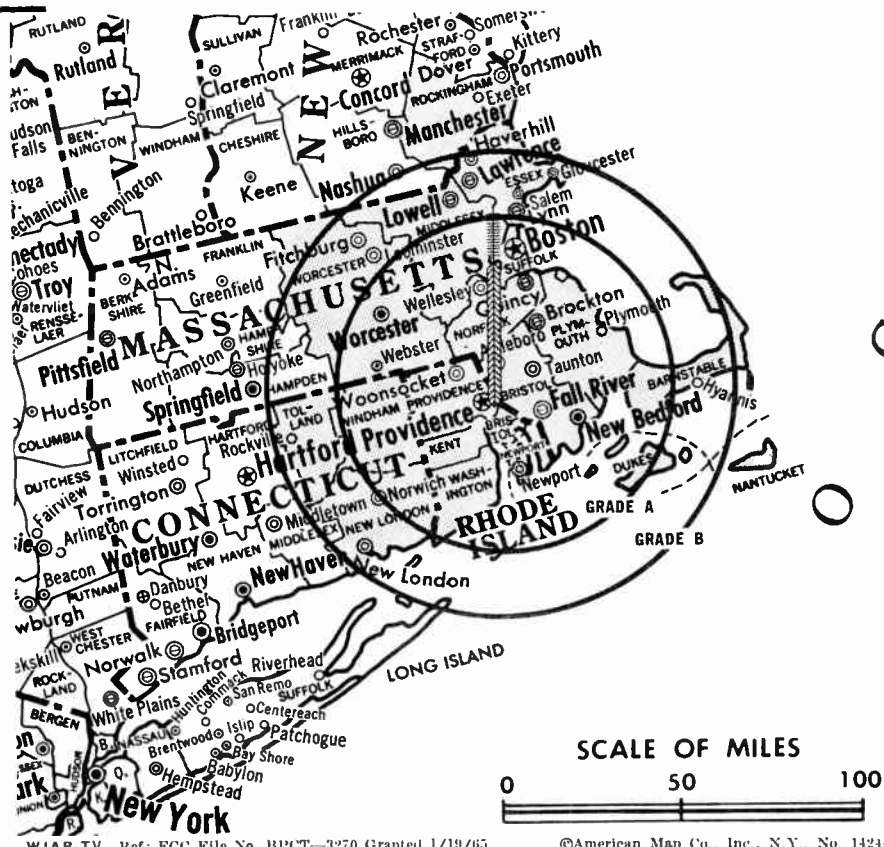
Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: UPI.

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



WJAR-TV Ref: FCC File No. BPCT-3270 Granted 1/19/65

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

WJAR-TV

Licensee: The Outlet Co., 176 Weybosset St., Providence (02903).

Telephone: 401-861-9200. TWX No.: 401-521-5372.

Ownership: The Outlet Co. (dept. store). Also owns WDBO-TV, Orlando, Fla. (WDBO & FM).

Began Operation: July 10, 1949.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Amram, Hahn & Sundlun.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOSEPH S. (DODY) SINCLAIR, president & gen. mgr.

DAVID J. SHURTLIFF, v.p. & station manager.

EDWARD BOGHOSIAN, sales manager.

JAMES E. GLEASON, program manager.

BILLY L. PATTON, chief engineer.

ALFRED J. BRASSARD, promotion manager.

DIGEST OF RATE CARD NO. I—(Sept. 1, 1963)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—7:30-10:30 p.m., daily.

\$1550.00 \$930.00 \$620.00 \$420.00 \$326.00 \$163.00

NETWORK BASE HOURLY RATE: \$1550.

For ARB County-by-County Data, see Section a.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
CONNECTICUT			
NEW LONDON	58,800	55,900	95
TOLLAND	20,900	20,000	96
WINDHAM	22,100	21,100	96
MASSACHUSETTS			
BARNSTABLE	25,400	24,400	96
BRISTOL NORTH	41,300	40,300	97
BRISTOL SOUTH	85,900	83,700	97
DUKES	2,100	1,900	91
ESSEX	186,500	181,800	97
MIDDLESEX	374,800	365,100	97
NANTUCKET	1,200	1,100	93
NORFOLK	159,500	156,100	98
PLYMOUTH	81,100	78,600	97
SUFFOLK	247,500	234,700	95
WORCESTER	177,900	172,400	97
NEW HAMPSHIRE			
ROCKINGHAM	34,200	33,100	97
RHODE ISLAND			
BRISTOL	12,500	12,200	98
KENT	38,900	38,100	98
NEWPORT	23,900	23,200	97
PROVIDENCE	187,600	182,400	97
WASHINGTON	18,200	17,600	96
STATION TOTAL	1,800,300	1,743,900	97

NET WEEKLY CIRCULATION (MARCH 65) 775,600
AVERAGE DAILY CIRCULATION (MARCH 65) 430,600
COLOR PENETRATION PERCENTAGE (NOV 65) 7

Rhode Island—Providence



WPRO-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 913-ft. above av. terrain, 881-ft. above ground, 1046-ft. above sea level.

Latitude 41° 52' 37"
Longitude 71° 16' 56"

Transmitter: Homestead Ave., Rehoboth, Mass.

Studio: 24 Mason St.

TV tape: Recording facilities.

Color: Network.

AM Affiliate: WPRO, 5-kw, 630 kc.

FM Affiliate: WPRO-FM, 15-kw, 92.3 mc (No. 222), 560-ft.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Kear & Kennedy.

Represented (sales) by Blair-TV.

Total Households: © SRDS

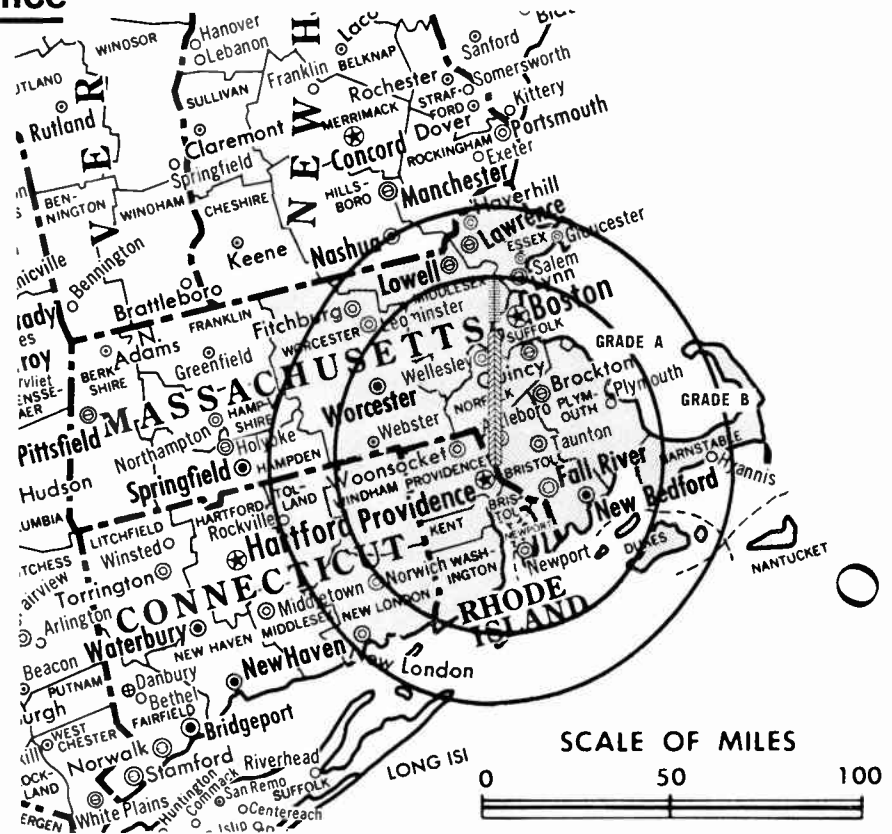
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WPRO-TV Ref: FCC File No. B47-3210 Granted 7/25/63

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

WPRO-TV

Licensee: Capital Cities Broadcasting Corp., WPRO Bldg., 24 Mason St., Providence (02902). Telephone: 401-521-4000. TWX No.: 401-521-5487.

Ownership: See WTEN, Albany, N.Y.

Began Operation: March 27, 1955. Sale by William S. Cherry and associates to Capital Cities Broadcasting Corp. approved March 11, 1959 by FCC (Television Digest, Vols. 14:51 & 15:11).

Personnel:

- JOSEPH P. DOUGHERTY, v.p. & general manager.
- JOHN J. McCRORY, general sales manager.
- RICHARD C. DREYFUSS, program manager & film buyer.
- JOHN ATKINSON, sales & program operations director.
- ROBERT ARCHER, production manager.
- MALCOLM D. POTTER, promotion manager.
- JAMES S. WILEY, sales promotion manager.
- ROBERT HARRISON, sales development manager.
- MARIE TUNNICLIFFE, sales service manager.
- RALPH VOIGT, chief engineer.
- JOHN J. BRENNAN, business manager.

DIGEST OF RATE CARD NO. 5—(revised Jan. 15, 1964)

Hour 30 Min. 15 Min. 5 Min. Min.* 20 Sec.* ID*
Class A—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.
\$1500.00 \$1000.00 \$700.00 \$500.00 \$350.00 \$350.00 \$175.00

*Class A—7:31-11 p.m., Sun.-Fri.; 7:30-11 p.m., Sat.

NETWORK BASE HOURLY RATE: \$1400.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
CONNECTICUT			
NEW LONDON	58,800	55,900	95
TOLLAND	20,900	20,000	96
WINDHAM	22,100	21,100	96
MASSACHUSETTS			
BARNSTABLE	25,400	24,400	96
BRISTOL NORTH	41,300	40,300	97
BRISTOL SOUTH	85,900	83,700	97
DUKES	2,100	1,900	91
ESSEX	186,500	181,800	97
MIDDLESEX	374,800	365,100	97
NANTUCKET	1,200	1,100	93
NORFOLK	159,500	156,100	98
PLYMOUTH	81,100	78,800	97
SUFFOLK	247,500	234,700	95
WORCESTER	177,900	172,400	97
RHODE ISLAND			
BRISTOL	12,500	12,200	98
KENT	38,900	38,100	98
NEWPORT	23,900	23,200	97
PROVIDENCE	187,600	182,400	97
WASHINGTON	18,200	17,600	96
STATION TOTAL	1,766,100	1,710,800	97

NET WEEKLY CIRCULATION (MARCH 65) 732,300
AVERAGE DAILY CIRCULATION (MARCH 65) 398,600
COLOR PENETRATION PERCENTAGE (NOV 65) 7

Rhode Island—Providence (New Bedford, Mass.)



WTEV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 79.5-kw visual, 39.75-kw aural. Antenna: 430-ft. above av. terrain, 409-ft. above ground, 549-ft. above sea level.

Latitude 41° 35' 56"
Longitude 71° 08' 22"

Requests changes to 83-kw visual, 41.5-kw aural, 937-ft. above av. terrain, 906-ft. above ground, 1046-ft. above sea level. (BPCT—3450.)

Transmitter: Tiverton, Rhode Island.

TV tape: Recording facilities.

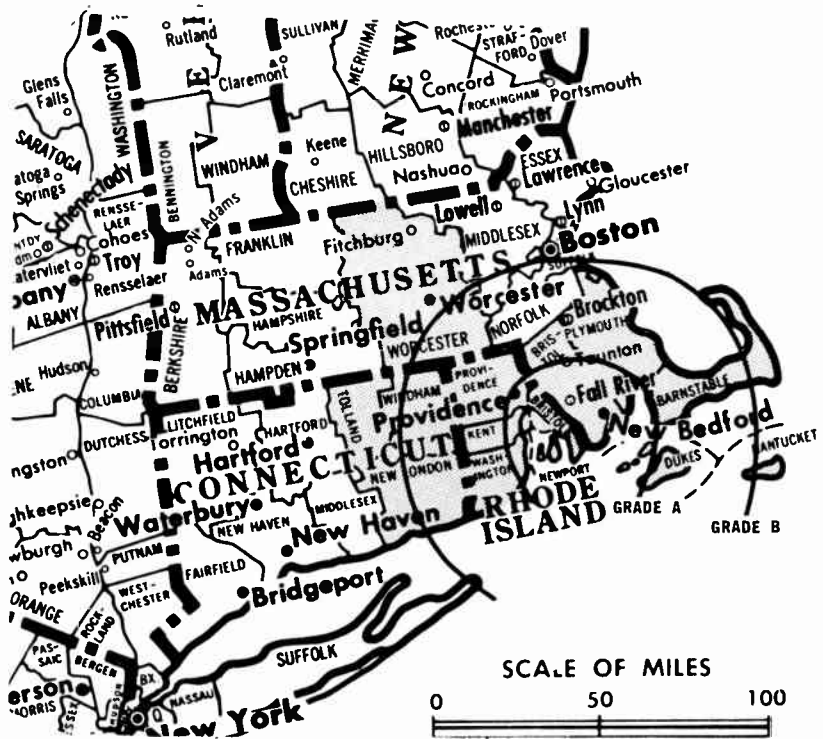
Color: Network, film, slide & tape.

News Wire Service: AP, UPI, Western Union (sports).

Facsimile Service: AP.

News Film Service: ABC.

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



WTEV Ref: FCC File No. BMPCT—5709 Granted 7/25/62

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

WTEV

Network Service: ABC.

Licensee: WTEV Television Inc., Television Center, 8th & Spring Sts., New Bedford, Mass. (02740).

Studio: Television Center, 8th & Spring Sts., New Bedford.

Telephones: 617-993-2651, New Bedford studio & office; 401-331-7600, Providence office.

TWX No.: 617-993-6255.

Ownership: Charles J. Lewin, pres. & treas. (voted all 1000 shares of Class A voting stock of E. Anthony & Sons Inc.); Mary C. Brewer, 1st v.p.; Harold C. Arcaro, 2nd v.p. (votes all 900 shares of Class B voting stock of New England Television Co. Inc.); E. Anthony & Sons Inc. owns radios WNBH & FM, New Bedford, Mass. and publishes New Bedford Standard Times and Hyannis Cape Cod Standard-Times. Harold C. Arcaro is 40% owner of New England Television Co. Inc. and controls radios WHIM & FM, Providence, R.I. Note: Sale of newspapers & radio stations pends.

Began Operation: Jan. 1, 1963.

Represented (sales) by H-R Television Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

VANCE L. ECKERSLEY, general manager.
MANN REED, general sales manager.
PETER MANDELL, promotion manager.
JOSEPH N. IACOVACCI, chief accountant.
JOHN ROBINSON, program manager.
JACK DELANEY, news director.
MAURICE WYNNE, mgr., engineering & operations.

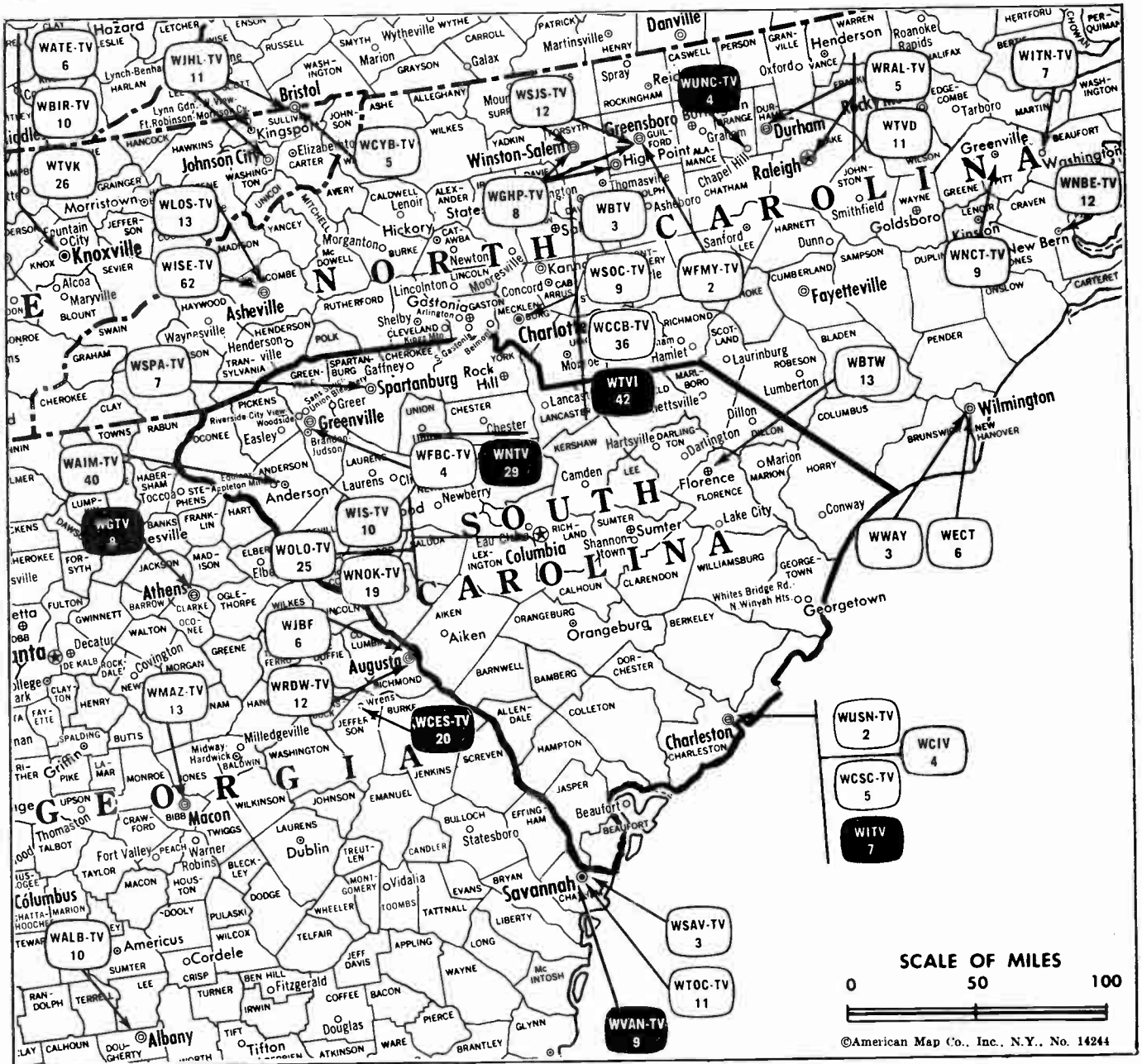
DIGEST OF RATE CARD NO. 3 (Aug. 15, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:31-10:59 p.m., daily.	\$1200.00	\$720.00	\$480.00	\$260.00	\$260.00
				\$260.00	\$130.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER HOMES
CONNECTICUT			
NEW LONDON	58,800	55,900	95
TOLLAND	20,900	20,000	96
WINDHAM	22,100	21,100	96
MASSACHUSETTS			
BARNSTABLE	25,400	24,400	96
BRISTOL NORTH	41,300	40,300	97
BRISTOL SOUTH	85,900	83,700	97
DUKES	2,100	1,900	91
NANTUCKET	1,200	1,100	93
PLYMOUTH	81,100	78,800	97
WORCESTER	177,900	172,400	97
RHODE ISLAND			
BRISTOL	12,500	12,200	98
KENT	38,900	38,100	98
NEWPORT	23,900	23,200	97
PROVIDENCE	187,600	182,400	97
WASHINGTON	18,200	17,600	96
STATION TOTAL	797,800	773,100	97
NET WEEKLY CIRCULATION (MARCH 65)		416,800	
AVERAGE DAILY CIRCULATION (MARCH 65)		234,000	
COLOR PENETRATION PERCENTAGE (NOV 65)		7	

For Other Newspapers
Operating Television Stations,
see the Newspaper Ownership Section

South Carolina



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Greenville-Spartanburg-Asheville	427,400	44	874,600	26	790,400	32
Columbia	225,600	83	424,300	78	379,000	80
Florence	147,400	114	222,700	129	194,800	130
Charleston	144,500	119	260,600	118	229,000	119



AMECO "SALESMOBILE SERVICE"

IN SOUTH CAROLINA
CHARLES AUER

349 Peachtree Hills Ave. N.E. Atlanta, Ga. 30305
Atlanta Warehouse 404-261-1951

State Educational Technical Facilities
(Complete Data in Educational Directory)

WITV
Charleston

Ch. 7

Non-Commercial Educational Station

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 28.8-kw visual, 14.4-kw aural. Antenna: 220-ft. above av. terrain, 234-ft. above ground, 244-ft. above sea level.

Latitude 32° 47' 23"
Longitude 79° 55' 49"

WNTV
Greenville

Ch. 29

Non-Commercial Educational Station

Licensee: South Carolina Educational TV Commission, c/o Charles Morris, 2712 Millwood Ave., Columbia, S.C.

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 282-kw visual, 144-kw aural. Antenna: 1142-ft. above av. terrain, 146-ft. above ground, 2181-ft. above sea level.

Latitude 34° 56' 26"
Longitude 82° 24' 38"

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

WFBC-TV, WLOS-TV & WSPA-TV
Spartanburg, S.C.-Asheville, N.C.
(See Greenville, S.C.)

South Carolina Station Status as of Feb. 1, 1966

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	8	3	11
<input checked="" type="checkbox"/> Educational Television Stations	1	1	2
			13



Cognoscenti
Read
Television Digest

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

South Carolina—Anderson

abc **WAIM-TV**

Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 170-kw visual, 93.3-kw aural. Antenna: 380-ft. above av. terrain, 418-ft. above ground, 1168-ft. above sea level.

Latitude 34° 30' 53"
Longitude 82° 38' 15"

Transmitter: 321 Kingsley Rd.

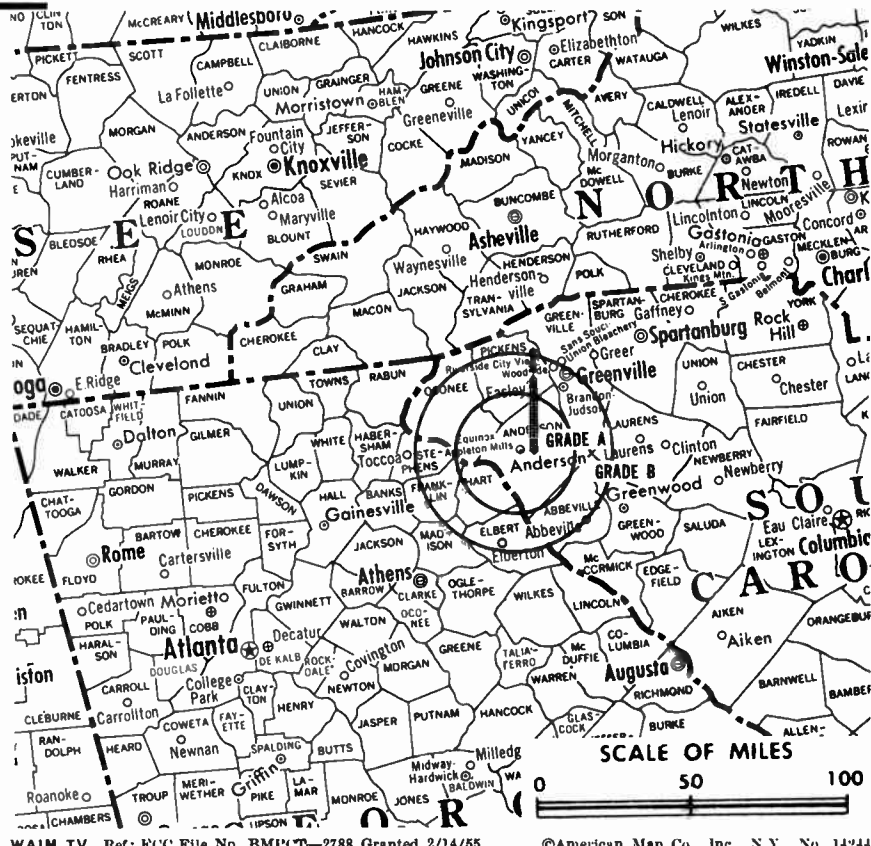
TV tape: Recording facilities.

AM Affiliate: WAIM, 1-kw, 1230 kc (CBS).

FM Affiliate: WCAC, 6.4-kw, 101.1 mc (No. 266), 330-ft. antenna height.

Color: Network & tape.

News Wire Service: UPI.



WAIM-TV Ref: FCC File No. BMPCT-2788 Granted 2/14/55

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

WAIM-TV

Network Service: ABC; also available on CBS.

Grantee (STA): Wilton E. Hall, Box 806.

Studio: 321 Kingsley Rd. (29621).

Telephone: 803-226-1511. TWX No.: 803-226-6541.

Ownership: Wilton E. Hall, 100%; publisher of Anderson Independent and Mail.

Began Operation: Dec. 1, 1953.

Represented (sales) by The Devney Organization Inc.; Dora-Clayton Agency Inc. (Atlanta).

Represented (legal) by Cottone & Fanelli.

Represented (engineering) by Rodney Chipp & Associates.

Personnel:

WILTON E. HALL, owner.
GLENN P. WARNOCK, general manager.
JOHN McCALLUM, sales manager.
BETTY K. BLACK, program director.
JERRY GARRETT, film buyer.
ROBERT BALDWIN, engineering director.

DIGEST OF RATE CARD NO. 2

(Nov. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	
Class A—6:01-7:59 p.m. and 10:01-11:00 p.m., daily.	\$200.00	\$120.00	\$80.00	\$50.00	\$60.00*	\$45.00*

*Class AA—7:59-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$150 (ABC), \$150 (CBS).

ARB Data Not Available.

BLACKBURN

& Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
333-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
John G. Williams
Mony Building
1655 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Collin M. Selph
G. Bennet Larson
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

South Carolina—Charleston



WCIV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 25-kw aural. Antenna: 790-ft. above av. terrain, 838-ft. above ground, 843-ft. above sea level.

Latitude 32° 47' 15"

Longitude 79° 51' 00"

Holds CP for 20-kw aural, 939-ft. above av. terrain, 983-ft. above ground, 988-ft. above sea level. BPCT—3631.

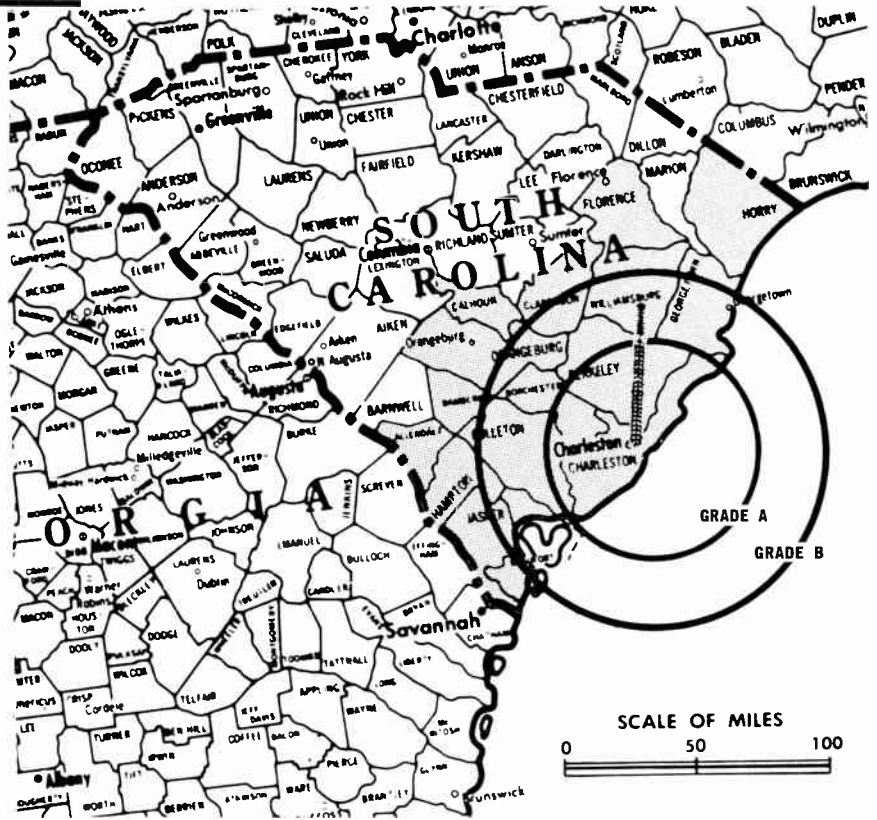
Transmitter: Mt. Pleasant, S.C.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



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

WCIV Ref: FCC File No. BNPCT—5442 Granted 2/14/62

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

WCIV

Licensee: First Charleston Corp., Highway 703, Mt. Pleasant, S.C.

Studio: Mt. Pleasant, S.C. (29464).

Telephones: 803-722-0558 (Office); 803-884-8513 (Studio).

Ownership: WTMA-TV Inc. (radio WTMA & FM, Charleston), 32.22%; Phil E. Pearce, 9.17%; Richard DeG. Keenan, 8.85%; Mt. Vernon Life Insurance Co., 7.68%; William McG. Morrison, 6.74%; Edward K. Pritchard, 6.25%; Charles A. Womack, 9%; 11 others, none with more than 4%. The following own 1/3 of WTMA-TV Inc. each: Charles E. Smith family group, George H. Clinton, Dorothy H. Marks (also stockholder in radio WWHY, Huntington, W.Va.).

Began Operation: Oct. 23, 1962.

Represented (sales) by National Television Sales Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Raymond E. Rohrer & Assoc.

Personnel:

WILLIAM E. LUCAS, general manager.
 EVERETT MARTIN, sales manager.
 JOHN BROUGHTON, chief engineer.
 STEVE THOMAS, operations & program mgr. & film buyer.

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

Hour	30 Min.	15 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.	\$500.00	\$170.00	\$120.00	\$70.00*	\$54.00*
Class A—7:29-10:59 p.m., daily.				\$35.00	

NETWORK BASE HOURLY RATE: \$500.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
SOUTH CAROLINA			
ALLENDALE	2,900	2,300	81
BAMBERG	3,900	3,300	85
BEAUFORT	11,200	10,000	90
BERKELEY	14,200	12,400	87
CALHOUN	2,700	2,200	82
CHARLESTON	67,100	62,100	93
CLARENDON	6,000	4,600	77
COLLETON	7,300	6,000	83
DORCHESTER	6,500	5,900	90
FLORENCE	22,000	20,200	92
GEORGETOWN	8,700	7,400	86
HAMPTON	4,200	3,500	83
HORRY	18,400	16,200	88
JASPER	3,200	2,700	83
ORANGEBURG	17,000	14,300	84
WILLIAMSBURG	8,600	7,000	82
STATION TOTAL	203,900	180,100	88

NET WEEKLY CIRCULATION (MARCH 65) 119,600
 AVERAGE DAILY CIRCULATION (MARCH 65) 80,300
 COLOR PENETRATION PERCENTAGE (NOV 65) 7

For ARB County-by-County Data,
see Section a.

South Carolina—Charleston



WCSC-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 1044-ft. above ground, 1049-ft. above sea level.

Latitude 32° 47' 44"
Longitude 79° 50' 27"
Requests 20-kw aural.

Transmitter: Rifle Range Rd., 5.5-mi. E of Charleston.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: CBS.

AM Affiliate: WCSC, 5-kw, 1390 kc (CBS).

FM Affiliate: WCSC-FM, 50-kw, 96.9 mc (No. 245), 700-ft. antenna.

Total Households: © SRDS

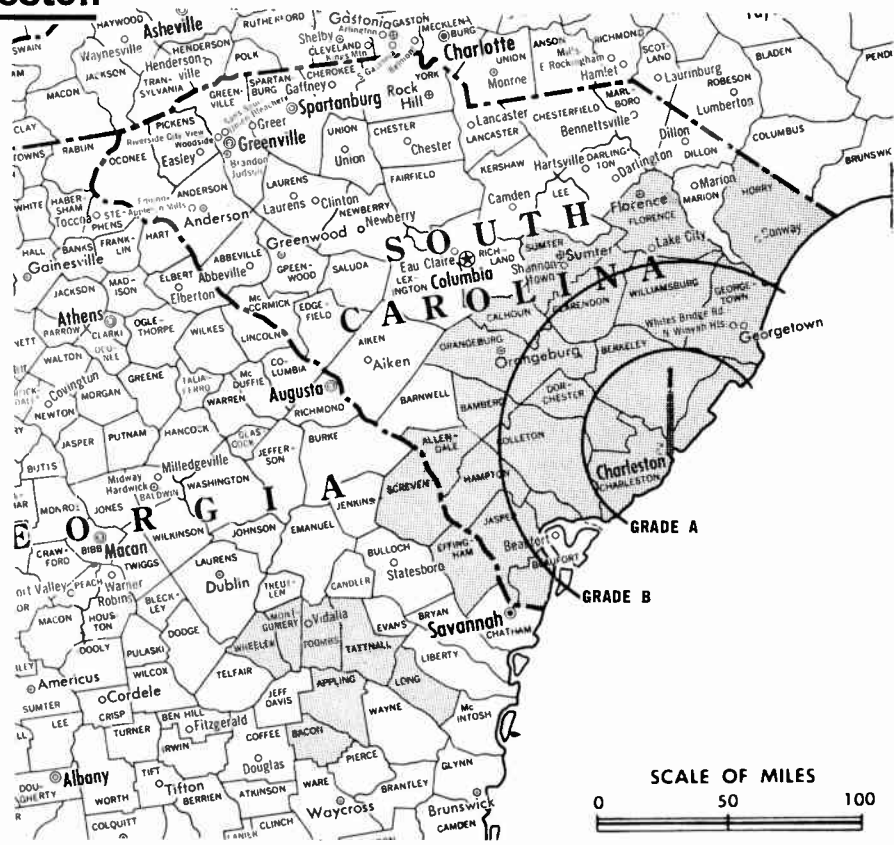
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WCSC-TV Ref: FCC File No. BPCT-2380 Granted 8/15/58

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

WCSC-TV

Licensee: WCSC Inc., 485 East Bay (29403).

Studio: 485 East Bay.

Telephone: 803-723-8371. TWX No.: 803-853-1055.

Ownership: John M. Rivers, pres.-treas., 63.74%; Martha Rivers, 1st v.p. & secy., .593%; directors I. Mayo Read (.12%) and Dr. Robert Wilson Jr. (.625%); Arthur L. Rivers II, 3.12%; remainder is held by stockholders owning less than 1% each.

Began Operation: June 19, 1953.

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN M. RIVERS, president and general manager.
ROLAND WEEKS, v.p., station manager & film buyer.
VIRGIL V. EVANS, v.p. & national sales manager.
RALPH THORNLEY, regional sales manager.
CHARLES HALL, program director.
JACK PETIT, production manager.
LOIS MARSHAL, promotion director.
GUS BAILEY, program publicity manager.
KEN KLYCE, news director.
EMMIE MARTIN, copy chief.
ANNIE LAURIE QUARTERMAN, operations manager.
ROBERT PETIT, film director.
RUDY HUGHES, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.*	20 Sec.*	ID*	
Class AA—7-10 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.	\$500.00	\$250.00	\$180.00	\$120.00	\$110.00	\$90.00	\$50.00

*Class AA—7:01-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$500.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
GEORGIA			
APPLING	3,200	2,700	84
BACON	2,100	1,800	85
EFFINGHAM	2,800	2,500	89
LONG	1,100	900	85
MONTGOMERY	1,300	1,000	78
SCREVEN	3,400	2,800	84
TATTNALL	3,700	3,300	88
TOombs	4,600	3,800	82
WHEELER	1,100	900	80
SOUTH CAROLINA			
ALLENDALE	2,900	2,300	81
BAMBERG	3,900	3,300	85
BEAUFORT	11,200	10,000	90
BERKELEY	14,200	12,400	87
CALHOUN	2,700	2,200	82
CHARLESTON	67,100	62,100	93
CLARENDON	6,000	4,600	77
COLLETON	7,300	6,000	83
DORCHESTER	6,500	5,900	90
FLORENCE	22,000	20,200	92
GEORGETOWN	8,700	7,400	86
HAMPTON	4,200	3,500	83
HORRY	18,400	16,200	88
JASPER	3,200	2,700	83
ORANGEBURG	17,000	14,300	84
SUMTER	20,600	18,300	89
WILLIAMSBURG	8,600	7,000	82
STATION TOTAL	247,800	218,100	88

NET WEEKLY CIRCULATION (MARCH 65) 144,500
AVERAGE DAILY CIRCULATION (MARCH 65) 112,700
COLOR PENETRATION PERCENTAGE (NOV 65) 7

For TV Station Sales, see Section c

South Carolina—Charleston



WUSN-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 53.7-kw aural. Antenna: 790-ft. above av. terrain; 845-ft. above ground, 849-ft. above sea level.

Latitude 32° 47' 53"
Longitude 79° 53' 51"

Transmitter: Hwy. 17, E of Cooper River Bridge.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS

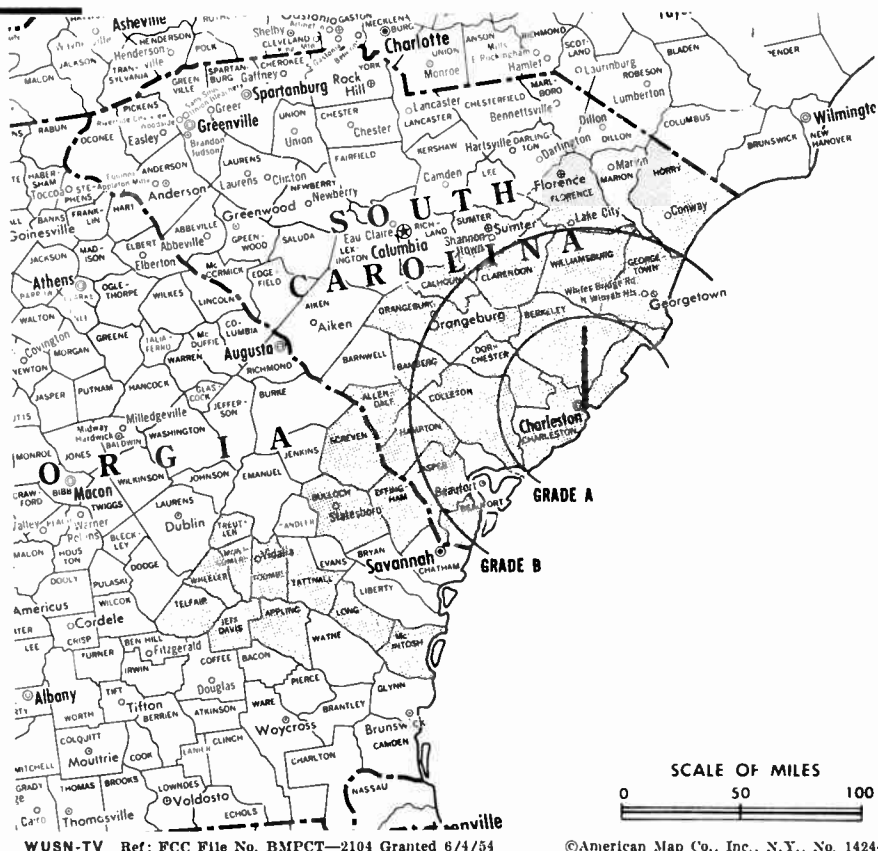
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WUSN-TV Ref: FCC File No. BMPT-2104 Granted 6/4/54

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

WUSN-TV

Licensee: Reeves Broadcasting Corp., Box 879 (29402).

Studio: Hwy. 17, E of Cooper River Bridge.

Telephone: 803-884-4141.

TWX No.: 803-884-9612.

Ownership: Hazard E. Reeves, 35%; Hastie Family Group (J. Drayton Hastie, Sara C. Hastie, C. Norwood Hastie & Mrs. Sara Logan), 10%; general public, 55%. Reeves Bcstg. owns WHTN-TV, Huntington, W.Va. as well as CATV systems throughout the U.S. (see Reeves Bcstg. under CATV Group Ownership). It also owns radios WITH & FM, Baltimore; WKEE & FM, Huntington, W.Va. and 50% of Ch. 62 applicant for Lexington, Ky.

Began Operation: Sept. 25, 1954. Transfer of control from J. Drayton Hastie family to present owners approved by FCC July 14, 1960 (Television Digest, Vol. 16:29).

Represented (sales) by Eastman TV Inc.; James S. Ayers Co. Inc. (South).

Represented (legal) by Booth & Lovett.

Represented (engineering) by Gautney & Jones.

Personnel:

J. DRAYTON HASTIE, president.
DOUGLASS M. BRADHAM, v.p. & general manager.
GRANGE S. CUTHBERT, local sales manager.
DONALD L. MOODY, production & promotion manager.
WALTER NELSON, engineering director.
BEAMON MEARES, assistant chief engineer.
ED WEBB, news director.
GRAY CARROLL, film director.

DIGEST OF RATE CARD NO. 9

(Aug. 15, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.					
\$400.00	\$210.00	\$140.00	\$100.00	\$100.00	\$50.00
NETWORK BASE HOURLY RATE: \$500.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
GEORGIA			
APPLING	3,200	2,700	84
BULLOCH	6,500	5,800	89
EFFINGHAM	2,800	2,500	89
JEFF DAVIS	2,200	1,900	85
LONG	1,100	900	85
MC INTOSH	1,800	1,500	85
MONTGOMERY	1,300	1,000	78
SCREVEN	3,400	2,800	84
TATNALL	3,700	3,300	88
TELFAIR	2,900	2,300	79
TOOMBS	4,600	3,800	82
TREUTLEN	1,500	1,200	80
WHEELER	1,100	900	80
SOUTH CAROLINA			
ALLENDALE	2,900	2,300	81
BAMBERG	3,900	3,300	85
BEAUFORT	11,200	10,000	90
BERKELEY	14,200	12,400	87
CALHOUN	2,700	2,200	82
CHARLESTON	67,100	62,100	93
CLARENDON	6,000	4,600	77
COLLETON	7,300	6,000	83
DORCHESTER	6,500	5,900	90
FLORENCE	22,000	20,200	92
GEORGETOWN	8,700	7,400	86
HAMPTON	4,200	3,500	83
HORRY	18,400	16,200	88
JASPER	3,200	2,700	83
ORANGEBURG	17,000	14,300	84
SUMTER	20,600	18,300	89
WILLIAMSBURG	8,600	7,000	82
STATION TOTAL	260,600	229,000	88

NET WEEKLY CIRCULATION (MARCH 65) 144,100
AVERAGE DAILY CIRCULATION (MARCH 65) 95,400
COLOR PENETRATION PERCENTAGE (NOV 65) 7

South Carolina—Columbia



WIS-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1546-ft. above av. terrain, 1526-ft. above ground, 1877-ft. above sea level.

Latitude 34° 07' 27"

Longitude 80° 45' 25"

Transmitter: State Hwy. 12, 20-mi. NE of city.

TV tape: Recording facilities.

AM Affiliate: WIS, 5-kw, 560 kc (NBC).

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WIS-TV Ref: FCC File No. BMPCT-5228 Granted 12/12/58

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

WIS-TV

Licensee: Cosmōs Broadcasting Corp., 1111 Bull St. (29201).

Studio: 1111 Bull St.

Telephone: 803-253-6431. TWX No.: 803-733-1184.

Ownership: B. Calhoun Hipp, chairman, 11.8%; G. Richard Shafto, pres., 5.7%; Francis M. Hipp, v.p.-treas., 12.19%; Herman N. Hipp, v.p., 12.39%; Charles A. Batson, v.p., 0.5%; Dorothy Hipp Gunther, 10.08%; Frances M. McCreery, 8.88%; Carter Hardwick, v.p., .08%; no others with as much as 4%. Cosmōs Bcstg. Corp. also owns WSFA-TV, Montgomery, Ala.; WTOL-TV, Toledo, O.; operates CATV systems in Ocala, Fla., Florence & Sumter, S.C., and has systems under construction in Darlington, N. Augusta & Marion, S.C.

Began Operation: Nov. 7, 1953.

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

G. RICHARD SHAFTO, president.

CHARLES A. BATSON, sr. v.p. & managing director.

BRUCE COPELAND, administrative assistant.

LAW EPPS, sales manager.

H. HAROLD POWELL, asst. sales manager, natl. sales coordinator, merchandising.

DIXON LOVVORN, program & promotion dir. & film buyer.

ROBERT C. WISNEWSKI, director of program operations.

DONALD F. BARTON, director of public relations & promotion.

CHARLES CATON, news director.

JOSEPH P. GILL JR., chief engineer.

DIGEST OF RATE CARD NO. 9

(July 15, 1965)

Hour	30 Min.	15 Min.	Min. or 30 Sec.*	20 Sec.*	ID*	
Class AA—6:30-10 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.	\$700.00	\$420.00	\$280.00	\$190.00	\$170.00	\$110.00

*Class AAA—6:59-9:01 p.m., Mon.-Fri.; 7:29-11:01 p.m., Sat.; 6:59-10:01 p.m., Sun.

NETWORK BASE HOURLY RATE: \$600.

574-b

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
GEORGIA			
WHEELER	1,100	900	80
WILKES	3,000	2,400	81
NORTH CAROLINA			
ANSON	6,100	5,300	87
RICHMOND	10,600	9,700	91
SCOTLAND	5,900	5,300	89
UNION	12,400	11,300	92
SOUTH CAROLINA			
AIKEN	26,400	24,800	94
ALLENDALE	2,900	2,300	81
BAMBERG	3,900	3,300	85
BARNWELL	4,700	4,100	87
BERKELEY	14,200	12,400	87
CALHOUN	2,700	2,200	82
CHESTER	8,000	7,300	91
CHESTERFIELD	8,300	7,300	87
CLARENDON	6,000	4,600	77
DARLINGTON	13,800	12,400	90
DILLON	7,100	6,200	88
DORCHESTER	6,500	5,900	90
EDGEFIELD	3,700	3,300	89
FAIRFIELD	4,800	4,000	84
FLORENCE	22,000	20,200	92
GREENWOOD	13,600	12,600	93
HAMPTON	4,200	3,500	83
HURRY	18,400	16,200	88
KENSHAW	8,800	7,800	88
LANCASTER	10,800	10,100	93
LAURENS	12,800	11,700	92
LEE	4,700	3,900	82
LEXINGTON	19,100	17,300	91
MARION	7,700	6,500	85
MARLBORO	6,600	5,700	87

(Continued on page 583-b)

STATION TOTAL 424,300 379,000 89

NET WEEKLY CIRCULATION (MARCH 65) 225,600
 AVERAGE DAILY CIRCULATION (MARCH 65) 163,800
 COLOR PENETRATION PERCENTAGE (NOV 65) 7



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“IN-STORE BRAND AUDIT” A supermarket study of product shelf-space in the CAROLINA COMPLEX.

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WIS TELEVISION
 NBC / COLUMBIA, S. C.
 Charles A. Batson
 Sen. V. P. and Man. Director

A STATION OF
COSMOS BROADCASTING CORPORATION
 G. RICHARD SHAFTO, PRESIDENT
Represented by Peters, Griffin, Woodward, Inc.

South Carolina—Columbia



WNOK-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 244-kw maximum and 214-kw horizontal visual, 24.4-kw maximum and 21.4-kw horizontal aural. Antenna: 640-ft. above av. terrain, 550-ft. above ground, 930-ft. above sea level.

Latitude 34° 02' 41"
Longitude 80° 59' 51"

Transmitter: Cushman Rd., .25-mi. W of U.S. Hwy. 1.

AM Affiliate: WNOK, 1-kw, 1230 kc.

FM Affiliate: WNOK-FM, 3.4-kw, 104.7 mc (No. 284), 450-ft.

Color: Network only.

News Wire Service: AP.

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



WNOK-TV Ref: FCC File No. BMPCT-4915 Granted 11/25/57

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

WNOK-TV

Licensee: Palmetto Radio Corp., Box 5307 (29205).

Studio: 1811 Main St. (29201).

Telephone: 803-252-7737. TWX No.: 803-733-1131.

Ownership: Irwin Kahn, pres., 31.2%; H. Moody McElveen Jr., exec. v.p., 4.2%; W. Croft Jennings, v.p., 6.1%; J. W. Lindau III, v.p., 10.4%; Carlisle Roberts, secy., 4.8%; Samuel Litman, treas., 9.7%; Gen. Lewis G. Merritt, 3.1%; 51 other stockholders, none with more than 1.5%.

Began Operation: Sept. 1, 1953 on Ch. 67. Shifted to Ch. 19 on June 30, 1961.

Represented (sales) by The Meeker Co. Inc.; James S. Ayers Co. Inc. (Southeast); Pearse Sales (Detroit).

Represented (legal) by Covington & Burling.

Represented (engineering) by Jansky & Bailey.

Personnel:

H. MOODY McELVEEN JR., executive vice president.
RICHARD T. LAUGHRIDGE, sales manager.
TOM FRICK, program manager & film buyer.
GENE PARKER, director of technical operations.

DIGEST OF RATE CARD NO. 3 (March 1, 1965)

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

Class A—7-11 p.m., daily.

\$200.00 \$120.00 \$100.00 \$80.00 \$70.00 \$60.00* \$45.00* \$25.00*

*Class AA—7:59-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$200.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
SOUTH CAROLINA			
CALHOUN	2,700	2,200	82
FAIRFIELD	4,800	4,000	84
KERSHAW	8,800	7,800	88
LEXINGTON	19,100	17,300	91
RICHLAND	55,900	51,100	91
STATION TOTAL	91,300	82,400	90
NET WEEKLY CIRCULATION (MARCH 65)		65,400	
AVERAGE DAILY CIRCULATION (MARCH 65)		42,800	
COLOR PENETRATION PERCENTAGE (NOV 65)		7	

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South Carolina—Columbia



WOLO-TV

Ch. 25

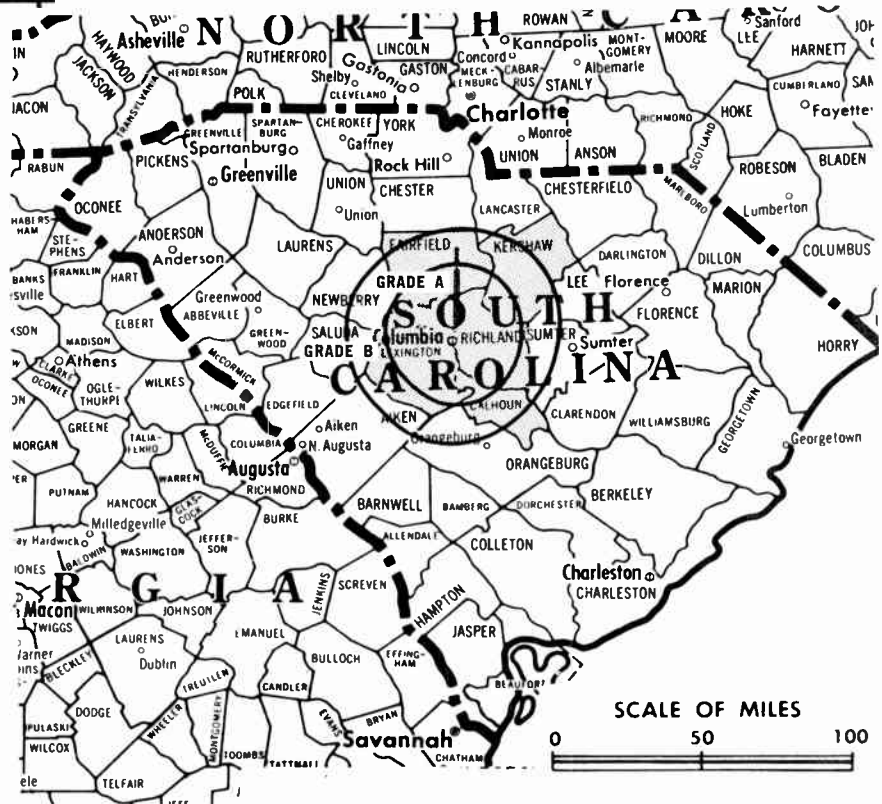
Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 174-kw visual, 87.1-kw aural. Antenna: 924-ft. above av. terrain, 522-ft. above ground, 924-ft. above sea level.

Latitude 34° 03' 23"
Longitude 80° 58' 49"

Transmitter: 5807 Shakespeare Rd.

Color: Network.

News Wire Service: UPI.



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

WOLO-TV Ref: FCC File No. B1MPT-5636 Granted 9/8/61

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WOLO-TV

Licensee: Columbia TV Broadcasters Inc., Box 4217 (29204).

Studio: 5807 Shakespeare Rd. (29204).

Telephone: 803-782-2525.

Ownership: Mississippi Telecasting Co. Inc., 100%. All stock voted by Cy N. Bahakel. For other interests, see WCCB-TV, Charlotte, N.C.

Began Operation: Oct. 1, 1961. Sale to present owner by First Carolina Corp. approved May 5, 1964 by FCC (Television Digest, Vol. 4:14).

Represented (sales) by Vic Piano Associates.

Represented (legal) by Wilner & Bergson.

Represented (engineering) by Raymond E. Rohrer & Associates.

Personnel:

GERALD QUICK, station & sales manager.
PAUL REECE, operations director.
CARROLL SCARBOROUGH, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7:29-11:01 p.m., daily.	\$200.00	\$120.00	\$67.50	\$49.50	\$40.00*	\$30.00*
*7:29-11:01 p.m., daily.						

NETWORK BASE HOURLY RATE: \$200.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
SOUTH CAROLINA			
CALHOUN	2,700	2,200	82
FAIRFIELD	4,800	4,000	84
KERSHAW	8,800	7,800	88
LEXINGTON	19,100	17,300	91
RICHLAND	55,900	51,100	91
STATION TOTAL	91,300	82,400	90
NET WEEKLY CIRCULATION (MARCH 65)		58,100	
AVERAGE DAILY CIRCULATION (MARCH 65)		29,900	
COLOR PENETRATION PERCENTAGE (NOV 65)			7

MORTON FLOM, ENG. CONSULTING ENGINEER

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Cote St. Luc 29
Montreal, Canada

South Carolina—Florence



WBTW

Ch. 13



247

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 790-ft. above av. terrain, 824-ft. above ground, 923-ft. above sea level.

Latitude 34° 16' 13"
Longitude 79° 43' 39"

Transmitter: N. Irby St., Extension.

Studio: N. Irby St., Extension.

TV tape: Recording facilities.

Color: Network, film & slide.

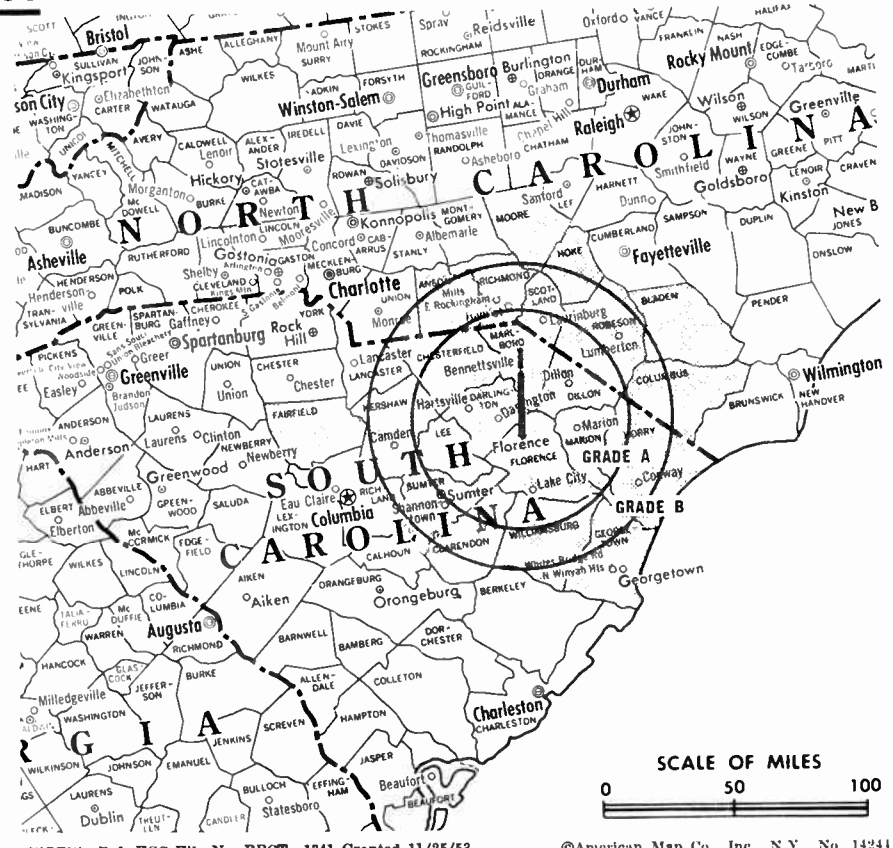
News Wire Service: UPI.

Facsimile Service: UPI.

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

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

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



WBTW Ref: FCC File No. BPCT-1341 Granted 11/25/53

©American Map Co., Inc., N.Y., No. 14241

WBTW

Network Service: CBS, ABC; also NBC (per program basis).

Licensee: Jefferson Standard Bcstg. Co., Box 630.

Telephone: 803-662-1565. TWX No.: 803-662-1312.

Ownership: Jefferson Standard Life Insurance Co., 100%. Charles H. Crutchfield, pres., Jefferson Standard Bcstg. For other interests, see WBTW, Charlotte, N.C.

Began Operation: Oct. 18, 1954.

Represented (sales) by Blair Television Associates.

Personnel:

- CHARLES H. CRUTCHFIELD, pres. & general manager (WBTW, Charlotte).
- J. WILLIAM QUINN, assistant v.p. & managing director.
- GEORGE B. BURNETTE, program-production.
- JOSEPH B. FOSTER, sales manager.
- JOSEPH R. DAWSON, promotion & publicity manager.
- HARRY HUGHES, film supervisor.
- EDWARD L. YOUNG, farm advisor.
- EMIL A. SELLARS, engineering & gen. services manager.

DIGEST OF RATE CARD NO. 9—(July 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$460.00	\$276.00	\$184.00	\$138.00	\$140.00*	\$110.00*
					\$55.00*	

*Class AA—7:29-9:31 p.m., Sun.-Fri.; 7:29-10:01 p.m., Sat.

NETWORK BASE HOURLY RATE: \$575 (ABC, CBS).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
NORTH CAROLINA			
ANSON	6,100	5,300	87
BLADEN	6,700	5,600	84
COLUMBUS	12,200	10,700	87
Hoke	3,600	3,100	86
MOORE	10,700	9,500	89
RICHMOND	10,600	9,700	91
ROBESON	20,800	18,100	87
SCOTLAND	5,900	5,300	89
SOUTH CAROLINA			
CHESTERFIELD	8,300	7,300	87
CLARENDON	6,000	4,600	77
DARLINGTON	13,800	12,400	90
DILLON	7,100	6,200	88
FAIRFIELD	4,800	4,000	84
FLORENCE	22,000	20,200	92
GEORGETOWN	8,700	7,400	86
HORRY	18,400	16,200	88
KERSHAW	8,800	7,800	88
LEE	4,700	3,900	82
MARION	7,700	6,500	85
MARLBORO	6,600	5,700	87
SUMTER	20,600	18,300	89
WILLIAMSBURG	8,600	7,000	82
STATION TOTAL	222,700	194,800	87

NET WEEKLY CIRCULATION (MARCH 65)	147,400
AVERAGE DAILY CIRCULATION (MARCH 65)	114,400
COLOR PENETRATION PERCENTAGE (NOV 65)	6

South Carolina—Greenville-Spartanburg & Asheville, N.C.



WBFC-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 2000-ft. above av. terrain, 892-ft. above ground, 3978-ft. above sea level.

Latitude 35° 06' 40"
Longitude 82° 36' 17"

Transmitter: Caesar's Head.

Studio: WBFC Building, 505 Rutherford St. (29602).

TV tape: Recording facilities.

AM Affiliate: WFBC, 5-kw, 1330 kc (NBC).

FM Affiliate: WFBC-FM, 7.8-kw, 93.7 mc (No. 229), 1850-ft. antenna height.

O & O Translators: W11AH, Columbus-Tryon, N. C.-Landrum, S.C.; W02AF, Sylva, N.C.; W05AG, Bryson City, N.C.; W06AE, Clayton, Dillard & Mountain City, Ga.; W02AI, Bryson City, N.C.; W06AI, Marion, N.C.

Color: Network, film, slide & tape.

News Wire Service: AP. Facsimile Service: AP.

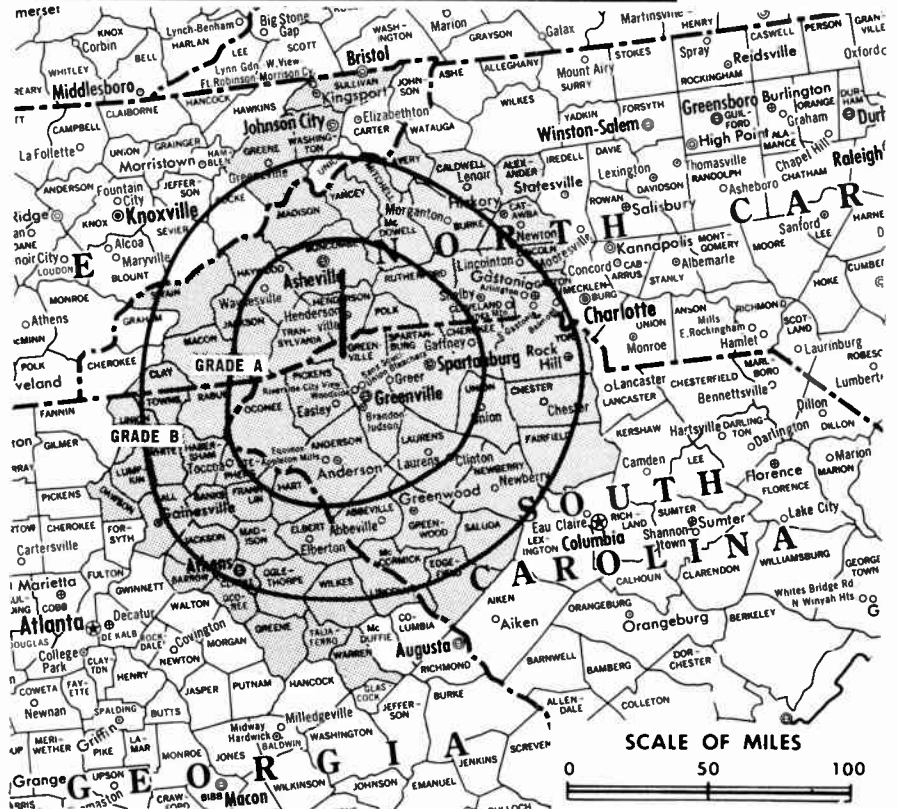
Total Households: © SRDS Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WBFC-TV Ref: FCC File No. BPCT-2395 Granted 11/18/57

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WBFC-TV

Licensee: Southeastern Broadcasting Corp., Box 788 (29602).

Telephone: 803-239-1321. TWX No.: 803-282-1008.

Ownership: Greenville News-Piedmont, 49.9%; Roger C. Peace, chairman (votes Greenville News-Piedmont stock); Robert A. Jolley, pres., 14.63% (with family); John I. Smith, v.p., 1.3%; James E. Jolley, secy.-dir., 3.56%; Wilson C. Wearn, exec. v.p.-dir., 1.1%; James D. Poag, dir., 6.24% (with family); Robert A. Jolley Jr., dir., 3.46%; Mamie Jolley Bruce, 3.54%; estate of Noland Meyers (with Mrs. Meyers), 2.44%; Alester G. Furman Jr., dir., 2.2%; Alester G. Furman III, 1.01%; W. Oscar Cate, 1.5%; remainder held by more than 100 others, none with as much as 1%. Executive committee: Robert A. Jolley, Roger Peace (votes Greenville News-Piedmont Co. stock), J. Kelly Sisk, treas. & dir. (pres. of Greenville News-Piedmont Co. & Asheville Citizen-Times). Southeastern Bcstg. Corp. also owns WBIR-TV, Knoxville, Tenn. (WBIR & FM) and WMAZ-TV, Macon, Ga. (WMAZ & FM). Greenville News-Piedmont Co. also owns Asheville Citizen-Times and radio WWNC.

Began Operation: Dec. 31, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

ROBERT A. JOLLEY, president.
WILSON C. WEARN, executive vice president & manager.
NORVIN C. DUNCAN JR., asst. mgr., program dir. & film buyer.
RICHARD A. LUBEN, production director.
DOUGLAS A. SMITH, general sales manager.
EDNA L. SEAMAN, promotion & public relations director.
BEN LEONARD, farm director.
W. E. GARRISON, chief engineer.

DIGEST OF RATE CARD NO. 12—(June 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10 p.m., daily.
\$950.00 \$495.00 \$360.00 \$210.00 \$276.00 \$276.00 \$138.00
NETWORK BASE HOURLY RATE: \$950.

1966 Edition

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
GEORGIA			
BANKS	1,700	1,400	86
BARROW	4,600	4,200	92
CLARKE	14,300	13,000	91
DAWSON	1,000	800	86
ELBERT	5,000	4,600	92
FRANKLIN	3,800	3,500	93
GREENE	2,600	2,200	85
HABERSHAM	5,300	4,700	89
HALL	15,800	14,700	93
HART	4,500	4,100	92
JACKSON	5,200	4,800	91
LINCOLN	1,300	1,200	88
LUMPKIN	1,900	1,800	92
MADISON	2,900	2,600	89
OCONEE	1,500	1,400	95
OGLETHORPE	1,700	1,400	86
RABUN	2,100	1,800	87
STEPHENS	5,700	5,100	90
TALIAFERRO	600	500	82
TOWNS	1,200	1,100	90
UNION	1,600	1,400	89
WARREN	1,600	1,300	83
WHITE	2,000	1,800	88
WILKES	3,000	2,400	81
NORTH CAROLINA			
ALEXANDER	4,500	4,200	92
AVERY	2,900	2,500	85
BUNCOMBE	41,500	38,000	92
BURKE	14,800	13,800	93
CALDWELL	14,200	13,200	93
CATAWBA	22,500	21,500	95
CLAY	1,500	1,300	84
CLEVELAND	18,200	16,900	93
GASTON	38,100	35,900	94

(Continued on page 583-b)

STATION TOTAL	668,600	613,300	92
NET WEEKLY CIRCULATION (MARCH 65)		397,400	
AVERAGE DAILY CIRCULATION (MARCH 65)		281,800	
COLOR PENETRATION PERCENTAGE (NOV 65)			7

South Carolina—Greenville-Spartanburg & Asheville, N.C.



WLOS-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 121-kw visual, 18.7-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 (No. 260), 160-ft. antenna height.

O & O Translators: W08AN, Bryson City, N.C.; W05AF, Cherokee, N.C.; W02AD, Hazelwood & Waynesville, N.C.; W06AD, Spruce Pine, N.C.; W05AC, Tryon, N.C.-Landrum, S.C.; W05AE, Sylva, N.C.

Color: Network, film, slide & tape.

News Wire Service: UPI.

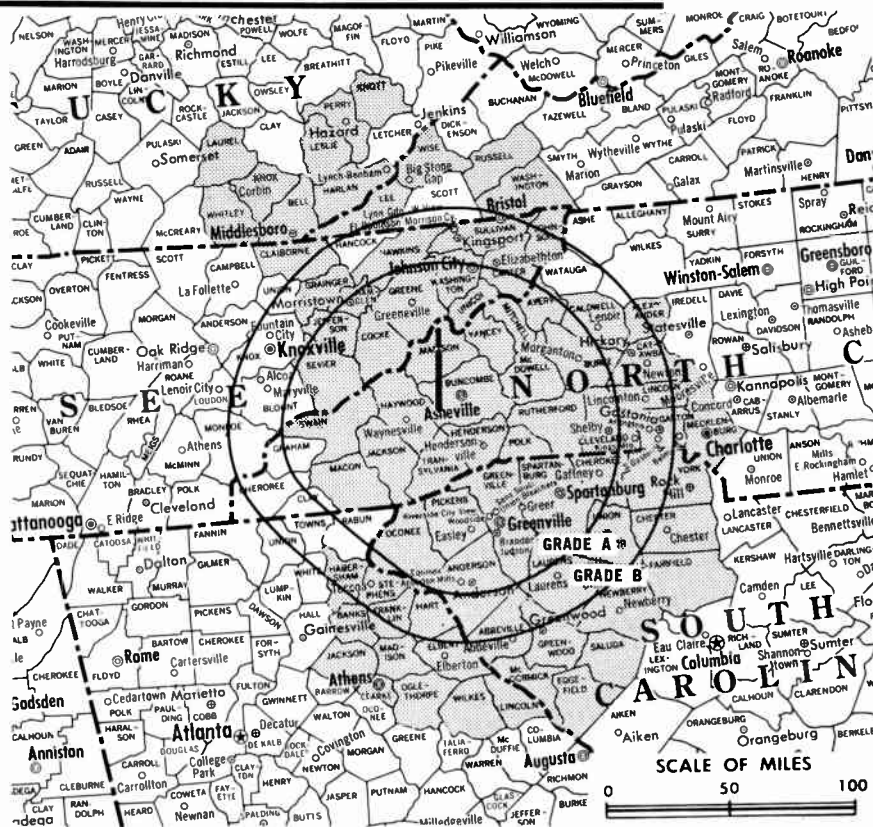
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



WLOS-TV Ref: FCC File No. BPC7-809 Granted 12/9/53

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

WLOS-TV

Licensee: Skyway Bcstg. Co., Box 2150, Asheville, N.C. (28802).

Studios: Battle House, 288 Macon Ave., Asheville, N.C. (28804); Poinsett Hotel, Greenville, S.C.

Telephones: 803-254-4321, Asheville; 803-239-8471, Greenville.

TWX Nos.: 510-933-6466 (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 John Creutz.

Personnel:

- MITCHELL WOLFSON, president.
- LOUIS WOLFSON, vice president.
- MORTON S. COHN, v.p., general manager & film buyer.
- BILL BRAZZIL, v.p. sales, Wometco bcst. division.
- TOM BURKHART, v.p., general sales manager.
- LOYD B. LEONARD, retail sales manager.
- DAVE DeARMOND, regional sales manager.
- KAY JENKINS, program sales supervisor.
- GLEN ADKINS JR., operations supervisor.
- JACK BELT, news director.
- BILL PFEIFFER, promotion manager.
- GEORGE SPRAGUE, chief engineer.
- BRUCE FREY, business & credit manager.
- BILL JENKINS, Greenville operations supervisor.

DIGEST OF RATE CARD NO. 15 (June 15, 1964)

Hour	30 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.				
\$800.00	\$480.00	\$340.00	\$285.00	\$143.00
NETWORK BASE HOURLY RATE: \$850.				

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
GEORGIA			
BANKS	1,700	1,400	86
CLARKE	14,300	13,000	91
ELBERT	5,000	4,600	92
FRANKLIN	3,800	3,500	93
HABERSHAM	5,300	4,700	89
HART	4,500	4,100	92
JACKSON	5,200	4,800	91
LINCOLN	1,300	1,200	88
MADISON	2,900	2,600	89
OGLETHORPE	1,700	1,400	86
STEPHENS	5,700	5,100	90
WILKES	3,000	2,400	81
KENTUCKY			
BELL	7,600	6,100	80
HARLAN	10,700	8,500	79
KNOTT	3,600	2,300	64
KNOX	5,900	4,200	72
LAUREL	6,700	5,100	76
LESLIE	1,800	1,000	54
PERRY	6,900	4,800	69
WHITLEY	6,400	5,200	80
NORTH CAROLINA			
ALEXANDER	4,500	4,200	92
AVERY	2,900	2,500	85
BUNCOMBE	41,500	38,000	92
BURKE	14,800	13,800	93
CALDWELL	14,200	13,200	93
CATAWBA	22,500	21,500	95
CLEVELAND	18,200	16,900	93
GASTON	38,100	35,900	94
HAYWOOD	11,900	10,700	90
HENOERSON	11,800	10,700	91
(Continued on page 583-b)			

STATION TOTAL 874,600 790,400 90

NET WEEKLY CIRCULATION (MARCH 65) 427,400
AVERAGE DAILY CIRCULATION (MARCH 65) 266,500
COLOR PENETRATION PERCENTAGE (NOV 65) 7



Consider another Carolina Triad station? **NEVER!**

Stay 'On Top Of Things' with WLOS-TV, the 'REACH' station that delivers MORE HOMES with GREATER SPENDING POWER.*

WLOS-TV is the station with the big PLUS in the Nation's 40th Television Market.**

	TV HOMES*	TOTAL RETAIL SALES***	FOOD AND DRUG SALES***
WLOS-TV	577,100	\$2,322,426,000	\$673,524,000
Station 'B'	481,800	1,950,232,000	567,304,000
Station 'C'	446,700	1,813,509,000	521,627,000

* ARB-1965 COVERAGE STUDY (25% cut off-Total Net Weekly Circulation.)

** Television Magazine, March 1965

*** Sales Management "Survey of Buying Power," June 10, 1965

"Audience measurement data of all media are estimates only — subject to defects and limitations of source material and methods. Hence they may not be accurate measures of the true audience."

WLOS
A Division of Wometco
Enterprises, Inc.
abc TV

Represented Nationally by

PETERS. **G**RIFFIN. **W**OODWARD, INC.

South Carolina—Greenville-Spartanburg & Asheville, N.C.



WSPA-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 2000-ft. above av. terrain, 254-ft. above ground, 3465-ft. above sea level.

Latitude 35° 10' 12"
Longitude 82° 17' 27"

Transmitter: Hogback Mt., 25-mi. NW of Spartanburg.

AM Affiliate: WSPA, 5-kw, 950 kc (CBS).

FM Affiliate: WSPA-FM, 100-kw, 98.9 mc (No. 255), 1910-ft.

O & O Translators: W10AD, Black Mountain, Montreat, Ridgecrest & Swannanoa, N.C.; W02AG, Brevard, N.C.; W08AO, Canton, Lake Junaluska & Maggie Valley, N.C.; W09AE, Clayton & Mountain City, Ga.; W09AD, Waynesville, N.C.; W09AF, Cullowhee, Dillsboro, Love Field, Sylva & Webster, N.C.; W02AH, Mars Hill, N.C.; W11AN, Alarka, N.C.

Color: Network, film & slide.

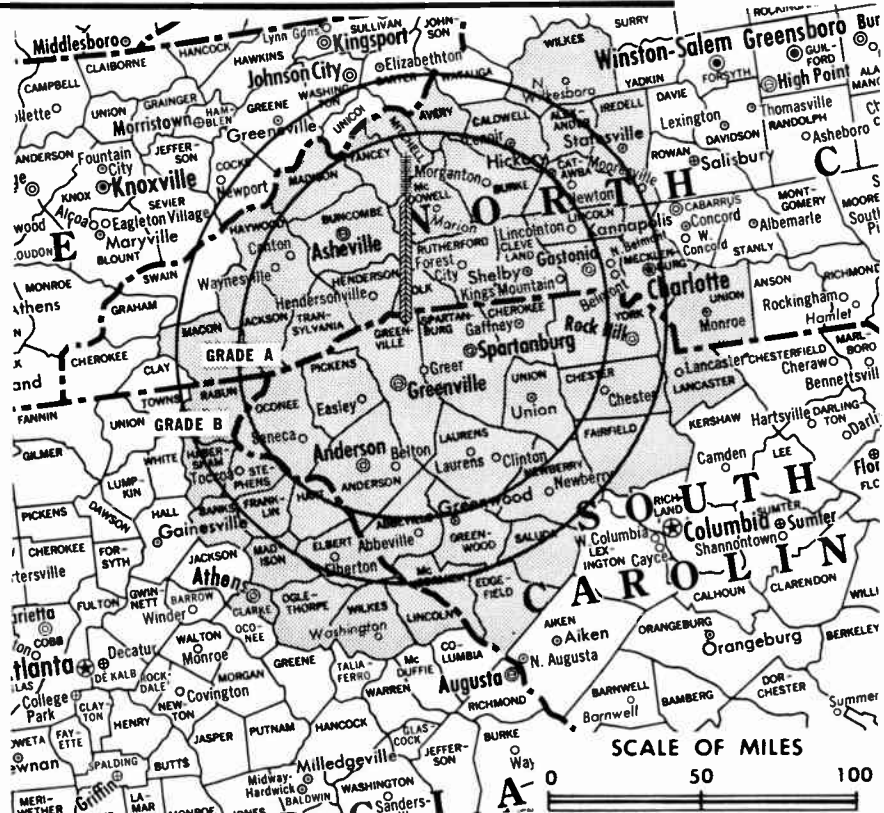
News Wire Service: UPI. Facsimile Service: UPI. News Film Service: CBS.

Total Households: © SRDS (Consumer Market Data as of 1/11/66).

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



WSPA-TV Ref: FCC File No. BPC-1216 and BPC-5883 Granted 11/25/53 and 9/24/63

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

WSPA-TV

Licensee: Spartan Radiocasting Co., 123 N. Converse St., Spartanburg.

Studio: 123 N. Converse St., Spartanburg (29301).

Telephones: 803-585-7777, Spartanburg; 803-233-7777, Greenville; 803-684-3771, Asheville. TWX No.: 803-585-5376.

Ownership: Walter J. Brown, pres., 54.08% (with wife & son); D. S. Burnside, secy.-treas., 4.3%; over 50 others, none owns as much as 3%.

Began Operation: April 29, 1956.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Covington & Burling.

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

Personnel:

WALTER J. BROWN, president.
CHARLES R. SANDERS, v.p. & general manager.
ROGER SHAFFER, station manager.
VIC LUDINGTON, general sales manager.
CHARLES NEWCOMB, program director.
GENE GIBSON, chief studio engineer.
CLYDE BURDETTE, chief transmitter engineer.

DIGEST OF RATE CARD NO. 12 (May 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class AA—7:30-10:30 p.m., daily.	\$600.00	\$400.00	\$300.00	\$175.00	\$150.00	\$125.00
*Class AA—(7:29-10:29 p.m., daily).						

Announcements in all time segments qualify for 5 & 10 Plan.

NETWORK BASE HOURLY RATE: \$575.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
GEORGIA			
BANKS	1,700	1,400	86
CLARKE	14,300	13,000	91
ELBERT	5,000	4,600	92
FRANKLIN	3,800	3,500	93

HABERSHAM	5,300	4,700	89
HART	4,500	4,100	92
LINCOLN	1,300	1,200	88
LUMPKIN	1,900	1,800	92
MADISON	2,900	2,600	89
OGLETHORPE	1,700	1,400	86
RABUN	2,100	1,800	87
STEPHENS	5,700	5,100	90
WILKES	3,000	2,400	81
NORTH CAROLINA			
ALEXANDER	4,500	4,200	92
AVERY	2,900	2,500	85
BUNCOMBE	41,500	38,000	92
BURKE	14,800	13,800	93
CALDWELL	14,200	13,200	93
CATAWBA	22,500	21,500	95
CLEVELAND	18,200	16,900	93
GASTON	38,100	35,900	94
HAYWOOD	11,900	10,700	90
HENDERSON	11,800	10,700	91
IREDELL	18,800	17,500	93
JACKSON	4,300	3,600	84
LINCOLN	8,100	7,700	95
MC DOWELL	7,700	7,000	91
MACON	4,100	3,400	81
MADISON	4,200	3,400	82
MECKLENBURG	87,800	83,200	95
MITCHELL	3,600	3,200	88
POLK	3,400	3,000	88
RUTHERFORD	12,900	12,100	94
TRANSYLVANIA	4,700	4,200	90
UNION	12,400	11,300	92
WILKES	12,200	11,000	90
YANCEY	3,300	2,700	81
SOUTH CAROLINA			
ABBEVILLE	5,600	5,000	88
ANDERSON	30,200	28,100	93
CHEROKEE	9,600	8,900	93

(Continued on next page)

STATION TOTAL	701,700	648,000	92
NET WEEKLY CIRCULATION (MARCH 65)			371,700
AVERAGE DAILY CIRCULATION (MARCH 65)			228,600
COLOR PENETRATION PERCENTAGE (NOV 65)			7

WIS-TV, Columbia

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
SOUTH CAROLINA (Continued)			
NEWBERRY	8,100	7,300	90
ORANGEBURG	17,000	14,300	84
RICHLAND	55,900	51,100	91
SALUDA	3,600	3,200	89
SUMTER	20,600	18,300	89
UNION	7,900	7,300	92
WILLIAMSBURG	8,600	7,000	82
YORK	21,800	20,000	92

WFBC-TV, Greenville

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
NORTH CAROLINA (Continued)			
HAYWOOD	11,900	10,700	90
HENDERSON	11,800	10,700	91
JACKSON	4,300	3,600	84
LINCOLN	8,100	7,700	95
MC DOWELL	7,700	7,000	91
MACON	4,100	3,400	81
MADISON	4,200	3,400	82
MITCHELL	3,600	3,200	88
POLK	3,400	3,000	88
RUTHERFORD	12,900	12,100	94
SWAIN	1,900	1,500	78
TRANSYLVANIA	4,700	4,200	90
YANCEY	3,300	2,700	81
SOUTH CAROLINA			
ABBEVILLE	5,600	5,000	88
ANDERSON	30,200	28,100	93
CHEROKEE	9,600	8,900	93
CHESTER	8,000	7,300	91
EDGEFIELD	3,700	3,300	89
FAIRFIELD	4,800	4,000	84
GREENVILLE	66,900	63,100	94
GREENWOOD	13,600	12,600	93
LAURENS	12,800	11,700	92
MC CORMICK	1,900	1,600	86
NEWBERRY	8,100	7,300	90
OCONEE	11,000	10,200	93
PICKENS	14,200	12,900	91
SALUDA	3,600	3,200	89
SPARTANBURG	46,100	43,100	94
UNION	7,900	7,300	92
YORK	21,800	20,000	92
TENNESSEE			
GREENE	12,600	10,900	86
SULLIVAN	36,200	33,200	92
WASHINGTON	19,000	17,300	91

WSPA-TV, Greenville

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
SOUTH CAROLINA (CONTINUED)			
CHESTER	8,000	7,300	91
EDGEFIELD	3,700	3,300	89
FAIRFIELD	4,800	4,000	84
GREENVILLE	66,900	63,100	94
GREENWOOD	13,600	12,600	93
LANCASTER	10,800	10,100	93
LAURENS	12,800	11,700	92
MC CORMICK	1,900	1,600	86
NEWBERRY	8,100	7,300	90
OCONEE	11,000	10,200	93
PICKENS	14,200	12,900	91
SALUDA	3,600	3,200	89
SPARTANBURG	46,100	43,100	94
UNION	7,900	7,300	92
YORK	21,800	20,000	92

South Carolina

WLOS-TV, Greenville

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
SOUTH CAROLINA (CONTINUED)			
JACKSON	4,300	3,600	84
LINCOLN	8,100	7,700	95
MC DOWELL	7,700	7,000	91
MACON	4,100	3,400	81
MADISON	4,200	3,400	82
MECKLENBURG	87,800	83,200	95
MITCHELL	3,600	3,200	88
POLK	3,400	3,000	88
RUTHERFORD	12,900	12,100	94
SWAIN	1,900	1,500	78
TRANSYLVANIA	4,700	4,200	90
YANCEY	3,300	2,700	81
SOUTH CAROLINA			
ABBEVILLE	5,600	5,000	88
ANDERSON	30,200	28,100	93
CHEROKEE	9,600	8,900	93
CHESTER	8,000	7,300	91
EDGEFIELD	3,700	3,300	89
FAIRFIELD	4,800	4,000	84
GREENVILLE	66,900	63,100	94
GREENWOOD	13,600	12,600	93
LAURENS	12,800	11,700	92
MC CORMICK	1,900	1,600	86
NEWBERRY	8,100	7,300	90
OCONEE	11,000	10,200	93
PICKENS	14,200	12,900	91
SALUDA	3,600	3,200	89
SPARTANBURG	46,100	43,100	94
UNION	7,900	7,300	92
YORK	21,800	20,000	92
TENNESSEE			
CARTER	11,800	10,300	87
CLAIBORNE	4,300	3,200	74
COCKE	6,700	5,400	80
GRAINGER	3,400	2,600	77
GREENE	12,600	10,900	86
HAMBLÉN	11,100	9,600	86
HAWKINS	8,600	7,000	82
JEFFERSON	6,400	5,600	87
JOHNSON	2,700	2,200	82
SEVIER	7,200	5,800	82
SULLIVAN	36,200	33,200	92
UNICOT	4,300	3,700	85
WASHINGTON	19,000	17,300	91
VIRGINIA			
LEE	5,500	4,600	84
RUSSELL	6,600	5,800	87
WASHINGTON	16,000	14,700	92
WISE	12,000	10,500	88

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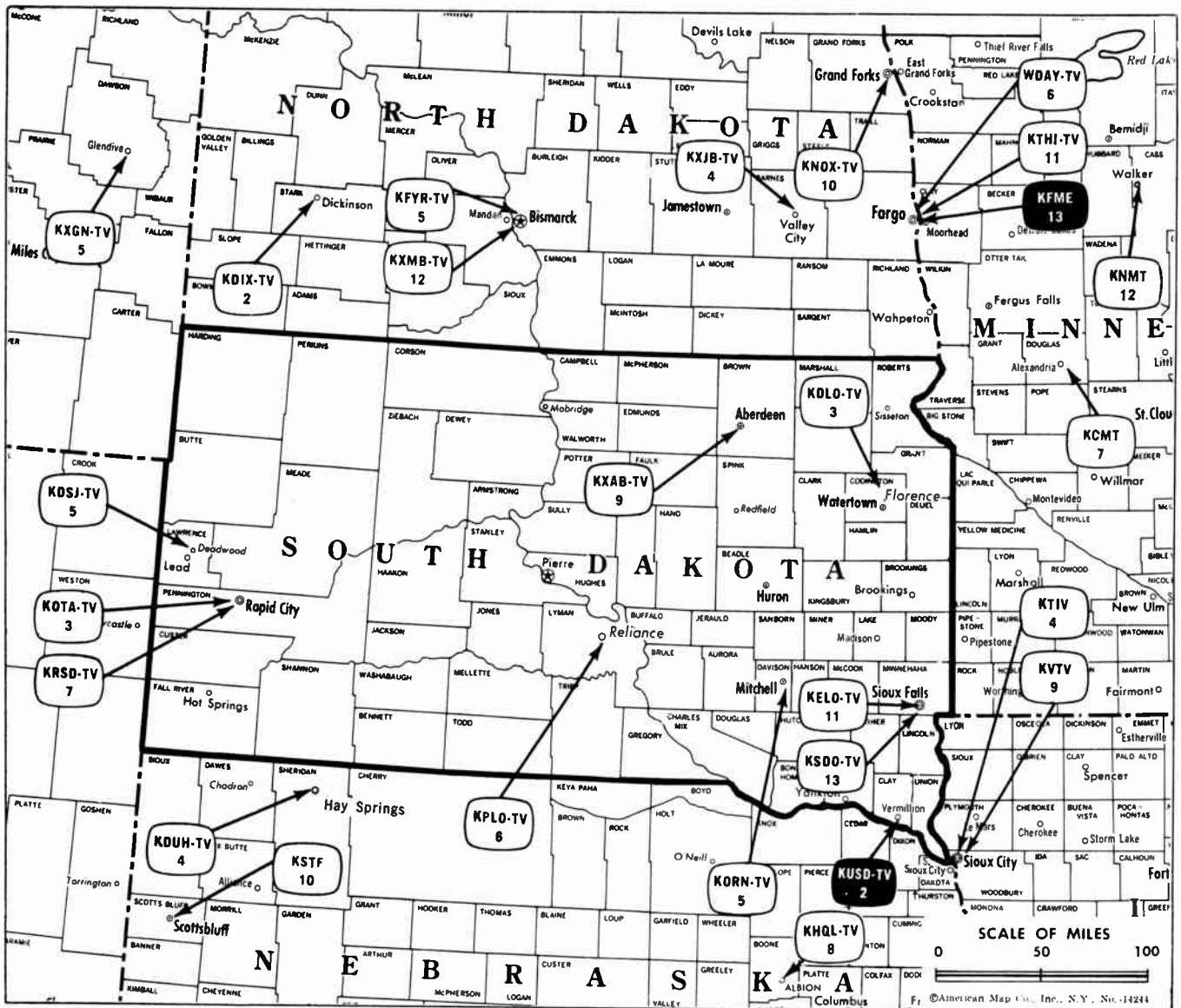
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(303) 388-5888

South Dakota



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Sioux Falls	217,900	90	309,500	100	283,800	102
Rapid City	53,900	185	73,600	198	66,300	198
Aberdeen	42,700	193	76,600	197	70,200	197
Mitchell	24,700	211	51,900	209	46,500	209

South Dakota Station Status as of Feb. 1, 1966

	VHF	UHF	TOTAL
Commercial Television Stations	9	0	9
Educational Television Stations	1	0	1
			10

Educational Technical Facilities and State Cross References are on page for KDSJ-TV, Deadwood-Lead, S.D.



AMECO "SALESMOBILE SERVICE"
 IN SOUTH DAKOTA
 PAUL CLARK
 6324 Maple Omaha, Nebraska 68104
 Phone: 402-558-0323

South Dakota—Aberdeen

NB

KXAB-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 295-kw visual, 47.5-kw aural. Antenna: 1390-ft. above av. terrain, 1288-ft. above ground, 3048-ft. above sea level.

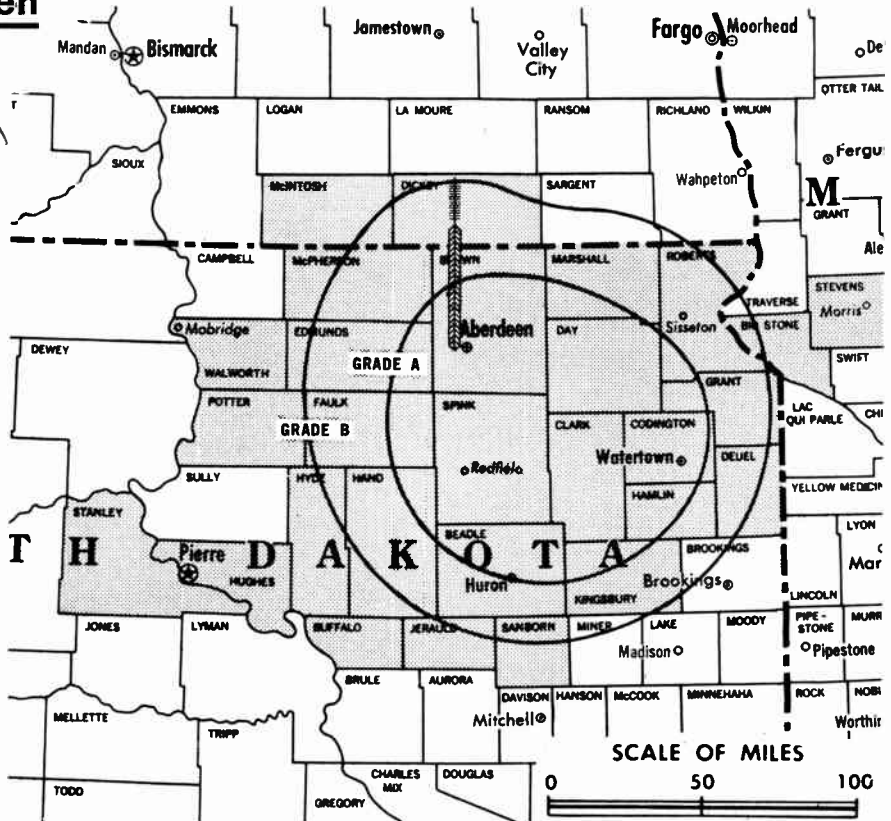
Latitude 45° 06' 32"
Longitude 97° 53' 30"

Transmitter: 3-mi. S and 3-mi. E of Crandall, S.D.

Color: Network only.

News Wire Service: AP.

Represented (engineering) by Kear & Kennedy.



Total Households: © SRDS
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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

KXAB-TV Ref: FCC File No. BNPCT-5138 Granted 9/23/58
CP: BPCT-2888 Granted 1/16/62

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KXAB-TV

Network Service: NBC.

Licensee: South Dakota Television Inc., Country Club Rd. (57401).

Mailing Address: Box 118, Aberdeen.

Studio: Country Club Road, Aberdeen.

Telephone: 605-225-4350. TWX No.: 605-561-2283.

Ownership: See KXJB-TV, Valley City, N.D.

Began Operation: Nov. 27, 1958.

Represented (sales) by Young Television; Bill Hurley (Minneapolis); Soderlund Co. (Omaha).

Represented (legal) by Prince & Paul.

Personnel:

JOHN W. BOLER, president.

FRANK M. LOKEY JR., manager.

THOMAS L. GAGNON, sales manager.

JAMES PETERSON, operations manager & sports director.

ART CHRIST, production manager.

MRS. EDNA LADNER, exec. secretary & office manager.

EUGENE SCHULTZ, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-10 p.m., daily.	\$175.00	\$105.00	\$70.00	\$58.50	\$43.75	\$36.25

NETWORK BASE HOURLY RATE: \$175 (ABC), \$175 (NBC).

For Education, Non-commercial Outlets,
see Educational Station Directory.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MINNESOTA			
BIG STONE	2,500	2,300	92
STEVENS	3,100	2,800	92
NORTH DAKOTA			
DICKEY	2,100	1,900	89
MC INTOSH	1,700	1,400	86
SOUTH DAKOTA			
BEADLE	7,200	6,500	91
BROWN	10,700	10,200	96
BUFFALO	400	300	72
CLARK	2,100	1,900	94
CODINGTON	6,500	6,200	96
DAY	3,000	2,800	93
DEUEL	1,900	1,700	92
EDMUNDS	1,400	1,300	88
FAULK	1,300	1,200	90
GRANT	3,000	2,700	91
HAMLIN	1,800	1,700	93
HAND	1,900	1,800	93
HUGHES	4,400	4,100	94
HYDE	700	700	95
JERAULD	1,200	1,100	91
KINGSBURY	2,900	2,700	94
MC PHERSON	1,400	1,200	87
MARSHALL	1,900	1,600	87
POTTER	1,400	1,300	91
ROBERTS	3,500	3,100	89
SANBORN	1,300	1,100	89
SPINK	3,300	3,100	94
STANLEY	1,400	1,300	88
WALWORTH	2,600	2,200	86
STATION TOTAL	76,600	70,200	92

NET WEEKLY CIRCULATION (MARCH 65) 42,700
AVERAGE DAILY CIRCULATION (MARCH 65) 27,300
COLOR PENETRATION PERCENTAGE (NOV 65) 3

South Dakota—Deadwood-Lead

NBC **KDSJ-TV**
Ch. 5

[Satellite of KRSD-TV,
Rapid City, S.D.]

Technical Facilities: Channel No. 5
(76-83 mc). Authorized power:
24-kw visual, 12.6-kw aural.
Antenna: 430-ft. above av. ter-
rain, 219-ft. above ground, 5789-
ft. above sea level.

Latitude 44° 21' 15"
Longitude 103° 46' 10"

Transmitter: Crusher Hill, Lead, S.D.
AM Affiliate: KDSJ, 1-kw, 980 kc.
Color: Network.
News Wire Service: UPI.
News Film Service: UPI.
Represented (legal) by Samuel Miller.



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

KDSJ-TV Ref: FCC File No. BMPCT-5212 Granted 5/27/59

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

KDSJ-TV

Network Service: NBC, same as KRSD-TV, Rapid City.
Licensee: The Heart of the Black Hills Stations, 1438 Mountain
View Rd., Rapid City, S.D. (57704).
Studio: Crusher Hill, Lead, S.D.
Telephone: 605-342-6050, Rapid City.
TWX No.: 605-821-0185, Rapid City.
Ownership: See KRSD-TV, Rapid City.
Began Operation: Jan. 6, 1960.
Represented (sales) by Jack Masla & Co. Inc.
Personnel:
HARRY DANIELS, resident manager.
Rates: Sold only in combination with KRSD-TV, Rapid City, S.D.
NETWORK BASE HOURLY RATE: Bonus to KRSD-TV, Rapid City.

ARB Data for this station included with report
for Parent KRSD-TV, Rapid City, S.D. The above
map includes coverage of both Parent & Satellite.

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Montreal, Canada

State Educational Technical Facilities (Complete Data in Educational Directory)

KUSD-TV
Vermillion
Ch. 2

Non-Commercial Educational Station

Grantee: State University of South Dakota, Vermillion.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power:
0.42-kw visual, 0.21-kw aural. Antenna: 188-ft. above av. terrain,
184-ft. above ground, 1864-ft. above sea level.

Latitude 42° 47' 04"
Longitude 95° 55' 26"

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

KDSJ-TV
Lead
(See Deadwood, S.D.)

KDLO-TV
Watertown
(See Florence, S.D.)

South Dakota—Florence-Watertown



KDLO-TV



Ch. 3

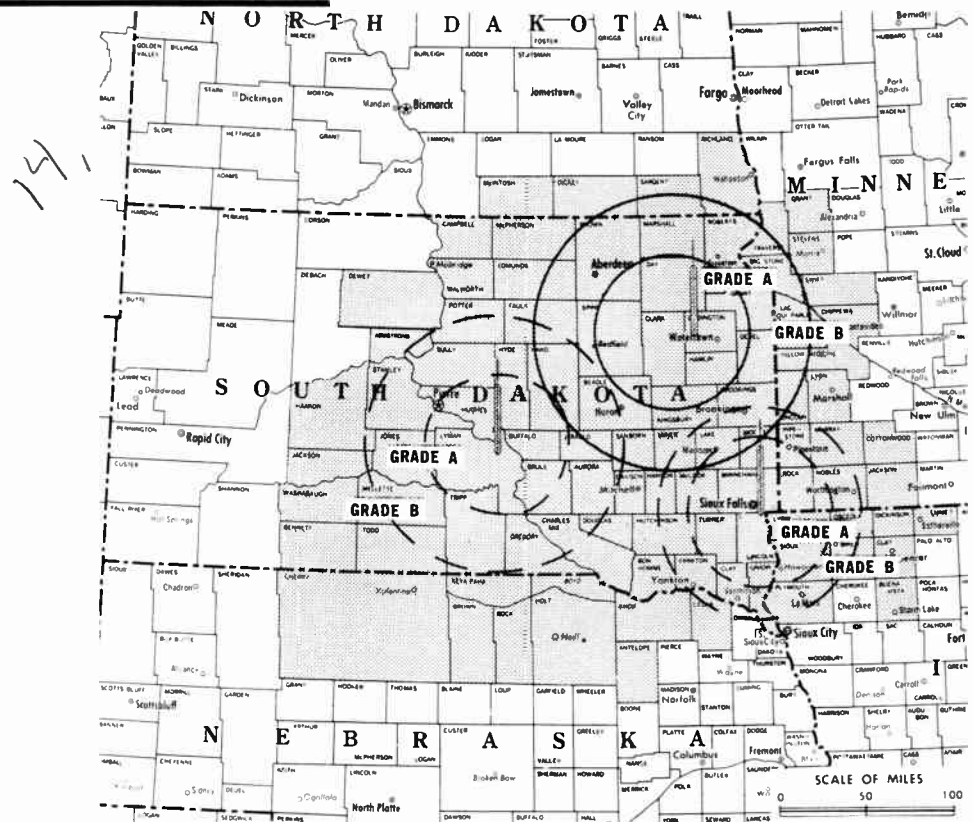
[Satellite of KELO-TV,
Sioux Falls, S.D.]

Technical Facilities: Channel No. 3
(60-66 mc). Authorized power:
100-kw visual, 60-kw aural. An-
tenna: 1393-ft. above av. terrain,
1403-ft. above ground, 3250-ft.
above sea level.

Latitude 44° 58' 30"
Longitude 97° 34' 28"

Transmitter: Garden City, S.D.

Color: Network & tape.



County coverage (shaded area) based on 1963
ARB study.

KDLO-TV Ref: FCC File No. BLCT-1339 Granted 5/27/64

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KDLO-TV

Network Service: ABC, CBS, same as KELO-TV, Sioux Falls, S.D.
Licensee: Midcontinent Broadcasting Co., Phillips Ave. & 13th St.,
Sioux Falls, S.D.

Studio: Garden City, S.D. (57236).

Telephone: 605-336-1100 (Sioux Falls). TWX No.: 605-331-2251

Ownership: See KELO-TV, Sioux Falls, S.D.

Began Operation: Sept. 24, 1955.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc.
(Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

JOE FLOYD, president.
EVANS NORD, v.p. & general manager.
TOM SHEELEY, resident manager.

Rates: Sold in combination with KELO-TV, Sioux Falls and KPLO-
TV, Reliance, with rates applying to simultaneous telecasts on
all stations.

NETWORK BASE HOURLY RATE: Bonus to KELO-TV, Sioux Falls.

ARB Data for this station included with report
of Parent KELO-TV, Sioux Falls, S.D. Above map
Reflects Coverage of Parent & Satellites KDLO-TV
& KPLO-TV, Reliance, S.D.

HA 1-0818

RESIDENCE
TE 2-9362

La Rue Media Brokers Inc.

Radio Television CATV

HUGH BEN LA RUE

654 MADISON AVENUE
NEW YORK, N.Y.

South Dakota—Mitchell



KORN-TV

Ch. 5

[Affiliated with KS00-TV,
Sioux Falls, S.D.]

Technical Facilities: Channel No. 5
(76-82 mc). Authorized power:
22.9-kw visual, 11.5-kw aural.
Antenna: 570-ft. above av. terrain,
569-ft. above ground, 1915-ft.
above sea level.

Latitude 43° 41' 25"
Longitude 98° 00' 27"

Transmitter: .5-mi. SE of Mitchell on
Hwy. 37.

AM Affiliate: KORN, 1-kw (.25-kw,
night), 1490 kc (MBS).

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

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



KORN-TV Ref: FCC File No. BPCP-2378 Granted 11/13/57

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KORN-TV

Licensee: Mitchell Broadcasting Association Inc., Box 908, Mitchell,
S.D. (57301).

Studio: .5-mi. SE of Mitchell on Hwy. 37.

Telephone: 605-996-5621.

Ownership: R. V. Eppel, pres. & treas., 98%; Charles N. Rozum,
v.p., 1%; H. T. Fuller, secy., 1%.

Began Operation: June 12, 1960.

Represented (sales) by The Soderlund Co. (Omaha).

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

Represented (engineering) by Lloyd R. Amoo.

Personnel:

R. V. EPPEL, president & general manager.

M. A. JOHNSON, commercial manager.

ARNOLD MONDAY, chief engineer.

DIGEST OF RATE CARD NO. 1

(June 6, 1960)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID
Class AA—6:30-10:30 p.m., daily.
\$150.00 \$90.00 \$60.00 \$50.00 \$37.50 \$30.00 \$22.50 \$11.25

Combination Rates: See KS00-TV, Sioux Falls, S.D.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
NEBRASKA			
BOYD	1,400	1,200	88
HOLT	4,200	3,400	82
SOUTH DAKOTA			
AURORA	1,400	1,200	87
BEADLE	7,200	6,500	91
BON HOMME	3,000	2,600	88
BRULE	2,000	1,900	92
BUFFALO	400	300	72
CHARLES MIX	2,900	2,400	85
DAVISON	5,500	4,900	89
DOUGLAS	1,300	1,200	87
GREGORY	2,100	1,900	90
HANSON	1,300	1,200	92
HUTCHINSON	3,600	3,300	90
JERAULD	1,200	1,100	91
KINGSBURY	2,900	2,700	94
MC COOK	2,400	2,300	96
MINER	1,500	1,400	92
SANBORN	1,300	1,100	89
TRIPP	2,600	2,400	92
TURNER	3,700	3,500	94
STATION TOTAL	51,900	46,500	90

NET WEEKLY CIRCULATION (MARCH 65) 24,700
AVERAGE DAILY CIRCULATION (MARCH 65) 16,300
COLOR PENETRATION PERCENTAGE (NOV 65) 2

South Dakota—Rapid City



KOTA-TV



Ch. 3

[Also operates affiliated KDUH-TV,
Hay Springs, Neb.]

Technical Facilities: Channel No. 3
(60-66 mc). Authorized power:
100-kw visual, 20-kw aural.
Antenna: 659-ft. above av. ter-
rain, 604-ft. above ground, 4364-
ft. above sea level.

Latitude 44° 04' 05"
Longitude 103° 15' 03"

Transmitter: Skyline Dr.

AM Affiliate: KOTA, 5-kw, 1380 kc.
(CBS).

News Wire Service: AP.

ARB Data: The figures below do not
reflect present coverage since the
station changed its facilities after
the survey was made. The data
includes satellite KDUH-TV, Hay
Springs, Neb.

Total Households: © SRDS

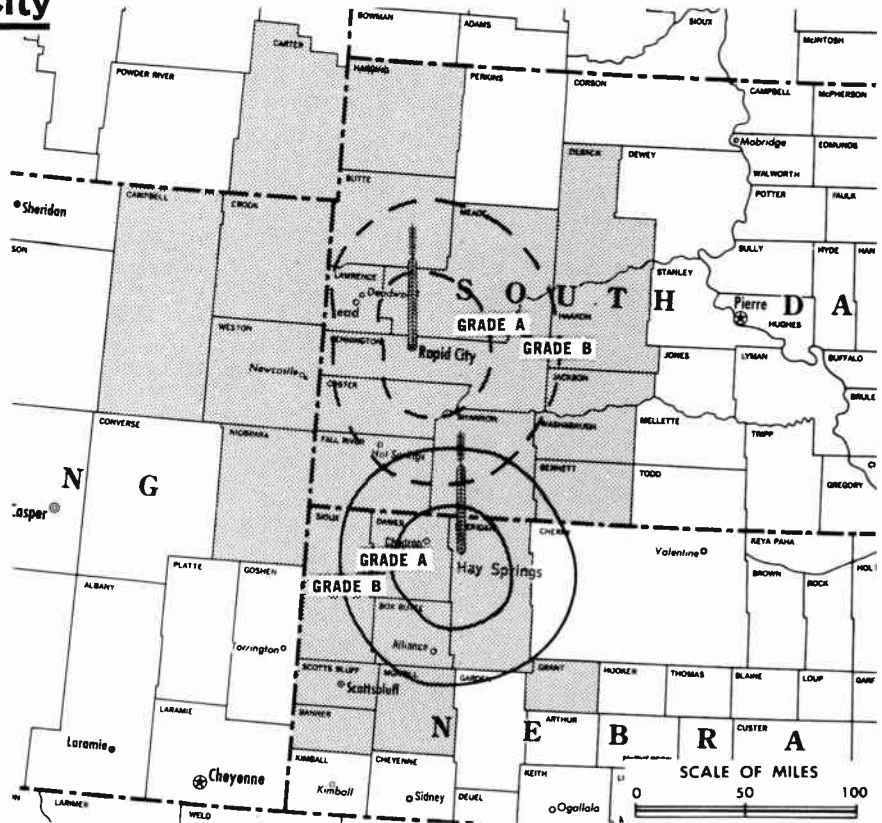
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



KOTA-TV Ref: FCC File No. BNPCT-5990 Granted 8/25/64.
KDUH-TV Ref: FCC File No. BPCT-2350 Granted 8/1/57

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

KOTA-TV

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

Licensee: Duhamel Broadcasting Enterprises, Box 1752 (57702).

Studio: Duhamel Bldg., 6th & St. Joe Streets.

Telephone: 605-342-2000. TWX No.: 605-921-0184.

Ownership: Helen S. Duhamel, pres., 66.7%; John N. Heffron, v.p., 3.3%; William F. Turner, secy., 3.3%; Clifton J. Woodhouse, treas., 3.3%; William F. Duhamel, Helen Kathleen Duhamel, Dr. Peter A. Duhamel, Marguerite D. Heffron, Jacqueline Duhamel, Lois G. Duhamel, Francis A. Duhamel, all 3.3%. Duhamel Broadcasting Enterprises also operates satellite KDUH-TV, Hay Springs, Neb. and is Ch. 11 satellite applicant for Lead, S.D.

Began Operation: May 29, 1955.

Represented (sales) by Meeker Co. Inc.; St. Louis-Kansas City, Eugene F. Gray Co.; Mountain States, Bob Hix; Minneapolis, Wayne Evans & Associates; Omaha-Lincoln, The Soderlund Company; Dallas, Riley Representatives.

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

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

HELEN S. DUHAMEL, president & general manager.
J. NORMAN HEFFRON, v.p., news & public affairs.
DAN LESMEISTER, TV production director.
ARLYNE MORGAN, operations manager.
ELMER NELSON, chief engineer.
ELMA JOHNSON, chief accountant.
VERNE SHEPPARD, farm director.
POLLY WEEDMAN, women's director.
DICK SHILVOCK, sports director.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.	\$250.00	\$150.00	\$100.00	\$87.00	\$70.00	\$65.00 \$57.00

Rates include affiliated KDUH-TV, Hay Springs, Neb.

NETWORK BASE HOURLY RATE: \$275 (CBS and ABC).

1966 Edition

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MONTANA			
CARTER	700	500	82
NEBRASKA			
BANNER	400	300	94
BOX BUTTE	3,600	3,300	92
DAWES	3,000	2,600	87
GRANT	300	300	78
MORRILL	2,000	1,700	88
SCOTTS BLUFF	10,600	9,800	92
SHERIDAN	2,700	2,500	91
SIoux	800	700	89
SOUTH DAKOTA			
BENNETT	800	600	83
BUTTE	2,900	2,600	91
CUSTER	1,400	1,200	88
FALL RIVER	3,600	3,200	89
HAakon	1,100	1,000	90
HARDING	600	500	86
JACKSON	500	500	84
LAWRENCE	5,500	5,000	91
MEADE	3,600	3,200	91
PENNINGTON	20,300	19,100	94
SHANNON	1,200	800	67
WASHABAUGH	200	100	81
ZIEBACH	600	400	70
WYOMING			
CAMPBELL	2,000	1,800	87
CROOK	1,400	1,200	84
NIUBRARA	1,200	1,100	90
WESTON	2,600	2,300	87
STATION TOTAL	73,600	66,300	90

NET WEEKLY CIRCULATION (MARCH 65) 53,900
AVERAGE DAILY CIRCULATION (MARCH 65) 46,600
COLOR PENETRATION PERCENTAGE (NOV 65) 4

For ARB County-by-County Data, see Section a

South Dakota—Rapid City



KRSD-TV

Ch. 7

[Also operates satellite KDSJ-TV, Deadwood, S.D.]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 25.7-kw visual, 12.9-kw aural. Antenna: 540-ft. above av. terrain, 422-ft. above ground, 4191-ft. above sea level.

Latitude 44° 04' 17"
Longitude 103° 15' 07"

Transmitter: Skyline Dr.

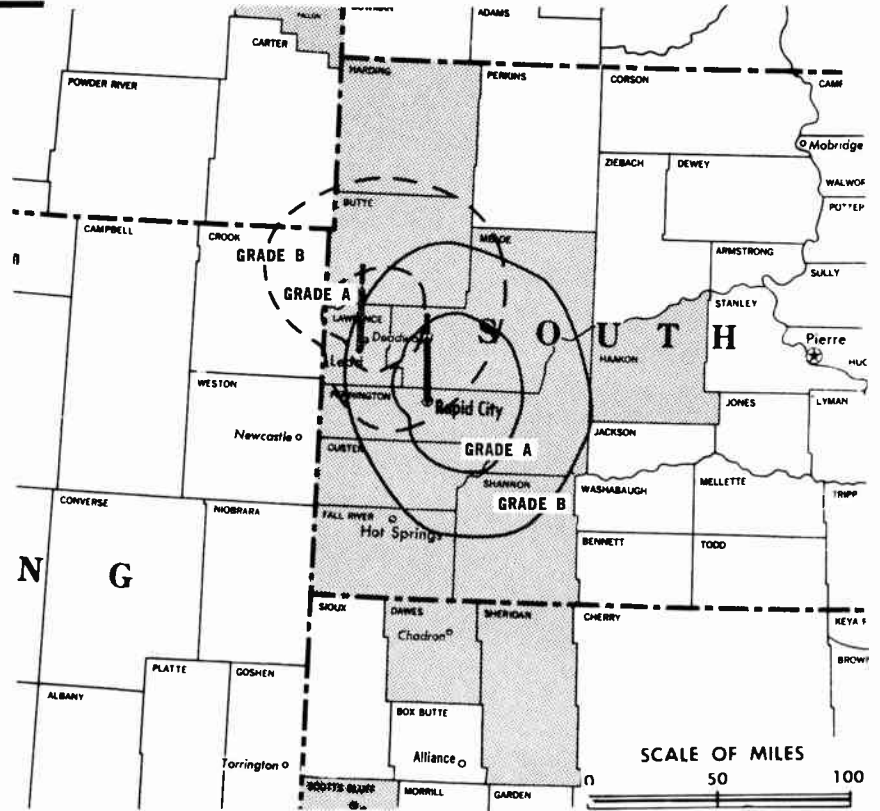
AM Affiliate: KRSD, .25-kw, 1340 kc.

Color: Network.

News Wire Service: UPI.

ARB Data: The figures for this station include satellite KDSJ-TV, Deadwood, S.D.

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



KRSD-TV Ref: FCC File No. BNPCT-4786 Granted 8/21/57
KDSJ-TV Ref: FCC File No. BNPCT-5212 Granted 5/27/59

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KRSD-TV

Licensee: The Heart of the Black Hills Stations.

Studio: 1438 Mountain View Rd. (57704).

Telephone: 605-342-6050. TWX No.: 605-921-0184.

Ownership: Eli Daniels, 50%; Harry Daniels, 50%. They also own equal amounts of satellite KDSJ-TV, Deadwood, S.D., and radio stations KRSD and KDSJ.

Began Operation: Jan. 16, 1958

Represented (sales) by Jack Masla & Co. Inc.

Represented (legal) by Samuel Miller.

Personnel:

ELI DANIELS, president & general manager.
I. HUNT, operation director.
GARY TAYLOR, program director.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.						
\$180.00	\$110.00	\$70.00	\$50.00	\$38.00	\$28.00	\$22.00

NETWORK BASE HOURLY RATE: \$100.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MONTANA			
FALLON	1,200	1,000	88
NEBRASKA			
DAWES	3,000	2,600	87
SCOTTS BLUFF	10,600	9,800	92
SHERIDAN	2,700	2,500	91
SOUTH DAKOTA			
BUTTE	2,900	2,600	91
CUSTER	1,400	1,200	88
FALL RIVER	3,600	3,200	89
HAAKON	1,100	1,000	90
HARDING	600	500	86
LAWRENCE	5,500	5,000	91
MEADE	3,600	3,200	91
PENNINGTON	20,300	19,100	94
SHANNON	1,200	800	67
STATION TOTAL	57,700	52,500	91

NET WEEKLY CIRCULATION (MARCH 65) 25,500
AVERAGE DAILY CIRCULATION (MARCH 65) 12,400
COLOR PENETRATION PERCENTAGE (NOV 65) 4

South Dakota—Reliance



KPLO-TV



Ch. 6

[Satellite of KELO-TV, Sioux Falls, S.D.]

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 25-kw aural. Antenna: 1112-ft. above av. terrain, 711-ft. above ground, 2877-ft. above sea level.

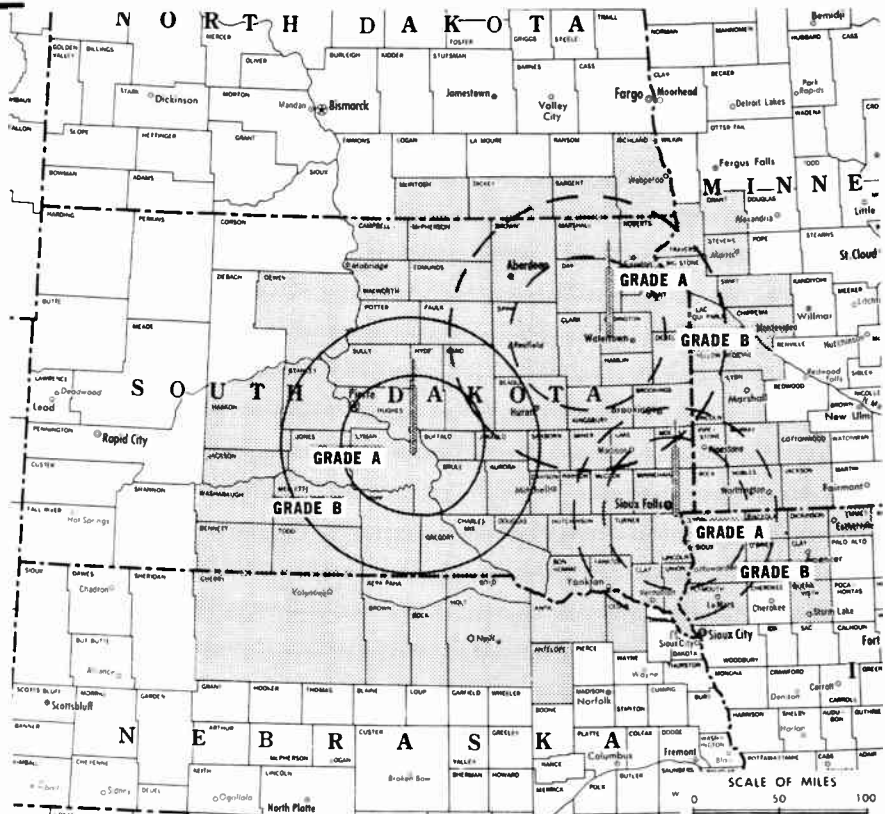
Latitude 43° 57' 55"
Longitude 99° 36' 11"

Transmitter: Medicine Butte, 6-mi. N of Reliance.

Color: Network & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



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

KPLO-TV Ref: FCC File No. BPCT-2489 Granted 5/15/58

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KPLO-TV

Network Service: ABC, CBS, same as KELO-TV, Sioux Falls.

Licensee: Midcontinent Broadcasting Co., Phillips Ave. & 13th St., Sioux Falls, S.D.

Studio: Medicine Butte, 6-mi. N of Reliance.

Ownership: See KELO-TV, Sioux Falls.

Began Operation: July 15, 1957.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc. (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

JOE FLOYD, president.

EVANS A. NORD, v.p. & general manager.

JIM MOLOHON, resident manager.

LEO HEISEL, chief engineer.

Rates: Sold only in combination with KELO-TV, Sioux Falls and other satellite KDLO-TV, Florence, S.D.

NETWORK BASE HOURLY RATE: Bonus to KELO-TV, Sioux Falls, S.D.

ARB Data for this station included with report of Parent KELO-TV, Sioux Falls, S.D. Above map Reflects Coverage of Parent and Satellites KPLO-TV & KDLO-TV, Florence, S.D.



MALARKEY, TAYLOR & ASSOCIATES

CATV

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

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

South Dakota—Sioux Falls



KELO-TV



Ch. 11

[Also operates satellites KDLO-TV, Florence and KPLO-TV, Reliance, S.D.]

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 66.1-kw aural. Antenna: 980-ft. above av. terrain, 1032-ft. above ground, 2442-ft. above sea level.

Latitude 43° 29' 19"
Longitude 96° 38' 09"

AM Affiliate: KELO, 5-kw, 1320 kc (NBC).

FM Affiliate: KELO-FM, 38-kw, 92.5 mc (No. 223), 165-ft. antenna height.

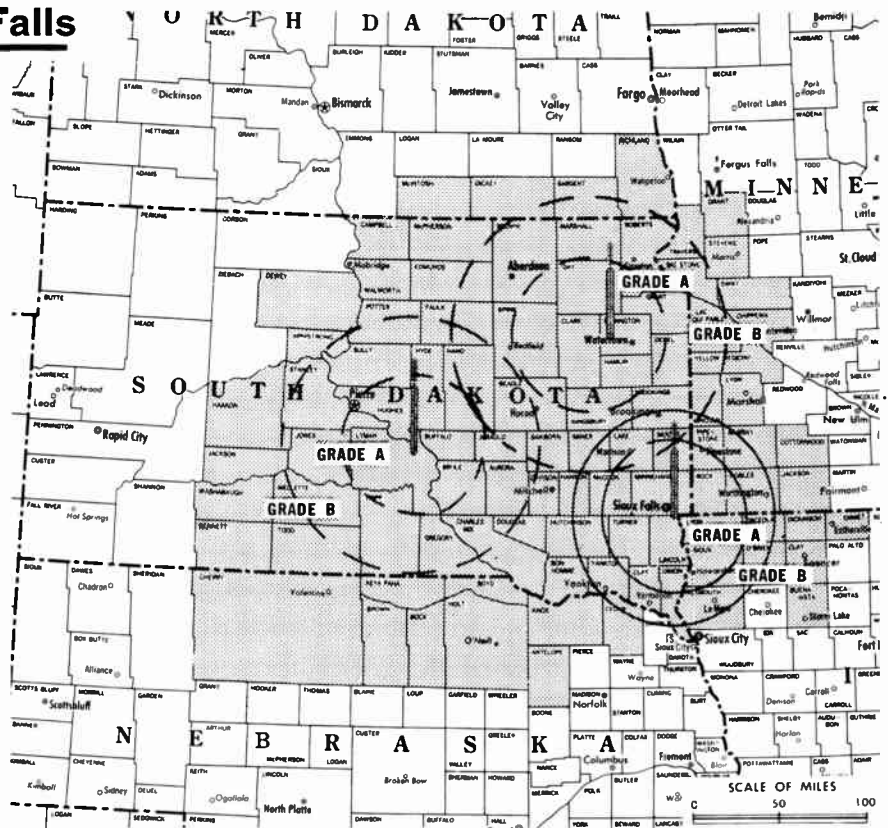
Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

ARB Data: The figures below include satellites KDLO-TV, Florence and KPLO-TV, Reliance, S.D.

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



KELO-TV Ref: FCC File No. BMPCT-3711 Granted 2/24/66
 KPLO-TV Ref: FCC File No. BPCT-2489 Granted 5/15/58
 KDLO-TV Ref: FCC File No. BLCT-1339 Granted 5/27/64

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

KELO-TV

Network Service: ABC, CBS.

Licensee: Midcontinent Broadcasting Co., 13th St. & Phillips Ave.

Studio: 13th St. & Phillips Ave.

Telephone: 605-336-1100. TWX No.: 910-660-0552.

Ownership: Joseph L. Floyd, pres., 33 1/3%; N. L. Bentson, v.p., 33 1/3%; Edmund R. Ruben, secy.-treas., 33 1/3%. Same interests own KDLO-TV (Ch. 3), Florence, and KPLO-TV (Ch. 6), Reliance, S.D. operated in conjunction with Kelo-TV; they also own radio station WLOL AM & FM, Minneapolis. Midcontinent also owns WKOW-TV & WKOW-AM, Madison, Wis. (Television Digest, Vol. 16:24) and WAOW, Wausau, Wis.

Began Operation: May 12, 1953.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc. (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

JOE FLOYD, president & film buyer.
 EVANS A. NORD, v.p. & general manager.
 TOM SHEELEY, operations manager.
 RUSS ARTUS, technical director.
 LES FROKE, chief engineer.
 JIM UNZICKER, production manager.
 JACK TOWNSEND, promotion manager.
 LES HARDING, farm director.
 LEO HEISEL, engineer in charge.

DIGEST OF RATE CARD NO. 12B—(July 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
 Class AA—7-10 p.m., daily.
 \$1050.00 \$600.00 \$325.00 \$225.00 \$150.00 \$140.00 \$70.00

Sold only in combination with KDLO-TV, Florence, and KPLO-TV, Reliance, S.D., with rates applying to simultaneous telecasts on all stations.

NETWORK BASE HOURLY RATE: \$1050 (ABC), \$1050 (CBS).

592-b

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
IOWA			
BUENA VISTA	6,600	6,200	95
CLAY	5,700	5,200	92
DICKINSON	4,000	3,600	91
EMMET	4,400	3,900	88
LYON	4,100	3,800	92
O BRIEN	5,800	5,500	96
OSCEOLA	3,000	2,800	93
PLYMOUTH	6,800	6,500	95
SIoux	7,400	6,700	90
MINNESOTA			
BIG STONE	2,500	2,300	92
CHIPPEWA	4,700	4,200	89
COTTONWOOD	4,800	3,900	81
GRANT	2,400	2,300	95
JACKSON	4,200	3,800	91
LAC QUI PARLE	3,600	3,300	91
LINCOLN	2,900	2,600	91
LYON	6,300	5,600	89
MURRAY	3,700	3,500	94
NOBLES	6,600	6,300	95
PIPESTONE	3,900	3,700	94
ROCK	3,400	3,200	96
STEVENS	3,100	2,800	92
SWIFT	3,900	3,500	90
TRAVERSE	1,900	1,800	92
YELLOW MEDICINE	4,200	3,500	82
NEBRASKA			
ANTELOPE	2,900	2,500	88
BOYD	1,400	1,200	88
BROWN	1,300	1,100	84
CEDAR	3,700	3,500	94
CHERRY	2,500	2,200	90
HOLT	4,200	3,400	82
KEYA PAHA	500	500	90
KNOX	3,900	3,300	85
ROCK	800	700	89
(Continued on next page)			
STATION TOTAL	309,500	283,800	92

NET WEEKLY CIRCULATION (MARCH 65) 217,900
 AVERAGE DAILY CIRCULATION (MARCH 65) 176,300
 COLOR PENETRATION PERCENTAGE (NOV 65) 4

TV Factbook No. 36

KELO-TV
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	TV HOMES PER
NORTH DAKOTA			
DICKEY	2,100	1,900	89
MC INTOSH	1,700	1,400	86
RICHLAND	5,300	5,000	93
SARGENT	1,900	1,800	94
SOUTH DAKOTA			
AURORA	1,400	1,200	87
BEADLE	7,200	6,500	91
BENNETT	800	600	83
BON HOMME	3,000	2,600	88
BROOKINGS	6,300	5,900	93
BROWN	10,700	10,200	96
BRULE	2,000	1,900	92
BUFFALO	400	300	72
CAMPBELL	1,000	800	85
CHARLES MIX	2,900	2,400	85
CLARK	2,100	1,900	94
CLAY	3,300	3,100	94
CODINGTON	6,500	6,200	96
DAVISON	5,500	4,900	89
DAY	3,000	2,800	93
DEUEL	1,900	1,700	92
DEWEY	1,400	1,100	78
DOUGLAS	1,300	1,200	87
EDMUNDS	1,400	1,300	88
FAULK	1,300	1,200	90
GRANT	3,000	2,700	91
GREGORY	2,100	1,900	90
HAAKON	1,100	1,000	90
HAMLIN	1,800	1,700	93
HAND	1,900	1,800	93
HANSON	1,300	1,200	92
HUGHES	4,400	4,100	94
HUTCHINSON	3,600	3,300	90
HYDE	700	700	95
JACKSON	500	500	84
JERAULD	1,200	1,100	91
JONES	500	500	90
KINGSBURY	2,900	2,700	94
LAKE	3,700	3,500	95
LINCOLN	4,000	3,800	95
LYMAN	1,300	1,200	94
MC COOK	2,400	2,300	96
MC PHERSON	1,400	1,200	87
MARSHALL	1,900	1,600	87
MELLETTTE	600	500	82
MINER	1,500	1,400	92
MINNEHAHA	29,500	28,600	97
MOODY	2,500	2,300	94
POTTER	1,400	1,300	91
ROBERTS	3,500	3,100	89
SANBORN	1,300	1,100	89
SPINK	3,300	3,100	94
STANLEY	1,400	1,300	88
SULLY	800	700	94
TODD	1,100	800	74
TRIPP	2,600	2,400	92
TURNER	3,700	3,500	94
UNION	3,200	3,100	97
WALWORTH	2,600	2,200	86
WASHAUGH	200	100	81
YANKTON	5,100	4,700	93



**Cognoscenti
Read
Television Digest**

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

South Dakota—Sioux Falls



KSOO-TV

Ch. 13

[Affiliated with separately-owned
KORN-TV, Mitchell, S.D.]

Technical Facilities: Channel No. 13
(210-216 mc). Authorized power:
316-kw visual, 63.1-kw aural. An-
tenna: 1060-ft. above av. terrain,
1117-ft. above ground, 2745-ft.
above sea level.

Latitude 43° 59' 05"
Longitude 96° 28' 45"

Transmitter: 7.5-miles SE of Flan-
dreau, S.D.

Color: Network, film, slide & tape.

News Wire Service: AP.

AM Affiliate: KSOO, 10-kw (5-kw
night), 1140 kc (ABC).

O & O Translator: K07FJ, Sioux
Falls, S.D.

Represented (legal) Marmet &
Schneider.

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



KSOO-TV Ref: FCC File No. BMPCT-5188 Granted 10/7/69

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KSOO-TV

Licensee: KSOO-TV Inc., 205 N. Phillips Ave. (57102).

Studio: 205 N. Phillips.

Telephone: 605-336-1300.

TWX No.: 605-331-2252.

Ownership: Gordon H. Ritz, chmn. & chief exec. officer, 36.5%;
Morton H. Henkin, pres. & gen. mgr., 10%; Wheelock Whitney
(including members of his family), 26%; Thomas M. Reardon,
dir., 5%; Edmund J. Phelps, dir.; Harold W. Bangert, 5%; Tom
Barnes, 5%; Mrs. Edmund J. Phelps, 5%; Louis H. Polk Jr.,
2.5%; Scott Donaldson, 2.5%; William L. Waldron, 2.5%; Syl-
via H. Henkin, secy. Barnes owns 26% of KCMT (TV), Alex-
andria, Minn.

Began Operation: July 31, 1960. Sale of control to Gordon H. Ritz
and Wheelock Whitney by former owners approved Aug. 23, 1965
by FCC (Television Digest, Vol. 5:35).

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co. (Min-
neapolis); The Soderlund Co. (Omaha).

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

Personnel:

GORDON H. RITZ, chairman & chief executive officer.
MORTON H. HENKIN, president & general manager.
WADE S. PATTERSON, station & sales manager.
MAX PIERCE, director of engineering.
JOE COOPER, production director.
MEL HEATH, film director.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10 p.m., daily.	\$450.00	\$300.00	\$200.00	\$130.00	\$80.00*	\$75.00*
					\$40.00*	

*Class AA—6:31-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$450.

Combination Rates with KORN-TV, Mitchell, S.D.

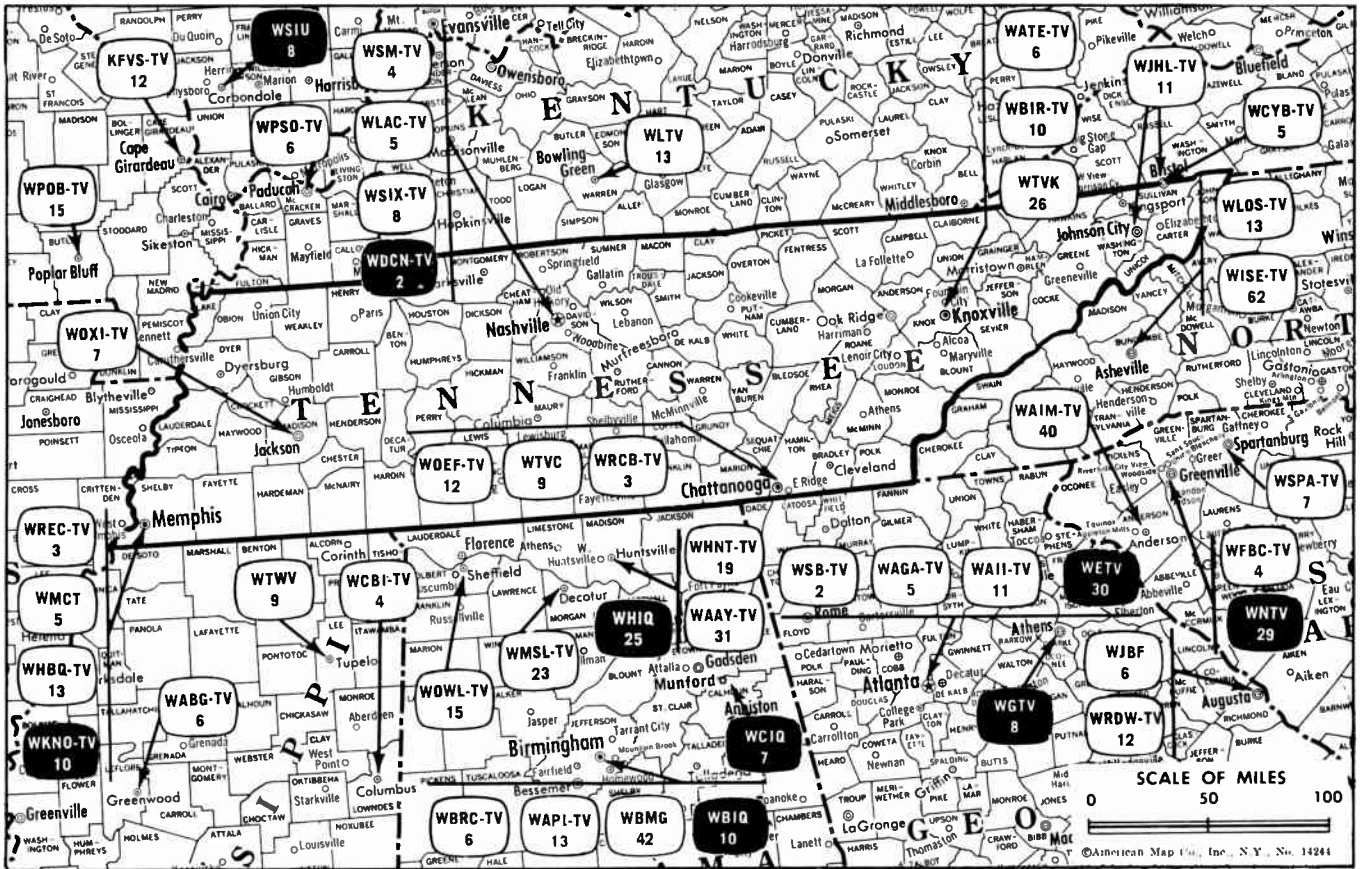
594-b

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
IOWA			
DICKINSON	4,000	3,600	91
LYON	4,100	3,800	92
O BRIEN	5,800	5,500	96
OSCEOLA	3,000	2,800	93
SIoux	7,400	6,700	90
MINNESOTA			
CHIPPEWA	4,700	4,200	89
COTTONWOOD	4,800	3,900	81
JACKSON	4,200	3,800	91
LAC QUI PARLE	3,600	3,300	91
LINCOLN	2,900	2,600	91
LYON	6,300	5,600	89
MURRAY	3,700	3,500	94
NOBLES	6,600	6,300	95
PIPESTONE	3,900	3,700	94
REDWOOD	6,200	5,300	86
ROCK	3,400	3,200	96
YELLOW MEDICINE	4,200	3,500	82
SOUTH DAKOTA			
BROOKINGS	6,300	5,900	93
CODINGTON	6,500	6,200	96
DAVISON	5,500	4,900	89
DEUEL	1,900	1,700	92
DOUGLAS	1,300	1,200	87
HAMLIN	1,800	1,700	93
HANSON	1,300	1,200	92
HUTCHINSON	3,600	3,300	90
KINGSBURY	2,900	2,700	94
LAKE	3,700	3,500	95
LINCOLN	4,000	3,800	95
MC COOK	2,400	2,300	96
MINER	1,500	1,400	92
MINNEHAHA	29,500	28,600	97
MOODY	2,500	2,300	94
TURNER	3,700	3,500	94
UNION	3,200	3,100	97
STATION TOTAL	160,400	148,600	93

NET WEEKLY CIRCULATION (MARCH 65)	96,900
AVERAGE DAILY CIRCULATION (MARCH 65)	63,500
COLOR PENETRATION PERCENTAGE (NOV 65)	4

TV Factbook No. 36

Tennessee



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Memphis	469,400	34	690,700	41	576,900	45
Nashville	431,100	42	641,200	46	552,400	50
Knoxville	239,200	80	456,000	65	384,800	78
Chattanooga	206,300	92	348,300	95	310,100	96
Bristol-Johnson City	177,500	101	374,700	89	322,700	93
Jackson	51,600	187	123,600	178	102,700	179

Tennessee Station Status as of Feb. 1, 1966

	VHF	UHF	TOTAL
○ Commercial Television Stations	13	1	14
● Educational Television Stations	2	0	2
			16



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Atlanta Warehouse
404-261-1951

IN WEST TENNESSEE
DON ATCHISON
P.O. Box 17092
Memphis, Tennessee 38117
Phone: 901-327-0701

Tennessee

State Educational Technical Facilities (Complete Data in Educational Directory)

WKNO-TV

Memphis

Ch. 10

Non-Commercial Educational Station

Licensee: Memphis Community Television Foundation, Box 642, Memphis State U.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 74.1-kw visual, 14.8-kw aural. Antenna: 648-ft. above av. terrain, 637-ft. above ground, 972-ft. above sea level.

Latitude 35° 09' 17"
Longitude 89° 49' 20"

WDCN-TV

Nashville

Ch. 2

Non-Commercial Educational Station

Licensee: Metropolitan Board of Education, Box 6188, Acklen Station, Nashville, Tenn.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 680-ft. above av. terrain, 574-ft. above ground, 1277-ft. above sea level.

Latitude 36° 07' 48"
Longitude 86° 47' 28"

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WCYB-TV

Bristol

(See Bristol, Va.)

WCYB-TV

Johnson City

(See Bristol, Va.)

WJHL-TV

Bristol

(See Johnson City, Tenn.)

WJHL-TV

Kingsport

(See Johnson City, Tenn.)

WATE-TV, Knoxville

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
TENNESSEE (CONTINUED)			
CLAIBORNE	4,300	3,200	74
COCKE	6,700	5,400	80
CUMBERLAND	5,100	4,000	78
FENTRESS	3,000	2,200	74
GRAINGER	3,400	2,600	77
GREENE	12,600	10,900	86
HAMBLEN	11,100	9,600	86
HANCOCK	1,700	1,300	76
HAWKINS	8,600	7,000	82
JEFFERSON	6,400	5,600	87
KNOX	80,800	73,400	91
LOUDON	7,200	6,500	91
MCMINN	10,200	8,900	88
MEIGS	1,100	900	88
MONROE	5,900	4,900	83
MORGAN	3,200	2,600	82
POLK	3,000	2,500	84
RHEA	4,500	3,700	83
ROANE	12,300	10,700	88
SCOTT	3,600	2,600	73
SEVIER	7,200	5,800	82
UNICOI	4,300	3,700	85
UNION	2,300	1,800	76
WASHINGTON	19,000	17,300	91
VIRGINIA			
LEE	5,500	4,600	84

WBIR-TV, Knoxville

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
TENNESSEE (CONTINUED)			
GRAINGER	3,400	2,600	77
GREENE	12,600	10,900	86
HAMBLEN	11,100	9,600	86
HANCOCK	1,700	1,300	76
HAWKINS	8,600	7,000	82
JEFFERSON	6,400	5,600	87
JOHNSON	2,700	2,200	82
KNOX	80,800	73,400	91
LOUDON	7,200	6,500	91
MCMINN	10,200	8,900	88
MEIGS	1,100	900	88
MONROE	5,900	4,900	83
MORGAN	3,200	2,600	82
PICKETT	1,000	700	76
POLK	3,000	2,500	84
RHEA	4,500	3,700	83
ROANE	12,300	10,700	88
SCOTT	3,600	2,600	73
SEVIER	7,200	5,800	82
SULLIVAN	36,200	33,200	92
UNICOI	4,300	3,700	85
UNION	2,300	1,800	76
WASHINGTON	19,000	17,300	91
VIRGINIA			
LEE	5,500	4,600	84
RUSSELL	6,600	5,800	87
SCOTT	6,700	5,600	84
WISE	12,000	10,500	88

Tennessee—Chattanooga



WDEF-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 994-ft. above av. terrain, 379-ft. above ground, 2287-ft. above sea level.

Latitude 35° 08' 05"
Longitude 85° 19' 25"

TV tape: Recording facilities.

Transmitter: Atop Signal Mt.

AM Affiliate: WDEF, 5-kw, 1370 kc (NBC).

FM Affiliate: WDEF-FM, 100-kw, 92.3 mc (No. 222), 900-ft. antenna height.

O & O Translator: W07AE, Lookout Mt., Tenn. & Fairyland, Ga.

Color: Network, film & slide.

News Wire Service: UPI. News Film Service: CBS. Facsimile Service: UPI.

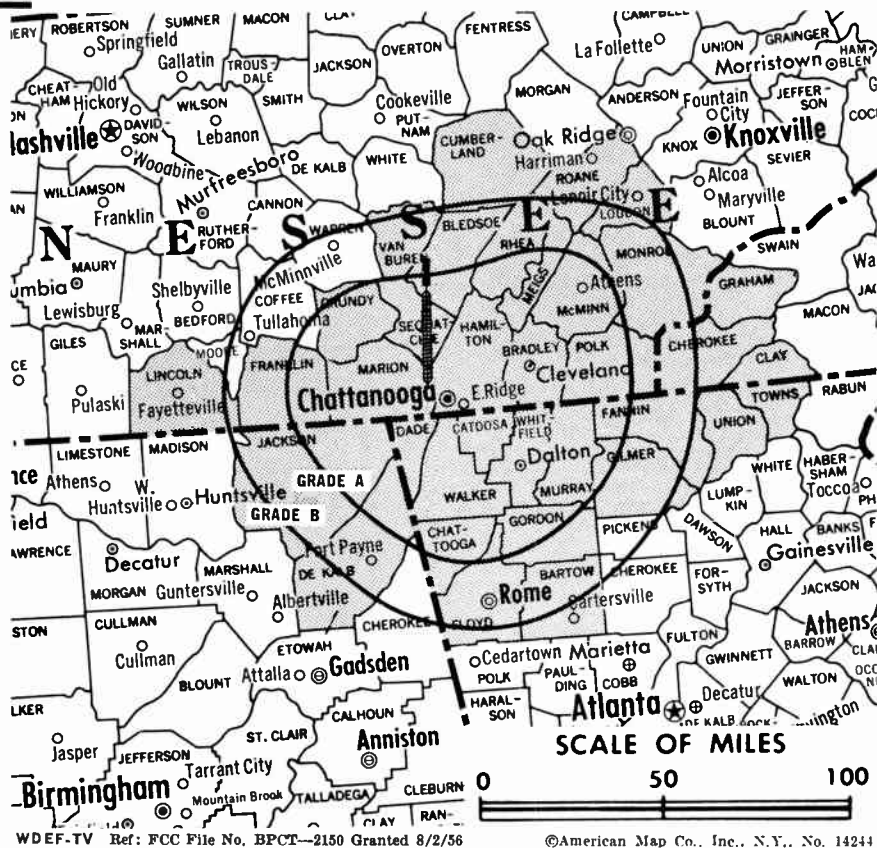
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



WDEF-TV Ref: FCC File No. BPCT-2150 Granted 8/2/56

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

WDEF-TV

Licensee: Roy H. Park Bcstg. of Tennessee Inc.

Studio: Broadcast Center, Chattanooga.

Telephone: 615-267-3392.

TWX No.: 615-867-7481.

Ownership: Roy H. Park, 100%. For other interests see WNCT-TV, Greenville, N.C.

Began Operation: April 15, 1954. Sale to Roy Park firm by Carter M. Parham group approved by FCC Feb. 28, 1964 (Television Digest, Vol. 4:7).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Pierson, Ball & Dowd.

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

Personnel:

- CARTER M. PARHAM, exec. v.p. & general manager.
- BILL GRIBBEN, national & regional sales.
- MRS. LELA GADDIS, national sales service.
- MORRIS QUAVE, operations manager & film buyer.
- BILL WILSON, production manager.
- STEVE CONRAD, news director.
- B. A. YOUNG, chief transmitter engineer.
- ROBERT BRISCOE, chief studio engineer.

DIGEST OF RATE CARD NO. 9B

(Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	Min. or 20 Sec.	10 Sec.	
Class AA—7:30-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$125.00	\$140.00	\$120.00	\$70.00

NETWORK BASE HOURLY RATE: \$500.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
GEORGIA			
BARTOW	8,300	7,800	94
CATOOSSA	6,800	6,600	96
CHATTOOGA	5,800	5,300	92
DADE	2,500	2,300	92
FANNIN	3,500	3,100	88
FLOYD	21,700	20,200	93
GILMER	2,400	2,000	86
GORDON	5,800	5,400	93
MURRAY	2,900	2,500	89
TOWNS	1,200	1,100	90
UNION	1,600	1,400	89
WALKER	14,400	13,600	94
WHITFIELD	13,300	12,500	94
NORTH CAROLINA			
CHEROKEE	4,100	3,600	86
CLAY	1,500	1,300	84
GRAHAM	1,500	1,300	86
TENNESSEE			
BLEDSCOE	1,900	1,500	77
BRADLEY	12,100	10,900	90
CUMBERLAND	5,100	4,000	78
FRANKLIN	7,400	6,400	87
GRUNDY	3,000	2,300	78
HAMILTON	78,300	72,300	92
LINCOLN	6,700	5,600	83
LOUDON	7,200	6,500	91
MCMINN	10,200	8,900	88
MARION	5,800	5,200	90
MEIGS	1,100	900	88
MONROE	5,900	4,900	83
POLK	3,000	2,500	84
RHEA	4,500	3,700	83
ROANE	12,300	10,700	88
SEQUATCHIE	1,600	1,300	85
VAN BUREN	900	700	74
STATION TOTAL	285,300	256,100	90

NET WEEKLY CIRCULATION (MARCH 65)	178,200
AVERAGE DAILY CIRCULATION (MARCH 65)	127,200
COLOR PENETRATION PERCENTAGE (NOV 65)	7

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
ALABAMA			
DE KALB	11,500	9,800	85
JACKSON	9,500	8,000	83

Tennessee—Chattanooga



WRCB-TV

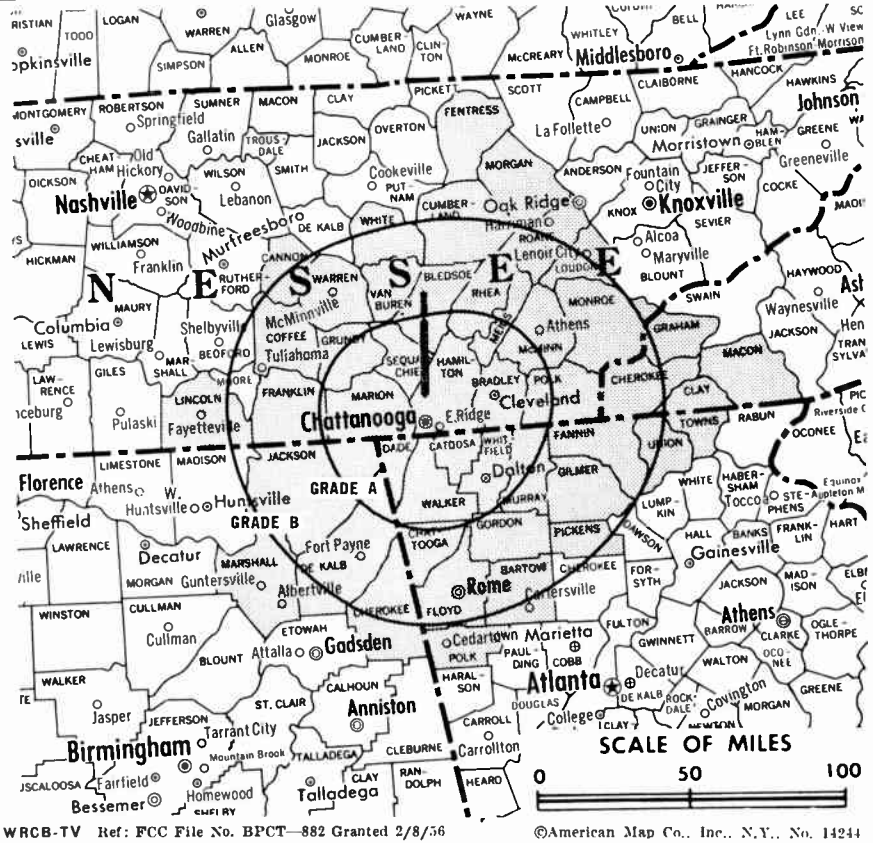
Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1070-ft. above av. terrain, 300-ft. above ground, 2331-ft. above sea level.

Latitude 35° 09' 39"
Longitude 85° 18' 53"

Transmitter: Atop Signal Mountain.
Studio: 1214 McCallie Ave. (37404).
Telephone: 615-698-1505. TWX No.: 615-867-3831.

TV tape: Recording facilities.
Color: Network, film & slide.



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

WRCB-TV

Licensee: Rust-Craft Broadcasting of Tenn. Inc., Steubenville, Ohio.
Ownership: Rust Craft Greeting Cards Inc., 100%. See WSTV-TV, Steubenville, Ohio.
Began Operation: May 6, 1956. Sale of 70% to WSTV Inc. by Ramon G. & Helen Patterson approved Nov. 25, 1959 by FCC (Television Digest, Vol. 15:43, 48). Follansbee Steel (interlocking ownership with WSTV Inc.) acquired 30% from H-R Television Inc. early in 1959 for undisclosed amount. For transfer of WSTV Inc. properties to United Printers & Publishers Inc. (name changed to Rust Craft Greeting Cards Inc.), see WSTV-TV, Steubenville, Ohio.

Represented (sales) by The Katz Agency Inc.

Personnel:

JACK N. BERKMAN, president.
HARRY D. BURKE, v.p., general manager & film buyer.
GEORGE MOORE, v.p. & sales manager.
REG STAGMAIER, promotion manager.
B. B. BARNES, chief engineer.

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

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat. & Sun.
\$550.00 \$330.00 \$220.00 \$175.00 \$150.00 \$130.00 \$65.00
NETWORK BASE HOURLY RATE: \$600.

STATE/COUNTY	TOTAL		TV HOMES	
	HOUSEHOLDS	HOMES		PER
ALABAMA				
CHEROKEE	4,200	3,500		84
DE KALB	11,500	9,800		85
JACKSON	9,500	8,000		83
MARSHALL	14,300	12,400		87
GEORGIA				
BARTOW	8,300	7,800		94
CATOOSA	6,800	6,600		96
CHATTOOGA	5,800	5,300		92
DADE	2,500	2,300		92
FANNIN	3,500	3,100		88

FLOYD	21,700	20,200	93
GILMER	2,400	2,000	86
GORDON	5,800	5,400	93
MURRAY	2,900	2,500	89
PICKENS	2,600	2,300	91
POLK	7,900	7,300	92
TOWNS	1,200	1,100	90
UNION	1,600	1,400	89
WALKER	14,400	13,600	94
WHITFIELD	13,300	12,500	94

NORTH CAROLINA

CHEROKEE	4,100	3,600	86
CLAY	1,500	1,300	84
GRAHAM	1,500	1,300	86
MACON	4,100	3,400	81

TENNESSEE

BLEDSOE	1,900	1,500	77
BRADLEY	12,100	10,900	90
CANNON	2,500	2,100	85
COFFEE	9,300	8,400	90
CUMBERLAND	5,100	4,000	78
FENTRESS	3,000	2,200	74
FRANKLIN	7,400	6,400	87
GRUNDY	3,000	2,300	78
HAMILTON	78,300	72,300	92
LINCOLN	6,700	5,600	83
LOUON	7,200	6,500	91
MCMINN	10,200	8,900	88
MARION	5,800	5,200	90
MEIGS	1,100	900	88
MONROE	5,900	4,900	83
MORGAN	3,200	2,600	82
POLK	3,000	2,500	84
RHEA	4,500	3,700	83
RDANE	12,300	10,700	88
SEQUATCHIE	1,600	1,300	85
VAN BUREN	900	700	74
WARREN	7,200	6,000	83
WHITE	4,700	3,800	83

STATION TOTAL	348,300	310,100	89
NET WEEKLY CIRCULATION (MARCH 65)			206,300
AVERAGE DAILY CIRCULATION (MARCH 65)			156,500
COLOR PENETRATION PERCENTAGE (NOV 65)			7

Tennessee—Chattanooga



WTVC



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1040-ft. above av. terrain, 275-ft. above ground, 2353-ft. above sea level.

Latitude 35° 09' 41"
Longitude 85° 19' 03"

Transmitter: Taft Hwy., near Bachman School.

Studio: Golden Gateway Shopping Center.

Business Office: Hotel Patten.

TV tape: Recording facilities.

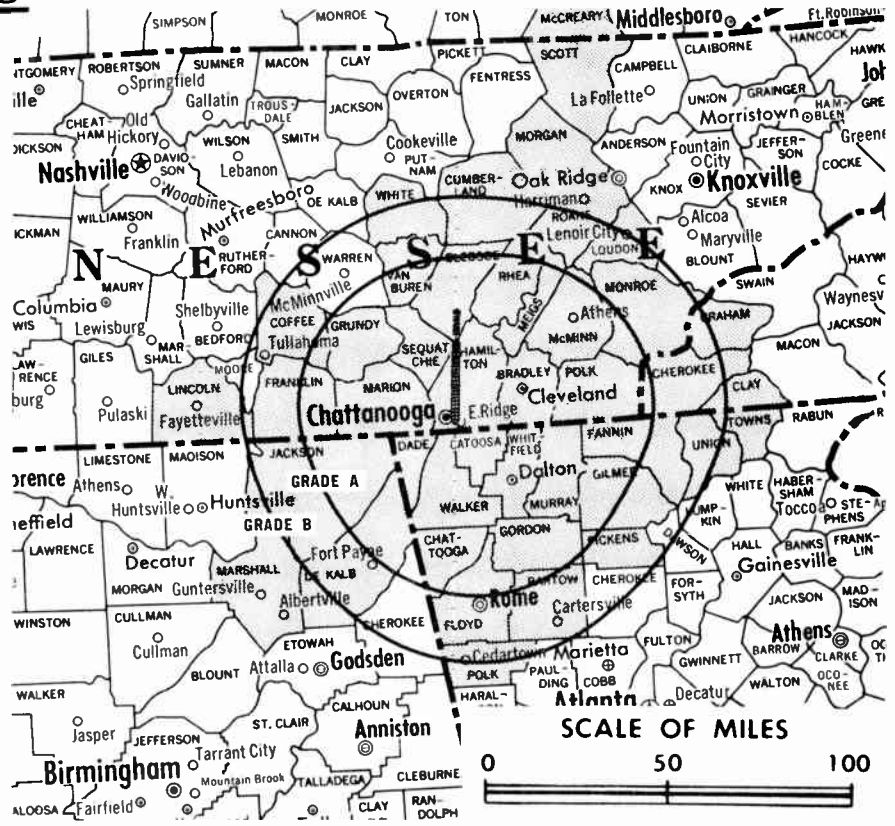
Telephone: 615-266-4151.

AM Affiliate: WAPO, 5-kw, 1150 kc (ABC).

Color: Network, film & slide.

News Wire Service: UPI.

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



WTVC Ref: FCC File No. BMEPCT-4945 Granted 1/30/58

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

WTVC

Licensee: Martin Theatres of Georgia Inc., Box 1150 (37401).

Ownership: Martin Theatres of Georgia Inc. For owners and other interests, see WTVM, Columbus, Ga.

Began Operation: June 15, 1953 as WROM-TV, Rome, Ga. but quit air Dec. 5, 1957. Moved to Chattanooga and resumed operation Feb. 11, 1958 after transfer to present owner by Dean Covington and associates was approved Oct. 30, 1957 by FCC (Television Digest, Vol. 13:40, 44).

Represented (sales) by Blair TV.

Represented (legal) by Cohn & Marks

Personnel:

REEVE OWEN, v.p., general manager & film buyer.
LEON WEBB, station manager.
TOMMY REYNOLDS, program director.
JOE MCGINLEY, national & regional sales manager.
JACK SAUSMAN, local sales manager.
LEON WEBB, director of operations.
JIM JOHNSON, promotion manager.
CHARLES STEPHENSON, chief engineer.

DIGEST OF RATE CARD NO. 7—(June 1, 1964)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.				
\$500.00	\$300.00	\$180.00	\$140.00	\$65.00

NETWORK BASE HOURLY RATE: \$500.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
ALABAMA			
DE KALB	11,500	9,800	85
JACKSON	9,500	8,000	83
MARSHALL	14,300	12,400	87
GEORGIA			
BARTOW	8,300	7,800	94
CATOOSA	6,800	6,600	96
CHATTOOGA	5,800	5,300	92
DADE	2,500	2,300	92
FANNIN	3,500	3,100	88
FLOYD	21,700	20,200	93

GILMER	2,400	2,000	86
GORDON	5,800	5,400	93
MURRAY	2,900	2,500	89
PICKENS	2,600	2,300	91
POLK	7,900	7,300	92
TOWNS	1,200	1,100	90
UNION	1,600	1,400	89
WALKER	14,400	13,600	94
WHITFIELD	13,300	12,500	94

KENTUCKY			
MC CREARY	2,500	1,700	69

NORTH CAROLINA			
CHEROKEE	4,100	3,600	86
CLAY	1,500	1,300	84
GRAHAM	1,500	1,300	86

TENNESSEE			
BLEDSOE	1,900	1,500	77
BRADLEY	12,100	10,900	90
COFFEE	9,300	8,400	90
CUMBERLAND	5,100	4,000	78
FRANKLIN	7,400	6,400	87
GRUNDY	3,000	2,300	78
HAMILTON	78,300	72,300	92
LINCOLN	6,700	5,600	83
LOUDON	7,200	6,500	91
MCMINN	10,200	8,900	88
MARION	5,800	5,200	90
MEIGS	1,100	900	88
MONROE	5,900	4,900	83
MORGAN	3,200	2,600	82
POLK	3,000	2,500	84
RHEA	4,500	3,700	83
ROANE	12,300	10,700	88
SCOTT	3,600	2,600	73
SEQUATCHIE	1,600	1,300	85
VAN BUREN	900	700	74
WHITE	4,700	3,800	83

STATION TOTAL	333,400	297,200	89
STATE/COUNTY	TOTAL HOUSEHOLDS	TOTAL HOMES	TV HOMES PER

NET WEEKLY CIRCULATION (MARCH 65)	195,000
AVERAGE DAILY CIRCULATION (MARCH 65)	135,100
COLOR PENETRATION PERCENTAGE (NOV 65)	7

Tennessee—Jackson

abc **WDXI-TV**
Ch. 7

344

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 83.2-kw visual, 41.7-kw aural. Antenna: 630-ft. above av. terrain, 560-ft. above ground, 1080-ft. above sea level.

Latitude 35° 38' 32"
Longitude 88° 48' 27"

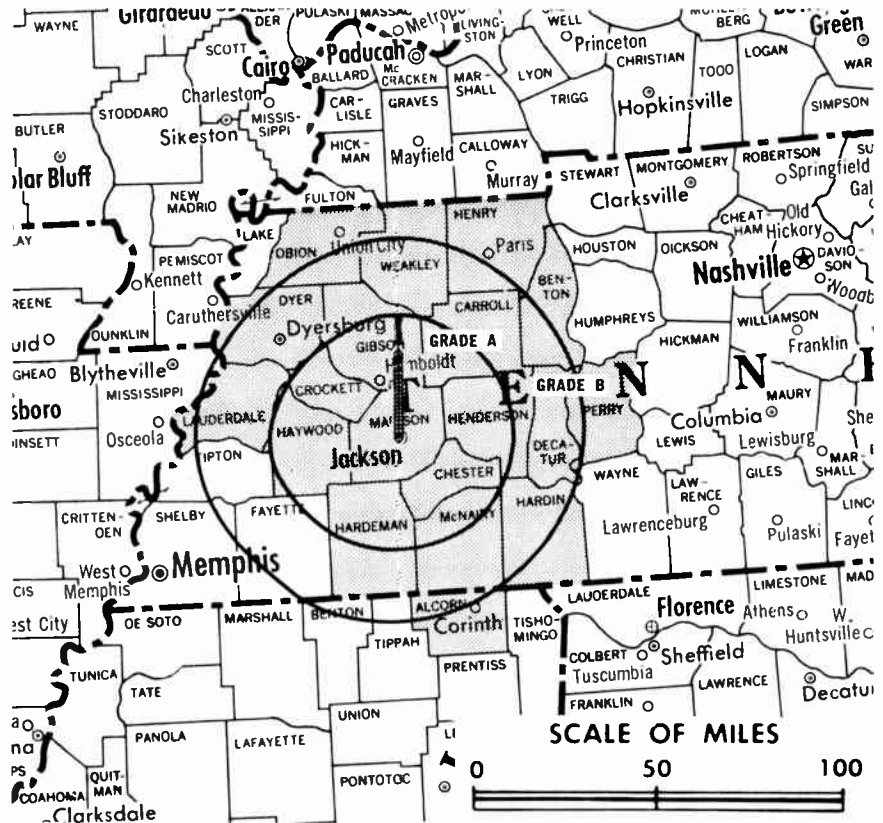
Transmitter: Muse St. at city limits.

AM Affiliate: WDXI, 5-kw (1-kw night), 1310 kc.

News Wire Service: UPI.

Color: Network.

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



WDXI-TV Ref: FCC File No. BMP'CT—2518 Granted 10/21/54

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

WDXI-TV

Network Service: ABC, CBS.

Licensee: Dixie Bcstg. Co., Williams Bldg., Box 353 (38302).

Studio: Williams Bldg.

Telephone: 901-427-9611.

TWX No.: 901-441-1136.

Ownership: National Bank of Commerce of Jackson (trustee for estate of Aaron B. Robinson), 66.67%, (voted by Simpson Russell, chmn. of bd. of directors); Dr. Frank M. Davis, 6.67%; Dave M. Palmer Jr., 6.67%; D. F. Prince & Janet C. Prince, 6.67%; Harold Simpson, v.p., 13.33%.

Began Operation: March 6, 1955.

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

Represented (legal) by Prince & Paul.

Represented (engineering) by Kear & Kennedy.

Personnel:

AARON B. ROBINSON JR., president.
J. KENNETH MARSTON, exec. v.p.
JOHN E. NORTH, v.p. & general manager.
CAROLE COOPER, traffic manager.
JAMES S. THOMAS, director of engineering.

DIGEST OF RATE CARD NO. 5 (March 10, 1960)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$88.00	\$63.00	\$50.00	\$25.00
NETWORK BASE HOURLY RATE: \$200 (ABC and CBS).						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MISSISSIPPI			
ALCORN	7,800	6,200	80
TENNESSEE			
BENTON	3,500	2,900	83
CARROLL	7,000	5,700	81
CHESTER	2,500	2,100	84
CROCKETT	4,000	3,400	85
DECATUR	2,200	1,800	79
DYER	8,800	7,500	86
GIBSON	13,900	11,800	85
HARDEMAN	4,800	3,800	79
HARDIN	5,100	3,800	76
HAYWOOD	5,400	4,200	78
HENDERSON	4,800	3,900	82
HENRY	7,100	5,800	82
LAUDERDALE	5,700	4,800	85
MC NAIRY	5,000	4,000	80
MADISON	19,000	16,400	86
OBION	8,500	7,500	88
PERRY	1,200	1,000	83
WEAKLEY	7,300	6,100	84
STATION TOTAL	123,600	102,700	83

NET WEEKLY CIRCULATION (MARCH 65) 51,600
AVERAGE DAILY CIRCULATION (MARCH 65) 34,900
COLOR PENETRATION PERCENTAGE (NOV 65) 3

See Group Ownership Section
for Operators of Two or More Stations

Tennessee—Johnson City-Bristol-Kingsport



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1495-ft. above av. terrain, 332-ft. above ground, 3537-ft. above sea level.

Latitude 36° 16' 07"
Longitude 82° 20' 21"

Transmitter: Buffalo Mountain.

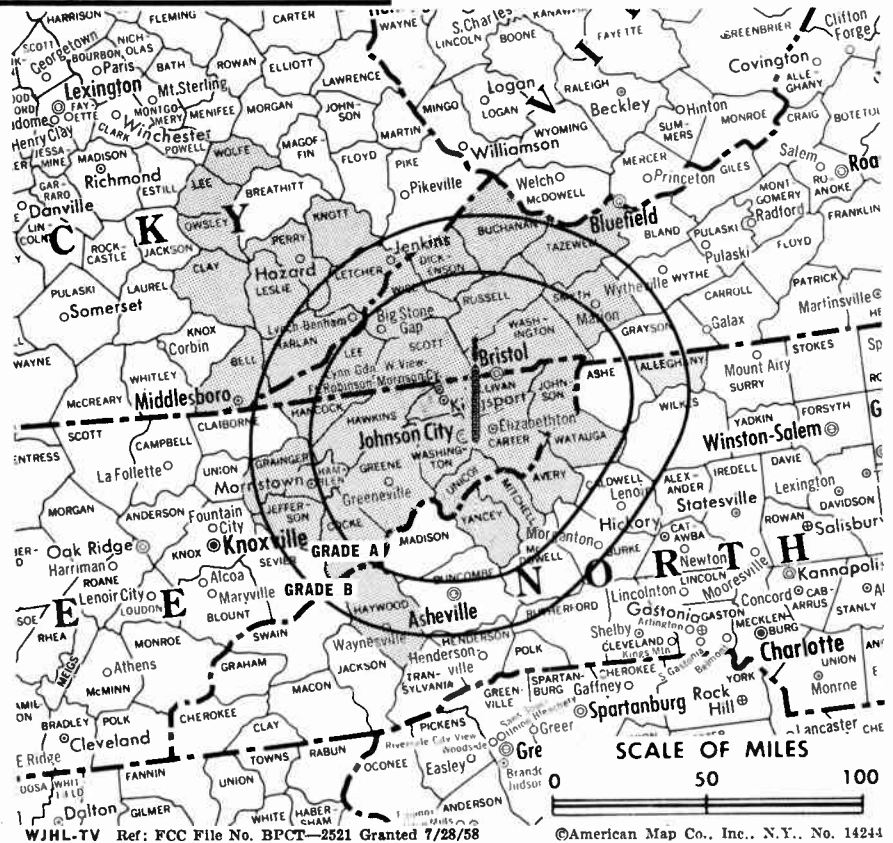
Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Jansky & Bailey.

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



WJHL-TV

Network Service: ABC, CBS.

Licensee: Roy H. Park Bcstg. of Tri-Cities Inc., 137-145 W. Main St., Johnson City (37602).

Studios: 137-145 W. Main St., Johnson City; 306 Cherokee St., Kingsport.

Telephone: 615-926-2151. TWX No.: 810-575-8551.

Ownership: Roy H. Park, 100%. For other interests, see WNCT (TV), Greenville, N.C.

Began Operation: Oct. 26, 1953. Sale to present owner by W. H. Lancaster Sr. & Jr. was approved June 8, 1964 by FCC (Television Digest, Vol. 4:11, 24).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by McKenna & Wilkinson.

Personnel:

W. H. LANCASTER JR., exec. vice president & general mgr.
J. WILL HALL, sales manager.
ALFRED GREGORY, program director & film buyer.
LEONARD MATNEY, production director.
GLENN McDONALD, chief engineer.

DIGEST OF RATE CARD NO. 9 (Sept. 15, 1965)

Hour 30 Min. 15 Min. 5 Min. 20 Sec. 10 Sec.
Class A—7:30-10 p.m., Mon.-Fri.; 7-10 p.m., Sat. & Sun.
\$500.00 \$300.00 \$200.00 \$150.00 \$115.00 \$100.00 \$60.00
NETWORK BASE HOURLY RATE: \$475 (ABC), \$475 (CBS).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
KENTUCKY			
BELL	7,600	6,100	80
CLAY	4,400	2,900	67
HARLAN	10,700	8,500	79
KNOTT	3,600	2,300	64
LEE	1,700	1,000	59

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
LESLIE	1,800	1,000	54
LETCHE	6,200	4,500	72
OWSLEY	1,100	500	50
PERRY	6,900	4,800	69
WOLFE	1,400	900	64
NORTH CAROLINA			
ALLEGHANY	2,100	1,800	87
AVERY	2,900	2,500	85
HAYWOOD	11,900	10,700	90
MITCHELL	3,600	3,200	88
WATAUGA	4,500	4,000	88
YANCEY	3,300	2,700	81
TENNESSEE			
CARTER	11,800	10,300	87
COCKE	6,700	5,400	80
GRAINGER	3,400	2,600	77
GREENE	12,600	10,900	86
HAMBLÉN	11,100	9,600	86
HANCOCK	1,700	1,300	76
HAWKINS	8,600	7,000	82
JEFFERSON	6,400	5,600	87
JOHNSON	2,700	2,200	82
SULLIVAN	36,200	33,200	92
UNICOI	4,300	3,700	85
WASHINGTON	19,000	17,300	91
VIRGINIA			
BUCHANAN	8,600	7,200	84
DICKENSON	4,400	3,900	89
LEE	5,500	4,600	84
RUSSELL	6,600	5,800	87
SCOTT	6,700	5,600	84
SMYTH	8,500	7,800	92
TAZEWELL	14,000	12,700	92
WASHINGTON	16,000	14,700	92
WISE	12,000	10,500	88
STATION TOTAL	280,500	239,300	85

NET WEEKLY CIRCULATION (MARCH 65) 141,700
AVERAGE DAILY CIRCULATION (MARCH 65) 109,600
COLOR PENETRATION PERCENTAGE (NOV 65) 7

Tennessee—Knoxville



WATE-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 994-ft. above av. terrain, 649-ft. above ground, 2049-ft. above sea level.

Latitude 36° 00' 13"
Longitude 83° 56' 35"

Transmitter: Sharps Ridge Memorial Rd.

Studio: 1306 Broadway, N.E.

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

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Commercial Radio Equipment Co.

Total Households: © SRDS

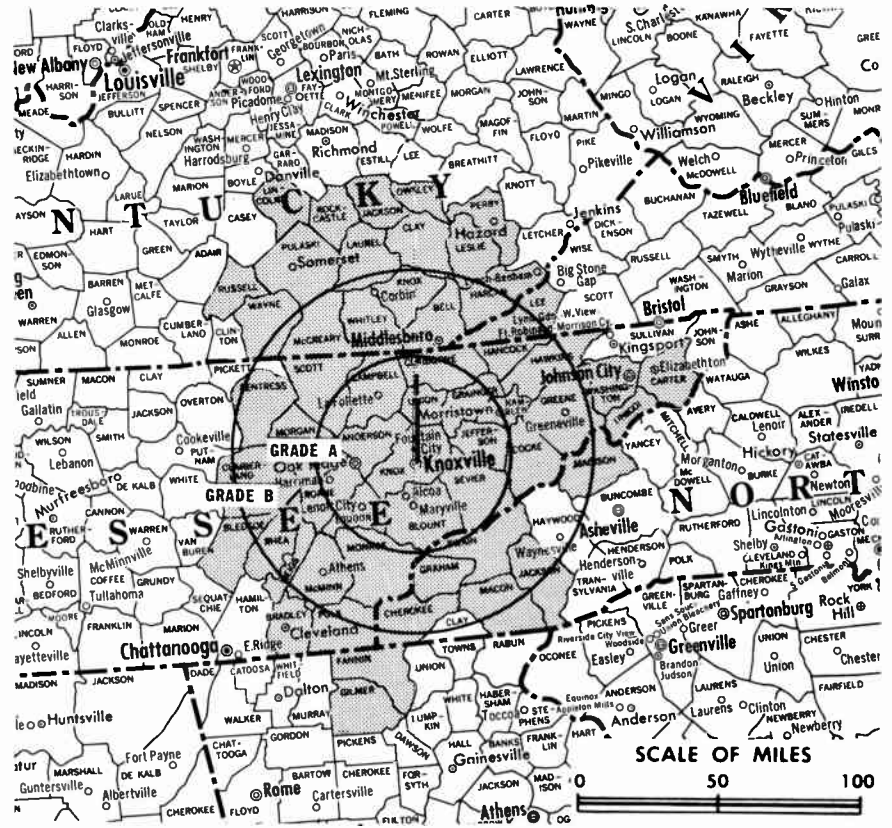
(Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WATE-TV Ref: FCC File No. BMPCT-2083 Granted 7/6/54

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

WATE-TV

Licensee: Peoples Broadcasting Corp., 1306 Broadway N.E., Knoxville (37917).

Telephone: 615-524-4651. TWX No.: 615-546-0023.

Ownership: Peoples Broadcasting Corp., a subsidiary of Nationwide Mutual Insurance Co. Herbert E. Evans, pres.; George Campbell Jr., exec. v.p. Peoples Bcstg. also owns radios WRFD, Worthington, O. and WGAR, Cleveland, O.

Began Operation: Oct. 1, 1953. Sale to present owner by Paul Mountcastle and associates approved April 8, 1965 by FCC (Television Digest, Vol. 5:9, 15).

Represented (sales) by Harrington, Righter & Parsons.

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

Personnel:

W. H. LINEBAUGH, general manager.

JOHN T. McCLOUD, station manager.

JACK WIEDEMANN, production director.

DON E. WATKINS, director of engineering.

JOHN REESE, v.p., dir. of programming & film buyer.

RUSSELL W. HILLIS, national sales manager.

DIGEST OF RATE CARD NO. 10 (Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AAA—7:29-10:29 Mon.-Fri., 7:29-10:59, Sat. & Sun.	\$700.00	\$455.00	\$315.00	\$210.00	\$180.00	\$175.00 \$88.00

NETWORK BASE HOURLY RATE: \$925.

For Other Sales & Transfers

see Section c.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
GEORGIA			
FANNIN	3,500	3,100	88
GILMER	2,400	2,000	86
KENTUCKY			
BELL	7,600	6,100	80
CLAY	4,400	2,900	67
HARLAN	10,700	8,500	79
JACKSON	2,400	1,400	57
KNOX	5,900	4,200	72
LAUREL	6,700	5,100	76
LESLIE	1,800	1,000	54
LINCOLN	4,400	3,400	77
MC CREARY	2,500	1,700	69
OWSLEY	1,100	500	50
PERRY	6,900	4,800	69
PULASKI	9,400	6,600	70
ROCKCASTLE	3,100	2,000	64
RUSSELL	2,800	2,100	76
WAYNE	3,700	2,200	60
WHITLEY	6,400	5,200	80
NORTH CAROLINA			
CHEROKEE	4,100	3,600	86
GRAHAM	1,500	1,300	86
JACKSON	4,300	3,600	84
MACON	4,100	3,400	81
MADISON	4,200	3,400	82
SWAIN	1,900	1,500	78
TENNESSEE			
ANDERSON	17,300	15,700	91
BLED SOE	1,900	1,500	77
BLOUNT	16,800	15,100	90
BRADLEY	12,100	10,900	90
CAMPBELL	6,900	5,400	78
CARTER	11,800	10,300	87
(Continued on page 596-b)			
STATION TOTAL	405,600	340,200	84

NET WEEKLY CIRCULATION (MARCH 65) 234,400
AVERAGE DAILY CIRCULATION (MARCH 65) 189,500
COLOR PENETRATION PERCENTAGE (NOV 65) 7

Tennessee—Knoxville



WBIR-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 58.9-kw aural. Antenna: 1870-ft. above av. terrain, 1751-ft. above ground, 3049-ft. above sea level.

Latitude 36° 08' 06"
Longitude 83° 43' 29"

Transmitter: 2-mi. SW of Blaine, Tenn.

TV tape: Recording facilities.

AM Affiliate: WBIR, 1-kw, 1240 kc (ABC).

FM Affiliate: WBIR-FM, 25.5-kw 103.5 mc (No. 227), 1720-ft.

O & O Translators: W04AH, Middlesboro, Ky.; W07AM, Coalfield, Fork Mt., Petros & Wartburg, Tenn.; W07AO, Crossville, Tenn.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

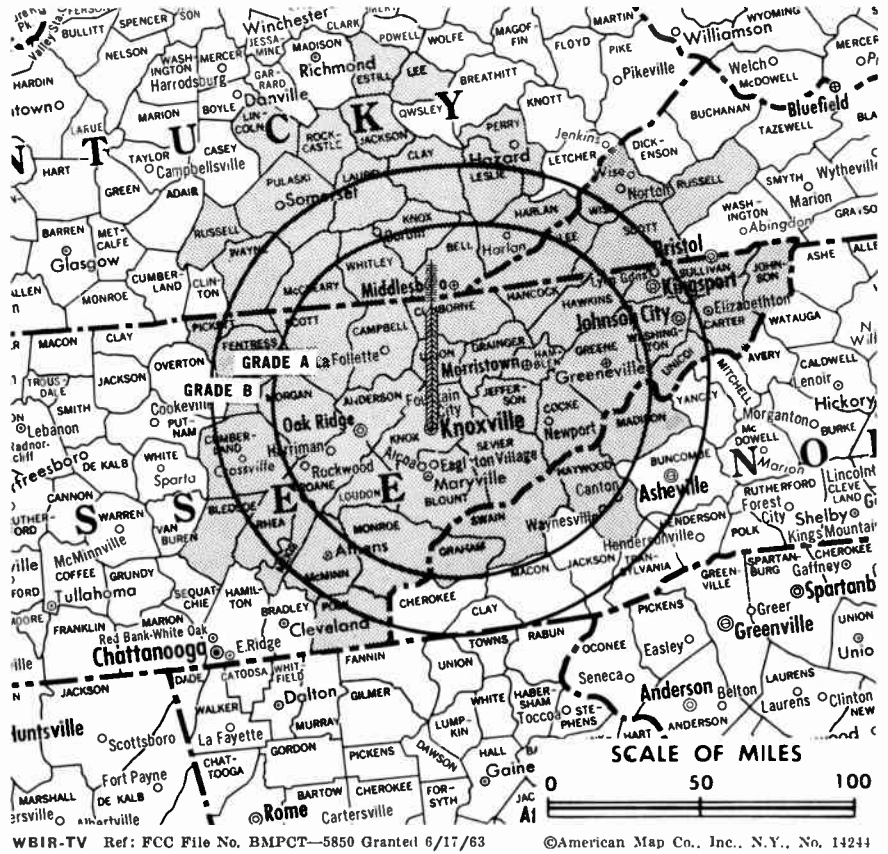
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



WBIR-TV Ref: FCC File No. BMPT-5850 Granted 6/17/63

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

WBIR-TV

Licensee: Southeastern Bcstg. Corp., 1513 Hutchison Ave.

Studio: 1513 Hutchison Ave. (37917).

Telephone: 615-525-8101. TWX No.: 615-546-0017.

Ownership: See WFBC-TV, Greenville, S.C.

Began Operation: Aug. 12, 1956. Sale to WMRC Inc. by Taft Bcstg. Co. approved Nov. 16, 1960 by FCC (Television Digest, Vol. 16:39, 47). Sale of 70% by Gilmore N. Nunn, Mr. & Mrs. Robert L. Ashe & John P. Hart to Taft Bcstg. Co., which previously had held other 30%, was approved Oct. 29, 1959 by FCC (Vol. 15:41, 44).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

JOHN P. HART, general manager.

NEAL W. BRANCH, sales manager.

KEN MAXWELL, national sales manager.

PETER N. FENNELLY, program director & film buyer.

J. REX HORTON, chief engineer.

JAMES EARLY, news director.

DIGEST OF RATE CARD NO. 10

(Oct. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—8-10:30 p.m., daily.

\$700.00 \$420.00 \$280.00 \$210.00 \$140.00* \$130.00* \$65.00*

*Class AAA—7:29-10:29 p.m., daily.

NETWORK BASE HOURLY RATE: \$650.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
KENTUCKY			
BELL	7,600	6,100	80
CLAY	4,400	2,900	67
ESTILL	3,200	2,000	64
HARLAN	10,700	8,500	79
JACKSON	2,400	1,400	57
KNOX	5,900	4,200	72
LAUREL	6,700	5,100	76
LEE	1,700	1,000	59
LESLIE	1,800	1,000	54
LINCOLN	4,400	3,400	77
MC CREARY	2,500	1,700	69
PERRY	6,900	4,800	69
PULASKI	9,400	6,600	70
ROCKCASTLE	3,100	2,000	64
RUSSELL	2,800	2,100	76
WAYNE	3,700	2,200	60
WHITLEY	6,400	5,200	80
NORTH CAROLINA			
GRAHAM	1,500	1,300	86
HAYWOOD	11,900	10,700	90
MADISON	4,200	3,400	82
SWAIN	1,900	1,500	78
TENNESSEE			
ANDERSON	17,300	15,700	91
BLED SOE	1,900	1,500	77
BLOUNT	16,800	15,100	90
CAMPBELL	6,900	5,400	78
CARTER	11,800	10,300	87
CLAIBORNE	4,300	3,200	74
COCKE	6,700	5,400	80
CUMBERLAND	5,100	4,000	78
FENTRESS	3,000	2,200	74
(Continued on page 596-b)			
STATION TOTAL	456,000	384,800	84
NET WEEKLY CIRCULATION (MARCH 65)			239,200
AVERAGE DAILY CIRCULATION (MARCH 65)			179,000
COLOR PENETRATION PERCENTAGE (NOV 65)			

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

Tennessee—Knoxville



WTVK

Ch. 26

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 479-ft. above av. terrain, 257-ft. above ground, 1522-ft. above sea level.

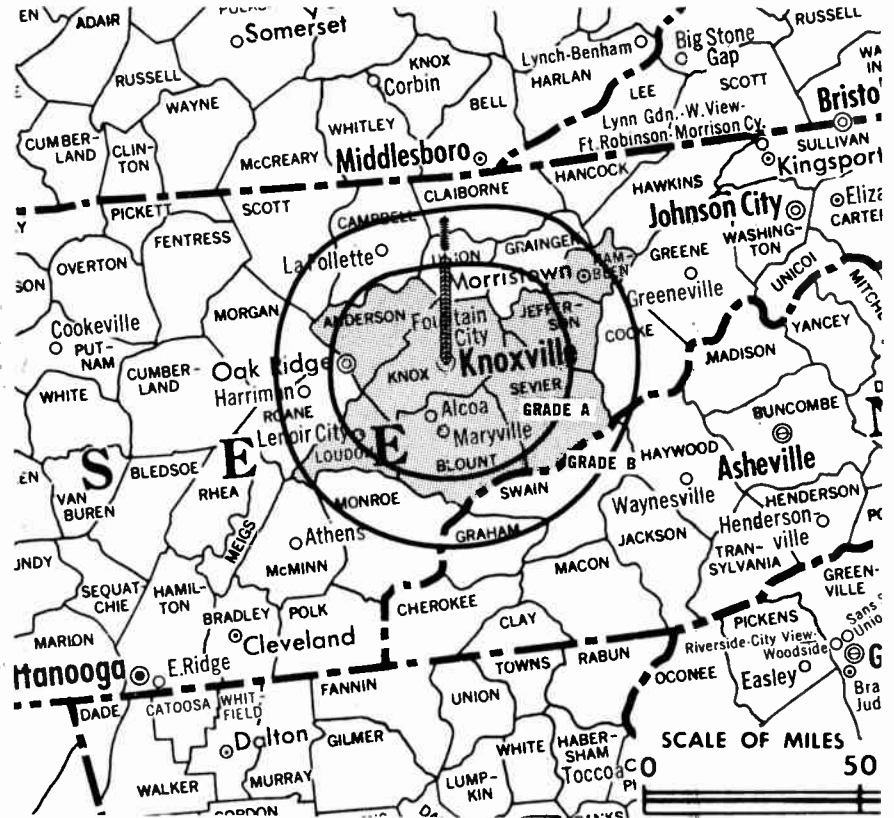
Latitude 36° 00' 37"
Longitude 83° 55' 56"
Requests 1000-kw max. and 812-kw horizontal visual, 200-kw max. and 162-kw horizontal aural, 1287-ft. above av. terrain, 1070-ft. above ground, 2328-ft. above sea level, lat. 36° 00' 36", long. 82° 55' 57". BPCT—3369.

Transmitter: Sharps Ridge Memorial Park Rd.

Color: Network, film & slide.

FM Affiliate: WCAS, 37-kw, 97.5 mc (No. 248), 420-ft. antenna height.

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



WTVK Ref: FCC File No. BMPCT—3389 Granted 10/21/55

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

WTVK

Licensee: South Central Bcstg. Corp., Box 1388 (37901).

Studio: Sharps Ridge Memorial Park Rd.

Telephone: 615-687-2312.

Ownership: John A. & Bettie G. Engelbrecht, 59.6%; George F. Stoltz, 39.6%; Leighman D. Groves, .3%; Eileen O. Stoltz, .5%. South Central also operates radio WIKY, Evansville, Ind. and owns WEZI(TV), Louisville, Ky.

Began Operation: Oct. 1, 1953. Sale to present owners approved by FCC July 28, 1954. (Television Digest, Vol. 10:23, 31).

Represented (sales) by National Television Sales Inc.

Represented (legal) by Wilner & Bergson.

Represented (engineering) by Jansky & Bailey.

Personnel:

JOHN A. ENGELBRECHT, president & general manager.
WILLIAM E. ECKSTEIN, station manager.
GUY SMITH, sales manager.
HUGH BRANSON, promotion manager.
CARL LAWSON, chief engineer.

DIGEST OF RATE CARD NO. 4
(April 11, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.	\$300.00	\$180.00	\$120.00	\$100.00	\$75.00	\$60.00 \$30.00
NETWORK BASE HOURLY RATE:	\$300.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TENNESSEE			
ANDERSON	17,300	15,700	91
BLOUNT	16,800	15,100	90
HAMBLÉN	11,100	9,600	86
JEFFERSON	6,400	5,600	87
KNOX	80,800	73,400	91
LOUDON	7,200	6,500	91
SEVIER	7,200	5,800	82
STATION TOTAL	146,800	131,700	90

NET WEEKLY CIRCULATION (MARCH 65)	51,800
AVERAGE DAILY CIRCULATION (MARCH 65)	24,900
COLOR PENETRATION PERCENTAGE (NOV 65)	7

BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

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

Tennessee—Memphis



WHBQ-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1013-ft. above av. terrain, 1073-ft. above ground, 1333-ft. above sea level.

Latitude 35° 10' 32"
Longitude 89° 50' 43"

Transmitter: Raleigh-La Grange Rd.

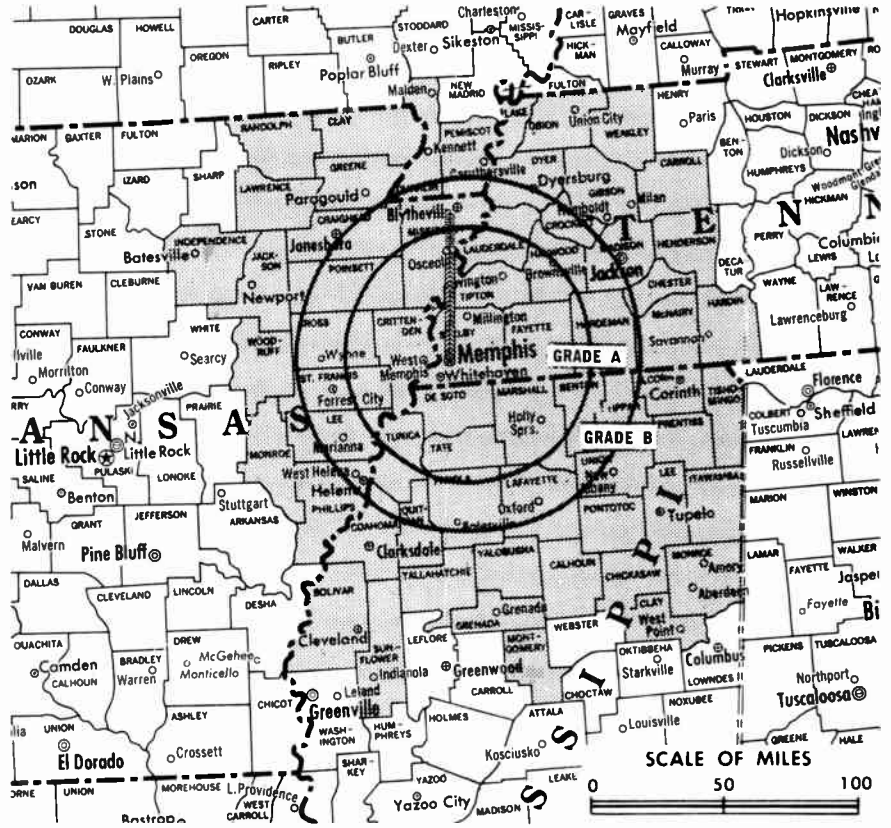
TV tape: Recording facilities.

AM Affiliate: WHBQ, 5-kw (1-kw night), 560 kc.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



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

WHBQ-TV Ref: FCC File No. BMPCT-1046 Granted 4/30/53

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WHBQ-TV

Licensee: RKO General Inc., Box 11407, 485 S. Highland, Memphis (38111). Studio: Box 11407, 485 S. Highland.

Telephone: 901-323-7661. Telex No.: 053884.

Ownership: See WOR-TV, New York.

Began Operation: Sept. 27, 1953. Leased to present owners by Harding College Jan. 30, 1954 (Television Digest, Vol. 10:5, 11).

Represented (sales) by RKO General Broadcasting/National Sales.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

- D. A. NOEL, division director & general manager.
- ALEX BONNER, general sales manager.
- JACK BOLTON, local sales manager.
- LANCE RUSSELL, program director & film buyer.
- SAM McCULLOUGH, promotion director.
- DON STEVENS, news director.
- WILLIAM J. KEY, controller.
- JACK STARR, sales service director.
- WELTON M. ROY, chief engineer.

DIGEST OF RATE CARD NO. 12 (June 1, 1965)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$1200.00 \$720.00 \$400.00 \$350.00 \$270.00 \$240.00 \$120.00
NETWORK BASE HOURLY RATE: \$1200.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ARKANSAS			
CLAY	6,300	5,500	87
CRAIGHEAD	14,800	13,700	93
CRITTENDEN	13,400	11,400	85
CROSS	5,000	4,400	88
GREENE	7,800	7,000	90
INDEPENDENCE	6,400	5,600	87
JACKSON	6,800	6,000	87
LAWRENCE	4,900	4,200	85
LEE	5,500	4,400	80

MISSISSIPPI	19,000	16,900	89
MONROE	4,900	3,900	80
PHILLIPS	13,000	10,600	82
POINSETT	7,800	7,000	90
RANDOLPH	3,600	3,000	83
ST FRANCIS	8,800	7,400	84
WOODRUFF	3,500	2,900	84

MISSISSIPPI	7,800	6,200	80
ALCORN	1,900	1,400	76
BENTON	13,300	8,400	63
BOLIVAR	4,400	3,400	77
CALHOUN	4,600	3,500	76
CHICKASAW	5,600	4,400	78
CLAY	12,600	8,700	69
COAHOMA	6,100	4,500	75
DE SOTO	5,400	3,900	74
GRENADA	4,300	3,400	81
ITAWAMBA	5,400	4,300	80
LAFAYETTE	13,100	10,900	83
LEE	5,700	4,300	75
MARSHALL	9,800	8,100	82
MONROE	3,700	2,600	69
MONTGOMERY	7,500	5,900	79
PANOLA	5,000	4,000	80
PONTOTOC	5,200	4,200	82
PRENTISS	4,700	3,400	72
QUITMAN	10,000	6,300	63
SUNFLOWER	5,500	3,500	64
TALLAHATCHIE	4,600	3,500	77
TATE	4,200	3,500	84
TIPPAH	4,100	3,100	75
TISHOMINGO	3,700	2,600	70
UNION	5,700	5,000	89
YALOBUSHA	3,100	2,200	71

MISSOURI			
DUNKLIN	10,600	9,300	88
PEMISCOT	9,100	7,900	87

STATION TOTAL	638,400	537,500	84
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NET WEEKLY CIRCULATION (MARCH 65)	428,700
AVERAGE DAILY CIRCULATION (MARCH 65)	289,000
COLOR PENETRATION PERCENTAGE (NOV 65)	4

Tennessee—Memphis



WMCT



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1013-ft. above av. terrain, 1088-ft. above ground, 1335-ft. above sea level.

Latitude 35° 10' 09"
Longitude 89° 53' 12"

Transmitter: 5317 Crestview Drive, U.S. 70 & Macon Rd.

Studio: 1960 Union Ave.

TV tape: Recording facilities.

AM Affiliate: WMC, 5-kw, 790 kc (NBC).

FM Affiliate: WMC-FM, 300-kw, 99.7 mc (No. 259), 910-ft. antenna height above average terrain.

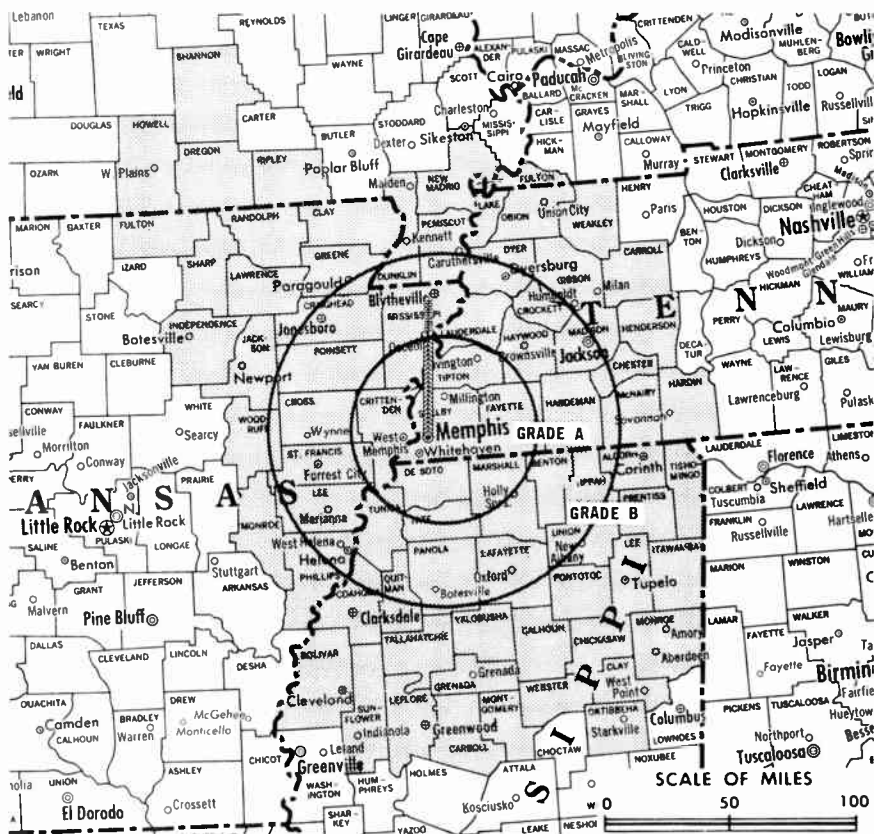
Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

Total Households: © SRDS
Consumer Market Data as of 1/1/66.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded area) based on 1963 ARB study.



WMCT Ref: FCC File No. BMPCT-1450 Granted 10/30/53

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

WMCT

Licensee: Scripps-Howard Broadcasting Co., P.O. Box 4420 (38104).

Ownership: Scripps-Howard also operates WCPO-TV, Cincinnati; TV stations WEWS, Cleveland and WPTV, Palm Beach, radio station WNOX, Knoxville. WMC & FM, Memphis. For Scripps-Howard newspapers, see WEWS, Cleveland.

Began Operation: Dec. 11, 1948.

Represented (sales) by Blair TV.

Represented (legal) by Dempsey & Koplovitz.

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

Personnel:

H. W. SLAVICK, v.p. & general manager.
MORRIS E. GREINER JR., station manager.
EDW. F. GREANEY JR., program director & film buyer.
ROBERT A. FRASE, technical director.
PHILIP SLAVICK, production manager.
DEREK ROOKE, farm director.
NORM BREWER, news director.
JAMES A. McDEARMAN JR., promotion manager.
J. P. TUCKER, sales manager.
RAY GILL, national advertising manager.

DIGEST OF RATE CARD NO. 18 (June 15, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID	
Class AA—6:30-10 p.m., daily.	\$1300.00	\$720.00	\$400.00	\$350.00	\$250.00	\$260.00	\$125.00

NETWORK BASE HOURLY RATE: \$1275.

See Group Ownership Section
for Individuals and Firms that
Own Two or More TV Stations.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ARKANSAS			
CLAY	6,300	5,500	87
CRAIGHEAD	14,800	13,700	93
CRITTENDEN	13,400	11,400	85
CROSS	5,000	4,400	88
FULTON	1,700	1,200	72
GREENE	7,800	7,000	90
INDEPENDENCE	6,400	5,600	87
JACKSON	6,800	6,000	87
LAWRENCE	4,900	4,200	85
LEE	5,500	4,400	80
MISSISSIPPI	19,000	16,900	89
MONROE	4,900	3,900	80
PHILLIPS	13,000	10,600	82
POINSETT	7,800	7,000	90
RANDOLPH	3,600	3,000	83
ST FRANCIS	8,800	7,400	84
SHARP	1,600	1,200	74
WOODRUFF	3,500	2,900	84
KENTUCKY			
FULTON	3,200	2,800	86
MISSISSIPPI			
ALCORN	7,800	6,200	80
BENTON	1,900	1,400	76
BOLIVAR	13,300	8,400	63
CALHOUN	4,400	3,400	77
CARROLL	2,400	1,400	60
CHICKASAW	4,600	3,500	76
CLAY	5,600	4,400	78
COAHOMA	12,600	8,700	69
DE SOTO	6,100	4,500	75
GRENOA	5,400	3,900	74
ITAWAMBA	4,300	3,400	81
LAFAYETTE	5,400	4,300	80
LEE	13,100	10,900	83
STATION TOTAL	690,700	576,900	84

NET WEEKLY CIRCULATION (MARCH 65) 469,400
AVERAGE DAILY CIRCULATION (MARCH 65) 334,600
COLOR PENETRATION PERCENTAGE (NOV 65) 4

Tennessee—Memphis



WREC-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft above av. terrain, 1077-ft. above ground, 1349-ft. above sea level.

Latitude 35° 10' 52.19"
Longitude 89° 49' 56.11"

Transmitter: 2.75-mi. SE of Bartlett.

Studio: Hotel Peabody Bldg.

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

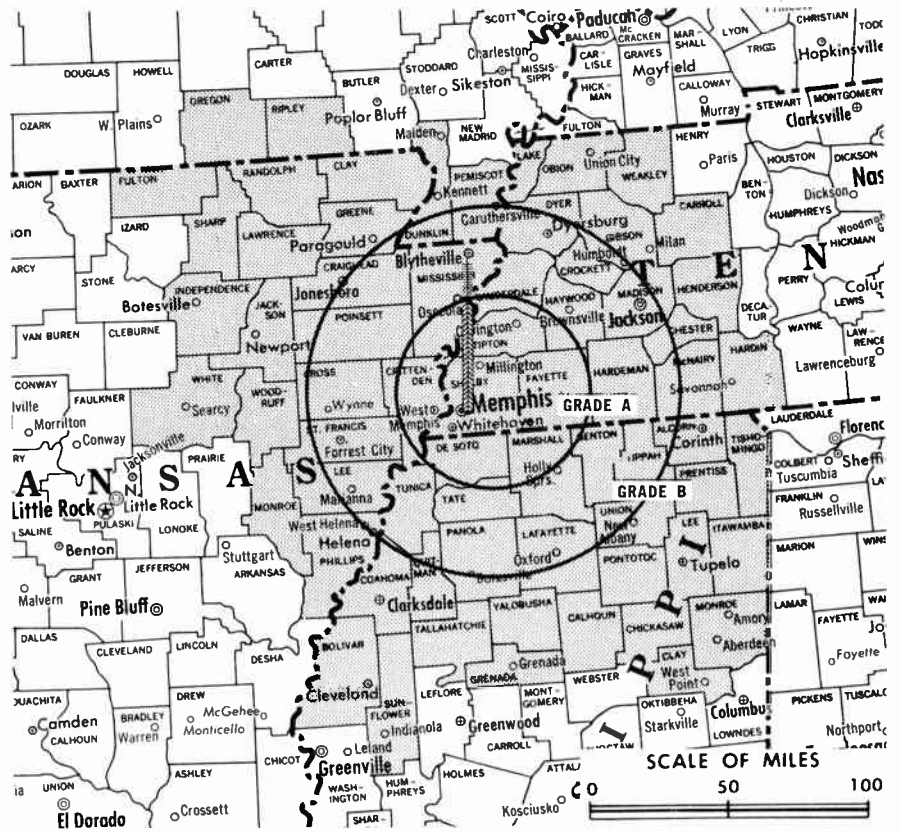
Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

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



WREC-TV

Licensee: Cowles Broadcasting Service Inc., Hotel Peabody Bldg., Memphis (38101).

Telephone: 901-525-1313. TWX No.: 901-278-1469.

Ownership: See KRNT-TV, Des Moines, Ia.

Began Operation: Jan. 1, 1956. Sale to present owner by Hoyt B. Wooten approved by FCC April 24, 1963 (Television Digest, Vol. 3:1, 17).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Marmet & Schneider.

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

Personnel:

HOYT B. WOOTEN, chairman.
CHARLES BRAKEFIELD, v.p. & general manager.
JACK MICHAEL, v.p., program director & film buyer.
ROBERT R. TINCHER, public affairs director.
RUSS HODGE, news director.
KITTY KELLY, women's director.
WILSON RANEY, chief engineer.
BERNARD COHN, film director.

DIGEST OF RATE CARD NO. A10-A (June 16, 1965)

Hour 30 Min 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun.
\$1300.00 \$720.00 \$400.00 \$250.00 \$265.00* \$250.00* \$125.00*

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1300.

For Translator Section

see Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ARKANSAS			
CLAY	6,300	5,500	87
CRAIGHEAD	14,800	13,700	93
CRITTENDEN	13,400	11,400	85
CROSS	5,000	4,400	88
FULTON	1,700	1,200	72
GREENE	7,800	7,000	90
INDEPENDENCE	6,400	5,600	87
JACKSON	6,800	6,000	87
LAWRENCE	4,900	4,200	85
LEE	5,500	4,400	80
MISSISSIPPI	19,000	16,900	89
MONROE	4,900	3,900	80
PHILLIPS	13,000	10,600	82
POINSETT	7,800	7,000	90
RANDOLPH	3,600	3,000	83
ST FRANCIS	8,800	7,400	84
SHARP	1,600	1,200	74
WHITE	10,200	9,100	90
WOODRUFF	3,500	2,900	84
MISSISSIPPI			
ALCORN	7,800	6,200	80
BENTON	11,900	1,400	76
BOLIVAR	13,300	8,400	63
CALHOUN	4,400	3,400	77
CHICKASAW	4,600	3,500	76
CLAY	5,600	4,400	78
COAHOMA	12,600	8,700	69
DE SOTO	6,100	4,500	75
GRENADA	5,400	3,900	74
ITAWAMBA	4,300	3,400	81
LAFAYETTE	5,400	4,300	80
LEE	13,100	10,900	83
MARSHALL	5,700	4,300	75

(Continued on page 609-b)

STATION TOTAL 653,500 550,200 84

NET WEEKLY CIRCULATION (MARCH 65) 460,700
AVERAGE DAILY CIRCULATION (MARCH 65) 361,600
COLOR PENETRATION PERCENTAGE (NOV 65) 4

Tennessee—Nashville



WLAC-TV



Ch. 5

Technical Facilities: Channel No. 5 (16-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1367-ft. above av. terrain, 1175-ft. above ground, 2049-ft. above sea level.

Latitude 36° 16' 05"
Longitude 86° 47' 18"

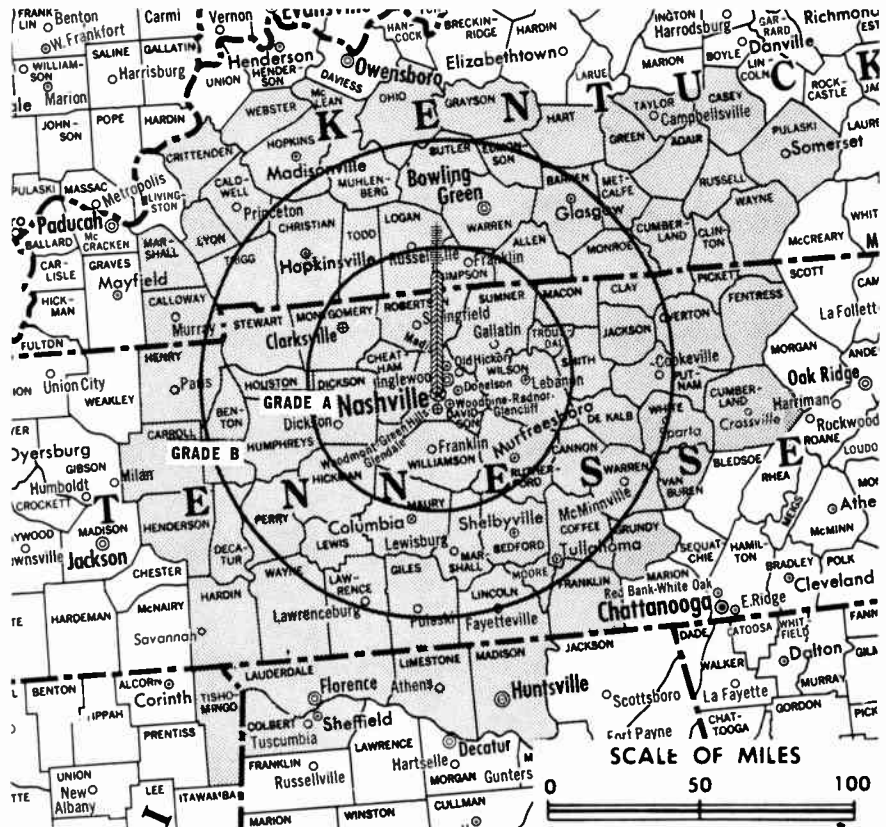
Transmitter: Brick Church Pike & Old Hickory Blvd.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



WLAC-TV Ref: FCC File No. BMPCT-1702 Granted 1/21/54

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

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

WLAC-TV

Licensee: WLAC-TV Inc., 159 Fourth Ave. N., Nashville (37219).

Studio: 159 Fourth Ave. N.

Telephone: 615-242-4331.

TWX No.: 615-244-1009.

Ownership: Life & Casualty Insurance Co., 50%; T. B. Baker Jr., 25%; A. G. Beaman, 25%. WLAC-TV officers: Paul Mountcastle, chairman; Guilford Dudley Jr., pres.; T. B. Baker Jr., exec. v.p.; A. G. Beaman, secy.-treas.; approximately 14% of Life & Casualty is owned by John D. & Clint W. Murchison Jr. The Murchisons also control Lamar Life Insurance Co., licensee of WJDX & WJDX-FM, Jackson, Miss. Life & Casualty also owns and operates radio WLAC & FM as separate entities.

Began Operation: Aug. 6, 1954. Working control of Life & Casualty Insurance Co. was acquired in 1958 by John D. & Clint W. Murchison Jr., but FCC didn't approve this transfer of control until July 29, 1959 (Television Digest, Vols. 14:35; 15:30).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

- T. B. BAKER JR., exec. v.p. & general manager.
- RUTH C. TALLEY, asst. to manager & public service director.
- HAROLD C. CRUMP, general sales manager.
- ROY A. SMITH, operations manager & film buyer.
- RALPH L. HUCABY, chief engineer.

DIGEST OF RATE CARD NO. 11 (June 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	ID*
Class AA—7-10 p.m., daily.	\$1175.00	\$700.00	\$375.00	\$300.00	\$260.00	\$250.00

*Class AAA—6:59-9:31 p.m., daily.

NETWORK BASE HOURLY RATE: \$1125.

For State's CATV Systems, see the CATV Directory

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ALABAMA			
COLBERT	14,100	11,700	83
LAUDERDALE	18,500	15,000	81
LIMESTONE	11,500	9,300	81
MADISON	52,500	45,100	86
KENTUCKY			
ADAIR	3,800	2,700	71
ALLEN	3,700	3,200	85
BARREN	8,700	7,600	87
BUTLER	2,500	2,000	82
CALOWELL	4,400	3,500	79
CALLOWAY	7,000	6,100	88
CASEY	3,500	2,500	71
CHRISTIAN	16,400	14,500	88
CLINTON	2,100	1,600	75
CRITTENDEN	2,400	2,000	83
CUMBERLAND	1,900	1,400	73
EDMONSON	2,100	1,600	75
GRAYSON	4,600	3,600	80
GREEN	3,500	2,800	80
HART	4,200	3,600	86
HOPKINS	12,200	10,300	85
LOGAN	6,400	5,500	87
LYON	1,300	1,000	82
MC LEAN	3,000	2,600	87
MARSHALL	5,900	5,400	91
METCALFE	2,400	2,000	81
MONROE	3,100	2,700	86
MUHLENBERG	7,600	6,500	87
OHIO	5,000	4,200	84
PULASKI	9,400	6,600	70
RUSSELL	2,800	2,100	76
SIMPSON	3,600	3,200	87
TAYLOR	5,300	4,300	81
TODD	3,100	2,700	86
TRIGG	2,600	2,300	87
(Continued on page 612-b)			
STATION TOTAL	641,200	552,400	86

NET WEEKLY CIRCULATION (MARCH 65)	431,100
AVERAGE DAILY CIRCULATION (MARCH 65)	337,900
COLOR PENETRATION PERCENTAGE (NOV 65)	6

WHBQ-TV, Memphis

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
TENNESSEE			
CARROLL	7,000	5,700	81
CHESTER	2,500	2,100	84
CROCKETT	4,000	3,400	85
DYER	8,800	7,500	86
FAYETTE	5,100	3,700	72
GIBSON	13,900	11,800	85
HARDEMAN	4,800	3,800	79
HARDIN	5,100	3,800	76
HAYWOOD	5,400	4,200	78
HENDERSON	4,800	3,900	82
LAKE	2,400	1,900	81
LAUDERDALE	5,700	4,800	85
MC NAIRY	5,000	4,000	80
MADISON	19,000	16,400	86
OBION	8,500	7,500	88
SHELBY	203,400	184,400	91
TIPTON	7,500	6,200	83
WEAKLEY	7,300	6,100	84

WMCT, Memphis

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
MISSISSIPPI (CONTINUED)			
LEFLORE	12,500	8,900	71
MARSHALL	5,700	4,300	75
MONROE	9,800	8,100	82
MONTGOMERY	3,700	2,600	69
OKTIBBEHA	6,800	4,900	72
PANOLA	7,500	5,900	79
PONTOTOC	5,000	4,000	80
PRENTISS	5,200	4,200	82
QUITMAN	4,700	3,400	72
SUNFLOWER	10,000	6,300	63
TALLAHATCHIE	5,500	3,500	64
TATE	4,600	3,500	77
TIPPAH	4,200	3,500	84
TISHOMINGO	4,100	3,100	75
TUNICA	3,700	2,600	70
UNION	5,700	5,000	89
WEBSTER	3,000	2,200	73
YALOBUSHA	3,100	2,200	71
MISSOURI			
DUNKLIN	10,600	9,300	88
HOWELL	6,700	5,300	78
NEW MADRID	7,200	6,300	88
OREGON	2,800	2,000	72
PEMISCOT	9,100	7,900	87
RIPLEY	2,500	1,800	74
SHANNON	1,900	1,400	71
TENNESSEE			
CARROLL	7,000	5,700	81
CHESTER	2,500	2,100	84
CROCKETT	4,000	3,400	85
DYER	8,800	7,500	86
FAYETTE	5,100	3,700	72
GIBSON	13,900	11,800	85
HARDEMAN	4,800	3,800	79
HARDIN	5,100	3,800	76
HAYWOOD	5,400	4,200	78
HENDERSON	4,800	3,900	82
LAKE	2,400	1,900	81
LAUDERDALE	5,700	4,800	85
MC NAIRY	5,000	4,000	80
MADISON	19,000	16,400	86
OBION	8,500	7,500	88
SHELBY	203,400	184,400	91
TIPTON	7,500	6,200	83
WEAKLEY	7,300	6,100	84

Tennessee—Memphis

WREC-TV, Memphis

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
MISSISSIPPI (Continued)			
MONROE	9,800	8,100	82
PANOLA	7,500	5,900	79
PONTOTOC	5,000	4,000	80
PRENTISS	5,200	4,200	82
QUITMAN	4,700	3,400	72
SUNFLOWER	10,000	6,300	63
TALLAHATCHIE	5,500	3,500	64
TATE	4,600	3,500	77
TIPPAH	4,200	3,500	84
TISHOMINGO	4,100	3,100	75
TUNICA	3,700	2,600	70
UNION	5,700	5,000	89
YALOBUSHA	3,100	2,200	71
MISSOURI			
DUNKLIN	10,600	9,300	88
OREGON	2,800	2,000	72
PEMISCOT	9,100	7,900	87
RIPLEY	2,500	1,800	74
TENNESSEE			
CARROLL	7,000	5,700	81
CHESTER	2,500	2,100	84
CROCKETT	4,000	3,400	85
DYER	8,800	7,500	86
FAYETTE	5,100	3,700	72
GIBSON	13,900	11,800	85
HARDEMAN	4,800	3,800	79
HARDIN	5,100	3,800	76
HAYWOOD	5,400	4,200	78
HENDERSON	4,800	3,900	82
LAKE	2,400	1,900	81
LAUDERDALE	5,700	4,800	85
MC NAIRY	5,000	4,000	80
MADISON	19,000	16,400	86
OBION	8,500	7,500	88
SHELBY	203,400	184,400	91
TIPTON	7,500	6,200	83
WEAKLEY	7,300	6,100	84

Daniels & Associates

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Tennessee—Nashville



WSIX-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1353-ft. above av. terrain, 940-ft. above ground, 2049-ft. above sea level.

Latitude 36° 02' 50"
Longitude 86° 49' 49"

Transmitter: Old Hickory Blvd. and Granny White Pike, 8-mi. S of Nashville.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WSIX, 5-kw, 980 kc (ABC).

FM Affiliate: WSIX-FM, 100-kw, 97.9 mc (No. 250), 1110-ft. antenna height.

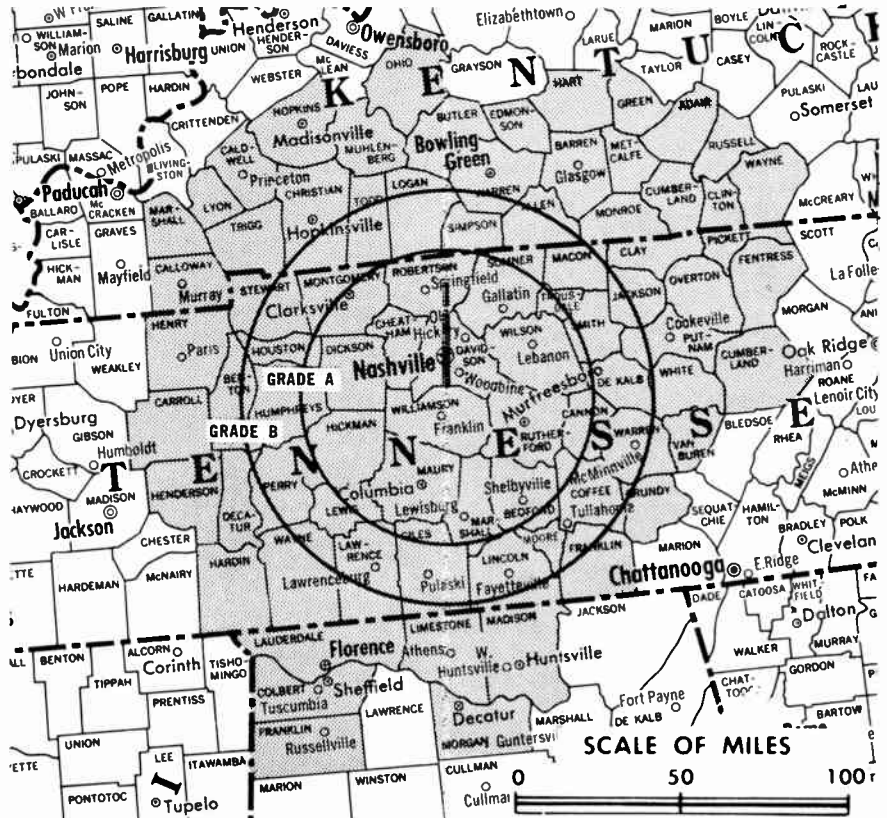
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



WSIX-TV Ref: FCC File No. BPCT-2418 Granted 12/3/57

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

WSIX-TV

Licensee: WSIX Inc., 441 Murfreesboro Rd. (37210).

Studio: 441 Murfreesboro Rd.

Telephone: 615-255-5431. TWX No.: 615-244-1351.

Ownership: Louis R. Draughon, pres., 59.3% (additional 14.8% as trustee for Jacquelyn Draughon Guthrie); John D. Sprouse, v.p., 7.4%; George J. Hearn Jr., chairman, 18.5%. Note: Sale to GE pends.

Began Operation: Nov. 28, 1953. For details on sales whereby Draughon family gave up control and Louis R. Draughon bought back 1/3 interest, see Sales & Transfers section.

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

Represented (legal) by Miller & Schroeder.

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

Personnel:

LOUIS R. DRAUGHON, president.
E. S. TANNER, exec. v.p. & general manager.
CHARLES R. DUKE, v.p., assistant to president.
JACK C. LONG, v.p. sales manager.
ROBERT L. CHAUDOIN, operations director & film buyer.
HUDLEY CROCKETT, news & sports director.
RICHARD H. ZEIGLER, director of engineering.

DIGEST OF RATE CARD NO. 9 (March 15, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:31-9:59 p.m., daily.
\$1000.00 \$600.00 \$300.00 \$290.00 \$250.00 \$200.00 \$100.00
NETWORK BASE HOURLY RATE: \$950.

For Group Ownership
of TV Stations,
see Section c.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ALABAMA			
COLBERT	14,100	11,700	83
FRANKLIN	5,900	4,700	80
LAUDERDALE	18,500	15,000	81
LIMESTONE	11,500	9,300	81
MADISON	52,500	45,100	86
MORGAN	18,600	15,900	86
KENTUCKY			
ADAIR	3,800	2,700	71
ALLEN	3,700	3,200	85
BARREN	8,700	7,600	87
BUTLER	2,500	2,000	82
CALDWELL	4,400	3,500	79
CALLOWAY	7,000	6,100	88
CHRISTIAN	16,400	14,500	88
CLINTON	2,100	1,600	75
CUMBERLAND	1,900	1,400	73
EDMONSON	2,100	1,600	75
GREEN	3,500	2,800	80
HART	4,200	3,600	86
HOPKINS	12,200	10,300	85
LOGAN	6,400	5,500	87
LYON	1,300	1,000	82
MARSHALL	5,900	5,400	91
METCALFE	2,400	2,000	81
MONROE	3,100	2,700	86
MUHLNBERG	7,600	6,500	87
OHIO	5,000	4,200	84
RUSSELL	2,800	2,100	76
SIMPSON	3,600	3,200	87
TOOD	3,100	2,700	86
TRIGG	2,600	2,300	87
WARREN	14,400	12,600	87
WAYNE	3,700	2,200	60

(Continued on page 612-b)

STATION TOTAL 628,700 544,500 87

NET WEEKLY CIRCULATION (MARCH 65) 371,900
AVERAGE DAILY CIRCULATION (MARCH 65) 239,700
COLOR PENETRATION PERCENTAGE (NOV 65) 6

Tennessee—Nashville



WSM-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 49-kw aural. Antenna: 1408-ft. above av. terrain, 1369-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27"
Longitude 86° 51' 56"

Requests 10-kw aural.

Transmitter: Watts Lane.

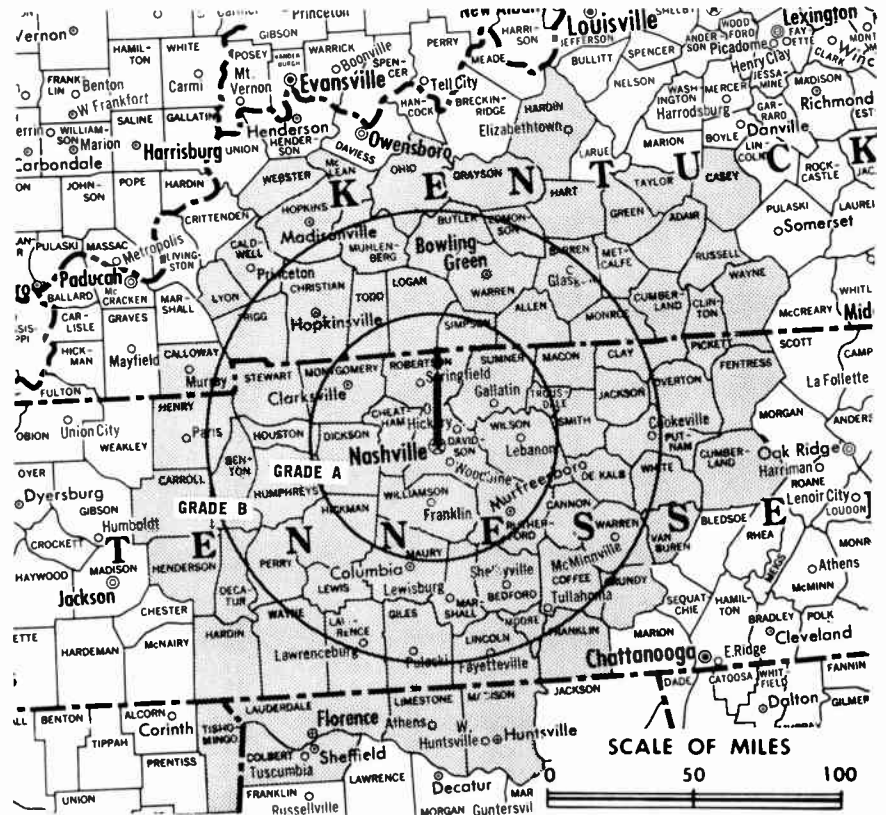
Studio: 5700 Knob (37209).

TV tape: Recording facilities.

AM Affiliate: WSM, 50-kw, 650 kc (NBC).

Color: Network, film, slide & tape.

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



WSM-TV Ref: FCC File No. BMPCT-4658 Granted 5/21/57

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

WSM-TV

Licensee: WSM Inc., National Life Bldg.

Telephone: 615-747-9368. TWX No.: 615-244-1064.

Ownership: 100% subsidiary of National Life & Accident Insurance Co.

Began Operation: Sept. 30, 1950.

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

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

Personnel:

- E. W. CRAIG, chairman.
- J. H. DeWITT JR., president.
- IRVING WAUGH, v.p. & general manager.
- HI BRAMHAM, commercial manager.
- BRAD CRANDALL, operations manager & film buyer.
- ELMER ALLEY, executive producer.
- AARON SHELTON, chief engineer.
- BOB CONNOLLY, promotion manager.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.	\$1125.00	\$670.00	\$450.00	\$300.00	Graded rates apply*	

*Highest rate: \$512.

NETWORK BASE HOURLY RATE: \$1125.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ALABAMA			
COLBERT	14,100	11,700	83
LAUDERDALE	18,500	15,000	81
LIMESTONE	11,500	9,300	81
MADISON	52,500	45,100	86
KENTUCKY			
ADAIR	3,800	2,700	71
ALLEN	3,700	3,200	85

BARKEN	8,700	7,600	87
BUTLER	2,500	2,000	82
CALDWELL	4,400	3,500	79
CALLOWAY	7,000	6,100	88
CASEY	3,500	2,500	71
CHRISTIAN	16,400	14,500	88
CLINTON	2,100	1,600	75
CUMBERLAND	1,900	1,400	73
EDMONSON	2,100	1,600	75
GRAYSON	4,600	3,600	80
GREEN	3,500	2,800	80
HARDIN	15,700	14,300	91
HART	4,200	3,600	86
HOPKINS	12,200	10,300	85
LOGAN	6,400	5,500	87
LYON	1,300	1,000	82
MC LEAN	3,000	2,600	87
METCALFE	2,400	2,000	81
MONROE	3,100	2,700	86
MUHLENBERG	7,600	6,500	87
OHIO	5,000	4,200	84
RUSSELL	2,800	2,100	76
SIMPSON	3,600	3,200	87
TAYLOR	5,300	4,300	81
TODD	3,100	2,700	86
TRIGG	2,600	2,300	87
WARREN	14,400	12,600	87
WAYNE	3,700	2,200	60
WEBSTER	4,700	3,800	81

MISSISSIPPI			
TISHOMINGO	4,100	3,100	75

TENNESSEE			
BEDFORD	7,200	6,300	88
BENTON	3,500	2,900	83
CANNON	2,500	2,100	85
CARROLL	7,000	5,700	81

(Continued on page 612-b)

STATION TOTAL	639,200	552,700	86
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NET WEEKLY CIRCULATION (MARCH 65)	422,700
AVERAGE DAILY CIRCULATION (MARCH 65)	324,000
COLOR PENETRATION PERCENTAGE (NOV 65)	6

Tennessee—Nashville

WLAC-TV

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
KENTUCKY—(Continued)			
WARREN	14,400	12,600	87
WAYNE	3,700	2,200	60
WEBSTER	4,700	3,800	81
MISSISSIPPI			
TISHOMINGO	4,100	3,100	75
TENNESSEE			
BEDFORD	7,200	6,300	88
BENTON	3,500	2,900	83
CANNON	2,500	2,100	85
CARROLL	7,000	5,700	81
CHEATHAM	2,800	2,500	90
CLAY	1,700	1,300	77
COFFEE	9,300	8,400	90
CUMBERLAND	5,100	4,000	78
DAVIDSON	131,700	123,300	94
DECATUR	2,200	1,800	79
DE KALB	3,200	2,600	83
DICKSON	5,700	5,100	90
FENTRESS	3,000	2,200	74
FRANKLIN	7,400	6,400	87
GILES	6,100	4,900	80
GRUNDY	3,000	2,300	78
HARDIN	5,100	3,800	76
HENDERSON	4,800	3,900	82
HENRY	7,100	5,800	82
HICKMAN	3,300	2,800	86
HOUSTON	1,300	1,000	80
HUMPHREYS	3,600	3,200	89
JACKSON	2,300	1,800	78
LAWRENCE	8,100	6,800	84
LEWIS	1,900	1,600	82
LINCOLN	6,700	5,600	83
MACON	3,600	3,000	85
MARSHALL	5,100	4,500	89
MAURY	13,100	11,600	88
MONTGOMERY	16,300	14,900	92
MOORE	800	600	81
OVERTON	3,600	2,800	78
PERRY	1,200	1,000	83
PICKETT	1,000	700	76
PUTNAM	8,400	7,100	85
ROBERTSON	8,300	7,500	90
RUTHERFORD	16,100	14,600	91
SMITH	3,500	3,100	87
STEWART	2,000	1,700	86
SUMNER	11,500	10,300	90
TROUSDALE	1,200	1,000	86
VAN BUREN	900	700	74
WARREN	7,200	6,000	83
WAYNE	3,000	2,200	72
WHITE	4,700	3,800	83
WILLIAMSON	7,300	6,400	88
WILSON	8,800	7,900	89

WSIX-TV

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
TENNESSEE			
BEDFORD	7,200	6,300	88
BENTON	3,500	2,900	83
CANNON	2,500	2,100	85
CARROLL	7,000	5,700	81
CHEATHAM	2,800	2,500	90
CLAY	1,700	1,300	77
COFFEE	9,300	8,400	90
CUMBERLAND	5,100	4,000	78
DAVIDSON	131,700	123,300	94
DECATUR	2,200	1,800	79
DE KALB	3,200	2,600	83
DICKSON	5,700	5,100	90
FENTRESS	3,000	2,200	74
FRANKLIN	7,400	6,400	87
GILES	6,100	4,900	80
GRUNDY	3,000	2,300	78
HARDIN	5,100	3,800	76

(Continued in next column)

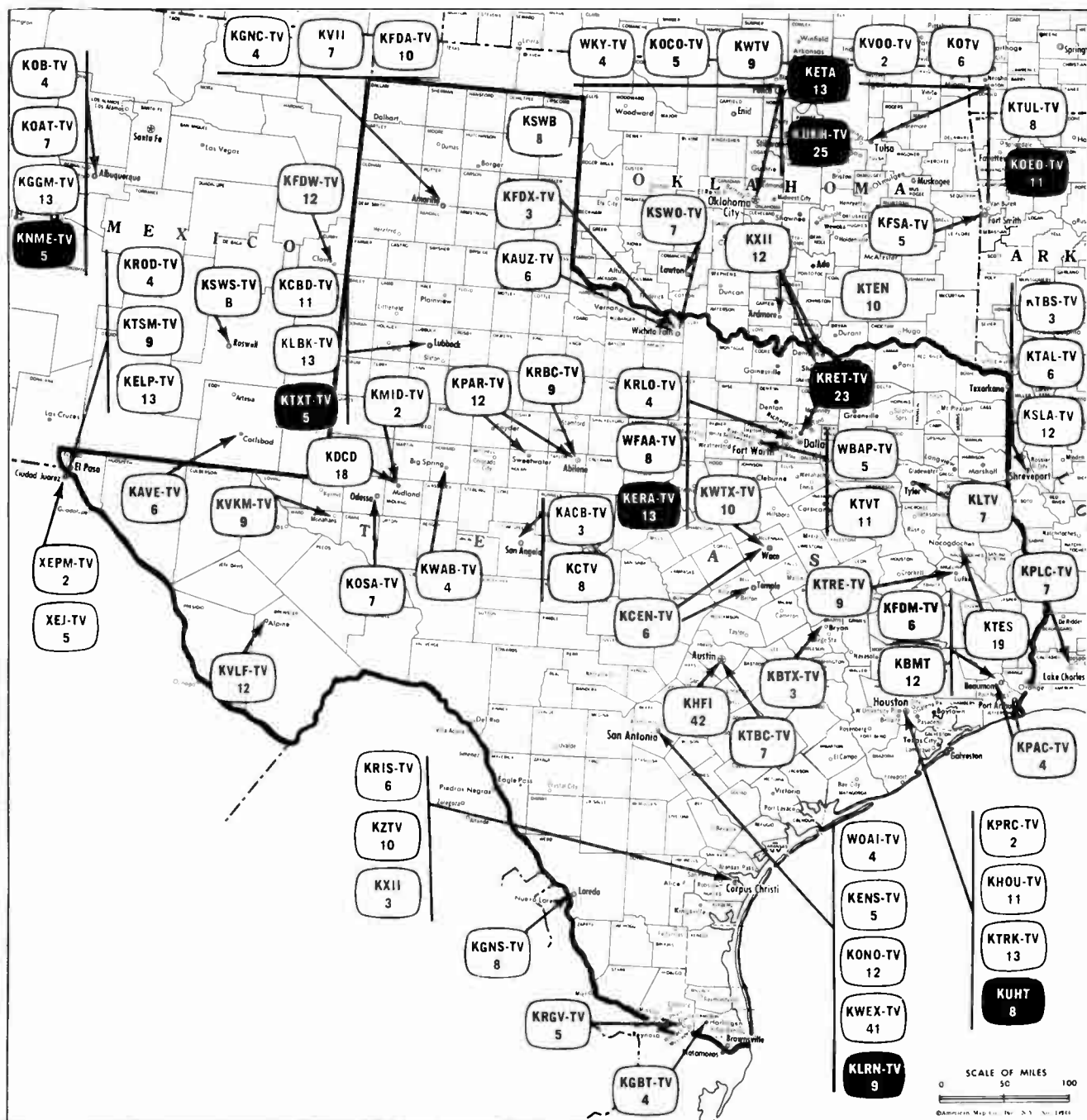
WSIX-TV—(Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
TENNESSEE (CONTINUED)			
HENDERSON	4,800	3,900	82
HENRY	7,100	5,800	82
HICKMAN	3,300	2,800	86
HOUSTON	1,300	1,000	80
HUMPHREYS	3,600	3,200	89
JACKSON	2,300	1,800	78
LAWRENCE	8,100	6,800	84
LEWIS	1,900	1,600	82
LINCOLN	6,700	5,600	83
MACON	3,600	3,000	85
MARSHALL	5,100	4,500	89
MAURY	13,100	11,600	88
MONTGOMERY	16,300	14,900	92
MOORE	800	600	81
OVERTON	3,600	2,800	78
PERRY	1,200	1,000	83
PICKETT	1,000	700	76
PUTNAM	8,400	7,100	85
ROBERTSON	8,300	7,500	90
RUTHERFORD	16,100	14,600	91
SMITH	3,500	3,100	87
STEWART	2,000	1,700	86
SUMNER	11,500	10,300	90
TROUSDALE	1,200	1,000	86
VAN BUREN	900	700	74
WARREN	7,200	6,000	83
WAYNE	3,000	2,200	72
WHITE	4,700	3,800	83
WILLIAMSON	7,300	6,400	88
WILSON	8,800	7,900	89

WSM-TV

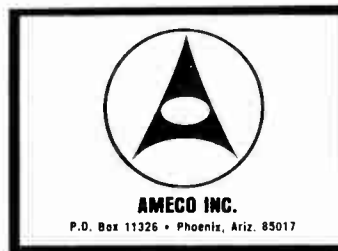
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
TENNESSEE (CONTINUED)			
CHEATHAM	2,800	2,500	90
CLAY	1,700	1,300	77
COFFEE	9,300	8,400	90
CUMBERLAND	5,100	4,000	78
DAVIDSON	131,700	123,300	94
DECATUR	2,200	1,800	79
DE KALB	3,200	2,600	83
DICKSON	5,700	5,100	90
FENTRESS	3,000	2,200	74
FRANKLIN	7,400	6,400	87
GILES	6,100	4,900	80
GRUNDY	3,000	2,300	78
HARDIN	5,100	3,800	76
HENDERSON	4,800	3,900	82
HENRY	7,100	5,800	82
HICKMAN	3,300	2,800	86
HOUSTON	1,300	1,000	80
HUMPHREYS	3,600	3,200	89
JACKSON	2,300	1,800	78
LAWRENCE	8,100	6,800	84
LEWIS	1,900	1,600	82
LINCOLN	6,700	5,600	83
MACON	3,600	3,000	85
MARSHALL	5,100	4,500	89
MAURY	13,100	11,600	88
MONTGOMERY	16,300	14,900	92
MOORE	800	600	81
OVERTON	3,600	2,800	78
PERRY	1,200	1,000	83
PICKETT	1,000	700	76
PUTNAM	8,400	7,100	85
ROBERTSON	8,300	7,500	90
RUTHERFORD	16,100	14,600	91
SMITH	3,500	3,100	87
STEWART	2,000	1,700	86
SUMNER	11,500	10,300	90
TROUSDALE	1,200	1,000	86
VAN BUREN	900	700	74
WARREN	7,200	6,000	83
WAYNE	3,000	2,200	72
WHITE	4,700	3,800	83
WILLIAMSON	7,300	6,400	88
WILSON	8,800	7,900	89



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Dallas-Ft. Worth	767,500	15	964,100	21	896,400	22
Houston	559,700	25	676,500	43	621,900	42
San Antonio	319,600	57	466,900	63	417,000	66
Beaumont-Port Arthur	172,300	102	229,500	124	210,400	125
Waco-Temple	145,700	116	263,700	116	237,900	116
Amarillo	140,100	121	160,900	157	149,900	154

(Continued on next page)



AMECO "SALESMOBILE SERVICE" IN TEXAS

6111 Harry Hines Blvd. Dallas, Texas 75235
Phone: 214-351-1567
Dallas Warehouse 214-351-1567

Texas

Market	ARB Net Weekly		Total Homes	Rank	TV	
	Circulation	Rank			Households	Rank
Austin	139,600	122	224,600	128	200,200	128
Wichita Falls-Lawton	138,500	124	204,000	134	189,600	132
El Paso	121,800	135	136,300	169	126,500	168
Lubbock	118,800	140	164,600	154	154,200	149
Corpus Christi	111,800	141	147,400	165	132,000	164
Odessa-Midland	107,700	147	140,800	167	131,200	165
Abilene-Sweetwater	101,200	149	128,000	175	116,700	173
Tyler	93,400	153	160,000	158	140,500	160
Lower Rio Grande	83,300	163	95,300	185	84,800	185
Lufkin	33,100	204	82,900	190	70,600	195
San Angelo	28,400	208	40,400	215	36,200	214
Big Spring	18,800	221	28,000	223	25,800	224
Laredo	14,300	225	17,500	226	15,100	227

Texas Station Status as of Feb. 1, 1966

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	44	2	46
<input checked="" type="checkbox"/> Educational Television Stations	4	1	5
			51

State Educational Technical Facilities (Complete Data in Educational Directory)

KERA-TV

Dallas

Ch. 13

Non-Commercial Educational Station

Grantee: Area Educational TV Foundation Inc., 300 Harry Hines Blvd., Dallas 4.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 108-kw visual, 54-kw aural. Antenna: 380-ft. above ground, 851-ft. above sea level.

Latitude 32° 47' 44"
Longitude 96° 48' 37"

KUHT

Houston

Ch. 8

Non-Commercial Educational Station

Licensee: University of Houston, 3801 Cullen Blvd., Houston 4.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1160-ft. above av. terrain, 1196-ft. above ground, 1235-ft. above sea level.

Latitude 29° 27' 57"
Longitude 95° 13' 23"

KTXT-TV

Lubbock

Ch. 5

Non-Commercial Educational Station

Licensee: Texas Technological College, Tech. Station Box 4057.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 2.12-kw visual, 1.15-kw aural. Antenna: 440-ft. above av. terrain, 452-ft. above ground, 3677-ft. above sea level.

Latitude 33° 34' 52"
Longitude 101° 53' 07"

KRET-TV

Richardson

Ch. 23

Non-Commercial Educational Station

Grantee: Richardson Independent School District, 109 Mimosa Ave.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: power: 2.9-kw visual, 1.56-kw aural. Antenna: 220-ft. above av. terrain, 108-ft. above ground, 758-ft. above sea level.

Latitude 32° 56' 20"
Longitude 96° 43' 15"

KLRN-TV

San Antonio-Austin

Ch. 9

Non-Commercial Educational Station

Licensee: Southwest Texas Educational Television Council.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 298-kw visual, 58.9-kw aural. Antenna: 1110-ft. above av. terrain, 1019-ft. above ground, 2042-ft. above sea level.

Latitude 29° 49' 40"
Longitude 98° 07' 03"

XEFE-TV

Laredo (Nuevo Laredo, Mexico)

Ch. 2

Licensee: Rafael Tijerina Carranza, Box 1484, Laredo, Tex.

Telephones: 2-21-82; 2-17-00, Nuevo Laredo, Mex.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 2-kw visual, 1-kw aural. Antenna: 550-ft. above av. terrain, 222-ft. above ground. Note: Additional technical data not available.

Ownership: Rafael Tijerina Carranza, 100%.

Began Operation: Oct. 1, 1962.

Represented (sales) by Spanish International Network Sales Inc.

Personnel:

RAMONCITA ESPARZA G. (Miss), general manager.
ENRIQUE ESPARZA, sales manager.
RUBEN LOPEZ RUBIO, chief engineer.
ARTURO ESPARZA G., program manager.

DIGEST OF DATE CARD NO. 3

(Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AAA—5-11 p.m.						
\$105.60	\$60.00	\$40.00	\$30.00	\$25.00	\$19.00	\$14.00

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

KPAR-TV

Abilene

(See Sweetwater, Tex.)

KPAC-TV

Beaumont

(See Port Arthur, Tex.)

KGBT-TV & KRGV-TV

Brownsville

(See Harlingen & Weslaco, Tex.)

WBAP-TV & KTVT

Dallas

(See Fort Worth, Tex.)

KXII

Denison

(See Ardmore, Okla.)

KRLD-TV & WFAA-TV

Fort Worth

(See Dallas, Tex.)

KRGV-TV

Harlingen

(See Weslaco, Tex.)

KLTV

Longview

(See Tyler, Tex.)

KOSA-TV

Midland & Monahans

(See Odessa, Tex.)

KMID-TV

Odessa

(See Midland, Tex.)

KVKM-TV

Odessa

(See Monahans, Tex.)

KFDM-TV

Port Arthur

(See Beaumont, Tex.)

KXII

Sherman

(See Ardmore, Okla.)

KWTX-TV

Temple

(See Waco, Tex.)

KTAL-TV

Texarkana

(See Shreveport, La.)

KCEN-TV

Waco

(See Temple, Tex.)

KGBT-TV

Weslaco

(See Harlingen, Tex.)

KSWO-TV

Wichita Falls

(See Lawton, Okla.)

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Texas—Abilene



KRBC-TV



Ch. 9

[Also operates satellite KACB-TV, San Angelo, Tex.]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 145-kw visual, 28.8-kw aural. Antenna: 770-ft. above av. terrain, 437-ft. above ground, 2787-ft. above sea level.

Latitude 32° 17' 13"
Longitude 99° 44' 20"

Holds CP for 316-kw visual, 31.6-kw aural, 850-ft. above av. terrain, 537-ft. above ground, 2887-ft. above sea level. BPCT—3492.

Transmitter: Cedar Gap Mt.

Studio: 4510 S. 14th St.

AM Affiliate: KRBC, 5-kw (1-kw night), 1470 kc (ABC).

Color: Network only.

News Wire Service: AP.

Total Households: © SRDS

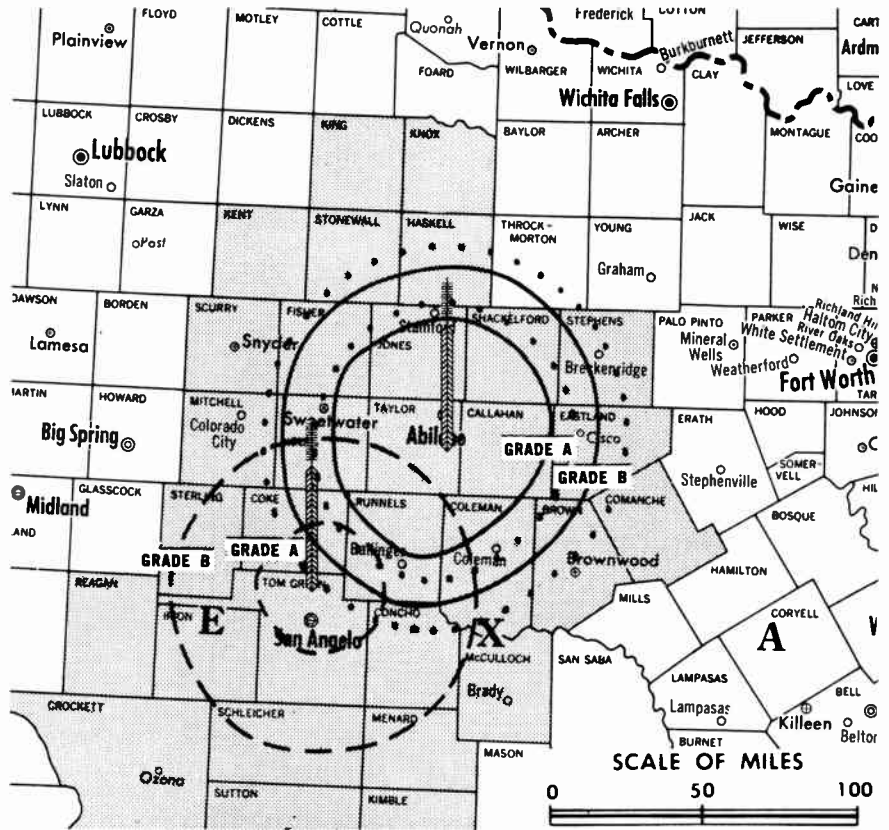
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



KRBC-TV Ref: FCC File No. BPCT—2690 Granted 10/12/59
KACB-TV Ref: FCC File No. BLCT—1171 Granted 8/22/62

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

KRBC-TV

Licensee: Abilene Radio & Television Co., 4510 S. 14th St. (79605).

Telephone: 915-692-4242. TWX No.: 915-492-9210.

Ownership: Dale Ackers, pres., 29.17%; Lewis J. Ackers, v.p., 12.5%; Jack Andrews, secy.-treas., 29.17%; Christine Ackers Cagle, 29.17%. Also see KTVT, Fort Worth. Abilene Radio & Television also owns satellite KACB-TV, San Angelo, Tex.

Began Operation: Aug. 24, 1953. Sale by Abilene Reporter News approved Sept. 16, 1953 (Television Digest, Vol. 9:35, 38).

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

DALE ACKERS, president & general manager.
WILLIAM TERRY, station & sales manager.
NORMAND MANN, program director.
BRYAN MUNDY, production director.
LARRY FITZGERALD, news director.
TROY MALLON, chief engineer.

DIGEST OF RATE CARD NO. 10A†
(Aug. 1, 1963)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.
Class AA—7-10 p.m., daily.
\$400.00 \$260.00 \$180.00 \$140.00* \$100.00* \$60.00*

*Class AA—6:31-8:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$425.

ARB Data for this Station Includes Satellite
KACB-TV, San Angelo, Tex.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
TEXAS			
BROWN	7,900	6,800	86
CALLAHAN	2,400	2,200	93
COKE	900	800	92
COLEMAN	3,800	3,500	92
COMANCHE	3,500	2,900	83
CONCHO	800	700	91
CROCKETT	1,200	1,000	85
EASTLAND	6,300	5,600	88
FISHER	1,900	1,700	90
HASKELL	3,200	2,900	90
IRION	400	300	84
JONES	5,900	5,500	93
KENT	400	400	95
KIMBLE	1,200	900	75
KING	200	200	81
KNOX	2,000	1,800	89
MC CULLOCH	2,500	2,000	79
MENARD	700	500	66
MITCHELL	3,000	2,700	90
NOLAN	6,000	5,600	94
REAGAN	1,100	1,100	97
RUNNELS	4,400	4,000	92
SCHLEICHER	900	800	88
SCURRY	5,500	5,100	93
SHACKELFORD	1,100	1,000	89
STEPHENS	2,700	2,400	89
STERLING	400	300	87
STONEWALL	700	700	95
SUTTON	1,100	800	76
TAYLOR	34,900	33,000	95
TOM GREEN	21,000	19,500	93
STATION TOTAL	128,000	116,700	91

NET WEEKLY CIRCULATION (MARCH 65) 101,200
AVERAGE DAILY CIRCULATION (MARCH 65) 82,700
COLOR PENETRATION PERCENTAGE (NOV 65) 9

Texas—Amarillo



KFDA-TV



Ch. 10

[Also operates satellite KFDW-TV, Clovis, N.M.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 804-ft. above av. terrain, 725-ft. above ground, 4298-ft. above sea level.

Latitude 35° 17' 33"

Longitude 101° 50' 48"

Transmitter: Broadway & Cherry Ave.

TV tape: Recording facilities.

0 & 0 Translator: K06DF, Pampa, Tex.

Color: Network & tape.

News Wire Service: UPI.

News Film Service: CBS.

ARB Data: Data for this station includes satellite KFDW-TV, Clovis, N.M.

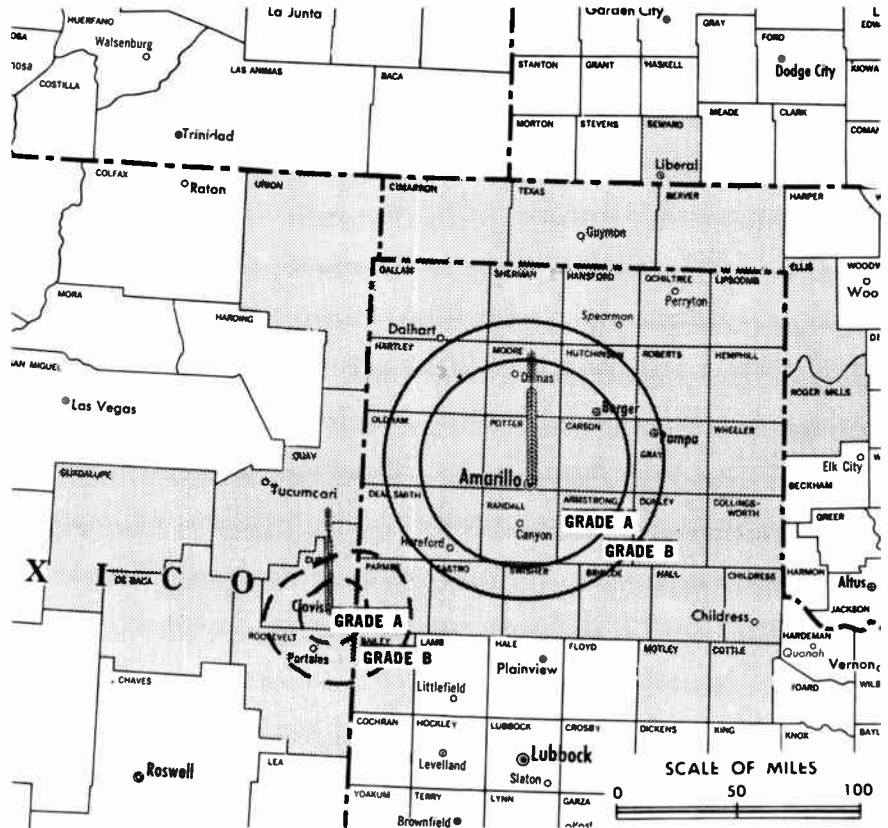
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KFDA-TV Ref: FCC File No. BPCT-2453 Granted 2/21/58

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KFDA-TV

Licensee: Bass Broadcasting Co., Broadway at Cherry Ave.

Studio: Broadway at Cherry Ave. (79108).

Telephone: 806-383-2226. TWX No.: 806-376-5751.

Ownership: Gene L. Cagle, pres., 20%; Sid W. Richardson Foundation, 62%; Perry R. Bass, 15%; remainder in Dillard and Harrison family trusts. Bass Bcstg. also operates radio KRIO, McAllen, Tex. Mrs. Cagle owns 25% of KRBC-TV, Abilene, Tex. Note: Bass Bcstg. also owns KFDW-TV, Clovis, N.M. and off-air KSWB (TV), Sayre, Okla.

Began Operation: April 4, 1953.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- BILL E. COOK, v.p., general manager & national sales.
- JACK SWINDELL, program manager & film buyer.
- LEE WEBB, director of news & public affairs.
- BILL CANADY, chief engineer.
- EDDIE BELTER, film director.
- GEORGE FINNEGAN, local & regional sales.

DIGEST OF RATE CARD NO. 10—(July 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA—7-10 p.m., daily.	\$450.00	\$265.00	\$175.00	\$120.00	\$120.00	\$100.00 \$60.00

NETWORK BASE HOURLY RATE: \$325.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES PER	
		HOMES	PER
KANSAS SEWARD	5,600	5,200	92
NEW MEXICO CURRY	10,300	9,600	94
DE BACA	700	600	91

GUADALUPE	1,100	900	84
QUAY	3,100	2,800	88
ROOSEVELT	4,600	4,300	92
UNION	1,400	1,200	83
OKLAHOMA BEAVER	2,200	2,000	91
CIMARRON	1,400	1,200	85
ELLIS	1,500	1,200	80
ROGER MILLS	1,200	1,000	85
TEXAS	4,700	4,200	91
ARMSTRONG	500	400	93
BAILEY	3,000	2,800	93
BRISCOE	1,100	1,000	93
CARSON	2,400	2,300	97
CASTRO	2,800	2,500	90
CHILDRESS	2,000	1,800	90
COLLINGSWORTH	1,500	1,200	80
COTTLE	900	800	86
DALLAM	1,600	1,500	90
DEAF SMITH	4,300	4,000	93
DONLEY	1,100	900	86
GRAY	11,300	10,800	95
HALL	1,600	1,300	83
HANSFORD	2,100	2,000	95
HARTLEY	700	600	96
HEMPHILL	700	600	91
HUTCHINSON	11,000	10,500	96
LIPSCOMB	800	700	83
MOORE	4,500	4,300	96
MOTLEY	600	500	79
OCHILTREE	3,300	3,000	93
OLDHAM	500	500	93
PARMER	3,300	3,100	92
POTTER	40,800	38,900	95
RANDALL	13,900	13,600	98
ROBERTS	400	300	97
SHERMAN	800	800	93
SWISHER	3,500	3,300	96
WHEELER	2,100	1,700	82
STATION TOTAL	160,900	149,900	93

NET WEEKLY CIRCULATION (MARCH 65) 140,100
 AVERAGE DAILY CIRCULATION (MARCH 65) 114,900
 COLOR PENETRATION PERCENTAGE (NOV 65) 10

Texas—Amarillo

NBC **KGNC-TV** 
Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 780-ft. above av. terrain, 837-ft. above ground, 4299-ft. above sea level.

Latitude 35° 18' 52"
Longitude 101° 50' 47"

Transmitter: U.S. Hwy. 287.

Studio: 2000 N. Polk St. (79107).

TV tape: Recording facilities.

AM Affiliate: KGNC, 10-kw, 710 kc (NBC). FM Affiliate: KGNC-FM, 14.1-kw, 93.1 mc (No. 226), 477-ft. antenna height.

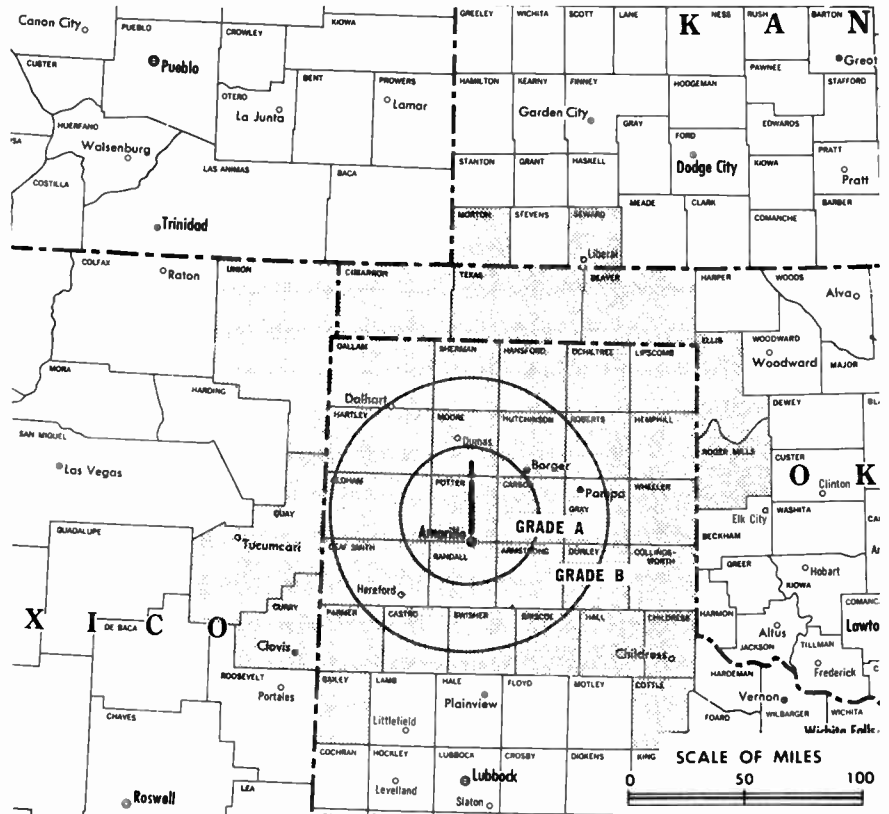
Color: Network, film, slide & tape.

News Wire Service: AP, Chicago Tribune, N.Y. Daily News, Reuters.

Facsimile Service: AP.

News Film Service: NBC.

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



KGNC-TV Ref: FCC File No. BPCT-769 Granted 10/8/52

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KGNC-TV

Licensee: Stauffer Publications Inc., 2000 N. Polk St., Box 751.

Telephone: 806-383-3321. TWX No.: 806-376-5804.

Ownership: For other interests see WIBW-TV, Topeka, Kan.

Began Operation: March 18, 1953. Sale to present owner by Globe News Publishing Co. approved Jan. 12, 1966 by FCC (Television Digest, Vols. 5:42, 6:3).

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

- BOB WATSON, general manager & film buyer.
- BILL TORBERT, operations manager.
- ROSS NEWBY, sales manager.
- CALVIN HANDY, business manager.
- BILL TORREY, chief engineer.
- MARY EDWARDS, film editor.
- DAVID GRANT, promotion manager.

DIGEST OF RATE CARD NO. 13—(Sept. 1, 1963)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7-10 p.m., daily.
\$400.00 \$240.00 \$160.00 \$125.00 \$110.00 \$100.00 \$85.00 \$45.00
NETWORK BASE HOURLY RATE: \$425.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
KANSAS			
MORTON	1,100	900	90
SEWARD	5,600	5,200	92
NEW MEXICO			
CURRY	10,300	9,600	94
QUAY	3,100	2,800	88
UNION	1,400	1,200	83

OKLAHOMA			
BEAVER	2,200	2,000	91
CIMARRON	1,400	1,200	85
ELLIS	1,500	1,200	80
ROGER MILLS	1,200	1,000	85
TEXAS	4,700	4,200	91

TEXAS			
ARMSTRONG	500	400	93
BAILEY	3,000	2,800	93
BRISCOE	1,100	1,000	93
CARSON	2,400	2,300	97
CASTRO	2,800	2,500	90
CHILDRESS	2,000	1,800	90
COLLINGSWORTH	1,500	1,200	80
COTTLE	900	800	86
DALLAM	1,600	1,500	90
DEAF SMITH	4,300	4,000	93
DONLEY	1,100	900	86
GRAY	11,300	10,800	95
HALL	1,600	1,300	83
HANSFORD	2,100	2,000	95
HARTLEY	700	600	96
HEMPHILL	700	600	91
HUTCHINSON	11,000	10,500	96
LIPSCOMB	800	700	83
MOORE	4,500	4,300	96
OCHILTREE	3,300	3,000	93
OLDHAM	500	500	93
PARMER	3,300	3,100	92
POTTER	40,800	38,900	95
RANDALL	13,900	13,600	98
ROBERTS	400	300	97
SHERMAN	800	800	93
SWISHER	3,500	3,300	96
WHEELER	2,100	1,700	82
STATION TOTAL	155,000	144,500	93

NET WEEKLY CIRCULATION (MARCH 65) 127,200
AVERAGE DAILY CIRCULATION (MARCH 65) 97,900
COLOR PENETRATION PERCENTAGE (NOV 65) 10

Texas—Amarillo



KVII

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 840-ft. above av. terrain, 830-ft. above ground, 4295-ft. above sea level.

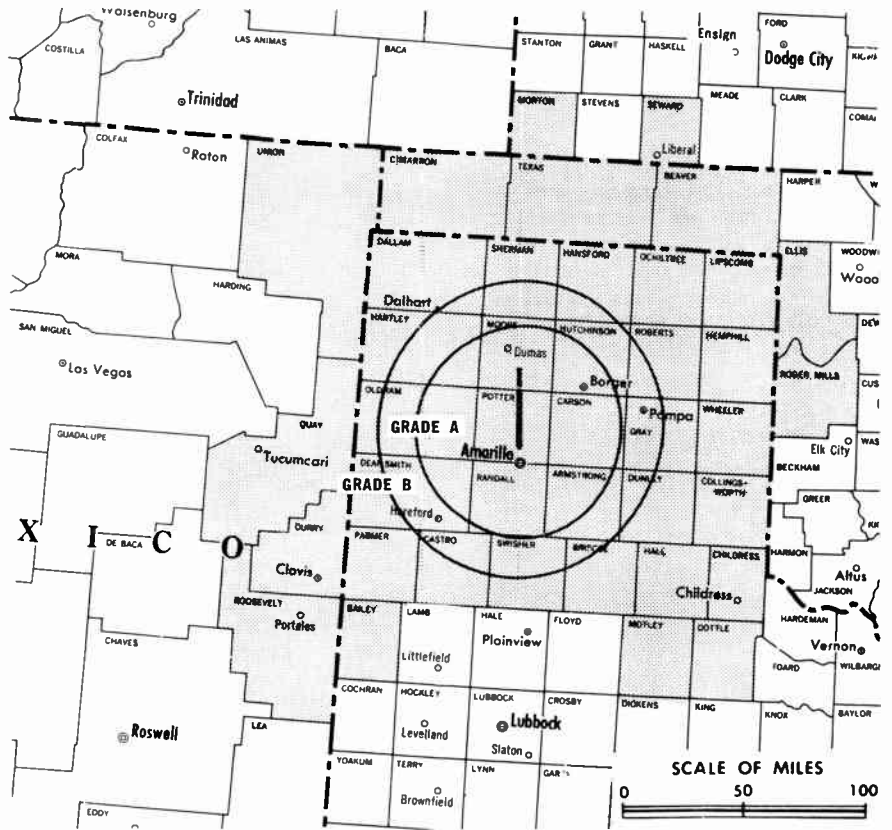
Latitude 35° 18' 55"
Longitude 101° 50' 03"

Transmitter: U.S. Hwy. 287.

FM Affiliate: KVII-FM, 5.3-kw, 94.1 mc (No. 231), 240-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP.



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

KVII Ref: FCC File No. BPCT-2545 Granted 9/15/58

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KVII

Licensee: John B. Walton Jr., Vaughn Bldg., P.O. Box 925.
Studio: Vaughn Bldg., 4th & Polk Sts. (79101).
Telephone: 806-373-1787. TWX No.: 806-376-5785.
Ownership: John B. Walton Jr., 100%. For other interests, see KVKM-TV, Monahans, Tex.
Began Operation: Dec. 21, 1957. Sale to John B. Walton Jr. by Southwest States approved Nov. 12, 1963 by FCC (Television Digest, Vol. 3:46). Sale of control to TV Properties (Southwest States) approved July 16, 1958 by FCC (Vol. 14:24, 26, 29).
Represented (sales) by Jack Masla & Co. Inc.
Represented (legal) by Cohn & Marks.
Personnel:
BEN B. BAYLOR JR., general & national sales manager.
EWELL PARKER, local sales manager.
GUS MARTIN, director of engineering.

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

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7-10 p.m., daily.					
\$450.00	\$260.00	\$180.00	\$135.00	Graded rates apply*	

*Highest rate: \$75.00.

NETWORK BASE HOURLY RATE: \$325.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
KANSAS			
MORTON	1,100	900	90
SEWARD	5,600	5,200	92
NEW MEXICO			
CURRY	10,300	9,600	94
QUAY	3,100	2,800	88

ROOSEVELT	4,600	4,300	92
UNION	1,400	1,200	83
OKLAHOMA			
BEAVER	2,200	2,000	91
CIMARRON	1,400	1,200	85
ELLIS	1,500	1,200	80
ROGER MILLS	1,200	1,000	85
TEXAS	4,700	4,200	91
TEXAS			
ARMSTRONG	500	400	93
BAILEY	3,000	2,800	93
BRISCOE	1,100	1,000	93
CARSON	2,400	2,300	97
CASTRO	2,800	2,500	90
CHILDRESS	2,000	1,800	90
COLLINGSWORTH	1,500	1,200	80
COTTLE	900	800	86
DALLAM	1,600	1,500	90
DEAF SMITH	4,300	4,000	93
DONLEY	1,100	900	86
GRAY	11,300	10,800	95
HALL	1,600	1,300	83
HANSFORD	2,100	2,000	95
HARTLEY	700	600	96
HEMPHILL	700	600	91
HUTCHINSON	11,000	10,500	96
LIPSCOMB	800	700	83
MOORE	4,500	4,300	96
MOTLEY	600	500	79
OCHILTREE	3,300	3,000	93
OLDHAM	500	500	93
PARMER	3,300	3,100	92
POTTER	40,800	38,900	95
RANDALL	13,900	13,600	98
ROBERTS	400	300	97
SHERMAN	800	800	93
SWISHER	3,500	3,300	96
WHEELER	2,100	1,700	82
STATION TOTAL	160,200	149,300	93

NET WEEKLY CIRCULATION (MARCH 65)	127,600
AVERAGE DAILY CIRCULATION (MARCH 65)	82,800
COLOR PENETRATION PERCENTAGE (NOV 65)	10

Texas—Austin

KHFI-TV



Ch. 42

Technical Facilities: Channel No. 42 (638-644 mc). Authorized power: 562-kw max. and 468-kw horizontal visual, 141-kw max. and 122-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1199-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 33"
Longitude 97° 47' 58"

Transmitter: Trail of Madrones Rd.

TV tape: Recording facilities.

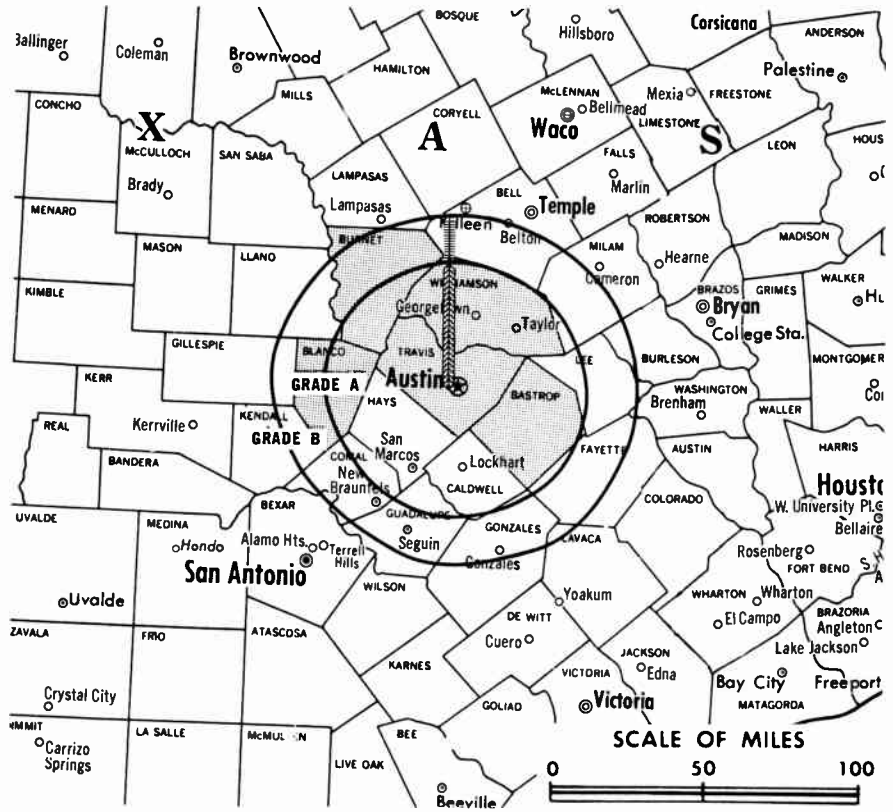
Color: Network.

News Wire Service: AP.

AM Affiliate: KHFI, 1-kw, 970 kc.

FM Affiliate: KHFI-FM, 1.3-kw, 98.3 mc (No. 252), 419-ft. antenna height.

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



KHFI-TV Ref: FCC File No. BIMP/T-5985 Granted 8/20/64

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KHFI-TV

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

Licensee: Southwest Republic Corp., P.O. Box 490 (78767).

Studio: 908 West 19th St. (78701).

Telephone: 512-476-4611.

TWX No.: 910-874-1370.

Ownership: Bryant M. Collins, chairman of board, 9.21%; John R. Kingsbery, pres., 9.21%; Dan Love, mgr., 5.38%; Ralph E. Janes Jr., v.p., 9.21%; Roderick E. Kennedy, v.p., 5.38%; John W. Stayton, secy., 9.21%; E. G. Kingsbery, 13.70%; Victor L. Brooks Jr., 7.67%; Marion B. Findlay, 6.58%; Texas Longhorn Broadcasting Co., 5.48%; Allen C. Bryant, 3.07%; Charles E. Jetty Jr., 2.74%; Mrs. Rhoda C. Benson, 2.74%; William A. Wroe, 1.10%; Richard F. Brown, .55%; Fred W. Adams, 3.29%; Dan O'Laurie, 5.48%.

Began Operation: Feb. 12, 1965.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by William B. Carr.

Represented (sales) by Adam Young Inc.; Clyde Melville Co. (Dallas, Southwest).

Personnel:

JOHN R. KINGSBERY, president & general manager.
DAN LOVE, TV manager.
JOE B. FOSTER, sales manager.
RIDGE RADNEY, program-production director.
CHARLES STEWART, news director.
ALFRED BECK, chief engineer.
BILL SIMPSON, radio manager.

DIGEST OF RATE CARD NO. 2 (Nov. 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$250.00	\$160.00	\$100.00	\$65.00	\$50.00	\$25.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TEXAS			
BASTROP	4,900	4,200	85
BLANCO	1,200	1,100	86
BURNET	2,700	2,500	93
TRAVIS	68,600	63,600	93
WILLIAMSON	10,200	9,200	90
STATION TOTAL	87,600	80,600	92
NET WEEKLY CIRCULATION (MARCH 65)		18,600	
AVERAGE DAILY CIRCULATION (MARCH 65)		11,500	
COLOR PENETRATION PERCENTAGE (NOV 65)		5	

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Texas—Austin



KTBC-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 29.5-kw aural. Antenna: 1280-ft. above av. terrain, 1137-ft. above ground, 2049-ft. above sea level.

Latitude 30° 18' 35"
Longitude 97° 47' 33"

Transmitter: 3.8-mi NW of State Capitol.

TV tape: Recording facilities.

Color: Network, film & slide.

AM Affiliate: KTBC, 5-kw, (1-kw night), 590 kc (CBS).

FM Affiliate: KTBC-FM, 94-kw, 93.7 mc (No. 229), 1060-ft. antenna.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

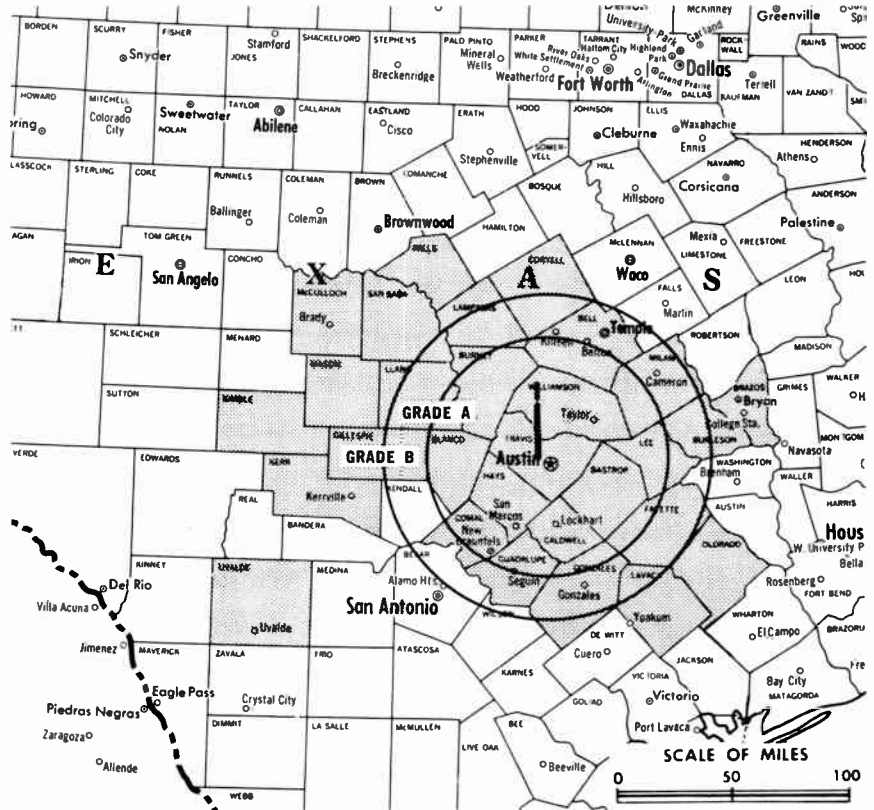
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KTBC-TV Ref: FCC File No. BMPCT—4016 Granted 7/27/56

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

KTBC-TV

Network Service: ABC, CBS, NBC.

Licensee: Texas Bcstg. Corp., Tenth & Brazos Sts., Austin (78767).

Studio: Tenth & Brazos Sts., Box 1209 (78767).

Telephone: 512-472-2424. TWX No.: 512-476-7259.

Ownership: A. W. Moursund and J. W. Bullion, as trustees, 52%.

Began Operation: Nov. 27, 1952.

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

Represented (legal) by Cohn & Marks.

Personnel:

- J. C. KELLAM, president & general manager.
- O. P. (BOB) BOBBITT, v.p. & general sales manager.
- ELMO BROWN, administrative asst. & film buyer.
- RICHARD (CACTUS) PRYOR, program manager.
- LARRY CAROTHERS, sales promotion manager.
- CHARLES L. HOWELL, station manager.
- PAUL BOLTON, v.p. & news director.
- NEAL SPELCE, news editor.
- BEN HEARN, chief engineer.
- JEAN BOONE, women's editor.
- VERN LUNDQUIST, sports editor.

DIGEST OF RATE CARD NO. 9 (Sept. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.						
\$625.00	\$375.00	\$250.00	\$190.00	\$150.00	\$135.00	\$75.00
NETWORK BASE HOURLY RATE: \$625 (ABC), \$625 (CBS), \$625 (NBC).						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TEXAS			
BASTROP	4,900	4,200	85
BELL	29,000	27,200	94
BLANCO	1,200	1,100	88
BRAZOS	13,400	12,100	90
BURLESON	3,200	2,500	80
BURNET	2,700	2,500	93
CALDWELL	4,800	4,200	88
COLORADO	5,900	5,000	85
COMAL	6,500	5,900	91
CORYELL	6,900	6,400	93
FAYETTE	6,300	4,500	71
GILLESPIE	3,200	2,500	79
GONZALES	5,000	4,300	87
GUADALUPE	9,000	8,000	89
HAYS	5,500	5,000	90
KERR	5,700	4,900	85
KIMBLE	1,200	900	75
LAMPASAS	2,900	2,700	92
LAVACA	6,000	4,500	75
LEE	2,500	2,100	85
LLANO	1,900	1,700	88
MC CULLOCH	2,500	2,000	79
MASON	900	700	76
MILAM	7,000	6,000	86
MILLS	1,200	1,000	84
SAN SABA	1,600	1,400	87
TRAVIS	68,600	63,600	93
UVALDE	4,900	4,100	84
WILLIAMSON	10,200	9,200	90
STATION TOTAL	224,600	200,200	89

NET WEEKLY CIRCULATION (MARCH 65)	139,600
AVERAGE DAILY CIRCULATION (MARCH 65)	108,200
COLOR PENETRATION PERCENTAGE (NOV 65)	5

Texas—Beaumont



KBMT

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 960-ft. above av. terrain, 994-ft. above ground, 998-ft. above sea level.

Latitude 29° 42' 50"
Longitude 93° 51' 46"

Holds CP for change to 316-kw max. and 219-kw visual (DA), 158-kw max. and 110-kw aural (DA), 1000-ft above av. terrain, 1018-ft. above ground, 1045-ft. above sea level, lat. 30° 11' 26", long. 93° 53' 08"; transmitter to 2-mi. W. of Mauriceville, Tex. Requests mod. to 43-kw aural.

Transmitter: 1/2-mi. S of Sabine, Tex.

TV tape: Recording facilities.

Color: Network only.

News Wire Service: UPI.

Total Households: © SRDS

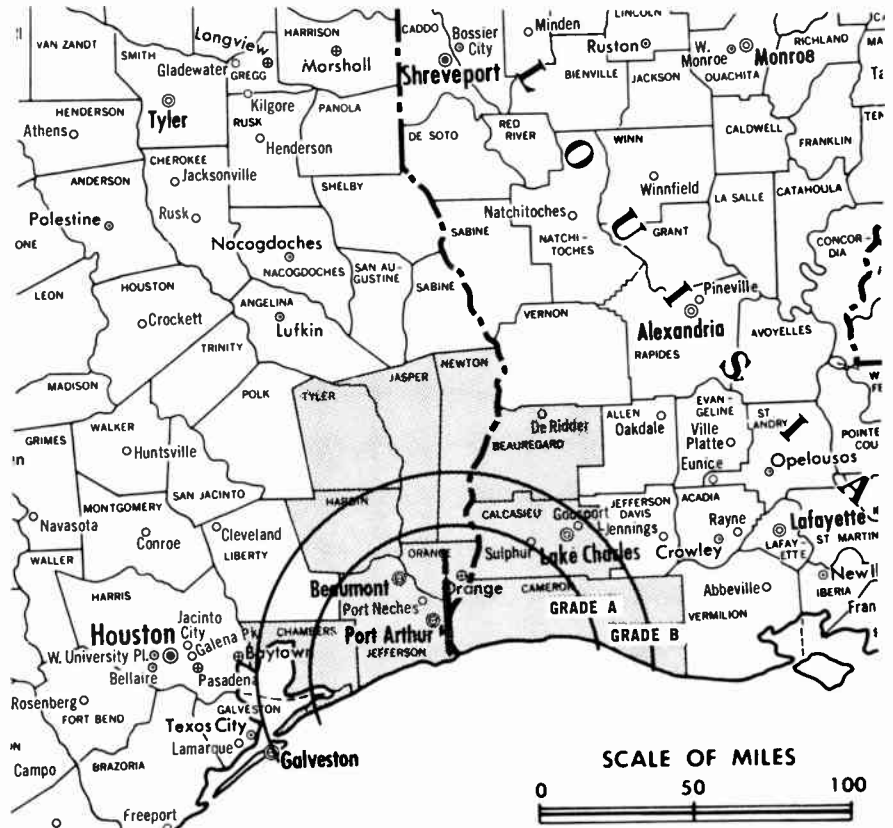
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



KBMT Ref: FCC File No. BMPCT-4681 Granted 11/4/59
CP: BPC-3286 Granted 1/6/65

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

KBMT

Licensee: Television Broadcasters Inc., 1420 Calder, Beaumont.

Studio: 1420 Calder Ave. (77701).

Ownership: Randolph C. Reed, pres., 45%; N. D. Williams, secy., 40%; Thomas S. Reed II, 5%; N. D. Williams, 5% (as trustee of N. D. Williams Investment Trusts); L. L. Williams, 5% (as trustee of the Noel Douglas Williams Jr. Trust).

Began Operation: June 18, 1961.

Represented (sales) by Paul H. Raymer Co.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

DOUG THOMPSON, general manager & film buyer.

JEFF PEMBERTON, program director.

CHARLES JOHNSTON, production director.

DAVE HENDRICKS, chief engineer.

DIGEST OF RATE CARD NO. 4

(Feb. 15, 1964)

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

Class A—6:30-10 p.m., daily.

\$450.00 \$270.00 \$180.00 \$135.00 \$112.50 \$60.00 \$50.00

NETWORK BASE HOURLY RATE: \$350.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
LOUISIANA			
BEAUREGARD	5,500	4,600	85
CALCASIEU	46,400	43,500	94
CAMERON	1,900	1,700	90
TEXAS			
CHAMBERS	3,400	3,200	94
HARDIN	8,100	7,300	90
JASPER	6,900	6,100	88
JEFFERSON	82,300	78,400	95
NEWTON	2,800	2,300	82
ORANGE	19,400	18,300	94
TYLER	3,100	2,600	84
STATION TOTAL	179,800	168,000	93

NET WEEKLY CIRCULATION (MARCH 65) 123,100
AVERAGE DAILY CIRCULATION (MARCH 65) 66,800
COLOR PENETRATION PERCENTAGE (NOV 65) 7

For ARB County-by-County Data, see Section a.

Texas—Beaumont



KFDM-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 960-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 30° 08' 24"
Longitude 93° 58' 44"

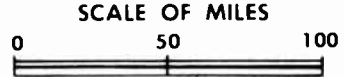
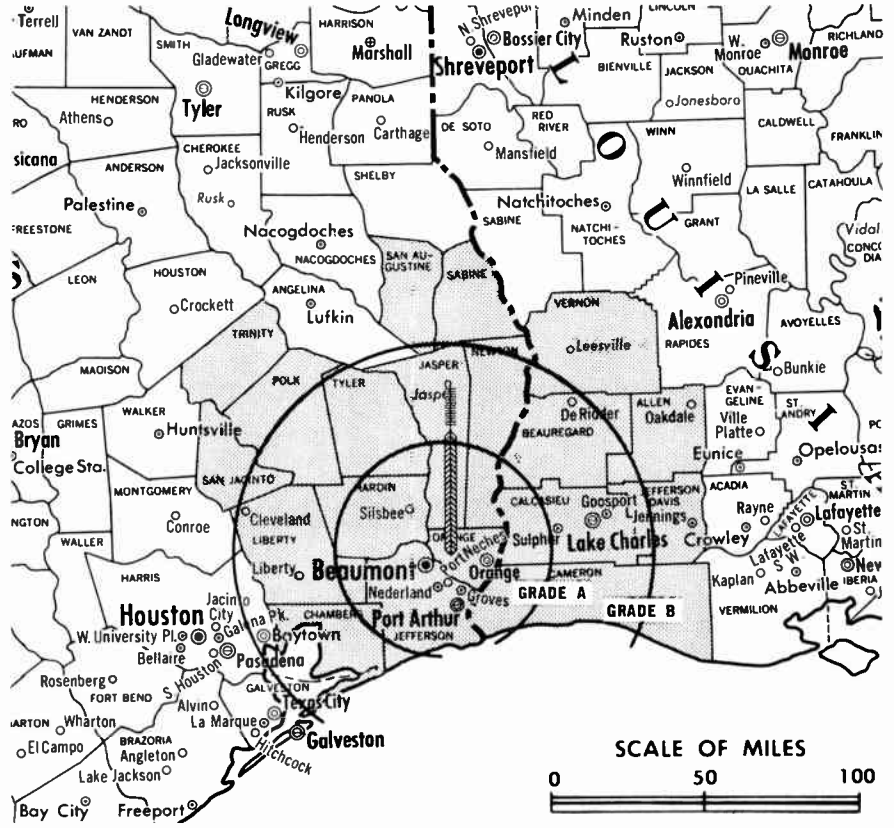
Transmitter: U.S. Hwy. 90, approx. 2.3-mi. ENE of Vidor, Tex.

Studio: 2955 Interstate 10 East (77702).

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.



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

KFDM-TV Ref: FCC File No. B10T 3107 Granted 1/30/63

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

KFDM-TV

Licensee: Beaumont Television Corp., P.O. Box 5566 (77706).

Telephone: 713-892-6622. TWX No.: 713-892-7652.

Ownership: Beaumont Bcstg. Corp., 71.05%; W. P. Hobby, 28.95% (also owns Houston Post and KPRC-TV & KPRC there); Officers: D. A. Cannan, chairman; C. B. Locke, pres.; D. A. Cannan Jr., v.p.; Howard H. Fry, secy.-treas. Beaumont Bcstg. principals are D. A. Cannan, 20.64%; C. B. Locke, 25.18%.

Began Operation: April 24, 1955.

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

Represented (legal) by Robb, Porter, Kistler & Parkinson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

C. B. LOCKE, president.
MOTT M. JOHNSON, general manager.
BOB McMANUS, production manager.
HAROLD BARTLETT, chief engineer.

DIGEST OF RATE CARD NO. 7-A

(Sept. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$120.00	\$100.00	\$60.00
NETWORK BASE HOURLY RATE:	\$500.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
LOUISIANA			
ALLEN	5,600	4,800	87
BEAUREGARD	5,500	4,600	85
CALCASIEU	46,400	43,500	94
CAMERON	1,900	1,700	90
JEFFERSON DAVIS	8,500	7,600	90
VERNON	5,200	4,300	84
TEXAS			
CHAMBERS	3,400	3,200	94
HARDIN	8,100	7,300	90
JASPER	6,900	6,100	88
JEFFERSON	82,300	78,400	95
LIBERTY	10,100	9,000	89
NEWTON	2,800	2,300	82
ORANGE	19,400	18,300	94
POLK	3,700	3,000	83
SABINE	1,900	1,500	78
SAN AUGUSTINE	1,900	1,500	80
SAN JACINTO	1,500	1,100	75
TRINITY	2,000	1,600	78
TYLER	3,100	2,600	84
STATION TOTAL	220,200	202,400	92

NET WEEKLY CIRCULATION (MARCH 65) 172,300
AVERAGE DAILY CIRCULATION (MARCH 65) 134,900
COLOR PENETRATION PERCENTAGE (NOV 65) 7

Texas—Big Spring

abc KWAB-TV

Ch. 4

[Affiliated with KLBK-TV, Lubbock]

Technical Facilities: Channel No. 4
(66-72 mc). Authorized power:
12.75-kw visual, 6.88-kw aural.
Antenna: 380-ft. above av. terrain,
497-ft. above ground, 2957-ft.
above sea level.

Latitude 32° 15' 14"

Longitude 101° 26' 44"

Transmitter: 2500 Kentucky Way,
Big Spring.

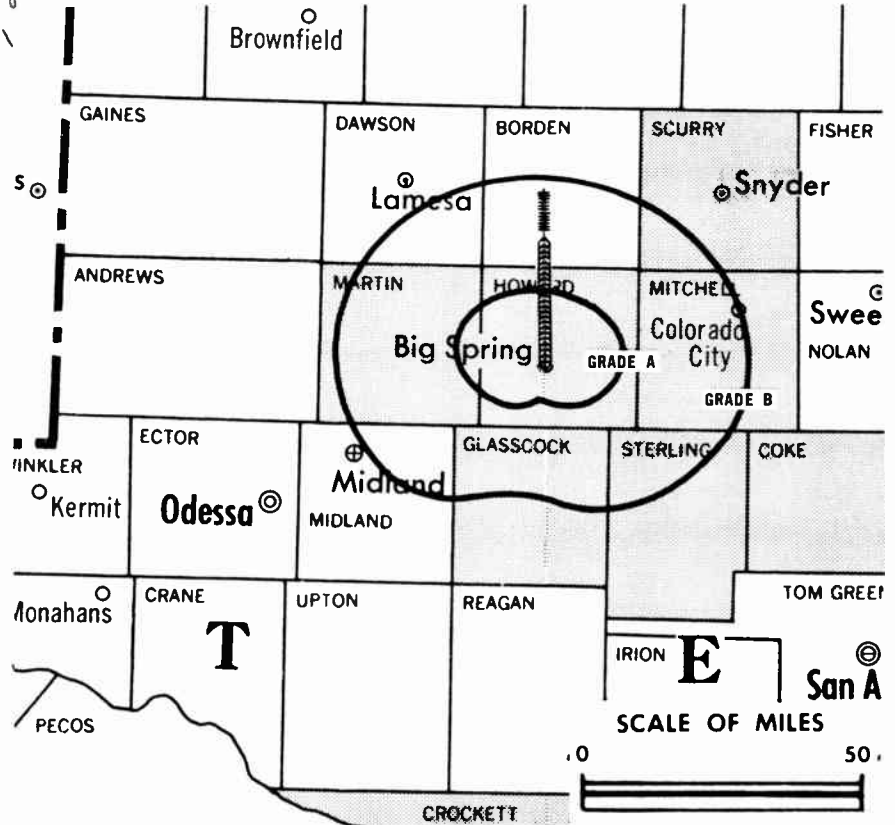
Color: Network, film & slide.

News Wire Service: AP.

News Film Service: CBS.

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

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KWAB-TV Ref: FCC File No. BMPCT-3267 Granted 8/8/55

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

KWAB-TV

Licensee: Grayson Enterprises Inc., Box 1559, Lubbock, Tex.
(79408).

Studio: 2500 Kentucky Way, Big Spring, Tex. (79720).

Telephone: 915-264-6325.

TWX No.: 806-747-3811.

Ownership: See KLBK-TV, Lubbock.

Began Operation: Jan. 15, 1956.

Represented (sales) by Advertising Time Sales.

Represented (legal) by Koteen & Burt.

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

Personnel:

WALTER M. WINDSOR, executive v.p. & general manager.

ROBERT S. GALBRAITH JR., station manager.

BOB LINDLEY, program director.

DIGEST OF RATE CARD NO. 6B

(Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min or 20 Sec.	8 Sec.
Class A—6:30-10:30 p.m., daily.						
\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00	\$15.00

NETWORK BASE HOURLY RATE: \$75.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
TEXAS			
BREWSTER	1,500	1,200	78
COKE	900	800	92
CROCKETT	1,200	1,000	85
GLASSCOCK	400	300	97
HOWARD	13,600	13,000	96
MARTIN	1,500	1,400	95
MITCHELL	3,000	2,700	90
SCURRY	5,500	5,100	93
STERLING	400	300	87
STATION TOTAL	28,000	25,800	92

NET WEEKLY CIRCULATION (MARCH 65) 18,800
AVERAGE DAILY CIRCULATION (MARCH 65) 15,000
COLOR PENETRATION PERCENTAGE (NOV 65) 12

For Texas CATV Systems

see Section c

Texas—Bryan

cbs KBTX-TV

Ch. 3

[Affiliated with KWTX-TV, Waco, with which it has microwave hookup.]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 60.3-kw visual, 30.2-kw aural. Antenna: 410-ft. above av. terrain, 482-ft. above ground, 764-ft. above sea level.

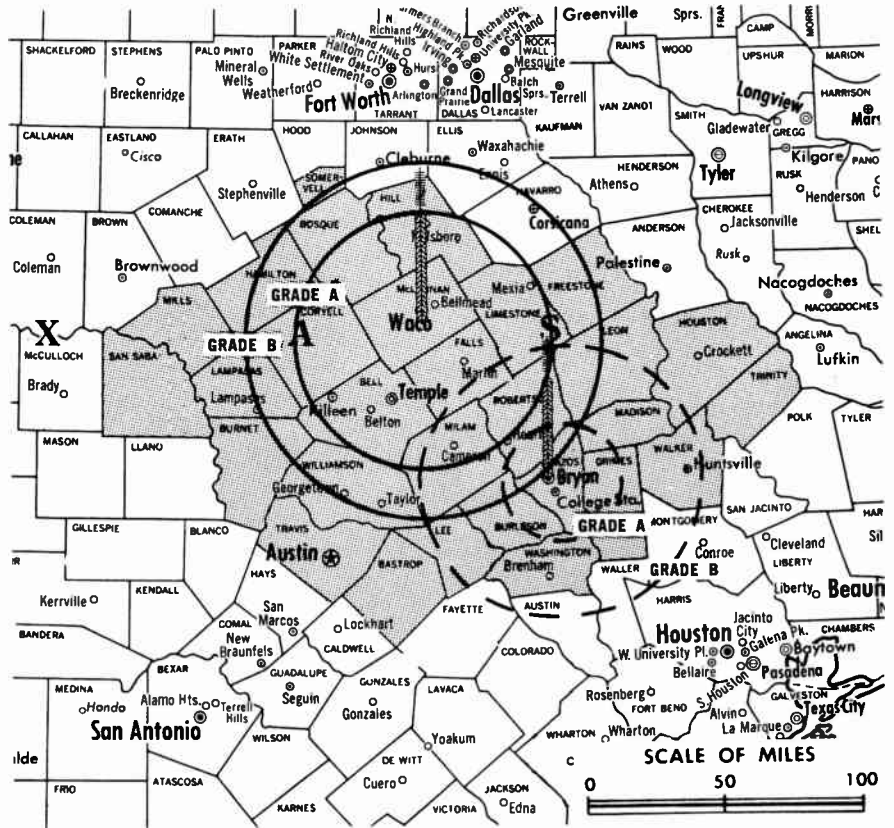
Latitude 30° 38' 39"
Longitude 96° 19' 46"

Transmitter: 29th St. near Villa Maria Rd.

Color: Network only.

News Wire Service: UPI.

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



County coverage (shaded area) based on 1965 ABB study.

KBTX-TV Ref: FCC File No. BPCT-2210 Granted 11/8/56

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

KBTX-TV

Network Service: ABC CBS (EMP).

Licensee: Brazos Broadcasting Co., Box 3237, Ridgcrest Station. (77803).

Studio: 29th St., near Villa Maria Rd. (77803).

Telephone: 713-846-7777.

Ownership: KWTX Bcstg. Co., 50% (owns KWTX-TV-AM, Waco; 79% of radio KNAL, Victoria; KXII-TV, Ardmore, Okla.); Frank B. Seale, chmn., 10%; M. N. Bostick, pres. & gen. mgr., 10% (also 9% owner of KWTX-TV-AM; 15.10% of KXII-TV; 21.053% of KNAL); Harry L. Gillam, v.p. & station mgr., 5%; John M. Lawrence III, secy.-treas., 5%; W. C. Mitchell, dir., 10%; Brazos A. Varisco, dir., 10%.

Began Operation: May 22, 1957.

Represented (sales) by Avery-Knodel Inc.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

M. N. BOSTICK, president, general manager & film buyer.
HARRY LEE GILLAM, v.p. & station manager.
WOODY COX, chief engineer.

Rates: For national rate see KWTX-TV, Waco.

NETWORK BASE HOURLY RATE: Bonus to KWTX-TV, Waco (ABC). \$100 (CBS). \$475 combination rate with KWTX-TV (CBS).

ARB Data for this station included with report for Parent KWTX-TV, Waco, Texas. Above map reflects coverage of both parent & satellite.

MORTON FLOM, ENG. CONSULTING ENGINEER

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514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Texas—Corpus Christi



KIII

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 860-ft. above av. terrain, 899-ft. above ground, 949-ft. above sea level.

Latitude 27° 39' 29"

Longitude 97° 36' 04"

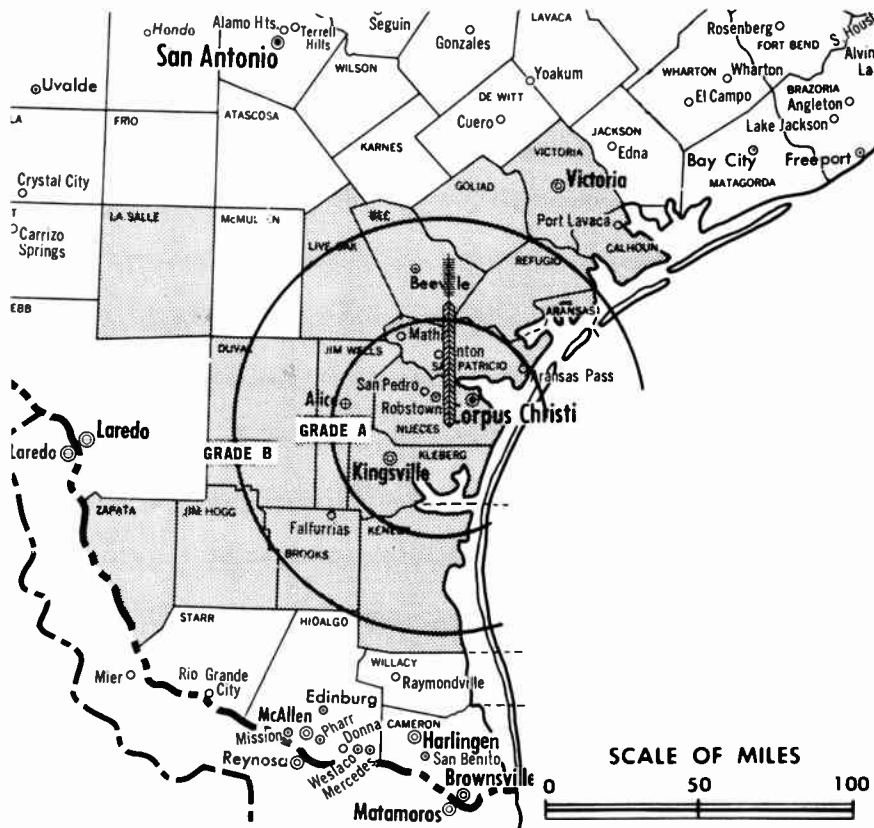
Transmitter: Near Petronilla, 15-mi. SW of Corpus Christi.

Color: Network.

News Wire Service: UPI.

Facsimile Service: UPI.

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



KIII Ref: FCC File No. B1PCT-5945 Granted 11/7/63

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

KIII

Licensee: South Texas Telecasting Co. Inc., 4750 Lexington Blvd.

Studio: Lexington Blvd. & Everhart Rd. (78411).

Telephone: 512-853-0433.

Ownership: Dr. Jose Antonio Garcia, pres., 4.7%; Clinton D. McKinnon, exec. v.p., 77.7%; Joe Garza, v.p., 1.5%; Gabriel Lozano, secy., 1.5%; Celso Cuzman, treas., 1.5%; Jean H. Cyris, 3.9%; E. J. Healey, 3.1%; Francis Walker, 2.3%; Nestor Cuesta Jr., 1.5%; Juan C. Gonzales, 1.5%; Henry Lozano, 0.8%. McKinnon also is director of radios KSON & KSEA-FM, San Diego, Cal.

Began Operation: May 4, 1964 on Ch. 3. Prior to transfer of control to Clinton D. McKinnon, station operated as KVDO-TV on Ch. 22 from June 9, 1954 until it left the air Aug. 19, 1957 and later was granted change to Ch. 3.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

CLINTON D. MCKINNON, exec. v.p. & general manager.

MICHAEL D. MCKINNON, station manager.

T. MARSHALL WEAVER, v.p., sales.

CARY FITCH, chief engineer.

DIGEST OF RATE CARD NO. 2A

(Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:59-9:59 p.m., daily.						
\$300.00	\$240.00	\$120.00	\$90.00	\$75.00	\$60.00	\$30.00

NETWORK BASE HOURLY RATE: \$325.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TEXAS			
ARANSAS	2,500	2,300	93
BEE	6,900	6,000	87
BROOKS	2,000	1,800	87
CALHOUN	5,200	4,600	88
DUVAL	3,000	2,400	80
GOLIAD	1,500	1,300	83
JIM HOGG	1,300	1,000	79
JIM WELLS	9,700	8,500	87
KENEDY	200	200	90
KLEBERG	8,800	7,900	91
LA SALLE	1,200	900	79
LIVE OAK	1,800	1,600	88
NUECES	66,400	61,300	92
REFUGIO	3,200	3,000	92
SAN PATRICIO	12,700	11,200	89
VICTORIA	15,400	13,500	88
ZAPATA	1,100	700	71
STATION TOTAL	142,900	128,200	90

NET WEEKLY CIRCULATION (MARCH 65) 107,300
 AVERAGE DAILY CIRCULATION (MARCH 65) 73,700
 COLOR PENETRATION PERCENTAGE (NOV 65) 6

For Other TV Station Sales,
 see Sales and Transfers Section.

Texas—Corpus Christi



KRIS-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 748-ft. above sea level.

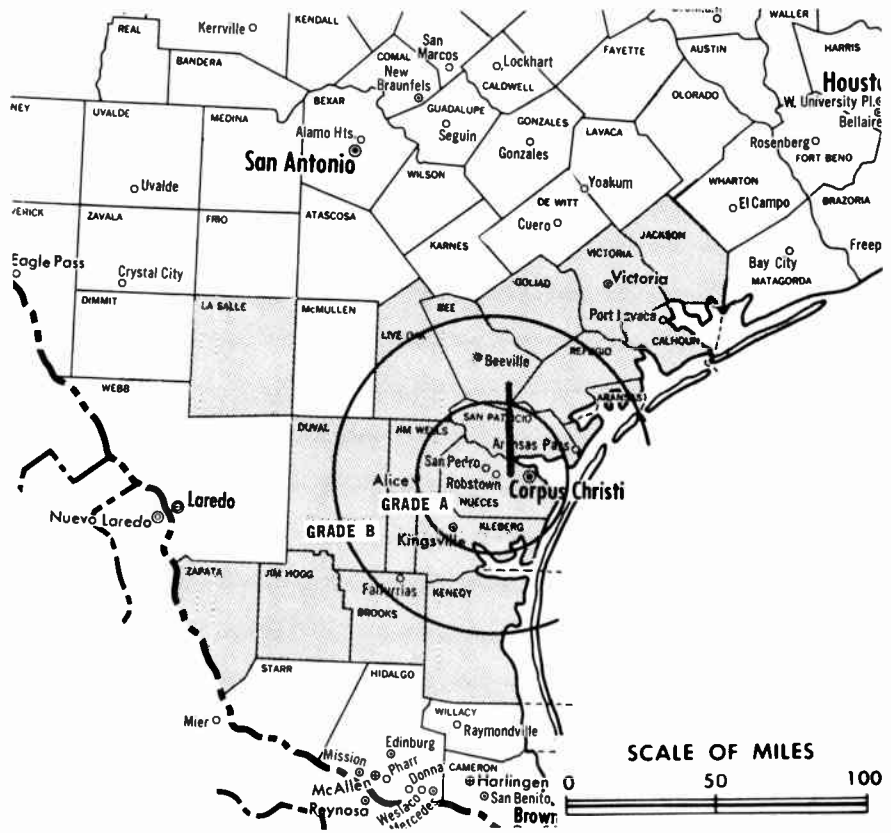
Latitude 27° 46' 46"
Longitude 97° 37' 31"

Transmitter: Near Robstown, Tex., 13.5-mi. W of Corpus Christi.

Studio: 409 South Staples (78401).

Color: Network, film & slide.

News Wire Service: UPI.



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

KRIS-TV Ref: FCC File No. BPCT-723 Granted 12/7/65

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

KRIS-TV

Licensee: Gulf Coast Broadcasting Co., Box 840 (78403).

Telephone: 512-883-6511. TWX No.: 512-883-0965.

Ownership: T. Frank Smith, 100%.

Began Operation: May 25, 1956.

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

Represented (legal) by Scharfeld, Bechhoefer & Baron.

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

Personnel:

T. FRANK SMITH, president & general manager.
W. M. (IKE) EIKNER, v.p. in charge of sales.
VAN JOHNSON (Miss), v.p., natl. spot sales, station network clearance & film buyer.
T. FRANK SMITH JR., v.p.-asst. to president.
CHARLES NETHERY, v.p. in charge of programs.
WILLIAM CULBERTSON, chief engineer.

DIGEST OF RATE CARD NO. 6—(July 5, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. or more 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$400.00 \$225.00 \$150.00 \$110.00 \$90.00 \$45.00
NETWORK BASE HOURLY RATE: \$385.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TEXAS			
ARANSAS	2,500	2,300	93
BEE	6,900	6,000	87
BROOKS	2,000	1,800	87
CALHOUN	5,200	4,600	88
OUVAL	3,000	2,400	80
EDWARDS	400	300	76
GOLIAD	1,500	1,300	83
JACKSON	4,100	3,500	86
JIM HOGG	1,300	1,000	79
JIM WELLS	9,700	8,500	87
KENEY	200	200	90
KLEBERG	8,800	7,900	91
LA SALLE	1,200	900	79
LIVE OAK	1,800	1,600	88
NUECES	66,400	61,300	92
REFUGIO	3,200	3,000	92
SAN PATRICIO	12,700	11,200	89
VICTORIA	15,400	13,500	88
ZAPATA	1,100	700	71
STATION TOTAL	147,400	132,000	90

NET WEEKLY CIRCULATION (MARCH 65) 111,800
AVERAGE DAILY CIRCULATION (MARCH 65) 83,500
COLOR PENETRATION PERCENTAGE (NOV 65) 6

Texas—Corpus Christi



KZTV

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 940-ft. above av. terrain, 982-ft. above ground, 1049-ft. above sea level.

Latitude 27° 46' 50"

Longitude 97° 38' 03"

Transmitter: State Hwy. 44, 1.7-mi. E of Robstown, Tex.

Office: Show Room Bldg.

TV tape: Recording facilities.

AM Affiliate: KSIX, 1-kw, (.25-kw night), 1230 kc (CBS).

Color: Network only.

News Wire Service: AP, CBS.

Facsimile Service: AP.

Total Households: © SRDS

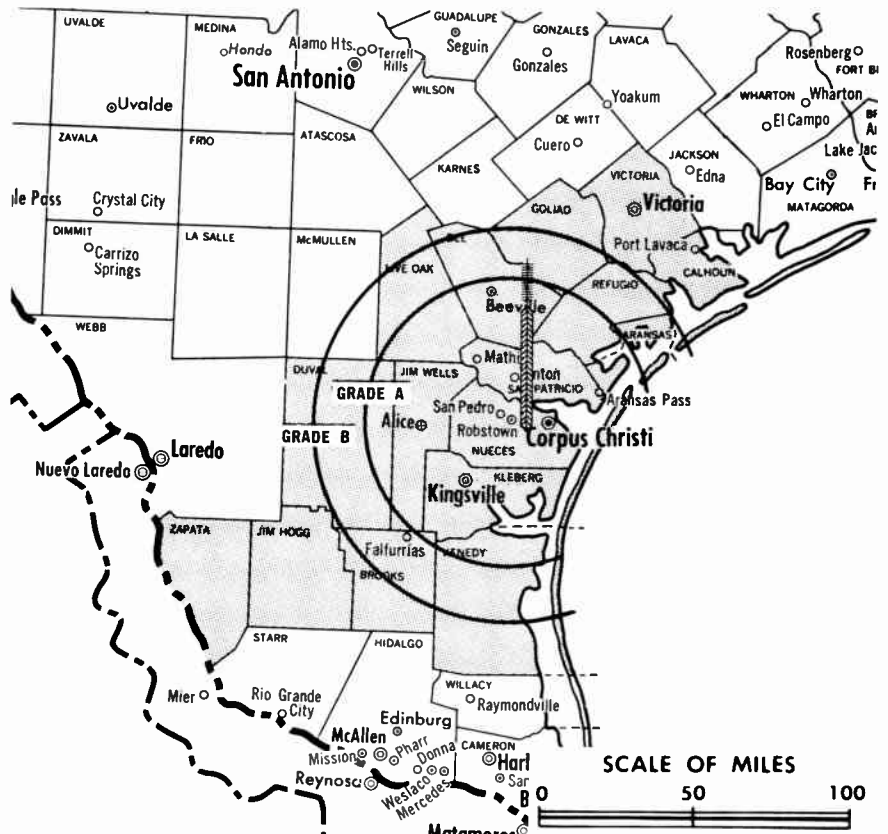
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



KZTV Ref: FCC File No. BPCT-3299 Granted 3/17/64

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

KZTV

Network Service: CBS.

Licensee: K-SIX Television Inc., Show Room Bldg.

Telephone: 512-884-1616.

Ownership: Corpus Christi Bcstg. Co. Inc. (KSIX), 54.266%; Vann M. Kennedy, pres., 10.4%; Guy I. Warren, v.p., 13.33%; Charles R. Manning, v.p., .66%; Cecil E. Burney, secy., 4.033%; Lillian R. Burney, treas.; remainder of stock held by 38 others, none with more than 3%. Kennedy owns 51%, Manning 12%, and Cecil E. Burney, 25% of KSIX.

Began Operation: Sept. 30, 1956.

Represented (sales) by Advertising Time Sales Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

VANN M. KENNEDY, president, gen. mgr. & film buyer.

BOB PAYNE, commercial manager.

GENE LOOPER, program manager.

DALE TAYLOR, chief engineer.

DIGEST OF RATE CARD NO. 5—(March 1, 1960)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—6:59-9:59 p.m., daily.

\$400.00 \$220.00 \$150.00 \$115.00 \$100.00 \$90.00 \$45.00

NETWORK BASE HOURLY RATE: \$375 (CBS).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
TEXAS			
ARANSAS	2,500	2,300	93
BEE	6,900	6,000	87
BROOKS	2,000	1,800	87
CALHOUN	5,200	4,600	88
DUVAL	3,000	2,400	80
GOLIAD	1,500	1,300	83
JIM HOGG	1,300	1,000	79
JIM WELLS	9,700	8,500	87
KENEDY	200	200	90
KLEBERG	8,800	7,900	91
LIVE OAK	1,800	1,600	88
NUECES	66,400	61,300	92
REFUGIO	3,200	3,000	92
SAN PATRICIO	12,700	11,200	89
VICTORIA	15,400	13,500	88
ZAPATA	1,100	700	71
STATION TOTAL	141,700	127,300	90

NET WEEKLY CIRCULATION (MARCH 65) 111,200

AVERAGE DAILY CIRCULATION (MARCH 65) 88,600

COLOR PENETRATION PERCENTAGE (NOV 65) 6

For State's CATV Systems, see the CATV Directory

Texas—Dallas-Ft. Worth



KRLD-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"
Longitude 96° 58' 34"

Transmitter: 1-mi. W of Cedar Hill, Tex.

Studio: 1101 Patterson (75202).

TV tape: Recording facilities.

AM Affiliate: KRLD, 50-kw, 1080 kc (CBS).

FM Affiliate: KRLD-FM, 100-kw, 92.5 mc (No. 223), 1680-ft. antenna height.

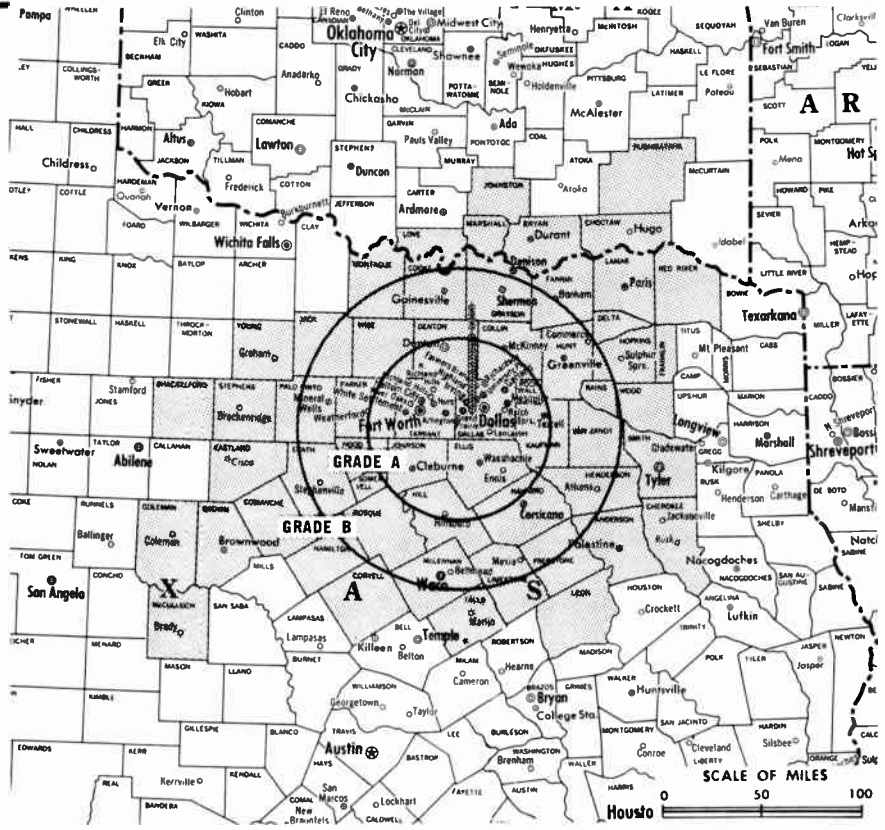
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

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



KRLD-TV Ref: FCC File No. BPT-1857 Granted 4/2/54

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KRLD-TV

Licensee: Times Herald Printing Co., Herald Square, Dallas.
Telephone: 214-742-6811. TWX No.: 214-899-8072.
Ownership: Same as Dallas Times-Herald; Clyde W. Rembert, pres.
Began Operation: Dec. 3, 1949.
Represented (sales) by Advertising Time Sales Inc.
Represented (legal) by Booth & Lovett.
Represented (engineering) by Lohnes & Culver.

Personnel:

CLYDE W. REMBERT, president & managing director.
ROY M. FLYNN, v.p. & adm. asst. to president.
VES BOX, v.p. & general manager.
BILL BAKER, asst. general manager.
GENE CUNY, general sales manager.
BILL SELAH, local sales manager.
FRITZ KULER, program director.
RAY McFARLAND, promotion manager.
EDDIE BARKER, news director.
A. B. JOLLY, farm director.
NICK MUELLER, manager film dept. & film buyer.
WILLIAM B. HONEYCUTT, chief engineer.

DIGEST OF RATE CARD NO. E-1—(Feb. 1, 1965)

		Min. or			
Hour	30 Min.	15 Min.	5 Min.	40 Sec.	20 Sec.
Class AAA—	7-10 p.m., Mon.-Fri.;	6:30-10 p.m., Sat. & Sun.			
\$2300.00	\$1380.00	\$920.00	\$690.00		Graded rates apply*

*Highest rate: \$1070.

NETWORK BASE HOURLY RATE: \$1950.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OKLAHOMA			
BRYAN	8,000	6,900	86
CHOCTAW	4,400	3,400	78
JOHNSON	2,800	2,400	87
LOVE	1,500	1,300	89
MARSHALL	2,600	2,400	88
PUSHMATAHA	2,900	2,400	79
TEXAS			
ANDERSON	8,300	7,300	88
BOSSUE	3,600	3,200	90
BROWN	7,900	6,800	86
CHEKOKEE	9,100	7,800	85
COLEMAN	3,800	3,500	92
COLLIN	13,400	12,300	92
COMANCHE	3,500	2,900	83
COOKE	7,400	6,800	92
CORYELL	6,900	6,400	93
DALLAS	346,500	329,900	95
DELTA	1,500	1,300	86
DENTON	15,500	14,600	94
EASTLAND	6,300	5,600	88
ELLIS	13,100	12,100	92
ERATH	5,300	4,900	93
FALLS	5,900	5,200	88
FANNIN	6,900	6,000	87
FRANKLIN	1,400	1,200	85
FREESTONE	3,500	3,000	85
GRAYSON	24,700	22,700	92
HAMILTON	2,600	2,200	87
HENDERSON	6,700	5,900	88
HILL	6,800	6,200	90
HOOD	1,900	1,800	92
HOPKINS	5,600	4,900	89
HUNT	12,500	11,300	91
JACK	2,400	2,200	93

(Continued on page 639-b)

STATION TOTAL	933,500	868,100	93
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NET WEEKLY CIRCULATION (MARCH 65)	767,500
AVERAGE DAILY CIRCULATION (MARCH 65)	580,600
COLOR PENETRATION PERCENTAGE (NOV 65)	8

For Other Publishers with TV Station

Ownership, see Newspaper Ownership Section.

Texas—Dallas-Ft. Worth



WFAA-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 1680-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"
Longitude 96° 58' 34"

Transmitter: 1-mi. W of Cedar Hill, Tex.

TV tape: Recording facilities.

AM Affiliate: WFAA, 50-kw, 820 kc (NBC) and 5-kw, 570 kc (ABC). Shares time on both frequencies with WBAP, Ft. Worth.

FM Affiliate: WFAA-FM, 57-kw, 97.9 mc.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

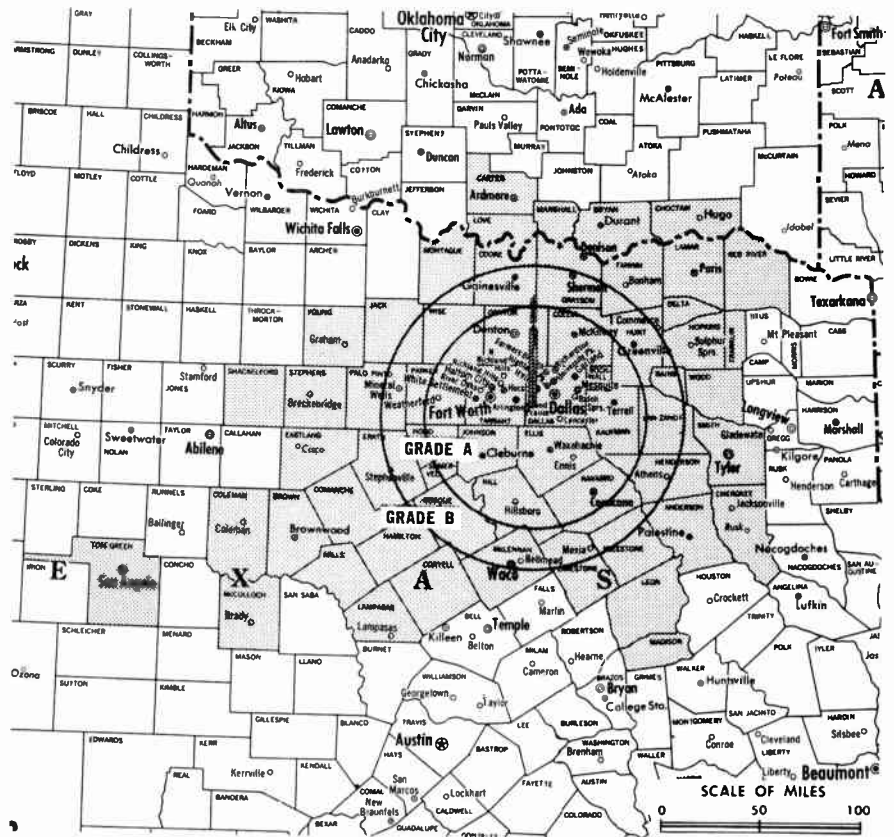
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



WFAA-TV Ref: FCC File No. BMPCT-2018 Granted 11/18/54

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

WFAA-TV

Licensee: A. H. Belo Corp., Communications Center, Dallas, Tex. (75202).

Studio: Communications Center.

Telephone: 214-748-9631. TWX No.: 214-899-8413.

Ownership: Same as Dallas Morning News; James M. Moroney Sr., chairman; Joseph M. Dealey, pres.

Began Operation: Sept. 17, 1949 as KBTW. Sold to present licensee February 1950 (Television Digest, Vol. 6:4, 11).

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

Represented (legal) by Dempsey & Koplovitz.

Personnel:

MIKE SHAPIRO, general manager, TV-radio.

ED PFEIFFER, station manager.

JACK HAUSER, general sales manager.

JACK DIX, assistant general sales manager.

WARD HUEY, regional sales manager.

JAY WATSON, program manager.

JIM PRATT, production & operations manager.

CASEY COHLMIA, promotion director.

JIM W. COOPER, director of engineering.

CHRIS IRBY, chief engineer.

DIGEST OF RATE CARD NO. I—(Jan. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min. or 40 Sec.	20 Sec.	8 Sec.
Class AA—6:30-10 p.m., daily.	\$2000.00	\$1200.00	\$800.00	\$600.00	Graded rates apply*	

*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1600.

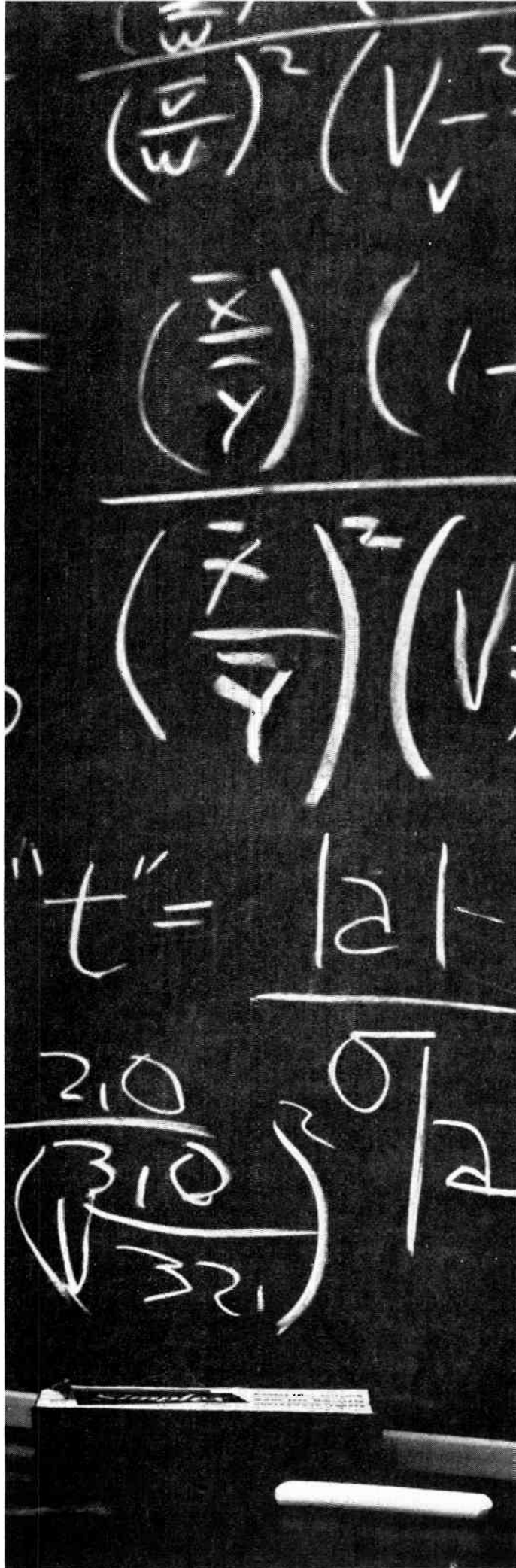
For Educational, Non-commercial Outlets,
see Educational Station Directory.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
OKLAHOMA			
BRYAN	8,000	6,900	86
CARTER	14,100	12,900	92
CHOCTAW	4,400	3,400	78
LOVE	1,500	1,300	89
MARSHALL	2,600	2,400	88
TEXAS			
ANDERSON	8,300	7,300	88
BOSQUE	3,600	3,200	90
BROWN	7,900	6,800	86
CHEROKEE	9,100	7,800	85
COLEMAN	3,800	3,500	92
CULLIN	13,400	12,300	92
COMANCHE	3,500	2,900	83
COOKE	7,400	6,800	92
CORYELL	6,900	6,400	93
DALLAS	346,500	329,900	95
DELTA	1,500	1,300	86
DENTON	15,500	14,600	94
EASTLAND	6,300	5,600	88
ELLIS	13,100	12,100	92
ERATH	5,300	4,900	93
FANNIN	6,900	6,000	87
FRANKLIN	1,400	1,200	85
FREESTONE	3,500	3,000	85
GRAYSON	24,700	22,700	92
HAMILTON	2,600	2,200	87
HENDERSON	6,700	5,900	88
HILL	6,800	6,200	90
HOOD	1,900	1,800	92
HOPKINS	5,600	4,900	89
HUNT	12,500	11,300	91
JACK	2,400	2,200	93

(Continued on page 639-b)

STATION TOTAL	962,800	895,600	93
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NET WEEKLY CIRCULATION (MARCH 65)	755,500
AVERAGE DAILY CIRCULATION (MARCH 65)	507,200
COLOR PENETRATION PERCENTAGE (NOV 65)	8

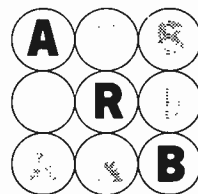


Go ahead. Ask Russ McKennan about “t” values.

Involved as we are with the thousands of day-to-day details which go into turning out reliable audience estimates, we sometimes tend to assume that everyone knows exactly what we know about all the ARB practices which help us produce good research . . . things like “t” value comparisons of research results, which are used to determine the statistical significance of the findings.

Even our research director can't tell you *everything* about statistics. But he does know his work . . . our work. And we certainly can tell you what you should know in order to use ARB research material to best advantage. That's our objective.

So don't hesitate to ask a question. If we can help provide a clearer understanding of *why* we do what we do, both of us will benefit. You'll be able to use an ARB audience report with more confidence. And, we'll have the pleasure of describing the meticulous care that goes into each one.



**AMERICAN
RESEARCH
BUREAU**

Texas—El Paso



KELP-TV

Ch. 13

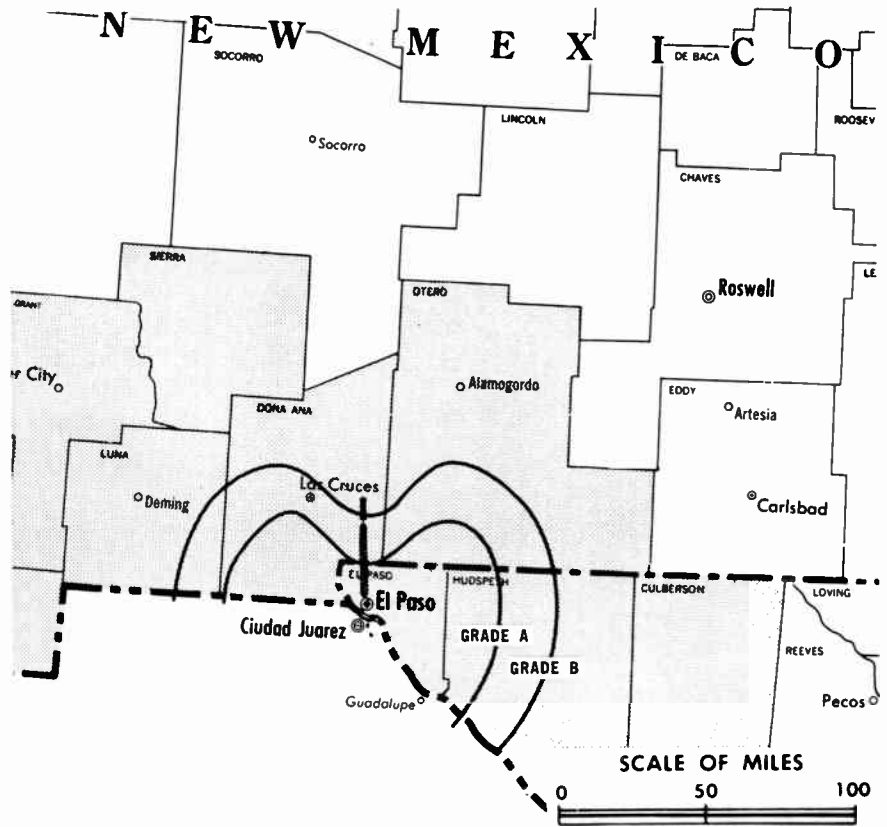
Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 209-kw visual, 20.9-kw aural. Antenna: 820-ft. above av. terrain, 289-ft. above ground, 4909-ft. above sea level.

Latitude 31° 47' 17"
Longitude 106° 28' 46"

Transmitter: S slope of Comanche Peak, .4-mi. N of Scenic Dr. near El Paso.

AM Affiliate: KELP, 1-kw (.5-kw night), 920 kc.

Color: Network & tape.



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

KELP-TV Ref: FCC File No. BPCT-2762 Granted 4/9/60

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

KELP-TV

Licensee: John B. Walton Jr., 4530 Delta St., Box 9924 (79989).

Studio: 4530 Delta St.

Telephone: 915-533-5911.

Ownership: John B. Walton Jr., 100%. For other interests see KVKM-TV, Monahans, Tex.

Began Operation: Sept. 1, 1956. Sale to present owner by Joseph Harris & Norman Alexander approved Jan. 19, 1966 by FCC (Television Digest, Vol. 6:4). Sale to Harris & Alexander by McLendon Investment Corp. approved March 20, 1957 (Vol. 13:12).

Represented (sales) by Jack Masla & Co. Inc.; Bob Hix Co. Inc. (Mountain States); Mario Messina Co. (Southwest).

Represented (legal) by Wheeler & Wheeler.

Represented (engineering) by James C. McNary.

Personnel:

GENE ROTH, general manager & film buyer.
WELDON DONALDSON, sales manager.
BOB HANSON, operations manager.
MICHAEL GAGLIO, chief engineer.

DIGEST OF RATE CARD NO. S-1 (Oct. 1, 1960)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 10 Sec.
Class AA—7-9:30 p.m., daily.
\$400.00 \$240.00 \$160.00 \$140.00 \$80.00 \$40.00

NETWORK BASE HOURLY RATE: \$250.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
NEW MEXICO			
DONA ANA	16,800	15,300	91
GRANT	4,500	3,900	87
HIDALGO	1,400	1,200	85
LUNA	3,000	2,700	90
OTERO	12,000	11,200	94
SIERRA	2,000	1,700	84
TEXAS			
CULBERSON	800	700	84
EL PASO	92,500	87,300	94
HUDSPETH	600	500	78
STATION TOTAL	133,600	124,500	93

NET WEEKLY CIRCULATION (MARCH 65) 107,800
AVERAGE DAILY CIRCULATION (MARCH 65) 67,700
COLOR PENETRATION PERCENTAGE (NOV 65) 4

For Group Ownership
of TV Stations,
see Section c.

Texas—El Paso



KROD-TV



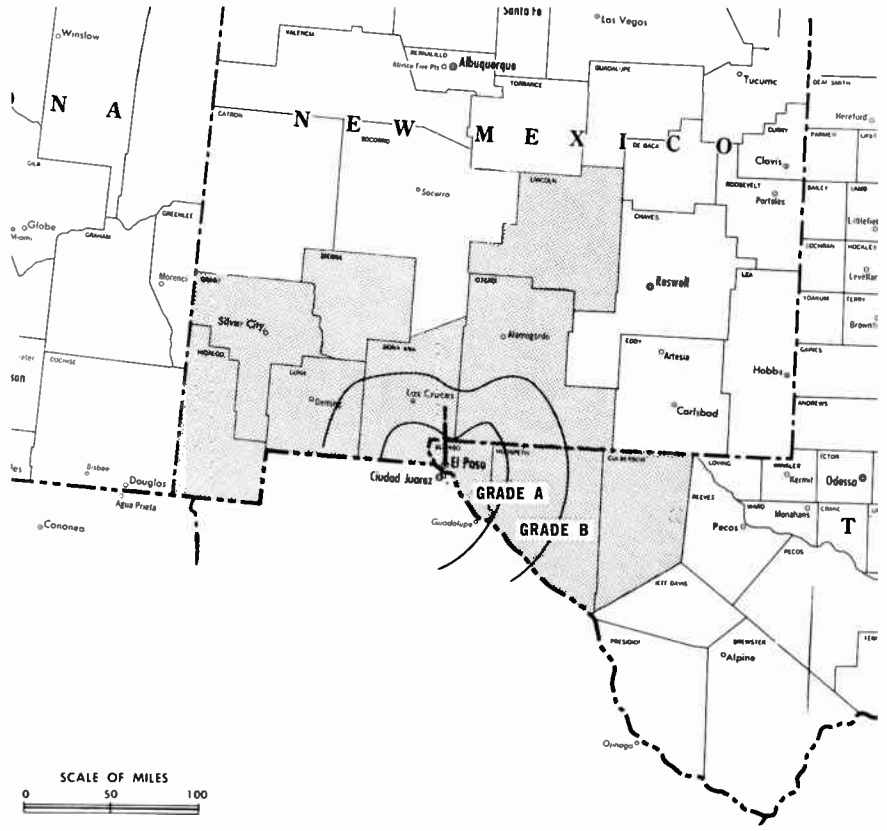
Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 61.7-kw visual, 31.1-kw aural. Antenna: 1150-ft. above av. terrain, 285-ft. above ground, 5285-ft. above sea level.

Latitude 31° 47' 34"
Longitude 106° 28' 47"

Transmitter: Atop Mount Franklin.
TV tape: Recording facilities.
AM Affiliate: KROD, 5-kw, 600 kc.
Color: Network, film, slide & tape.
News Wire Service: AP.
News Film Service: CBS.
Facsimile Service: AP.

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



KROD-TV Ref: FCC File No. BPT-873 Granted 7/30/62

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

KROD-TV

Licensee: Trigg-Vaughn Stations Inc., 2200 Vaughn Bldg., Dallas, Tex. (75201).

Studio: 2201 Wyoming Ave. (79903).

Telephone: 915-532-6551. TWX No.: 915-544-1911.

Ownership: Jack C. Vaughn, 30.6%; Grady H. Vaughn Jr., 30.6%; Cecil L. Trigg, 20.7%; Carlton Trigg, 5%; Stephen Trigg, 5%; 20 others with less than 2% each. Trigg-Vaughn Stations Inc. also owns KOSA-TV, Odessa, Tex.; radios KRNO, San Bernardino, Cal.; and KITE, San Antonio (Terrell Hills), Tex. and 100% of TCA Bcstg. (KHOW), Denver. Vaughn & Trigg also own Television Properties Inc. (KDEF & FM), Albuquerque, N.M. C. L. Trigg owns 80% of Odessa Bcstg. Co. (KOSA), Odessa, Tex.

Began Operation: Dec. 14, 1952. Sale to present owner by Dorrance Roderick and family, publisher of El Paso Times, approved Oct. 29, 1959 by FCC (Television Digest, Vol. 15:36, 44).

Represented (sales) by Advertising Time Sales.

Represented (legal) by Haley, Bader & Potts.

Personnel:

CECIL L. TRIGG, president & general manager.
ERIC NELSON, program director & film buyer.
JIM SUGGS, national sales manager.
SHELDON TURNER, asst. general & sales manager.
FRANK JORDAN, chief engineer.

DIGEST OF RATE CARD NO. 5A (June 1, 1963)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.
\$495.00 \$297.00 \$198.00 \$123.75 \$109.00* \$99.00* \$49.50*

*Class AA (7:30-9 p.m., daily): Min. \$125, 20 Sec. \$115, 10 Sec. \$60.

NETWORK BASE HOURLY RATE: \$400.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	TV HOMES PER
NEW MEXICO			
DONA ANA	16,800	15,300	91
GRANT	4,500	3,900	87
HIDALGO	1,400	1,200	85
LINCOLN	2,200	2,000	89
LUNA	3,000	2,700	90
OTERO	12,000	11,200	94
SIERRA	2,000	1,700	84
TEXAS			
CULBERSON	800	700	84
EL PASO	92,500	87,300	94
HUDSPETH	600*	500	78
STATION TOTAL	135,800	126,500	93

NET WEEKLY CIRCULATION (MARCH 65) 119,700
AVERAGE DAILY CIRCULATION (MARCH 65) 96,600
COLOR PENETRATION PERCENTAGE (NOV 65) 4

HA 1-0818

RESIDENCE
TE 2-9362

La Rue Media Brokers Inc.

Radio Television CATV

HUGH BEN LA RUE

654 MADISON AVENUE
NEW YORK, N.Y.

Texas—El Paso



KTSM-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 86.5-kw visual, 42.7-kw aural. Antenna: 1974-ft. above av. terrain, 370-ft. above ground, 5993-ft. above sea level.

Latitude 31° 48' 18.9"
Longitude 106° 28' 57.0"

Transmitter: Ranger Peak, Franklin Mts., 1-mi. NW of El Paso.

TV tape: Recording facilities.

AM Affiliate: KTSM, 5-kw, (.5-kw night), 1380 kc (NBC).

FM Affiliate: KTSM-FM, 27-kw, 99.9 mc.

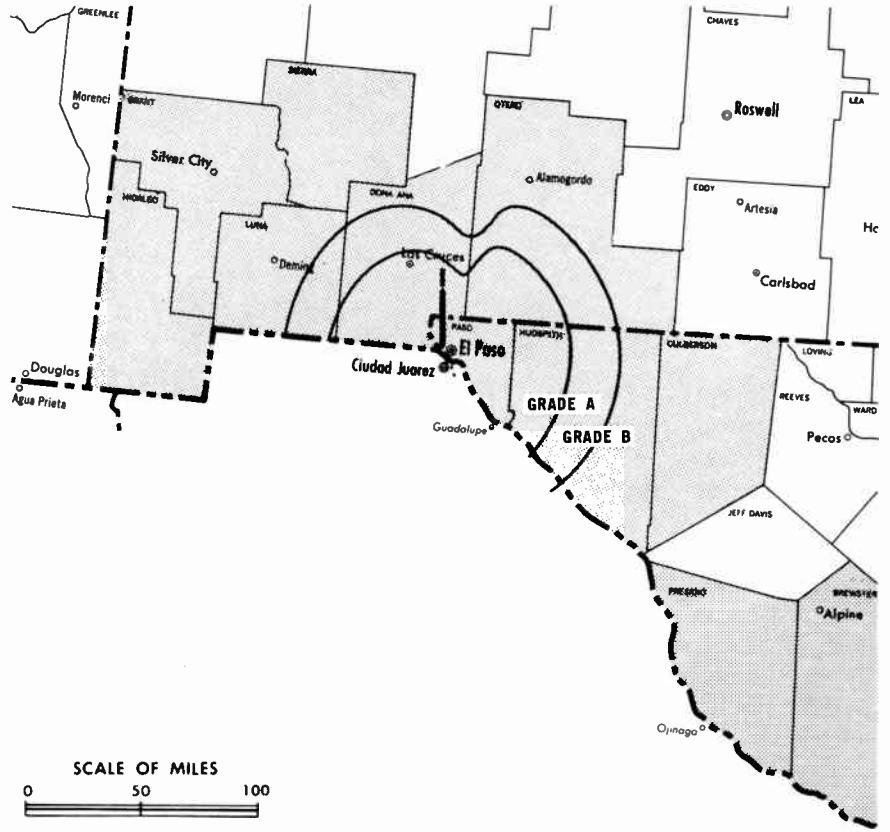
Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

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



KTSM-TV Ref: FCC File No. BMPCT-5252 Granted 2/8/59

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KTSM-TV

Licensee: Tri-State Broadcasting Co. Inc., 801 N. Oregon St.
Studio: 801 N. Oregon St. (79902).
Telephone: 915-532-5423.
TWX No.: 915-544-1963.
Ownership: Karl O. Wyler, pres., 55%; Karl O. Wyler Jr., 30%; Jack B. Chapman, v.p.; F. L. Koons, 10%; W. C. Bailey, 5%; Jack Rye, v.p.
Began Operation: Jan. 4, 1953.
Represented (sales) by George P. Hollingbery Co.
Represented (legal) by Wilner & Bergson.
Represented (engineering) by George P. Adair Engineering Co.
Personnel:
KARL O. WYLER, president & general manager.
JACK B. CHAPMAN, v.p. in charge of program administration & film buyer.
JACK RYE, v.p. in charge of production.
TED BENDER, director dept. of news & public affairs.
W. T. MCGILL, chief engineer.
JOHN PHELAN, sales manager.

DIGEST OF RATE CARD NO. 10 (July 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-9:59 p.m., daily.	\$400.00	\$240.00	\$160.00	\$120.00	\$125.00	\$100.00 \$62.00

NETWORK BASE HOURLY RATE: \$400.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
NEW MEXICO			
DONA ANA	16,800	15,300	91
GRANT	4,500	3,900	87
HIDALGO	1,400	1,200	85
LUNA	3,000	2,700	90
OTERO	12,000	11,200	94
SIERRA	2,000	1,700	84
TEXAS			
BREWSTER	1,500	1,200	78
CULBERSON	800	700	84
EL PASO	92,500	87,300	94
HUOSPEETH	600	500	78
PRESIDIO	1,200	800	72
STATION TOTAL	136,300	126,500	93

NET WEEKLY CIRCULATION (MARCH 65) 121,800
AVERAGE DAILY CIRCULATION (MARCH 65) 95,800
COLOR PENETRATION PERCENTAGE (NOV 65) 4

See Translator Directory

In Section c

Texas—El Paso (Juarez, Mexico)

XEJ-TV

Ch. 5

[Spanish-language outlet]

Technical Facilities: Channel No. 5
(86-82 mc). Authorized power:
6.3-kw visual, 3-kw aural. Note:
Additional data unavailable.
Transmitter: Penon Mountain.
Studio: Edificio XEJ, Apartada 271,
Juarez, Mexico.
AM Affiliate: XEJ, 10-kw (5-kw
night), 970 kc.

XEPM-TV

Ch. 2

[Spanish-language outlet]

Technical Facilities: Channel No. 2
(54-60 mc). Authorized power:
6.3-kw visual, 3.15-kw aural. An-
tenna: 1150-ft. above av. terrain.
Note: Additional data unavailable.

XEJ-TV

Network Service: None, independent Spanish-language outlet.
Licensee: Television de la Frontera, S.A., Box 442, El Paso, Tex.
Telephones: JUA. 2-2910, 2-2911, 2-0248, 2-5156.
Ownership: Pedro Meneses Hoyos, owner; also owner of radio XEJ
and of XEPM-TV, Juarez.
Began operation: May 17, 1954.
Represented (sales) by National Time Sales (N.Y. and Chicago);
Harlan Oakes (Los Angeles and San Francisco).
Personnel:
PEDRO MENESES HOYOS, general manager.
RALPH FITZMAURICE, sales manager.
JOHN GAYTON, film buyer.
STEVE GUERRERO, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5-11 p.m., daily.					
\$240.00	\$144.00	\$96.00	\$72.00	\$60.00	\$30.00

XEPM-TV

Network Service: None, independent Spanish-language outlet.
Licensee: XEPM-TV Television Inc., Apdo. No. 1222, Juarez.
Business Office: Box 442, El Paso (79985).
Telephone: Juarez 2-2222.
Ownership: Pedro Meneses Jr., also owner of XEJ-TV & XEJ, also
Juarez-El Paso.
Began Operation: Jan. 16, 1961.
Represented (sales) by National Time Sales (N.Y. & Chicago);
Harlan G. Oakes & Associates (Los Angeles & San Francisco).
Personnel:
M. D. HEREDIA, general manager.
SERGIO D. MOLINAR JR., sales manager.
JUAN GAYTAN MURUATO, film buyer.
MIGUEL GARCIA, program director.

DIGEST OF RATE CARD NO. 1 (Nov. 15, 1960)

Hour	30 Min.	15 Min.	Min.	40 Sec.	20 Sec.	10 Sec.
Class A—2-8 p.m., daily.						
\$100.00	\$65.00	\$36.00	\$20.00	\$17.00	\$15.00	\$13.00

Texas—Fort Worth-Dallas

KTVT



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 28.8-kw aural. Antenna: 1669-ft. above av. terrain, 1553-ft. above ground, 2349-ft. above sea level.

Latitude 32° 34' 43"
Longitude 96° 57' 12"

Transmitter: Approx. 0.7-mi. S of Cedar Hill, Tex.

Telephone: 817-738-1951.

TXW No.: 817-891-8076. TV tape: Recording facilities.

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

News Wire Service: AP. Facsimile Service: UPI.

Represented (legal) by Pierson, Ball & Dowd.

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

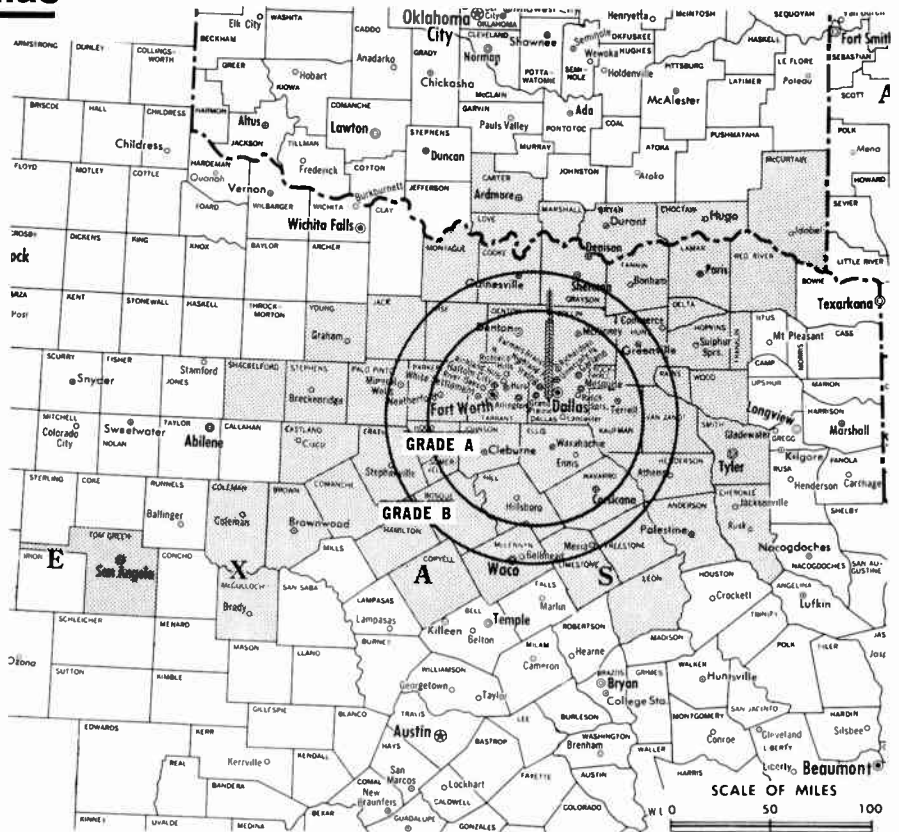
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KTVT Ref: FCC File No. BUCT-3268 Granted 3/26/64

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

KTVT

Network Service: None, independent.

Licensee: WKY Television System Inc., Oklahoma City, Okla.

Studio: 4801 W. Freeway, P.O. Box 2495, Ft. Worth (76107).

Ownership: See WKY-TV, Oklahoma City.

Began Operation: Sept. 11, 1955. Sale to present owner by NAFI Telecasting approved Aug. 1, 1962 (Television Digest, Vol. 2:11, 32). Sale to NAFI Telecasting by Texas State Network approved July 27, 1960 by FCC (Vol. 16:21, 31).

Represented (sales) by The Katz Agency Inc.

Personnel:

JIM TERRELL, station manager.

CRAWFORD RICE, assistant manager.

DARRELL JONES, program manager & film buyer.

JACK BERNING, general sales manager.

BILL KESSEL, chief engineer.

BILL CAMFIELD, promotion-merchandising dir.

DIGEST OF RATE CARD NO. 13—(March 15, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30 p.m.-sign-off, Mon.-Fri.;						
3:30 p.m.-sign-off, Sat.;						
\$700.00	\$400.00				\$225.00	\$112.50

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

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

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OKLAHOMA			
BRYAN	8,000	6,900	86
CARTER	14,100	12,900	92
CHOCTAW	4,400	3,400	78
LOVE	1,500	1,300	89
MC CURTAIN	7,100	5,900	84
MARSHALL	2,600	2,400	88
TEXAS			
ANDERSON	8,300	7,300	88
BOSQUE	3,600	3,200	90
BROWN	7,900	6,800	86
CHEROKEE	9,100	7,800	85
COLEMAN	3,800	3,500	92
COLLIN	13,400	12,300	92
COMANCHE	3,500	2,900	83
COOKE	7,400	6,800	92
CORYELL	6,900	6,400	93
DALLAS	346,500	329,900	95
DELTA	1,500	1,300	86
DENTON	15,500	14,600	94
EASTLAND	6,300	5,600	88
ELLIS	13,100	12,100	92
ERATH	5,300	4,900	93
FANNIN	6,900	6,000	87
FRANKLIN	1,400	1,200	85
FREESTONE	3,500	3,000	85
GRAYSON	24,700	22,700	92
HAMILTON	2,600	2,200	87
HENDERSON	6,700	5,900	88
HILL	6,800	6,200	90
HOUD	1,900	1,800	92
HDPKINS	5,600	4,900	89
HUNT	12,500	11,300	91
JACK	2,400	2,200	93

(Continued on page 639-b)

STATION TOTAL	964,100	896,400	93
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NET WEEKLY CIRCULATION (MARCH 65)	597,700
AVERAGE DAILY CIRCULATION (MARCH 65)	321,500
COLOR PENETRATION PERCENTAGE (NOV 65)	8

Texas—Fort Worth-Dallas



WBAP-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 20-kw aural, 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"
Longitude 96° 58' 34"

Transmitter: Mansfield & Beltline Rds., Cedar Hill, Dallas County.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC.

AM Affiliate: WBAP, 50-kw, 820 kc (NBC) and 5-kw, 570 kc (ABC). Shares frequencies with WFAA, Dallas.

FM Affiliate: WBAP-FM, 88-kw, 96.3 mc (No. 242), 1440-ft. above av. terrain.

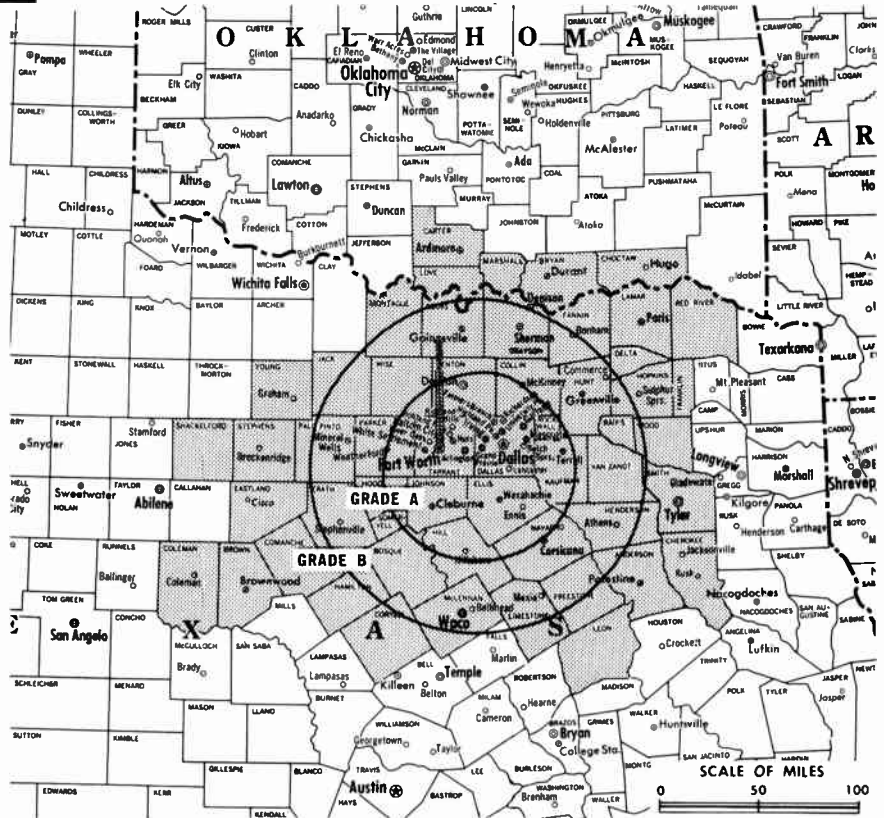
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



WBAP-TV Ref: FCC File No. BPCT-3233 Granted 3/24/64

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

WBAP-TV

Licensee: Carter Publications Inc., 3900 Barnett St., Fort Worth.

Studio: 3900 Barnett St., Fort Worth (76103).

Mailing Address: Box 1780, Fort Worth (76101).

Telephone: 817-536-1981. TWX No.: 817-891-8049.

Ownership: Same as Fort Worth Star-Telegram; Amon G. Carter Jr., pres.; B. N. Honea, v.p.; Harold Hough, v.p.; J. Lee Johnson III, v.p.

Began Operation: Sept. 29, 1948.

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

Represented (legal) by Scharfeld, Bechhoefer & Barton.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

ROY BACUS, general manager.

JACK ROGERS, commercial manager, natl. sales contact.

L. F. BROYLES, regional sales manager.

ROBERT GOULD, program director & film buyer.

PHIL WYGANT, promotion director.

RUPERT BOGAN, engineering director.

JAMES A. BYRON, news editor.

BOB ETHEREDGE, farm editor.

JETT JAMISON, commercial film producer.

FRANK MILLS, director of public affairs.

DIGEST OF RATE CARD NO. 19-G

(Dec. 1, 1965)

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

Class AA—7-10 p.m., daily.

\$2000.00 \$1250.00 \$720.00 \$600.00 \$500.00 \$450.00 \$325.00

NETWORK BASE HOURLY RATE: \$1400.

For AM & FM Affiliates, see above

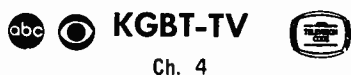
STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OKLAHOMA			
BRYAN	8,000	6,900	86
CARTER	14,100	12,900	92
CHOCTAW	4,400	3,400	78
LOVE	1,500	1,300	89
MARSHALL	2,600	2,400	88
TEXAS			
ANDERSON	8,300	7,300	88
BOSQUE	3,600	3,200	90
BROWN	7,900	6,800	86
CHEROKEE	9,100	7,800	85
COLEMAN	3,800	3,500	92
COLLIN	13,400	12,300	92
COMANCHE	3,500	2,900	83
COOKE	7,400	6,800	92
CORYELL	6,900	6,400	93
DALLAS	346,500	329,900	95
DELTA	1,500	1,300	86
DENTON	15,500	14,600	94
EASTLAND	6,300	5,600	88
ELLIS	13,100	12,100	92
ERATH	5,300	4,900	93
FANNIN	6,900	6,000	87
FRANKLIN	1,400	1,200	85
FREESTONE	3,500	3,000	85
GRAYSON	24,700	22,700	92
HAMILTON	2,600	2,200	87
HENDERSON	6,700	5,900	88
HILL	6,800	6,200	90
HOOD	1,900	1,800	92
HOPKINS	5,600	4,900	89
HUNT	12,500	11,300	91

(Continued on page 639-b)

STATION TOTAL	933,500	869,000	93
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NET WEEKLY CIRCULATION (MARCH 65)	707,700
AVERAGE DAILY CIRCULATION (MARCH 65)	465,000
COLOR PENETRATION PERCENTAGE (NOV 65)	8

Texas—Harlingen



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 18.7-kw aural. Antenna: 990-ft. above av. terrain, 991-ft. above ground, 1046-ft. above sea level.

Latitude 26° 08' 56"
Longitude 97° 49' 19"

Transmitter: 3/8-mi. S of La Feria, Tex.

TV tape: Recording facilities.

AM Affiliate: KGBT, 50-kw (10-kw night), 1530 kc (CBS).

FM Affiliate: KELT, 3.1-kw, 94.5 mc (No. 233), 700-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP.

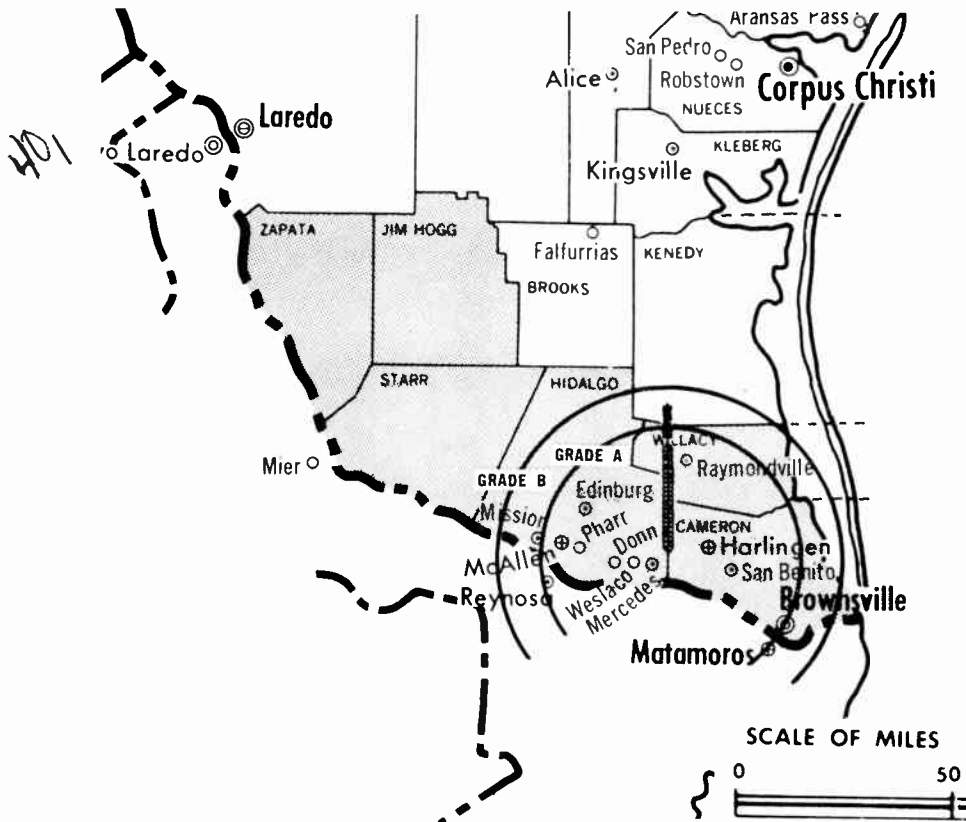
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KGBT-TV Ref: FCC File No. BPCP-2280 Granted 3/15/67

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

KGBT-TV

Network Service: ABC, CBS.

Licensee: Harbenito Bcstg. Co. Inc., Box 711 (78551).

Studio: 1519 W. Harrison St. (78550).

Telephone: 512-423-3910. TWX No.: 512-423-8990.

Ownership: McHenry Tichenor, chairman of the board, 52.68%; James Cullen Looney, v.p., 39.3%; Mrs. Julia Mallory, 8%. J. C. Looney owns 34%, McHenry Tichenor, 30% of KUNO, Corpus Christi.

Began Operation: Sept. 17, 1953.

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

Represented (legal) by Cohn & Marks.

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

Personnel:

McHENRY TICHENOR, chairman.
McHENRY T. TICHENOR, president.
MAL KASANOFF, vice president & general manager.
GEORGE ELLIOTT, v.p. & commercial manager.
WILLIE HARRIS JR., v.p. & national sales manager.
JOHNNY GOODMAN, promotion manager.
JIM MATTISON, chief engineer.

DIGEST OF RATE CARD NO. 11

(Oct. 1, 1964)

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

Class AA—7-9:30 p.m., daily.

\$450.00 \$270.00 \$180.00 \$112.00 \$80.00 \$67.00 \$45.00

NETWORK BASE HOURLY RATE: \$375 (ABC), \$375 (CBS).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TEXAS			
CAMERON	39,900	36,200	91
HIDALGO NORTH	39,700	35,400	89
HIDALGO SOUTH	4,800	4,200	89
JIM HOGG	1,300	1,000	79
STARR	4,100	3,300	80
WILLACY	4,400	4,000	90
ZAPATA	1,100	700	71
STATION TOTAL	95,300	84,800	89

NET WEEKLY CIRCULATION (MARCH 65) 83,300
AVERAGE DAILY CIRCULATION (MARCH 65) 71,900
COLOR PENETRATION PERCENTAGE (NOV 65) 2

WBAP-TV, Fort Worth-Dallas
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
TEXAS (CONTINUED)			
JACK	2,400	2,200	93
JOHNSON	12,000	11,300	94
KAUFMAN	8,500	7,600	89
LAMAR	10,100	8,000	79
LEON	2,700	2,100	78
LIMESTONE	5,400	4,700	86
MC LENNAN	50,000	46,700	93
MONTAGUE	4,800	4,500	92
NAVARRO	10,700	9,400	88
PALO PINTO	7,700	6,900	90
PARKER	7,700	7,200	94
RAINS	700	700	88
RED RIVER	4,200	3,400	81
ROCKWALL	1,600	1,500	90
SHACKELFORD	1,100	1,000	89
SMITH	28,700	26,200	91
SOMERVELL	900	800	92
STEPHENS	2,700	2,400	89
TARRANT	193,300	183,900	95
VAN ZANDT	6,000	5,300	88
WISE	5,800	5,500	93
WOOD	5,100	4,600	90
YOUNG	6,100	5,600	92

KRLD-TV, Dallas-Fort Worth
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
TEXAS (CONTINUED)			
JOHNSON	12,000	11,300	94
KAUFMAN	8,500	7,600	89
LAMAR	10,100	8,000	79
LEON	2,700	2,100	78
LIMESTONE	5,400	4,700	86
MC CULLOCH	2,500	2,000	79
MC LENNAN	50,000	46,700	93
MONTAGUE	4,800	4,500	92
NAVARRO	10,700	9,400	88
PALO PINTO	7,700	6,900	90
PARKER	7,700	7,200	94
RAINS	700	700	88
RED RIVER	4,200	3,400	81
ROCKWALL	1,600	1,500	90
SHACKELFORD	1,100	1,000	89
SMITH	28,700	26,200	91
SOMERVELL	900	800	92
STEPHENS	2,700	2,400	89
TARRANT	193,300	183,900	95
VAN ZANDT	6,000	5,300	88
WISE	5,800	5,500	93
WOOD	5,100	4,600	90
YOUNG	6,100	5,600	92

For Texas CATV Systems
see Section c

Texas—Dallas & Fort Worth

WFAA-TV, Dallas-Fort Worth
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
TEXAS (CONTINUED)			
JOHNSON	12,000	11,300	94
KAUFMAN	8,500	7,600	89
LAMAR	10,100	8,000	79
LAMPASAS	2,900	2,700	92
LEON	2,700	2,100	78
LIMESTONE	5,400	4,700	86
MC CULLOCH	2,500	2,000	79
MC LENNAN	50,000	46,700	93
MADISON	1,700	1,400	82
MILLS	1,200	1,000	84
MONTAGUE	4,800	4,500	92
NAVARRO	10,700	9,400	88
PALO PINTO	7,700	6,900	90
PARKER	7,700	7,200	94
RAINS	700	700	88
RED RIVER	4,200	3,400	81
ROCKWALL	1,600	1,500	90
SHACKELFORD	1,100	1,000	89
SMITH	28,700	26,200	91
SOMERVELL	900	800	92
STEPHENS	2,700	2,400	89
TARRANT	193,300	183,900	95
TOM GREEN	21,000	19,500	93
VAN ZANDT	6,000	5,300	88
WISE	5,800	5,500	93
WOOD	5,100	4,600	90
YOUNG	6,100	5,600	92

KTVT, Fort Worth-Dallas
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
TEXAS (CONTINUED)			
JOHNSON	12,000	11,300	94
KAUFMAN	8,500	7,600	89
LAMAR	10,100	8,000	79
LEON	2,700	2,100	78
LIMESTONE	5,400	4,700	86
MC CULLOCH	2,500	2,000	79
MC LENNAN	50,000	46,700	93
MONTAGUE	4,800	4,500	92
NAVARRO	10,700	9,400	88
PALO PINTO	7,700	6,900	90
PARKER	7,700	7,200	94
RAINS	700	700	88
RED RIVER	4,200	3,400	81
ROCKWALL	1,600	1,500	90
SHACKELFORD	1,100	1,000	89
SMITH	28,700	26,200	91
SOMERVELL	900	800	92
STEPHENS	2,700	2,400	89
TARRANT	193,300	183,900	95
TOM GREEN	21,000	19,500	93
VAN ZANDT	6,000	5,300	88
WISE	5,800	5,500	93
WOOD	5,100	4,600	90
YOUNG	6,100	5,600	92

Texas—Houston



KTRK-TV



Ch. 13

Technical Facilities: Channel No. 13
(210-216 mc). Authorized power:
316-kw visual, 170-kw aural. Antenna:
960-ft. above av. terrain,
978-ft. above ground, 1049-ft.
above sea level.

Latitude 29° 34' 25"
Longitude 95° 28' 31"

Transmitter: Almeda, Tex.

Studio: 3310 Bissonnet.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: ABC.

AM Affiliate: See Ownership, below.

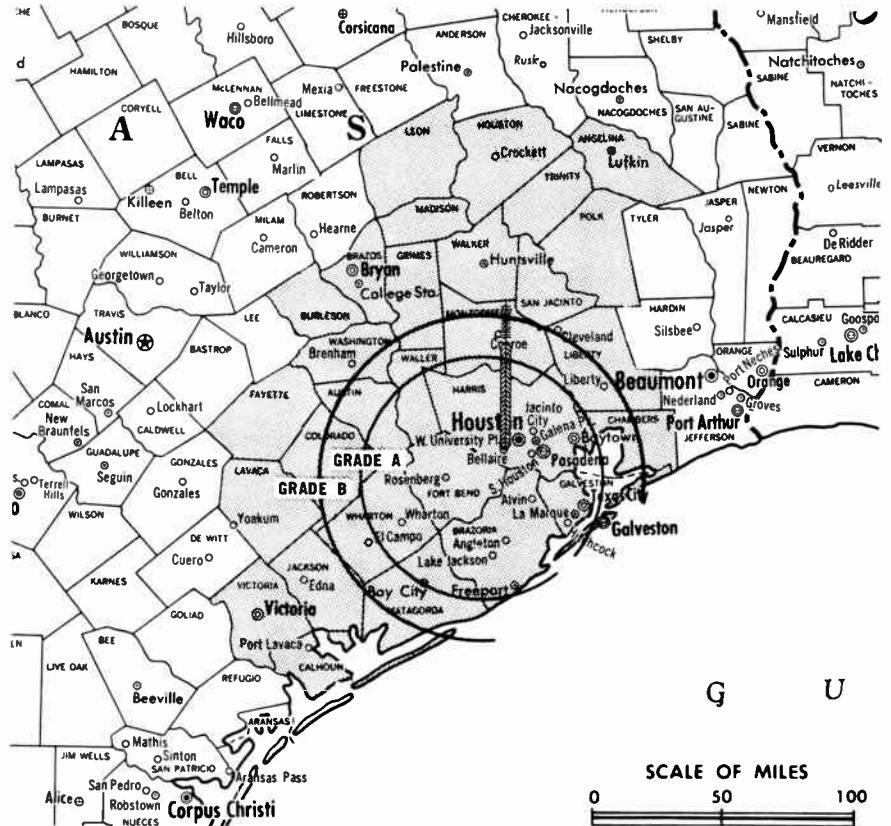
Total Households: ① SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KTRK-TV Ref: FCC File No. B1PCT—2240 Granted 7/7/54

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

KTRK-TV

Licensee: Houston Consolidated TV Co., P.O. Box 12, Houston
(77001).

Telephone: 713-666-0713. TWX No.: 713-571-3371.

Ownership: KTRH, 32% (Houston Chronicle owns 70% of KTRH);
Roy Hofheinz, 16% (ex-mayor of Houston); John Paul Goodwin,
2.8%; George S. Bruce Jr., 2%; remaining 39.63% is held by
26 individuals, none owning as much as 3%, who held stock in
other two applicants for channel. KTRK-TV officers: Wright
Morrow, chairman; John T. Jones Jr., pres. (also pres. of Hous-
ton Chronicle); Willard E. Walbridge, exec. v.p.; Roy Hofheinz,
v.p.; B. F. Orr, secy. (owns 10% of KTRH); George S. Bruce Jr.,
treas. Mr. Hofheinz also owns 50% of radio KENS, San Antonio.

Began Operation: Nov. 20, 1954.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George Davis.

Personnel:

JOHN T. JONES JR., president.
WILLARD E. WALBRIDGE, exec. v.p. & general manager.
WILLIAM F. BENNETT, commercial manager.
HOWARD FINCH, program manager.
EARL SCHOLTON, business manager.
JESS MITCHELL, chief studio engineer.
ROBERT SUTTON, chief transmitter engineer.
RAY CONAWAY, news director.
M. B. JOHNSON, film director & buyer.
WAYNE THOMAS, production director.
LILA GORDON, public relations director.
PAUL MONTAGUE, art & advertising director.
MARY PETERSON, public service director.

DIGEST OF RATE CARD NO. 13
(June 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—6:59-9:59 p.m., daily.	\$1400.00	\$820.00	\$520.00	\$395.00	\$550.00	\$415.00	\$275.00
NETWORK BASE HOURLY RATE: \$1550.							

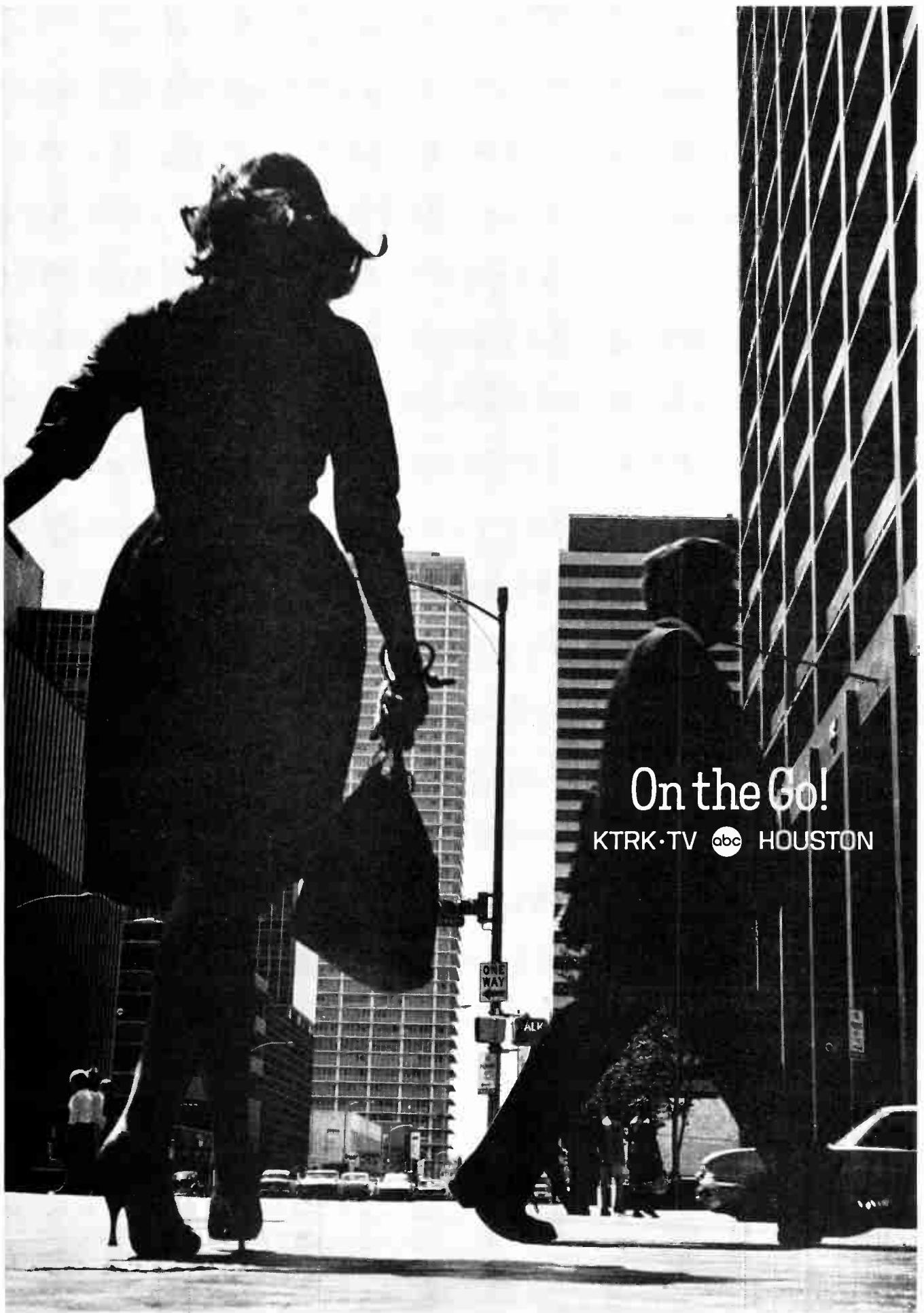
640-b

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
LOUISIANA			
BEAUREGARD	5,500	4,600	85
TEXAS			
ANGELINA	13,100	11,900	91
AUSTIN	4,300	3,600	83
BRAZORIA	24,900	23,500	94
BRAZOS	13,400	12,100	90
BURLESON	3,200	2,500	80
CALHOUN	5,200	4,600	88
CHAMBERS	3,400	3,200	94
COLORADO	5,900	5,000	85
FAYETTE	6,300	4,500	71
FORT BEND	11,800	10,700	91
GALVESTON	47,800	44,400	93
GRIMES	3,500	2,900	82
HARRIS	432,000	407,000	94
HOUSTON	5,100	4,100	81
JACKSON	4,100	3,500	86
LAVACA	6,000	4,500	75
LEON	2,700	2,100	78
LIBERTY	10,100	9,000	89
MADISON	1,700	1,400	82
MATAGOROA	8,300	7,400	88
MONTGOMERY	8,600	7,600	88
POLK	3,700	3,000	83
SAN JACINTO	1,500	1,100	75
TRINITY	2,000	1,600	78
VICTORIA	15,400	13,500	88
WALKER	5,400	4,300	81
WALLER	3,300	2,800	86
WASHINGTON	6,000	4,700	78
WHARTON	11,300	9,900	88
STATION TOTAL	675,500	621,000	92

NET WEEKLY CIRCULATION (MARCH 65) 559,700
AVERAGE DAILY CIRCULATION (MARCH 65) 413,500
COLOR PENETRATION PERCENTAGE (NOV 65) 8

For ARB County-by-County Data, see Section a

TV Factbook No. 36



On the Go!

KTRK-TV abc HOUSTON

Texas—Houston



KHOV-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1441-ft. above av. terrain, 1473-ft. above ground, 1549-ft. above sea level.

Latitude 29° 33' 25"
Longitude 95° 30' 04"

Requests 47.5-kw aural.

Transmitter: 3101 Senior Rd., 3-mi. E. of De Walt, Tex.

Studios: 1945 Allen Parkway, Houston; auxiliary studios, Galveston.

TV tape: Recording facilities.

Color: Network, film & slide.

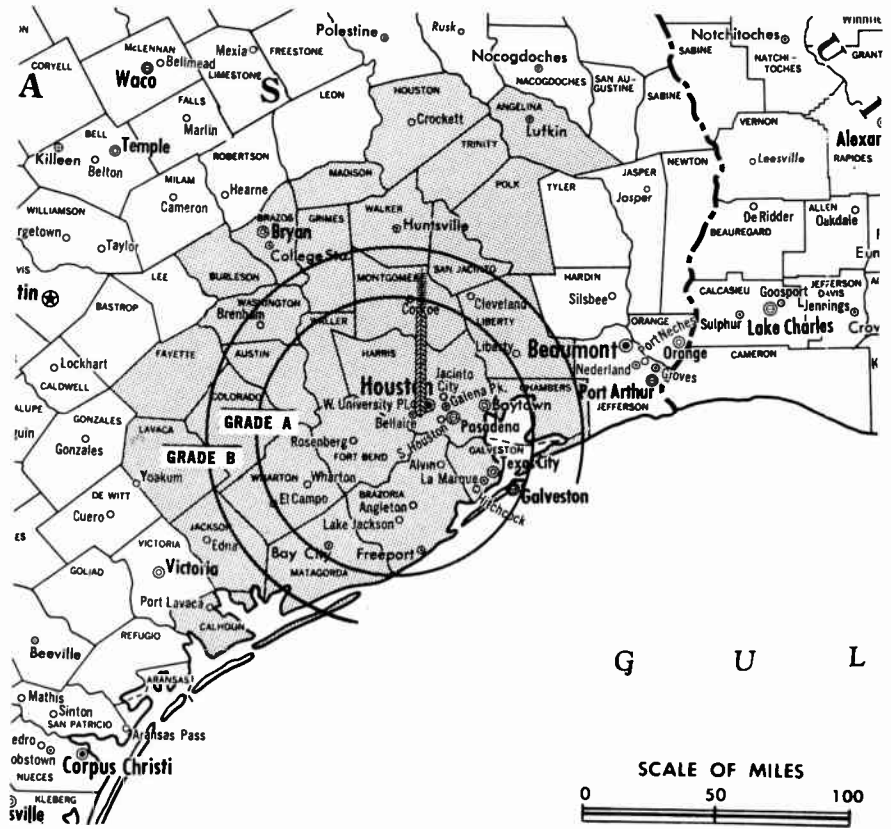
News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

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

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



KHOV-TV Ref: FCC File No. BPCT-3212 Granted 9/9/63

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

KHOV-TV

Licensee: Gulf Television Corp., P.O. Box 11, Houston (77001).

Telephones: 713-529-4811, Houston; 713-763-1607, Galveston.

TWX No.: 713-571-1222.

Ownership: Corinthian Broadcasting Corp., 86%; nine other stockholders, none of whom own more than 4%. For other interests see KOTV, Tulsa, Okla.

Began Operation: March 22, 1953. Transfer of control to present owners by Paul E. Taft, et al., approved July 11, 1956 by FCC (Television Digest, Vol. 12:19, 28).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

C. WREDE PETERSMEYER, president.

JAMES C. RICHDALÉ JR., v.p. & general manager.

ROBERT O. PAXSON, commercial manager.

B. CALVIN JONES, program manager & film buyer.

JIM EVERHART, dir., advertising & promotion.

ART BIGGS, chief engineer.

GENE BRAUDRICK, Galveston sales manager.

JACK HOLTON, office manager.

DIGEST OF RATE CARD NO. 10 (Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.	\$1500.00	\$900.00	\$600.00	\$450.00	\$560.00	\$560.00
NETWORK BASE HOURLY RATE:	\$1425.					

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
TEXAS			
ANGELINA	13,100	11,900	91
AUSTIN	4,300	3,600	83
BRAZORIA	24,900	23,500	94
BRAZOS	13,400	12,100	90
BURLESON	3,200	2,500	80
CALHOUN	5,200	4,600	88
CHAMBERS	3,400	3,200	94
COLORADO	5,900	5,000	85
FAYETTE	6,300	4,500	71
FORT BEND	11,800	10,700	91
GALVESTON	47,800	44,400	93
GRIMES	3,500	2,900	82
HARRIS	432,000	407,000	94
HOUSTON	5,100	4,100	81
JACKSON	4,100	3,500	86
LAVACA	6,000	4,500	75
LIBERTY	10,100	9,000	89
MADISON	1,700	1,400	82
MATAGORDA	8,300	7,400	88
MONTGOMERY	8,600	7,600	88
POLK	3,700	3,000	83
SAN JACINTO	1,500	1,100	75
TRINITY	2,000	1,600	78
WALKER	5,400	4,300	81
WALLER	3,300	2,800	86
WASHINGTON	6,000	4,700	78
WHARTON	11,300	9,900	88
STATION TOTAL	651,900	600,800	92

NET WEEKLY CIRCULATION (MARCH 65) 552,100
AVERAGE DAILY CIRCULATION (MARCH 65) 409,200
COLOR PENETRATION PERCENTAGE (NOV 65) 8

Texas—Houston



KPRC-TV



Ch. 2

[Affiliated with separately-owned
KTRE-TV, Lufkin, Texas]

Technical Facilities: Channel No. 2
(54-60 mc). Authorized power:
100-kw visual, 10-kw aural. An-
tenna: 1430-ft. above av. terrain,
1473-ft. above ground, 1549-ft.
above sea level.

Latitude 29° 33' 25"
Longitude 95° 30' 04"

Transmitter: 1.6-mi. S. of Farm Rd.

TV tape: Recording facilities.

AM Affiliate: KPRC, 5-kw, 950 kc
(NBC).

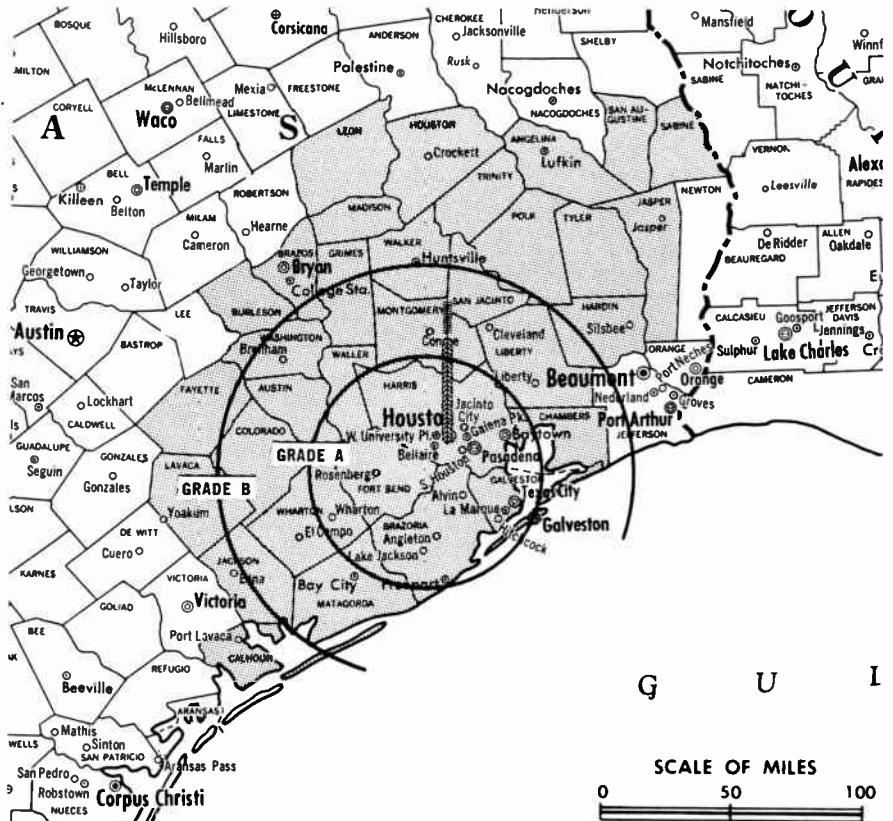
Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

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



KPRC-TV Ref: FCC File No. B1MPCT—3984 Granted 6/30/64

©American Map Co., Inc., N.Y., No. 4244

KPRC-TV

Licensee: Houston Post Co., 2318 Polk Ave. (77003).

Studio: 3014 Post Oak Rd., Houston.

Telephone: 713-622-2950. TWX No.: 713-571-3084.

Ownership: Same as Houston Post; Mrs. Oveta Culp Hobby, pres.
Same interests own 32.5% of KFDM-TV, Beaumont. The Hous-
ton Post Co. also owns the Galveston Daily News and Tribune
and the Texas City Sun (Galveston).

Began Operation: Jan. 1, 1949 as KLEE-TV. Sold to present licen-
see May 1950 (Television Digest, Vol. 6:13, 21).

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

Represented (legal) by Miller & Schroeder.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engi-
neers.

Personnel:

JACK HARRIS, president & general manager.
JACK MCGREW, station manager.
JACK HEALEY, local sales manager.
PAUL HUHNDORFF, operations manager.
MARK DAVIS, production manager.
KIRT HARRISS, promotion & merchandising manager.
ROBERT STALLWORTH, film operation manager.
GEORGE ROESNER, farm director.
KATHRYN ESTES, traffic.

DIGEST OF RATE CARD NO. 18J
(Oct. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:59-9:59 p.m., daily.	\$1500.00	\$900.00	\$600.00	\$450.00	\$512.00	\$307.00

NETWORK BASE HOURLY RATE: \$1500.

For Other Publishers Owning TV Stations,
see Newspaper Ownership Section.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TEXAS			
ANGELINA	13,100	11,900	91
AUSTIN	4,300	3,600	83
BRAZORIA	24,900	23,500	94
BRAZOS	13,400	12,100	90
BURLESON	3,200	2,500	80
CALHOUN	5,200	4,600	88
CHAMBERS	3,400	3,200	94
COLORADO	5,900	5,000	85
FAYETTE	6,300	4,500	71
FORT BEND	11,800	10,700	91
GALVESTON	47,800	44,400	93
GRIMES	3,500	2,900	82
HARDIN	8,100	7,300	90
HARRIS	432,000	407,000	94
HOUSTON	5,100	4,100	81
JACKSON	4,100	3,500	86
JASPER	6,900	6,100	88
LAVACA	6,000	4,500	75
LEON	2,700	2,100	78
LIBERTY	10,100	9,000	89
MADISON	1,700	1,400	82
MATAGORDA	8,300	7,400	88
MONTGOMERY	8,600	7,600	88
POLK	3,700	3,000	83
SABINE	1,900	1,500	78
SAN AUGUSTINE	1,900	1,500	80
SAN JACINTO	1,500	1,100	75
TRINITY	2,000	1,600	78
TYLER	3,100	2,600	84
WALKER	5,400	4,300	81
WALLER	3,300	2,800	86
WASHINGTON	6,000	4,700	78
WHARTON	11,300	9,900	88
STATION TOTAL	676,500	621,900	92

NET WEEKLY CIRCULATION (MARCH 65) 555,300
AVERAGE DAILY CIRCULATION (MARCH 65) 400,100
COLOR PENETRATION PERCENTAGE (NOV 65) B

Texas—Laredo

abc **KGNS-TV**

NBC Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 6-kw visual, .71-kw aural. Antenna: 170-ft. above av. terrain, 241-ft. above ground, 656-ft. above sea level.

Latitude 37° 30' 23"
Longitude 99° 30' 30"

Requests 107-kw visual, 21.4-kw aural, 478-ft. above av. terrain, 610-ft. above ground, 1000-ft. above sea level, lat. 27° 28' 14", long. 99° 28' 40"; transmitter to U.S. Hwy. 83, 2-mi. S of State Hwy. 359. BPCT—3472.

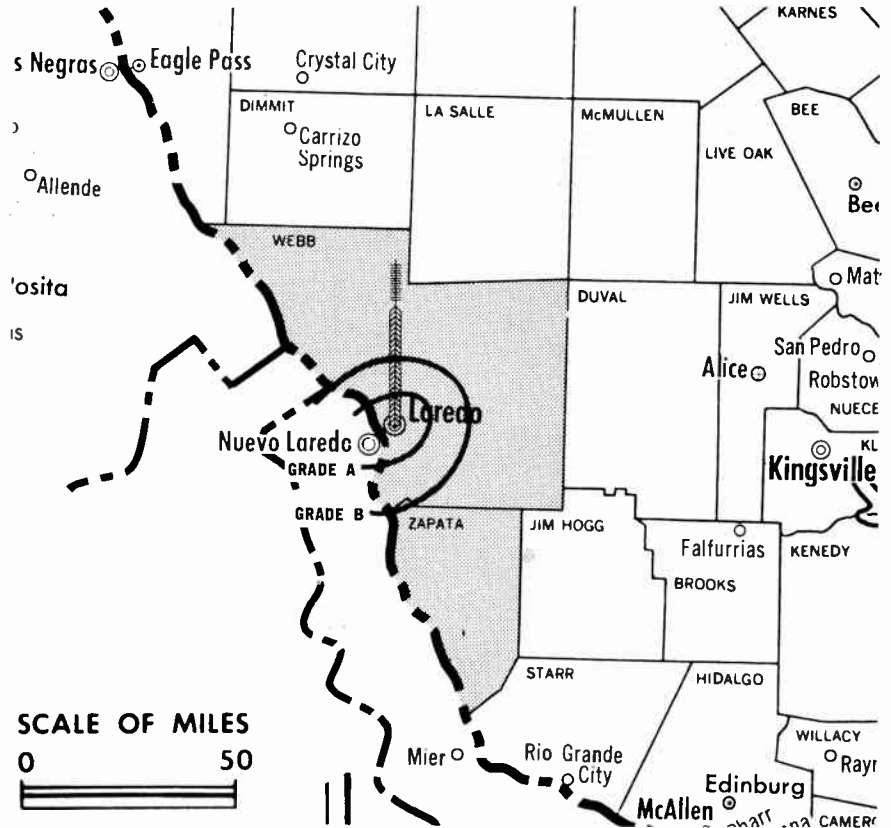
Transmitter: Convent & Houston Sts.

Color: Network only.

News Wire Service: UPI.

Telephone: 512-723-7457.

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



KGNS-TV Ref: FCC File No. BMPCT—5338 Granted 8/27/59

©American Map Co., Inc., N. Y., No. 14243

KGNS-TV

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

Licensee: Southwestern Operating Co., Box 1378 (78041).

Studio: Convent & Houston Sts. (78040).

Ownership: Donald W. Reynolds owns Southwestern Operating Co.; for other interests, see KORK-TV, Las Vegas.

Began Operation: Jan. 5, 1956. Transfer from partners H. C. Avery Jr. and David H. Cole to present owner under 5-year lease approved July 30, 1958 by FCC (Television Digest, Vol. 14:28, 32).

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

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Hammett & Edison.

Personnel:

DONALD W. REYNOLDS, president.
PATRICK M. MILLER, general manager.
VELIA HERRERA, program director.
R. DEL VALLE, chief engineer.

DIGEST OF RATE CARD NO. 5

(Aug. 1, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class A—7-10 p.m., daily.

\$200.00 \$120.00 \$80.00 \$70.00 \$60.00 \$50.00 \$37.50 \$25.00

NETWORK BASE HOURLY RATE: \$100 (ABC), \$50 (CBS), \$100 (NBC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TEXAS			
WEBB	16,400	14,400	88
ZAPATA	1,100	700	71
STATION TOTAL	17,500	15,100	86

NET WEEKLY CIRCULATION (MARCH 65) 14,300

AVERAGE DAILY CIRCULATION (MARCH 65) 12,700

COLOR PENETRATION PERCENTAGE (NOV 65) LESS THAN 1

Texas—Lubbock



KCBD-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 760-ft. above av. terrain, 814-ft. above ground, 4014-ft. above sea level.

Latitude 33° 32' 32"
Longitude 101° 50' 14"

Transmitter: U.S. Hwy. 87 between 50th & 66th Sts.

Studio: 5600 Ave. A (79404).

AM Affiliate: KCBD, 1-kw, 1590 kc (NBC).

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

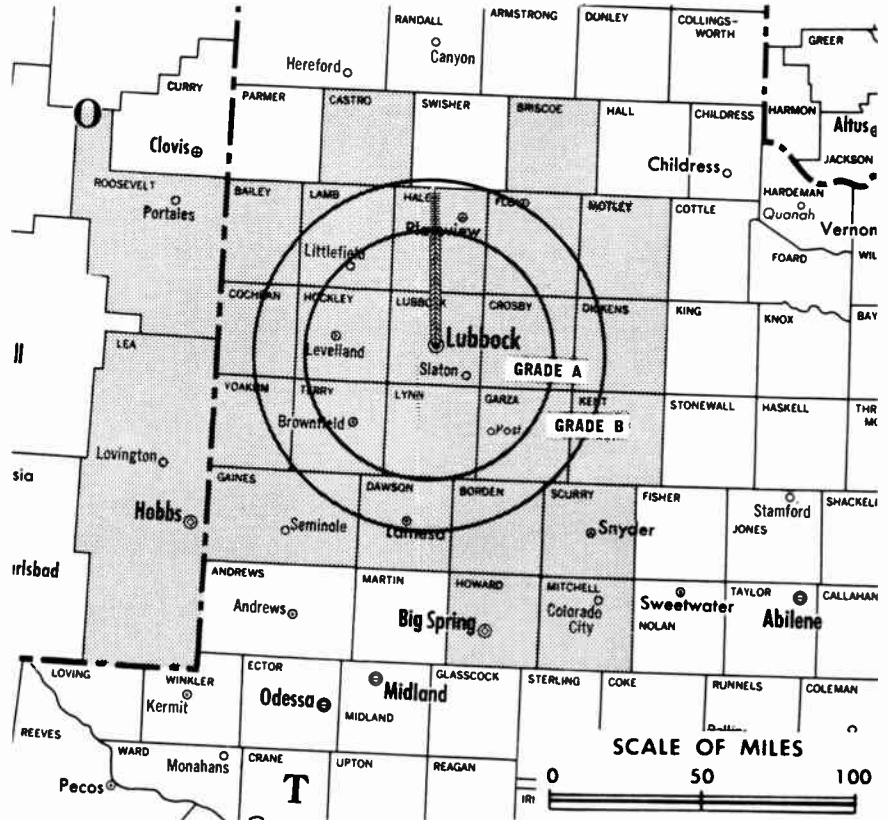
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KCBD-TV Ref: FCC File No. BMPCT—5814 Granted 2/1/63

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

KCBD-TV

Licensee: Bryant Radio & Television Inc., Box 1507 (79408).

Telephone: 806-744-1414.

TWX No.: 806-747-3893.

Ownership: Caprock Bcstg. Co., 65%; J. D. Leftwich, 20%; several others, none with over 5%; Joe H. Bryant, pres. (also pres. & 57.4% owner of Caprock Bcstg. Co.).

Began Operation: May 10, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOE H. BRYANT, president.

ROBERT L. SNYDER, secretary-treasurer.

GEORGE L. TARTER, v.p. for sales & film buyer.

RAY POINDEXTER, national sales.

FRANK LEE, chief engineer.

BILL TAYLOR, program director.

C. W. RATLIFF, news director.

DIGEST OF RATE CARD NO. 8

(Sept. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.	\$500.00	\$300.00	\$225.00	\$200.00	\$180.00	\$110.00 \$66.00

NETWORK BASE HOURLY RATE: \$500.

For ARB County-by-County Data, see Section a.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
NEW MEXICO			
LEA NORTH	5,000	4,700	94
LEA SOUTH	12,800	11,900	94
ROOSEVELT	4,600	4,300	92
TEXAS			
BAILEY	3,000	2,800	93
BORDEN	300	300	89
BRISCOE	1,100	1,000	93
CASTRO	2,800	2,500	90
COCHRAN	1,800	1,600	93
CROSBY	3,000	2,800	94
DAWSON	5,600	5,100	91
DICKENS	1,100	1,000	91
FLOYD	3,900	3,700	95
GAINES	3,900	3,700	94
GARZA	1,900	1,800	92
HALE	12,000	11,100	93
HOCKLEY	6,700	6,400	96
HOWARD	13,600	13,000	96
KENT	400	400	95
LAMB	7,000	6,500	94
LUBBOCK	53,700	50,800	95
LYNN	3,200	2,900	93
MITCHELL	3,000	2,700	90
MOTLEY	600	500	79
SCURRY	5,500	5,100	93
TERRY	5,200	4,800	93
YOAKUM	2,900	2,800	96
STATION TOTAL	164,600	154,200	94

NET WEEKLY CIRCULATION (MARCH 65)	118,800
AVERAGE DAILY CIRCULATION (MARCH 65)	96,200
COLOR PENETRATION PERCENTAGE (NOV 65)	14

Texas—Lubbock

abc KLBK-TV

Ch. 13

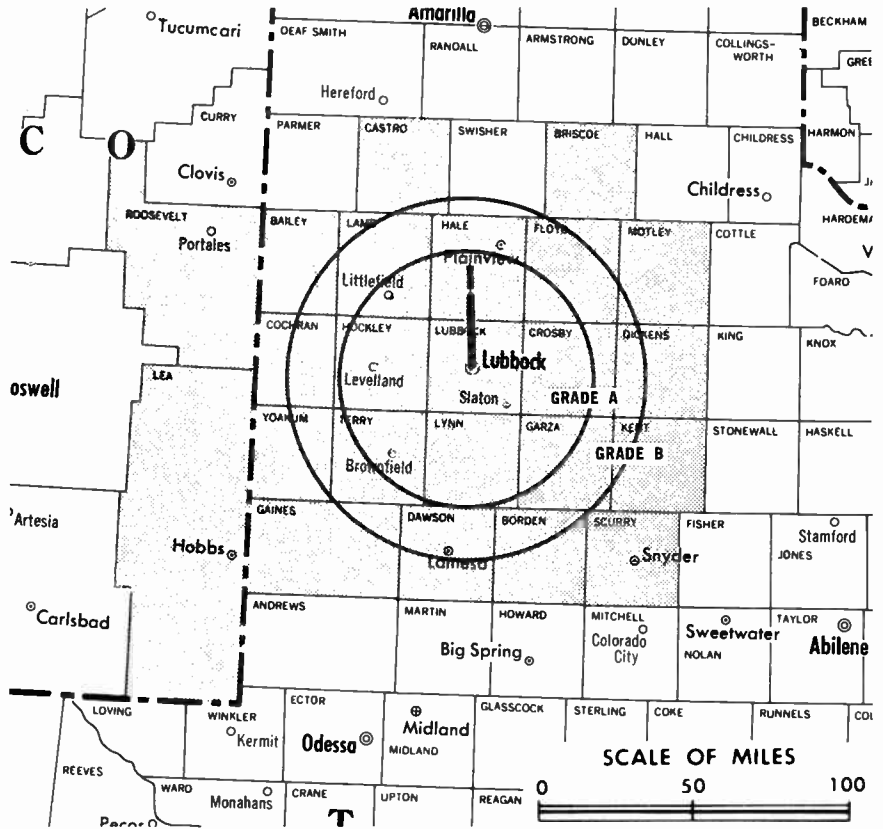
[Also operates West Texas TV Network, with KLBK-TV as originating station for its affiliated KPAR-TV, Sweetwater - Abilene, KWAB-TV, Big Spring.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 31.9-kw aural. Antenna: 830-ft. above av. terrain, 859-ft. above ground, 4085-ft. above sea level.

Latitude 33° 31' 35"
Longitude 101° 52' 12"

Transmitter: 7400 College Ave.
Studio: 7400 College Ave. (79413).
TV tape: Recording facilities.
AM Affiliate: KLBK, 1-kw, 1340 kc.
Color: Network, film & slide.
News Wire Service: AP.
News Film Service: CBS.

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



KLBK-TV Ref: FCC File No. BMPCT-3002 Granted 4/29/55

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

KLBK-TV

Licensee: Grayson Enterprises Inc., Box 1559, Lubbock, Tex. (79408).

Telephone: 806-744-2345.

TWX No.: 806-747-3811.

Ownership: Theodore Shanbaum, 1/3; Dr. Ellis Carp, 1/3; Lee Optical and associated companies pension plan trust, 1/3. Also operate KWAB-TV, Big Spring, Tex. and own KPAR-TV, Sweetwater-Abilene, Tex., which is leased to a separate operating company.

Began Operation: Nov. 13, 1952. Sale of control to present owners by Sidney Grayson and associates, whereby Shanbaum, Carp & Lee Optical increased holdings to 2/3 each was approved March 25, 1964 by FCC (Addenda 34-G). Sale by W. D. (Dub) Rogers and associates to Grayson Enterprises approved Oct. 11, 1961 (Television Digest, Vols. 17:27, 1:5).

Represented (sales) by Advertising Time Sales, Inc.

Represented (legal) by Koteen & Burt.

Personnel:

WALTER M. WINDSOR, exec. v.p. & general manager.
JOHN VERA, national sales manager.
FORD ROBERTSON, local sales manager.
DON A. MOORE, program director.
JACK D. BURGE, chief engineer.
DUNCAN ELLISON, news director.
JAMES HALLMARK, promotion director.

DIGEST OF RATE CARD NO. 10—(Aug. 2, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—6:30-10 p.m., daily.

\$500.00 \$300.00 \$200.00 \$140.00 \$130.00* \$110.00* \$65.00*

*Class AA—6:59-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$550.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
NEW MEXICO			
LEA NORTH	5,000	4,700	94
LEA SOUTH	12,800	11,900	94
RODSEVELT	4,600	4,300	92
TEXAS			
BAILEY	3,000	2,800	93
BORDEN	300	300	89
BRISCOE	1,100	1,000	93
CASTRO	2,800	2,500	90
COCHRAN	1,800	1,600	93
CROSBY	3,000	2,800	94
DAWSON	5,600	5,100	91
DICKENS	1,100	1,000	91
FLOYD	3,900	3,700	95
GAINES	3,900	3,700	94
GARZA	1,900	1,800	92
HALE	12,000	11,100	93
HOCKLEY	6,700	6,400	96
KENT	400	400	95
LAMB	7,000	6,500	94
LUBBOCK	53,700	50,800	95
LYNN	3,200	2,900	93
MOTLEY	600	500	79
SCURRY	5,500	5,100	93
TERRY	5,200	4,800	93
YOAKUM	2,900	2,800	96
STATION TOTAL	148,000	138,500	94

NET WEEKLY CIRCULATION (MARCH 65) 116,800
AVERAGE DAILY CIRCULATION (MARCH 65) 95,700
COLOR PENETRATION PERCENTAGE (NOV 65) 14

See CATV Directory for Texas Systems.

Dominating the Rich Market of The Great South Plains of Texas

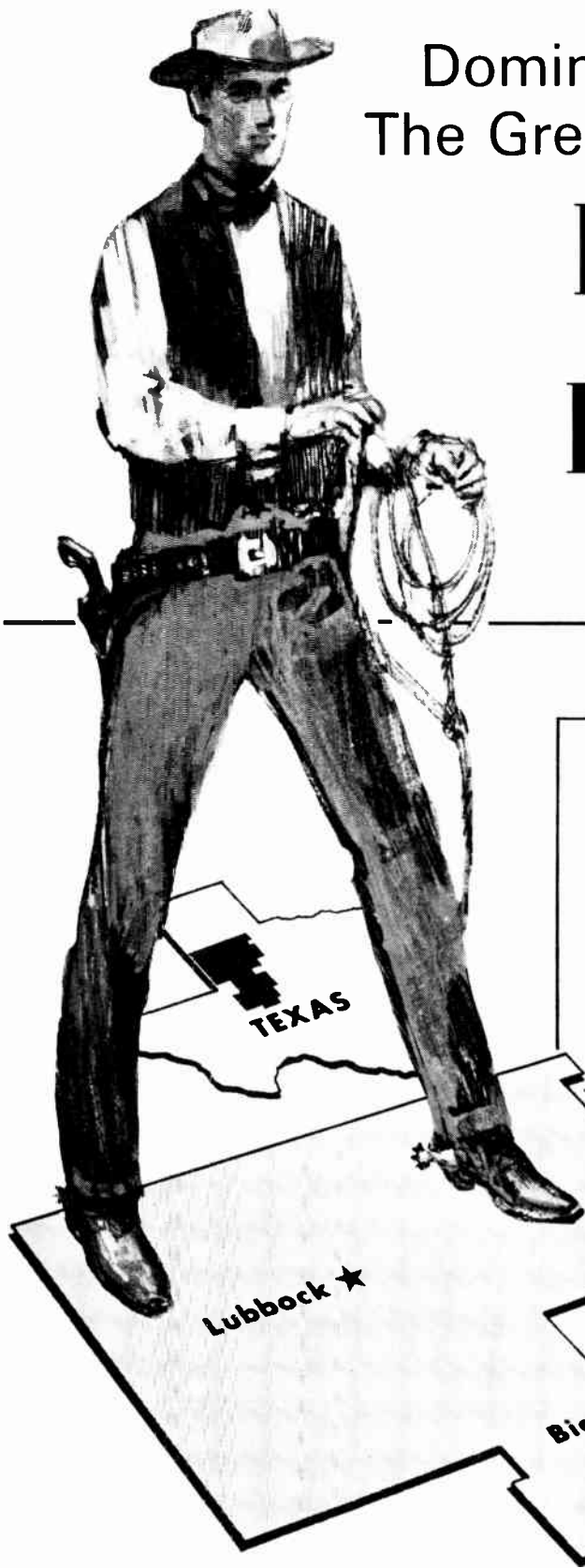
KLBK-TV CH. 13

LUBBOCK, TEXAS

and

KWAB-TV CH. 4

BIG SPRING, TEXAS



The Big "Dual-Buy" . . . now available at a combination rate, giving you

"TEXAS-SIZE" COVERAGE

- PROGRAMMING 1st CHOICE OF THE TOP PRIME-TIME CBS AND ABC SHOWS.
- OFFERING A GREAT LINE-UP OF AFTERNOON AND LATE EVENING PROGRAMMING FOR SPOT PARTICIPATIONS.
- A NEW ADDED EXTRA . . . COLOR FACILITIES

The Lubbock market is **BIG** in consumer spendable income and retail sales!*

- LUBBOCK METROPOLITAN AREA RANKS 3rd IN THE NATION IN TOTAL RETAIL SALES PER HOUSEHOLD.
- RETAIL SALES IN LUBBOCK COUNTY ARE \$6,002.00 PER HOUSEHOLD.
- RETAIL SALES IN THE CITY OF LUBBOCK ARE \$6,340.00 PER HOUSEHOLD.
- CONSUMER SPENDABLE INCOME IN LUBBOCK COUNTY IS \$7,115.00 PER HOUSEHOLD.
- CONSUMER SPENDABLE INCOME IN THE CITY OF LUBBOCK IS \$7,382.00 PER HOUSEHOLD.

*STATISTICS COURTESY OF SRDS

The Big Spring market gives the "Dual-Buy" added consumer spendable income and retail sales volume!

ADDED PLUS BUY IN LUBBOCK . . .

KLBK RADIO
1000 WATTS AT 1340

Affiliated with ABC

REPRESENTED
BY



WALTER M. WINDSOR
EXECUTIVE VICE-PRESIDENT

Texas—Lufkin

NBC abc **KTRE-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 27.5-kw visual, 13.8-kw aural. Antenna: 650-ft. above av. terrain, 540-ft. above ground, 950-ft. above sea level.

Latitude 31° 25' 09"
Longitude 94° 48' 02"

Transmitter: 1.4-mi. NW of Clawson.

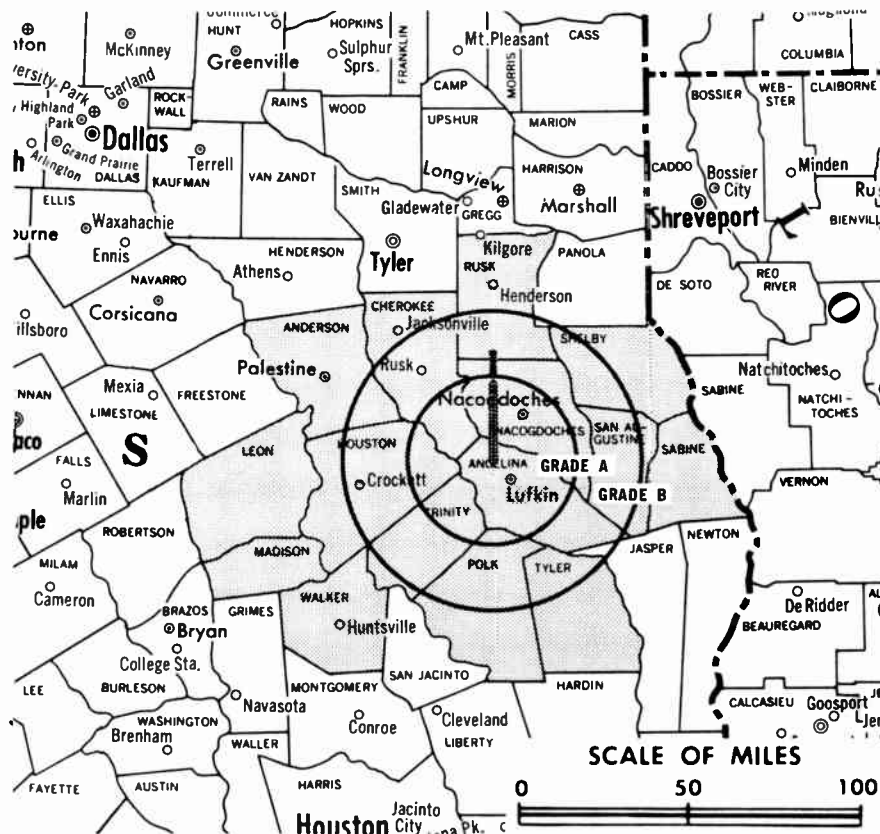
AM Affiliate: KTRE, 1-kw, 1420 kc (MBS).

Color: Network only.

News Wire Service: AP.

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

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KTRE-TV Ref: FCC File No. BMPCT—2988 Granted 4/19/55

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

KTRE-TV

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

Licensee: Forest Capital Communications Corp., Box 729 (75902).

Studio: 1.4-mi. NW of Clawson.

Telephone: 713-634-7771. TWX No.: 713-632-3107.

Ownership: Lucille Buford, 36.75%; Marshall H. Pengra, 15%; Delila G. Lewin, 12.5%; Fred C. Hill, 12.5%; Robert Buford, 7.5%; Gerald Buford, 7.5%; Geoffrey Buford, 7.5%. Same interests also own KLTW, Tyler, Tex.

Began Operation: Aug. 17, 1955. Sale to present owners by R. W. Wortham Jr. and associates approved by FCC July 18, 1962 (Television Digest, Vol. 2:31).

Represented (sales) by Venard, Torbet & McConnell Inc.; Clyde Melville Co. (Southwest).

Personnel:

FRED C. HILL, president, general manager.
BILL CARTER, program director.
ROYCE CHRISTENSON, director of sales.
MARY ANN CHRISTOPHER, promotion manager.
FRED HILL, chief engineer.
HAZEL STEPHERSON, traffic manager.

DIGEST OF RATE CARD NO. G-5

(Jan. 1, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. ID
Class A—6:29-10:01 p.m., Mon.-Fri.; 4:59-10:31 p.m., Sat. & Sun.
\$250.00 \$150.00 \$100.00 \$87.50 \$75.00 \$60.00 \$50.00 \$25.00
NETWORK BASE HOURLY RATE: \$200 (ABC), \$125 (CBS), \$200 (NBC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TEXAS			
ANDERSON	8,300	7,300	88
ANGELINA	13,100	11,900	91
CHEROKEE	9,100	7,800	85
HOUSTON	5,100	4,100	81
LEON	2,700	2,100	78
MADISON	1,700	1,400	82
NACOGDOCHES	8,400	7,000	84
POLK	3,700	3,000	83
RUSK	10,600	9,500	90
SABINE	1,900	1,500	78
SAN AUGUSTINE	1,900	1,500	80
SHELBY	5,900	5,000	85
TRINITY	2,000	1,600	78
TYLER	3,100	2,600	84
WALKER	5,400	4,300	81
STATION TOTAL	82,900	70,600	85

NET WEEKLY CIRCULATION (MARCH 65) 33,100
AVERAGE DAILY CIRCULATION (MARCH 65) 25,300
COLOR PENETRATION PERCENTAGE (NOV 65) 4

See Translator Directory

In Section c.

Texas—Midland & Odessa



KMID-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1052-ft. above av. terrain, 1137-ft. above ground, 4049-ft. above sea level.

Latitude 32° 05' 14"
Longitude 102° 17' 12"

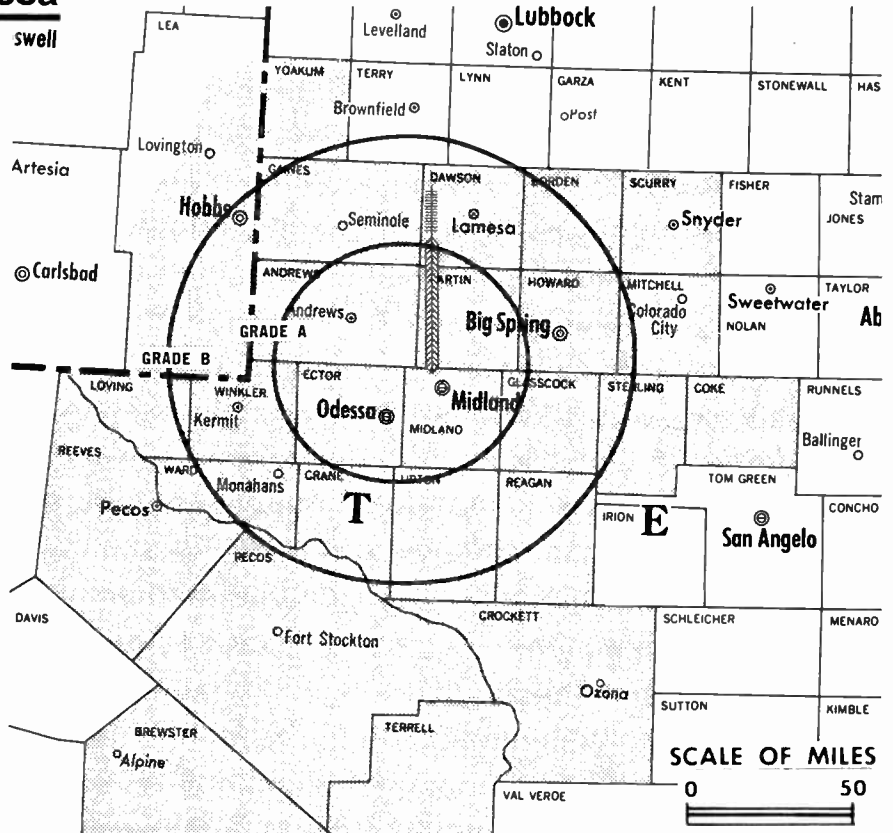
Transmitter: 13.5-mi. NW of Midland.

TV tape: Recording facilities.

Color: Network & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



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

KMID-TV Ref: FCC File No. B1PCT-2922 Granted 10/30/61

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

KMID-TV

Licensee: Midessa Television Co. Inc., Midland.

Studio: Midland-Odessa Air Terminal (79705).

Telephone: 915-563-2222, Midland. TWX No.: 915-563-1759.

Ownership: J. Conrad Dunagan, pres., 10.5%; W. D. Noel, v.p., 12.3%; Donald M. Oliver, secy.-treas., 5.2%; R. H. Drewry, director, 29%; T. R. Warkentin heirs, 18.4%; Paul Davis, 5.2%; E. G. Rodman, 12.3%; 4 other stockholders, none owns over 5.2%. R. H. Drewry and Warkentin heirs are stockholders in KSWO-TV and KSWO, Lawton, Okla., and radio KRHD, Duncan and KGWA, Enid, both Okla.

Began Operation: Dec. 18, 1953.

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

Represented (legal) by Wilner & Bergson.

Personnel:

RAY HERNDON, general manager & film buyer.

JERRY BLAIR, sales manager.

DIGEST OF RATE CARD NO. 5N
(July 15, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.*	8 Sec.	
Class A—6:30-10 p.m., daily.	\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$90.00	\$48.00

*Also has a 20 Sec. rate: Class A \$80.

NETWORK BASE HOURLY RATE: \$375.

For ARB County-by-County Data, see Section a.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
NEW MEXICO			
LEA SOUTH	12,800	11,900	94
TEXAS			
ANDREWS	5,100	4,700	93
BORDEN	300	300	89
BREWSTER	1,500	1,200	78
COKE	900	800	92
CRANE	1,500	1,500	96
CROCKETT	1,200	1,000	85
DAWSON	5,600	5,100	91
ECTOR	31,200	29,600	95
GAINES	3,900	3,700	94
GLASSCOCK	400	300	97
HOWARD	13,600	13,000	96
LOVING	200	100	98
MARTIN	1,500	1,400	95
MIDLAND	23,800	22,700	95
MITCHELL	3,000	2,700	90
PECOS	3,600	3,300	90
REAGAN	1,100	1,100	97
REEVES	5,600	5,000	90
SCURRY	5,500	5,100	93
STERLING	400	300	87
TERRELL	700	500	76
UPTON	1,900	1,700	91
WARD	4,500	4,200	93
WINKLER	4,500	4,200	93
YOAKUM	2,900	2,800	96
STATION TOTAL	137,200	128,200	93

NET WEEKLY CIRCULATION (MARCH 65) 107,700
AVERAGE DAILY CIRCULATION (MARCH 65) 79,400
COLOR PENETRATION PERCENTAGE (NOV 65) 10

Texas—Monahans & Odessa

abc **KVKM-TV**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 240-kw visual, 120-kw aural, 1270-ft. above av. terrain, 1080-ft. above ground, 4490-ft. above sea level.

Latitude 31° 59' 17"
Longitude 102° 51' 59"

Requests 45.72-kw aural.

Transmitter: 17-mi. ENE of Kermit, Tex.

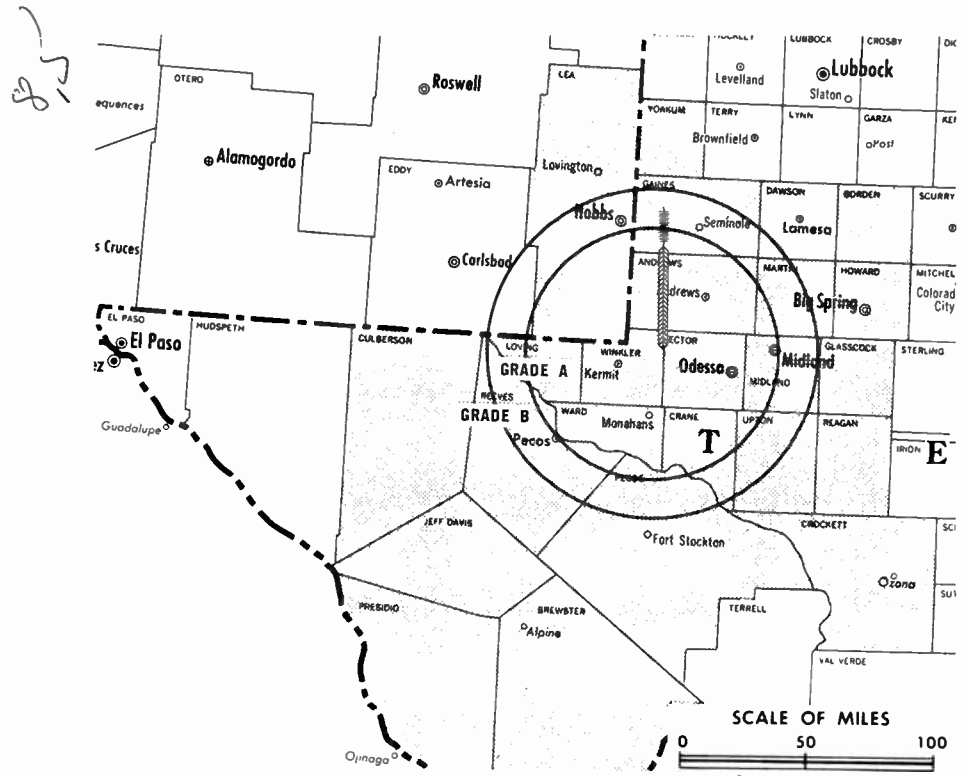
AM Affiliate: KVKM, 5-kw, 1330 kc (MBS).

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Represented (engineering) Jules Cohen & Assoc.



KVKM-TV Ref: FCC File No. BPCT--3000 Granted 7/25/62

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

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

KVKM-TV

Licensee: Tri-Cities Bcstrs., Drawer K, Monahans (79756).

Studio: 1-mi. north of Monahans, Drawer K.

Telephone: 915-943-3231.

TWX No.: 915-943-4802.

Ownership: John B. Walton, 100%. He also owns KVII (TV) & FM, Amarillo, Tex.; KELP-TV, El Paso, Tex. (KELP) and radios KVOD, Albuquerque, N.M.; KFIF, Tucson, Ariz.; controls KVKM, Monahans, Tex.; he is also applicant for Ch. 26, Lubbock, Tex.

Began Operation: Dec. 1, 1958. Moved to new site and higher power Feb. 1, 1963.

Represented (sales) by Jack Masla & Co.; Clyde Melville Co. (Southwest).

Represented (legal) by Cohn & Marks.

Personnel:

J. ROSS RUCKER, general manager & film buyer.
BUZ HUDGINS, commercial manager.
BARBARA WEYERTS, continuity & traffic.
JEAN WELCH, program director.
A. C. MARTIN, chief engineer.

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

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10:01 p.m., daily.
\$350.00 \$225.00 \$150.00 \$125.00 \$110.00 \$90.00 \$72.00 \$45.00
NETWORK BASE HOURLY RATE: \$150.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
NEW MEXICO			
LEA NORTH	5,000	4,700	94
LEA SOUTH	12,800	11,900	94
TEXAS			
ANDREWS	5,100	4,700	93
BORLEN	300	300	89
BREWSTER	1,500	1,200	78
CRANE	1,500	1,500	96
CROCKETT	1,200	1,000	85
CULBERSON	800	700	84
DAWSON	5,600	5,100	91
ECTOR	31,200	29,600	95
GAINES	3,900	3,700	94
GLASSCOCK	400	300	97
HOWARD	13,600	13,000	96
JEFF DAVIS	500	300	74
LOVING	200	100	98
MARTIN	1,500	1,400	95
MIDLANO	23,800	22,700	95
PECOS	3,600	3,300	90
PRESIDIO	1,200	800	72
REAGAN	1,100	1,100	97
REEVES	5,600	5,000	90
UPTON	1,900	1,700	91
WARD	4,500	4,200	93
WINKLER	4,500	4,200	93
YOAKUM	2,900	2,800	96
STATION TOTAL	134,200	125,300	93

NET WEEKLY CIRCULATION (MARCH 65) 91,400
AVERAGE DAILY CIRCULATION (MARCH 65) 50,900
COLOR PENETRATION PERCENTAGE (NOV 65) 10

Texas—Odessa



KOSA-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 160-kw aural. Antenna: 740-ft. above av. terrain, 726-ft. above ground, 3856-ft. above sea level.

Latitude 31° 51' 50.5"
Longitude 102° 34' 41"

Transmitter: Farm Rd. No. 866, 11-mi. W of Odessa.

TV tape: Recording facilities.

AM Affiliate: KOSA, .25-kw, 1230 kc.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Facsimile Service: AP.

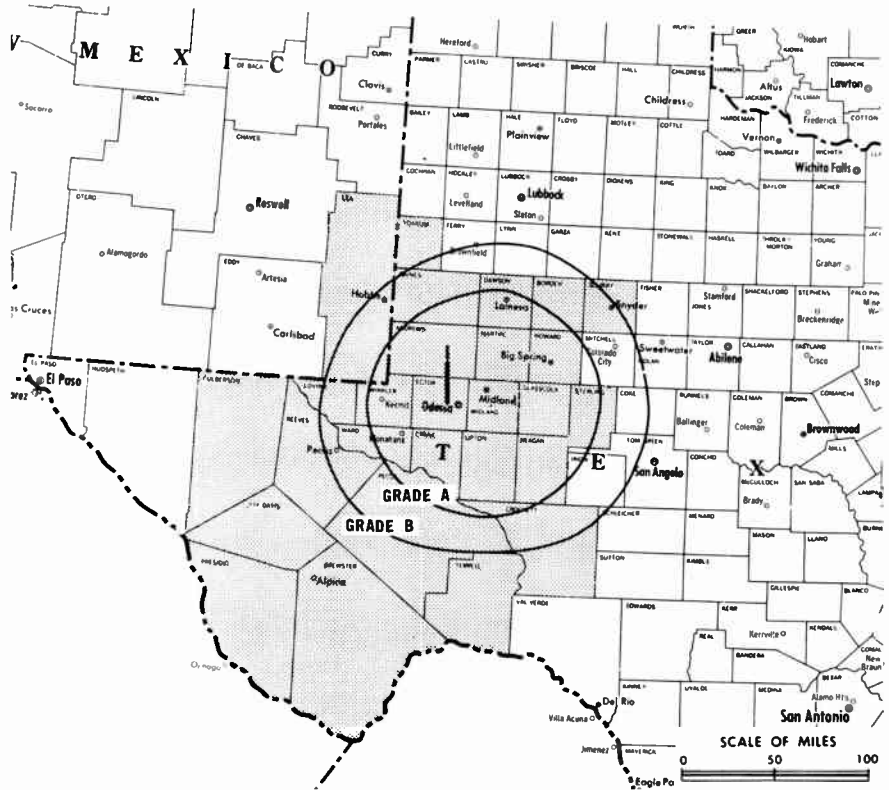
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KOSA-TV Ref: FCC File No. BMPCT-4389 Granted 11/26/56

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

KOSA-TV

Licensee: Trigg-Vaughn Stations Inc., 1211 N. Whitaker (79761).

Studio: 1211 N. Whitaker.

Telephone: 915-337-8301. TWX No.: 915-332-0051.

Ownership: See KROD-TV, El Paso, Tex.

Began Operation: Jan. 1, 1956.

Represented (sales) by Advertising Time Sales.

Represented (legal) by Haley, Bader & Potts.

Personnel:

CECIL TRIGG, president.
JOHN VACCA, v.p., general manager & film buyer.
ED COSTELLO, v.p., station & sales manager.
GEORGE C. COLLIE, v.p. & national sales manager.
AL HELTON, program manager.
WM. R. SCHOCK, chief engineer.

DIGEST OF RATE CARD NO. 7

(June 1, 1963)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$90.00* \$48.00

*Class A—20 Sec. \$80.

NETWORK BASE HOURLY RATE: \$375.

For Group Ownership, see Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
NEW MEXICO			
LEA NORTH	5,000	4,700	94
LEA SOUTH	12,800	11,900	94
TEXAS			
ANDREWS	5,100	4,700	93
BORDEN	300	300	89
BREWSTER	1,500	1,200	78
CRANE	1,500	1,500	96
CROCKETT	1,200	1,000	85
CULBERSON	800	700	84
DAWSON	5,600	5,100	91
ECTOR	31,200	29,600	95
GAINES	3,900	3,700	94
GLASSCOCK	400	300	97
HOWARD	13,600	13,000	96
JEFF DAVIS	500	300	74
LOVING	200	100	98
MARTIN	1,500	1,400	95
MIDLAND	23,800	22,700	95
PECOS	3,600	3,300	90
PRESIDIO	1,200	800	72
REAGAN	1,100	1,100	97
REEVES	5,600	5,000	90
SCURRY	5,500	5,100	93
STERLING	400	300	87
TERKELL	700	500	76
UPTON	1,900	1,700	91
WARD	4,500	4,200	93
WINKLER	4,500	4,200	93
YOAKUM	2,900	2,800	96
STATION TOTAL	140,800	131,200	93

NET WEEKLY CIRCULATION (MARCH 65) 104,800
AVERAGE DAILY CIRCULATION (MARCH 65) 82,400
COLOR PENETRATION PERCENTAGE (NOV 65) 10

Texas—Port Arthur-Beaumont



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 990-ft. above av. terrain, 1025-ft. above ground, 1046-ft. above sea level.

Latitude 30° 12' 58"
Longitude 93° 46' 05"

Requests 20-kw aural.

Transmitter: Hwy. 87, 8-mi. N of Orange, Tex.

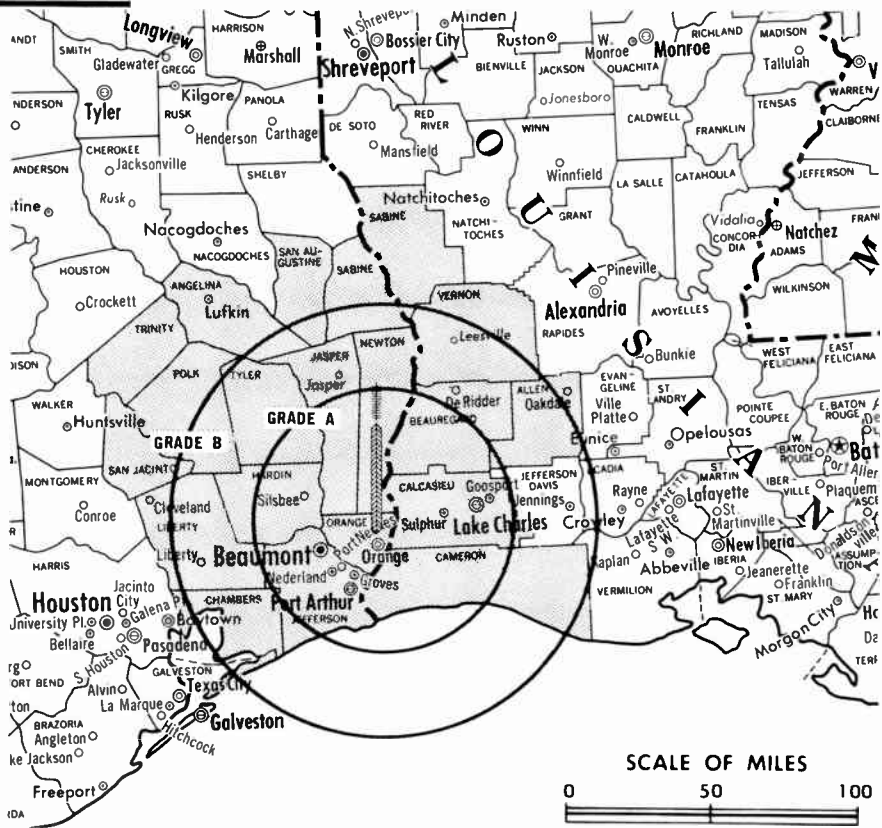
TV tape: Recording facilities.

AM Affiliate: KPAC, 5-kw (1-kw night), 1250 kc (MBS).

Color: Network only.

News Wire Service: AP.

News Film Service: NBC.



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

KPAC-TV Ref: FCC File No. BLCT-1152 Granted 8/1/62

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KPAC-TV

Licensee: Texas Goldcoast TV Inc., P.O. Box 3257, Port Arthur, Tex. (77642).

Studio: 17th & Woodworth Blvd., Port Arthur.

Telephone: 713-985-5557. TWX No.: 713-983-9821.

Ownership: Jefferson Amusement Co., 100%. Texas Goldcoast officers are: Julius M. Gordon, pres. (Jefferson Amusement Co.); Carl D. Levy, secy. (Jefferson Amusement); J. O. Timms, v.p. Sale to Texas Goldcoast approved June 27, 1957 (Television Digest, Vol. 13:22, 26).

Began Operation: Oct. 22, 1957 as equally-owned by Port Arthur College & Jefferson Amusement Co. Sale of its 50% by Port Arthur College to Jefferson Amusement approved by FCC Nov. 15, 1965 (Television Digest, Vol. 5:43, 47).

Represented (sales) by Blair Television Associates.

Represented (legal) by Cohn & Marks.

Represented (engineering) by David Steel & Assoc.

Personnel:

JULIUS M. GORDON, president & general manager.
J. O. TIMMS, vice president.
ROY SHOTTS, station & national sales manager.
ARCHIE JONES, chief engineer.
JACK DAHMER, local sales manager.

DIGEST OF RATE CARD NO. 6-A
(June 11, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID
Class A—6:30-10 p.m., daily.
\$450.00 \$270.00 \$180.00 \$110.00 \$90.00 \$54.00
NETWORK BASE HOURLY RATE: \$510.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
LOUISIANA			
ALLEN	5,600	4,800	87
BEAUREGARD	5,500	4,600	85
CALCASIEU	46,400	43,500	94
CAMERON	1,900	1,700	90
SABINE	4,700	3,700	79
VERNON	5,200	4,300	84
TEXAS			
ANGELINA	13,100	11,900	91
CHAMBERS	3,400	3,200	94
HARDIN	8,100	7,300	90
JASPER	6,900	6,100	88
JEFFERSON	82,300	78,400	95
LIBERTY	10,100	9,000	89
NEWTON	2,800	2,300	82
ORANGE	19,400	18,300	94
POLK	3,700	3,000	83
SABINE	1,900	1,500	78
SAN AUGUSTINE	1,900	1,500	80
SAN JACINTO	1,500	1,100	75
TRINITY	2,000	1,600	78
TYLER	3,100	2,600	84
STATION TOTAL	229,500	210,400	92

NET WEEKLY CIRCULATION (MARCH 65) 167,100
AVERAGE DAILY CIRCULATION (MARCH 65) 114,100
COLOR PENETRATION PERCENTAGE (NOV 65) 7

For Other Theater Groups With TV Stations,
see Section c

Texas—San Angelo



KACB-TV



Ch. 3

[Satellite of KRBC-TV, Abilene]

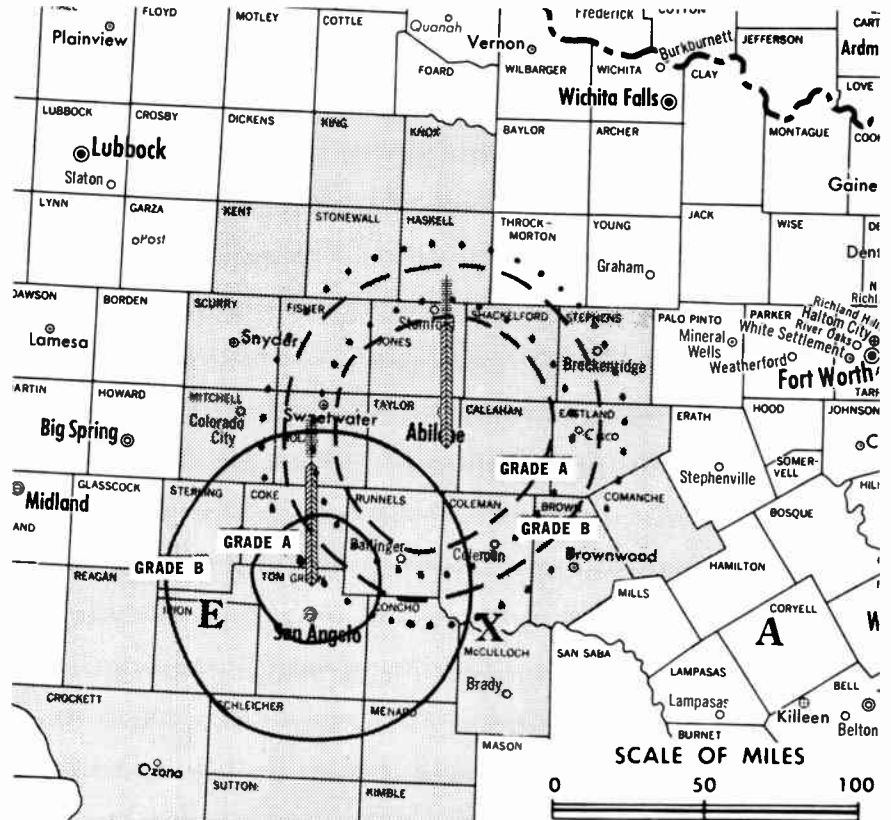
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 17.87-kw visual, 3.55-kw aural. Antenna: 596-ft. above av. terrain, 469-ft. above ground, 2719-ft. above sea level.

Latitude 31° 37' 22"
Longitude 100° 26' 14"

Transmitter: 7.7-mi. N of San Angelo, .4-mi. W of State Hwy. 208.

Color: Network only.

News Wire Service: AP.



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

KACB-TV Ref: FCC File No. BLCT-1171 Granted 8/22/62

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

KACB-TV

Licensee: Abilene Radio & TV Co., 4510 14th St., Abilene (79605).

Studio: 4510 S. 14th St., Abilene.

Telephone: 915-692-4242. TWX No.: 915-492-9210.

Ownership: See KRBC-TV, Abilene.

Began Operation: Feb. 8, 1962.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

DALE ACKERS, president and general manager.

WILLIAM TERRY, station & sales manager.

NORMAND MANN, program director.

TROY MALLON, chief engineer.

Rates: Sold only in combination with KRBC-TV, Abilene.

NETWORK BASE HOURLY RATE: Combination rate with KRBC-TV \$425.

ARB Data for this Station Included with Parent KRBC-TV, Abilene. Above map Reflects Coverage of both Parent & Satellite.



MALARKEY, TAYLOR & ASSOCIATES
CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

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

Texas—San Angelo



Technical Facilities: Channel No. 8
(180-186 mc). Authorized power:
29.9-kw visual, 13.5-kw aural.
Antenna: 420-ft. above av. ter-
rain, 443-ft. above ground, 2331-
ft. above sea level.

Latitude 31° 29' 29"
Longitude 100° 26' 03"

Transmitter: 1011 E. 28th St.

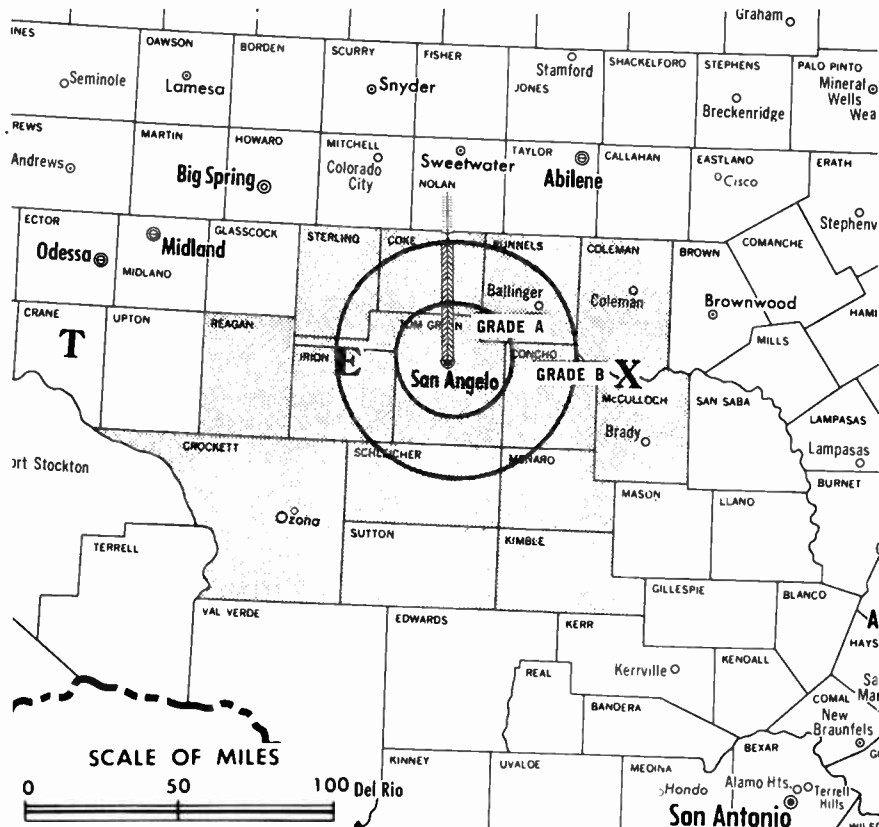
Color: Network only.

News Wire Service: UPI.

Represented (legal) by Arnold &
Porter.

Represented (engineering) by Com-
mercial Radio Equipment Co.

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



KCTV Ref: FCC File No. BMPCT-1052 Granted 4/10/53

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

KCTV

Licensee: Westex Television Co., 1011 E. 28th St. (76901).

Studio: 1011 E. 28th St.

Telephone: 915-655-7383.

TWX No.: 915-655-6612.

Ownership: Houston H. Harte, pres., 48.32%; Edward H. Harte, v.p., 48.32%; A. L. Hall, secy., 3.36%. Edward H. & Houston H. Harte also have an interest in San Angelo Standard Times and Affiliated Newspapers Inc., which own control of Express Publishing Co., licensee of KENS-TV, San Antonio, Tex.

Began Operation: June 26, 1953. Transfer of 74% to KGKL and R. H. Simmons approved March 13, 1957 by FCC (Television Digest, Vol. 13:2, 11). Transfer of 49% from KGKL to Big Spring Bcstg. Co. effective March 25, 1959. Transfer to present owners approved by FCC Dec. 4, 1962 (BPTC-4160).

Represented (sales) by Advertising Time Sales Inc.

Personnel:

HAL ATKINS JR., general manager & film buyer.
DONN GLASSETT, local sales manager.
AL COBB, program director.
LARRY CHARLESWORTH, chief engineer.
FRANCES HENSON, bookkeeper.
JIM CALHOUN, news director.

DIGEST OF RATE CARD NO. 5 (July 1, 1963)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7-10 p.m., daily.
\$200.00 \$130.00 \$90.00 \$70.00 \$50.00 \$40.00 \$32.00 \$16.00

Combination rate (with KPAR-TV, Sweetwater-Abilene)

Class AA—7-10 p.m., daily.
\$500.00 \$325.00 \$225.00 \$175.00 \$125.00 \$80.00 \$64.00 \$32.00

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

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TEXAS			
COKE	900	800	92
COLEMAN	3,800	3,500	92
CONCHO	800	700	91
CROCKETT	1,200	1,000	85
IRION	400	300	84
KIMBLE	1,200	900	75
MC CULLOCH	2,500	2,000	79
MENARD	700	500	66
REAGAN	1,100	1,100	97
RUNNELS	4,400	4,000	92
SCHLEICHER	900	800	88
STERLING	400	300	87
SUTTON	1,100	800	76
TOM GREEN	21,000	19,500	93
STATION TOTAL	40,400	36,200	90

NET WEEKLY CIRCULATION (MARCH 65) 28,400
AVERAGE DAILY CIRCULATION (MARCH 65) 23,600
COLOR PENETRATION PERCENTAGE (NOV 65) 6

MORTON FLOM, ENG.

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

514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

Texas—San Antonio



KENS-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1392-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 07"
Longitude 98° 15' 55"
Requests 20-kw aural.

Transmitter: Stewart Rd., 4-mi. NE of Elmendorf, Tex.

Studio: Ave. E & Fourth St.

Telephone: 512-225-7411.

TWX No.: 512-571-0951.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Arnold & Porter.

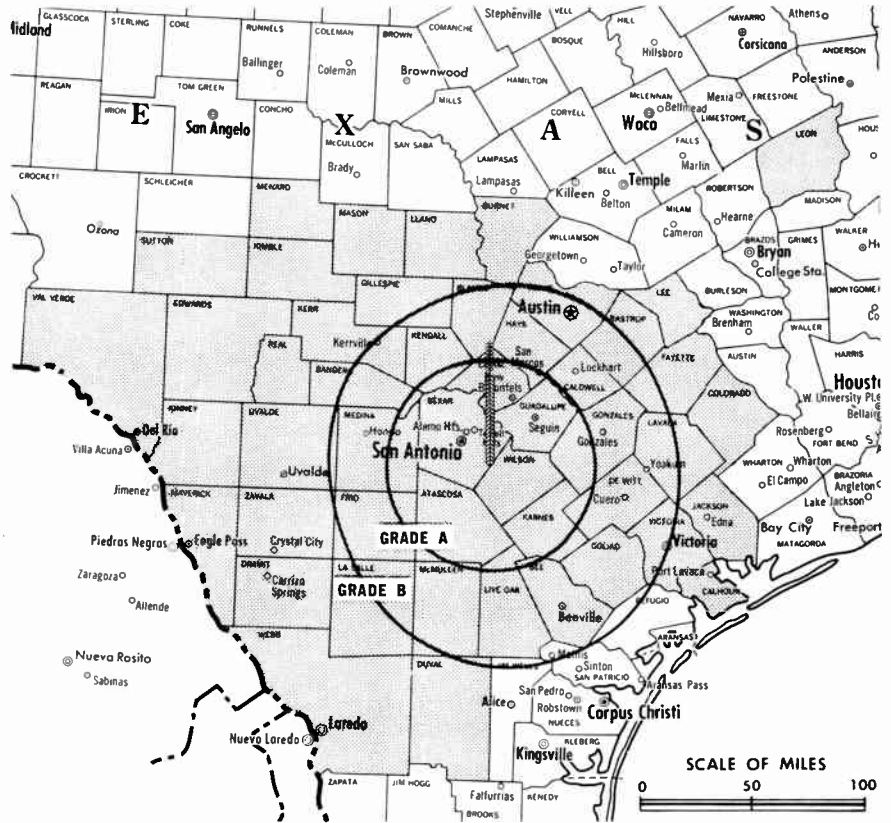
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes, TV% and Circulation

© 1965 American Research Bureau.

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



KENS-TV Ref: FCC File No. BPCT-2306 Granted 8/1/57

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

KENS-TV

Licensee: Express Publishing Co., Ave. E & Fourth St. (78205).

Ownership: 99.2% of stock held by Corpus Christi Caller and Times, Abilene Reporter-News, San Angelo Standard-Times and Affiliated Newspapers Inc. (35.8% owner of San Antonio Express and News). These are all Harte-Hanks newspapers. Houston H. and Edward H. Harte own 48.32% each of KCTV, San Angelo, Tex.).

Began Operation: Feb. 15, 1950. Transfer to present owners from owners of San Antonio Express and News approved by FCC July 3, 1962. Sale to San Antonio Express and News by Storer Bcstg. Co., which acquired it in Oct. 1951, approved by FCC Oct. 27, 1954 (Television Digest, Vol. 7:30, 41; 10:15, 22, 26, 44).

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

Represented (engineering) by W. G. Edgerton.

Personnel:

- CONWAY C. CRAIG, president.
- HOUSTON H. HARTE, v.p.
- WAYNE KEARL, general manager.
- BILL LYDLE, asst. manager, sales.
- ALBERT DULLNIG, production manager.
- RAY McMILLAN, chief engineer.

DIGEST OF RATE CARD NO. 15

(March 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.	\$850.00	\$500.00	\$340.00	\$255.00	\$250.00	\$220.00
NETWORK BASE HOURLY RATE:	\$850.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TEXAS			
ATASCOSA	4,900	4,200	87
BANDERA	1,200	1,100	92
BASTROP	4,900	4,200	85
BEE	6,900	6,000	87
BEXAR	213,300	197,600	93
BLANCO	1,200	1,100	88

BURNET	2,700	2,500	93
CALDWELL	4,800	4,200	88
CALHOUN	5,200	4,600	88
COLORADO	5,900	5,000	85
COMAL	6,500	5,900	91
DE WITT	6,000	5,100	84
DIMITT	2,200	1,600	72
OUVAL	3,000	2,400	80
EDWARDS	400	300	76
FAYETTE	6,300	4,500	71
FRIO	2,500	2,000	81
GILLESPIE	3,200	2,500	79
GOLIAD	1,500	1,300	83
GONZALES	5,000	4,300	87
GUADALUPE	9,000	8,000	89
HAYS	5,500	5,000	90
JACKSON	4,100	3,500	86
KARNES	3,600	3,100	86
KENOALL	1,900	1,600	85
KERR	5,700	4,900	85
KIMBLE	1,200	900	75
KINNEY	600	400	69
LA SALLE	1,200	900	79
LAVACA	6,000	4,500	75
LEE	2,500	2,100	85
LEON	2,700	2,100	78
LIVE OAK	1,800	1,600	88
LLANO	1,900	1,700	88
MCMULLEN	400	300	87
MASON	900	700	76
MAVERICK	3,700	2,500	69
MEDINA	5,400	4,700	87
MENARD	700	500	66
REAL	400	300	69
SUTTON	1,100	800	76
TRAVIS	68,600	63,600	93
UVALDE	4,900	4,100	84
VAL VERDE	7,400	6,000	81
VICTORIA	15,400	13,500	88
WEBB	16,400	14,400	88
WILSON	3,300	2,700	84
ZAVALA	3,000	2,200	73

STATION TOTAL 466,900 417,000 89

NET WEEKLY CIRCULATION (MARCH 65) 319,600
AVERAGE DAILY CIRCULATION (MARCH 65) 235,400
COLOR PENETRATION PERCENTAGE (NOV 65) 6

Texas—San Antonio



KONO-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1483-ft. above av. terrain, 1505-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 11"
Longitude 98° 15' 31"

Transmitter: 4.5-mi. ENE of Elmen-dorf, Tex.

Studio: 1408 N. St. Mary's St.

TV tape: Recording facilities.

AM Affiliate: KONO, 5-kw (1-kw night), 860 kc.

FM Affiliate: KITV, 19-kw, 92.9 mc (No. 225), 450-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP.

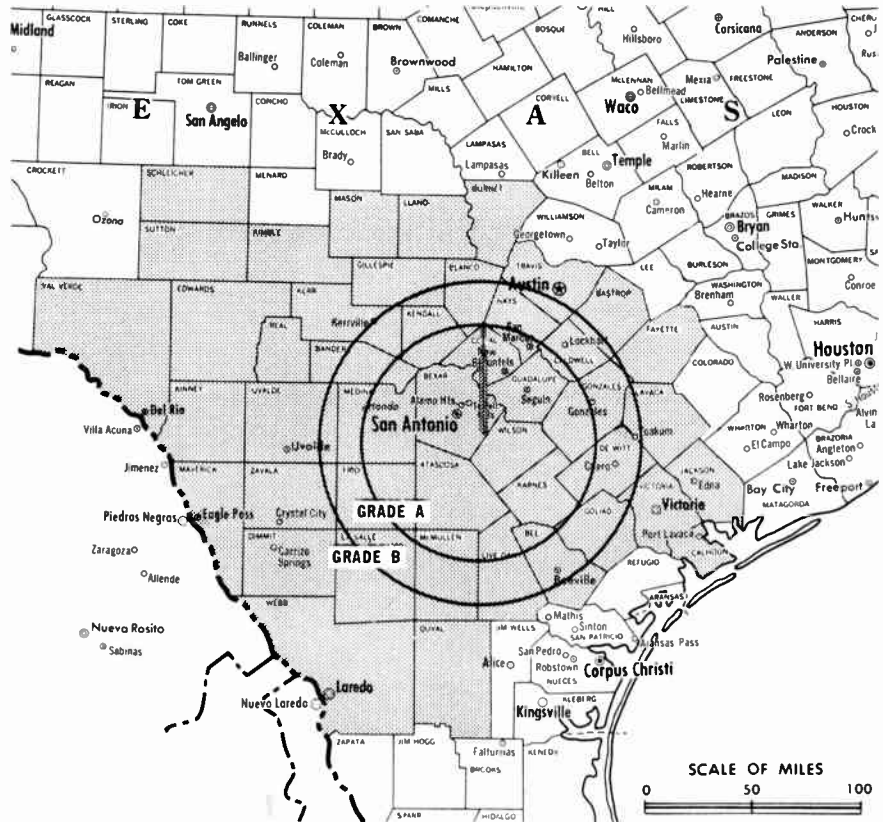
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KONO-TV Ref: FCC File No. BPCT—2892 Granted 9/27/61

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

KONO-TV

Licensee: Mission Telecasting Corp., 1408 N. St. Mary's St., San Antonio, Tex. (78215).

Telephone: 512-226-7611. TWX No.: 910-871-1022.

Ownership: Mission Broadcasting Co., 100%. Mission is owned by: Bob A. Roth, 41.1%; Jack Roth, 41.1%; James M. Brown, 12.3%; Eugene J. Roth, 5.5%. Mission Bcstg. is licensee of radio KONO.

Began Operation: Jan. 21, 1957.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Welch & Morgan.

Personnel:

BOB A. ROTH, president & commercial manager.
EUGENE J. ROTH, chairman of the board.
JAMES M. BROWN, v.p. & general manager.
JACK ROTH, asst. general manager.
HOWARD YAWS, program manager.
KATIE FERGUSON, program coordinator.
JIM LOGAN, news director.
LOUIS C. CATALANO, art director.
GEORGE W. ING, engineering director.

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

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.					
\$900.00	\$540.00			\$210.00	\$105.00

NETWORK BASE HOURLY RATE: \$925.

BEXAR	213,300	197,600	93
BLANCO	1,200	1,100	88
BURNET	2,700	2,500	93
CALDWELL	4,800	4,200	88
CALHOUN	5,200	4,600	88
COMAL	6,500	5,900	91
DE WITT	6,000	5,100	84
DIMMIT	2,200	1,600	72
DUVAL	3,000	2,400	80
EDWARDS	400	300	76
FAYETTE	6,300	4,500	71
FRIO	2,500	2,000	81
GILLESPIE	3,200	2,500	79
GOLIAD	1,500	1,300	83
GONZALES	5,000	4,300	87
GUADALUPE	9,000	8,000	89
HAYS	5,500	5,000	90
JACKSON	6,100	3,500	86
KARNES	3,600	3,100	86
KENDALL	1,900	1,600	85
KERR	5,700	4,900	85
KIMBLE	1,200	900	75
KINNEY	600	400	69
LA SALLE	1,200	900	79
LAVACA	6,000	4,500	75
LIVE OAK	1,800	1,600	88
LLANO	1,900	1,700	88
MCMULLEN	400	300	87
MASON	900	700	76
MAVERICK	3,700	2,500	69
MEDINA	5,400	4,700	87
REAL	400	300	69
SCHLEICHER	900	800	88
SUTTON	1,100	800	76
TRAVIS	68,600	63,600	93
UVALDE	4,900	4,100	84
VAL VERDE	7,400	6,000	81
VICTORIA	15,400	13,500	88
WEBB	16,400	14,400	88
WILSON	3,300	2,700	84
ZAVALA	3,000	2,200	73
STATION TOTAL	456,000	408,100	89

NET WEEKLY CIRCULATION (MARCH 65)	315,000
AVERAGE DAILY CIRCULATION (MARCH 65)	231,400
COLOR PENETRATION PERCENTAGE (NOV 65)	6

Texas—San Antonio

KWEX-TV

Ch. 41

[Spanish language outlet]

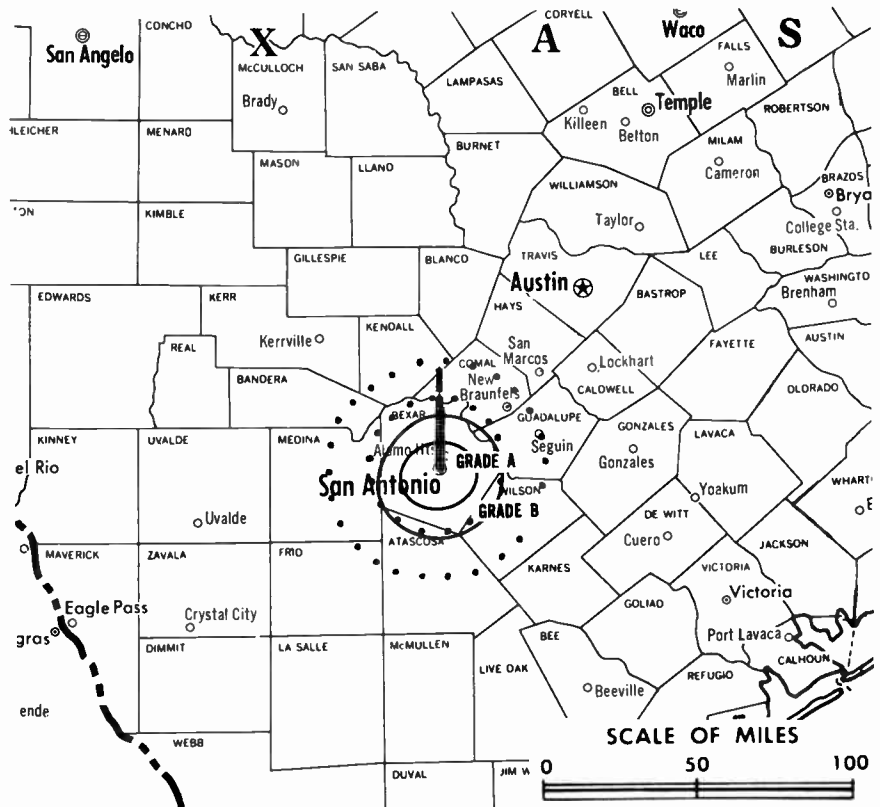
Technical Facilities: Channel No. 41 (632-638 mc). Authorized power: 11-kw visual, 6-kw aural. Antenna: 500-ft. above av. terrain, 598-ft. above ground, 1218-ft. above sea level.

Latitude 29° 25' 03"

Longitude 98° 29' 26"

Holds CP for 179-kw max. and 129-kw horizontal visual, 35.8-kw max. and 25.7-kw horizontal aural. BPCT—3573.

Transmitter: 111 Martinez St.



KWEX-TV Ref: FCC File No. BMPCT—2866 Granted 3/18/55
CP: BPCT—3573 Granted 7/12/65

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KWEX-TV

Network Service: None, independent. Spanish language outlet (Spanish International Broadcasting Network).

Licensee: Spanish International Bcstg. Corp., 111 Martinez St.

Studio: 111 Martinez St. Telephone: 512-227-4141.

Ownership: Frank Fouce, 20%; Rene Anselmo, v.p., 35%; Edward J. Noble, 20%; Emilio Azcarraga, 20%; Julian M. Kaufman, 5%. Also owns KMEX-TV, Los Angeles, Cal.

Begin Operation: June 2, 1955. Sale as KUAL-TV to present owner by Raoul A. Cortez and associates approved by FCC Dec. 6, 1961 (Television Digest, Vol. 17:35, 2:1).

Represented (sales) by Spanish International Network Sales Inc.

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

Personnel:

FRANK FOUCE, president.
RENE ANSELMO, vice president.
JULIAN KAUFFMAN, vice president.
EMILIO NICOLAS, general manager.
LEONARDO GARCIA, station manager.
ISABEL JIMENEZ, women's program director.
VAN DRYER, chief engineer.
J. MANUEL CALVO, business manager.
SILVIA R. GONZALEZ, film director.
HECTOR RODRIGUEZ, news director.

DIGEST OF RATE CARD NO. 4 (Oct. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 or 30 Sec.	10 Sec.
Class AA—6-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$65.00	\$48.00
					\$48.00	\$38.00

ARB Data Not Available.

BLACKBURN

& Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
333-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
John G. Williams
Mony Building
1655 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Collin M. Selph
G. Bennet Larson
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

Texas—San Antonio

WOAI-TV
Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 1476-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 10"
Longitude 98° 15' 55"
Requests 4.3-kw aural.

Transmitter: Stewart Rd., NE of Elmendorf, Texas.

Studio: 1031 Navarro St.

TV tape: Recording facilities.

AM Affiliate: WOAI, 50-kw, 1200 kc (NBC).

Color: Network, film & slide.

News Wire Service: AP, UPI.

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

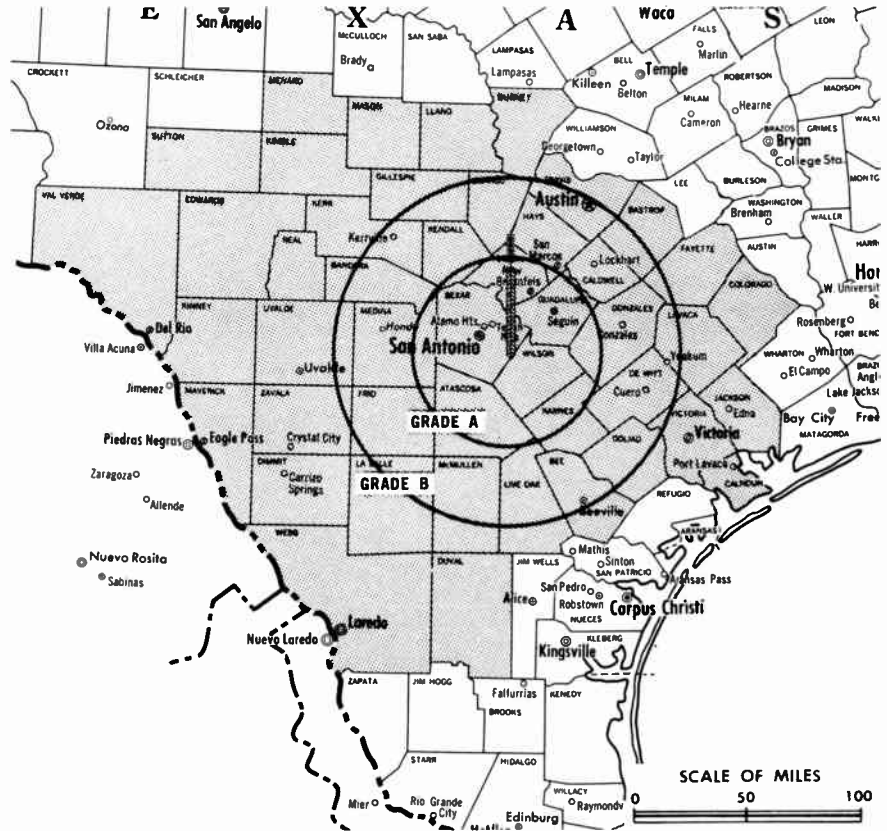
Total Households: © SRDS

(Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



WOAI-TV Ref: FCC File No. BPCT—2207 Granted 8/1/57

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

WOAI-TV

Licensee: Avco Broadcasting Corp., 1031 Navarro St., San Antonio (78206).

Telephone: 512-227-4221. TWX No.: 512-571-0920.

Ownership: See WLW-T, Cincinnati, Ohio.

Began Operation: Dec. 11, 1949. Sale to present owner by Hugh Haiff Jr. and associates approved Sept. 15, 1965 by FCC (Television Digest, Vol. 5:22, 38).

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

Represented (legal) by Hogan & Hartson.

Personnel:

EDWARD V. CHEVIOT, vice president & general manager.
JOHN BAADE JR., sales manager.
FRENCH FERGUSON JR., program director.
CHARLES LARKINS, promotion manager.
AL ANDERSON, news director.
CHARLES L. JEFFERS, director of engineering.
FAYE LEAVITT, film manager & buyer.
BILL McREYNOLDS, farm director.

DIGEST OF RATE CARD NO. I—(Effective Oct. 1, 1963)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—6:30-10 p.m., daily.

\$925.00 \$600.00 \$325.00 \$260.00 \$260.00 \$130.00

Color—rates on request.

NETWORK BASE HOURLY RATE: \$925.

BLANCO	1,200	1,100	88
BURNET	2,700	2,500	93
CALDWELL	4,800	4,200	88
CALHOUN	5,200	4,600	88
COLORADO	5,900	5,000	85
COMAL	6,500	5,900	91
DE WITT	6,000	5,100	84
DIMIT	2,200	1,600	72
DUVAL	3,000	2,400	80
EDWARDS	400	300	76
FAYETTE	6,300	4,500	71
FRIO	2,500	2,000	81
GILLESPIE	3,200	2,500	79
GOLIAD	1,500	1,300	83
GONZALES	5,000	4,300	87
GUADALUPE	9,000	8,000	89
HAYS	5,500	5,000	90
JACKSON	4,100	3,500	86
KARNES	3,600	3,100	86
KENDALL	1,900	1,600	85
KERR	5,700	4,900	85
KIMBLE	1,200	900	75
KINNEY	600	400	69
LA SALLE	1,200	900	79
LAVACA	6,000	4,500	75
LIVE OAK	1,800	1,600	88
LLANO	1,900	1,700	88
MCMULLEN	400	300	87
MASON	900	700	76
MAVERICK	3,700	2,500	69
MEDINA	5,400	4,700	87
MENARD	700	500	66
REAL	400	300	69
SUTTON	1,100	800	76
TRAVIS	68,600	63,600	93
UVALDE	4,900	4,100	84
VAL VERDE	7,400	6,000	81
VICTORIA	15,400	13,500	88
WEBB	16,400	14,400	88
WILSON	3,300	2,700	84
ZAVALA	3,000	2,200	73
STATION TOTAL	461,700	412,800	89

NET WEEKLY CIRCULATION (MARCH 65) 317,600
AVERAGE DAILY CIRCULATION (MARCH 65) 221,900
COLOR PENETRATION PERCENTAGE (NOV 65) 6

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES PER 100	PER
TEXAS			
ATASCOSA	4,900	4,200	87
BANDERA	1,200	1,100	92
BASTROP	4,900	4,200	85
BEE	6,900	6,000	87
BEXAR	213,300	197,600	93

658-b

TV Factbook No. 36

Texas—Sweetwater-Abilene



KPAR-TV

Ch. 12

139

Technical Facilities: Channel No. 12
(204-210 mc). Authorized power:
154-kw visual, 30.7-kw aural. An-
tenna: 925-ft. above av. terrain,
568-ft. above ground, 3045-ft.
above sea level.

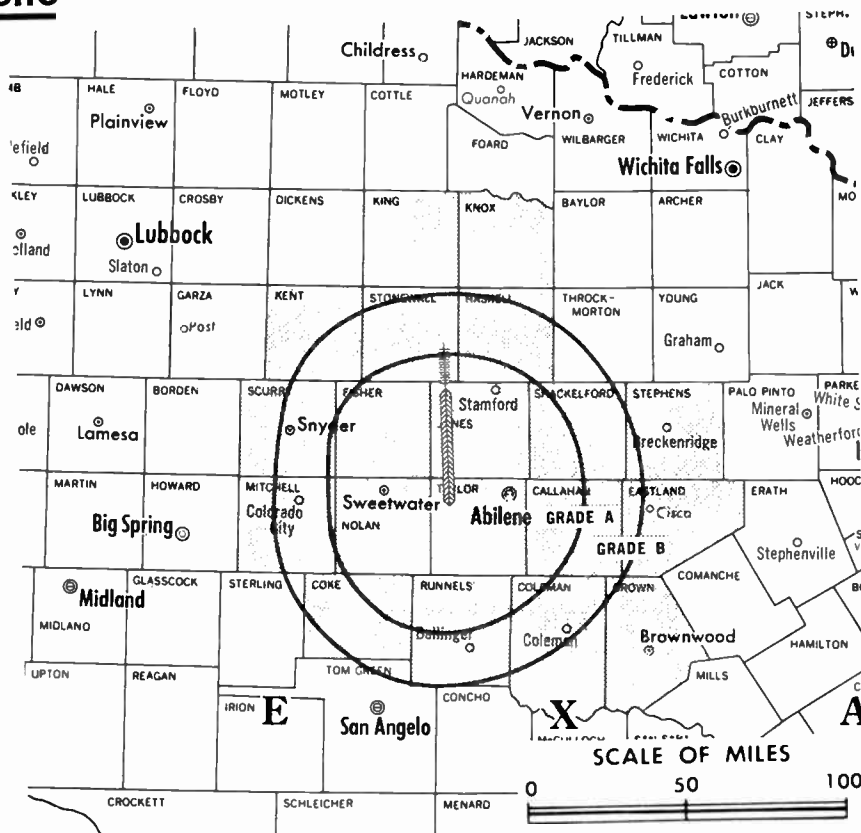
Latitude 32° 24' 47.7"
Longitude 100° 06' 24.8"

Transmitter: 6.8-mi. SW of Merkel
off U.S. 80.

Telephone: 915-692-2222 (Abilene).

Color: Network only.

News Wire Service: UPI.



KPAR-TV Ref: FCC File No. BMPCT-5021 Granted 4/25/58

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

Total Households: © SRDS
(Consumer Market Data as of 1/1/66.
TV Homes: TV% and Circulation
© 1965 American Research Bureau.
County coverage (shaded areas) based on 1963
ARB study.

KPAR-TV

Licensee: Texas Key Broadcasters Inc., P.O. Box 588, Abilene, Tex.
(79604).

Studio: 6.8-mi. SW of Merkel off U.S. 80. Abilene Studios: West-
gate Shopping Capital.

Ownership: A. R. Elam Jr. owns control of Texas Key Bcstrs.

Began Operation: Jan. 30, 1956.

Represented (sales) by Advertising Time Sales Inc.

Represented (legal) by Booth & Lovett.

Represented (engineering) by Kear & Kennedy.

Personnel:

DICK ELAM, pres., station manager & film buyer.
JOHN CHAPPEL, commercial manager.
JOHN VERA, national sales manager.

DIGEST OF RATE CARD NO. G-5—(July 1, 1963)

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

Class AA—6:59-10 p.m., daily.

\$300.00 \$195.00 \$135.00 \$105.00 \$40.00 \$32.00 \$16.00

Combination Rate: See KCTV, San Angelo, Tex.

NETWORK BASE HOURLY RATE: \$225.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TEXAS			
BROWN	7,900	6,800	86
CALLAHAN	2,400	2,200	93
COKE	900	800	92
COLEMAN	3,800	3,500	92
EASTLAND	6,300	5,600	88
FISHER	1,900	1,700	90
HASKELL	3,200	2,900	90
JONES	5,900	5,500	93
KENT	400	400	95
KING	200	200	81
KNOX	2,000	1,800	89
MITCHELL	3,000	2,700	90
NOLAN	6,000	5,600	94
RUNNELS	4,400	4,000	92
SCURRY	5,500	5,100	93
SHACKELFORD	1,100	1,000	89
STEPHENS	2,700	2,400	89
STONEWALL	700	700	95
TAYLOR	34,900	33,000	95
STATION TOTAL	93,200	85,900	92

NET WEEKLY CIRCULATION (MARCH 65) 60,600
AVERAGE DAILY CIRCULATION (MARCH 65) 43,600
COLOR PENETRATION PERCENTAGE (NOV 65) 9

Texas—Tyler-Longview



KLTV

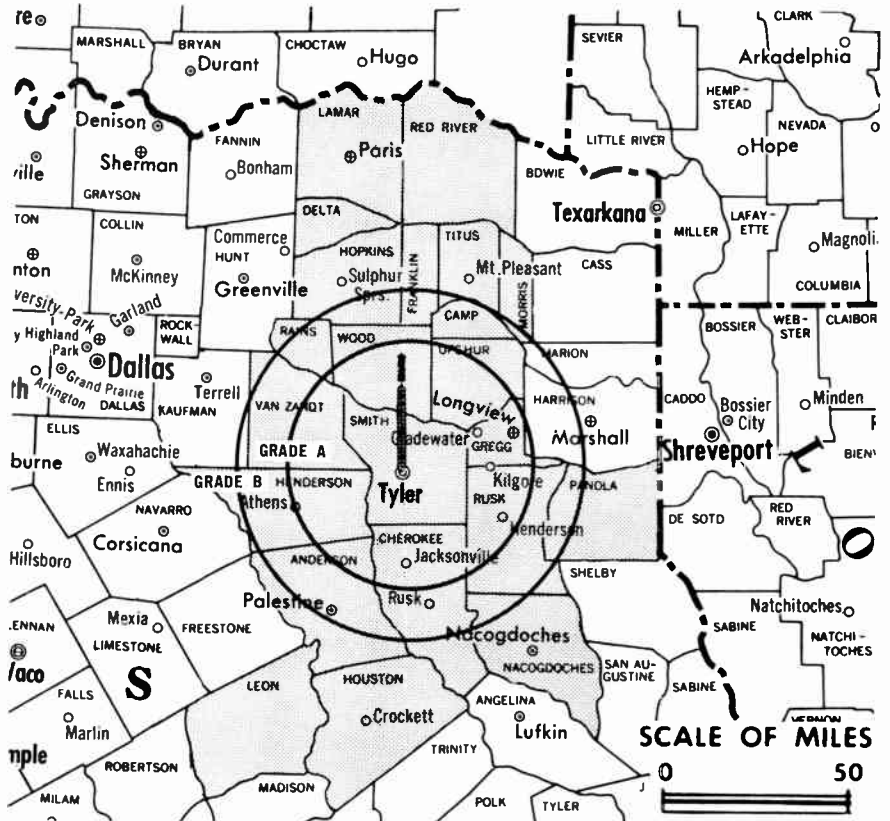
Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 214-kw aural. Antenna: 520-ft above av. terrain, 495-ft. above ground, 1050-ft. above sea level.

Latitude 32° 21' 06"
Longitude 95° 16' 00"

Transmitter: Kilgore Hwy. East.
Studio: Kilgore Hwy. East.
Color: Network.
News Wire Service: AP.



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

KLTV Ref: FCC File No. BPCT-2172 Granted 8/30/56

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

KLTV

Network Service: ABC, NBC.
Licensee: Channel 7 Inc., P.O. Box 957, Tyler (75702).
Telephone: 214-592-3873. TWX No.: 214-592-3898.
Ownership: Lucille Buford, 49%; Marshall Pengra, 20%; Robert Paschal Buford, 10%; Gerald Barber Buford, 10%; Geoffrey Ross Buford, 10%; John Lenox, .5%; Hudson Collins, .5%. Same interests also own KTRE-TV, Lufkin, Tex. (KTRE).
Began Operation: Oct. 14, 1954.
Represented (sales) by Avery-Knodel Inc.
Personnel:
MARSHALL H. PENGRA, general manager.
BONNIE LENOX, program director & film buyer.
CHARLES PEARSON, news director.
HUDSON COLLINS, chief engineer.
JOHN LENOX, sales manager.
BOB DELK, production director.

DIGEST OF RATE CARD NO. 5 (June 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6:30-9:30 p.m., daily.	\$350.00	\$210.00	\$140.00	\$105.00	\$75.00*	\$70.00*
Class AA—6:29-9:59 p.m., Mon.-Fri.; 6:29-9:31 p.m., Sat. & Sun.						\$44.00

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

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TEXAS			
ANDERSON	8,300	7,300	88
CAMP	2,200	1,800	84
CHEROKEE	9,100	7,800	85
DELTA	1,500	1,300	86
FRANKLIN	1,400	1,200	85
GREGG	23,400	21,500	92
HENDERSON	6,700	5,900	88
HOPKINS	5,600	4,900	89
HOUSTON	5,100	4,100	81
LAMAR	10,100	8,000	79
LEON	2,700	2,100	78
MORRIS	4,100	3,700	91
NACOGDOCHES	8,400	7,000	84
PANOLA	4,700	4,100	88
RAINS	700	700	88
RED RIVER	4,200	3,400	81
RUSK	10,600	9,500	90
SMITH	28,700	26,200	91
TITUS	5,500	4,800	88
UPSHUR	5,900	5,300	89
VAN ZANDT	6,000	5,300	88
WOOD	5,100	4,600	90
STATION TOTAL	160,000	140,500	88

NET WEEKLY CIRCULATION (MARCH 65) 93,400
AVERAGE DAILY CIRCULATION (MARCH 65) 63,500
COLOR PENETRATION PERCENTAGE (NOV 65) 5

abc **KWTX-TV**
Ch. 10

[Affiliated with KBTX-TV,
Bryan, Texas]

Technical Facilities: Channel No. 10
(192-198 mc). Authorized power:
255-kw visual, 128-kw aural. Antenna:
1140-ft. above av. terrain, 1080-ft.
above ground, 1749-ft. above sea level.

Latitude 31° 24' 15"
Longitude 97° 12' 26"

Transmitter: 1.4-mi. NNE of Lorena,
Tex.

Studio: 4520 Bosque Blvd. (76710).

AM Affiliate: KWTX, .25-kw, 1230 kc
(MBS).

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: Data for this station includes
satellite KBTX-TV, Bryan, Tex.

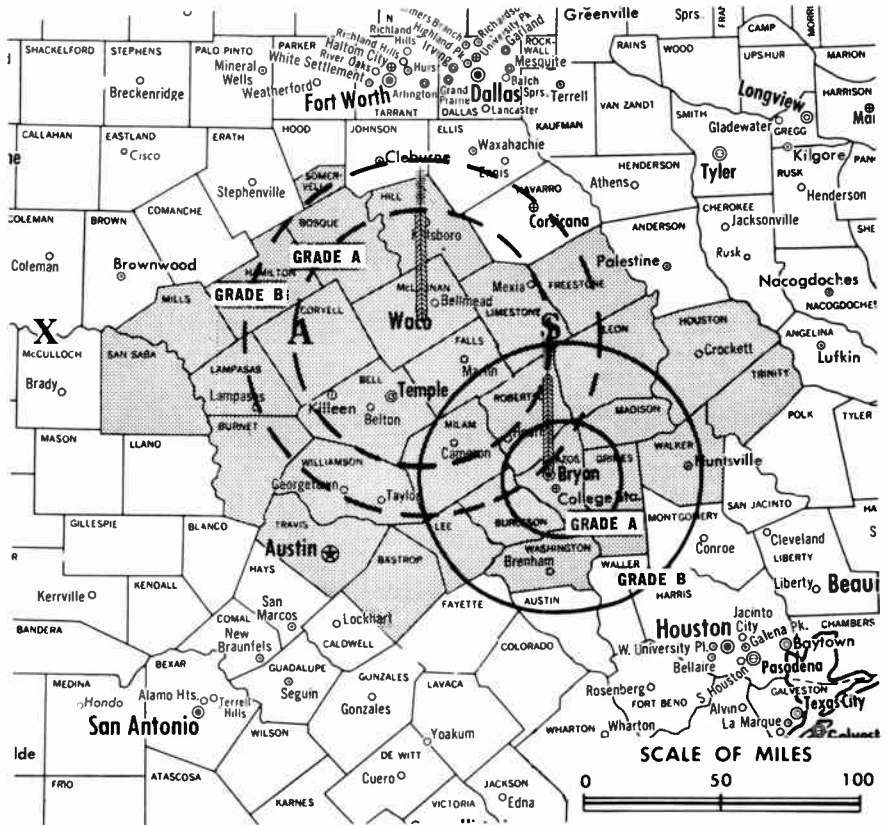
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KWTX-TV Ref: FCC File No. BPCT—2866 Granted
KBTX-TV Ref: FCC File No. BPCT—2210 Granted 11/8/56

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

KWTX-TV

Network Service: ABC, CBS.

Licensee: KWTX Broadcasting Co., Box 7128 (76710).

Telephone: 817-756-4451. TWX No.: 817-756-4420.

Ownership: M. N. Bostick, pres., 12.465%; Hilton E. Howell,
12.465%; Ross M. Sams, 12.465%; W. W. Callan, Sr., 9.78%;
Robert Levy, 8.643%; W. Woody Callan Jr., 1.342%; Diana C.
Braswell, 1.343%; Thomas D. Stribling, 7.972%; George & E. S.
Chase, 4.493%; Texas Bcstg. Corp. (KTBC-TV, Austin, Tex.)
29.032%. Note: KWTX Broadcasting Co. owns 50% of KBTX-
TV, Bryan; 75% radio KNAL, Victoria; 80% KXII, Ardmore,
Okla. M. N. Bostick is also 10% owner of KBTX-TV, Bryan;
20% owner KXII & 20% owner radio KNAL. KWTX Bcstg.
owns 80% of Texhoma Bcstrs. Inc., which owns KLFY-TV,
Lafayette, La.

Began Operation: April 3, 1955.

Represented (sales) by Avery-Knodel Inc.

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

Represented (engineering) by A. Earl Cullum Consulting Engineer.

Personnel:

- M. N. (BUDDY) BOSTICK, pres., gen. mgr. & film buyer.
- PETE McNEE, national & regional sales manager.
- RALPH WEBB, program director.
- JOHN WATKINS, farm & garden editor.
- MARVEL RUSSELL, woman's editor.
- RAY DEAVER, production manager.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-10:30 p.m., daily.						
\$425.00	\$255.00	\$170.00	\$106.25	\$100.00	\$90.00	\$45.00

This rate includes bonus station KBTX-TV, Bryan, Tex.

NETWORK BASE HOURLY RATE: \$375 (ABC), \$375 (CBS). Com-
bination rate with KBTX-TV, Bryan \$475 (CBS).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TEXAS			
BASTROP	4,900	4,200	85
BELL	29,000	27,200	94
BOSQUE	3,600	3,200	90
BRAZOS	13,400	12,100	90
BURLESON	3,200	2,500	80
BURNET	2,700	2,500	93
CORYELL	6,900	6,400	93
FALLS	5,900	5,200	88
FREESTONE	3,500	3,000	85
GRIMES	3,500	2,900	82
HAMILTON	2,600	2,200	87
HILL	6,800	6,200	90
HOUSTON	5,100	4,100	81
LAMPASAS	2,900	2,700	92
LEE	2,500	2,100	85
LEON	2,700	2,100	78
LIMESTONE	5,400	4,700	86
MC LENNAN	50,000	46,700	93
MADISON	1,700	1,400	82
MILAM	7,000	6,000	86
MILLS	1,200	1,000	84
ROBERTSON	4,500	3,900	87
SAN SABA	1,600	1,400	87
SOMERVELL	900	800	92
TRAVIS	68,600	63,600	93
TRINITY	2,000	1,600	78
WALKER	5,400	4,300	81
WASHINGTON	6,000	4,700	78
WILLIAMSON	10,200	9,200	90
STATION TOTAL	263,700	237,900	90

NET WEEKLY CIRCULATION (MARCH 65)	145,700
AVERAGE DAILY CIRCULATION (MARCH 65)	110,900
COLOR PENETRATION PERCENTAGE (NOV 65)	5

For ARB County-by-County Data, see Section a.

Texas—Temple-Waco



KCEN-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50.1-kw aural. Antenna: 830-ft. above av. terrain, 833-ft. above ground, 1549-ft. above sea level.

Latitude 31° 17' 06"
Longitude 97° 15' 34"

Transmitter: Hwy. 81, Eddy, Tex., 14-mi. N of Temple.

Studio: Hwy. 81, Eddy, Tex., 14-mi. N of Temple.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

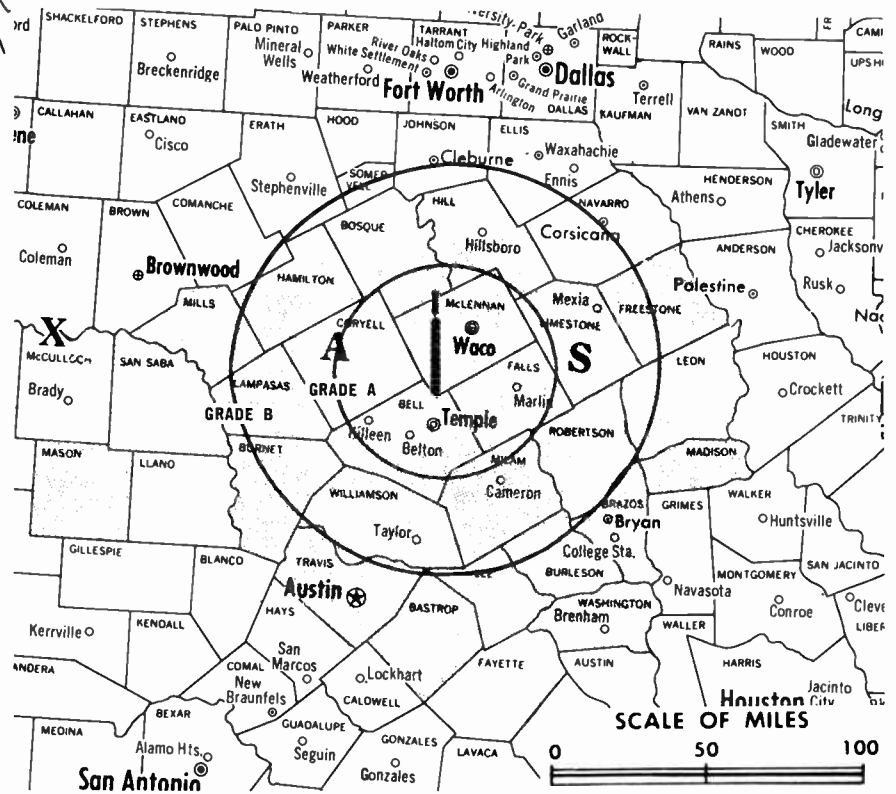
Total Households: ① SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KCEN-TV Ref: FCC File No. BMPCT-1085 Granted 5/19/53

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

KCEN-TV

Licensee: Channel 6 Inc., Box 188, 17 Third St., Temple (76502).

Waco Office: 506 Professional Bldg. Telephone: 817-756-0332.

Telephones: 817-773-6868, Temple; 817-752-4331, Waco.

TWX No.: 817-467-5429.

Ownership: Frank W. Mayborn, pres & 95% owner of Channel 6 Inc., is pres. and 95% owner of Bell Publishing Co. (Temple Daily Telegram); pres. & 90% owner of Bell Broadcasting Co. (licensee of KTEM, Temple); Red River Valley Publishing (Sherman Democrat) & Realty Companies, Sherman; Killeen Publishing Co. (Killeen Herald); Taylor Newspapers Inc. (Taylor Press and Times). C. A. Schulz owns 5% of Bell Publishing.

Began Operation: Nov. 1, 1953.

Represented (sales) by Blair Television Associates Inc.

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

Represented (engineering) by W. G. Egerton.

Personnel:

FRANK W. MAYBORN, president.

BOB LUNQUIST, general manager.

CURTIS CASEY, chief engineer.

DIGEST OF RATE CARD NO. 9

(June 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., daily.
\$500.00 \$300.00 \$180.00 \$115.00 \$110.00 \$100.00 \$50.00
NETWORK BASE HOURLY RATE: \$450.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
TEXAS			
BASTROP	4,900	4,200	85
BELL	29,000	27,200	94
BOSQUE	3,600	3,200	90
BRAZOS	13,400	12,100	90
BURLESON	3,200	2,500	80
BURNET	2,700	2,500	93
CORYELL	6,900	6,400	93
FALLS	5,900	5,200	88
FREESTONE	3,500	3,000	85
HAMILTON	2,600	2,200	87
HILL	6,800	6,200	90
LAMPASAS	2,900	2,700	92
LEE	2,500	2,100	85
LEON	2,700	2,100	78
LIMESTONE	5,400	4,700	86
MC LENNAN	50,000	46,700	93
MADISON	1,700	1,400	82
MASON	900	700	76
MILAM	7,000	6,000	86
MILLS	1,200	1,000	84
ROBERTSON	4,500	3,900	87
SAN SABA	1,600	1,400	87
TRAVIS	68,600	63,600	93
WILLIAMSON	10,200	9,200	90
STATION TOTAL	241,700	220,200	91

NET WEEKLY CIRCULATION (MARCH 65) 133,300
AVERAGE DAILY CIRCULATION (MARCH 65) 99,200
COLOR PENETRATION PERCENTAGE (NOV 65) 5

Texas—Weslaco



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 19.1-kw aural. Antenna: 750-ft. above av. terrain, 791-ft. above ground, 845-ft. above sea level.

Latitude 26° 09' 54"
Longitude 97° 48' 45"

Transmitter: La Feria, Tex., 7-mi. SW of Harlingen.

Studio: 309 S. Missouri St.

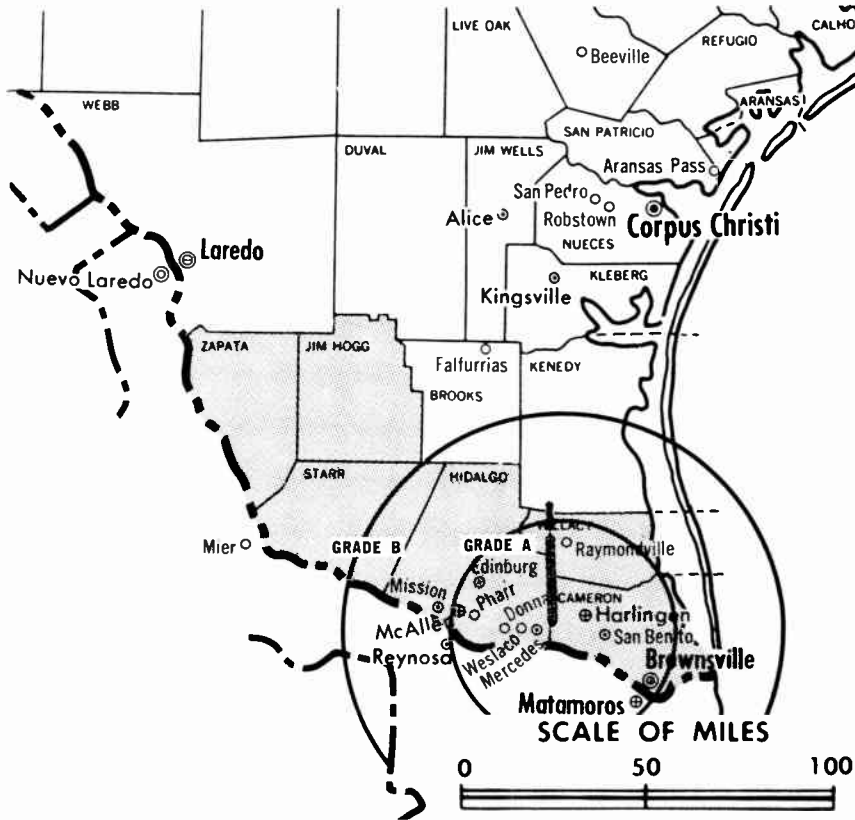
TV tape: Recording facilities.

AM Affiliate: KRGV, 5-kw, 1290 kc (NBC).

Color: Network only.

News Wire Service: UPI.

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



KRGV-TV Ref: FCC File No. BPCT-2236 Granted 2/5/57

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

KRGV-TV

Network Service: ABC, NBC.

Licensee: Mobile Video Tapes, Box 626, Weslaco (78596).

Telephone: 512-968-3131. TWX No.: 512-968-3086.

Ownership: Douglas L. Manship, 50%; Charles P. Manship Jr., 50%. For other interests, see WBRZ, Baton Rouge, La.

Began Operation: April 10, 1954. Sale to present owners by Kenco Enterprises approved Jan. 28, 1964 by FCC. (Television Digest, Vol. 4:5). Sale to Kenco Enterprises by LBJ Co. approved by FCC Oct. 18, 1961. (Television Digest, Vol. 17:35, BALCF-167). LBJ Co. acquired full control of TV and radio when FCC approved sale of remaining 50% by O. L. Taylor (Vol. 14:12, 14). Original 50% of TV acquired by LBJ from Taylor after FCC approved transfer April 4, 1956 (Vol. 12:11, 14), with LBJ exercising option April 1, 1957 on 50% of radio.

Represented (sales) by George P. Hollingbery Co.

Represented (legal) by Cohn & Marks.

Personnel:

CHARLES L. BROOKS, general manager.
QUITMAN HENLEY, sales manager.
FRED NOBLE, operations director.
LEWIS HARTWIG, chief engineer.

DIGEST OF RATE CARD NO. 7

(Dec. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-9:30 p.m., daily.						
	\$430.00	\$258.00	\$172.00	\$116.00	\$80.00	\$64.00

NETWORK BASE HOURLY RATE: \$375 (ABC), \$375 (NBC).

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
TEXAS			
CAMERON	39,900	36,200	91
HIDALGO NORTH	39,700	35,400	89
HIDALGO SOUTH	4,800	4,200	89
JIM HOGG	1,300	1,000	79
STARR	4,100	3,300	80
WILLACY	4,400	4,000	90
ZAPATA	1,100	700	71
STATION TOTAL	95,300	84,800	89

NET WEEKLY CIRCULATION (MARCH 65)	83,100
AVERAGE DAILY CIRCULATION (MARCH 65)	70,600
COLOR PENETRATION PERCENTAGE (NOV 65)	2

Texas—Wichita Falls



KFDX-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 997-ft. above av. terrain, 1044-ft. above ground, 2049-ft. above sea level.

Latitude 33° 53' 24"
Longitude 98° 33' 26"

Transmitter: Old Seymour Rd.

TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: NBC.

Represented (legal) by Miller & Schroeder.

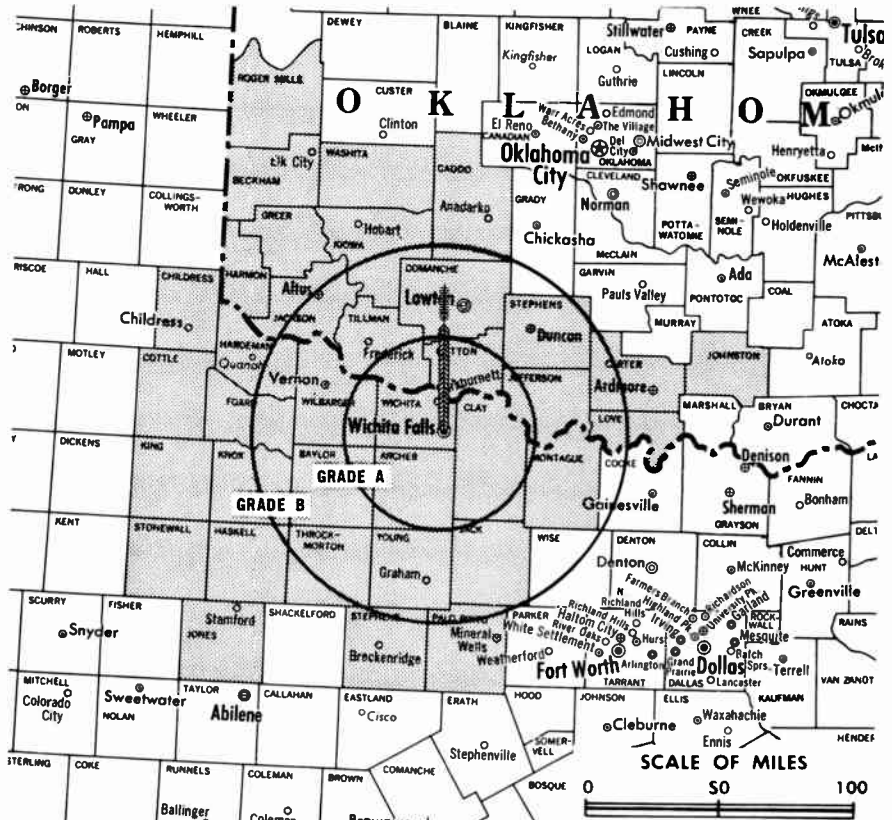
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KFDX-TV Ref: FCC File No. BPCT-2546 Granted 1/8/59

© American Map Co., Inc., N.Y., No. 14243

KFDX-TV

Licensee: Wichtex Radio & Television Co., Box 2040 (76307).

Studio: Old Seymour Rd.

Telephone: 817-692-4530. TWX No.: 817-692-4881.

Ownership: Darrold A. Cannan, pres., 52.5%; Howard H. Fry, v.p., 20%; Darrold A. Cannan Jr., v.p., 20%; Mayme Kuhfuss, secy.-treas., .83%; 8 others, none holding as much as 3.33%. D. A. Cannan owns stock in KFDX-TV, Beaumont, Tex.

Began Operation: March 29, 1953.

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

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

Personnel:

DARROLD A. CANNAN, president.
HOWARD H. FRY, v.p., sales mgr. & film buyer.
D. A. CANNAN JR., v.p.
JOHN ADAMS, technical director.
TOM CRANE, program director.

DIGEST OF RATE CARD NO. 15 (Aug. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:29-9:59 p.m., daily.	\$500.00	\$300.00	\$160.00	\$100.00	\$100.00	\$60.00

NETWORK BASE HOURLY RATE: \$425.

Daniels & Associates

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THE DANIELS BUILDING • THIRD AT MILWAUKEE

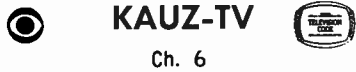
Denver, Colorado 80206

(303) 388-5888

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OKLAHOMA			
BECKHAM	5,700	5,000	87
CADDO	8,500	7,800	92
CARTER	14,100	12,900	92
COMANCHE	28,500	26,900	94
COTTON	2,200	2,000	93
GREER	2,500	2,100	86
HARMON	1,500	1,300	89
JACKSON	10,800	10,100	94
JEFFERSON	2,400	2,200	92
JOHNSTON	2,800	2,400	87
KIOWA	4,600	4,200	92
LOVE	1,500	1,300	89
ROGER MILLS	1,200	1,000	85
STEPHENS	13,700	12,900	94
TILLMAN	4,500	4,200	92
WASHITA	5,700	5,300	94
TEXAS			
ARCHER	1,600	1,500	96
BAYLOR	1,700	1,600	96
CHILDRESS	2,000	1,800	90
CLAY	2,500	2,300	95
COTTLE	900	800	86
FOARD	700	700	93
HARDEMAN	2,300	2,000	88
HASKELL	3,200	2,900	90
JACK	2,400	2,200	93
JONES	5,900	5,500	93
KING	200	200	81
KNOX	2,000	1,800	89
MONTAGUE	4,800	4,500	92
PALO PINTO	7,700	6,900	90
STEPHENS	2,700	2,400	89
STONEWALL	700	700	95
THROCKMORTON	600	500	88
WICHITA	40,500	39,000	96
WILBARGER	5,300	5,100	96
YOUNG	6,100	5,600	92
STATION TOTAL	204,000	189,600	93

NET WEEKLY CIRCULATION (MARCH 65) 138,500
AVERAGE DAILY CIRCULATION (MARCH 65) 105,200
COLOR PENETRATION PERCENTAGE (NOV 65) 7

Texas—Wichita Falls



Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1021-ft. above av. terrain, 1028-ft. above ground, 2046-ft. above sea level.

Latitude 33° 54' 04"
Longitude 98° 32' 21"

Transmitter: Seymour St., 2.5-mi. W of center of Wichita Falls.

TV tape: Recording facilities.

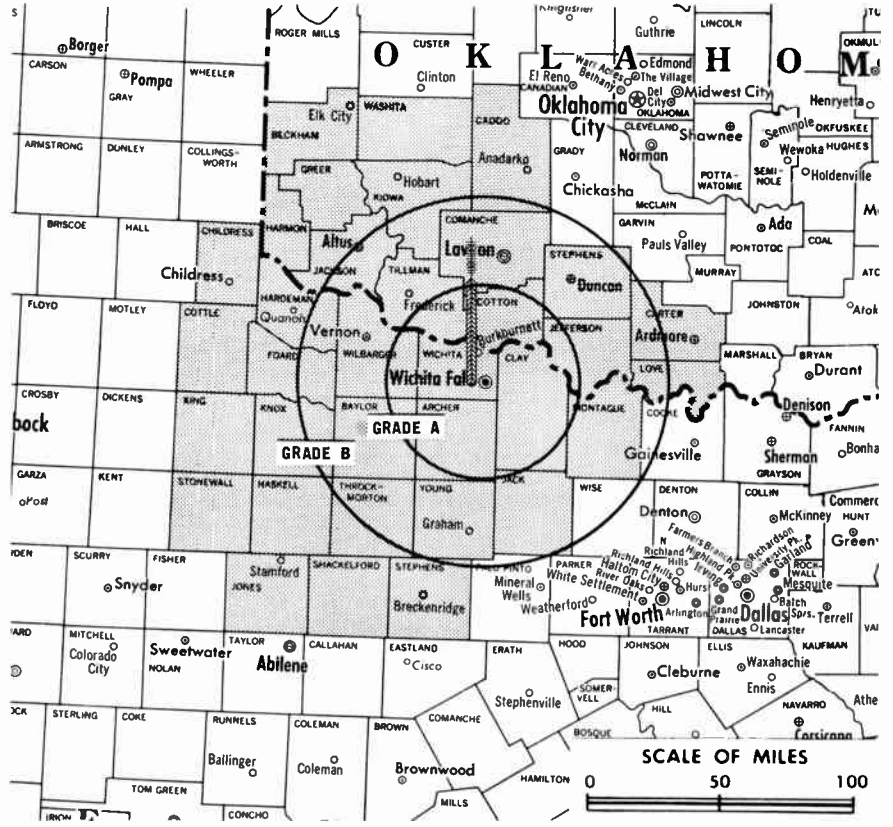
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (legal) by Hogan & Hartson.

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



KAUZ-TV Ref: FCC File No. BPT-2553 Granted 1/14/59

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

KAUZ-TV

Licensee: Mid-Texas Bcstg. Corp., Box 2130 (76307).
Studio: Seymour St., 2.5-mi. W of center of Wichita Falls.
Telephone: 817-322-6957. TWX No.: 817-322-4801.
Ownership: Same as WKTV, Utica, N.Y.
Began Operation: March 1, 1953 as KWFT-TV. Sale to present owner by Sidney A. Grayson and associates approved March 13, 1963 by FCC (Television Digest, Vol. 3:11). Transfer to Sidney A. Grayson group by E. H. Rowley theater chain family and 1/3 owner Kenyon Brown approved Jan. 11, 1956 by FCC (Vol. 11:46, 48 & 12:2).
Represented (sales) by Advertising Time Sales Inc.
Personnel:
WILLIAM E. HOBBS, pres. & general manager.
CAL DRUXMAN, general sales manager.
MRS. BILLIE FOREMAN, traffic manager.
HERBERT WILEY, chief engineer.

DIGEST OF RATE CARD NO. 10 (Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$500.00	\$300.00	\$160.00	\$100.00	\$100.00	\$60.00

NETWORK BASE HOURLY RATE: \$425.

MORTON FLOM, ENG.

CONSULTING ENGINEER
Confidential Reports, Tropo-Scatter
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Management Studies

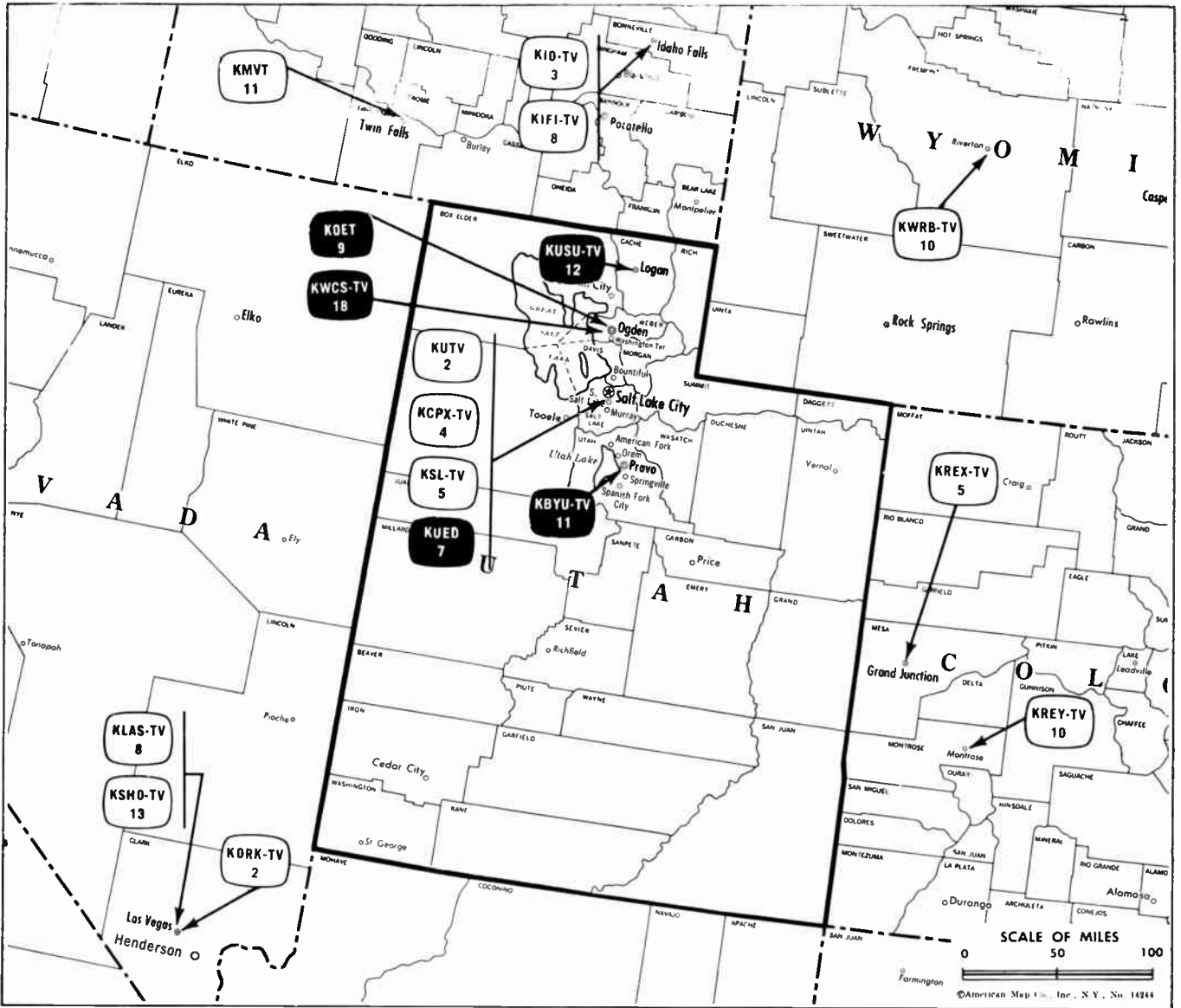
514-484-4883

5814 Hudson Avenue
Cote St. Luc 29
Montreal, Canada

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OKLAHOMA			
BECKHAM	5,700	5,000	87
CADDO	8,500	7,800	92
CARTER	14,100	12,900	92
COMANCHE	28,500	26,900	94
COTTON	2,200	2,000	93
GREER	2,500	2,100	86
HAKMON	1,500	1,300	89
JACKSON	10,800	10,100	94
JEFFERSON	2,400	2,200	92
KIOWA	4,600	4,200	92
LOVE	1,500	1,300	89
STEPHENS	13,700	12,900	94
TILLMAN	4,500	4,200	92
WASHITA	5,700	5,300	94
TEXAS			
ARCHER	1,600	1,500	96
BAYLOR	1,700	1,600	96
CHILDRESS	2,000	1,800	90
CLAY	2,500	2,300	95
COTTLE	900	800	86
FOARD	700	700	93
HARDEMAN	2,300	2,000	88
HASKELL	3,200	2,900	90
JACK	2,400	2,200	93
JONES	5,900	5,500	93
KING	200	200	81
KNOX	2,000	1,800	89
MONTAGUE	4,800	4,500	92
SHACKELFORD	1,100	1,000	89
STEPHENS	2,700	2,400	89
STONEWALL	700	700	95
THROCKMORTON	600	500	88
WICHITA	40,500	39,000	96
WILBARGER	5,300	5,100	96
YOUNG	5,100	5,600	92
STATION TOTAL	193,400	180,300	93

NET WEEKLY CIRCULATION (MARCH 65) 136,700
AVERAGE DAILY CIRCULATION (MARCH 65) 105,400
COLOR PENETRATION PERCENTAGE (NOV 65) 7

Utah



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Salt Lake City	297,900	63	436,700	70	411,000	68

Utah Station Status as of Feb. 1, 1966

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
3	0	3
4	1	5
		8

For State Educational Facilities, see page 670-b

THE BIG NAME IN CATV

ameco

AMECO INC. 2949 West Osborn Road • P.O. Box 11326 • Phoenix, Arizona 85017 • Phone (602) 262-5500

Utah—Salt Lake City



KCPX-TV



Ch. 4

Technical Facilities: Channel No. 4
(66-72 mc). Authorized power:
27.15-kw visual, 14.5-kw aural.
Antenna: 3030-ft. above av. terrain,
186-ft. above ground, 8684-ft.
above sea level.

Latitude 40° 36' 30.5"
Longitude 112° 09' 34"

Transmitter: Mt. Vision.

Studio: 130 Social Hall Ave.

TV tape: Recording facilities.

AM Affiliate: KCPX, 5-kw, 1320 kc
(NBC). FM Affiliate: KCPX-FM,
1.2-kw, 98.7 mc (No. 254), 2970-
ft. antenna height.

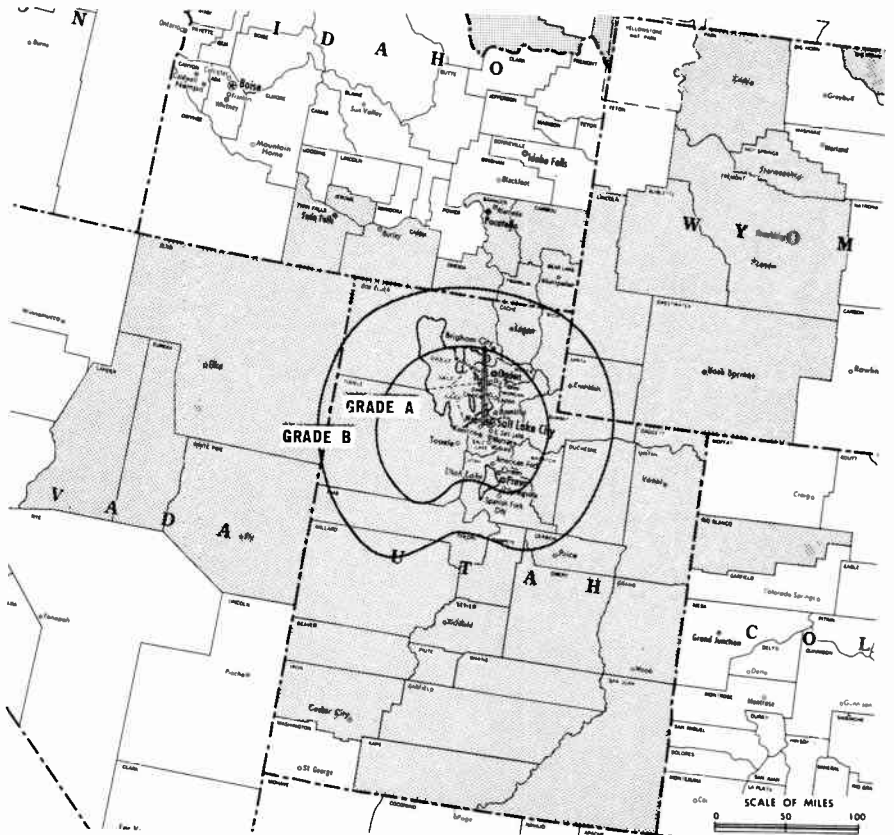
Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

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



KCPX-TV Ref: FCC File No. BMPCT-1172 Granted 7/22/53

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

KCPX-TV

Licensee: Screen Gems Broadcasting of Utah Inc., 130 Social Hall
Ave., Salt Lake City (84111).

Telephone: 801-322-5681. TWX No.: 801-521-2365.

Ownership: Screen Gems Inc., 100%. Screen Gems owns WVUE-
TV, New Orleans and WAPA-TV, San Juan, P.R., which in turn
owns 1/3 of WOLE-TV, Aguadilla, P.R. Note: Transfer from
Columbia Pictures to Screen Gems Inc. approved Jan. 23, 1963
by FCC.

Began Operation: July 1, 1948. Sale to present owners by TLF
Bcstrs. Inc. (Time Inc.) approved Nov. 5, 1959 by FCC (Tele-
vision Digest, Vol. 15:30, 45). Sale to Time Inc. by Intermountain
Bcstg. & Television Corp. (S. S. Fox, et al.) approved by FCC
June 24, 1953 (Vol. 9:14, 26).

Represented (sales) by The Katz Agency Inc.

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

Represented (engineering) by Hammett & Edison.

Personnel:

HAROLD (HACK) WOOLLEY, general manager.
HOWARD JORGENSEN, director of sales.
EMIL LOSKOT, business manager.
GEORGE SMITH, promotion director.
JOHN LAUBER, art director.
DAN RAINGER, program director, film supervisor & buyer.
WALLY LAMBOURNE, director of engineering.
ROY GIBSON, news & special events director.

DIGEST OF RATE CARD NO. 23—(Aug. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	Min. or 20 Sec.	10 Sec.	
Class AA—7-10:30 p.m., daily.	\$760.00	\$380.00	\$280.00	\$260.00	\$220.00*	\$110.00*

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$800.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
COLORADO			
RIO BLANCO	1,800	1,600	91
IDAHO			
BANNOCK	15,700	14,800	94
BEAR LAKE	2,000	1,900	93
CARIBOU	1,700	1,500	92
CASSIA	4,800	4,600	96
FRANKLIN	2,000	1,900	94
JEROME	3,300	3,200	96
ONEIDA	1,000	1,000	95
TWIN FALLS	13,300	12,800	96
MONTANA			
BEAVERHEAD	2,400	2,000	85
CASCADE	25,600	24,400	95
CUSTER	4,300	3,700	86
DEER LODGE	5,300	5,100	95
FERGUS	4,200	3,600	87
GALLATIN	8,600	7,800	91
PARK	4,600	4,200	91
SILVER BOW	15,500	14,600	94
SWEET GRASS	1,000	800	83
VALLEY	5,500	4,700	87
NEVADA			
ELKO	4,200	3,400	83
EUREKA	300	200	75
LANDER	500	400	81
WHITE PINE	3,300	3,000	91
UTAH			
BEAVER	1,100	1,000	93
BOX ELDER	7,600	7,300	97
CACHE	10,600	9,900	94
CARBON	5,400	5,100	94

(Continued on page 671-b)

STATION TOTAL 436,700 411,000 94

NET WEEKLY CIRCULATION (MARCH 65) 297,900
AVERAGE DAILY CIRCULATION (MARCH 65) 222,400
COLOR PENETRATION PERCENTAGE (NOV 65) 8

For Other Group Owners of TV Stations
see Section c

Utah—Salt Lake City



KSL-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 33.1-kw visual, 18.2-kw aural. Antenna: 3660-ft. above av. terrain, 90-ft. above ground, 9137-ft. above sea level.

Latitude 40° 39' 35"
Longitude 112° 12' 05"

Requests 36-kw visual, 7.2-kw aural, 3728-ft. above av. terrain, 168-ft. above ground, 9215-ft. above sea level. BPCT—3673.

Transmitter: Coon Peak, Oquirrh Range.

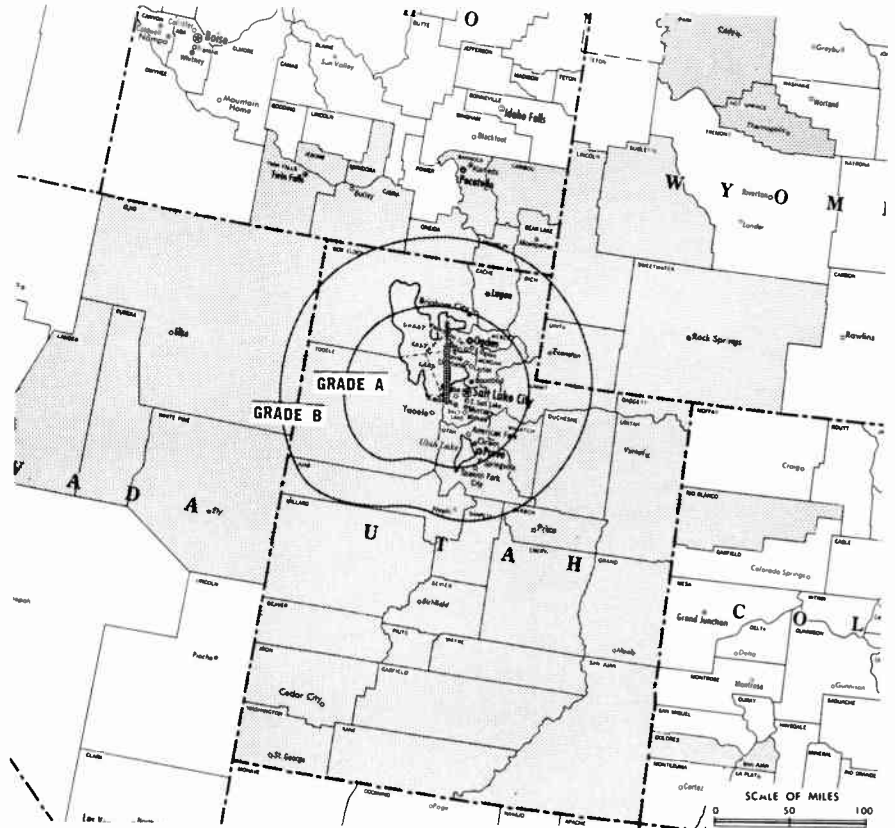
TV tape: Recording facilities.

AM Affiliate: KSL, 50-kw, 1160 kc (CBS). FM Affiliate: KSL-FM, 4-kw, 100.3 mc (No. 262), 3620-ft. antenna height.

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

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

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



KSL-TV Ref: FCC File No. BMPCT—2506 Granted 10/11/54

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

KSL-TV

Licensee: KSL Inc., 145 Social Hall Ave. (84111).

Studio: 145 Social Hall Ave.

Telephone: 801-355-4641. TWX No.: 910-925-5822.

Ownership: Bonneville International Corp., 85.78%. Bonneville International is owned by the Church of Jesus Christ of Latter Day Saints (Mormon). Also 23.3% interest in KID-TV, Idaho Falls, Ida. (KID), 12.5% of KBOI-TV, Boise, Ida. (KBOI), and 99.81% of KIRO-TV, Seattle (KIRO & FM). Also 100% of international radio WRUL.

Began Operation: June 1, 1949.

Represented (sales) by Peters, Griffin, Woodward Inc.; Bob Hix Co. Inc. (Mountain states); KIRO (Pacific northwest).

Represented (legal) by Wilkinson, Cragun & Barker.

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

Personnel:

ARCH L. MADSEN, president.
L. H. CURTIS, vice president & general manager.
JAMES E. SCHULTZ, national sales manager.
JAY W. LLOYD, local sales manager.
J. FIELDING NELSON, director of sales development.
DUANE C. HILL, program director & film buyer.
CLIFTON B. THOMAS, promotion director.
SCOTT R. CLAWSON, production manager.
VINCENT E. CLAYTON, director of engineering.

DIGEST OF RATE CARD NO. 14—(July 12, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:31-10:29 p.m., Mon.-Fri.; 6:31-9:59 p.m., Sat.-Sun.
\$825.00 \$450.00 \$290.00 \$240.00 \$210.00 \$200.00 \$105.00
NETWORK BASE HOURLY RATE: \$700.

For Translator Section
see Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	TV HOMES PER
ARIZONA			
COCONINO	13,900	11,300	81
COLORADO			
DOLORES	700	500	73
RIO BLANCO	1,800	1,600	91
SAN JUAN	200	100	92
IDAHO			
BANNOCK	15,700	14,800	94
BEAR LAKE	2,000	1,900	93
CARIBOU	1,700	1,500	92
CASSIA	4,800	4,600	96
FRANKLIN	2,000	1,900	94
JEROME	3,300	3,200	96
MINIDOKA	4,600	4,300	94
ONEIDA	1,000	1,000	95
TWIN FALLS	13,300	12,800	96
MONTANA			
BEAVERHEAD	2,400	2,000	85
DEER LODGE	5,300	5,100	95
FERGUS	4,200	3,600	87
GALLATIN	8,600	7,800	91
PARK	4,600	4,200	91
SILVER BOW	15,500	14,600	94
SWEET GRASS	1,000	800	83
NEVADA			
ELKO	4,200	3,400	83
EURYKA	300	200	75
LANDER	500	400	81
WHITE PINE	3,300	3,000	91
UTAH			
BEAVER	1,100	1,000	93

STATION TOTAL 409,200 383,900 94

NET WEEKLY CIRCULATION (MARCH 65) 296,500
AVERAGE DAILY CIRCULATION (MARCH 65) 219,600
COLOR PENETRATION PERCENTAGE (NOV 65) 8

Utah—Salt Lake City



KUTV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 47.1-kw visual, 24.5-kw aural. Antenna: 3060-ft. above av. terrain, 229-ft. above ground, 8709-ft. above sea level.

Latitude 40° 36' 23"
Longitude 112° 09' 47"

Transmitter: Pix Peak.

TV tape: Recording facilities.

AM Affiliate: KALL, 5-kw (1-kw night), 910 kc (ABC).

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

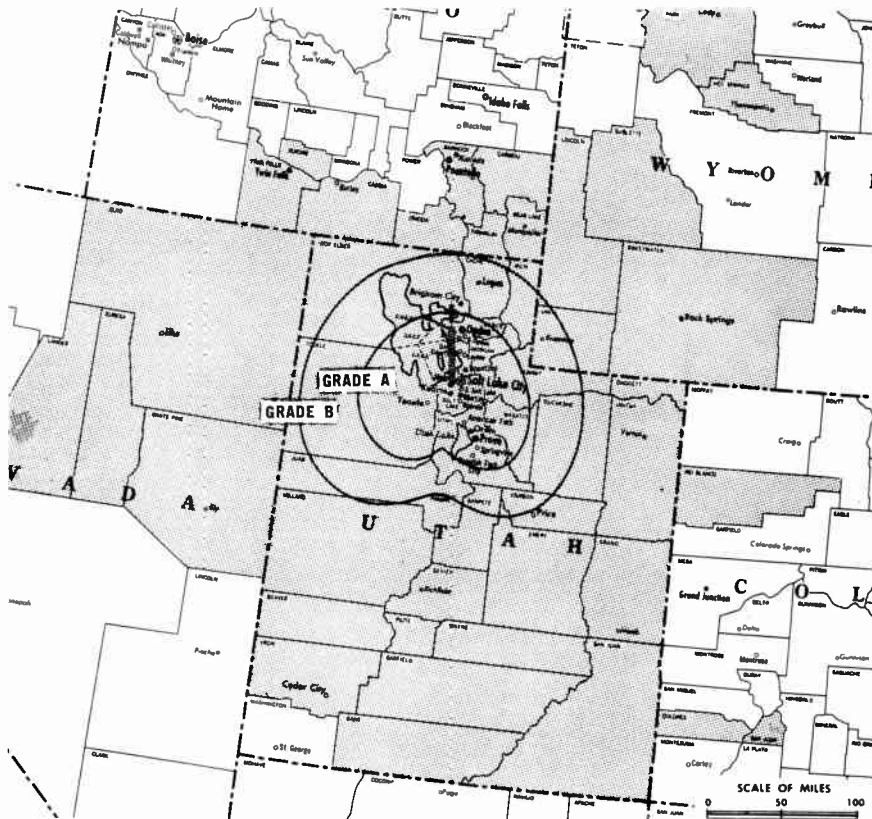
Total Households: © SRDS

(Consumer Market Data as of 1/1/66).

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KUTV Ref: FCC File No. BNPCT-2149 Granted 6/18/54

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

KUTV

Licensee: KUTV Inc., 179 Social Hall Ave. (84111).

Studio: 179 Social Hall Ave.

Telephone: 801-322-2505.

Ownership: The Standard Corp. (publisher of Ogden Standard Examiner), 51%; Kearns-Tribune Corp., Salt Lake Tribune, 35%; Salt Lake City Bcstg. Co. Inc. (KALL), 14%; A. L. Glasmann, chmn.; George C. Hatch, pres.; John W. Gullivan, secy.; Ogden Standard Examiner is owned by A. L. Glasmann family, which also operates KMTV, Twin Falls, Ida.; KGMB-TV & KGMB, Honolulu; KPUA-TV & KPUA, Hilo, Hawaii. Salt Lake City Bcstg. Co. Inc. (owned by George C. & Wilda Gene Hatch) operates KALL, Salt Lake City; KGHL, Billings, Mont., and KGEM, Boise, Ida.

Began Operation: Sept. 10, 1954. Sale to present owners by Frank C. Carman, Grant R. Wrathall & Kearns-Tribune Corp., approved March 7, 1956 (Television Digest, Vol. 11:31, 38 & 12:10).

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

Represented (legal) by Haley, Bader & Potts.

Personnel:

GEORGE C. HATCH, president.
ROBERT TEMPLE, station manager & general sales manager.
PHIL PARKINSON, national sales manager.
HAL ZOGG, local sales manager.
REID CARPENTER, engineering manager.
DENNIS GUIVER, promotion manager.
JACK IVERS, film manager.
LA MAR SMITH, program manager.
DICK CARDWELL, production manager.

DIGEST OF RATE CARD NO. 1A

(Sept. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class AA—6:30-10 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.	\$825.00	\$450.00	\$250.00	\$162.00	\$200.00*	\$100.00*

*Class AA—6:59-10:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$825.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
COLORADO			
DOLORES	700	500	73
RIO BLANCO	1,800	1,600	91
SAN JUAN	200	100	92
IDAHO			
BANNOCK	15,700	14,800	94
BEAR LAKE	2,000	1,900	93
CARIBOU	1,700	1,500	92
CASSIA	4,800	4,600	96
FRANKLIN	2,000	1,900	94
JEROME	3,300	3,200	96
ONEIDA	1,000	1,000	95
TWIN FALLS	13,300	12,800	96
MONTANA			
BEAVERHEAD	2,400	2,000	85
CUSTER	4,300	3,700	86
DEER LODGE	5,300	5,100	95
FERGUS	4,200	3,600	87
GALLATIN	8,600	7,800	91
PARK	4,600	4,200	91
SILVER BOW	15,500	14,600	94
SWEET GRASS	1,000	800	83
VALLEY	5,500	4,700	87
NEVADA			
ELKO	4,200	3,400	83
EUREKA	300	200	75
LANDER	500	400	81
WHITE PINE	3,300	3,000	91
UTAH			
BEAVER	1,100	1,000	93
(Continued on page 671-b)			
STATION TOTAL	403,600	379,400	94

NET WEEKLY CIRCULATION (MARCH 65)	293,300
AVERAGE DAILY CIRCULATION (MARCH 65)	201,500
COLOR PENETRATION PERCENTAGE (NOV 65)	B

Utah Educational Technical Facilities (Complete Data in Educational Directory)

KUSU-TV

Logan

Ch. 12

Non-Commercial Educational Station

Licensee: Utah State U. of Agriculture & Applied Science, Logan.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 31.1-kw visual, 17.1-kw aural. Antenna: minus 350-ft. above av. terrain, 264-ft. above ground, 4778-ft. above sea level.

Latitude	41°	44'	49"
Longitude	111°	48'	24"

KOET

Ogden

Ch. 9

Non-Commercial Educational Station

Licensee: Board of Education of Ogden City.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 24.4-kw visual, 10.7-kw aural. Antenna: 750-ft. above av. terrain, 337-ft. above ground, 5007-ft. above sea level.

Latitude	41°	15'	17"
Longitude	112°	14'	14"

KWCS-TV

Ogden

Ch. 18

Non-Commercial Educational Station

Grantee: Weber County School Dist., 1122 Washington Blvd.

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 10-kw visual, 2-kw aural. Antenna: minus 850-ft. above av. terrain, 112.7-ft. above ground, 4410-ft. above sea level.

Latitude	41°	14'	44"
Longitude	111°	58'	07"

KBYU-TV

Provo

Ch. 11

Non-Commercial Educational Station

Licensee: Brigham Young University, Provo.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 49-kw visual, 9.8-kw aural. Antenna: 2920-ft. above av. terrain, 159-ft. above ground, 8579-ft. above sea level.

Latitude	40°	16'	30"
Longitude	112°	09'	31"

KUED

Salt Lake City

Ch. 7

Non-Commercial Educational Station

Licensee: University of Utah, Salt Lake City 12.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 138-kw visual, 69-kw aural. Antenna: 3050-ft. above av. terrain, 202-ft. above ground, 8633-ft. above sea level.

Latitude	40°	36'	29.5"
Longitude	112°	09'	36.0"



**Cognoscenti
Read
Television Digest**

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

KCPX-TV
(ARB Data Continued)

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
UTAH (CONTINUED)			
DAGGETT	400	300	80
DAVIS	19,300	18,900	98
DUCHESNE	1,500	1,300	90
EMERY	1,400	1,300	94
GARFIELD	800	700	80
GRAND	2,400	2,000	80
IRON	3,300	2,900	86
JUAB	1,100	1,000	94
KANE	800	600	75
MILLARD	1,700	1,600	93
MORGAN	700	700	93
PIUTE	200	100	91
RICH	500	400	90
SALT LAKE	128,300	123,600	96
SAN JUAN	2,600	2,100	80
SANPETE	2,900	2,700	94
SEVIER	2,900	2,800	95
SUMMIT	1,400	1,300	95
TOOELE	5,400	5,200	97
UINTAH	3,200	2,900	91
UTAH	30,100	28,700	95
WASATCH	1,400	1,300	92
WAYNE	500	400	95
WEBER	34,800	33,600	97
WYOMING			
FREMONT	8,400	7,800	93
HOT SPRINGS	2,200	2,000	88
LINCOLN	2,700	2,400	88
PARK	5,400	4,800	89
SHERIDAN	6,100	5,300	87
SUBLETTE	1,500	1,300	86
SWEETWATER	5,000	4,500	90
UINTA	2,200	2,000	91

KSL-TV
(ARB Data Continued)

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
UTAH (CONTINUED)			
BOX ELDER	7,600	7,300	97
CACHE	10,600	9,900	94
CARBON	5,400	5,100	94
DAGGETT	400	300	80
DAVIS	19,300	18,900	98
DUCHESNE	1,500	1,300	90
EMERY	1,400	1,300	94
GARFIELD	800	700	80
GRAND	2,400	2,000	80
IRON	3,300	2,900	86
JUAB	1,100	1,000	94
KANE	800	600	75
MILLARD	1,700	1,600	93
MORGAN	700	700	93
PIUTE	200	100	91
RICH	500	400	90
SALT LAKE	128,300	123,600	96
SAN JUAN	2,600	2,100	80
SANPETE	2,900	2,700	94
SEVIER	2,900	2,800	95
SUMMIT	1,400	1,300	95
TOOELE	5,400	5,200	97
UINTAH	3,200	2,900	91
UTAH	30,100	28,700	95
WASATCH	1,400	1,300	92
WASHINGTON	3,000	2,600	86
WAYNE	500	400	95
WEBER	34,800	33,600	97
WYOMING			
HOT SPRINGS	2,200	2,000	88
LINCOLN	2,700	2,400	88
PARK	5,400	4,800	89
SHERIDAN	6,100	5,300	87
SUBLETTE	1,500	1,300	86
SWEETWATER	5,000	4,500	90
UINTA	2,200	2,000	91

Utah—Salt Lake City

KUTV
(ARB Data Continued)

STATE/COUNTY	TOTAL		TV HOMES PER
	HOUSEHOLDS	HOMES	
UTAH (CONTINUED)			
BOX ELDER	7,600	7,300	97
CACHE	10,600	9,900	94
CARBON	5,400	5,100	94
DAGGETT	400	300	80
DAVIS	19,300	18,900	98
DUCHESNE	1,500	1,300	90
EMERY	1,400	1,300	94
GARFIELD	800	700	80
GRAND	2,400	2,000	80
IRON	3,300	2,900	86
JUAB	1,100	1,000	94
KANE	800	600	75
MILLARD	1,700	1,600	93
MORGAN	700	700	93
PIUTE	200	100	91
RICH	500	400	90
SALT LAKE	128,300	123,600	96
SAN JUAN	2,600	2,100	80
SANPETE	2,900	2,700	94
SEVIER	2,900	2,800	95
SUMMIT	1,400	1,300	95
TOOELE	5,400	5,200	97
UINTAH	3,200	2,900	91
UTAH	30,100	28,700	95
WASATCH	1,400	1,300	92
WAYNE	500	400	95
WEBER	34,800	33,600	97
WYOMING			
HOT SPRINGS	2,200	2,000	88
LINCOLN	2,700	2,400	88
PARK	5,400	4,800	89
SHERIDAN	6,100	5,300	87
SUBLETTE	1,500	1,300	86
SWEETWATER	5,000	4,500	90
UINTA	2,200	2,000	91

For State's Educational Facilities,
see facing page

HA 1-0818

RESIDENCE
TE 2-9362

La Rue Media Brokers Inc.

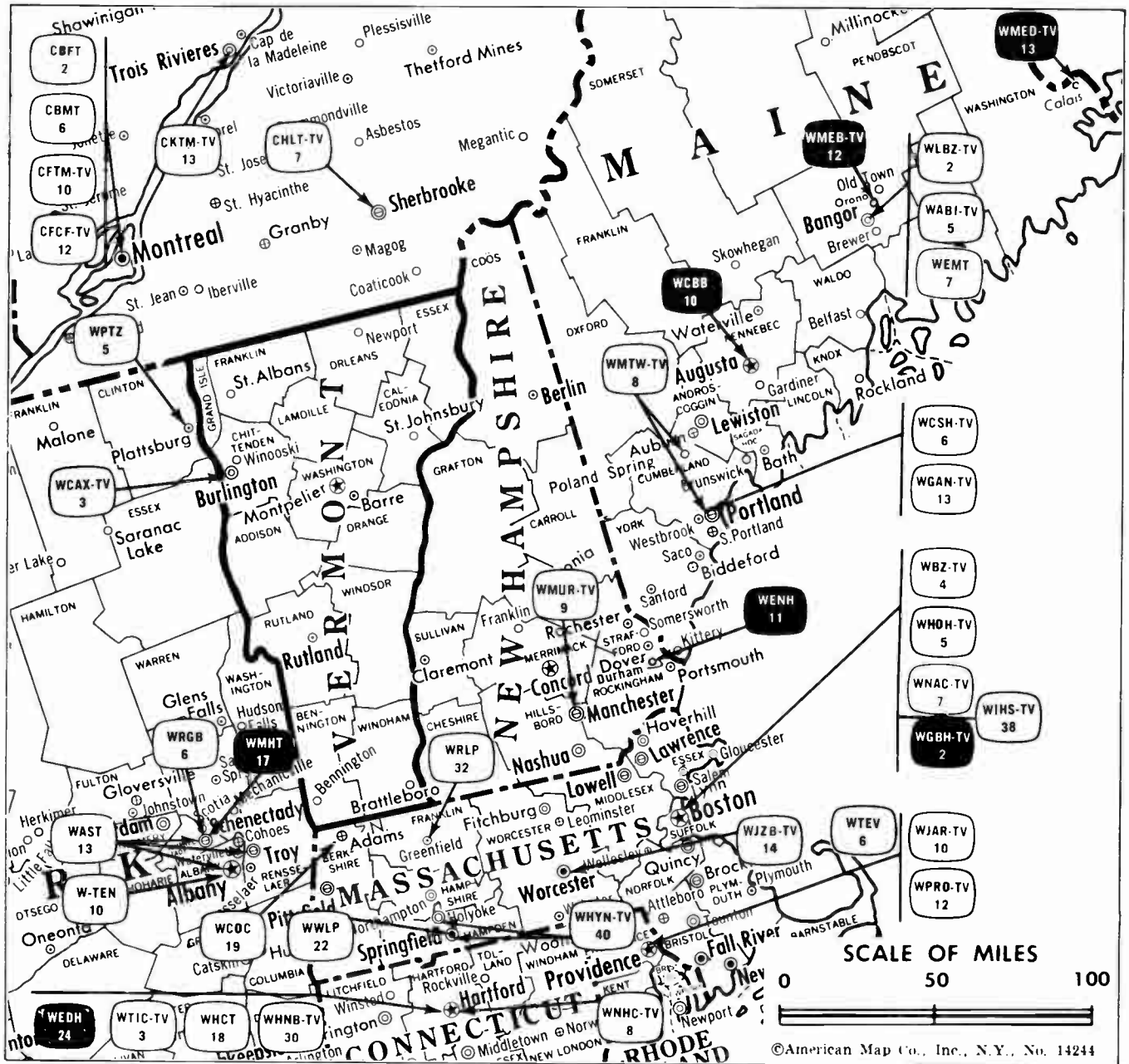
Radio Television CATV

654 MADISON AVENUE

HUGH BEN LA RUE

NEW YORK, N.Y.

Vermont



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Burlington-Plattsburg, N.Y.	158,300	104	243,400	120	232,300	118

Vermont Station Status as of Feb. 1, 1966

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


For State Cross Reference List.
see page 673-b



AMECO "SALESMOBILE SERVICE"
 IN VERMONT
 DON LEMIRE
 P.O. Box 247
 Manchester, New Hampshire
 Phone: 603-627-2122
 Harrisburg Warehouse
 717-737-3792

Vermont—Burlington

363

WCAX-TV 
Ch. 3

Technical Facilities: Channel No. 3
(60-66 mc). Authorized power:
17-kw visual, 9.1-kw aural. Antenna:
2740-ft. above av. terrain,
116-ft. above ground, 4176-ft.
above sea level.

Latitude 44° 31' 36"
Longitude 72° 48' 57"
Holds CP for 37.6-kw visual, 18.8-
kw aural.

Transmitter: Atop Mt. Mansfield.

Color: Network.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS

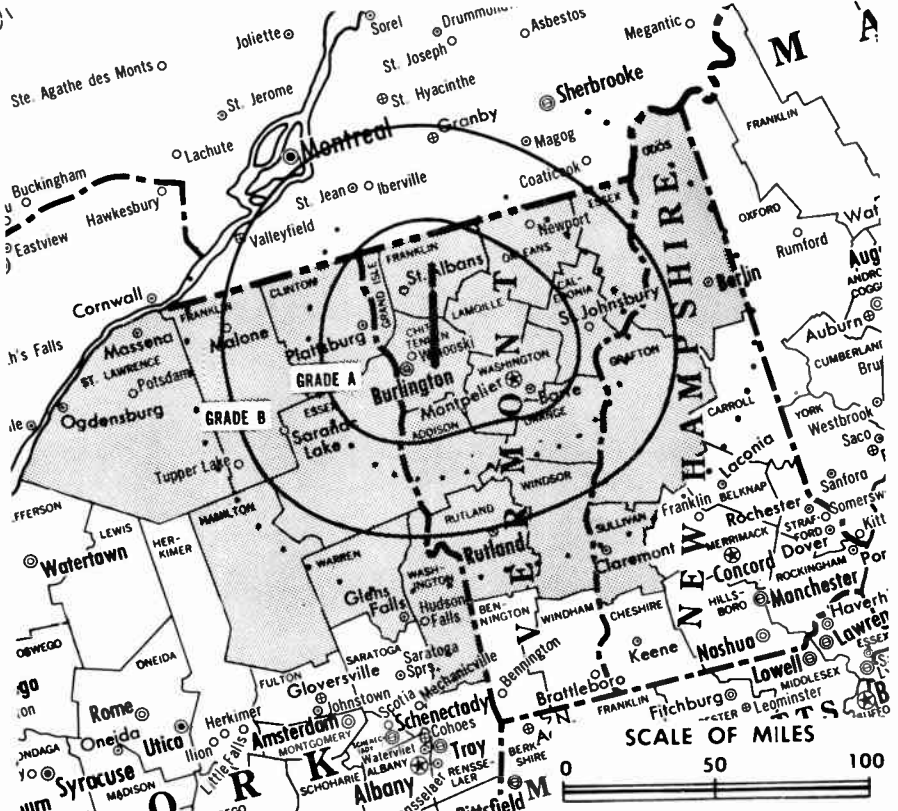
Consumer Market Data as of 1/1/66.

TV Home-: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WCAX-TV Ref: FCC File No. BPCT-1327 Granted 3/12/54
CP: BPT-11/20/64

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

WCAX-TV

Licensee: Mt. Mansfield Television Inc., 100 Market Square.

Studio: 100 Market Sq. (05401).

Telephone: 802-282-5761. TWX No.: 802-862-2552.

Ownership: C. P. Hasbrook, chmn. of board-dir., 66.625%; S. T. Martin, pres., dir. & gen. mgr., 20.625%; John A. Dobson, 12.5%; A. Pearly Feen, dir., .125%; Marcia B. Hasbrook, .125%.

Began Operation: Sept. 3, 1954.

Represented (sales) by Avery-Knodel Inc.; Ralph J. Judge Inc. (Canada).

Represented (legal) by Booth & Lovett.

Represented (engineering) by Gautney & Jones.

Personnel:

STUART T. MARTIN, president & general manager.
PHILIP WATERMAN, general sales manager.
STUART HALL, production manager.
RICHARD GALLAGHER, news editor.
A. S. RUTTER, film manager & buyer.
JAMES W. TIERNEY, chief engineer.

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WRLP, Brattleboro

(See Greenfield, Mass.)

WPTZ-TV, Burlington

(See Plattsburgh, N.Y.)

DIGEST OF RATE CARD NO. 10

(June 15, 1965)

Hour	30 Min.	Min.	20 Sec.	ID
Class A—6:30-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat.-Sun.				
\$660.00	\$390.00	\$160.00	\$146.00	\$73.00

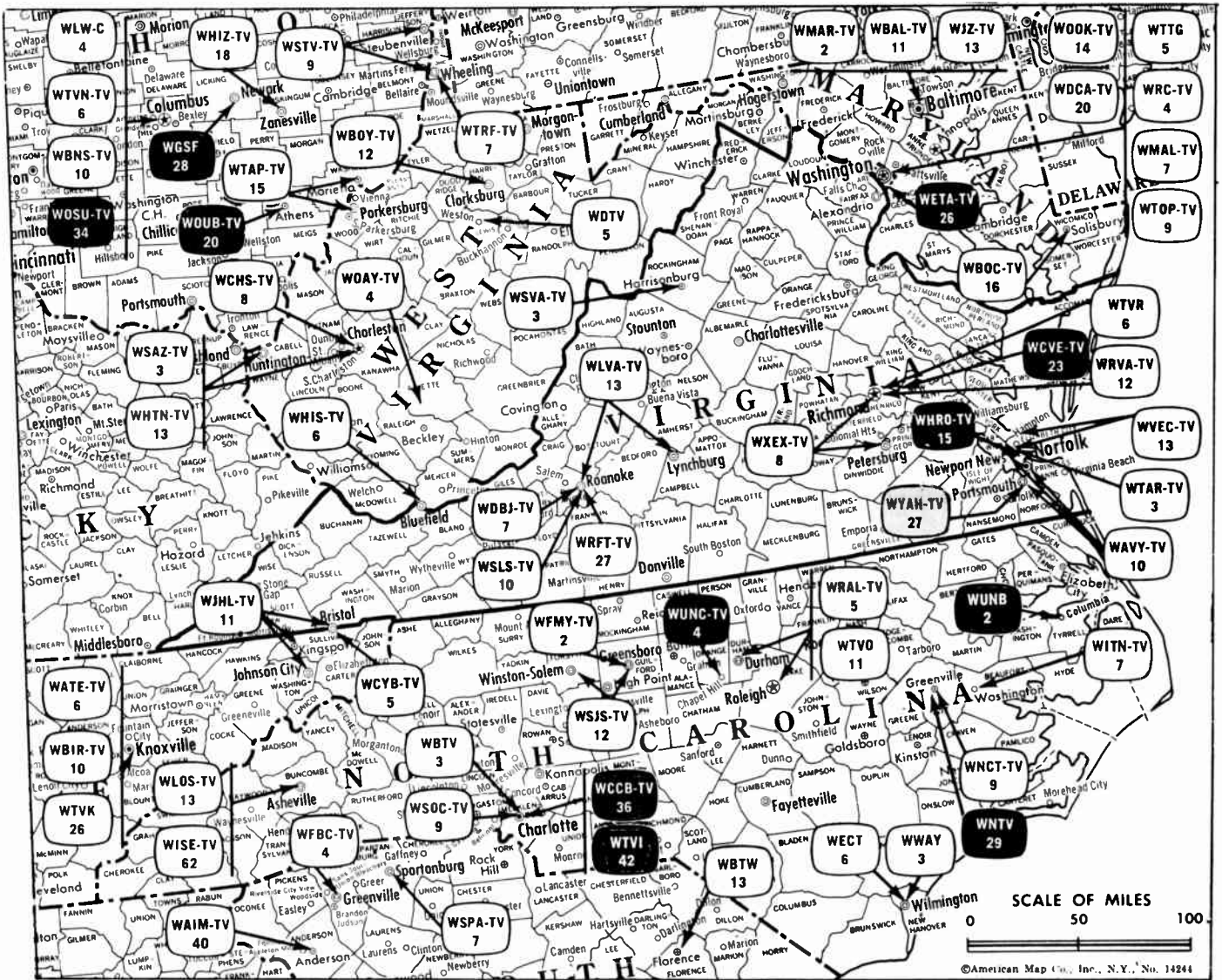
NETWORK BASE HOURLY RATE: \$600.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
NEW HAMPSHIRE			
COOS	11,600	11,100	96
GRAFTON	15,000	14,000	93
SULLIVAN	9,200	8,500	93
NEW YORK			
CLINTON	21,100	20,500	97
ESSEX	10,600	10,200	96
FRANKLIN	13,200	12,500	95
HAMILTON	1,400	1,300	94
ST LAWRENCE	32,100	30,800	96
WARREN	14,900	14,200	95
WASHINGTON	14,700	14,200	96
VERMONT			
ADDISON	5,500	5,200	94
CALEDONIA	6,900	6,500	95
CHITTENDEN	22,300	21,500	96
ESSEX	1,700	1,700	96
FRANKLIN	8,500	8,300	97
GRAND ISLE	900	800	98
LAMOILLE	3,200	3,000	96
ORANGE	4,600	4,300	94
ORLEANS	5,600	5,400	96
RUTLAND	14,300	13,500	95
WASHINGTON	12,800	12,300	96
WINDSOR	13,300	12,500	94
STATION TOTAL	243,400	232,300	95

NET WEEKLY CIRCULATION (MARCH 65) 158,300
AVERAGE DAILY CIRCULATION (MARCH 65) 130,800
COLOR PENETRATION PERCENTAGE (NOV 65) 5

(Station Also Received in Canadian Markets)

Virginia



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Norfolk-Portsmouth-Hampton-Newport News	338,400	55	437,800	69	403,700	70
Roanoke	306,800	61	625,800	47	574,100	46
Richmond	294,200	65	511,100	57	468,600	61
Bristol-Johnson City	177,500	101	374,700	89	322,700	93
Harrisonburg	69,300	168	199,500	135	182,000	136

For Other State Data, see next page.



AMECO "SALESMOBILE SERVICE"

IN VIRGINIA
 BOB VANDEGRIFT
 P.O. Box 595 Cumberland, Maryland 21501
 Phone: 717-737-3792
 Harrisburg Warehouse 717-737-3792

Virginia Station Status as of Feb. 1, 1966

	VHF	UHF	TOTAL
○ Commercial Television Stations	11	1	12
● Non-commercial TV Stations	0	1	1
● Educational Television Stations	0	2	2
			15

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

WJHL-TV

Bristol

(See Johnson City, Tenn.)



WVEC-TV

Hampton

(See Norfolk, Va.)



WSLS-TV

Lynchburg

(See Roanoke, Va.)



WXEX-TV

Petersburg

(See Richmond, Va.)



WLVA-TV

Roanoke

(See Lynchburg, Va.)



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineering
WASHINGTON, D.C.

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

WYAH-TV

Portsmouth, Va.

Ch. 27

Non-Commercial Station

Network Service: None, operated as non-commercial religious outlet
Grantee: Christian Broadcasting Network Inc., 1318 Spratley St.,
Box 111.

Studio: 1318 Spratley St.

Transmitter: 1318 Spratley St.

Telephone: 393-6001.

Technical Facilities: Channel No. 27 (548-554 mc). Authorized
power: 17.4-kw visual, 9.3-kw aural. Antenna: 380-ft. above av.
terrain, 410-ft. above ground, 415-ft. above sea level.

Latitude	36°	50'	40"
Longitude	76°	18'	57"

News Wire Service: AP.

FM Affiliate: WXRI, Norfolk, 50-kw, 105.3 mc (No. 287), 340-ft.
antenna height.

Ownership: Non-stock corporation. M. G. Robertson, pres. & treas.
Began Operation: Oct. 1, 1961.

Personnel:

- M. G. ROBERTSON, president & general manager.
- JAY ARLAN, station manager.
- W. T. GREGORY JR., chief engineer.
- WILLIAM GARTHWAITE, production manager & film buyer.

Rates: Rates for religious broadcasters on request.

State Educational Technical Facilities
(Complete Data in Educational Directory)

WHRO-TV

Hampton-Norfolk

Ch. 15

Non-Commercial Educational Station

Licensee: Hampton Roads Educational TV Assn., c/o W. E. Campbell,
Fiscal Agent, 402 E. Charlotte St., Norfolk.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized
power: 214-kw visual, 118-kw aural. Antenna: 480-ft. above
av. terrain, 503-ft. above ground, 513-ft. above sea level.

Latitude	37°	02'	20"
Longitude	76°	18'	30"

WCVE-TV

Richmond

Ch. 23

Non-Commercial Educational Station

Licensee: Central Virginia Educational TV Corp., Box 8945, 5061
Forest Hill Ave., Richmond (23225).

Technical Facilities: Channel No. 23 (524-530 mc). Authorized
power: 975.2-kw max. and 510.9-kw horizontal visual, 487.6-kw
max. and 255.45-kw horizontal aural. Antenna: 771-ft. above
av. terrain, 695-ft. above ground, 1045-ft. above sea level.

Latitude	37°	30'	46"
Longitude	77°	36'	06"

Virginia—Bristol-Kingsport & Johnson City, Tennessee

abc **NB** **WCYB-TV**
Ch. 5



171

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 85.1-kw visual, 42.7-kw aural. Antenna: 2220-ft. above av. terrain, 125.5-ft. above ground, 4360-ft. above sea level.

Latitude 36° 26' 57"
Longitude 82° 06' 31"

Transmitter: Rye Patch Knob, Cherokee National Forest.

Studio: 516 Cumberland St.

TV tape: Recording facilities.

AM Affiliate: WCYB, 10-kw, 690 kc (ABC).

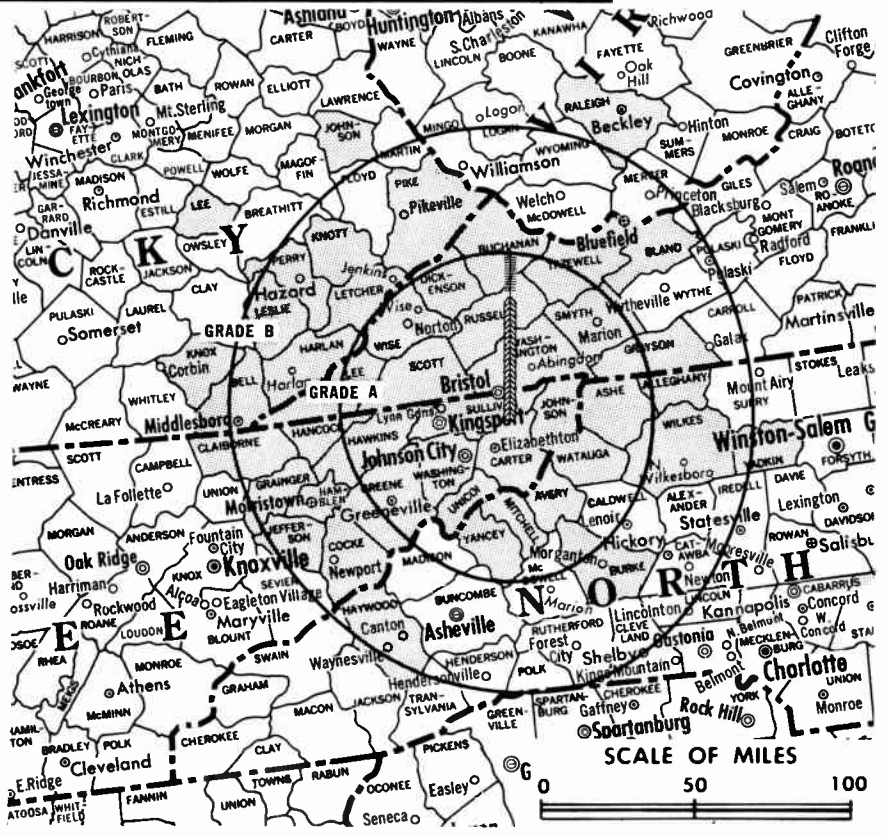
Color: Network live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

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



WCYB-TV Ref: FCC File No. BMPCT-4520 Granted 3/12/57

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

WCYB-TV

Network Service: NBC, ABC.
Licensee: Appalachian Bcstg. Corp., Cumberland St. (24201).
Telephone: 703-669-4161. TWX No.: 703-669-4313.
Ownership: Robert H. Smith, pres., 25%; J. Fey Rogers, v.p., 25%; Charles M. Gore, secy., 25%; Harry M. Daniel, v.p., 25%.
Began Operation: Aug. 13, 1956.
Represented (sales) by The Meeker Co. Inc.; James S. Ayers Co. Inc. (South).
Represented (legal) by Fly, Shuebruk, Blume & Gaguine.
Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:
ROBERT H. SMITH, president, gen. mgr. & film buyer.
J. FEY ROGERS, v.p. & sales manager.
WALTER CROCKETT, news editor.
JIM EVANS, production manager.
RUSSELL ROBINSON, chief engineer.
CHARLES LINEBERGER, program operations manager.

DIGEST OF RATE CARD NO. 4—(Dec. 1, 1961)
Hour 30 Min. 15 Min. 5 Min. Min.* 20 Sec.* 8 Sec.*
Class AA—6:30-10 p.m., daily.
\$500.00 \$240.00 \$160.00 \$120.00 \$100.00 \$80.00 \$50.00

*Class AA—7-10 p.m., daily.
NETWORK BASE HOURLY RATE: \$575 (NBC), \$575 (ABC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
KENTUCKY			
BELL	7,600	6,100	80
HARLAN	10,700	8,500	79
JOHNSON	4,900	4,000	82
KNOTT	3,600	2,300	64
KNOX	5,900	4,200	72
LEE	1,700	1,000	59
LESLIE	1,800	1,000	54
LETCHER	6,200	4,500	72
PERRY	6,900	4,800	69
PIKE	15,300	12,400	81

NORTH CAROLINA			
ALLEGHANY	2,100	1,800	87
ASHE	5,000	4,200	85
AVERY	2,900	2,500	85
BURKE	14,800	13,800	93
HAYWOOD	11,900	10,700	90
MITCHELL	3,600	3,200	88
WATAUGA	4,500	4,000	88
WILKES	12,200	11,000	90
YADKIN	6,600	6,000	91
YANCEY	3,300	2,700	81

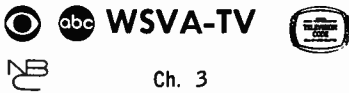
TENNESSEE			
CARTER	11,800	10,300	87
CLAIBORNE	4,300	3,200	74
COCKE	6,700	5,400	80
GRAINGER	3,400	2,600	77
GREENE	12,600	10,900	86
HAMBLÉN	11,100	9,600	86
HANCOCK	1,700	1,300	76
HAWKINS	8,600	7,000	82
JEFFERSON	6,400	5,600	87
JOHNSON	2,700	2,200	82
SULLIVAN	36,200	33,200	92
UNICOI	4,300	3,700	85
WASHINGTON	19,000	17,300	91

VIRGINIA			
BLAND	1,700	1,400	89
BUCHANAN	8,600	7,200	84
DICKENSON	4,400	3,900	89
GRAYSON	6,900	6,200	89
LEE	5,500	4,600	84
RUSSELL	6,600	5,800	87
SCOTT	6,700	5,600	84
SMYTH	8,500	7,800	92
TAZEWELL	14,000	12,700	92
WASHINGTON	16,000	14,700	92
WISE	12,000	10,500	88

WEST VIRGINIA			
RALEIGH	23,500	21,300	93
STATION TOTAL	374,700	322,700	86

NET WEEKLY CIRCULATION (MARCH 65) 177,500
AVERAGE DAILY CIRCULATION (MARCH 65) 127,700
COLOR PENETRATION PERCENTAGE (NOV 65) 7

Virginia—Harrisonburg



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 8.32-kw visual, 4.17-kw aural (maximum power permitted by FCC, 100-kw equivalent for antenna height). Antenna: 2130-ft. above av. terrain, 349-ft. above ground, 3304-ft. above sea level.

Latitude 38° 36' 05"
Longitude 78° 37' 57"

Transmitter: Big Mt., Endless Caverns, New Market, Va.

Studio: Rawley Pike.

AM Affiliate: WSAV, 5-kw (1-kw night), 550 kc (NBC).

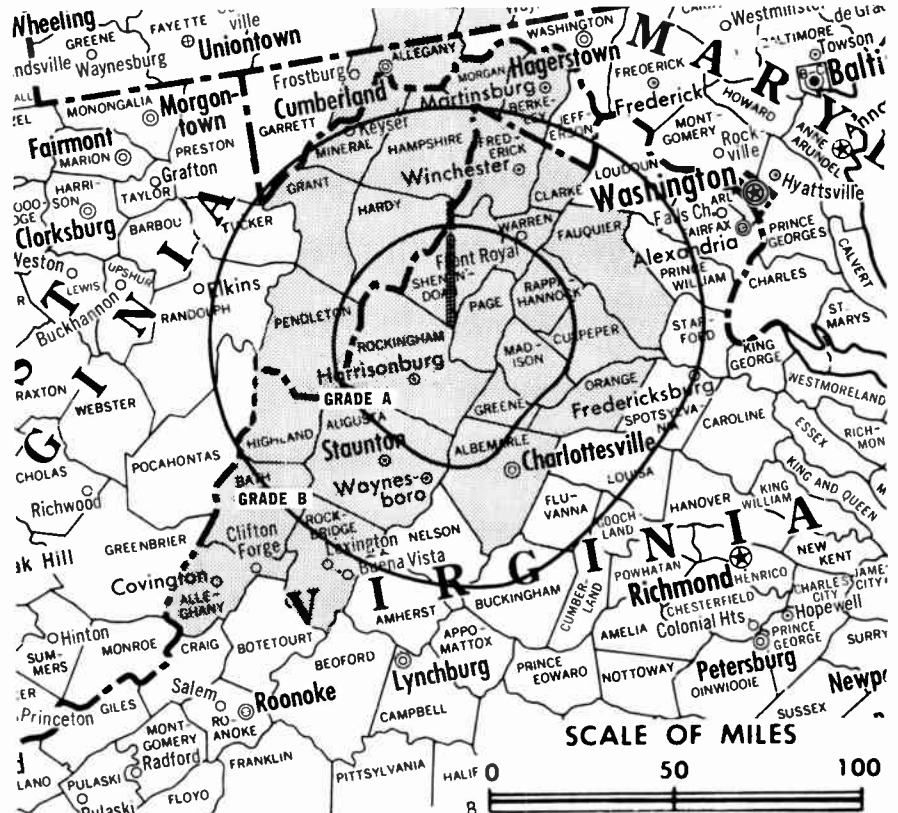
FM Affiliate: WSAV-FM, 7.2-kw, 100.7 mc (No. 264), 345-ft. antenna height.

Color: Network only.

News Wire Service: AP.

Facsimile Service: AP.

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



WSVA-TV Ref: FCC File No. BMPCT-1171 Granted 7/28/53 ©American Map Co., Inc., N.Y., No. 14244

WSVA-TV

Network Service: CBS, ABC, NBC.

Licensee: Gilmore Broadcasting Corp. of Va., Rawley Pike (22801).

Telephone: 703-434-4431.

TWX No.: 703-434-6345.

Ownership: See KODE-TV, Joplin, Mo.

Began Operation: Oct. 9, 1953. Sale to Gilmore Bcstg. by Evening Star and Hamilton Shea approved Aug. 9, 1965 by FCC (Television Digest, Vol. 5:23, 33). Previous sale of 50% by Transcontinent Corp. and 1% by Hamilton Shea to the Evening Star Broadcasting Co. approved Sept. 23, 1959 by FCC (Television Digest, Vol. 15:30, 32, 39). Sale to Transcontinent Corp. & Hamilton Shea as co-equal owners by Frederick L. Allman approved May 29, 1956 by FCC (Vol. 12:15, 22).

Represented (sales) by Eastman TV Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

- J. S. GILMORE JR., president.
- HAMILTON SHEA, exec. vice president & general manager.
- ROBERT E. LEE, asst. gen. mgr., station operations.
- ROBERT MacNEIL, director, program operations.
- ALVIN MULLENAX, asst. gen. mgr., marketing.
- JOHN T. McNAMARA, sales manager, national & regional sales.
- LOUIS E. FARRAYE, manager, promotion affairs.
- JIM MacNEIL, manager, news & public affairs.
- THOMAS B. JONES, manager, engineering.

DIGEST OF RATE CARD NO. 9—(Dec. 1, 1964)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID
Class A—6-10 p.m., daily.
\$300.00 \$180.00 \$120.00 \$90.00 \$80.00 \$65.00 \$50.00 \$32.00
NETWORK BASE HOURLY RATE: \$300 (CBS), \$300 (ABC), \$300 (NBC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MARYLAND			
ALLEGANY	25,400	23,900	94
PENNSYLVANIA			
BEDFORD	12,300	11,600	94
FULTON	3,000	2,700	90
VIRGINIA			
ALBEMARLE	19,600	17,100	87
ALLEGHANY	8,700	8,000	93
AUGUSTA	22,700	20,900	95
BATH	1,400	1,200	90
CLARKE	2,500	2,300	94
CULPEPER	4,600	4,200	92
FAUQUIER	7,100	6,500	91
FREDERICK	12,300	11,500	93
GREENE	1,200	900	76
HIGHLAND	600	500	90
MADISON	2,200	1,900	85
ORANGE	3,800	3,300	86
PAGE	4,800	4,600	96
RAPPAHANNOCK	1,300	1,200	88
ROCKBRIDGE	8,700	7,800	90
ROCKINGHAM	16,800	15,500	95
SHENANDOAH	7,000	6,500	96
WARREN	4,500	4,000	89
WEST VIRGINIA			
BERKELEY	10,200	9,600	94
GRANT	2,500	2,000	90
HAMPSHIRE	3,000	2,600	85
HARDY	2,600	2,100	88
MINERAL	6,200	5,700	91
MORGAN	2,500	2,200	91
PENDLETON	2,000	1,700	91
STATION TOTAL	199,500	182,000	91

NET WEEKLY CIRCULATION (MARCH 65) 69,300
AVERAGE DAILY CIRCULATION (MARCH 65) 45,800
COLOR PENETRATION PERCENTAGE (NOV 65) 5

Virginia—Norfolk



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 980-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 56"
Longitude 76° 28' 00"

Transmitter: Old Suffolk Rd. near Drivers, Va.

TV tape: Recording facilities.

AM Affiliate: WTAR, 5-kw, 790 kc (CBS).

FM Affiliate: WTAR-FM, 15-kw, 95.7 mc (No. 239), 881-ft. antenna.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: SRDS

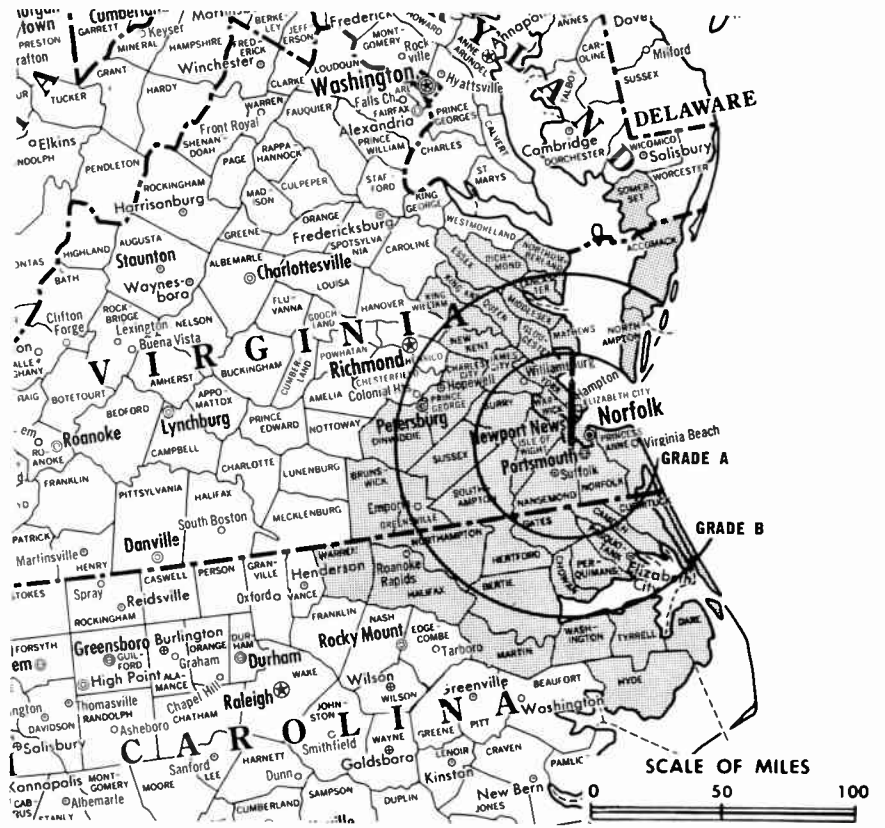
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WTAR-TV Ref: FCC File No. BMPCT-1051 Granted 4/7/53

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

WTAR-TV

Licensee: WTAR Radio-TV Corp., 720 Boush St. (23510).

Studio: 720 Boush St.

Telephone: 703-625-6711. TWX No.: 703-625-8148.

Ownership: WTAR Radio-TV Corp. Subsidiary of Norfolk-Portsmouth Newspapers Inc. It also owns WFMY-TV, Greensboro, N.C. and Greensboro News & Record.

Began Operation: April 2, 1950.

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

Represented (legal) by Hogan & Hartson.

Personnel:

ROBERT M. LAMBE, president & general manager.
RICHARD D. ROBERTS, assistant to president.
RON PHILIPS, general sales manager.
HAROLD SOLDINGER, v.p. & assistant general manager.
KARL R. NELSON, national sales manager.
JAMES W. EVANS, dir. adv. & promotion.
JOEL F. CARLSON, dir. of news & public affairs
RICHARD L. LINDELL, chief engineer.
HARRY NICHOLAS, film director.

DIGEST OF RATE CARD NO. 1—(May 18, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AAA—8-10 p.m., daily.	\$1000.00	\$600.00	\$420.00	\$320.00	\$260.00	Graded rates apply*

*Highest rate: \$295.00

NETWORK BASE HOURLY RATE: \$1050.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MARYLAND			
SOMERSET	5,600	4,900	88
NORTH CAROLINA			
BERTIE	5,500	4,700	85
CAMDEN	1,500	1,400	93
CHOWAN	2,900	2,600	90

CURRITUCK	1,900	1,600	85
DARE	1,900	1,600	84
GATES	2,200	1,900	85
HALIFAX	14,600	12,500	86
HERTFORD	5,600	5,100	90
HYDE	1,200	1,000	80
MARTIN	6,500	5,900	91
NORTHAMPTON	6,100	5,200	86
PASQUOTANK	7,200	6,600	91
PERQUIMANS	2,400	2,200	91
TYRRELL	900	800	85
WARREN	4,000	3,400	85
WASHINGTON	3,500	3,100	89

VIRGINIA

ACCOMACK	9,500	8,200	86
BRUNSWICK	4,200	3,600	86
CHARLES CITY	1,200	1,000	84
CHESAPEAKE	149,900	141,500	94
DINWIDDIE	16,600	14,900	90
ESSEX	1,800	1,500	86
GLOUCESTER	3,900	3,600	92
GREENSVILLE	4,200	3,700	88
HAMPTON NEWPT NEWS	64,600	61,600	95
ISLE OF WIGHT	4,900	4,500	91
JAMES CITY	4,900	4,500	92
KING AND QUEEN	1,500	1,300	85
KING WILLIAM	2,000	1,800	92
LANCASTER	2,900	2,600	89
MATHEWS	2,300	2,100	90
MIDDLESEX	1,900	1,700	89
NANSEMOND	13,300	11,800	89
NEW KENT	1,100	1,000	90
NORTHAMPTON	5,200	4,500	88
NORTHUMBERLAND	3,000	2,700	90
PRINCE GEORGE	10,600	9,900	94
RICHMOND	1,800	1,600	89
SOUTHAMPTON	7,100	6,300	89
SURRY	1,600	1,400	88
SUSSEX	3,000	2,500	83
VIRGINIA BEACH	33,900	32,400	96
YORK	7,400	7,000	94
STATION TOTAL	437,800	403,700	92

NET WEEKLY CIRCULATION (MARCH 65) 338,400
AVERAGE DAILY CIRCULATION (MARCH 65) 276,600
COLOR PENETRATION PERCENTAGE (NOV 65) 6

Virginia—Hampton-Norfolk



WVEC-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 245-kw visual, 24.5-kw aural. Antenna: 980-ft. above av. terrain, 1028-ft. above ground, 1049-ft. above sea level.

Latitude 36° 49' 00"
Longitude 76° 28' 05"

Transmitter: Old Suffolk Rd., 0.2-mi. SSE of Shoulders Hill, Va.

TV tape: Recording facilities.

AM Affiliate: WVEC, 1-kw, 1490 kc (ABC).

FM Affiliate: See below.

Color: Network, film & slide.

News Wire Service: AP.

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

Total Households: © SRDS

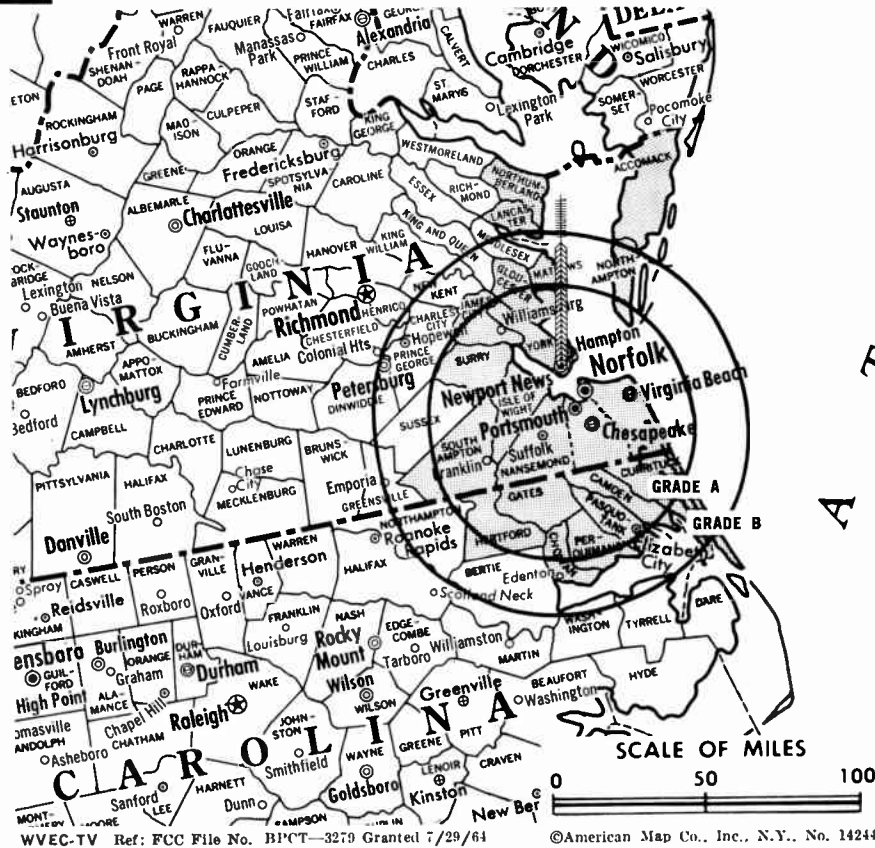
Consumer Market Data as of 1/1/66.

TV Homes: TVy and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WVEC-TV

Licensee: Peninsula Bcstg. Corp., Box 481, Hampton (23369).

Studios: 110 Third St., Norfolk (23510); 1930 E. Pembroke Ave., Hampton (23364).

Telephones: 703-625-0553, Norfolk; 703-722-6331, Hampton.

TWX No.: 703-722-2960.

FM Affiliate: 28-kw, 101.3 mc (ABC).

Ownership: Thomas P. Chisman, pres., 17.7%; Harrol A. Brauer Jr., v.p. 8.6%; Charles F. Tucker, trustee for James E. Swafford, 10.2%; J. W. Chisman, secy.-treas., 16.5%; other stockholders, none with more than 4.1%.

Began Operation: Aug. 15, 1953 on Ch. 15. Nov. 13, 1959 it switched to Ch. 13.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Assoc.

Personnel:

THOMAS P. CHISMAN, president, gen. mgr. & film buyer.

HARROL A. BRAUER JR., v.p. sales.

L. W. KLIEWER, v.p. operations.

CHARLES L. COKER, 2nd v.p., sales.

LINDSAY TUCKER, operations manager.

GIL MacLEOD, news director.

FRANK HANNAH, graphics director.

JAMES O. GRAY, merchandise & promotion director.

DIGEST OF RATE CARD NO. A12a

(Oct. 22, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$850.00	\$510.00	\$300.00	\$220.00	\$150.00	\$73.00
NETWORK BASE HOURLY RATE: \$850.						

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
NORTH CAROLINA			
CAMDEN	1,500	1,400	93
CHOWAN	2,900	2,600	90
CURRITUCK	1,900	1,600	85
DARE	1,900	1,600	84
GATES	2,200	1,900	85
HERTFORD	5,600	5,100	90
PASQUOTANK	7,200	6,600	91
PERQUIMANS	2,400	2,200	91
TYRRELL	900	800	85
VIRGINIA			
ACCOMACK	9,500	8,200	86
CHESAPEAKE	149,900	141,500	94
GLOUCESTER	3,900	3,600	92
HAMPTON NEWPT NEWS	64,600	61,600	95
ISLE OF WIGHT	4,900	4,500	91
JAMES CITY	4,900	4,500	92
LANCASTER	2,900	2,600	89
MATHEWS	2,300	2,100	90
NANSEMOND	13,300	11,800	89
NORTHAMPTON	5,200	4,500	88
NORTHUMBERLAND	3,000	2,700	90
SOUTHAMPTON	7,100	6,300	89
SURRY	1,600	1,400	88
VIRGINIA BEACH	33,900	32,400	96
YORK	7,400	7,000	94
STATION TOTAL	340,900	318,500	93

NET WEEKLY CIRCULATION (MARCH 65)	271,300
AVERAGE DAILY CIRCULATION (MARCH 65)	191,300
COLOR PENETRATION PERCENTAGE (NOV 65)	6

See CATV Directory for Systems in Virginia

Virginia—Portsmouth-Norfolk-Newport News



WAVY-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 48.8-kw aural. Antenna: 990-ft. above av. terrain, 1026-ft. above ground, 1050-ft. above sea level.

Latitude 36° 49' 14"
Longitude 76° 30' 41"

Transmitter: Kings Hwy., Driver, Va.

TV tape: Recording facilities.

Studio: 801 Middle St.

AM Affiliate: WAVY, 5-kw, 1350 kc.

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

News Wire Service: UPI.

Facsimile Service: UPI.

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



WAVY-TV Ref: FCC File No. BPCT-1750 Granted 5/29/56

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

WAVY-TV

Licensee: Tidewater Teleradio Inc., 801 Middle St., Portsmouth (23704); 214 W. York St., Norfolk, Va. (23510).

Telephones: 703-627-2345, Norfolk; 703-393-7331, Portsmouth; 703-245-3888, Newport News.

TWX No.: 710-882-3271.

Ownership: More than 50 stockholders; Hunter C. Phelan, 10.4%; no others with as much as 10%. Officers: J. Glen Taylor, pres. & gen. mgr., 9%; George T. McLean, v.p., 8%; Richard B. Spindle III, secy., less than 1%; Clifford A. Frohnoefer, treas.

Began Operation: Sept. 1, 1957.

Represented (sales) by H-R Television Inc.

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

Personnel:

J. GLEN TAYLOR, president & general manager.
CLIFFORD FROHNOEFER, treasurer, controller & asst. secy.
E. J. HENNESSY, v.p., TV sales.
ED BONHAM, local sales manager.
J. T. GOSWICK, national sales coordinator.
A. R. VAN CANTFORT, program manager & film buyer.
DICK PAUL, promotion-publicity, merchandising director.
LLOYD DOBYNS, news director.
ANDREW JACKSON, chief engineer.

DIGEST OF RATE CARD NO. 5A (Oct. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$850.00	\$510.00	\$340.00	\$210.00	\$200.00	\$180.00

NETWORK BASE HOURLY RATE: \$850.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MARYLAND			
SOMERSET	5,600	4,900	88
WORCESTER	7,400	6,500	89

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
NORTH CAROLINA			
BERTIE	5,500	4,700	85
CAMDEN	1,500	1,400	93
CHOWAN	2,900	2,600	90
CURRITUCK	1,900	1,600	85
DARE	1,900	1,600	84
GATES	2,200	1,900	85
HALIFAX	14,600	12,500	86
HERTFORD	5,600	5,100	90
NORTHAMPTON	6,100	5,200	86
PASQUOTANK	7,200	6,600	91
PERQUIMANS	2,400	2,200	91
TYRRELL	900	800	85
WASHINGTON	3,500	3,100	89
VIRGINIA			
ACCOMACK	9,500	8,200	86
CHESAPEAKE	149,900	141,500	94
DINWIDDIE	16,600	14,900	90
GLOUCESTER	3,900	3,600	92
GREENSVILLE	4,200	3,700	88
HAMPTON NEWPT NEWS	64,600	61,600	95
ISLE OF WIGHT	4,900	4,500	91
JAMES CITY	4,900	4,500	92
KING AND QUEEN	1,500	1,300	85
KING WILLIAM	2,000	1,800	92
LANCASTER	2,900	2,600	89
MATHEWS	2,300	2,100	90
MIDDLESEX	1,900	1,700	89
NANSEMOND	13,300	11,800	89
NEW KENT	1,100	1,000	90
NORTHAMPTON	5,200	4,500	88
NORTHUMBERLAND	3,000	2,700	90
PRINCE GEORGE	10,600	9,900	94
SOUTHAMPTON	7,100	6,300	89
SURRY	1,600	1,400	88
SUSSEX	3,000	2,500	83
VIRGINIA BEACH	33,900	32,400	96
YORK	7,400	7,000	94
STATION TOTAL	424,500	392,200	92

NET WEEKLY CIRCULATION (MARCH 65) 314,900
AVERAGE DAILY CIRCULATION (MARCH 65) 230,400
COLOR PENETRATION PERCENTAGE (NOV 65) 6

Virginia—Richmond



WRVA-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 790-ft. above av. terrain, 790-ft. above ground, 1000-ft. above sea level.

Latitude 37° 30' 22.5"
Longitude 77° 30' 11.95"

Transmitter: 5710 Midlothian Pike.

TV tape: Recording facilities.

Color: Network, film & slide.

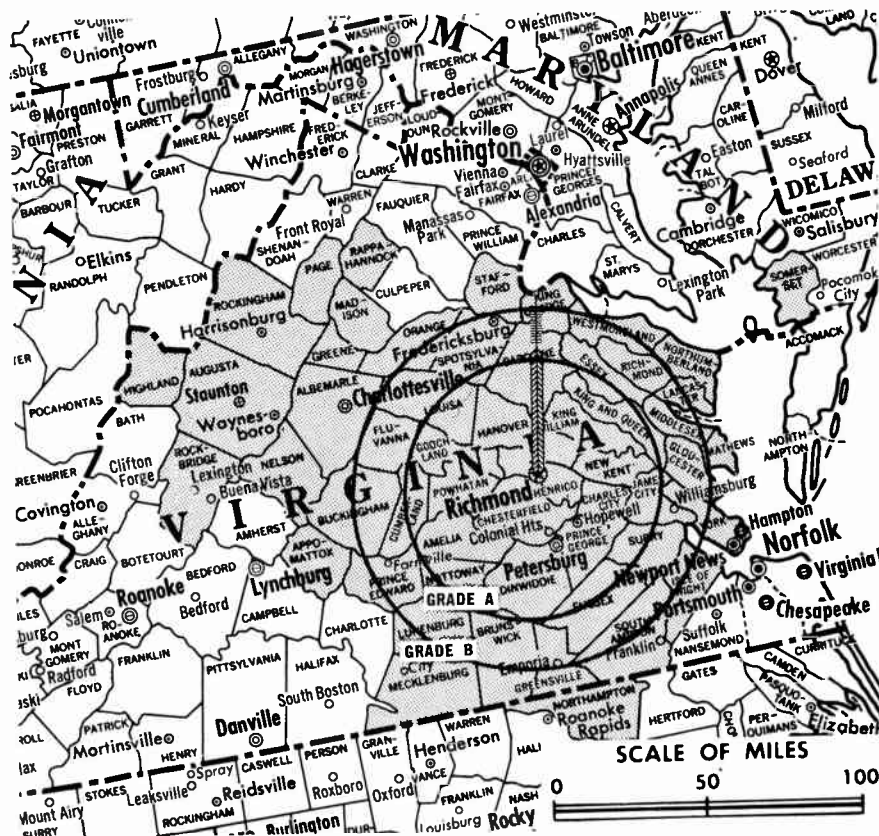
AM Affiliate: WRVA, 50-kw, 1140 kc (NBC).

FM Affiliate: WRVA-FM, 200-kw, 94.5 mc.

News Wire Service: AP, UPI, Western Union Weather.

Facsimile Service: UPI.

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



WRVA-TV Ref: FCC File No. BPCT-1622 Granted 11/30/55 ©American Map Co., Inc., N.Y., No. 14244

WRVA-TV

Licensee: Richmond Television Corp., 5710 Midlothian Pike, P.O. Box 2370 (23218).

Studio & Offices: 5710 Midlothian Pike, Box 2370.

Telephone: 703-233-5461. TWX No.: 703-232-7021.

Ownership: Larus & Brother Co. Inc., 95.52%; 15 other stockholders, none with more than 2%. Officers: W. T. Reed Jr., chairman of the board; William R. Preston, pres.; Barron Howard, v.p.; Samuel S. Carey, v.p.; James D. Clark Jr., v.p.; Raymond Warren, secy.; W. H. Goodwyn, treas.

Began Operation: April 29, 1956.

Represented (sales) by The Katz Agency Inc.

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

Represented (engineering) by Paul Godley Co.

Personnel:

- BARRON HOWARD, general manager.
- SAMUEL S. CAREY, assistant manager.
- JAMES D. CLARK JR., sales manager.
- BILL CHRISTIAN, local sales manager.
- PEG SINCLAIR, promotion manager.
- DOUGLAS FREEMAN, operations manager.
- CAROLINE BIDWELL, traffic manager.
- S. T. TERRY JR., chief engineer.

DIGEST OF RATE CARD NO. 14—(Feb. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$750.00	\$450.00	\$300.00	\$225.00	\$170.00	\$75.00

NETWORK BASE HOURLY RATE: \$750.

NORTH CAROLINA			
NORTHAMPTON	6,100	5,200	86
VIRGINIA			
ALBEMARLE	19,600	17,100	87
AMELIA	1,900	1,600	82
APPMATTDX	2,500	2,300	91
AUGUSTA	22,700	20,900	95
BRUNSWICK	4,200	3,600	86
BUCKINGHAM	2,500	2,100	84
CAROLINE	3,200	2,900	89
CHARLES CITY	1,200	1,000	84
CHESTERFIELD	27,900	26,800	96
CUMBERLAND	1,500	1,200	83
DINWIDDIE	16,600	14,900	90
ESSEX	1,800	1,500	86
FLUVANNA	1,900	1,600	87
GLOUCESTER	3,900	3,600	92
GOOCHLAND	2,200	1,900	88
GREENE	1,200	900	76
GREENSVILLE	4,200	3,700	88
HANOVER	8,300	7,500	90
HENRICO	110,500	104,100	94
HIGHLAND	600	500	90
ISLE OF WIGHT	4,900	4,500	91
JAMES CITY	4,900	4,500	92
KING AND QUEEN	1,500	1,300	85
KING GEORGE	2,000	1,900	92
KING WILLIAM	2,000	1,800	92
LANCASTER	2,900	2,600	89
LOUISA	3,600	3,100	85
LUNENBURG	3,300	2,900	89
MADISON	2,200	1,900	85
MATHEWS	2,300	2,100	90
MECKLENBURG	8,100	7,100	87
(Continued on page 688-b)			

STATION TOTAL 390,700 357,000 91

NET WEEKLY CIRCULATION (MARCH 65) 265,300
AVERAGE DAILY CIRCULATION (MARCH 65) 175,000
COLOR PENETRATION PERCENTAGE (NOV 65) 4

Virginia—Richmond



WTVR

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 840-ft. above av. terrain, 844-ft. above ground, 1049-ft. above sea level.

Latitude 37° 34' 00"
Longitude 77° 28' 36"

Transmitter: Tilden St. & Cutshaw Ave.

TV tape: Recording facilities.

AM Affiliate: WMBG, 5-kw, 1380 kc (ABC).

FM Affiliate: WCOD, 50-kw, 98.1 mc (No. 251), 844-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS

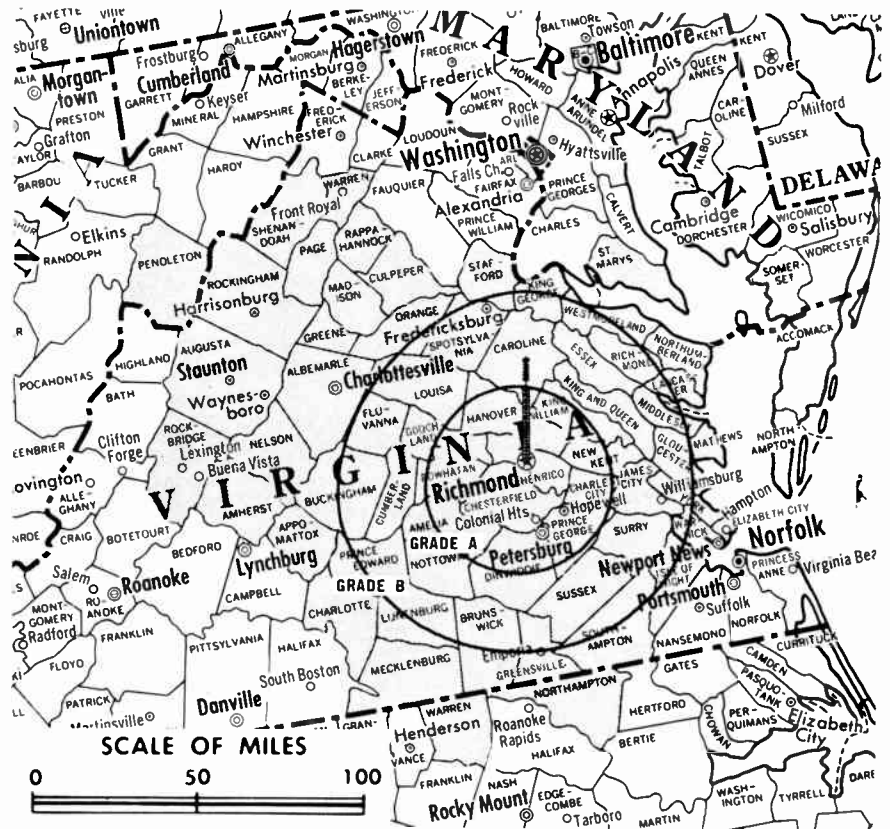
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WTVR Ref: FCC File No. BMPCT-882 Granted 12/12/52

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

WTVR

Licensee: Roy H. Park Bcstg. of Va. Inc., P.O. Box 5229 (23220).

Studio: 3301 W. Broad St. (23230).

Telephone: 703-355-8611. TWX No.: 703-359-5621.

Ownership: Park Bcstg., for other interests see WNCT-TV, Greenville, N.C.

Began Operation: April 15, 1948. Sale to Park Bcstg. by Wilbur M. Havens approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:42).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by John H. Midlen.

Represented (engineering) by James C. McNary.

Personnel:

W. A. BOWRY JR., general manager.
GERALDINE BRUMSEY, local sales director.
JOHN V. SHAND, program director.
G. C. RIANHARD JR., asst. program director & production mgr
JOHN KELLOG, director of continuity.
G. C. RIANHARD JR., film buyer.
W. J. FILER, promotion and merchandise dept.
WILLIAM KEMPLE, coordinator of national sales.
JAMES W. KYLE, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7:30-11 p.m., daily.						
.....	\$525.00*				\$190.00	\$95.00

*Quotation for time in excess of or under 30 minutes upon request.

NETWORK BASE HOURLY RATE: \$750.00.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MARYLAND			
ST MARYS	10,200	9,700	95
SOMERSET	5,600	4,900	88
NORTH CAROLINA			
NORTHAMPTON	6,100	5,200	86
WARREN	4,000	3,400	85
VIRGINIA			
ACCOMACK	9,500	8,200	86
ALBEMARLE	19,600	17,100	87
AMELIA	1,900	1,600	82
AMHERST	5,800	5,100	89
APPOMATTOX	2,500	2,300	91
AUGUSTA	22,700	20,900	95
BRUNSWICK	4,200	3,600	86
BUCKINGHAM	2,500	2,100	84
CAROLINE	3,200	2,900	89
CHARLES CITY	1,200	1,000	84
CHARLOTTE	3,600	3,200	88
CHESTERFIELD	27,900	26,800	96
CULPEPER	4,600	4,200	92
CUMBERLAND	1,500	1,200	83
DINWIDDIE	16,600	14,900	90
ESSEX	1,800	1,500	86
FLUVANNA	1,900	1,600	87
GLOUCESTER	3,900	3,600	92
GOUCHLAND	2,200	1,900	88
GREENE	1,200	900	76

(Continued on page 688-b)

WEST VIRGINIA	TOTAL HOUSEHOLDS	TV HOMES	PER
PENDLETON	2,000	1,700	91
STATION TOTAL	511,100	468,600	92

NET WEEKLY CIRCULATION (MARCH 65) 294,200
AVERAGE DAILY CIRCULATION (MARCH 65) 225,200
COLOR PENETRATION PERCENTAGE (NOV 65) 4

Virginia—Richmond-Petersburg



WXEX-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 940-ft. above av. terrain, 979-ft. above ground, 1049-ft. above sea level.

Latitude 37° 20' 30"
Longitude 77° 18' 19"

Transmitter: Hundred Rd., 12-mi. S of Richmond.

TV tape: Recording facilities.

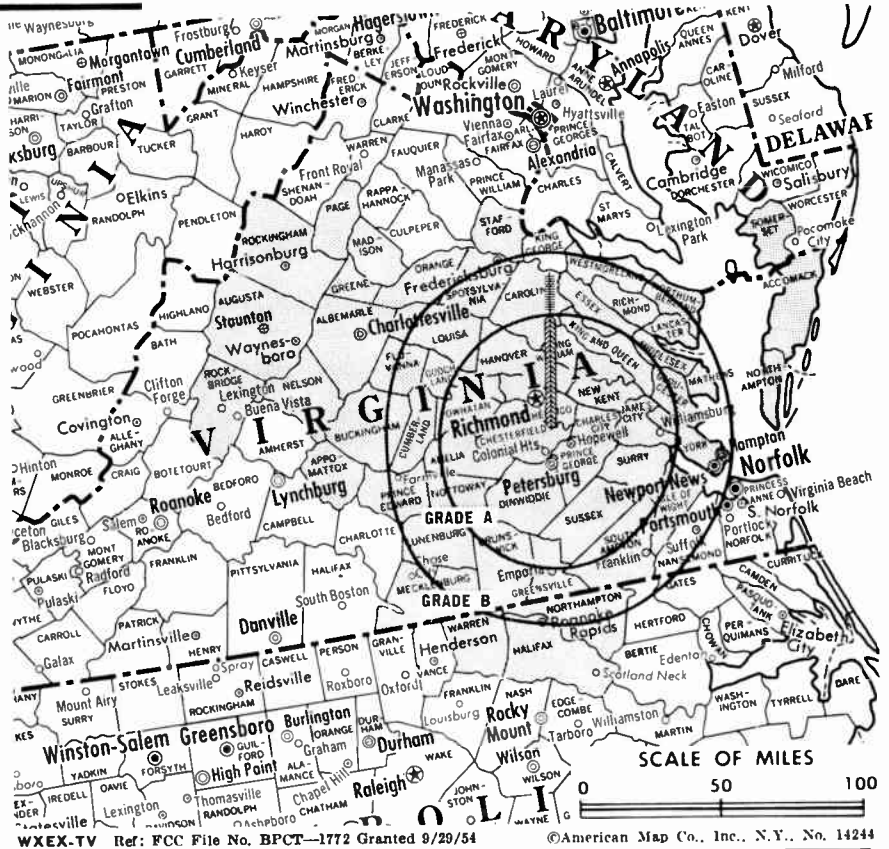
AM Affiliate: WLEE, Richmond, 5-kw, 1480 kc (MBS).

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

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



WXEX-TV

Licensee: Petersburg Television Corp., Box 8765, Richmond, Va.
Business Offices: 124 W. Tabb St., Petersburg; 6200 Broad Street Road, Richmond (23229).
Studio: 124 W. Tabb St., Petersburg (23803).
Telephones: 703-733-7876, Petersburg; 703-288-2835, Richmond.
TWX No.: 703-732-0707.
Ownership: Thomas G. Tinsley Jr., pres., 43.5% (held by WLEE, Richmond, which he owns); Irvin G. Abeloff, v.p., 6.51%; 10 other stockholders, none owns more than 3%. Tinsley also owns radio WITH, Baltimore.
Began Operation: Aug. 15, 1955.
Represented (sales) by Eastman TV Inc.; James S. Ayers Co. Inc. (South).
Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.
Represented (engineering) by Jansky & Bailey.
Personnel:
THOMAS G. TINSLEY JR., president.
IRVIN G. ABELOFF, v.p., managing director & film buyer.
LAWRENCE SLON, sales manager & asst. station manager.
J. HARRY ABBOTT, operations manager.
WILLIAM BOWMAN, production manager.
N. NEIL KUVIN, merchandising & promotion manager.
GEORGE McGUIGAN, chief engineer.

DIGEST OF RATE CARD NO. 10 (Aug. 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$750.00	\$450.00	\$300.00	\$225.00	\$140.00	\$70.00
NETWORK BASE HOURLY RATE:	\$750.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MARYLAND			
SOMERSET	5,600	4,900	88
NORTH CAROLINA			
HALIFAX	14,600	12,500	86
NORTHAMPTON	6,100	5,200	86
WARREN	4,000	3,400	85
VIRGINIA			
ACCOMACK	9,500	8,200	86
ALBEMARLE	19,600	17,100	87
AMELIA	1,900	1,600	82
APPOMATTOX	2,500	2,300	91
AUGUSTA	22,700	20,900	95
BRUNSWICK	4,200	3,600	86
BUCKINGHAM	2,500	2,100	84
CAROLINE	3,200	2,900	89
CHARLES CITY	1,200	1,000	84
CHESTERFIELD	27,900	26,800	96
CUMBERLAND	1,500	1,200	83
DINWIDDIE	16,600	14,900	90
ESSEX	1,800	1,500	86
FLUVANNA	1,900	1,600	87
GLOUCESTER	3,900	3,600	92
GOOCHLAND	2,200	1,900	88
GREENE	1,200	900	76
GREENSVILLE	4,200	3,700	88
HAMPTON NEWPT NEWS	64,600	61,600	95
HANOVER	8,300	7,500	90
HENRICO	110,500	104,100	94
ISLE OF WIGHT	4,900	4,500	91
JAMES CITY	4,900	4,500	92
KING AND QUEEN	1,500	1,300	85
KING WILLIAM	2,000	1,800	92
(Continued on page 688-b)			
STATION TOTAL	479,500	439,100	92

NET WEEKLY CIRCULATION (MARCH 65)	260,500
AVERAGE DAILY CIRCULATION (MARCH 65)	165,800
COLOR PENETRATION PERCENTAGE (NOV 65)	4

Virginia—Roanoke



WDBJ-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 2000-ft. above av. terrain, 146-ft. above ground, 3936-ft. above sea level.

Latitude 37° 11' 42"
Longitude 80° 09' 22"

Transmitter: On Poor Mt.; 13-mi SW of city.

0 & 0 Translator: W04AG, Garden City, Hidden Valley, S. Salem & Sugar Loaf, Va.

TV tape: Recording facilities.

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

FM Affiliate: WDBJ-FM, 14.35-kw, 94.9 mc (No. 235), 2000-ft.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

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

Total Households: © SRDS

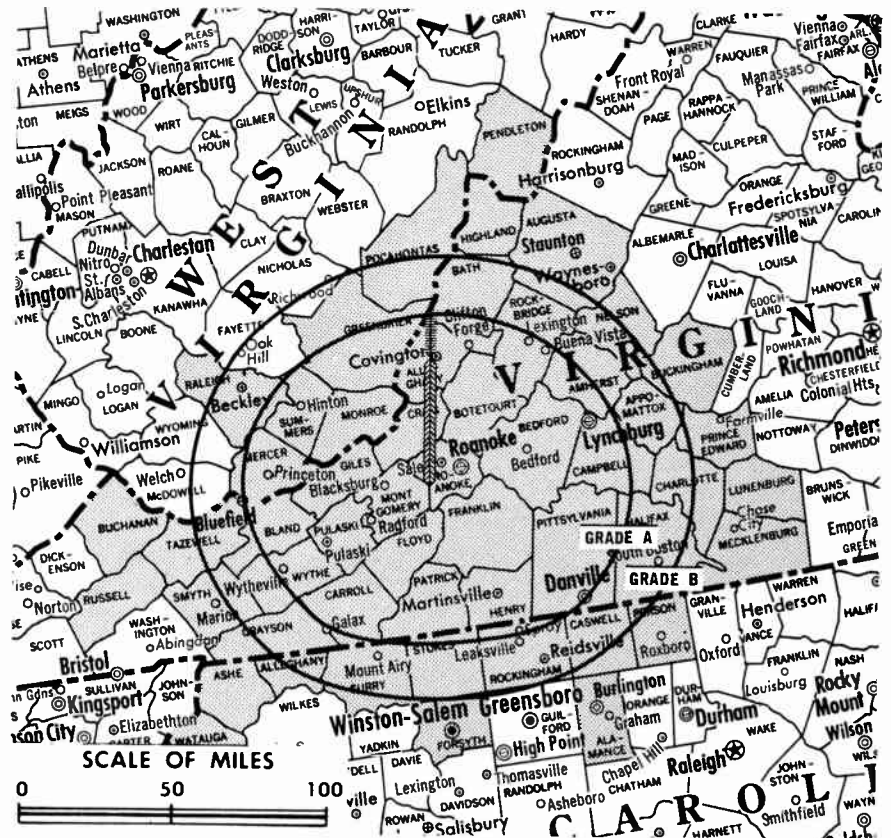
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WDBJ-TV Ref: FCC File No. BMPCT-3023 Granted 4/4/56

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

WDBJ-TV

Licensee: Times-World Corp., Box 227, Roanoke (24002).

Studio: 2001 Colonial Ave. S.W.

Telephone: 703-343-8031. TWX No.: 703-342-5725.

Ownership: Times-World Corp. Principal stockholders: Estates of J. P. Fishburn (25.98%) and J.B. Fishburn (38%) now held in fiduciary capacity as Trustee by The First National Exchange Bank of Virginia; Robert N. Fishburn (12.52%); Sally F. Fulton (12.5%). Four officers of the Times-World Corp. and six members of the Fishburn family own 11%. Time-World Corp. publishes *The Roanoke Times* and *The Roanoke World-News*.

Began Operation: Oct. 3, 1955.

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

Represented (legal) by Munter, Adams, Thomson & Bastian.

Personnel:

JOHN W. HARKRADER, v.p. & manager.
PAUL E. REYNOLDS, asst. manager & film buyer.
BLAKE H. BROWN, general sales manager.
CHARLES A. BALLOU, program director.
WENDELL H. SILER, operations manager.
DON MURRAY, news director.
BOONE BOGGS, director, creative services.
R. A. DUVALL, viewer promotion manager.
J. EDWARD NEWMAN, chief engineer.
FRANK MARTIN, merchandising & sales promotion manager.

DIGEST OF RATE CARD NO. 7—(June 15, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AA—8-10 p.m., daily.	\$800.00	\$450.00	\$300.00	\$225.00	\$250.00*	\$200.00*
Class AA—8-10 p.m., Mon.-Fri.; 7-10 p.m., Sat. & Sun.						\$100.00

NETWORK BASE HOURLY RATE: \$775.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
NORTH CAROLINA			
ALAMANCE	26,600	25,300	95
ALLEGHANY	2,100	1,800	87
ASHE	5,000	4,200	85
CASWELL	4,500	4,000	90
FORSYTH	61,300	57,800	94
GUILFORD INNER	38,300	36,400	95
GUILFORD OUTER	40,700	38,600	95
PERSON	7,100	6,400	91
ROCKINGHAM	20,700	19,400	94
STOKES	6,200	5,700	92
SURRY	14,200	13,000	92
WATAUGA	4,500	4,000	88

VIRGINIA			
ALLEGHANY	8,700	8,000	93
AMHERST	5,800	5,100	89
APPOMATTOX	2,500	2,400	91
AUGUSTA	22,700	20,900	95
BATH	1,400	1,200	90
BEDFORD	9,000	8,100	90
BLAND	1,700	1,400	89
BOTETOURT	5,000	4,600	93
BUCHANAN	8,600	7,200	84
BUCKINGHAM	2,500	2,100	84
CAMPBELL	28,000	26,000	93
CARROLL	6,100	5,300	87
CHARLOTTE	3,600	3,200	88
CRAIG	1,000	900	86
FLOYD	2,900	2,600	89
FRANKLIN	7,200	6,400	90
GILES	4,600	4,300	93
GRAYSON	6,900	6,200	89
HALIFAX	10,200	9,000	88
HENRY	17,900	16,500	93
HIGHLAND	600	500	90

(Continued on page 688-b)

STATION TOTAL	625,800	574,100	92
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NET WEEKLY CIRCULATION (MARCH 65)	306,800
AVERAGE DAILY CIRCULATION (MARCH 65)	225,600
COLOR PENETRATION PERCENTAGE (NOV 65)	6

For ARB County-by-County Data, see Section a.

Virginia—Roanoke



WRFT-TV

Ch. 27

(Due to Begin Operation in Spring)

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 21.4-kw visual, 2.14-kw aural. Antenna: 410-ft. above av. terrain, 110-ft. above ground, 2019-ft. above sea level.

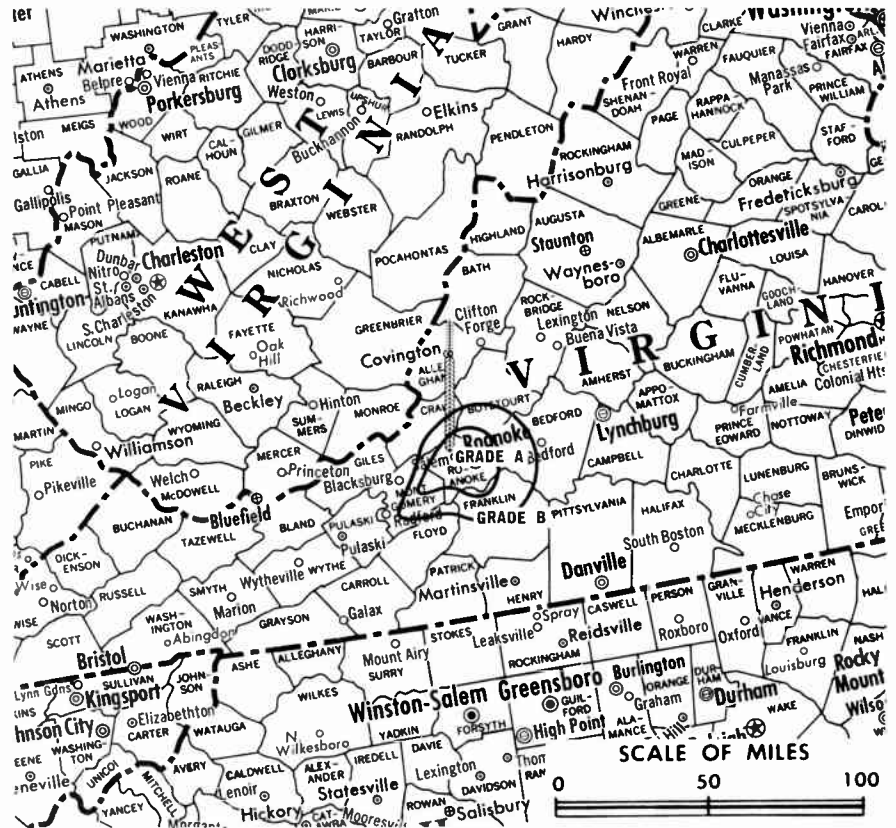
Latitude 37° 18' 12"
Longitude 80° 05' 43"

Transmitter: Little Brushy Mt., 2-mi. NW of Salem, Va.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.



WRFT-TV Ref: 314T-3553 Granted 7/2/63

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

WRFT-TV

Grantee: Roanoke Telecasting Corp., Mountain Trust Bank Bldg., 302 S. Jefferson St., Roanoke.

Studio: Little Brushy Mt.

Telephone: 703-342-7863.

Ownership: Frank Tirico, pres.-treas., 25%; Roy R. Pollard Jr., v.p., 10%; Cabell Brand, 10%; Alexander N. Apostolou, 10%; several other stockholders, none with as much as 10%.

Represented (sales) by

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by John Creutz.

Personnel:

FRANK TIRICO, president & general manager.
MICHAEL KAVANAUGH, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$62.50	\$50.00	\$25.00

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Virginia—Roanoke

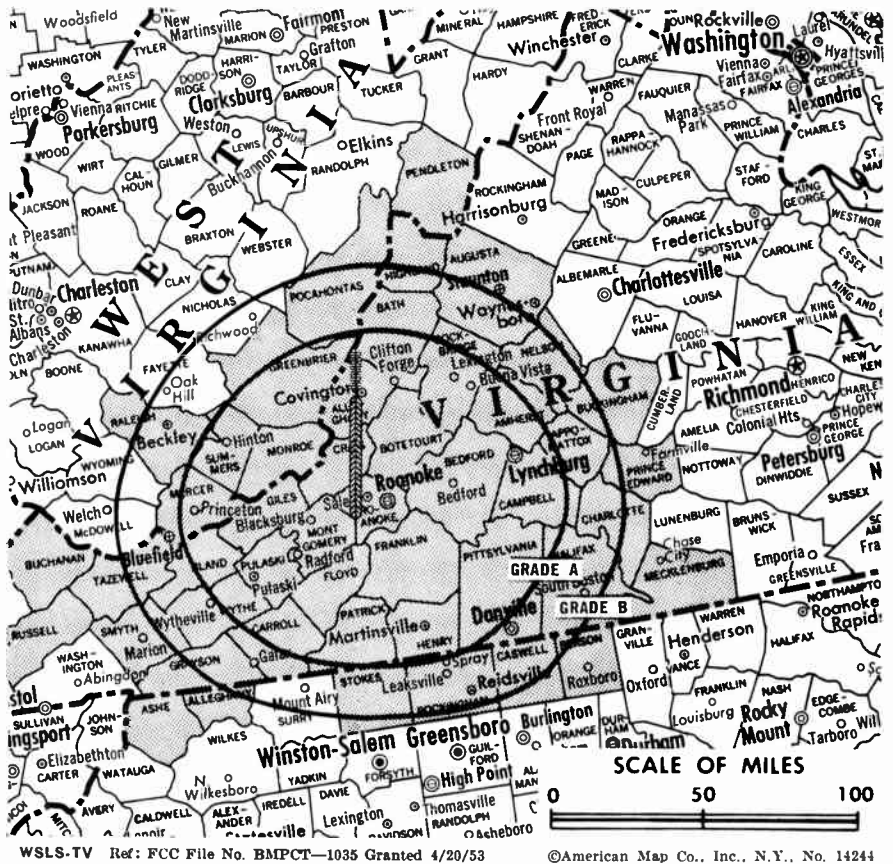
WLSL-TV
Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 1973-ft. above av. terrain, 174-ft. above ground, 3934-ft. above sea level.

Latitude 37° 11' 50"
Longitude 80° 09' 11"

Transmitter: Poor Mt.
TV tape: Recording facilities.
AM Affiliate: WLSL, 5-kw, (1-kw night), 610 kc (NBC).
FM Affiliate: WLSL-FM, 20.2-kw, 99.1 mc (No. 256), 1892-ft. antenna height.
O & O Translator: W02AE, Garden City, Hidden Valley, S. Salem & Sugar Loaf, Va.
Color: Network, film & slide.
News Wire Service: AP.
Facsimile Service: AP.

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



WLSL-TV

Licensee: Shenandoah Life Stations Inc., Church Ave. at 3d St.
Studio: Church Ave. at 3d St.
Telephone: 703-344-9226.
TWX No.: 703-342-5723.
Ownership: Shenandoah Life Insurance Co., 100%.
Began Operation: Dec. 10, 1952.
Represented (sales) by The Katz Agency Inc.
Represented (legal) by Booth & Lovett.
Represented (engineering) by George C. Davis Consulting Engineers.
Personnel:
JAMES H. MOORE, president.
HORACE FITZPATRICK, v.p., manager & film buyer.
A. S. TREVILIAN, commercial manager.
J. P. BRIGGS, manager for engineering.
MEL LINKOUS, program director.
CARROLL HARRISON, promotion director.

DIGEST OF RATE CARD NO. 16 (Feb. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—8-10:30 p.m., daily.	\$750.00	\$450.00	\$300.00	\$240.00	\$225.00	\$185.00* \$95.00*

*Class AAA—7:29-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$850.

For Our Translator Directory

see Section c.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
NORTH CAROLINA			
ALAMANCE	26,600	25,300	95
ALLEGHANY	2,100	1,800	87
ASHE	5,000	4,200	85
CASWELL	4,500	4,000	90
GUILFORD INNER	38,300	36,400	95
GUILFORD OUTER	40,700	38,600	95
PERSON	7,100	6,400	91
ROCKINGHAM	20,700	19,400	94
STOKES	6,200	5,700	92
VIRGINIA			
ALLEGHANY	8,700	8,000	93
AMHERST	5,800	5,100	89
APPOMATTOX	2,500	2,300	91
AUGUSTA	22,700	20,900	95
BATH	1,400	1,200	90
BEDFORD	9,000	8,100	90
BLAND	1,700	1,400	89
BOTETOURT	5,000	4,600	93
BUCHANAN	8,600	7,200	84
BUCKINGHAM	2,500	2,100	84
CAMPBELL	28,000	26,000	93
CARROLL	6,100	5,300	87
CHARLOTTE	3,600	3,200	88
CRAIG	1,000	900	86
FLOYD	2,900	2,600	89
FRANKLIN	7,200	6,400	90
GILES	4,600	4,300	93
GRAYSON	6,900	6,200	89
HALIFAX	10,200	9,000	88
HENRY	17,900	16,500	93
HIGHLAND	600	500	90
MECKLENBURG	8,100	7,100	87
MONTGOMERY	12,300	11,300	93
NELSON	3,300	2,800	85
PATRICK	4,300	3,800	87

(Continued on page 688-b)

STATION TOTAL	542,500	496,400	92
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NET WEEKLY CIRCULATION (MARCH 65)	287,600
AVERAGE DAILY CIRCULATION (MARCH 65)	199,100
COLOR PENETRATION PERCENTAGE (NOV 65)	6

Virginia—Lynchburg-Roanoke



WLVA-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1095-ft. above av. terrain, 574-ft. above ground, 1902-ft. above sea level.

Latitude 37° 11' 50"
Longitude 79° 21' 07"

Transmitter: Johnson Mt., 30-mi. E of Roanoke.

AM Affiliate: WLVA, 1-kw, 590 kc (ABC).

O & O Translator: W05AA, Roanoke, Va.

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.

Total Households: © SRDS

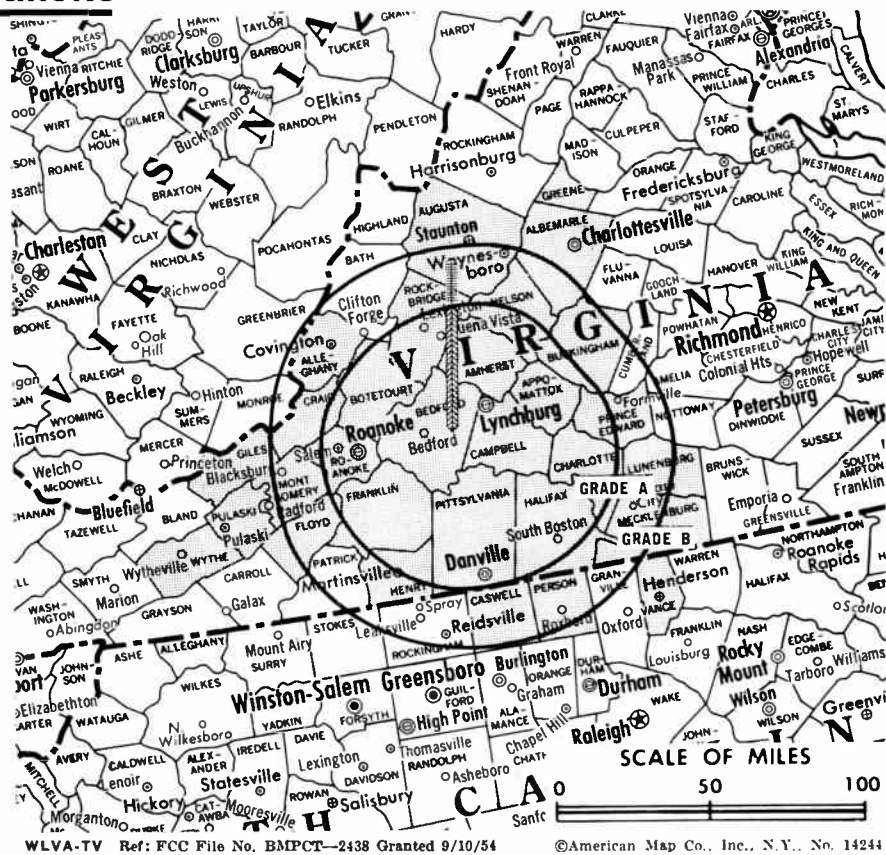
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

(County coverage (shaded areas) based on 1965

ARB study.



WLVA-TV

Licensee: WLVA Inc., 2320 Langhorne Rd., Lynchburg, Va. (24501).

Studio: 2320 Langhorne Rd.

Telephone: 703-845-1242.

Ownership: See WMAL-TV, Washington, D.C.

Began Operation: Feb. 8, 1953. Sale to present owner by Lynchburg Bcstg. Co. approved Aug. 23, 1965 by FCC (Television Digest, Vol. 5:25, 35).

Represented (sales) by Jack Masla & Co.

Represented (legal) by Hogan & Hartson.

Personnel:

THOMAS N. WALLER, station manager.

JOHN P. READ JR., auditor.

JOHN T. ORTH, chief engineer.

TOM TURNER, commercial manager.

WARREN UTTAL, program director & film buyer.

J. HART SNYDER, news & public affairs director.

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

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 8 Sec.

Class AA—7:29-10:29 p.m., daily.

\$350.00 \$210.00 \$140.00 \$122.50 \$87.50 \$70.00 \$35.00

NETWORK BASE HOURLY RATE: \$350.

For Other Sales & Transfers

see Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	TV HOMES PER
NORTH CAROLINA			
CASWELL	4,500	4,000	90
PERSON	7,100	6,400	91
VANCE	8,300	7,600	91
VIRGINIA			
ALBEMARLE	19,600	17,100	87
ALLEGHANY	8,700	8,000	93
AMHERST	5,800	5,100	89
APPOMATTOX	2,500	2,300	91
AUGUSTA	22,700	20,900	92
BEDFORD	9,000	8,100	90
ROFETOURT	5,000	4,600	93
BUCKINGHAM	2,500	2,100	84
CAMPBELL	28,000	26,000	93
CHARLOTTE	3,600	3,200	88
CRAIG	1,000	900	86
FLOYD	2,900	2,600	89
FRANKLIN	7,200	6,400	90
GILES	4,600	4,300	93
GREENE	1,200	900	76
HALIFAX	10,200	9,000	88
HENRY	17,900	16,500	93
LUNENBURG	3,300	2,900	89
MECKLENBURG	8,100	7,100	87
MONTGOMERY	12,300	11,300	93
NELSON	3,300	2,800	85
PITTSYLVANIA	30,700	27,900	91
PRINCE EDWARD	3,600	3,200	88
PULASKI	7,700	7,100	92
ROANOKE	53,400	50,600	95
ROCKBRIDGE	8,700	7,800	90
WYTHE	6,000	5,300	88
STATION TOTAL	309,400	282,000	91

NET WEEKLY CIRCULATION (MARCH 65) 138,100
AVERAGE DAILY CIRCULATION (MARCH 65) 76,600
COLOR PENETRATION PERCENTAGE (NOV 65) 6

WRVA-TV, Richmond
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
VIRGINIA (CONTINUED)			
MIDDLESEX	1,900	1,700	89
NELSON	3,300	2,800	85
NEW KENT	1,100	1,000	90
NORTHUMBERLAND	3,000	2,700	90
NOTTOWAY	4,300	3,900	90
ORANGE	3,800	3,300	86
PAGE	4,800	4,600	96
POWHATAN	1,600	1,500	90
PRINCE EDWARD	3,600	3,200	88
PRINCE GEORGE	10,600	9,900	94
RAPPAHANNOCK	1,300	1,200	88
RICHMOND	1,800	1,600	89
ROCKBRIDGE	8,700	7,800	90
ROCKINGHAM	16,800	15,500	95
SOUTHAMPTON	7,100	6,300	89
SPOTSYLVANIA	8,400	7,700	92
STAFFORD	5,500	5,100	93
SURRY	1,600	1,400	88
SUSSEX	3,000	2,500	83
WESTMORELAND	3,300	2,800	85
YORK	7,400	7,000	94

WDBJ-TV, Roanoke
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
VIRGINIA (Continued)			
LUNENBURG	3,300	2,900	89
MECKLENBURG	8,100	7,100	87
MONTGOMERY	12,300	11,300	93
NELSON	3,300	2,800	85
PATRICK	4,300	3,800	87
PITTSYLVANIA	30,700	27,900	91
PRINCE EDWARD	3,600	3,200	88
PULASKI	7,700	7,100	92
ROANOKE	53,400	50,600	95
ROCKBRIDGE	8,700	7,800	90
RUSSELL	6,600	5,800	87
SMYTH	8,500	7,800	92
TAZEWELL	14,000	12,700	92
WYTHE	6,000	5,300	88
WEST VIRGINIA			
GREENBRIER	9,600	8,400	91
MERCER	21,700	20,000	94
MONROE	3,000	2,400	87
PENDLETON	2,000	1,700	91
POCAHONTAS	2,800	2,000	83
RALEIGH	23,500	21,300	93
SUMMERS	4,600	3,800	87

WLSL-TV, Roanoke
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
VIRGINIA (Continued)			
PITTSYLVANIA	30,700	27,900	91
PRINCE EDWARD	3,600	3,200	88
PULASKI	7,700	7,100	92
ROANOKE	53,400	50,600	95
ROCKBRIDGE	8,700	7,800	90
RUSSELL	6,600	5,800	87
SMYTH	8,500	7,800	92
TAZEWELL	14,000	12,700	92
WYTHE	6,000	5,300	88
WEST VIRGINIA			
GREENBRIER	9,600	8,400	91
MERCER	21,700	20,000	94
MONROE	3,000	2,400	87
PENDLETON	2,000	1,700	91
POCAHONTAS	2,800	2,000	83
RALEIGH	23,500	21,300	93
SUMMERS	4,600	3,800	87

Virginia—Richmond-Roanoke

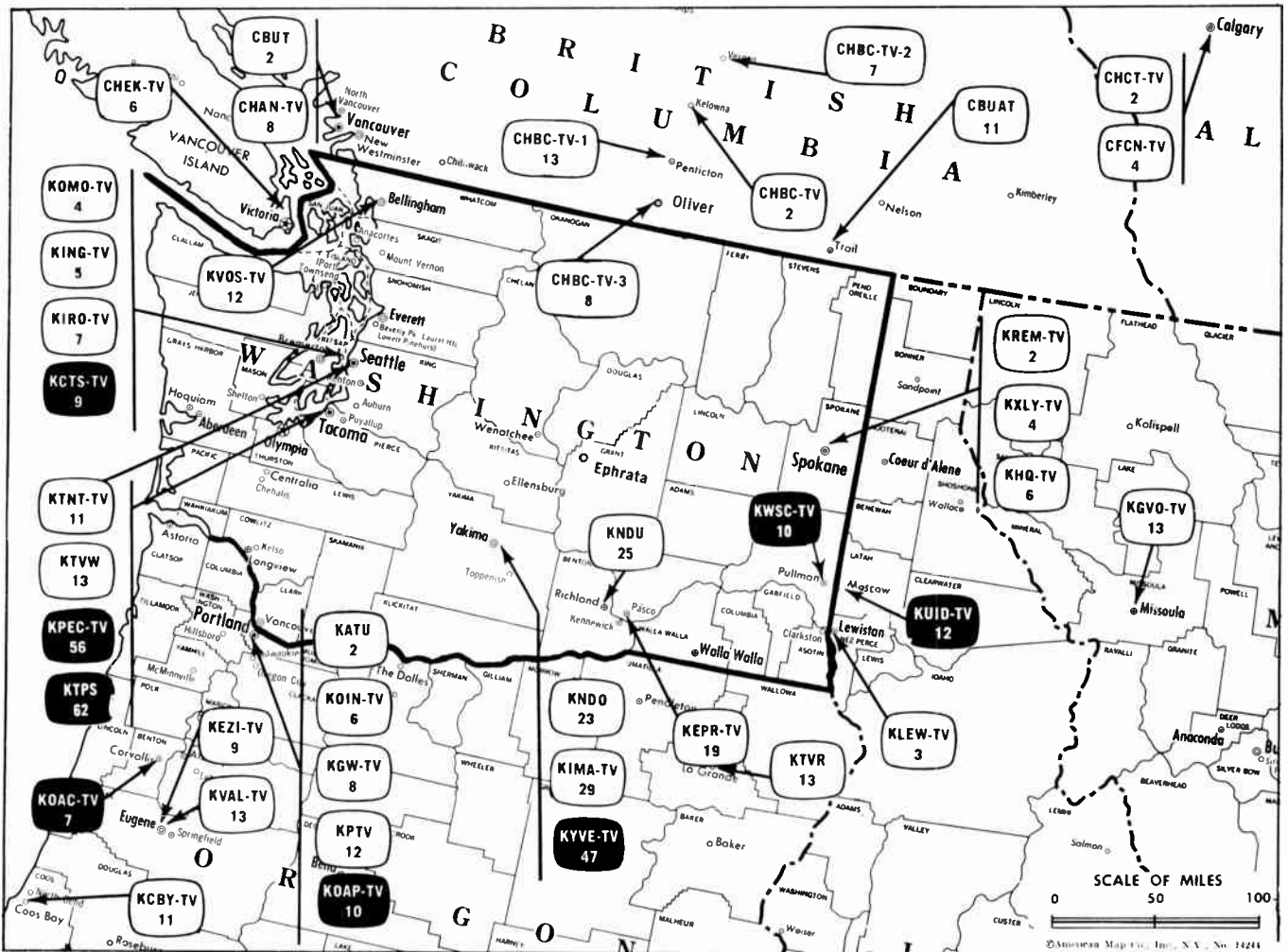
WTVR, Richmond
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
VIRGINIA (CONTINUED)			
GREENSVILLE	4,200	3,700	88
HAMPTON NEWPT NEWS	64,600	61,600	95
HANOVER	8,300	7,500	90
HENRICO	110,500	104,100	94
ISLE OF WIGHT	4,900	4,500	91
JAMES CITY	4,900	4,500	92
KING AND QUEEN	1,500	1,300	85
KING GEORGE	2,000	1,900	92
KING WILLIAM	2,000	1,800	92
LANCASTER	2,900	2,600	89
LOUISA	3,600	3,100	85
LUNENBURG	3,300	2,900	89
MADISON	2,200	1,900	85
MATHEWS	2,300	2,100	90
MECKLENBURG	8,100	7,100	87
MIDDLESEX	1,900	1,700	89
NELSON	3,300	2,800	85
NEW KENT	1,100	1,000	90
NORTHAMPTON	5,200	4,500	88
NORTHUMBERLAND	3,000	2,700	90
NOTTOWAY	4,300	3,900	90
ORANGE	3,800	3,300	86
PAGE	4,800	4,600	96
POWHATAN	1,600	1,500	90
PRINCE EDWARD	3,600	3,200	88
PRINCE GEORGE	10,600	9,900	94
RAPPAHANNOCK	1,300	1,200	88
RICHMOND	1,800	1,600	89
ROCKBRIDGE	8,700	7,800	90
ROCKINGHAM	16,800	15,500	95
SHENANDOAH	7,000	6,500	96
SOUTHAMPTON	7,100	6,300	89
SPOTSYLVANIA	8,400	7,700	92
STAFFORD	5,500	5,100	93
SURRY	1,600	1,400	88
SUSSEX	3,000	2,500	83
WARREN	4,500	4,000	89
WESTMORELAND	3,300	2,800	85
YORK	7,400	7,000	94

WXEX-TV, Richmond-Petersburg
(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES HOMES	PER
VIRGINIA (CONTINUED)			
LANCASTER	2,900	2,600	89
LOUISA	3,600	3,100	85
LUNENBURG	3,300	2,900	89
MADISON	2,200	1,900	85
MATHEWS	2,300	2,100	90
MECKLENBURG	8,100	7,100	87
MIDDLESEX	1,900	1,700	89
NELSON	3,300	2,800	85
NEW KENT	1,100	1,000	90
NORTHUMBERLAND	3,000	2,700	90
NOTTOWAY	4,300	3,900	90
ORANGE	3,800	3,300	86
PAGE	4,800	4,600	96
POWHATAN	1,600	1,500	90
PRINCE EDWARD	3,600	3,200	88
PRINCE GEORGE	10,600	9,900	94
RICHMOND	1,800	1,600	89
ROCKBRIDGE	8,700	7,800	90
ROCKINGHAM	16,800	15,500	95
SOUTHAMPTON	7,100	6,300	89
SPOTSYLVANIA	8,400	7,700	92
STAFFORD	5,500	5,100	93
SURRY	1,600	1,400	88
SUSSEX	3,000	2,500	83
WESTMORELAND	3,300	2,800	85
YORK	7,400	7,000	94

For ARB County-by-County Data, see Section a.



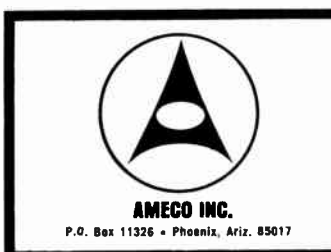
Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Seattle-Tacoma	606,500	21	706,100	37	658,900	38
Spokane	248,100	77	372,400	90	343,500	87
Yakima	109,300	144	154,000	162	140,500	160
Bellingham	60,500	179	122,100	179	114,300	175

Washington Station Status as of Feb. 1, 1966

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
9	4	13
2	3	5
		18

Note: For Station Cross-References Indicating Markets Served, see next page.



AMECO "SALESMOBILE SERVICE"

IN WASHINGTON
TOM GOODALL

3443 S.E. 31st Street Portland, Oregon 97215

Phone: 503-232-7051

Portland Warehouse

503-232-7051

Washington

State Educational Technical Facilities (Complete Data in Educational Directory)

KWSC-TV

Pullman

Ch. 10

Non-Commercial Educational Station

Licensee: Washington State University, Pullman.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 3.41-kw visual, 1.70-kw aural. Antenna: 112-ft. above av. terrain, 129-ft. above ground, 2699-ft. above sea level.

Latitude 46° 43' 51"
Longitude 117° 10' 00"

KCTS-TV

Seattle

Ch. 9

Non-Commercial Educational Station

Licensee: University of Washington, Seattle 5.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 275-kw visual, 55-kw aural. Antenna: 830-ft. above av. terrain, 587-ft. above ground, 997-ft. above sea level.

Latitude 47° 36' 57"
Longitude 122° 18' 27"

KPEC-TV

Tacoma

Ch. 56

Non-Commercial Educational Station

Licensee: Clover Park School District No. 400, 5214 Steilacoom Blvd.

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 21.4-kw visual, 10.7-kw aural. Antenna: 210-ft. above av. terrain, 198-ft. above ground, 470-ft. above sea level.

Latitude 47° 10' 31"
Longitude 122° 29' 37"

KTPS

Tacoma

Ch. 62

Non-Commercial Educational Station

Licensee: Tacoma School District No. 10, 1101 S. Yakima Ave., Tacoma.

Technical Facilities: Channel No. 62 (758-764 mc). Authorized power: 16.2-kw visual, 3.16-kw aural. Antenna: 420-ft. above av. terrain, 350.7-ft. above ground, 651.5-ft. above sea level.

Latitude 47° 15' 08"
Longitude 122° 26' 46"

KYVE-TV

Yakima

Ch. 47

Non-Commercial Educational Station

Licensee: Yakima School Dist. No. 7, 104 N. Fourth Ave., Yakima.

Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 19.1-kw visual, 9.6-kw aural. Antenna: 860-ft. above av. terrain, 78-ft. above ground, 2050-ft. above sea level.

Latitude 46° 31' 58"
Longitude 120° 30' 33"

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

KEPR-TV

Richland

(See Pasco, Wash.)

KTNT-TV & KTVW

Seattle

(See Tacoma, Wash.)

Washington—Bellingham



KVOS-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 214-kw visual, 53.7-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level.

Latitude 48° 40' 40"
Longitude 122° 49' 48"

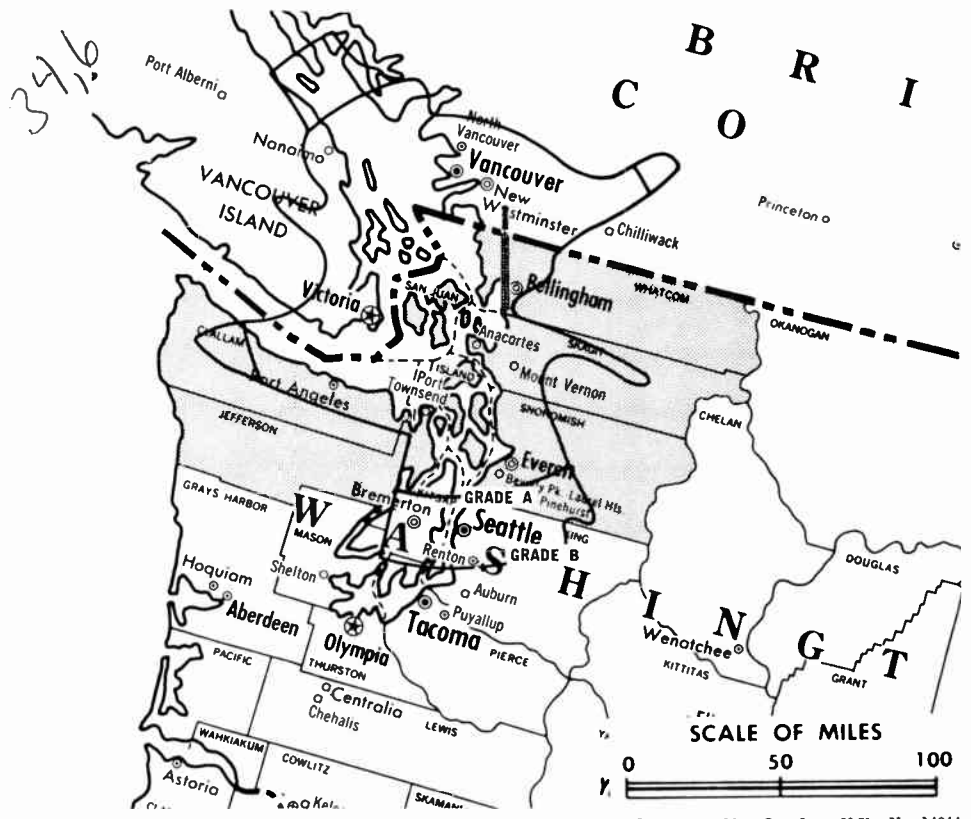
Requests 234-kw visual, 46.8-kw aural.

Transmitter: Mt. Constitution, Orcas Island, Wash.

Color: Network & tape.

News Wire Service: AP, Canadian Press.

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



KVOS-TV Ref: FCC File No. BMPCT-3999 Granted 7/24/56

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

KVOS-TV

Grantee (STA): KVOS Television Corporation, 1151 Ellis St.

Studio: 1151 Ellis St. (98225).

Telephone: 206-734-4101.

Ownership: Wometco Enterprises Inc., 100%. For officers and other interests, see WTVJ, Miami, Fla.

Began Operation: May 23, 1953. Sale to present owner by Rogan Jones and associates approved March 29, 1961 by the FCC (Television Digest, Vol. 16:48, 17:14).

Represented (sales) by E. S. Sumner Inc. (New York); Peters, Griffin, Woodward Inc. (balance of U.S.); Stovin-Byles Ltd. (Canada).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear & Kennedy.

Personnel:

DAVID MINTZ, v.p. & manager.
ANDY ANDERSON, film buyer.
JOHN PRICE, chief engineer.
FRED ELSETHAGEN, sales manager.

For Other Group-Owned Stations,
see Section c

DIGEST OF RATE CARD NO. 12

(Sept. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.
..... \$650.00 \$300.00 \$250.00* \$200.00* \$100.00*

*Class AA—6:30-11:01 p.m., Mon.-Fri.; 6-11:01 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$300.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
WASHINGTON			
CLALLAM	10,000	9,200	92
ISLAND	6,900	6,600	96
JEFFERSON	2,500	2,300	92
SAN JUAN	800	700	92
SKAGIT	17,300	16,000	93
SNOHOMISH	61,100	57,900	95
WHATCOM	23,500	21,600	92
STATION TOTAL	122,100	114,300	94

NET WEEKLY CIRCULATION (MARCH 65) 60,500
AVERAGE DAILY CIRCULATION (MARCH 65) 34,500
COLOR PENETRATION PERCENTAGE (NOV 65) 9

(Station Also Received in Canadian Markets)

Washington—Pasco-Kennewick-Richland

abc **KEPR-TV**

Ch. 19

[Associated with KIMA-TV, Yakima]

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 155-kw max. and 97.7-kw horizontal visual, 15.5-kw max. and 9.77-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 351-ft. above ground, 2394-ft. above sea level.

Latitude 46° 05' 48"
Longitude 119° 11' 36"

Transmitter: Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

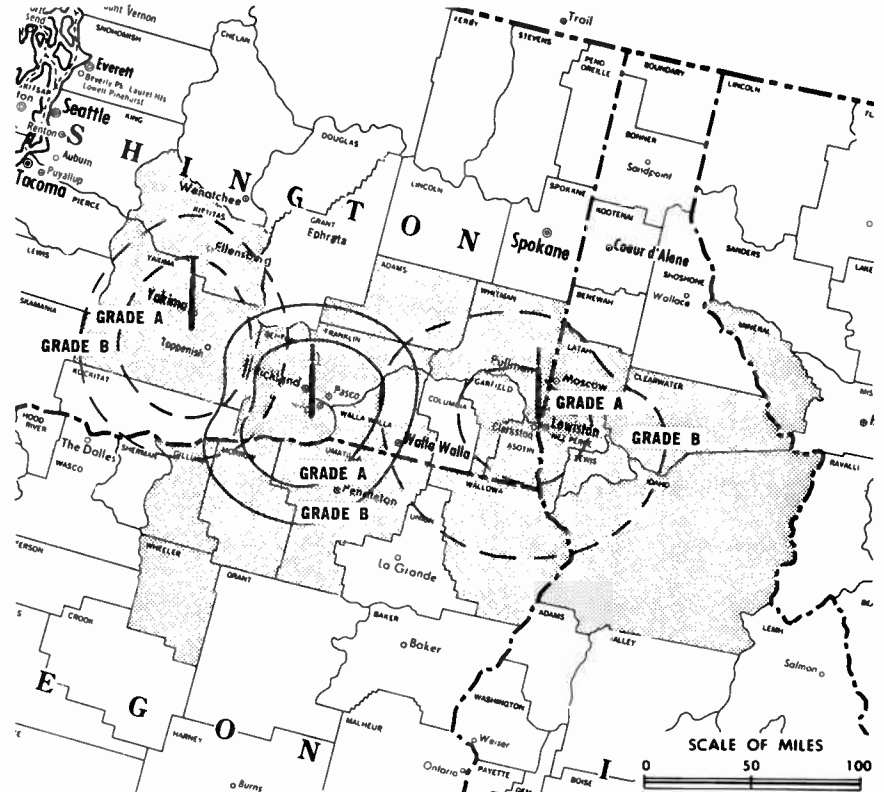
TV tape: Recording facilities.

AM Affiliate: KEPR, 5-kw, 610 kc (ABC).

Color: Network, film & slide.

News Wire Service: AP.

News Film Service: UPI.



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

KEPR-TV Ref: FCC File No. BPCT-2322 Granted 9/1/57

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

KEPR-TV

Network Service: CBS, ABC, same as KIMA-TV.

Licensee: Cascade Bcstg. Co. Inc., Box 702, Yakima, Wash. (98901).

Studio: 2807 W. Lewis, Pasco (99301).

Ownership: See KIMA-TV.

Began Operation: Dec. 28, 1954

Represented (sales) by Adam Young Inc.; Art Moore & Associates (Pacific Northwest).

Represented (legal) by Prince & Paul.

Represented (engineering) by Hammett & Edison.

Personnel:

DICK EDWARDS, manager.
JIM HUGHES, news director.
MIKE RASTOVICH, chief engineer.

Rates: Sold only in combination with KIMA-TV, Yakima.

NETWORK BASE HOURLY RATE: \$250 (CBS, EMP). Bonus to KIMA-TV, Yakima (CBS & ABC).

ARB Data for this Station is included with Report of Parent KIMA-TV, Yakima, Wash. The above map reflects coverage of Parent and Satellite KLEW-TV, Lewiston, Ida.

BLACKBURN & COMPANY, INC.

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

Washington—Richland



KNDU

Ch. 25



[Associated with KNDO, Yakima, Wash.]

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 20-kw visual, 2-kw aural. Antenna: 1271-ft. above av. terrain, 142-ft. above ground, 2330-ft. above sea level.

Latitude 46° 06' 11"
Longitude 119° 07' 47"

Holds CP for change to 166-kw visual, 16.6-kw aural. Requests identification as "Pasco-Kennewick-Richland" station.

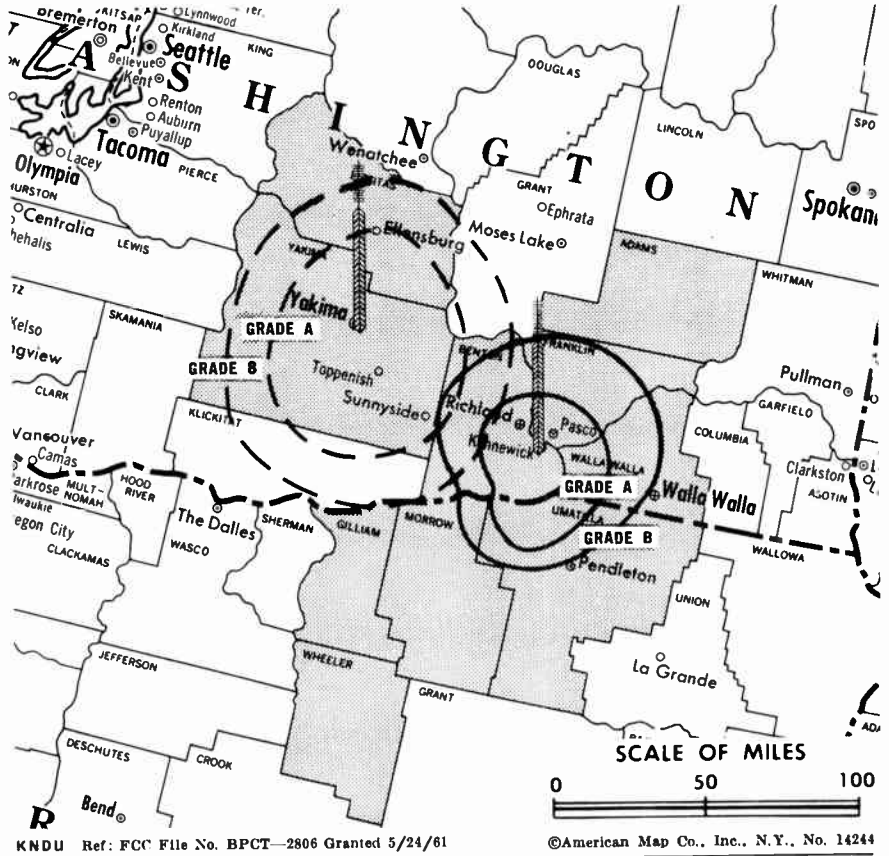
Transmitter: Jumpoff Joe Butte, S of Kennewick, Wash.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



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

KNDU Ref: FCC File No. BPCT-2806 Granted 5/24/61

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

KNDU

Network Service: NBC, same as KNDO, Yakima, Wash.

Licensee: Columbia Empire Broadcasting Corp., 23 S. First St., Yakima, Wash. (98901).

Studio: 919 W. Court St., Pasco, Wash. (99301).

Telephone: 509-547-8825.

Ownership: Same as KNDO, Yakima.

Began Operation: Oct. 10, 1961.

Represented (sales) by Avery-Knodel Inc.; William L. Simpson Associates (Seattle).

Represented (legal) by Haley, Bader & Potts.

Personnel:

HUGH E. DAVIS, president & general manager, KNDO & KNDU.
BRUCE A. GLENN, resident manager & sales manager.
WAYNE WHITAKER, chief engineer.

Rates: Sold in combination with KNDO, Yakima.

NETWORK BASE HOURLY RATE: Bonus to KNDO, Yakima.

ARB Data for this Station is included with Report of Parent KNDO, Yakima, Wash. The above map reflects coverage of both Parent & Satellite.

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Washington—Seattle



KING-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 820-ft. above av. terrain, 570-ft. above ground, 1000-ft. above sea level.

Latitude 47° 37' 55"
Longitude 122° 20' 59"

Transmitter: 301 Galer St.

TV tape: Recording facilities.

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

FM Affiliate: KING-FM, 15-kw, 98.1 mc (No. 251), 410-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

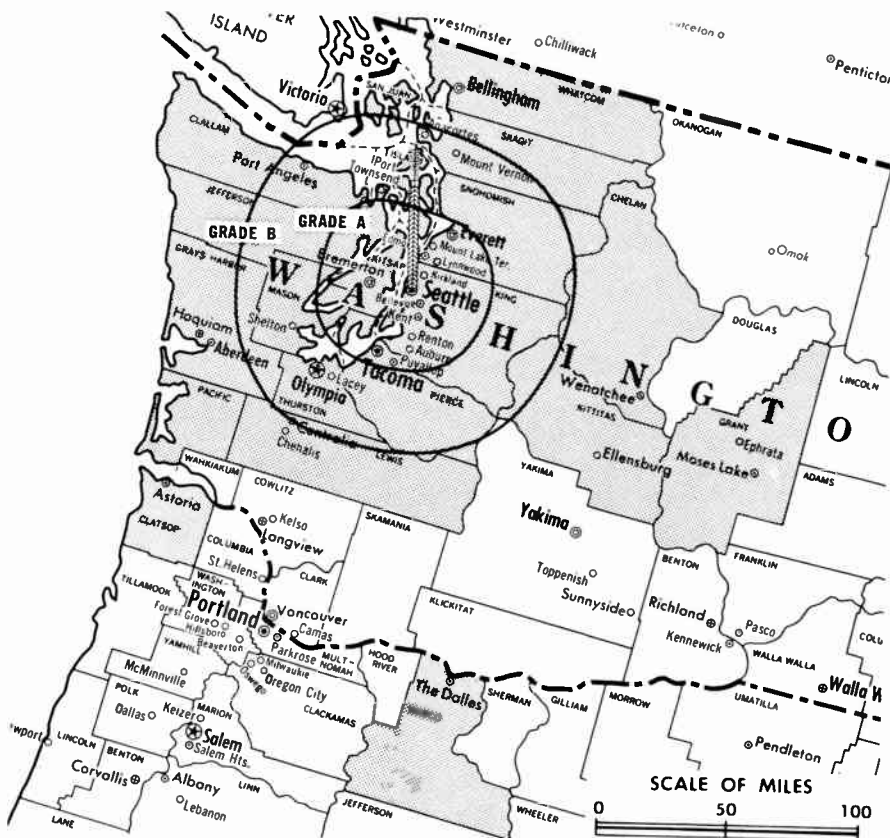
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KING-TV Ref: FCC File No. BPCT-732 Granted 1/14/53

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

KING-TV

Licensee: King Broadcasting Co., 320 Aurora Ave., Seattle (98109).

Studio: Television Center, 320 Aurora Ave, North.

Telephone: 206-682-3555.

TWX No.: 910-444-2010.

Ownership: Mrs. A. Scott Bullitt, 47.084%; Bullitt Co., 12.349%; Harriet B. Brewster, 9.048%; Stimson Bullitt, 7%; Priscilla B. Collins, 5.133%; Stimson Bullitt & Josephine Collins, trustees, 3.67%; The Bullitt Foundation Inc., 2.53%; 17 others, none with as much as 2%.

Began Operation: Nov. 25, 1948, as KRSC-TV. Sold to present licensee August 1949 (Television Digest, Vol. 5:20, 23, 30).

Represented (sales) by Blair TV.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

OTTO P. BRANDT, executive vice president.

PAYSON HALL, v.p., finance & planning.

JAY W. WRIGHT, v.p., engineering.

LEE SCHULMAN, general manager.

JAMES NEIDIGH, sales manager.

G. WILLIAM PARKER, merchandising manager.

JOHN FEAREY, director of programming & film buyer.

KIT SPIER, production manager.

CHARLES SNYDER, program operations manager.

DEACON ANDERSON, managing director of news.

CHARLES HERRING, television news director.

ROBERT A. FERGUSON, chief engineer.

JAMES PHILLIPS, promotion & publicity manager.

GLORIA CHANDLER, director of public service.

DIGEST OF RATE CARD NO. 22—(Dec. 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	ID
Class AA—7:30-10:59 p.m., daily.					
\$1500.00	\$900.00	\$560.00		\$475.00	\$200.00
NETWORK BASE HOURLY RATE: \$1400.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
OREGON			
CLATSOP	8,800	7,800	89
WASCO	7,000	6,200	89
WASHINGTON			
CHELAN	13,900	12,800	92
CLALLAM	10,000	9,200	92
GRANT	16,000	14,800	92
GRAYS HARBOR	18,100	15,900	88
ISLAND	6,900	6,600	96
JEFFERSON	2,500	2,300	92
KING	338,100	315,300	93
KITSAP	27,400	26,100	95
KITTITAS	6,200	5,500	89
LEWIS	13,500	12,200	91
MASON	5,600	5,300	95
PACIFIC	4,600	4,100	88
PIERCE	104,600	99,500	95
SAN JUAN	800	700	92
SKAGIT	17,300	16,000	93
SNOHOMISH	61,100	57,900	95
THURSTON	19,400	18,400	95
WHATCOM	23,500	21,600	92
STATION TOTAL	705,300	658,200	93

NET WEEKLY CIRCULATION (MARCH 65)	606,200
AVERAGE DAILY CIRCULATION (MARCH 65)	461,500
COLOR PENETRATION PERCENTAGE (NOV 65)	9

Washington—Seattle



KIRO-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 820-ft. above av. terrain, 599-ft. above ground, 1007-ft. above sea level.

Latitude 47° 38' 01"
Longitude 122° 21' 20"

Transmitter: 1530 Queen Anne Ave.

TV tape: Recording facilities.

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

AM Affiliate: KIRO, 50-kw, 710 kc (CBS).

FM Affiliate: KIRO-FM, 16.5-kw, 100.7 mc (No. 264), 750-ft. antenna height.

News Wire Service: AP, UPI.

Facsimile Service: AP.

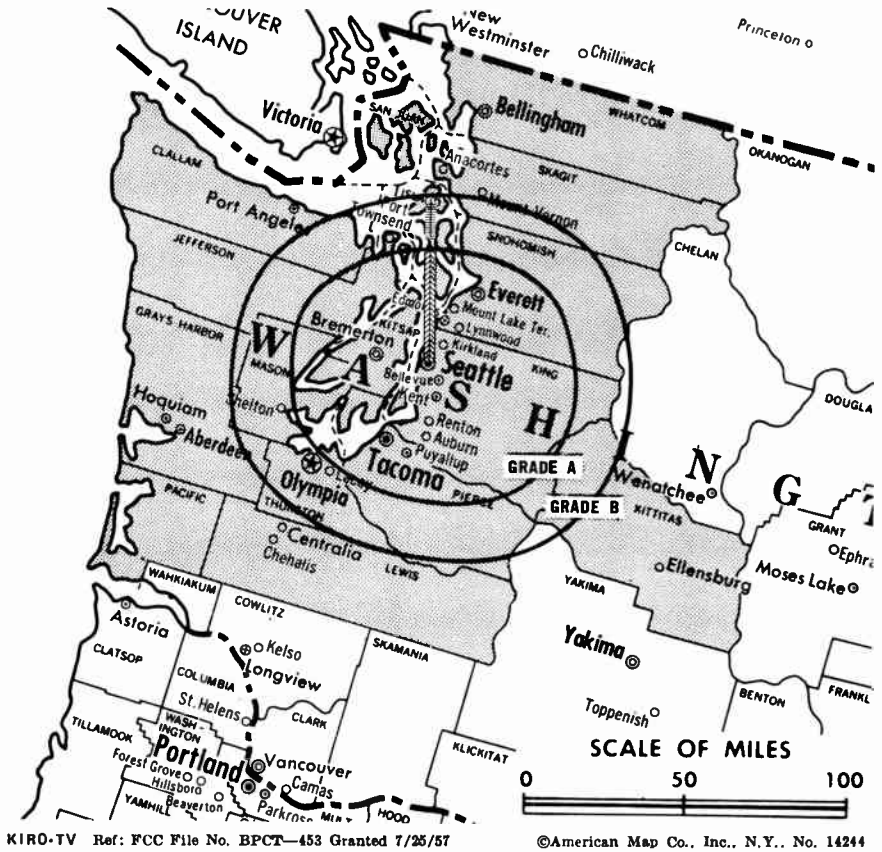
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KIRO-TV

Licensee: KIRO Inc., 1530 Queen Anne Ave., N. (98109).

Studio: 1530 Queen Anne Ave., N.

Telephone: 206-283-9800. TWX No.: 206-998-0213.

Ownership: Bonneville International Corp., 99.8%. Bonneville International is owned by the Church of Jesus Christ of Latter-Day Saints (Mormon). There are approx. 6 other stockholders, none owning as much as 1%. For other interests, see KSL-TV, Salt Lake City.

Began Operation: Feb. 8, 1958. Sale of control to present owner by Saul Haas and associates approved Dec. 17, 1963 by FCC (Television Digest, Vol. 3:51).

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

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

ARCH L. MADSEN, president.
LLOYD E. COONEY, executive vice president & general manager.
KENNETH L. HATCH, general sales manager.
ROBERT H. GLASSBURN, dir. of station programming.
JACK SPENCER, news director.
CHARLES MORRIS, engineering director.
JACK LANTRY, promotion director.

DIGEST OF RATE CARD NO. 3

(Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—7:30-10:30 p.m., daily.	\$1500.00	\$875.00	\$500.00	\$375.00	\$400.00	\$350.00	\$175.00
NETWORK BASE HOURLY RATE: \$1100.							

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
WASHINGTON			
CLALLAM	10,000	9,200	92
GRAYS HARBOR	18,100	15,900	88
ISLAND	6,900	6,600	96
JEFFERSON	2,500	2,300	92
KING	338,100	315,300	93
KITSAP	27,400	26,100	95
KITTITAS	6,200	5,500	89
LEWIS	13,500	12,200	91
MASON	5,600	5,300	95
PACIFIC	4,600	4,100	88
PIERCE	104,600	99,500	95
SAN JUAN	800	700	92
SKAGIT	17,300	16,000	93
SNOHOMISH	61,100	57,900	95
THURSTON	19,400	18,400	95
WHATCOM	23,500	21,600	92
STATION TOTAL	659,600	616,600	93

NET WEEKLY CIRCULATION (MARCH 65) 552,900
AVERAGE DAILY CIRCULATION (MARCH 65) 379,600
COLOR PENETRATION PERCENTAGE (NOV 65) 9

O & O Translators: K72CI, Everett; K78BM, Point Pulley & Puget Sound; K70DG, Port Angeles; K80BW, Bremerton; K80BV, Lake Hills area; K78BQ, Edmonds & Seattle (Richmond Beach); K79BD, Kennydale & Renton; K79BE, Puyallup; K79BF, Olympia; K02EC, Shelton, all Wash.

Washington—Seattle



KOMO-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 15.5-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1006-ft. above sea level.

Latitude 47° 37' 55"
Longitude 122° 21' 09"

Transmitter: 157 Galer St.

Studio: 100 4th Ave. N.

Telephone: 206-624-6000. TWX No.: 206-998-0751.

TV tape: Recording facilities.

AM Affiliate: KOMO, 50-kw, 1000 kc (ABC).

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

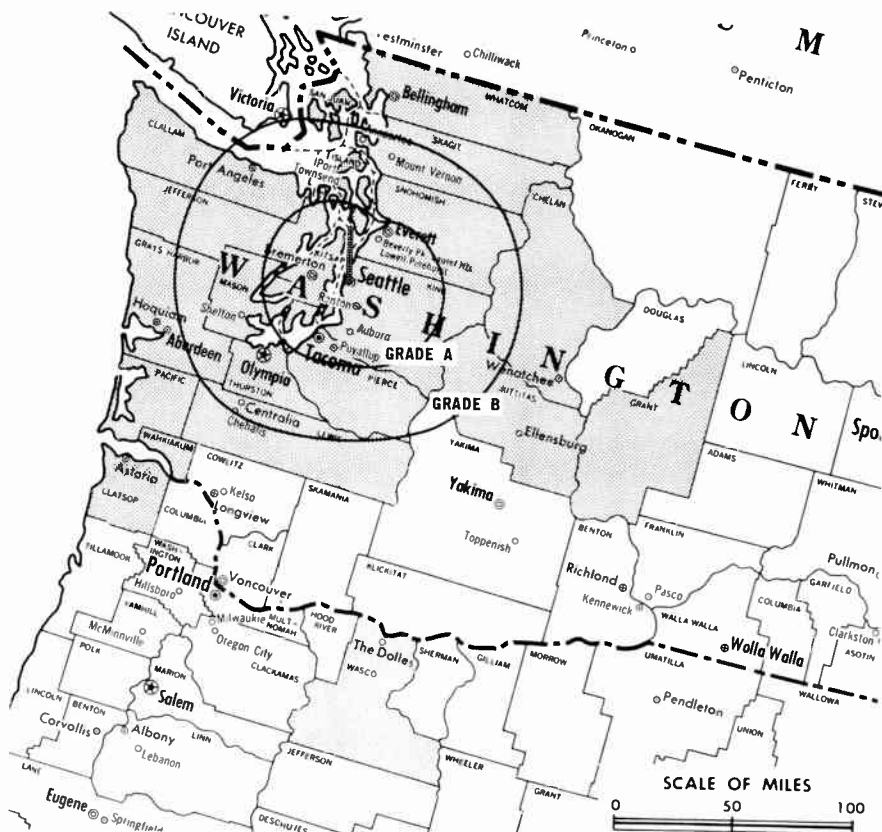
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KOMO-TV Ref: FCC File No. BPCT-407 Granted 6/10/53

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

KOMO-TV

Licensee: Fisher's Blend Station Inc., 100 4th Ave. N, Seattle (98109).

Ownership: Fisher's Blend Station Inc., 100%. Fisher's Blend Station also owns 80% of Fisher Bcstg. Co., licensee of KATU, Portland, Ore.

Began Operation: Dec. 10, 1953. Sale of 1/3 to Fisher's Blend Station (making it 100% owner) by Theodore Gamble & C. Howard Lane consummated in April 1959 (Television Digest, Vol. 15:16).

Represented (sales) by The Katz Agency Inc.

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

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

Personnel:

W. W. WARREN, president & general manager.
MAITLAND JORDAN, general sales manager.
PAUL SWIMELAR, local sales manager.
F. W. HAGERTY, sales service & merchandising manager.
DAVE CROCKETT, v.p. television programming & film buyer.
TOM ROGSTAD, TV program manager.
ARTHUR GERBEL, public affairs manager.
JOHN KOMEN, director, news operations.
GEORGE RAY, sports & special events director.
C. E. MILLER, v.p., engineering.
AL STEWART, TV production manager.

DIGEST OF RATE CARD NO. A14a—(Nov. 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AAA—7:30-10:30 p.m., daily.					
\$1500.00	\$900.00	\$600.00	\$460.00	\$400.00	\$200.00

NETWORK BASE HOURLY RATE: \$1600.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OREGON			
CLATSOP	8,800	7,800	89
WASCO	7,000	6,200	89
WASHINGTON			
CHELAN	13,900	12,800	92
CLALLAM	10,000	9,200	92
GRANT	16,000	14,800	92
GRAYS HARBOR	18,100	15,900	88
ISLAND	6,900	6,600	96
JEFFERSON	2,500	2,300	92
KING	338,100	315,300	93
KITSAP	27,400	26,100	95
KITTITAS	6,200	5,500	89
LEWIS	13,500	12,200	91
MASON	5,600	5,300	95
PACIFIC	4,600	4,100	88
PIERCE	104,600	99,500	95
SAN JUAN	800	700	92
SKAGIT	17,300	16,000	93
SNOHOMISH	61,100	57,900	95
THURSTON	19,400	18,400	95
WAHKIACUM	800	700	90
WHATCOM	23,500	21,600	92
STATION TOTAL	706,100	658,900	93

NET WEEKLY CIRCULATION (MARCH 65) 606,500
AVERAGE DAILY CIRCULATION (MARCH 65) 451,800
COLOR PENETRATION PERCENTAGE (NOV 65) 9

For ARB County-by-County Data, see Section a.

Washington—Spokane



KHQ-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 87.1-kw visual, 17.4-kw aural. Antenna: 2150-ft. above av. terrain, 904-ft. above ground, 4549-ft. above sea level.

Latitude 47° 34' 52"
Longitude 117° 17' 47"

Transmitter: Tower Mountain, 3.25-mi. SE of Spokane.

TV tape: Recording facilities.

AM Affiliate: KHQ, 5-kw, 590 kc (NBC). FM Affiliate: KHQ-FM, 47-kw, 98.1 mc (No. 243), 2031-ft. antenna height.

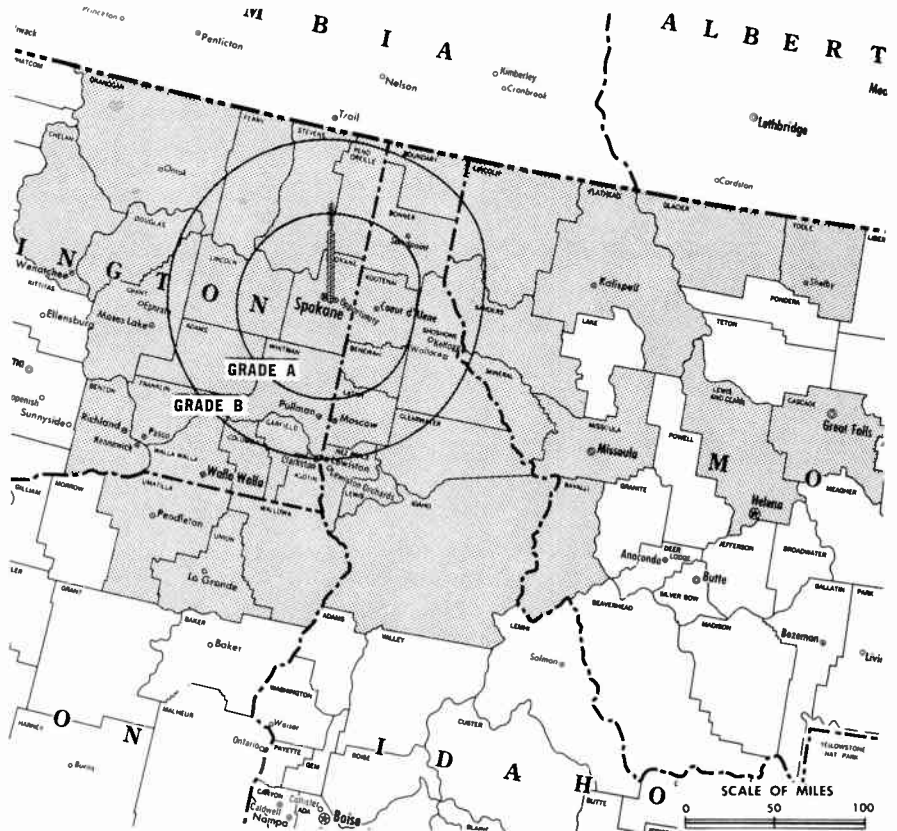
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

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

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



KHQ-TV Ref: FCC File No. BPCT-2713 Granted 11/18/59

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

KHQ-TV

Licensee: KHQ Inc., 4202 South Regal St., Spokane (99203).

Studio: 4202 S Regal.

Telephone: 509-534-0511. TWX No.: 509-328-6066.

Ownership: Spokane Chronicle Co. (Spokane Chronicle). KHQ Inc. officers: R. O. Dunning, pres.; William B. Hyde, secy.; Milton O. Fritsch, asst. secy. & treas.

Began Operation: Dec. 20, 1952.

Represented (sales) by The Katz Agency Inc.; Art Moore & Associates Inc. (Seattle, Wash., Portland, Ore.).

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

Personnel:

- R. O. DUNNING, president & general manager.
- M. O. FRITSCH, assistant secy. & treasurer.
- J. BIRNEY BLAIR, commercial manager.
- ROD CLEFTON, program director & film buyer.
- IRV SMITH, promotion manager.
- TOM TEMPLETON, farm director.
- DEE WAYMIRE, engineering director.
- ROL HERRIGES, news director.

DIGEST OF RATE CARD NO. A19 (June 1, 1965)

Hour 30 Min. 15 Min. 5 Min. 20 Sec. 10 Sec.
Class A—5:45-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.
\$750.00 \$375.00 \$242.00 \$200.00 \$225.00* \$200.00* \$100.00*

*Class AA—7-10 p.m., Mon.-Fri.; 7:30-10 p.m., Sat. & Sun.

NETWORK BASE HOURLY RATE: \$825.

KOOTENAI	10,400	10,000	96
LATAH	6,400	5,900	92
LEWIS	1,400	1,300	94
NEZ PERCE	9,400	8,900	94
SHOSHONE	6,200	5,800	94
MONTANA			
CASCADE	25,600	24,400	95
FLATHEAD	10,700	9,800	92
GLACIER	3,300	2,900	87
LEWIS AND CLARK	9,700	8,600	91
LINCOLN	4,200	3,700	89
MINERAL	1,000	900	93
MISSOULA	15,300	14,000	91
RAVALLI	3,800	3,500	92
SANDERS	2,200	1,800	83
TOOLE	2,400	2,200	93
OREGON			
UMATILLA	13,800	12,200	88
UNION	5,800	5,100	87
WALLOWA	2,300	1,900	86
WASHINGTON			
ADAMS	3,300	3,100	94
ASOTIN	4,600	4,400	94
BENTON	19,200	18,000	94
CHELAN	13,900	12,800	92
COLUMBIA	1,500	1,300	86
DOUGLAS	4,800	4,500	94
FERRY	1,100	900	87
FRANKLIN	8,200	7,700	94
GARFIELD	700	600	90
GRANT	16,000	14,800	92
LINCOLN	3,500	3,300	95
OKANOGAN	7,300	6,400	88
PENO OREILLE	2,000	1,800	92
SPOKANE	95,500	89,600	94
STEVENS	5,400	4,900	90
WALLA WALLA	13,400	11,800	88
WHITMAN	8,800	8,100	92
STATION TOTAL	358,800	331,300	92

NET WEEKLY CIRCULATION (MARCH 65) 248,100
AVERAGE DAILY CIRCULATION (MARCH 65) 188,400
COLOR PENETRATION PERCENTAGE (NOV 65) 9

Washington—Spokane



KREM-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 84.7-kw visual, 42.4-kw aural. Antenna: 2203-ft. above av. terrain, 969-ft. above ground, 4549-ft. above sea level.

Latitude 47° 35' 42"
Longitude 117° 17' 54"

Transmitter: 7 mi. SE of center of Spokane.

TV tape: Recording facilities.

AM Affiliate: KREM, 5-kw, (1-kw night), 970 kc.

FM Affiliate: KREM-FM, 4.8-kw, 92.9 mc (No. 225), 727-ft. antenna height.

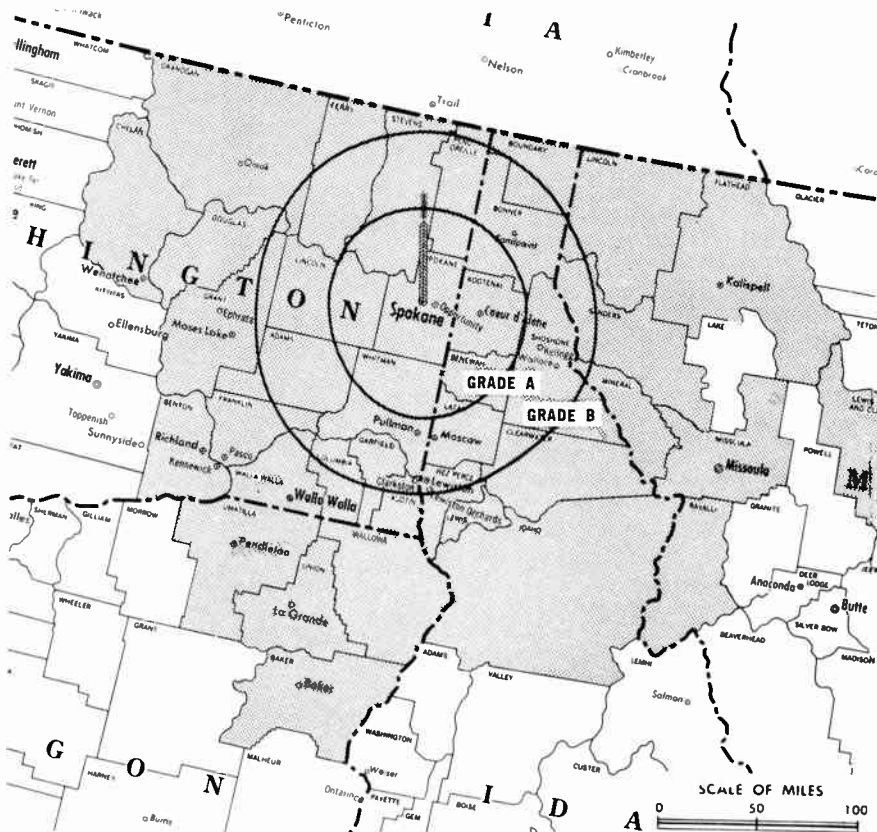
Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

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



KREM-TV Ref: FCC File No. B1CT-3209 Granted 7/9/63

©American Map Co., Inc., N.Y., No. 14241

KREM-TV

Licensee: KING Broadcasting Co., 4103 S. Regal St., Spokane (99203).

Studio: 4103 S. Regal St.

Telephone: 509-534-0423. TWX No.: 509-328-0848.

Ownership: King Broadcasting Co. also operates KING-TV, KING & FM, Seattle, Wash. and KGW-TV & KGW, Portland, Ore.

Began Operation: Oct. 29, 1954. Sale to present owners by founder Louis Wasmer approved Sept. 25, 1957 by FCC (Television Digest, Vol. 13:28, 39, 51).

Represented (sales) by Blair-TV.

Represented (legal) by Haley, Bader & Potts.

Personnel:

STIMSON BULLITT, president.
ALEXANDER P. HUNTER, station manager.
GENE RAY, national sales manager.
WALTER SCHAAR, program manager & film buyer.
CHUCK CROMWELL, production manager.
DON OLIVER, news service director.
WARREN PRITCHARD, chief engineer.

DIGEST OF RATE CARD NO. 10 (July 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$800.00 \$480.00 \$320.00 \$200.00 \$240.00* \$230.00* \$115.00*

*Class AA—7:30-10:30 p.m., Mon.-Sat.; 7-11 p.m., Sun.

NETWORK BASE HOURLY RATE: \$650.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
IDAHO			
BENEWAH	1,900	1,800	94
BONNER	5,100	4,700	93
BOUNDARY	1,700	1,500	89
CLEARWATER	2,600	2,400	92
IDAHO	4,400	3,800	88

KOOTENAI	10,400	10,000	96
LATAH	6,400	5,900	92
LEWIS	1,400	1,300	94
NEZ PERCE	9,400	8,900	94
SHOSHONE	6,200	5,800	94
MONTANA			
CASCADE	25,600	24,400	95
FLATHEAD	10,700	9,800	92
LEWIS AND CLARK	9,700	8,600	91
LINCOLN	4,200	3,700	89
MINERAL	1,000	900	93
MISSOULA	15,300	14,000	91
RAVALLI	3,800	3,500	92
SANDERS	2,200	1,800	83
OREGON			
BAKER	5,900	5,200	89
UMATILLA	13,800	12,200	88
UNION	5,800	5,100	87
WALLOWA	2,300	1,900	86
WASHINGTON			
ADAMS	3,300	3,100	94
ASOTIN	4,600	4,400	94
BENTON	19,200	18,000	94
CHELAN	13,900	12,800	92
COLUMBIA	1,500	1,300	86
DOGGLAS	4,800	4,500	94
FERRY	1,100	900	87
FRANKLIN	8,200	7,700	94
GARFIELD	700	600	90
GRANT	16,000	14,800	92
LINCOLN	3,500	3,300	95
OKANOGAN	7,300	6,400	88
PEND OREILLE	2,000	1,800	92
SPOKANE	95,500	89,600	94
STEVENS	5,400	4,900	90
WALLA WALLA	13,400	11,800	88
WHITMAN	8,800	8,100	92
STATION TOTAL	359,000	331,400	92

NET WEEKLY CIRCULATION (MARCH 65) 240,500
AVERAGE DAILY CIRCULATION (MARCH 65) 170,500
COLOR PENETRATION PERCENTAGE (NOV 65) 9

Washington—Spokane



KXLY-TV



Ch. 4

[Also has programs repeated by separately-owned satellites CKFB-TV-1, Balfour; CJAL-TV-1, Nakusp; CHMS-TV-1, Crescent Valley; CHMS-TV-2, Passmore and CHMS-TV-3, Perrys, all B.C.]

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 48-kw visual, 9.55-kw aural. Antenna: 3060-ft. above av. terrain, 153-ft. above ground, 6030-ft. above sea level.

Latitude 47° 55' 18"
Longitude 117° 06' 48"

Transmitter: Top of Mount Spokane.
TV tape: Recording facilities.

AM Affiliate: KXLY, 5-kw, 920 kc.
FM Affiliate: KXLY-FM, 8.2-kw, 99.9 mc (No. 260), 3008-ft. antenna.

O & O Translators: K11GD, N. Spokane; K09FZ, NE Spokane; K09FO, NW Spokane.

Color: Network, live, film & slide.
News Wire Service: UPI.

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



KXLY-TV Ref: FCC File No. BMPCT-906 Granted 10/17/52

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KXLY-TV

Licensee: Spokane TV Inc., West 500 Boone Ave., Spokane (99201).

Studio: West 500 Boone Ave. Telephone: 509-328-9084.

Ownership: Evening Telegram Co. (Morgan Murphy) owns 80%; Manitowoc Newspapers Inc., 20%. Evening Telegram owns Apple Valley Bcstg., Ch. 35 applicant for Yakima, Wash.

Began Operation: Jan. 16, 1953. Sale to present owners by Joseph Harris and Norman E. Alexander approved by FCC Jan. 17, 1962 (Television Digest, Vol. 17:34, 2:4, 6-7). Sale to Harris and Alexander by Symons Bcstg. Co. (E. B. Craney) and Bing Crosby approved by FCC Jan. 6, 1954 (Vol. 9:49, 10:2).

Represented (sales) by Peters, Griffin, Woodward Inc.; Del Day (Seattle); Feltis, Dove, Croghan Inc. (Portland).

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

WAYNE McNULTY, general manager & film buyer.
BOB WEITZE, national & local sales manager.
DON FLINDERS, operations manager.
T. O. JORGENSON, director of engineering.
DON RESSLER, promotion manager.

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

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

Class AA—7:31-9:59 p.m., daily.

\$825.00 \$480.00 \$320.00 \$240.00 \$260.00 \$240.00 \$120.00

NETWORK BASE HOURLY RATE: \$625.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
IDAHO			
BENEWAH	1,900	1,800	94
BONNER	5,100	4,700	93
BOUNDARY	1,700	1,500	89
CLEARWATER	2,600	2,400	92
IDAHO	4,400	3,800	88
KOOTENAI	10,400	10,000	96
LATAH	6,400	5,900	92
LEWIS	1,400	1,300	94

NEZ PERCE	9,400	8,900	94
SHOSHONE	6,200	5,800	94
MONTANA			
CASCADE	25,600	24,400	95
FLATHEAD	10,700	9,800	92
GLACIER	3,300	2,900	87
HILL	6,000	5,600	93
LAKE	3,700	3,400	92
LINCOLN	4,200	3,700	89
MINERAL	1,000	900	93
MISSOULA	15,300	14,000	91
RAVALLI	3,800	3,500	92
SANDERS	2,200	1,800	83
TOOLE	2,400	2,200	93
OREGON			
BAKER	5,900	5,200	89
MORROW	1,500	1,300	86
UMATILLA	13,800	12,200	88
UNION	5,800	5,100	87
WALLOWA	2,300	1,900	86
WASHINGTON			
ADAMS	3,300	3,100	94
ASOTIN	4,600	4,400	94
BENTON	19,200	18,000	94
CHELAN	13,900	12,800	92
COLUMBIA	1,500	1,300	86
DOUGLAS	4,800	4,500	94
FERRY	1,100	900	87
FRANKLIN	8,200	7,700	94
GARFIELD	700	600	90
GRANT	16,000	14,800	92
KITTITAS	6,200	5,500	89
LINCOLN	3,500	3,300	95
OKANOGAN	7,300	6,400	88
PEND OREILLE	2,000	1,800	92
SPOKANE	95,500	89,600	94
STEVENS	5,400	4,900	90
WALLA WALLA	13,400	11,800	88
WHITMAN	8,800	8,100	92
STATION TOTAL	372,400	343,500	92

NET WEEKLY CIRCULATION (MARCH 65) 247,700
AVERAGE DAILY CIRCULATION (MARCH 65) 187,600
COLOR PENETRATION PERCENTAGE (NOV 65) 9

Washington—Tacoma-Seattle

KTNT-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 801-ft. above av. terrain, 580-ft. above ground, 1000-ft. above sea level.

Latitude 47° 28' 43"
Longitude 122° 32' 32"

Transmitter: 7-mi. SW of Seattle.

TV tape: Recording facilities.

AM Affiliate: KTNT, 1-kw, 1400 kc.

FM Affiliate: KTNT-FM, 10.5-kw, 97.3 mc (No. 247), 410-ft. antenna height.

O & O Translator: K02CU, Seattle, Wash.

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

News Wire Service: AP.

Facsimile Service: AP.

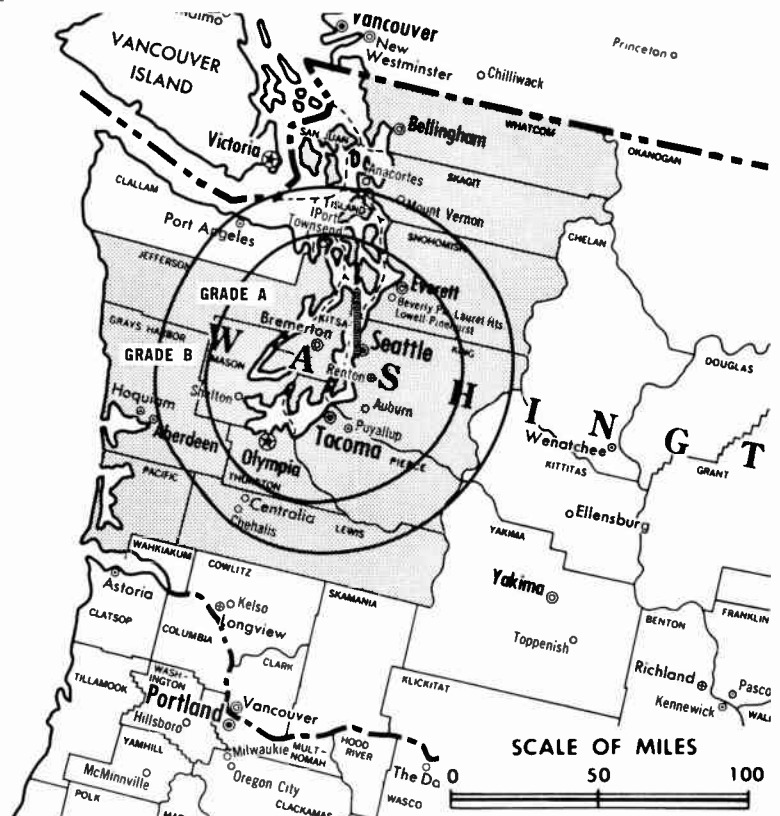
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KTNT-TV Ref: FCC File No. B1PCT-1738 Granted 2/19/54

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

KTNT-TV

Network Service: None, independent.

Licensee: Tribune Publishing Co., Tacoma 5.

Studios & Offices: S. 11th & Grant Sts., Tacoma (98405); Grosvenor House, 500 Wall St., Seattle (98121).

Telephones: 206-383-2561, Tacoma; 206-682-0550, Seattle.

TWX Nos.: 206-475-3514, Tacoma; 206-998-0426, Seattle.

Ownership: Same as Tacoma News Tribune. Alton F. Baker Trust which owns 12.46% of Tribune Publishing Co., also owns Eugene (Ore.) Register-Guard (KERG).

Began Operation: February 22, 1953.

Represented (sales) by Paul H. Raymer Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

MAX BICE, general manager.
ART HOWARD, national sales manager.
HERCH CARY, sales manager.
DELL SPENCER, program director & film buyer.
DICK ENGH, chief engineer.
BOB ROBERTSON, sports director.
LEN HIGGINS, news director.

DIGEST OF RATE CARD NO. 11—(June 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.	\$625.00	\$350.00	\$250.00	\$160.00	\$100.00	\$50.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
WASHINGTON			
GRAYS HARBOR	18,100	15,900	88
ISLAND	6,900	6,600	96
JEFFERSON	2,500	2,300	92
KING	338,100	315,300	93
KITSAP	27,400	26,100	95
LEWIS	13,500	12,200	91
MASON	5,600	5,300	95
PACIFIC	4,600	4,100	88
PIERCE	104,600	99,500	95
SAN JUAN	800	700	92
SKAGIT	17,300	16,000	93
SNOHOMISH	61,100	57,900	95
THURSTON	19,400	18,400	95
WHATCOM	23,500	21,600	92
STATION TOTAL	643,400	601,900	94

NET WEEKLY CIRCULATION (MARCH 65) 329,100
AVERAGE DAILY CIRCULATION (MARCH 65) 141,500
COLOR PENETRATION PERCENTAGE (NOV 65) 9

For Other Newspapers
Operating Television Stations,
see the Newspaper Ownership Section

Washington—Tacoma

KTVW

Ch. 13

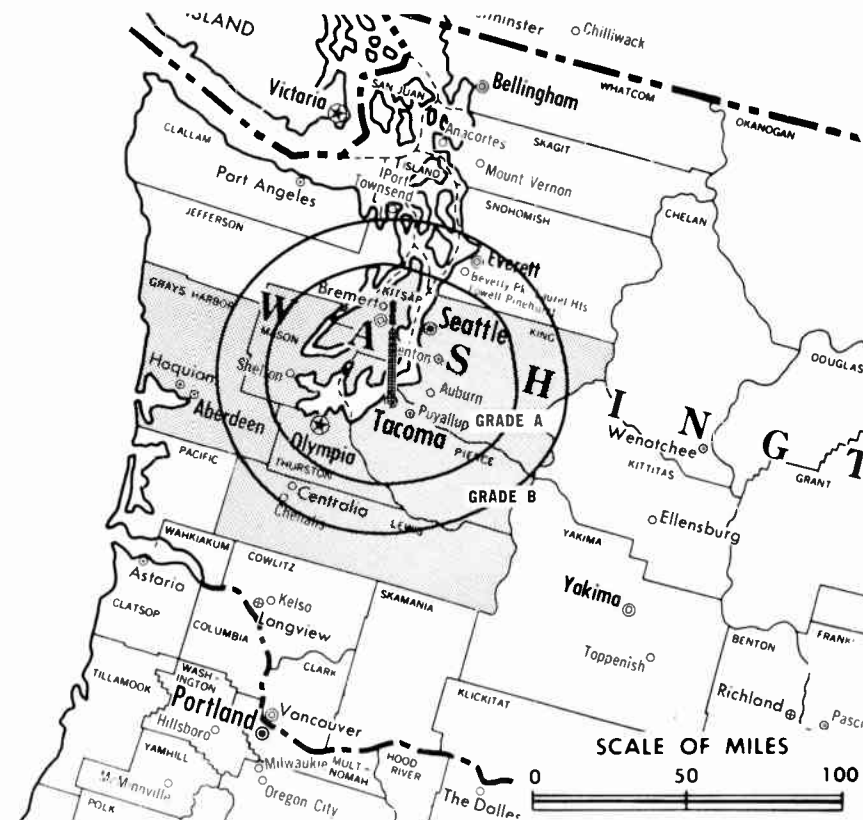
Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 214-kw visual, 31.6-kw aural. Antenna: 780-ft. above av. terrain, 533-ft. above ground, 950-ft. above sea level.

Latitude 47° 16' 41"

Longitude 122° 30' 42"

Requests 47.4-kw aural.

Transmitter: 5544 N. 35th St.



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

KTVW Ref: FCC File No. BPCT-2695 Granted 6/30/60

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

KTVW

Network Service: None, independent.

Licensee: KTVW Inc., 5544 N. 35th St., Tacoma (98407).

Studio: 5544 N. 35th St., Tacoma.

Telephones: 206-752-3544, Tacoma; 206-623-8822, Seattle.

Ownership: J. Elroy McCaw, pres., 100%. Mr. McCaw also owns KCTO, Denver. For other radio interests, see KCTO.

Began Operation: Aug. 2, 1953 as KMO-TV; sold to present owner by Carl E. Haymond, Sept. 15, 1954 (Television Digest, Vol. 10:28, 34, 38).

Represented (sales) by National TV Sales.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

JAMES AGOSTINO, general manager & film buyer.
 BARRY N. ZeVAN, dir. of operations & programming.
 JIM HART, news director.
 RAY SWALLEY, director of engineering.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 P.M., daily.						
\$425.00	\$255.00	\$170.00	\$127.50	\$60.00	\$42.00	\$36.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
WASHINGTON			
GRAYS HARBOR	18,100	15,900	88
KING	338,100	315,300	93
KITSAP	27,400	26,100	95
LEWIS	13,500	12,200	91
MASON	5,600	5,300	95
PIERCE	104,600	99,500	95
THURSTON	19,400	18,400	95
STATION TOTAL	526,700	492,700	94

NET WEEKLY CIRCULATION (MARCH 65)	76,500
AVERAGE DAILY CIRCULATION (MARCH 65)	16,700
COLOR PENETRATION PERCENTAGE (NOV 65)	9

Washington—Yakima

abc **KIMA-TV**

Ch. 29

[Also operates associated stations
KEPR-TV, Pasco; KLEW-TV, Lewiston, Ida.]

Technical Facilities: Channel No. 29
(560-566 mc). Authorized power:
191-kw max. and 105-kw horizontal
visual, 19.1-kw max. and
10.5-kw horizontal aural. Antenna:
970-ft. above av. terrain, 166-ft.
above ground, 2166-ft. above sea
level.

Latitude 46° 31' 58"
Longitude 120° 30' 33"

Transmitter: Ahtanum Ridge.

TV tape: Recording facilities.

AM Affiliate: KIMA, 5-kw, 1460 kc
(NBC).

Color: Network, film & slide.

News Wire Service: AP.

News Film Service: UPI.

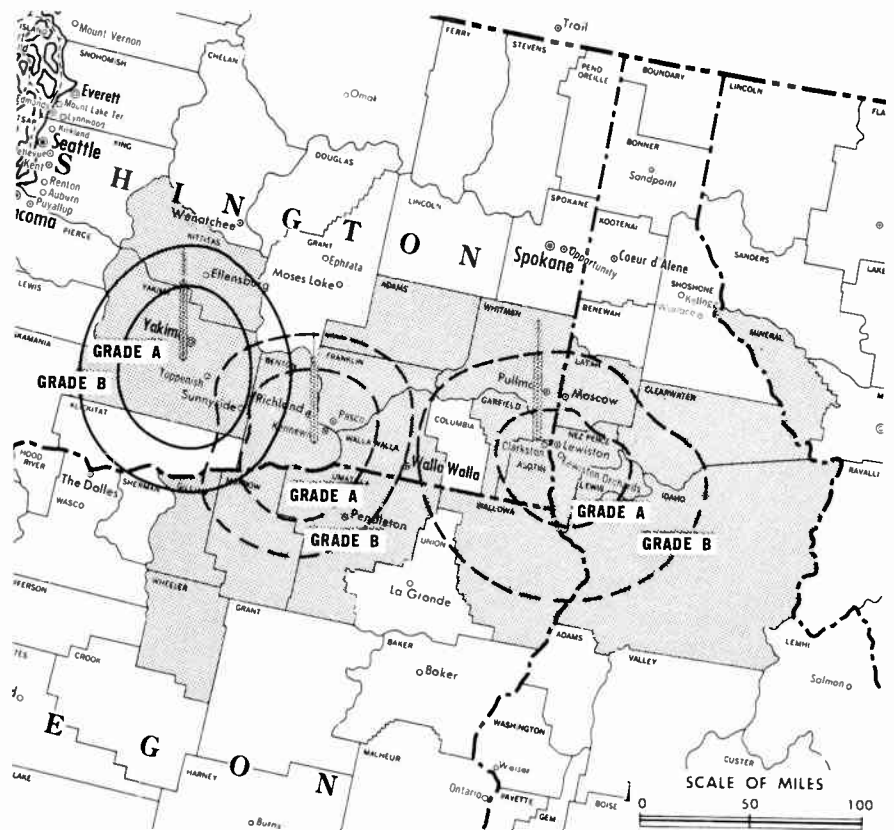
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



KIMA-TV Ref: FCC File No. BMPCT-3152 Granted 7/15/53
KEPR-TV Ref: FCC File No. BPC-2322 Granted 9/1/57
KLEW-TV Ref: FCC File No. BMPCT-3459 Granted 10/6/55

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KIMA-TV

Network Service: CBS, ABC.

Licensee: Cascade Broadcasting Co., Radio & Television Center,
Box 702 (98901). Telephone: 509-452-9111. TWX No.:
509-248-4710.

Studio: Radio & Television Center.

Ownership: Thomas C. Bostic, pres., 100%. Cascade operates
KEPR-TV, Pasco, Wash. (Ch. 19); KLEW-TV, Lewiston, Ida.
(Ch. 3); also owns radio station KEPR, Kennewick-Pasco, Wash.

Began Operation: July 19, 1953. Sale to Cascade Bcstg. by A. W.
Talbot and Ralph Sundquist et al. approved by FCC Feb. 21,
1962 (Television Digest, Vol. 1:14). BTC-3934.

Represented (sales) by Adam Young Inc.; Art Moore & Assoc. Inc.
(Pacific Northwest).

Represented (legal) by Prince & Paul.

Represented (engineering) by Hammett & Edison.

Personnel:

TOM BOSTIC, president.
JACK REBER, vice president & general manager.
BILL GROGAN, vice president, sales.
JIM NOLAN, v.p., programs & film buyer.
DICK GASSAWAY, general sales manager.
DALE HAZEN, sales manager.
BOB HORN, promotion director.
BOB ANDERSON, v.p. operations.
MEL BURRILL, director of engineering.
DOW LAMBERT, TV chief engineer.
GENE TOLLEFSON, news director.

DIGEST OF RATE CARD NO. 9—(June 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.	\$650.00	\$450.00	\$325.00	\$200.00	\$150.00	\$140.00
	\$75.00					

Note: Above rates include KEPR-TV, Pasco and KLEW-TV,
Lewiston.

NETWORK BASE HOURLY RATE: \$650.

702-b

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
IDAHO			
CLEARWATER	2,600	2,400	92
IDAHO	4,400	3,800	88
LATAH	6,400	5,900	92
LEWIS	1,400	1,300	94
NEZ PERCE	9,400	8,900	94
MONTANA			
MINERAL	1,000	900	93
OREGON			
GILLIAM	1,000	800	88
MORROW	1,500	1,300	86
UMATILLA	13,800	12,200	88
WALLOWA	2,300	1,900	86
WHEELER	600	500	89
WASHINGTON			
ADAMS	3,300	3,100	94
ASOTIN	4,600	4,400	94
BENTON	19,200	18,000	94
FRANKLIN	8,200	7,700	94
GARFIELD	700	600	90
KITTITAS	6,200	5,500	89
WALLA WALLA	13,400	11,800	88
WHITMAN	8,800	8,100	92
YAKIMA	45,200	41,400	92
STATION TOTAL	154,000	140,500	91

NET WEEKLY CIRCULATION (MARCH 65) 109,300
AVERAGE DAILY CIRCULATION (MARCH 65) 85,800
COLOR PENETRATION PERCENTAGE (NOV 65) 11

ARB Data for this Station Includes Satellites
KEPR-TV, Pasco, Wash. & KLEW-TV, Lewiston,
Ida.

Washington—Yakima



KNDO

Ch. 23



[Also operates associated station KNDU, Richland, Wash.]

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 250-kw visual, 32-kw aural. Antenna: 950-ft. above av. terrain, 144-ft. above ground, 2150-ft. above sea level.

Latitude 46° 31' 59"
Longitude 120° 30' 26"

TV tape: Recording facilities.

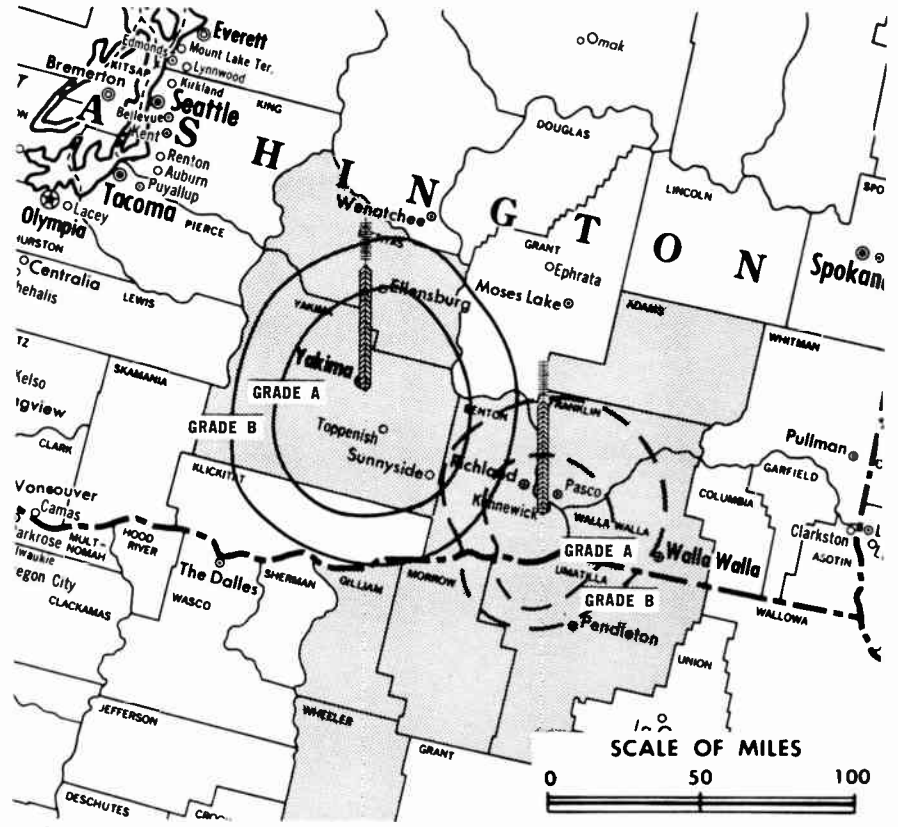
O & O Translator: K74BP, Prosser & Whitstan, Wash.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: The data for this station includes Satellite KNDU, Richland, Wash.



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

KNDO Ref: FCC File No. B1PCT-3105 Granted 2/8/63

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

KNDO

Licensee: Columbia Empire Broadcasting Corp., 23 South First St.

Transmitter: Ahtanum Ridge, S of Yakima.

Studio: 23 South First St. (98901). Telephone: 509-248-2300.

Ownership: Hugh E. Davis, pres., 100%. Also owns associated station KNDU, Richland, Washington.

Began Operation: Oct. 15, 1959. Sale to present owners by Ralph Tronsrud approved by FCC Feb. 1, 1961 (Television Digest, Vol. 16:34; 17:6).

Represented (sales) by Avery-Knodel; William L. Simpson & Assoc. (Northwest).

Represented (legal) by Haley, Bader & Potts.

Personnel:

HUGH DAVIS, general manager & film buyer.
TERRY MASON, operations manager.
RON KROUS, engineering manager.
FRANK ROBERTS, news director.
BEN SHROPSHIRE, commercial manager.

For ARB County-by-County Data,
see Section a.

DIGEST OF RATE CARD NO. 4*—(July 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	
Class A—6:30-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$160.00	\$140.00	\$85.00	\$65.00

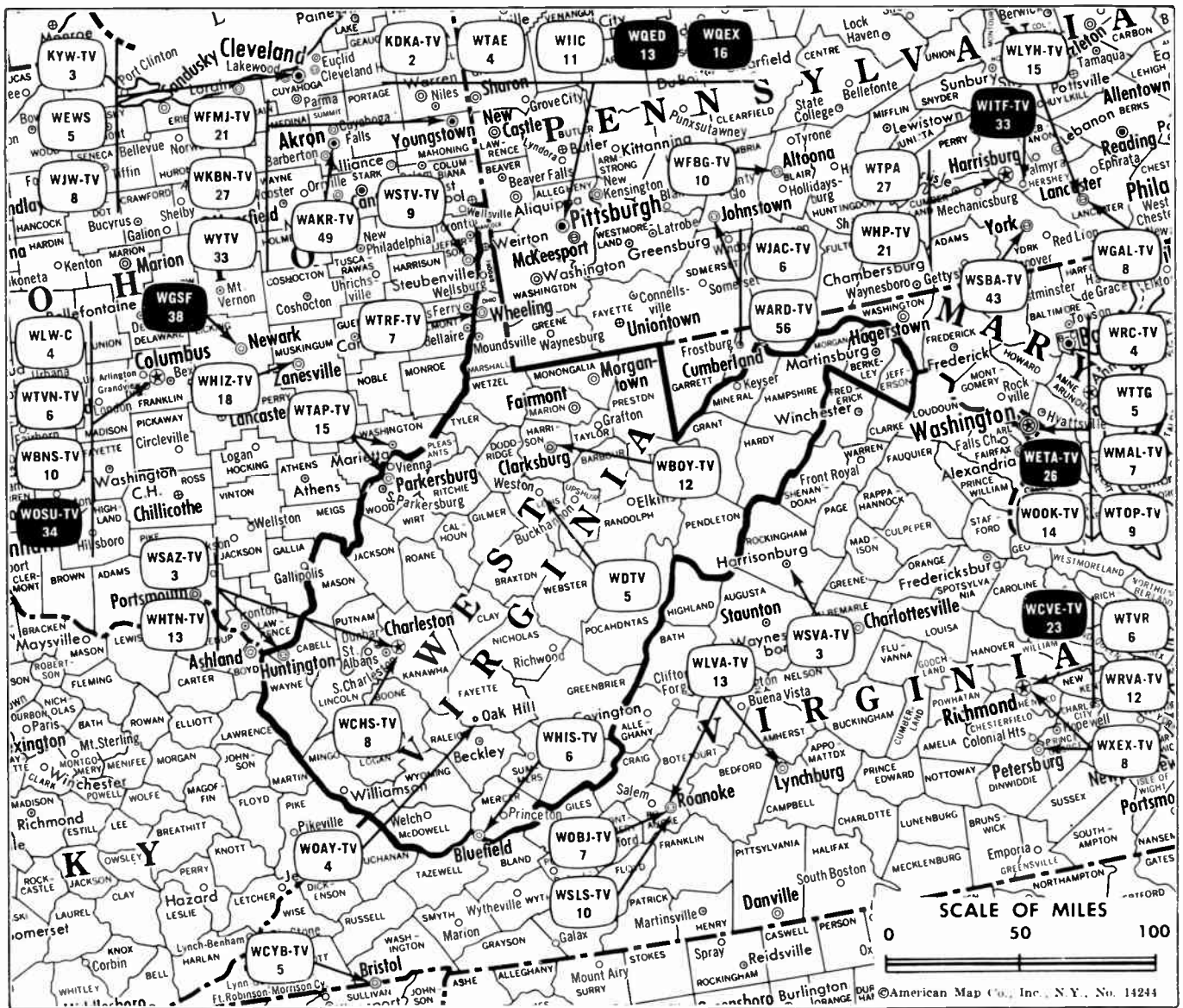
*Includes KNDU, Richland, Wash.

NETWORK BASE HOURLY RATE: \$500.

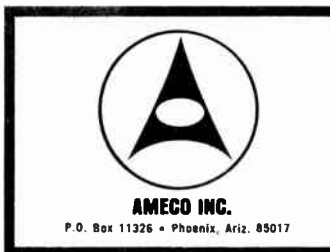
STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
OREGON			
GILLIAM	1,000	800	88
MORROW	1,500	1,300	86
UMATILLA	13,800	12,200	88
WHEELER	600	500	89
WASHINGTON			
ADAMS	3,300	3,100	94
BENTON	19,200	18,000	94
FRANKLIN	8,200	7,700	94
KITTITAS	6,200	5,500	89
WALLA WALLA	13,400	11,800	88
YAKIMA	45,200	41,400	92
STATION TOTAL	112,400	102,300	91

NET WEEKLY CIRCULATION (MARCH 65)	78,900
AVERAGE DAILY CIRCULATION (MARCH 65)	57,600
COLOR PENETRATION PERCENTAGE (NOV 65)	11

West Virginia



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Wheeling-Steubenville	495,100	31	1,554,400	14	1,500,800	14
Charleston-Huntington	410,000	45	566,800	52	512,500	52
Bluefield	129,700	128	280,400	109	249,500	109
Oak Hill	88,400	156	264,900	115	241,700	111
Clarksburg-Fairmont	65,100	175	181,600	143	166,600	142
Parkersburg	24,000	213	46,500	212	43,500	211



AMECO "SALESMOBILE SERVICE"

IN WEST VIRGINIA
 BOB VANDEGRIFT
 P.O. Box 595 Cumberland, Maryland 21501
 Phone: 717-737-3792
 Harrisburg Warehouse 717-737-3792

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	8	1	9
<input checked="" type="checkbox"/> Educational Television Stations	0	0	0
			9

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

WHTN-TV

Charleston

(See Huntington, W. Va.)

•
WSAZ-TV

Charleston

(See Huntington, W. Va.)

•
WDTV

Clarksburg

(See Weston, W. Va.)

•
WCHS-TV

Huntington

(See Charleston, W. Va.)

•
WBOY-TV

Weston

(See Clarksburg, W. Va.)

•
WSTV-TV

Wheeling

(See Steubenville, Ohio)

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**Cognoscenti
Read
Television Digest**

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

West Virginia—Bluefield



WHIS-TV



Ch. 6

192

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 50-kw visual, 29.5-kw aural (maximum permitted for altitude). Antenna: 1220-ft. above av. terrain, 187-ft. above ground, 3837-ft. above sea level.

Latitude 37° 15' 21.31"
Longitude 81° 10' 55.43"

Transmitter: Top of East River Mt.
TV tape: Recording facilities.

AM Affiliate: WHIS, 5-kw (.5-kw night), 1440 kc (NBC).

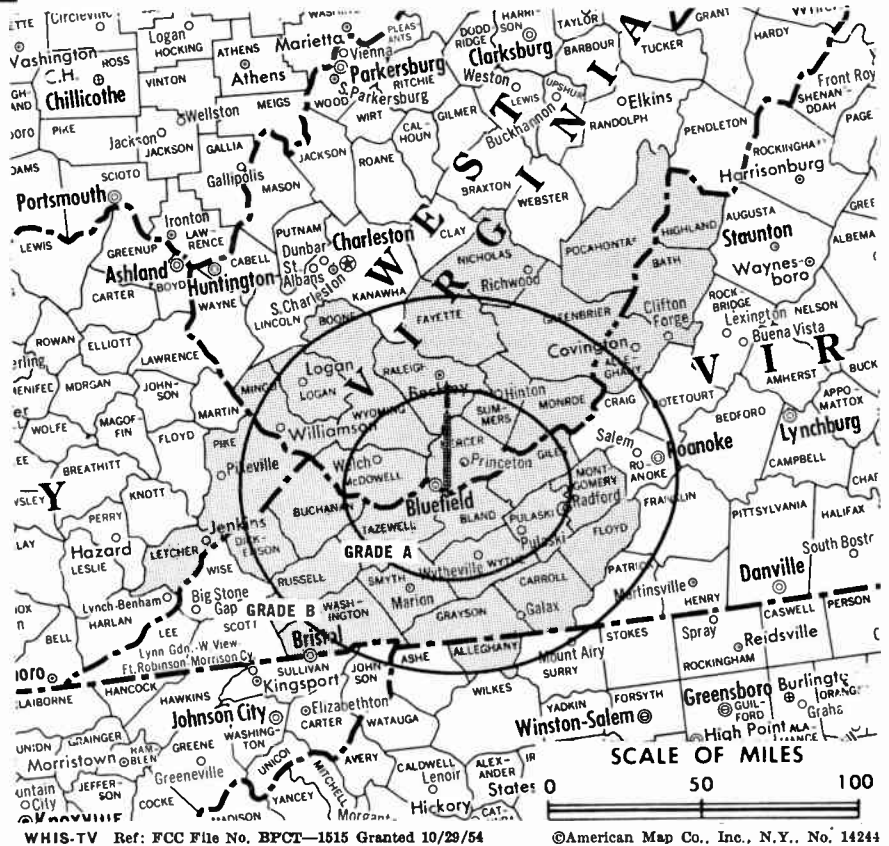
Represented (engineering) by A. D. Ring & Assoc.

Color: Network only.

News Wire Service: AP.

Facsimile Service: AP.

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



WHIS-TV Ref: FCC File No. BPC1-1515 Granted 10/29/54

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

WHIS-TV

Licensee: Daily Telegraph Printing Co., Bland St.

Studio: Municipal Bldg. (24701).

Telephone: 304-327-7115. TWX No.: 304-325-6966.

Ownership: Same as Bluefield Daily Telegraph and Sunset News-Observer. Hugh Shott, pres., 33.27%; Ned Shott, v.p., .18%; John C. Shott, secy.-treas., .18%; Jim H. Shott Estate, 33.10%; Mrs. Lillian S. Brant Estate, 15.78%; Mrs. B. L. Early, .34%; Daily Telegraph Printing Co. Employees Pension Trust, 17.15%.

Began Operation: July 31, 1955.

Represented (sales) by Eastman TV Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

HUGH I. SHOTT JR., president.
JOHN SHOTT, general manager & film buyer.
SCOTT SHOTT, station manager.
JEAN BALL, program director.
KENNETH DICK, chief engineer.

DIGEST OF RATE CARD NO. 7 (Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-7:30 p.m., daily.	\$350.00	\$300.00	\$200.00	\$125.00	\$85.00*	\$80.00*
Class AA—7:30-10:30 p.m., daily.					\$40.00	

NETWORK BASE HOURLY RATE: \$350.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
VIRGINIA			
ALLEGHANY	8,700	8,000	93
BATH	1,400	1,200	90
BLANO	1,700	1,400	89
BUCHANAN	8,600	7,200	84
CARROLL	6,100	5,300	87
DICKENSON	4,400	3,900	89
FLOYD	2,900	2,600	89
GILES	4,600	4,300	93
GRAYSON	6,900	6,200	89
HIGHLAND	600	500	90
MONTGOMERY	12,300	11,300	93
PULASKI	7,700	7,100	92
RUSSELL	6,600	5,800	87
SMYTH	8,500	7,800	92
TAZEWELL	14,000	12,700	92
WASHINGTON	16,000	14,700	92
WYTHE	6,000	5,300	88
WEST VIRGINIA			
BOONE	6,500	6,000	92
FAYETTE	13,400	12,400	93
GREENBRIER	9,600	8,400	91
LOGAN	12,900	12,000	93
MC DOWELL	17,800	15,800	92
MERCER	21,700	20,000	94
MINGO	8,500	7,600	89
MONROE	3,000	2,400	87
NICHOLAS	6,100	5,500	91
POCAHONTAS	2,800	2,000	83
RALEIGH	23,500	21,300	93
SUMMERS	4,600	3,800	87
WYOMING	9,400	8,300	91
STATION TOTAL	280,400	249,500	89

NET WEEKLY CIRCULATION (MARCH 65)	129,700
AVERAGE DAILY CIRCULATION (MARCH 65)	89,700
COLOR PENETRATION PERCENTAGE (NOV 65)	6

For Other Publishers Owning TV Stations,
see Newspaper Ownership Section.

West Virginia—Charleston



WCHS-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 158-kw visual, 19.1-kw aural. Antenna: 1240-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 38° 24' 27.9"
Longitude 81° 54' 13.29"

Transmitter: Coal Mt., 3.5-mi. W of St. Albans, W. Va.

Studio: 1111 Virginia St. E.

TV tape: Recording facilities.

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

Color: Network only.

News Wire Service: AP.

News Film Service: CBS.

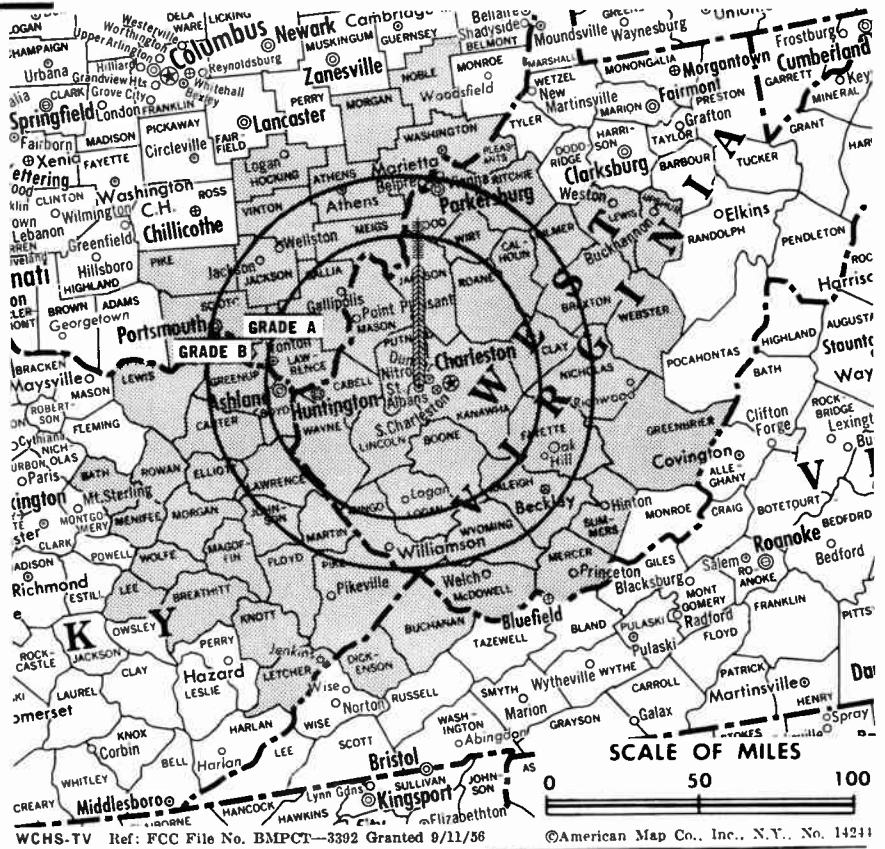
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV % and Circulation

© 1965 American Research Bureau.

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



WCHS-TV

Licensee: WCHS-AM-TV Corp., 1111 Virginia St. E. (25301).

Telephone: 304-346-5358.

TXW No.: 304-666-8839.

Ownership: Rollins Broadcasting Inc., 100%. For other interests, see WPTZ, Plattsburgh, N.Y.

Regan Operation: Aug. 16, 1954. Sale to present owner by Tierney Co. approved Sept. 28, 1960 by FCC (Television Digest, Vol. 16:29, 40).

Represented (sales) by Blair Television Associates.

Represented (legal) by Cohn & Marks.

Represented (engineering) by G. Russell Chambers.

Personnel:

- O. WAYNE ROLLINS, president.
- R. RANDALL ROLLINS, executive vice president.
- WILLIAM P. DIX JR., general manager.
- WILLIAM P. EATON JR., sales manager.
- PHIL SMITH, operations manager.
- GENE BRICK, chief engineer.
- EDWARD L. RABEL, news director.
- DICK JOHNSON, chief photographer.

DIGEST OF RATE CARD NO. 11B (June 15, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7:30-10:30 p.m., daily.	\$1400.00	\$840.00	\$560.00	\$220.00*	\$200.00*	\$100.00*

*Class AA—7:30-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1000.

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

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
KENTUCKY			
BATH	2,600	1,900	74
BOYD	16,100	15,200	94
BREATHITT	3,100	1,700	56
CARTER	5,400	4,500	83
ELLIOTT	1,400	1,200	86
FLOYD	8,800	7,100	81
GREENUP	8,700	7,900	91
JOHNSON	4,900	4,000	82
KNOTT	3,600	2,300	64
LAWRENCE	2,900	2,500	86
LEE	1,700	1,000	59
LETCHER	6,200	4,500	72
LEWIS	3,600	2,800	80
MAGOFFIN	2,400	1,700	73
MARTIN	2,100	1,500	73
MENIFEE	900	700	74
MORGAN	2,600	1,900	75
PIKE	15,300	12,400	81
ROWAN	3,400	2,700	80
WOLFE	1,400	900	64
OHIO			
ATHENS	12,300	11,600	94
GALLIA	6,900	6,400	94
HOCKING	6,000	5,700	96
JACKSON	8,600	8,200	95
LAWRENCE	16,300	15,700	96
MEIGS	6,200	5,900	94
MORGAN	3,500	3,300	93
NOBLE	3,000	2,700	91
PIKE	5,700	5,300	94
SCIOTO	24,800	23,700	96
VINTON	2,600	2,400	94
WASHINGTON	15,800	14,900	94

(Continued on page 715-b)

STATION TOTAL 554,600 502,300 91

NET WEEKLY CIRCULATION (MARCH 65) 359,300
AVERAGE DAILY CIRCULATION (MARCH '65) 260,900
COLOR PENETRATION PERCENTAGE (NOV 65) 8

West Virginia—Clarksburg

NBC **WBOY-TV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 275-kw maximum and 120-kw horizontal visual, 66.1-kw horizontal aural. Antenna: directional, 862-ft. above av. terrain, 593-ft. above ground, 2045-ft. above sea level.

Latitude 39° 17' 05"
Longitude 80° 19' 47"

Transmitter: Pinnickinnick Mt.

Studio: 912 W. Pike St., Clarksburg, W. Va. (26301).

Telephone: 304-624-7573.

TWX No.: 304-366-2376.

AM Affiliate: WBOY, 1-kw (.25-kw night), 1400 kc (NBC).

Color: Network only.

News Wire Service: UPI.

Represented (legal) by Smith & Pepper.

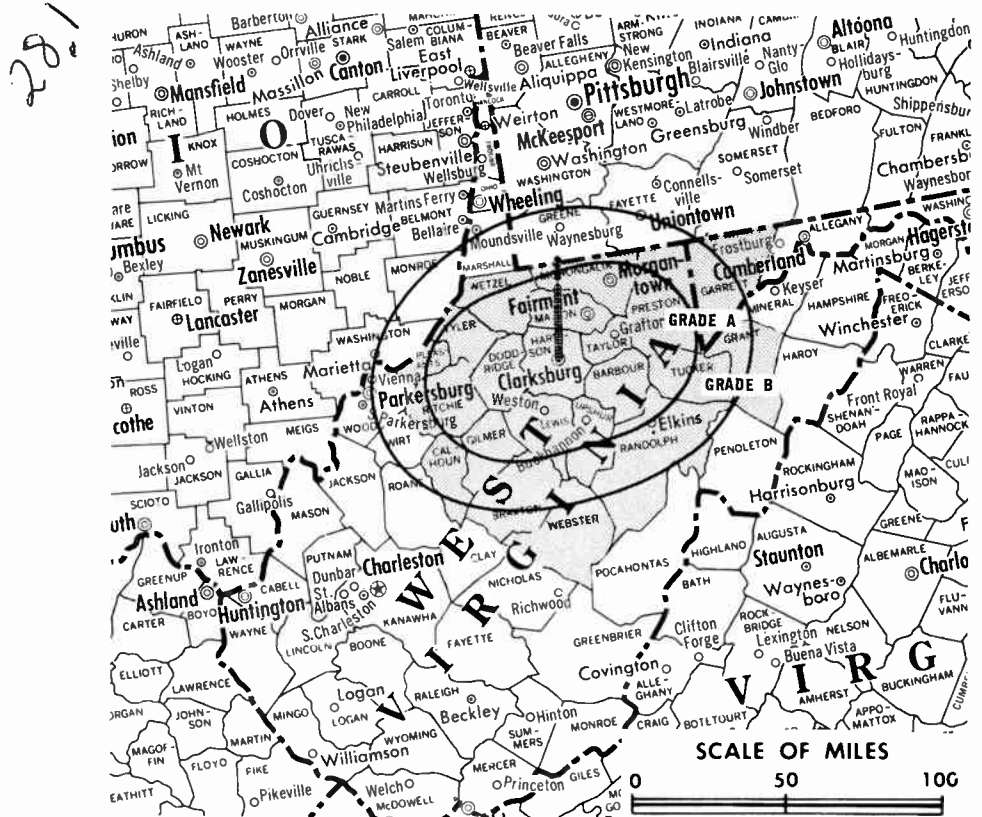
Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



WBOY-TV Ref: FCC File No. BMPCT-4818 Granted 10/16/57

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

WBOY-TV

Network Service: NBC; also available on CBS.

Licensee: Northern West Virginia TV Bcstg. Co., 912 W. Pike St.

Ownership: Fortnightly Corp., 100%. It also publishes The Reporter magazine. Fortnightly owners: Nathan W. Levin, pres. & treas., 10%; Marion R. Ascoli, v.p., 80%; Max Ascoli, v.p., 10%.

Began Operation: Nov. 17, 1957. Sale to present owner by Rust Craft Bcstg. Co. was granted March 11, 1964 by FCC (Television Digest, Vols. 3:12, 46, 4:11). For transfer of all WSTV Inc. properties to Rust Craft Broadcasting Co. Inc., see WSTV-TV, Steubenville, O.

Represented (sales) by Young Television.

Represented (engineering) by Jules Cohn.

Personnel:

NATHAN W. LEVIN, president.
JOHN J. BORGHI, vice president.
ROGER GARRETT, managing director & film buyer.
PETE LYMAN, promotion director.
BOB TOOTHMAN, program director.
HARRY BROWN, chief engineer.

DIGEST OF RATE CARD NO. 2 (Sept. 15, 1961)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$250.00	\$150.00	\$98.00	\$85.00	\$75.00	\$50.00
NETWORK BASE HOURLY RATE:	\$200 (NBC), \$200 (CBS).					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MARYLAND			
GARRETT	5,300	4,700	89
WEST VIRGINIA			
BARBOUR	3,500	3,100	89
BRAXTON	3,600	3,000	84
CALHOUN	1,600	1,400	87
DOODRIDGE	1,600	1,400	88
GILMER	1,700	1,500	87
GRANT	2,500	2,000	90
HARRISON	21,800	20,900	96
LEWIS	4,900	4,400	91
MARION	18,100	16,900	94
MONONGALIA	14,800	13,500	91
PLEASANTS	2,000	1,800	92
PRESTON	6,400	5,700	89
RANDOLPH	6,200	5,500	88
RITCHIE	2,700	2,300	86
TAYLOR	3,900	3,500	90
TUCKER	1,700	1,500	87
TYLER	2,700	2,400	89
UPSHUR	4,800	4,300	90
WEBSTER	2,800	2,400	85
WETZEL	5,200	4,900	93
STATION TOTAL	117,800	107,100	91

NET WEEKLY CIRCULATION (MARCH 65) 65,100
AVERAGE DAILY CIRCULATION (MARCH 65) 45,000
COLOR PENETRATION PERCENTAGE (NOV 65) 5

West Virginia—Huntington-Charleston



WHTN-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 1000-ft. above av. terrain, 844-ft. above ground, 1784-ft. above sea level.

Latitude 38° 30' 21"
Longitude 82° 12' 30"

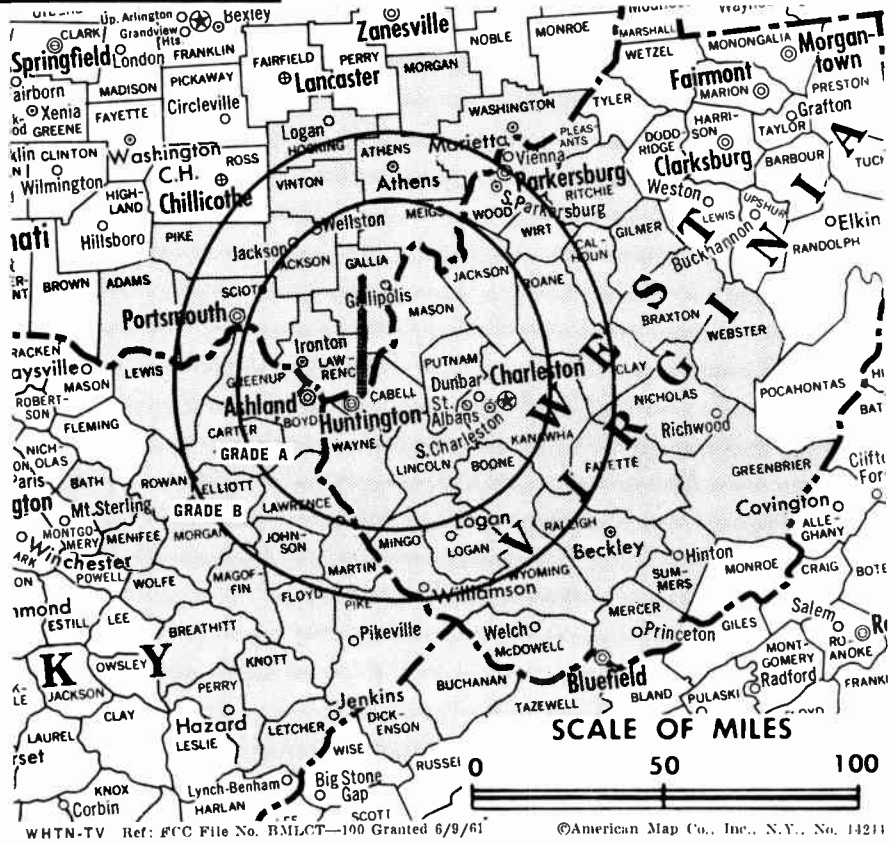
Transmitter: Barker's Ridge Rd., Huntington.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

O & O Translator: W11AM, Charleston, W. Va.



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

WHTN-TV

Licensee: Reeves Broadcasting Corp., 625 Fourth Ave. (25701).

Studio: 625 4th Ave., Huntington.

Telephone: 304-525-7661. TWX No.: 304-522-7730.

Ownership: Reeves Bcstg. Corp., see WUSN-TV, Charleston, S.C.

Begin Operation: Oct. 2, 1955. Sale to present owner by Cowles Bcstg. Co. approved Dec. 21, 1960 by FCC (Television Digest, Vol. 16:43, 52). Sale to Cowles by S. J. Hyman theater interests approved June 20, 1956 by FCC (Vol. 12:18, 25).

Represented (sales) by Edward Petry & Co.; James S. Ayers Co. Inc. (South)

Represented (legal) by Booth & Lovett.

Represented (engineering) by Lohnes & Culver.

Personnel:

- J. DRAYTON HASTIE, president.
- O. W. MYERS, exec. v.p. & general manager & national sales.
- CLARK W. DAVIS, local sales & operations mgr., film buyer.
- GEORGE A. MILLER JR., regional sales manager.
- EDWARD GURNEY, technical director.
- BARBARA SHEETS, traffic.
- CAROLYNN JACOBY, promotion & merchandising.
- RON JACKSON, news & special events manager.
- JIM SHORT, film director.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$800.00	\$400.00	\$240.00	\$160.00	\$240.00	\$110.00
NETWORK BASE HOURLY RATE:	\$1000.					

For Other TV Station Sales,
see Sales and Transfers Section.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
KENTUCKY			
BATH	2,600	1,900	74
BOYD	16,100	15,200	94
BREATHITT	3,100	1,700	56
CARTER	5,400	4,500	83
ELLIOTT	1,400	1,200	86
FLOYD	8,800	7,100	81
GREENUP	8,700	7,900	91
JOHNSON	4,900	4,000	82
KNOTT	3,600	2,300	64
LAWRENCE	2,900	2,500	86
LETCHER	6,200	4,500	72
LEWIS	3,600	2,800	80
MAGOFFIN	2,400	1,700	73
MARTIN	2,100	1,500	73
MENIFEE	900	700	74
MORGAN	2,600	1,900	75
PERRY	6,900	4,800	69
PIKE	15,300	12,400	81
ROWAN	3,400	2,700	80
WOLFE	1,400	900	64
OHIO			
ADAMS	5,700	5,100	91
ATHENS	12,300	11,600	94
GALLIA	6,900	6,400	94
HOCKING	6,000	5,700	96
JACKSON	8,600	8,200	95
LAWRENCE	16,300	15,700	96
MEIGS	6,200	5,900	94
MORGAN	3,500	3,300	93
PIKE	5,700	5,300	94
SCIOTO	24,800	23,700	96
VINTON	2,600	2,400	94
WASHINGTON	15,800	14,900	94

(Continued on page 715-b)

STATION TOTAL	566,800	512,500	90
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NET WEEKLY CIRCULATION (MARCH 65)	363,300
AVERAGE DAILY CIRCULATION (MARCH 65)	261,000
COLOR PENETRATION PERCENTAGE (NOV 65)	8

West Virginia—Huntington-Charleston



WSAZ-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 46.8-kw visual, 23.4-kw aural. Antenna: 1253-ft. above av. terrain, 1069-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 34"
Longitude 82° 13' 09"

Transmitter: Barker's Ridge, W. Va.

TV tape: Recording facilities.

AM Affiliate: WSAZ, 5-kw (1-kw night), 930 kc (NBC).

Color: Network, live, film & slide.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © SRDS

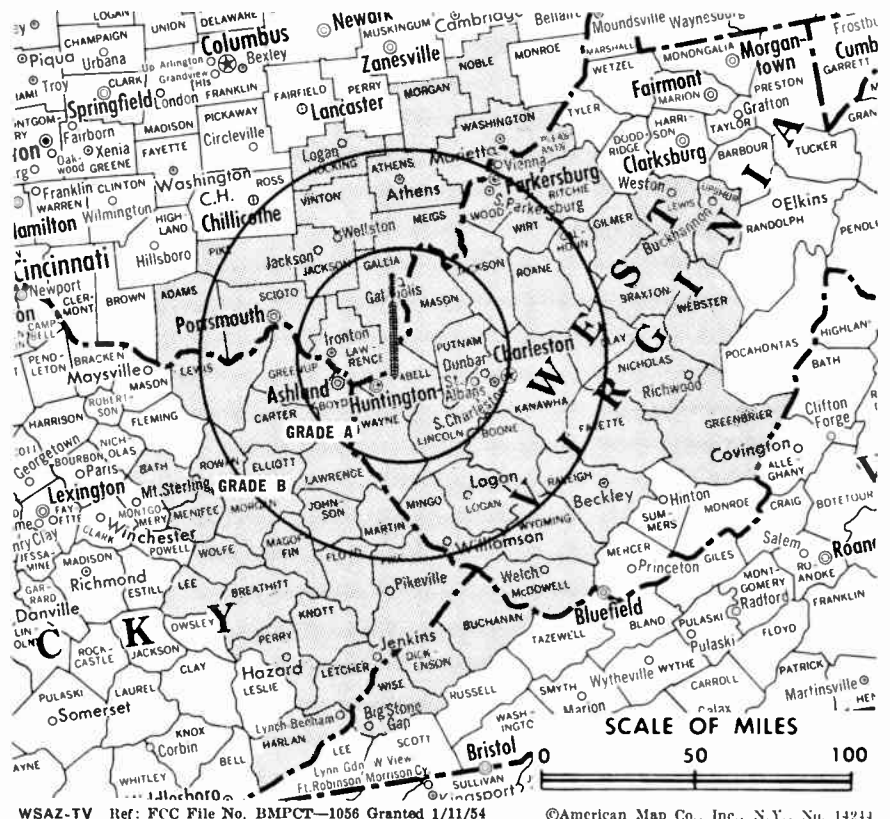
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WSAZ-TV

Licensee: Capital Cities Bcstg. Corp., WSAZ Bldg., 201 Ninth St., Huntington (25701).

Studios: WSAZ Bldg., Huntington; 210 Dickinson St., Charleston.

Telephones: 304-529-4127, Huntington; 304-344-3521, Charleston. TWX No.: 304-522-7759.

Ownership: See WTEN, Albany, N.Y.

Began Operation: Nov. 15, 1949. Sale to present owner by Goodwill Stations Inc. approved July 29, 1964 by FCC (Television Digest, Vol. 4:9, 4:18-19, 31). Sale to Goodwill Stations by Huntington Publishing Co. & Mrs. Eugene Katz approved by FCC March 20, 1961 (Vol. 17:6, 14).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

- JACK W. LEE, v.p. & general manager.
- PHILIP BEUTH, general sales manager.
- JOHN L. SINCLAIR, JR., Charleston manager.
- M. S. ROTH, program director & film buyer.
- C. BOSWORTH JOHNSON, news director.
- JOHN EMBLETON, promotion manager.
- JACK M. WILLIAMS, merchandising director.
- JOHN P. CLAY, chief engineer.

DIGEST OF RATE CARD NO. A19a—(Nov. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$1400.00 \$800.00 \$500.00 \$350.00 \$275.00 \$140.00
NETWORK BASE HOURLY RATE: \$1600.

For West Virginia CATV Systems

see Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
KENTUCKY			
BATH	2,600	1,900	74
BOYD	16,100	15,200	94
BREATHITT	3,100	1,700	56
CARTER	5,400	4,500	83
ELLIOTT	1,400	1,200	86
FLOYD	8,800	7,100	81
GREENUP	8,700	7,900	91
HARLAN	10,700	8,500	79
JOHNSON	4,900	4,000	82
KNOTT	3,600	2,300	64
LAWRENCE	2,900	2,500	86
LEE	1,700	1,000	59
LETCHER	6,200	4,500	72
LEWIS	3,600	2,800	80
MAGOFFIN	2,400	1,700	73
MARTIN	2,100	1,500	73
MENIFEE	900	700	74
MORGAN	2,600	1,900	75
PERRY	6,900	4,800	69
PIKE	15,300	12,400	81
ROWAN	3,400	2,700	80
WOLFE	1,400	900	64
OHIO			
ADAMS	5,700	5,100	91
ATHENS	12,300	11,600	94
GALLIA	6,900	6,400	94
HOCKING	6,000	5,700	96
JACKSON	8,600	8,200	95
LAWRENCE	16,300	15,700	96
MEIGS	6,200	5,900	94
MORGAN	3,500	3,300	93
NOBLE	3,000	2,700	91
PIKE	5,700	5,300	94
SCIOTO	24,800	23,700	96
VINTON	2,600	2,400	94
WASHINGTON	15,800	14,900	94

(Continued on page 715-b)

STATION TOTAL 563,600 507,400 90

NET WEEKLY CIRCULATION (MARCH 65) 410,000
AVERAGE DAILY CIRCULATION (MARCH 65) 340,000
COLOR PENETRATION PERCENTAGE (NOV 65) 8

(Charleston-Huntington, W. Va.)

Have you talked to a hillbilly lately?

We mean really talked to him?

Chances are he won't live up to your expectations.

No bib overalls . . . No high-top workshoes . . .

And the corn liquor jug? More probably Bonded . . . or a Dry Martini.

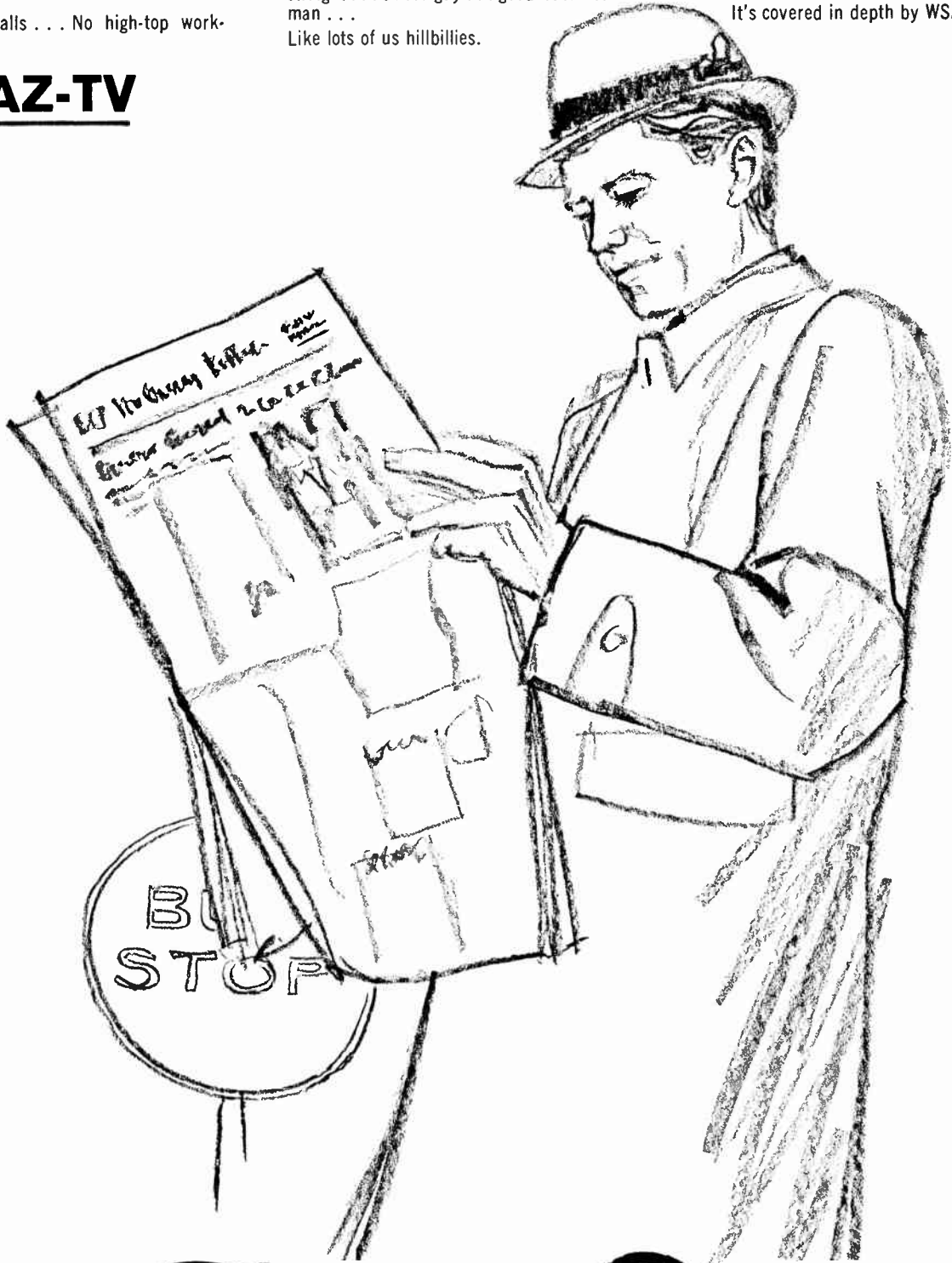
Take Homer here. Looks good, thinks straight . . . smart guy . . . good businessman . . .

Like lots of us hillbillies.

Maybe you should talk to a hillbilly . . . learn the facts he's turned up in a new study of this \$2½ BILLION DOLLAR MARKET he lives in.

It's covered in depth by WSAZ-TV.

WSAZ-TV



WSAZ 3 TV
 Huntington-Charleston, West Virginia A Service of Capital Cities Broadcasting Corporation

West Virginia—Oak Hill



WOAY-TV



Ch. 4

47

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 69.2-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level.

Latitude 37° 57' 30"
Longitude 81° 09' 03"

Transmitter: U.S. Hwy. 21, .7-mi. S of Oak Hill.

Studio: U.S. Hwy. 21, .7-mi. S of Oak Hill.

TV tape: Recording facilities.

AM Affiliate: WOAY, 10-kw, 860 kc.

FM Affiliate: WOAY-FM, 14.5-kw, 94.1 mc (No. 231), 660-ft. antenna height.

Color: Network.

News Wire Service: AP.

Facsimile Service: UPI.

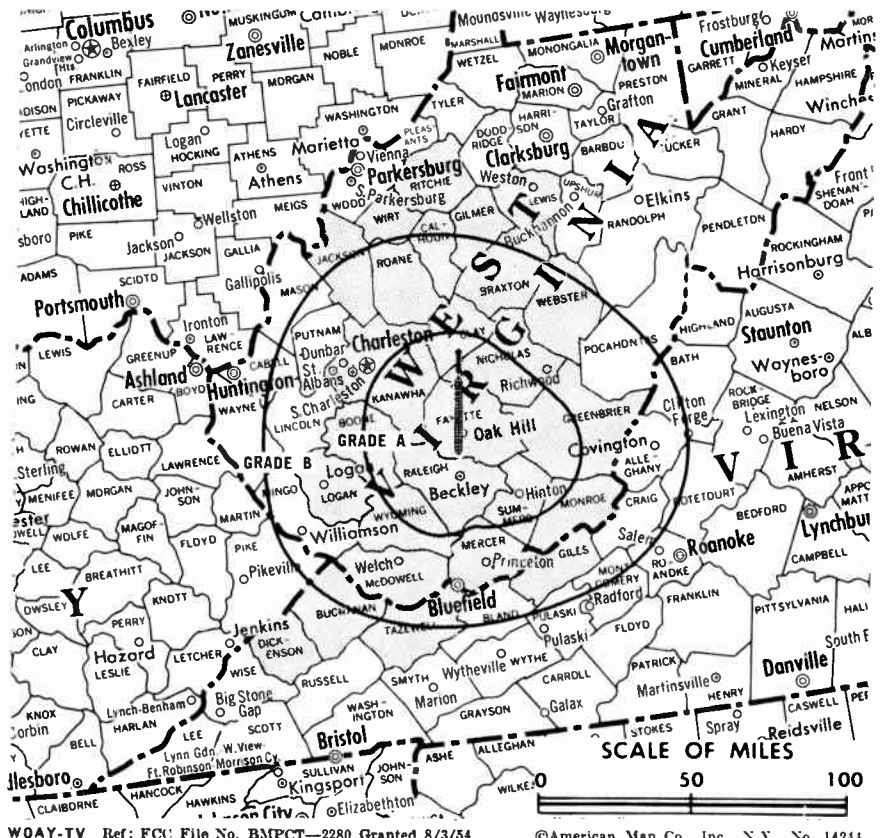
Total Households: © SRDS

(Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

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



WOAY-TV Ref: FCC File No. BMPCT-2280 Granted 8/3/54

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

WOAY-TV

Licensee: Robert R. Thomas Jr., Box 251 (25901).

Telephone: 304-469-3361.

Ownership: Robert R. Thomas Jr., 100%.

Began Operation: Dec. 3, 1954.

Represented (sales) by Savalli/Gates National Representatives Inc.

Represented (legal) by Barnes & Neilson.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ROBERT R. THOMAS JR., general manager.

ROBERT BROWN, station, commercial manager & film buyer.

DON BOYD, production & promotion manager.

SANDY HIGGINS, news director.

THOMAS PHILLIPS, chief engineer.

DON MOYE, assistant chief engineer.

DIGEST OF RATE CARD NO. 2—(March 15, 1955)

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

Class A—6:30-10:30 p.m., daily.

\$200.00 \$120.00 \$80.00 \$64.00 \$48.00 \$40.00 \$20.00

NETWORK BASE HOURLY RATE: \$150.

See Translator Directory

In Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
VIRGINIA			
BUCHANAN	8,600	7,200	84
DICKENSON	4,400	3,900	89
GILES	4,600	4,300	93
TAZEWELL	14,000	12,700	92
WEST VIRGINIA			
BOONE	6,500	6,000	92
BRAXTON	3,600	3,000	84
CALHOUN	1,600	1,400	87
CLAY	2,300	2,000	87
FAYETTE	13,400	12,400	93
GILMER	1,700	1,500	87
GREENBRIER	9,600	8,400	91
JACKSON	5,400	5,100	95
KANAWHA	75,200	71,500	95
LEWIS	4,900	4,400	91
LOGAN	12,900	12,000	93
MC DOWELL	17,800	15,800	92
MERCER	21,700	20,000	94
MONROE	3,000	2,400	87
NICHOLAS	6,100	5,500	91
RALEIGH	23,500	21,300	93
RITCHIE	2,700	2,300	86
ROANE	3,600	3,200	89
SUMMERS	4,600	3,800	87
WEBSTER	2,800	2,400	85
WIRT	1,000	900	89
WYOMING	9,400	8,300	91
STATION TOTAL	264,900	241,700	91
NET WEEKLY CIRCULATION (MARCH 65)			88,400
AVERAGE DAILY CIRCULATION (MARCH 65)			57,700
COLOR PENETRATION PERCENTAGE (NOV 65)			8

West Virginia—Weston-Fairmont



WDTV

Ch. 5

81

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 65.5-kw aural. Antenna: 884-ft. above av. terrain, 505-ft. above ground, 2165-ft. above sea level.

Latitude 39° 04' 27"
Longitude 80° 25' 28"

Transmitter: Television Park, Fisher Mt., U.S. Rt. 19, Weston, W. Va.

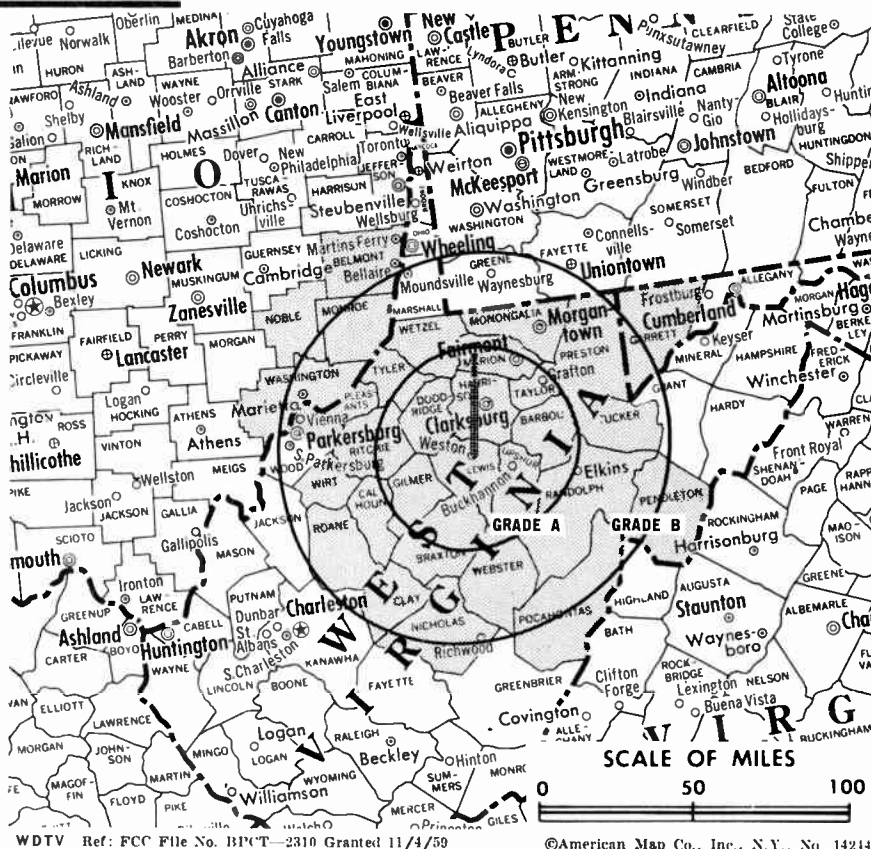
AM Affiliate: WVVW (Grafton), .5-kw, 1260 kc.

Color: Network only.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

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



WDTV Ref: FCC File No. BPC-2310 Granted 11/4/59

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

WDTV

Grantee: WJPB-TV Inc., Broadcast House, 400 Quincy St., Fairmont, W. Va. (26554).

Studios: 400 Quincy St., Fairmont; Television Park, Weston, W. Va.

Telephones: 304-363-0700, Fairmont; 2098, Weston.

Ownership: J. Patrick Beacom, pres., 50%; Thomas J. Johnson, 47.5%; George W. Eby, 2.5%. Beacom also owns 50% of radio stations WBUT, Butler, Pa. and WVVW, Grafton, W. Va., also publishes weekly Mannington (W. Va.) Times. Thomas Johnson has minority interest in off-air WENS, Pittsburgh, Pa. Beacom owns 45% of WTVX (TV), Ch. 34, Ft. Pierce.

Began Operation: June 22, 1960.

Represented (sales) by Weed Television Corp.

Represented (legal) by McKenna & Wilkinson.

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

Personnel:

J. PATRICK BEACOM, president, general manager.
NEIL H. SHREVE, asst. to pres.
LEE HAWK, director of television.
JAMES WHITE, sales manager.
NICK PELLEGRIN, program director.
RAY HERST, promotion director.
JANE WYNDOM, director women's activities.
THOMAS FINDLEY, news director.
JAY RANDOLPH, sports director.
EDWARD YERKEY, engineering director.
BUD RALPHSNYDER, film director.

DIGEST OF RATE CARD NO. 2—(Jan. 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-11:15 p.m., daily.	\$215.00	\$140.00	\$75.00	\$65.00	\$40.00	\$30.00
NETWORK BASE HOURLY RATE:	\$225.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MARYLAND			
GARRETT	5,300	4,700	89
OHIO			
BELMONT	25,300	24,500	97
MONROE	4,400	4,100	94
NOBLE	3,000	2,700	91
WASHINGTON	15,800	14,900	94
WEST VIRGINIA			
BARBOUR	3,500	3,100	89
BRAXTON	3,600	3,000	84
CALHOUN	1,600	1,400	87
CLAY	2,300	2,000	87
DODDRIDGE	1,600	1,400	88
GILMER	1,700	1,500	87
HARRISON	21,800	20,900	96
LEWIS	4,900	4,400	91
MARION	18,100	16,900	94
MONONGALIA	14,800	13,500	91
NICHOLAS	6,100	5,500	91
PENDLETON	2,000	1,700	91
PLEASANTS	2,000	1,800	92
POCAHONTAS	2,800	2,000	83
PRESTON	6,400	5,700	89
RANDOLPH	6,200	5,500	88
RITCHIE	2,700	2,300	86
ROANE	3,600	3,200	89
TAYLOR	3,900	3,500	90
TUCKER	1,700	1,500	87
TYLER	2,700	2,400	89
UPSHUR	4,800	4,300	90
WEBSTER	2,800	2,400	85
WETZEL	5,200	4,900	93
WIRT	1,000	900	89
STATION TOTAL	181,600	166,600	92

NET WEEKLY CIRCULATION (MARCH 65) 57,900
AVERAGE DAILY CIRCULATION (MARCH 65) 29,300
COLOR PENETRATION PERCENTAGE (NOV 65) 5

WCHS-TV, Charleston

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
VIRGINIA			
BUCHANAN	8,600	7,200	84
DICKENSON	4,400	3,900	89
WEST VIRGINIA			
BOONE	6,500	6,000	92
BRAXTON	3,600	3,000	84
CABELL	33,700	32,100	95
CALHOUN	1,600	1,400	87
CLAY	2,300	2,000	87
FAYETTE	13,400	12,400	93
GILMER	1,700	1,500	87
GREENBRIER	9,600	8,400	91
JACKSON	5,400	5,100	95
KANAWHA	75,200	71,500	95
LEWIS	4,900	4,400	91
LINCOLN	4,500	4,100	91
LOGAN	12,900	12,000	93
MC DOWELL	17,800	15,800	92
MASON	6,600	6,300	95
MERCER	21,700	20,000	94
MINGO	8,500	7,600	89
NICHOLAS	6,100	5,500	91
PLEASANTS	2,000	1,800	92
PUTNAM	6,600	6,300	95
RALEIGH	23,500	21,300	93
RITCHIE	2,700	2,300	86
ROANE	3,600	3,200	89
SUMMERS	4,600	3,800	87
UPSHUR	4,800	4,300	90
WAYNE	10,600	9,800	92
WEBSTER	2,800	2,400	85
WIRT	1,000	900	89
WOOD	25,200	23,500	93
WYOMING	9,400	8,300	91

WHTN-TV, Huntington-Charleston

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
VIRGINIA			
BUCHANAN	8,600	7,200	84
DICKENSON	4,400	3,900	89
TAZEWELL	14,000	12,700	92
WEST VIRGINIA			
BOONE	6,500	6,000	92
BRAXTON	3,600	3,000	84
CABELL	33,700	32,100	95
CALHOUN	1,600	1,400	87
CLAY	2,300	2,000	87
FAYETTE	13,400	12,400	93
GILMER	1,700	1,500	87
GREENBRIER	9,600	8,400	91
JACKSON	5,400	5,100	95
KANAWHA	75,200	71,500	95
LINCOLN	4,500	4,100	91
LOGAN	12,900	12,000	93
MC DOWELL	17,800	15,800	92
MASON	6,600	6,300	95
MERCER	21,700	20,000	94
MINGO	8,500	7,600	89
NICHOLAS	6,100	5,500	91
PLEASANTS	2,000	1,800	92
PUTNAM	6,600	6,300	95
RALEIGH	23,500	21,300	93
RITCHIE	2,700	2,300	86
ROANE	3,600	3,200	89
SUMMERS	4,600	3,800	87
WAYNE	10,600	9,800	92
WEBSTER	2,800	2,400	85
WIRT	1,000	900	89
WOOD	25,200	23,500	93
WYOMING	9,400	8,300	91

West Virginia

WSAZ-TV, Huntington-Charleston

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
VIRGINIA			
BUCHANAN	8,600	7,200	84
DICKENSON	4,400	3,900	89
WISE	12,000	10,500	88
WEST VIRGINIA			
BOONE	6,500	6,000	92
BRAXTON	3,600	3,000	84
CABELL	33,700	32,100	95
CALHOUN	1,600	1,400	87
CLAY	2,300	2,000	87
FAYETTE	13,400	12,400	93
GILMER	1,700	1,500	87
GREENBRIER	9,600	8,400	91
JACKSON	5,400	5,100	95
KANAWHA	75,200	71,500	95
LEWIS	4,900	4,400	91
LINCOLN	4,500	4,100	91
LOGAN	12,900	12,000	93
MC DOWELL	17,800	15,800	92
MASON	6,600	6,300	95
MINGO	8,500	7,600	89
NICHOLAS	6,100	5,500	91
PLEASANTS	2,000	1,800	92
PUTNAM	6,600	6,300	95
RALEIGH	23,500	21,300	93
RITCHIE	2,700	2,300	86
ROANE	3,600	3,200	89
UPSHUR	4,800	4,300	90
WAYNE	10,600	9,800	92
WEBSTER	2,800	2,400	85
WIRT	1,000	900	89
WOOD	25,200	23,500	93
WYOMING	9,400	8,300	91

WTRF-TV, Wheeling

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
WEST VIRGINIA (CONTINUED)			
MARSHALL	11,200	10,700	96
MONONGALIA	14,800	13,500	91
OHIO	22,200	21,400	96
PLEASANTS	2,000	1,800	92
PRESTON	6,400	5,700	89
RANDOLPH	6,200	5,500	88
RITCHIE	2,700	2,300	86
TAYLOR	3,900	3,500	90
TUCKER	1,700	1,500	87
TYLER	2,700	2,400	89
UPSHUR	4,800	4,300	90
WETZEL	5,200	4,900	93
WOOD	25,200	23,500	93

HA 1-0818

RESIDENCE
TE 2-9362

La Rue Media Brokers Inc.

Radio Television CATV

HUGH BEN LA RUE

654 MADISON AVENUE
NEW YORK, N.Y.

West Virginia—Wheeling



WTRF-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 30.9-kw aural, with electrical beam tilt. Antenna: 962-ft above av. terrain, 740-ft. above ground, 2025-ft. above sea level.

Latitude 40° 03' 41"
Longitude 80° 45' 08"

Transmitter: R.D. 1, Kirkwood Heights, Bridgeport, O.

Studio: Ogden Bldg., Wheeling.

TV tape: Recording facilities.

FM Affiliate: WTRF-FM, 12.5-kw, 107.5 mc. (No. 298) 870-ft. antenna height.

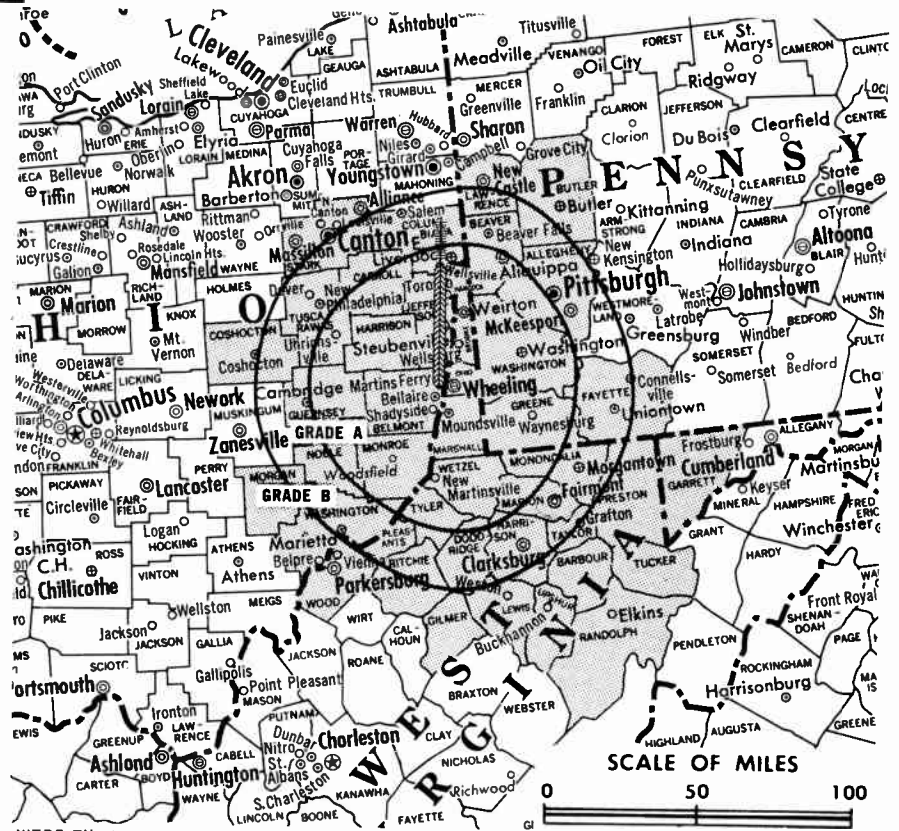
Color: Network, live film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.

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



WTRF-TV

Licensee: WTRF-TV Inc., Ogden Bldg., 1329 Market St., Wheeling (26003).

Telephone: 304-232-7777. TWX No.: 304-232-6897.

Ownership: Albert V. Dix, pres., 22.5%; Robert W. Ferguson, exec. v.p., 10%; Robert C. Dix, v.p., 22.5%; Raymond E. Dix, secy., 22.5%; Gordon Dix, treas., 22.5%. Dix family also owns radio stations WRAD, Radford, Va., and WWST, Wooster, O., as well as 5 Ohio newspapers, with Albert Dix being publisher of Martins Ferry-Bellaire Times-Leader; Robert Dix, Ravena-Kent Evening Record; Raymond Dix, Wooster Record; Gordon Dix, Defiance Crescent-News & Ashland Times-Gazette and Frankfort, Ky. State Journal.

Began Operation: Oct. 24, 1953. Dix family increased holdings from 30% to 90% by stock purchases from Wheeling Intelligencer and News Register (30%) and Thomas Bloch family and estate after FCC approved transfer of control Dec. 17, 1958 (Television Digest, Vols. 14:46, 48, 52).

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ROBERT W. FERGUSON, exec. v.p., general manager.
GEORGE DIAB, asst. general manager & sales manager.
CYRIL J. ACKERMAN, national sales manager.
GARY VORHEES, program manager.
KIRK JACKSON, regional sales manager.
GEORGE CARROLL, production manager.
WESLEY MANLEY, public affairs director.
MARY NEAL, promotion manager.
WILLIAM NEY, film manager.
HOWARD DAUBENMEYER, chief engineer.

DIGEST OF RATE CARD NO. 10A—(May 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$950.00	\$525.00	\$240.00	\$220.00	\$210.00	\$160.00

NETWORK BASE HOURLY RATE: \$900.

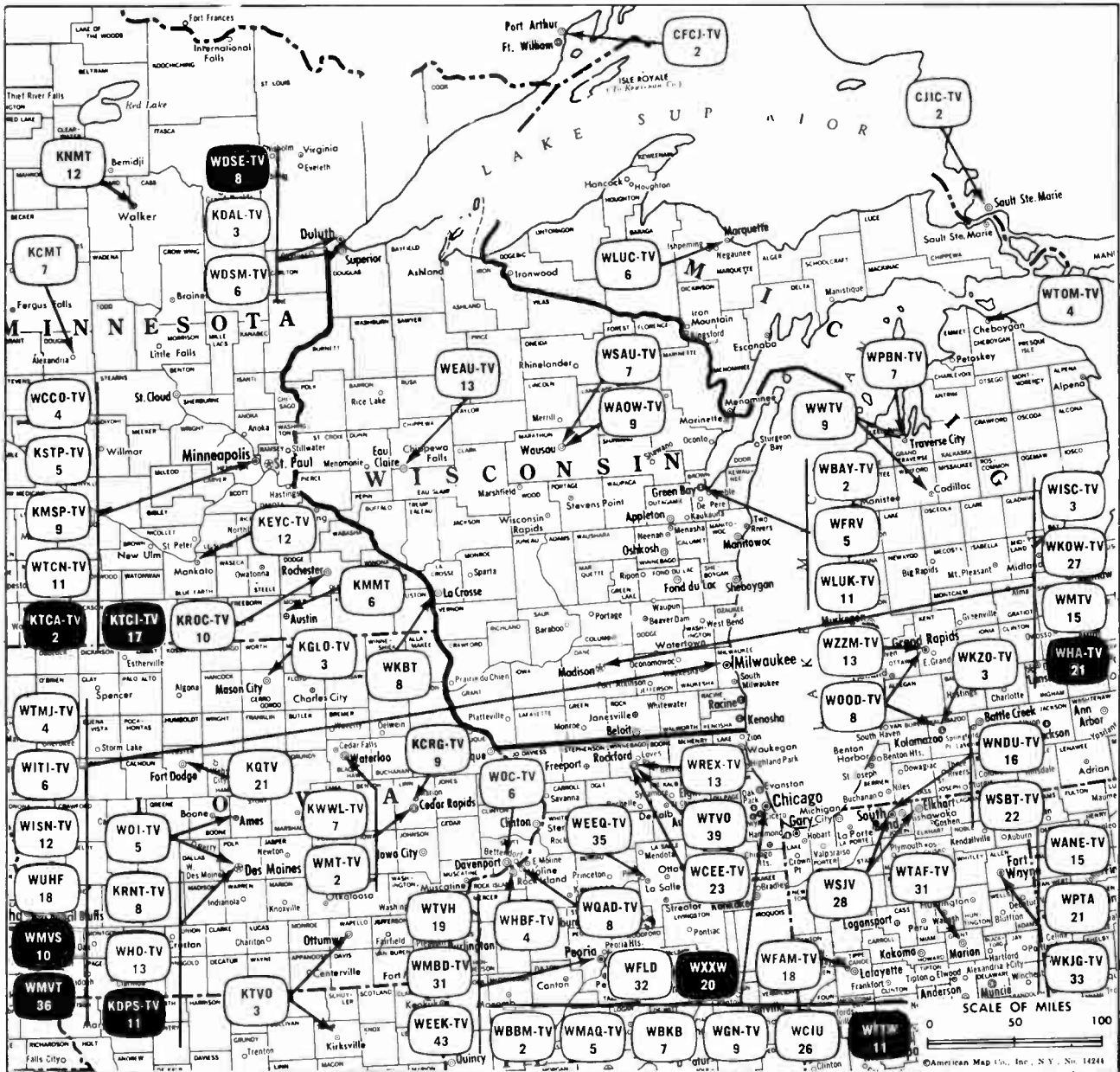
716-b

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MARYLAND			
GARRETT	5,300	4,700	89
OHIO			
BELMONT	25,300	24,500	97
CARROLL	6,000	5,800	97
COLUMBIANA	32,500	31,600	97
COSHOCTON	10,000	9,400	94
GUERNSEY	11,200	10,600	95
HARRISON	5,000	4,800	96
JEFFERSON	28,400	27,700	97
MONROE	4,400	4,100	94
MORGAN	3,500	3,300	93
NOBLE	3,000	2,700	91
STARK	106,500	103,700	97
TUSCARAWAS	23,800	22,700	96
WASHINGTON	15,800	14,900	94
PENNSYLVANIA			
ALLEGHENY	489,800	476,000	97
BEAVER	61,300	59,800	97
BUTLER	33,700	32,800	97
FAYETTE	46,600	44,300	95
GREENE	10,500	10,000	95
LAWRENCE	33,300	32,200	96
WASHINGTON	64,100	62,100	97
WEST VIRGINIA			
BARBOUR	3,500	3,100	89
BROOKE	8,200	8,000	97
DODDRIDGE	1,600	1,400	88
GILMER	1,700	1,500	87
HANCOCK	11,900	11,700	98
HARRISON	21,800	20,900	96
LEWIS	4,900	4,400	91
MARION	18,100	16,900	94

(Continued on page 715-b)

STATION TOTAL	1,200,700	1,156,600	96
NET WEEKLY CIRCULATION (MARCH 65)			319,200
AVERAGE DAILY CIRCULATION (MARCH 65)			189,000
COLOR PENETRATION PERCENTAGE (NOV 65)			11

TV Factbook No. 36



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Milwaukee	583,500	23	864,900	30	842,400	27
Green Bay	296,600	64	439,100	68	424,600	63
Madison	232,700	81	494,900	62	475,400	59
Superior-Duluth	153,800	107	194,900	138	180,100	138
LaCrosse	135,100	126	283,800	108	267,800	105
Wausau	121,400	136	192,100	140	184,000	135
Eau Claire	84,800	161	162,300	155	154,600	148

Note: For additional state data, see next page.



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



AMECO "SALESMOBILE SERVICE"
IN WISCONSIN
PAUL CLARK
6324 Maple
Omaha, Nebraska 68104
Phone: 402-558-0323

Wisconsin

Wisconsin Station Status as of Feb. 1, 1966

- Commercial Television Stations
 Educational Television Stations

VHF	UHF	TOTAL
11	3	14
2	2	4
		18

State Educational Technical Facilities (Complete Data in Educational Directory)

WHA-TV Madison

Ch. 21

Non-Commercial Educational Station

Licensee: University of Wisconsin, Radio Hall.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 158-kw visual, 79.4-kw aural. Antenna: 740-ft. above av. terrain, 700-ft. above ground, 1742-ft. above sea level.

Latitude 43° 03' 20''
Longitude 89° 28' 43''

WMVS-TV Milwaukee

Ch. 10

Non-Commercial Educational Station

Licensee: Board of Vocational & Adult Education, 1015 N. Sixth St., Milwaukee 3.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 159-kw aural. Antenna: 750-ft. above av. terrain, 1079-ft. above ground, 1432-ft. above sea level.

Latitude 43° 05' 24''
Longitude 87° 53' 47''

For Translator Directory

see Section c

WMVT Milwaukee

Ch. 36

Non-Commercial Educational Station

Licensee: Milwaukee Bd. of Vocational & Adult Education, 1015 N. Sixth St., Milwaukee.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 228-kw visual, 21.9-kw aural. Antenna: 440-ft. above av. terrain, 1078-ft. above ground, 1771-ft. above sea level.

Latitude 43° 05' 24''
Longitude 87° 53' 47''

WDSE-TV

Duluth, Minn.-Superior, Wis.

Ch. 8

Non-Commercial Educational Station

Grantee: Duluth-Superior Area Educational TV Corp., c/o George A. Beck, Central High School, Duluth.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 159-kw aural. Antenna: 922-ft. above av. terrain, 803-ft. above ground, 2046-ft. above sea level.

Latitude 46° 47' 21''
Longitude 92° 06' 51''

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

WFRV & WLUK-TV
Marinette
(See Green Bay, Wis.)

KDAL-TV & WDSM-TV
Superior
(See Duluth, Minn.)

Wisconsin—Eau Claire

WEAU-TV

Ch. 13

301

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 55-kw aural. Antenna: 890-ft. above av. terrain, 962-ft. above ground, 1847-ft. above sea level.

Latitude 44° 47' 58"
Longitude 91° 47' 59"

Holds CP for change to 195-kw visual and 38.9-kw aural, 1990-ft. above av. terrain, 1997-ft. above ground, 3077-ft. above sea level, lat. 44° 39' 51", long. 90° 57' 41"; transmitter to 4.4-mi. N of Fairchild, Wis. on County Rd. "H". BMPCT—6001.

Transmitter: 1907 S. Hastings Way.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

Studio: 1907 S. Hastings Way.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WEAU-TV Ref: FCC File No. BPC-3110 Granted 12/7/62

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

WEAU-TV

Network Service: NBC, (ABC on per program basis).

Licensee: Post Bcstg. Corp., 2415 S. Hastings Way (54701).

Telephone: 715-832-3474.

TWX No.: 715-221-0559.

Ownership: Post Broadcasting is a wholly owned subsidiary of Post Corp., publisher of Wis. newspapers The Post-Crescent, Appleton, Milwaukee Star Newspaper Group and Neenah-Menasha Twin City News Record. Post Corp. also owns KTVO (TV), Kirksville, Mo.-Ottumwa, Ia. WLUK-TV, Green Bay, Wis. & WLUC-TV, Marquette, Mich. In addition Post Corp. owns radios WAXX, Chippewa Falls, Wis.; KBIZ, Ottumwa, Ia., WXCO, Wausau, Wis. and WEAU-FM, Eau Claire, Wis. Post Bcstg. officers: V. I. Minahan, pres.; David L. Nelson, v.p. & treas. in charge of bcst. div.; John B. Torinus, v.p.; Elmo Reed, dir. of engineering.

Began Operation: Dec. 17, 1953. Sale to present owner by Morgan Murphy interests approved by FCC May 16, 1962 (Television Digest, Vol. 2:4, 21).

Represented (sales) by George P. Hollingbery Co. (New York & Chicago); William Hurley (Minneapolis).

Personnel:

LEO HOWARD, general manager.
HOWARD TRICKEY, sales manager & film buyer.
BOB FALLIS, chief engineer.

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

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.	\$475.00	\$325.00	\$250.00	\$225.00	\$100.00	\$75.00
NETWORK BASE HOURLY RATE:	\$325 (ABC), \$325 (NBC).					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MINNESOTA			
WABASHA	4,700	4,500	94
WINONA	11,700	10,700	92
WISCONSIN			
BARRON	9,700	9,100	94
BUFFALO	3,900	3,700	95
CHIPPewa	12,100	11,700	97
CLARK	8,400	7,800	93
DUNN	7,000	6,700	95
EAU CLAIRE	17,300	16,600	96
JACKSON	4,300	4,100	94
LA CROSSE	21,500	20,900	97
LINCOLN	6,500	6,300	97
MONROE	8,100	7,700	95
PEPIN	2,100	1,900	94
PIERCE	6,400	6,200	96
PRICE	3,800	3,500	92
RUSK	3,600	3,400	94
TAYLOR	4,500	4,300	95
TREMPEALEAU	6,700	6,200	93
WASHBURN	2,900	2,700	96
WOOD	17,100	16,600	97
STATION TOTAL	162,300	154,600	95

NET WEEKLY CIRCULATION (MARCH 65)	84,800
AVERAGE DAILY CIRCULATION (MARCH 65)	58,500
COLOR PENETRATION PERCENTAGE (NOV 65)	3

See CATV Directory for Wisconsin Systems.

Wisconsin—Green Bay



WBAY-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1205-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 44° 24' 33"
Longitude 88° 00' 00"

Transmitter: Town of DePere, Wis.

TV tape: Recording facilities.

AM Affiliate: WBAY, 5-kw, 1360 kc (CBS).

FM Affiliate: WBAY-FM, 89.2-kw, 101.1 mc (No. 266), 1039-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © SRDS

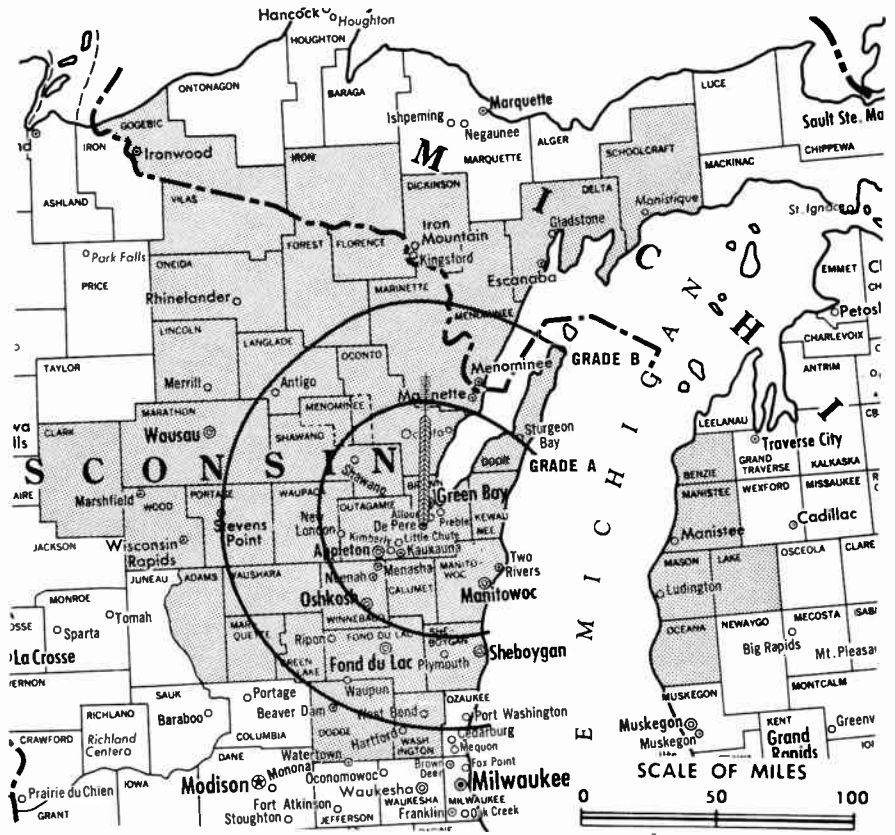
(Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WBAY-TV Ref: FCC File No. BPCT-2851 Granted 8/8/61

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

WBAY-TV

Licensee: Norbertine Fathers, 115 South Jefferson St. (54301).

Studio: 115 South Jefferson St.

Telephone: 715-432-3331. TWX No.: 414-498-3444.

Ownership: Norbertine Fathers (St. Norbert College); Rev. S. M. Killeen, pres. Also owns radio WHBY, Appleton, Wis.

Began Operation: March 17, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Mullin & Connor.

Represented (engineering) by Kear & Kennedy.

Personnel:

HAYDN R. EVANS, general manager.

EARL HUTH, national sales manager.

GREG McELRONE, program director & film buyer.

LYLE LAHEY, sales promotion & merchandising director.

JIM KASTEN, farm director.

DIGEST OF RATE CARD NO. 8

(June 15, 1963)

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

Class AA—6:30-10 p.m., daily.

\$700.00 \$420.00 \$280.00 \$175.00 \$175.00 \$135.00 \$68.00

NETWORK BASE HOURLY RATE: \$850.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
MICHIGAN			
BENZIE	2,000	1,900	94
DELTA	9,600	9,100	95
DICKINSON	6,900	6,700	97
GOGEBIC	7,000	6,600	95
IRON	4,800	4,600	96
LAKE	1,800	1,700	93

MANISTEE	5,700	5,500	96
MASON	6,600	6,100	93
MENOMINEE	6,600	6,400	97
OCEANA	4,700	4,400	94
SCHOOLCRAFT	2,300	2,100	93
WISCONSIN			
ADAMS	2,400	2,200	93
BROWN	36,400	35,800	98
CALUMET	6,200	6,000	97
CLARK	8,400	7,800	93
DODGE	18,300	17,600	96
DOOR	6,000	5,800	97
FLORENCE	800	800	96
FOND DU LAC	21,700	20,900	97
FOREST	1,800	1,600	92
GREEN LAKE	4,800	4,600	96
KEAUWNEE	5,100	4,900	97
LANGLADE	5,100	4,900	96
LINCOLN	6,500	6,300	97
MANITOWOC	22,300	21,900	98
MARATHON	25,100	24,500	98
MARINETTE	9,800	9,600	98
MARQUETTE	2,700	2,500	93
OCONTO	6,700	6,500	96
ONEIDA	6,600	6,300	95
OUTAGAMIE	29,200	28,700	99
PORTAGE	10,100	9,700	96
SHAWANO	9,200	8,800	96
SHEBOYGAN	27,000	26,400	98
VILAS	3,000	2,800	94
WASHINGTON	13,900	13,600	98
WAUPACA	10,400	10,100	97
WAUSHARA	4,100	3,900	95
WINNEBAGO	33,000	32,400	98
WOOD	17,100	16,600	97
STATION TOTAL	411,700	398,600	97

NET WEEKLY CIRCULATION (MARCH 65) 296,600
AVERAGE DAILY CIRCULATION (MARCH 65) 230,200
COLOR PENETRATION PERCENTAGE (NOV 65) 6

Wisconsin—Green Bay



WLUK-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1260-ft. above av. terrain, 1160-ft. above ground, 2046-ft. above sea level.

Latitude 44° 24' 31.4"

Longitude 87° 59' 29"

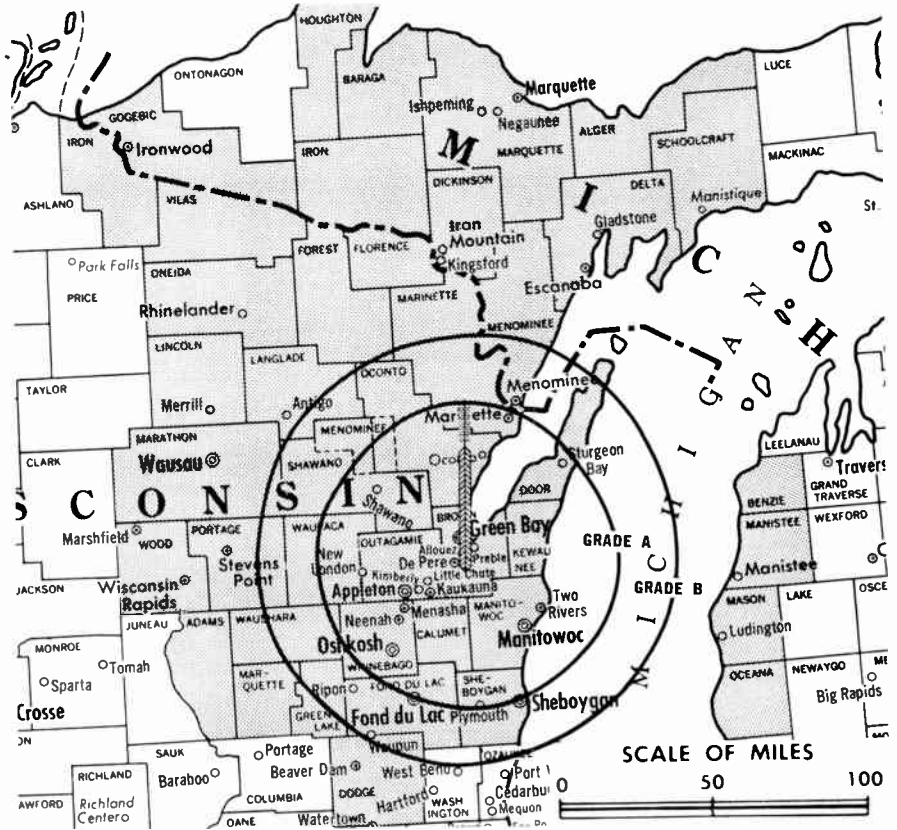
Transmitter: Glenmore Rd., Depere Township.

TV tape: Recording facilities.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.



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

WLUK-TV Ref: FCC File BMPCT-5591 Granted 8/7/62

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

WLUK-TV

Licensee: WLUK Incorporated, P.O. Box 711, 306 Cherry St., Green Bay, Wis. (54305).

Studio: 126 N. Madison St., Green Bay (54301).

Telephone: 414-432-6468. TWX No.: 414-498-3466.

Ownership: Post Corp., 100%. For other interests see WEAU-TV, Eau Clair, Wis.

Began Operation: Aug. 9, 1954. Sale to present group by M & M Broadcasting Co. Inc. approved January 6, 1965 by FCC (Television Digest, Vols. 4:41, 5:2). Sale to M & M Bcstg. by W. E. Walker (50%), J. D. Mackin (23.3%) and associates approved March 19, 1958 by FCC (Vols. 13:52; 14:2, 12).

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

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

Personnel:

- JAMES L. TOMLIN, general manager.
- JOHN B. TORINUS, editor.
- MARSHALL WILLIAMSON, chief engineer.
- JAMES IRWIN, news & sports director.
- MONTY G. STOCK, promotion director.
- KENNETH E. DAVIS, sales manager.
- JOHN CSIA, production manager.
- ELMO REED, director of engineering.

DIGEST OF RATE CARD NO. 12—(Jan. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$800.00	\$475.00	\$260.00	\$170.00	\$225.00	\$100.00

NETWORK BASE HOURLY RATE: \$700.

DELTA	9,600	9,100	95
DICKINSON	6,900	6,700	97
GOGEBIC	7,000	6,600	95
HDUGHTON	9,700	9,000	93
IRON	4,800	4,600	96
MANISTEE	5,700	5,500	96
MARQUETTE	16,000	15,500	97
MASON	6,600	6,100	93
MENOMINEE	6,600	6,400	97
OCEANA	4,700	4,400	94
SCHOOLCRAFT	2,300	2,100	93

WISCONSIN			
ADAMS	2,400	2,200	93
BROWN	36,400	35,800	98
CALUMET	6,200	6,000	97
DODGE	18,300	17,600	96
DOOR	6,000	5,800	97
FLORENCE	800	800	96
FOND DU LAC	21,700	20,900	97
FOREST	1,800	1,600	92
GREEN LAKE	4,800	4,600	96
IRON	2,100	2,000	96
KEWAUNEE	5,100	4,900	97
LANGLADE	5,100	4,900	96
LINCOLN	6,500	6,300	97
MANITOWOC	22,300	21,900	98
MARATHON	25,100	24,500	98
MARINETTE	9,800	9,600	98
MARQUETTE	2,700	2,500	93
OCONTO	6,700	6,500	96
ONEIOA	6,600	6,300	95
OUTAGAMIE	29,200	28,700	99
PORTAGE	10,100	9,700	96
SHAWANO	9,200	8,800	96
SHEBOYGAN	27,000	26,400	98
VILAS	3,000	2,800	94
WAUPACA	10,400	10,100	97
WAUSHARA	4,100	3,900	95
WINNEBAGO	33,000	32,400	98
WOOD	17,100	16,600	97

STATION TOTAL 419,400 405,800 97

NET WEEKLY CIRCULATION (MARCH 65) 279,200
 AVERAGE DAILY CIRCULATION (MARCH 65) 190,500
 COLOR PENETRATION PERCENTAGE (NOV 65) 6

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MICHIGAN			
ALGER	2,300	2,200	95
BARAGA	1,700	1,600	95
BENZIE	2,000	1,900	94

Wisconsin—Green Bay



WFRV-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 93.3-kw visual, 18.6-kw aural. Antenna: 1120-ft. above av. terrain, 999-ft. above ground, 1916-ft. above sea level.

Latitude 44° 24' 21"
Longitude 88° 00' 19"

Transmitter: 3-mi. SE of DePere.

Studio: Mason & Roosevelt Sts.

TV tape: Recording facilities.

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

News Wire Service: AP.

Facsimile Service: AP.

Telephone: 414-437-5411.

TWX No.: 910-263-1258.

Total Households: © SRDS

Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WFRV-TV Ref: FCC File No. BMPCT-4300 Granted 11/2/56

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

WFRV-TV

Licensee: WFRV Inc., Mason & Roosevelt Sts. (54301).

Ownership: WFRV Inc., 100% owned by WAVE Inc. For owners & other interests, see WAVE-TV, Louisville, Ky.

Began Operation: May 21, 1955. Sale to present owner by S. N. Pickard group approved Jan. 4, 1961 by FCC (Television Digest, Vol. 16:49; 17:2).

Represented (sales) by The Katz Agency.

Represented (legal) by Covington & Burling.

Personnel:

JANE MORTON NORTON, president.
H. LEE BROWNING, v.p. & general manager.
BOB SOUTHARD, general sales manager.
HARRY RIEGERT, program manager & film buyer.
HARRY HILL, chief engineer.
MIKE CLARK, operations manager.
HARRY RIEGERT, promotion manager.

DIGEST OF RATE CARD NO. A12—(June 1, 1965)

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

Class AA—7-10 p.m., daily.

\$800.00 \$440.00 \$280.00 \$180.00 \$175.00 \$150.00 \$75.00

NETWORK BASE HOURLY RATE: \$725.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
MICHIGAN			
ALGER	2,300	2,200	95
BARAGA	1,700	1,600	95
BENZIE	2,000	1,900	94
DELTA	9,600	9,100	95
DICKINSON	6,900	6,700	97
GOGEBIC	7,000	6,600	95
HOUGHTON	9,700	9,000	93
IRON	4,800	4,600	96
MANISTEE	5,700	5,500	96

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	
		HOMES	PER
MARQUETTE	16,000	15,500	97
MASON	6,600	6,100	93
MENOMINEE	6,600	6,400	97
OCEANA	4,700	4,400	94
ONTONAGON	3,100	2,800	91
SCHOOLCRAFT	2,300	2,100	93

WISCONSIN	TOTAL HOUSEHOLDS	HOMES	PER
ADAMS	2,400	2,200	93
BROWN	36,400	35,800	98
CALUMET	6,200	6,000	97
DODGE	18,300	17,600	96
DOOR	6,000	5,800	97
FLORENCE	800	800	96
FOND DU LAC	21,700	20,900	97
FOREST	1,800	1,600	92
GREEN LAKE	4,800	4,600	96
JUNEAU	4,800	4,400	92
KEWAUNEE	5,100	4,900	97
LANGLADE	5,100	4,900	96
LINCOLN	6,500	6,300	97
MANITOWOC	22,300	21,900	98
MARATHON	25,100	24,500	98
MARINETTE	9,800	9,600	98
MARQUETTE	2,700	2,500	93
OCONTO	6,700	6,500	96
ONEIDA	6,600	6,300	95
OUTAGAMIE	29,200	28,700	99
PORTAGE	10,100	9,700	96
SHAWANO	9,200	8,800	96
SHEBOYGAN	27,000	26,400	98
VILAS	3,000	2,800	94
WASHINGTON	13,900	13,600	98
WAUPACA	10,400	10,100	97
WAUSHARA	4,100	3,900	95
WINNEBAGO	33,000	32,400	98
WOOD	17,100	16,600	97
STATION TOTAL	439,100	424,600	97

NET WEEKLY CIRCULATION (MARCH 65) 292,500
AVERAGE DAILY CIRCULATION (MARCH 65) 203,500
COLOR PENETRATION PERCENTAGE (NOV 65) 6

Wisconsin—La Crosse



WKBT
Ch. 8



Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1540-ft. above av. terrain, 1625-ft. above ground, 2449-ft. above sea level.

Latitude 44° 05' 28"
Longitude 91° 20' 15"

Transmitter: 1-mi. NE of Galesville, Wis.

AM Affiliate: WKBH, 5-kw, 1410 kc (NBC).

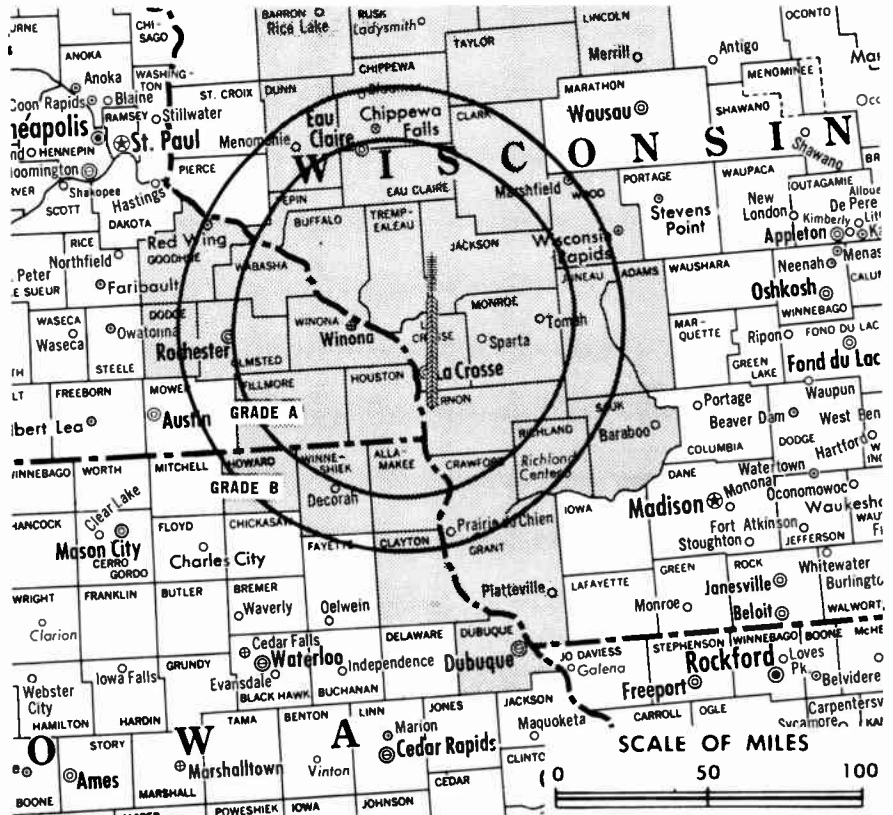
O & O Translator: K12DZ, Prairie du Chien, Wis. & McGregor, Ia.

Color: Network.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

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



WKBT Ref: FCC File No. BPC-2917 Granted 7/25/62

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

WKBT

Network Service: ABC, CBS, NBC.

Licensee: WKBH Television Inc., 141 S. 6th St. (54601).

Studio: 141 S. 6th St.

Telephone: 2-4678.

TWX No.: 608-441-8611.

Ownership: La Crosse Tribune, 27.5%; Howard Dahl, 21%; Kenneth Dahl, 9.6%; Catherine Dahl Wood and Dorothy Dahl Martineau, 9.2% each; W. T. Burgess, 10%; following each owning 2%: Charles D. Gellatt, Allan Schilling, Ray Ping, Runge Sletten, Orval Nelson; following, each owning 1%: Fred Ristow, E. L. Burgess, Ed Keefe; R. L. Bangsberg, .5%.

Began Operation: Aug. 1, 1954.

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

HOWARD DAHL, general manager.
KARL FRIEDLINE, assistant manager.
ROBERT Z. MORRISON, sales manager.
EDWARD HUTCHINGS, program manager & film buyer.
PAUL MORSCH, news director.
AL LEEMAN, chief engineer.

DIGEST OF RATE CARD NO. 8-A (Dec. 15, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:31-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$130.00	\$120.00	\$105.00 \$55.00
NETWORK BASE HOURLY RATE:	\$450 (ABC),	\$450 (CBS),	\$500 (NBC).			

For County-by-County ARB Data,
see Section a.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
IOWA			
ALLAMAKEE	4,500	4,200	93
CLAYTON	6,500	5,900	91
DUBUQUE	22,500	20,800	93
HOWARD	3,800	3,300	88
WINNESHIEK	5,900	5,400	92
MINNESOTA			
DODGE	3,700	3,400	91
FILLMORE	6,800	6,300	93
GOODHUE	10,000	9,400	94
HOUSTON	4,800	4,400	93
OLMSTED	20,600	19,600	95
WABASHA	4,700	4,500	94
WINONA	11,700	10,700	92
WISCONSIN			
ADAMS	2,400	2,200	93
BARRON	9,700	9,100	94
BUFFALO	3,900	3,700	95
CHIPPewa	12,100	11,700	97
CLARK	8,400	7,800	93
CRAWFORD	4,100	3,900	96
DUNN	7,000	6,700	95
EAU CLAIRE	17,300	16,600	96
GRANT	12,700	11,900	94
JACKSON	4,300	4,100	94
JUNEAU	4,800	4,400	92
LA CROSSE	21,500	20,900	97
LINCOLN	6,500	6,300	97
MONROE	8,100	7,700	95
PEPIN	2,100	1,900	94
RICHLAND	4,600	4,400	94
RUSK	3,600	3,400	94
SAUK	10,000	9,500	95
TAYLOR	4,500	4,300	95
TREMPEALEAU	6,700	6,200	93
VERNON	6,900	6,600	95
WOOD	17,100	16,600	97
STATION TOTAL	283,800	267,800	94

NET WEEKLY CIRCULATION (MARCH 65) 135,100
AVERAGE DAILY CIRCULATION (MARCH 65) 97,600
COLOR PENETRATION PERCENTAGE (NOV 65) 4

Wisconsin—Madison



WISC-TV

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 56.2-kw visual, 11-kw aural. Antenna: 1190-ft. above av. terrain, 1107-ft. above ground, 2227-ft. above sea level.

Latitude 43° 01' 52"
Longitude 89° 30' 18"

Transmitter: Hwy. PD., 6-mi. WSW of Madison.

Color: Network, film & slide.

News Wire Service: UPI.

TV tape: Recording facilities.

Represented (engineering) by Jules Cohen & Assoc.

Total Households: © SRDS

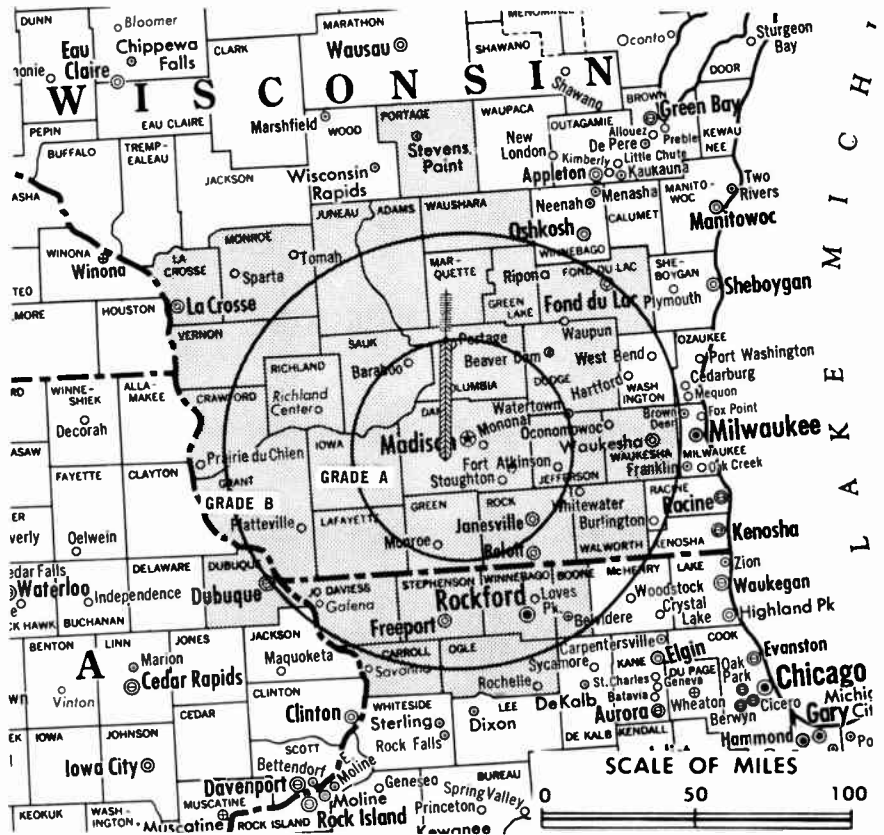
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WISC-TV Ref: FCC File No. BPT-2522 Granted 8/1/58

©American Map Co., Inc., N.Y., No. 14241

WISC-TV

Licensee: Television Wisconsin Inc., Communications Center, 4801 W. Beltline Hwy. (53711).

Studio: 4801 W. Beltline Hwy.

Telephone: 608-233-9791.

TWX No.: 608-654-8212.

Ownership: Evening Telegraph Co., 34.8%; Ralph M. Immell, pres., 20%; Russell A. Nelson, v.p., 7.5%; Ralph R. O'Connor, secy., 7.5%; H. Kenneth Harley, treas., 7.5%; Morgan Murphy, 15.2%; George H. Johnson, 7.5%. Evening Telegraph Co., owned by Mr. Murphy, publishes Superior Evening Telegram. He also publishes other newspapers and Morgan Murphy interests own KXLY-TV, Spokane, Wash.

Began Operation: June 24, 1956.

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

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Personnel:

RALPH O'CONNOR, general manager.

RICHARD S. NICKESON, sales manager.

DAN IMHOFF, program director & film buyer.

WALTER HARIU, chief engineer & operations manager.

DIGEST OF RATE CARD NO. 5

(June 1, 1964)

Hour	30 Sec.	15 Min.	5 Min.	or More	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$750.00	\$450.00	\$270.00	\$225.00	\$250.00	\$175.00
NETWORK BASE HOURLY RATE:	\$700.					

For Other Newspapers
Operating Television Stations,
see the Newspaper Ownership Section

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	HOMES PER
ILLINOIS			
BOONE	6,400	6,100	96
CARROLL	6,100	5,800	97
JO DAVIESS	6,400	6,000	94
OGLE	12,200	11,700	96
STEPHENSON	14,900	14,300	96
WINNEBAGO	70,200	68,100	97
IOWA			
DUBUQUE	22,500	20,800	93
WISCONSIN			
ADAMS	2,400	2,200	93
COLUMBIA	11,100	10,600	96
CRAWFORD	4,100	3,900	96
DANE	70,900	67,700	95
DODGE	18,300	17,600	96
FOND DU LAC	21,700	20,900	97
GRANT	12,700	11,900	94
GREEN	7,900	7,600	96
GREEN LAKE	4,800	4,600	96
IOWA	5,300	5,000	95
JEFFERSON	15,600	15,100	97
JUNEAU	4,800	4,400	92
LA CROSSE	21,500	20,900	97
LAFAYETTE	4,900	4,700	95
MARQUETTE	2,700	2,500	93
MONROE	8,100	7,700	95
PORTAGE	10,100	9,700	96
RICHLAND	4,600	4,400	94
ROCK	36,100	35,200	97
SAUK	10,000	9,500	95
VERNON	6,900	6,600	95
WALWORTH	16,600	16,100	97
WAUKESHA	51,000	49,900	98
WAUSHARA	4,100	3,900	95
STATION TOTAL	494,900	475,400	96

NET WEEKLY CIRCULATION (MARCH 65) 232,700
AVERAGE DAILY CIRCULATION (MARCH 65) 155,200
COLOR PENETRATION PERCENTAGE (NOV 65) 8

Wisconsin—Madison

abc **WKOW-TV**
Ch. 27

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 222-kw max. and 195.5-kw horizontal visual, 33.3-kw max. and 29.33-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1182-ft. above ground, 2245-ft. above sea level electrically tilted .5°.

Latitude 43° 03' 09"
Longitude 89° 28' 41.6"

Transmitter: Gilbert Rd. (53701).

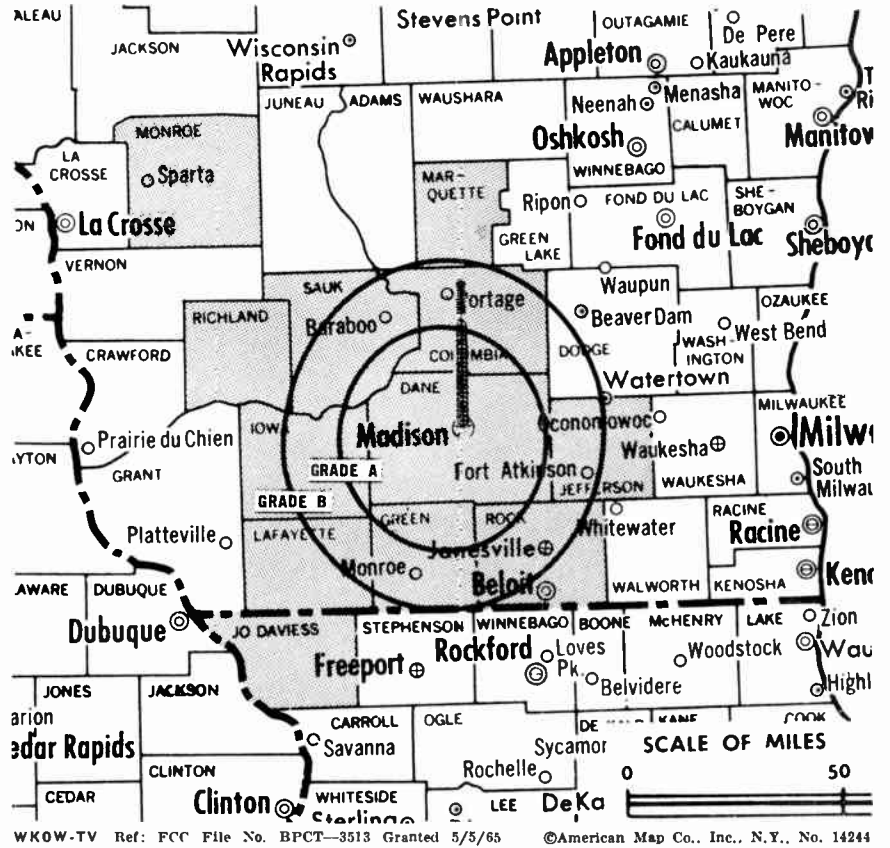
AM Affiliate: WKOW, 10-kw (5-kw night), 1070 kc (CBS).

Color: Network, film & tape.

News Wire Service: UPI.

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

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



WKOW-TV

Network Service: ABC.

Grantee (STA): Midcontinent Broadcasting Co. of Wisconsin Inc., 5727 Tokay Blvd., Madison (53701).

Studio: 5727 Tokay Blvd.

Telephone: 608-238-5891.

TWX No.: 608-654-8213.

Ownership: Midcontinent Bcstg. Co., 80%; Wayne H. Williams, 6%; Evans A. Nord, 6%; Anton J. Moe, 6%; Ben Hovel, 1%.

Began Operation: June 30, 1953. Sale to present owners by Monona Bcstg. Co. approved July 20, 1960 by FCC (Television Digest, Vol. 16:24, 26, 30).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (sales) by Adam Young Inc. & Wayne-Evans (Minneapolis).

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

Personnel:

N. L. BENTSON, president.
ANTON J. (TONY) MOE, executive v.p. & general manager.
BEN F. HOVEL, general sales manager.
JOHN SCHERMERHORN, sales promotion manager.
BOB WICKHEM, chief engineer.

DIGEST OF MID/WIS RATE CARD NO. 1 WKOW-TV & WAOW-TV (April 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—6:30-10 p.m., daily.	\$750.00	\$460.00	\$300.00	\$220.00	\$165.00* \$125.00*

*Class AA—6:30-10:01 p.m., daily.
Sold in combination with WAOW-TV, Wausau.

NETWORK BASE HOURLY RATE: \$400. Combination rate with WAOW-TV: \$875.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ILLINOIS			
JO DAVIESS	6,400	6,000	94
WISCONSIN			
COLUMBIA	11,100	10,600	96
OANE	70,900	67,700	95
GREEN	7,900	7,600	96
IOWA	5,300	5,000	95
JEFFERSON	15,600	15,100	97
LAFAYETTE	4,900	4,700	95
MARQUETTE	2,700	2,500	93
MONROE	8,100	7,700	95
RICHLAND	4,600	4,400	94
ROCK	36,100	35,200	97
SAUK	10,000	9,500	95
STATION TOTAL	183,600	176,000	96

NET WEEKLY CIRCULATION (MARCH 65)	113,800
AVERAGE DAILY CIRCULATION (MARCH 65)	71,600
COLOR PENETRATION PERCENTAGE (NOV 65)	8



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Wisconsin—Madison



WMTV



Ch. 15

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 950-kw max. and 727-kw horizontal visual, 95-kw max. and 72.7-kw horizontal aural. Antenna: 1163-ft. above av. terrain, 1164-ft. above ground, 2222-ft. above sea level.

Latitude 43° 03' 01"
Longitude 89° 29' 15"

Transmitter: W Beltline Hwy.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: AP.

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

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



WMTV Ref: FCC File No. B1MPCT-6137 Granted 8/30/65

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WMTV

Licensee: Wisconsin Valley TV Corp., 615 Forward Dr., Madison (53711).

Studio & Business Office: 615 Forward Dr., Box 4269.

Telephone: 608-233-5381. TWX No.: 608-654-8214.

Ownership: Wisconsin Valley TV Corp. (see WSAU-TV, Wausau, Wis.).

Began Operation: July 8, 1953. Sale to present owner by Forward Television Inc. approved May 15, 1963, by FCC (Television Digest, Vol. 3:20). Sale to Forward Television by WTVJ interests (Mitchell Wolfson) approved April 2, 1958 by FCC (Television Digest, Vol. 14:10, 14). Previous sale to WTVJ interests by founding Gerald A. Bartell family approved July 25, 1957 by FCC (Vol. 13:26, 30).

Represented (sales) by The Meeker Co. Inc.; Harry Hyett & Co. (Minneapolis).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Walter F. Kean.

Personnel:

- THOMAS E. BOLGER, general manager.
- ADDISON SPRAGUE, sales manager.
- GEORGE PLENDERLEITH, film director.
- WANDA MONTZ, merchandising manager.
- DON SCHMITT, news director.
- JUDY THIELMANN, women's director.
- L. STANLEY SADLER, chief engineer.
- JACK CROWLEY, program manager.

DIGEST OF RATE CARD NO. 11—(Oct. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.	\$175.00	\$120.00	\$95.00	\$70.00	\$70.00	\$35.00

Note: For combination rates, see WSAU-TV, Wausau.

NETWORK BASE HOURLY RATE: \$300.

For Group Ownership, see Section c

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ILLINOIS			
JO DAVIESS	6,400	6,000	94
WISCONSIN			
COLUMBIA	11,100	10,600	96
DANE	70,900	67,700	95
DODGE	18,300	17,600	96
GRANT	12,700	11,900	94
GREEN	7,900	7,600	96
IOWA	5,300	5,000	95
JEFFERSON	15,600	15,100	97
LAFAYETTE	4,900	4,700	95
MARQUETTE	2,700	2,500	93
MONROE	8,100	7,700	95
RICHLAND	4,600	4,400	94
ROCK	36,100	35,200	97
SAUK	10,000	9,500	95
STATION TOTAL	214,600	205,500	96

NET WEEKLY CIRCULATION (MARCH 65) 121,500
AVERAGE DAILY CIRCULATION (MARCH 65) 78,400
COLOR PENETRATION PERCENTAGE (NOV 65) 8

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Wisconsin—Milwaukee



WISN-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1105-ft. above ground, 1735-ft. above sea level.

Latitude 43° 06' 41"
Longitude 87° 55' 38"

Transmitter: 5201 N. Milwaukee River Pkwy.

TV tape: Recording facilities.

AM Affiliate: WISN, 5-kw, 1150 kc (ABC).

FM Affiliate: WISN-FM, 3.7-kw, 97.3 mc (No. 247).

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

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



WISN-TV Ref: FCC File No. BMPCT-3231 Granted 7/20/55

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WISN-TV

Licensee: Hearst Corp., 759 North 19th St., Milwaukee (53233).

Studio: 19th & Wells Sts.

Telephone: 414-342-3000. TWX No.: 414-344-9305.

Ownership: Hearst Corp. Same interests operate WBAL-TV, Baltimore, WTAE, Pittsburgh, and radio stations WISN, Milwaukee, WBAL, Baltimore, and (through affiliation) WCAE Inc., operator of WRYT & FM, Pittsburgh. It also owns radio WAPA, San Juan, P.R.

Began Operation: October 26, 1954 as WTVW; sale to present owners by group headed by L. F. Gran, Paul A. Pratt & Loron Thurwachter approved by FCC March 2, 1955 (Television Digest, Vol. 11:2, 5, 10).

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

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

- JAMES BUTLER, v.p. & general manager.
- RICHARD FOERSTER, general sales manager.
- KENNETH WALIGORSKI, program director & film buyer.
- DAVID A. DOYLE, promotion-publicity director.
- FRED KOESTERING, merchandising & marketing director.
- PATT BARNES, public affairs director.
- JON ESTHER, news director.
- RICHARD JOHNSON, sports director.
- RALPH KUEHN, production director.
- JERRY LOEBE, film director.
- WAYNE BARRINGTON, chief engineer.

DIGEST OF RATE CARD NO. 14—(March 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A-6—6:30-10 p.m., daily.	\$1500.00	\$900.00	\$560.00	\$640.00	\$320.00
NETWORK BASE HOURLY RATE: \$1500.					

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MICHIGAN			
OCEANA	4,700	4,400	94
WISCONSIN			
CALUMET	6,200	6,000	97
COLUMBIA	11,100	10,600	96
DODGE	18,300	17,600	96
FOND DU LAC	21,700	20,900	97
GREEN LAKE	4,800	4,600	96
JEFFERSON	15,600	15,100	97
KENOSHA	33,900	33,100	98
MANITOWOC	22,300	21,900	98
MARQUETTE	2,700	2,500	93
MILWAUKEE	339,600	330,700	97
OZAUKEE	12,300	12,000	98
RACINE	44,600	43,800	98
ROCK	36,100	35,200	97
SHEBOYGAN	27,000	26,400	98
WALWORTH	16,600	16,100	97
WASHINGTON	13,900	13,600	98
WAUKESHA	51,000	49,900	98
STATION TOTAL	682,400	664,400	97

NET WEEKLY CIRCULATION (MARCH 65)	551,500
AVERAGE DAILY CIRCULATION (MARCH 65)	382,400
COLOR PENETRATION PERCENTAGE (NOV 65)	11

For Other Sales and Transfers of TV Stations
see Section c

Wisconsin—Milwaukee



WTMJ-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 900-ft. above av. terrain, 1035-ft. above ground, 1672-ft. above sea level.

Latitude 43° 05' 29"
Longitude 87° 54' 07"

Transmitter: 720 E. Capitol Drive, Milwaukee (53211).

TV tape: Recording facilities.

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

FM Affiliate: WTMJ-FM, 4.6-kw, 94.5 mc (No. 233), 980-ft. antenna height.

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

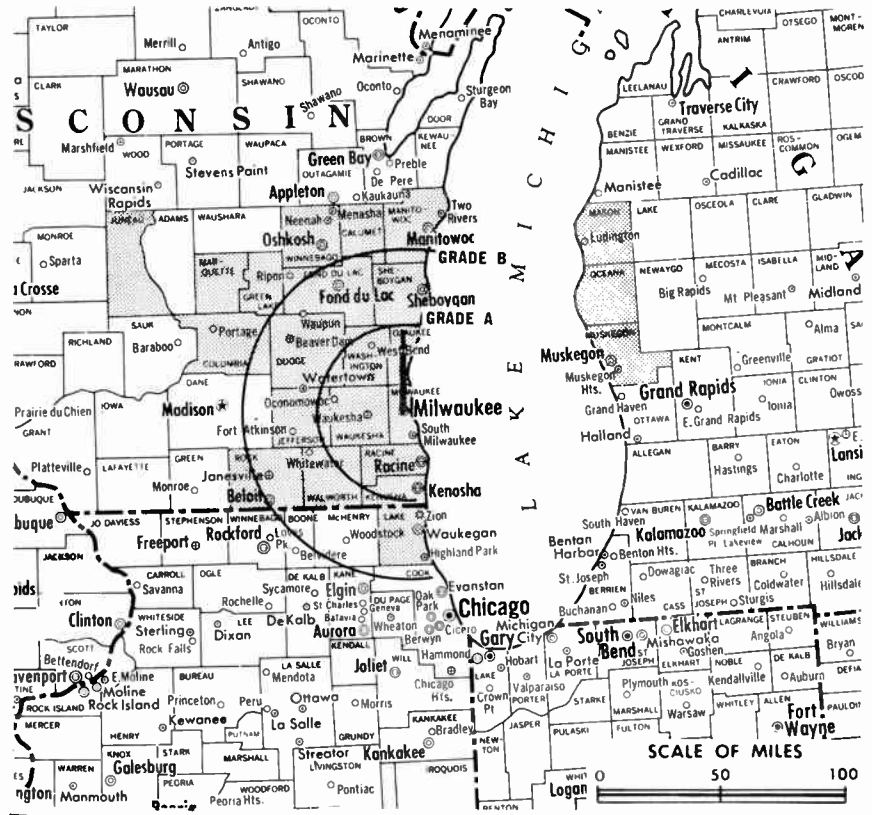
News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: UPI.

Represented (engineering) by Jansky & Bailey.

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



WTMJ-TV Ref: FCC File No. BM'CT-860 Granted 7/11/52

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WTMJ-TV

Licensee: The Journal Co., 333 W. State St.

Studio: 720 E. Capitol Drive, Milwaukee, Wis. (53212).

Telephone: 414-271-6000. TWX No.: 414-964-4881.

Ownership: The Journal Co. (Milwaukee Journal). The Journal Co. owns 80% of Teletron Inc. which operates a CATV system in Wausau, Wis.

Began Operation: Dec. 3, 1947.

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

Represented (legal) by Hogan & Hartson.

Personnel:

- GEORGE COMTE, v.p. & general manager, radio & TV.
- SPRAGUE VONIER, station & national sales manager.
- ROBERT J. HEISS, manager, radio & TV.
- ROGER MICHELN, local sales manager.
- ROBERT PETRIE, program manager.
- HUGO BIRMINGHAM, production supervisor.
- JIM FITZGERALD, film editor.
- JACK KRUEGER, manager of news & public affairs.
- ARTHUR OLSZYK, news editor.
- BILL HOEFT, farm director.
- WILLIAM McCORMACK, continuity manager.
- PHILLIP B. LAESER, manager, AM & TV engineering.
- EDWIN L. CORDES, TV chief engineer.
- HENRY GOEDEN, field supervisor.

DIGEST OF RATE CARD NO. 31—(Dec. 15, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6:30-10:30 p.m., daily.	\$1600.00	\$960.00	\$640.00	\$550.00*	\$475.00*	\$275.00**

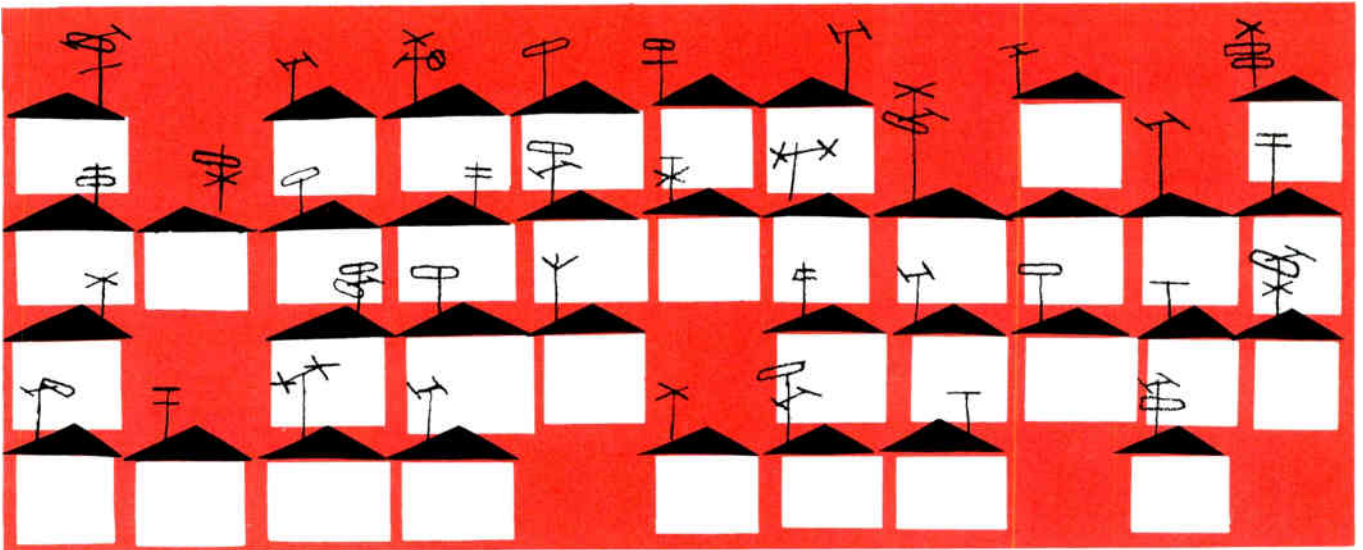
*Class AAA—6:30-10:30 p.m., Mon.-Fri.; 6:30-11:30 p.m., Sat.

NETWORK BASE HOURLY RATE: \$1800.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ILLINOIS			
LAKE	90,400	88,900	98
MICHIGAN			
MASON	6,600	6,100	93
MUSKOGON	45,400	44,100	97
OCEANA	4,700	4,400	94
SCHOOLCRAFT	2,300	2,100	93
WISCONSIN			
CALUMET	6,200	6,000	97
COLUMBIA	11,100	10,600	96
DOOGEE	18,300	17,600	96
FOND DU LAC	21,700	20,900	97
GREEN LAKE	4,800	4,600	96
JEFFERSON	15,600	15,100	97
JUNEAU	4,800	4,400	92
KENOSHA	33,900	33,100	98
MANITOWOC	22,300	21,900	98
MARQUETTE	2,700	2,500	93
MILWAUKEE	339,600	330,700	97
OZAUKEE	12,300	12,000	98
RACINE	44,600	43,800	98
ROCK	36,100	35,200	97
SHEBOYGAN	27,000	26,400	98
WALWORTH	16,600	16,100	97
WASHINGTON	13,900	13,600	98
WAUKESHA	51,000	49,900	98
WINNEBAGO	33,000	32,400	98
STATION TOTAL	864,900	842,400	97

NET WEEKLY CIRCULATION (MARCH 65)	583,500
AVERAGE DAILY CIRCULATION (MARCH 65)	425,900
COLOR PENETRATION PERCENTAGE (NOV 65)	11

For ARB County-by-County Data, see Section a.



AFTER KNOCKING ON 935 DOORS.....

**MR. MAGID FOUND OUT MILWAUKEEANS
ARE CRAZY ABOUT US.**

For example, they think WTMJ-TV is the most professional, most modern, most mature television station in Milwaukee. They feel WTMJ-TV has the best, most complete news. And the most experienced, most professional news staff.

What about weathercasts? They like those on WTMJ-TV best. They like our weatherman most of all, too. Sports? The majority said WTMJ-TV has the top coverage. Best sports staff, too. And movies? There again Milwaukeeans prefer to watch ours.*

What's all this mean to you? Simply this: Since WTMJ-TV is first choice with Milwaukeeans, shouldn't it be first choice with your Milwaukee television plans? Of course it should.

**From a study of attitudes and opinions, Frank N. Magid Associates.
For further information, contact WTMJ-TV or its national representatives.*

MILWAUKEE RESPONDS TO WTMJ-TV

CHANNEL 4
THE MILWAUKEE JOURNAL STATION
NBC in Milwaukee

Represented by: HARRINGTON, RIGHTER & PARSONS — New York • Chicago
San Francisco • Atlanta • Boston • St. Louis • Los Angeles

Wisconsin—Milwaukee



WITI-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1078-ft. above ground, 1720-ft. above sea level.

Latitude 43° 05' 24"
Longitude 87° 53' 47"

Transmitter: NE corner of Capitol Dr. & Estabrook Pkwy., Shorewood, Wis.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Total Households: © SRDS

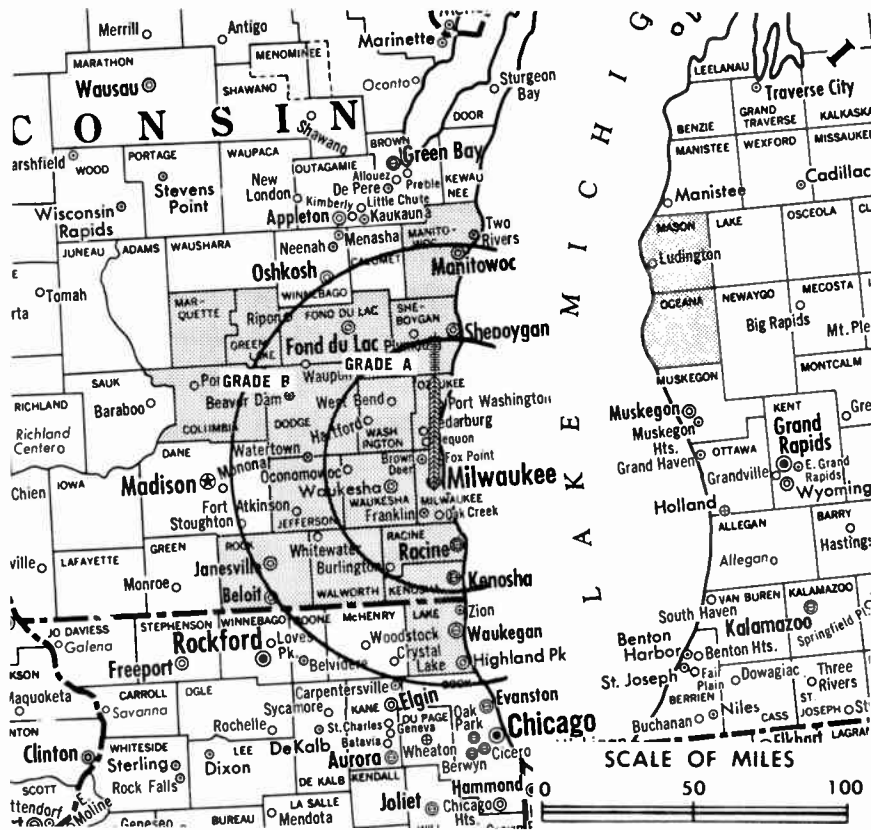
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

*County coverage (shaded areas) based on 1965

ARB study.



WITI-TV Ref: FCC File No. BPCT-2807 Granted 3/29/61

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

WITI-TV

Licensee: Storer Broadcasting Co., Box 6337, Station F, Milwaukee.

Studios: 5445 N. 27th St., Milwaukee, Wis. 53209.

Telephone: 414-462-6666. TWX No.: 414-322-8409.

Ownership: Storer Broadcasting Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see Group Ownership.

Began Operation: May 21, 1956.

Represented (legal) by Warren C. Zwicky.

Represented (sales) by Storer Television Sales Inc.

Personnel:

- STANTON P. KETTLER, president.
- ROGER W. Le GRAND, v.p. & general manager.
- WILLIAM J. FLYNN, general sales manager.
- ROBERT A. OLIVER, operations manager & film buyer.
- JIM MAJOR, production manager.
- CONRAD C. KAMINSKI, promotion manager.
- CARL G. ZIMMERMANN, news director.
- ROBERT TRUSCOTT, chief engineer.

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

Hour 30 Min. 15 Min. 10 Min. Min.* 20 Sec.* 10 Sec.*
Class AA—6:30-10 p.m., daily.
\$1800.00 \$1200.00 \$900.00 \$750.00 \$550.00 \$400.00 \$250.00

*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1700.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
ILLINOIS			
LAKE	90,400	88,900	98
MICHIGAN			
MASON	6,600	6,100	93
OCEANA	4,700	4,400	94
WISCONSIN			
COLUMBIA	11,100	10,600	96
DODGE	18,300	17,600	96
FOND DU LAC	21,700	20,900	97
GREEN LAKE	4,800	4,600	96
JEFFERSON	15,600	15,100	97
KENOSHA	33,900	33,100	98
MANITOWOC	22,300	21,900	98
MARQUETTE	2,700	2,500	93
MILWAUKEE	339,600	330,700	97
OZAUKEE	12,300	12,000	98
RACINE	44,600	43,800	98
ROCK	36,100	35,200	97
SHEBOYGAN	27,000	26,400	98
WALWORTH	16,600	16,100	97
WASHINGTON	13,900	13,600	98
WAUKESHA	51,000	49,900	98
STATION TOTAL	773,200	753,400	97

NET WEEKLY CIRCULATION (MARCH 65) 562,300
AVERAGE DAILY CIRCULATION (MARCH 65) 397,600
COLOR PENETRATION PERCENTAGE (NOV 65) 11

Wisconsin—Milwaukee

WUHF

Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 440-kw maximum and 256-kw horizontal visual, 44.0-kw maximum and 25.6-kw horizontal aural. Antenna: 530-ft. above av. terrain, 661-ft. above ground, 1271-ft. above sea level.

Latitude 43° 02' 20"
Longitude 87° 55' 04"

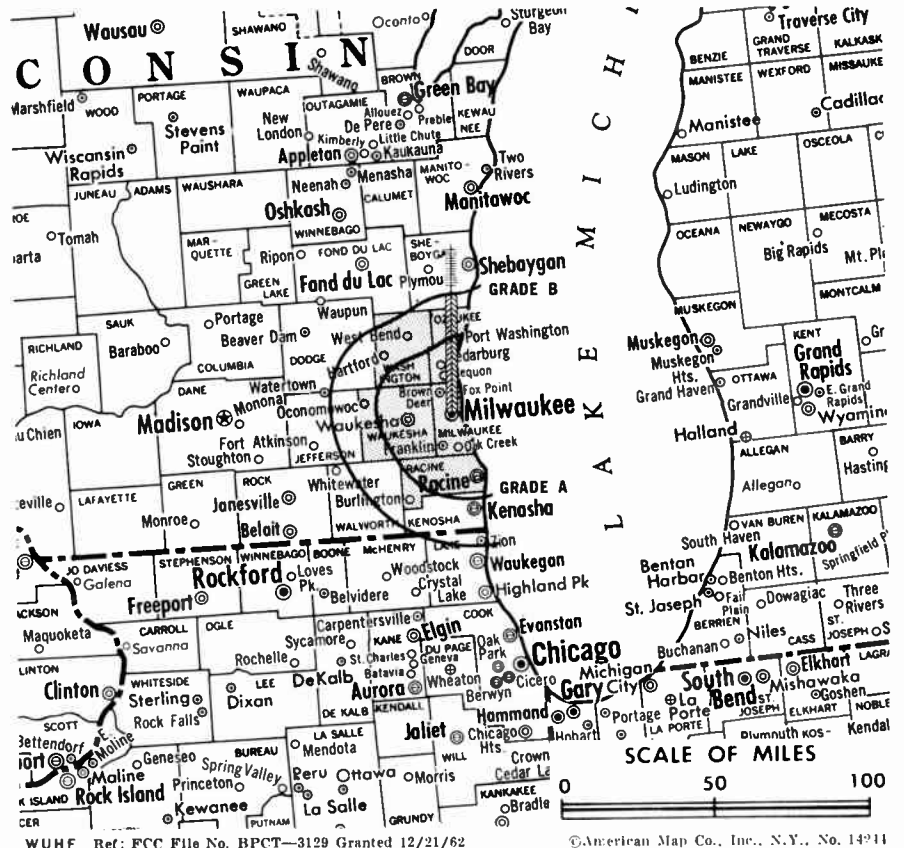
Transmitter: Schroeder Hotel.

TV tape: Recording facilities.

Color: Network.

News Wire Service: UPI.

Represented (engineering) by Raymond Rohrer & Assoc.



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

WUHF

Network Service: None, independent.

Licensee: WXIX Inc., Schroeder Hotel, Milwaukee (53203).

Studio: Schroeder Hotel. Telephone: 414-272-1818.

Ownership: Harold Sampson, 43%; Bernard Sampson, 43%; Herbert S. Wilk, 9%; Lawrence M. Turet, 5%.

Began Operation: July 20, 1959. Sale of 51% by Gene Posner to Harold and Bernard Sampson approved Aug. 9, 1962 by FCC (Television Digest, Vol. 2:26). Note: Sale pending to WKY-TV.

Represented (sales) by Vic Piano Assoc. Inc.

Represented (legal) by Becker & Silberberg.

Personnel:

B. J. SAMPSON, president.
LAWRENCE M. TURET, exec. v.p., general manager & film buyer.
CHUCK OLSON, operations director.
WARD CHASE, news director.
BOB LERSCH, engineering supervisor.
LEW BREYER, commercial manager.
BILL HARMAN, film director.

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

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6-11 p.m., daily.
\$450.00 \$270.00 \$170.00 \$150.00 \$105.00 \$60.00 \$50.00 \$35.00

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
WISCONSIN			
MILWAUKEE	339,600	330,700	97
OZAUKEE	12,300	12,000	98
RACINE	44,600	43,800	98
WASHINGTON	13,900	13,600	98
WAUKESHA	51,000	49,900	98
STATION TOTAL	461,400	450,000	98

NET WEEKLY CIRCULATION (MARCH 65) 112,700
AVERAGE DAILY CIRCULATION (MARCH 65) 32,500
COLOR PENETRATION PERCENTAGE (NOV 65) 11

Wisconsin—Wausau



WAOW-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 20.4-kw aural. Antenna: 990-ft. above av. terrain, 547-ft. above ground, 2251-ft. above sea level.

Latitude 44° 55' 10"
Longitude 89° 41' 12"

Requests 20.3-kw aural.

Transmitter: Rib Mountain.

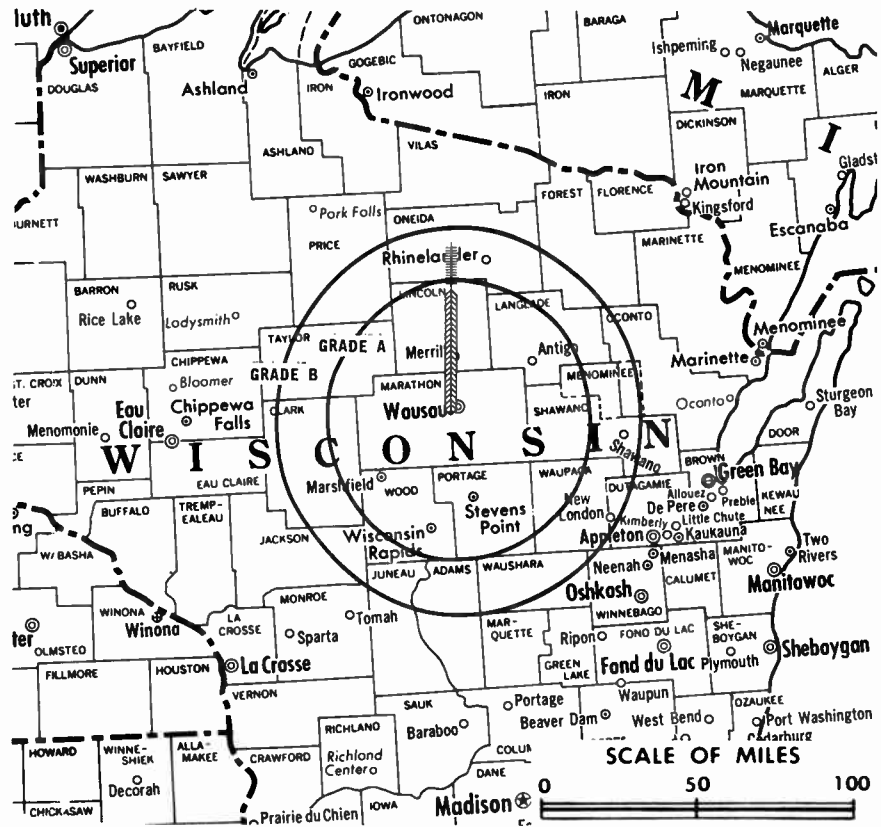
Studio: 1908 Grand Ave., Wausau (54401).

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

319



WAOW-TV Ref: FCC File No. BMTCT-5955 Granted 11/12/64

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

WAOW-TV

Network Service: ABC.

Grantee: Midcontinent Broadcasting Co. of Wisconsin Inc.

Telephone: 715-842-2251.

Ownership: Midcontinent Broadcasting Co. 80%; Wayne H. Williams, 6%; Evans A. Nord, 6%; Anton J. Moe, 6%; Ben Hovel, 1%.

Began Operation: May 7, 1965.

Represented (sales) by Adam Young Inc.; Wayne-Evans (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

N. L. BENTSON, president.
ANTON J. (TONY) MOE, executive vice president.
JOSEPH L. FLOYD, vice president.
ROBERT JOHNSON, general manager & film buyer.
BEN HOVEL, national sales manager.
JOHN GORT, chief engineer.

Rates: Sold only in combination with WKOW-TV, Madison, Wis.

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

BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

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

Wisconsin—Wausau



WSAU-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 53.7-kw aural. Antenna: 1209-ft. above av. terrain, 645-ft. above ground, 2547-ft. above sea level.

Latitude 44° 55' 10"
Longitude 89° 41' 12"

Transmitter: Rib Mountain.

Studio: 714 Fifth St.

Telephone: 715-845-4211. TWX No.: 715-331-0876.

AM Affiliate: WSAU, 5-kw, 550 kc (NBC). FM Affiliate: WSAU-FM, 34-kw, 100 mc (No. 264), 406-ft. antenna.

Represented (engineering) by Walter F. Kean.

Color: Network only.

News Wire Service: AP & UPI. Facsimile Service: AP.

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



WSAU-TV Ref: FCC File No. BPCT-2289 Granted 9/13/57

©American Map Co., Inc., N.Y., No. 14241

WSAU-TV

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

Licensee: Wisconsin Valley Television Corp., 714 Fifth St. (54401).

Ownership: Charles Lemke, 26.59% (formerly owning 49% of radio WSAU); Wausau Record-Herald, 25.33%; Wisconsin Rapids Tribune, 12.66% (6.33% being held by its radio WFHR); Marshfield News-Herald, 12.66%; Rhinelander News, 8.42%; Merrill Herald, 8.42%; Caroline T. Frechette, 2.53%; W. F. McCormick, 1.26%. Wis. Valley TV Corp. officers: John C. Sturtevant, chairman (Wausau Record-Herald); Howard A. Quirt, v.p. (Marshfield News-Herald); W. F. Hoffman, v.p.; J. P. Chilsen, v.p.; O. C. Lemke, v.p.; W. F. McCormick, treas.; Clifford G. Ferris, secy.; Richard D. Dudley, pres. Wisconsin Valley TV Corp. also owns WMTV, Madison, Wis. & Marshfield News-Herald. Wholly-owned subsidiary Forward of Iowa is buying KVTU (TV), Sioux City, Ia.

Began Operation: Oct. 24, 1954.

Represented (sales) by The Meeker Co. Inc., Harry S. Hyett Co. (Minneapolis).

Represented (legal) by McKenna & Wilkinson.

Personnel:

RICHARD D. DUDLEY, president & general manager.
JAMES W. FREY, general sales manager.
BART KELLNHAUSER, program manager & station mgr.
ROLAND W. RICHARDT, director of engineering.
DAN ZIEBEL, film editor.
WILLIAM E. PAYNE, promotion manager.

DIGEST OF RATE CARD NO. 11—(Jan. 1, 1964)

30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.					
\$400.00	\$250.00	\$175.00	\$140.00	\$110.00	\$60.00

Combination Rates (The Madison-Wausau Combination)—WMTV, Madison & WSAU-TV, Wausau:

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.					
\$500.00	\$300.00	\$225.00	\$180.00	\$140.00	\$70.00

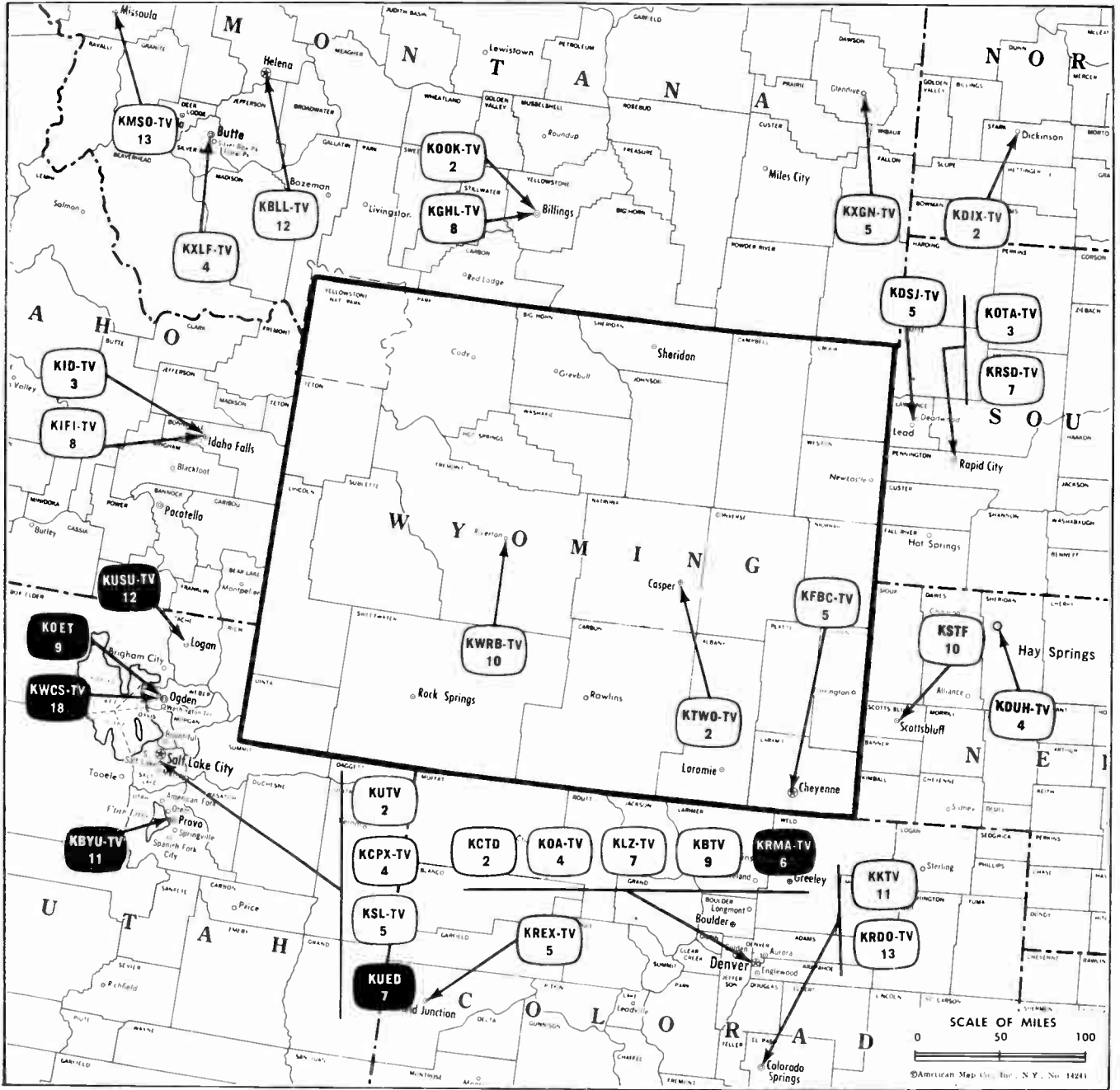
NETWORK BASE HOURLY RATE: \$550 (ABC, CBS, NBC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
MICHIGAN			
DICKINSON	6,900	6,700	97
IRON	4,800	4,600	96
WISCONSIN			
ADAMS	2,400	2,200	93
ASHLAND	4,600	4,400	96
CHIPPEWA	12,100	11,700	97
CLARK	8,400	7,800	93
EAU CLAIRE	17,300	16,600	96
FOREST	1,800	1,600	92
GREEN LAKE	4,800	4,600	96
JACKSON	4,300	4,100	94
JUNEAU	4,800	4,400	92
LANGLADE	5,100	4,900	96
LINCOLN	6,500	6,300	97
MARATHON	25,100	24,500	98
MARQUETTE	2,700	2,500	93
MONROE	8,100	7,700	95
ONEIDA	6,600	6,300	95
PORTAGE	10,100	9,700	96
PRICE	3,800	3,500	92
RUSK	3,600	3,400	94
SHAWANO	9,200	8,800	96
TAYLOR	4,500	4,300	95
VILAS	3,000	2,800	94
WAUPACA	10,400	10,100	97
WAUSHARA	4,100	3,900	95
WOOD	17,100	16,600	97
STATION TOTAL	192,100	184,000	96

NET WEEKLY CIRCULATION (MARCH 65) 121,400
AVERAGE DAILY CIRCULATION (MARCH 65) 94,000
COLOR PENETRATION PERCENTAGE (NOV 65) 5

For Other Group-Owned Stations,
see Section c

Wyoming



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Cheyenne	99,000	151	161,400	156	149,000	155
Casper	50,700	188	84,100	189	76,100	190
Riverton	12,500	226	16,900	227	15,400	226

Wyoming Station Status as of Feb. 1, 1966

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
3	0	3
0	0	0
		3



AMECO "SALESMOBILE SERVICE"

IN WYOMING
 JON WESTFIELD
 P.O. Box 2904 Great Falls, Montana 59401
 Phone: 406-454-2623

Wyoming—Casper

KTWO-TV

Ch. 2

Technical Facilities: Channel No. 2
(54-60 mc). Authorized power:
100-kw visual, 14.2-kw aural. An-
tenna: 2000-ft. above av. terrain,
375-ft. above ground, 8485-ft.
above sea level.

Latitude 42° 44' 03"
Longitude 106° 20' 00"

Transmitter: 8-mi. S of Casper P.O.
Studio: 4200 E. 2nd St., Casper.

TV tape: Recording facilities.

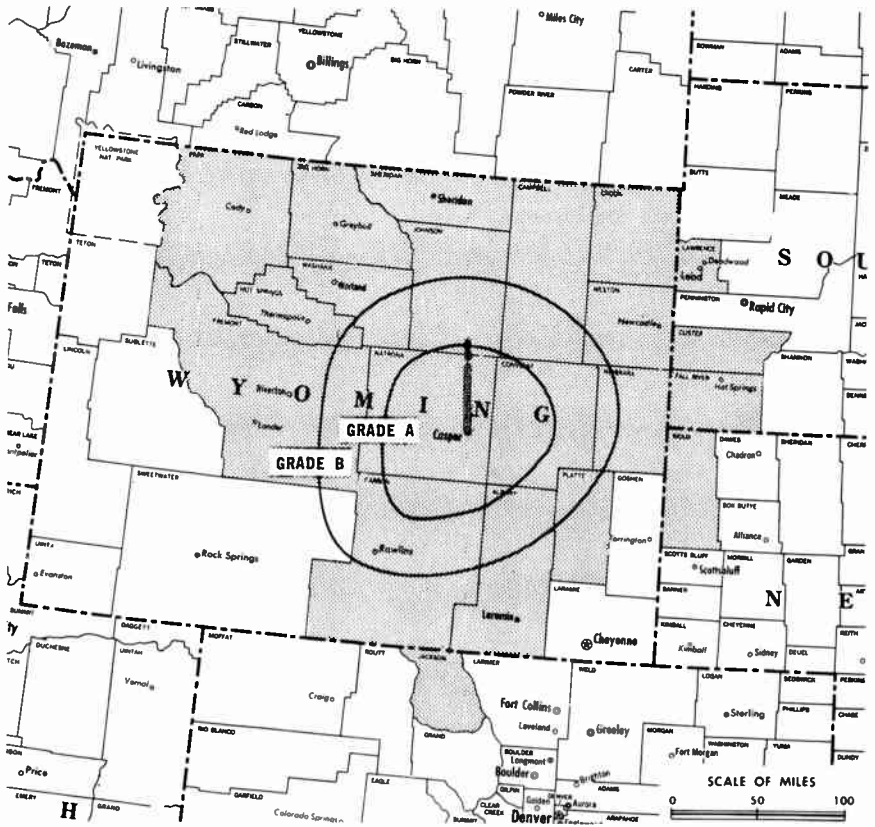
AM Affiliate: KTWO, 5-kw (1-kw
night), 1470 kc (NBC).

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

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



KTWO-TV Ref: FCC File No. BPCT-3231 Granted 9/25/63
CP: BPCT-3231 Granted 9/25/63

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

KTWO-TV

Network Service: NBC, CBS, ABC.

Licensee: HarriScope Inc., 4200 East Second St., Casper (82601).

Telephone: 307-237-3711. TWX No.: 307-237-2354.

Ownership: HarriScope Bcstg. Corp., 100%. For ownership and
other interests, see KBAK-TV, Bakersfield, Cal.

Began Operation: March 8, 1957.

Represented (sales) by The Meeker Co. Inc.; John L. McGuire (Den-
ver).

Represented (legal) by Monroe Oppenheimer.

Represented (engineering) by Hammett & Edison.

Personnel:

BURT I. HARRIS, president & film buyer (Los Angeles).
YALE ROE, v.p. broadcasting (Chicago).
JACK ROSENTHAL, v.p. & general manager.
RALPH DAVISON, station manager & sales manager.
DICK FRECH, operations manager.
BEN LOCKERD, chief engineer.
ARLEA RUSHIN, office manager.

DIGEST OF RATE CARD NO. 5 (Sept. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class A—6:30-10 p.m., Mon.-Fri.; 5-10 p.m., Sat. & Sun.	\$300.00	\$180.00	\$120.00	\$90.00	\$69.00*	\$59.00*	\$34.50*

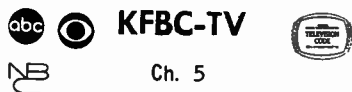
*6-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$250 (ABC), \$250 (CBS), \$250
(NBC).

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
COLORADO			
JACKSON	400	400	92
NEBRASKA			
SIoux	800	700	69
SOUTH DAKOTA			
CUSTER	1,400	1,200	88
FALL RIVER	3,600	3,200	89
LAWRENCE	5,500	5,000	91
WYOMING			
ALBANY	7,100	6,300	89
BIG HORN	3,400	3,000	89
CAMPBELL	2,000	1,800	87
CARBON	4,800	4,200	88
CONVERSE	2,100	1,900	90
CROOK	1,400	1,200	84
FREMONT	8,400	7,800	93
HOT SPRINGS	2,200	2,000	88
JOHNSON	1,800	1,600	86
NATRONA	18,800	17,800	94
NIOBRARA	1,200	1,100	90
PARK	5,400	4,800	89
PLATTE	2,200	1,900	87
SHERIDAN	6,100	5,300	87
WASHAKIE	2,900	2,600	92
WESTON	2,600	2,300	87
STATION TOTAL	84,100	76,100	90

NET WEEKLY CIRCULATION (MARCH 65) 50,700
AVERAGE DAILY CIRCULATION (MARCH 65) 41,100
COLOR PENETRATION PERCENTAGE (NOV 65) 4

Wyoming—Cheyenne



[Also operates satellites KSTF, Scottsbluff, Neb. and KTVS, Sterling, Colo.]

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 620-ft. above av. terrain, 483-ft. above ground, 7260-ft. above sea level.

Latitude 41° 06' 03"
Longitude 105° 00' 16"

Transmitter: Borie, Wyo., 10.2-mi. WSW of Cheyenne.

AM Affiliate: KFBC, .25-kw 1240 kc (ABC).

O & O Translator: K73AF, Rawlins, Wyo.

Facsimile Service: UPI.

ARB Data: The figures below include Satellites KSTF, Scottsbluff, Neb. and KTVS, Sterling, Colo.

Total Households: © SRDS

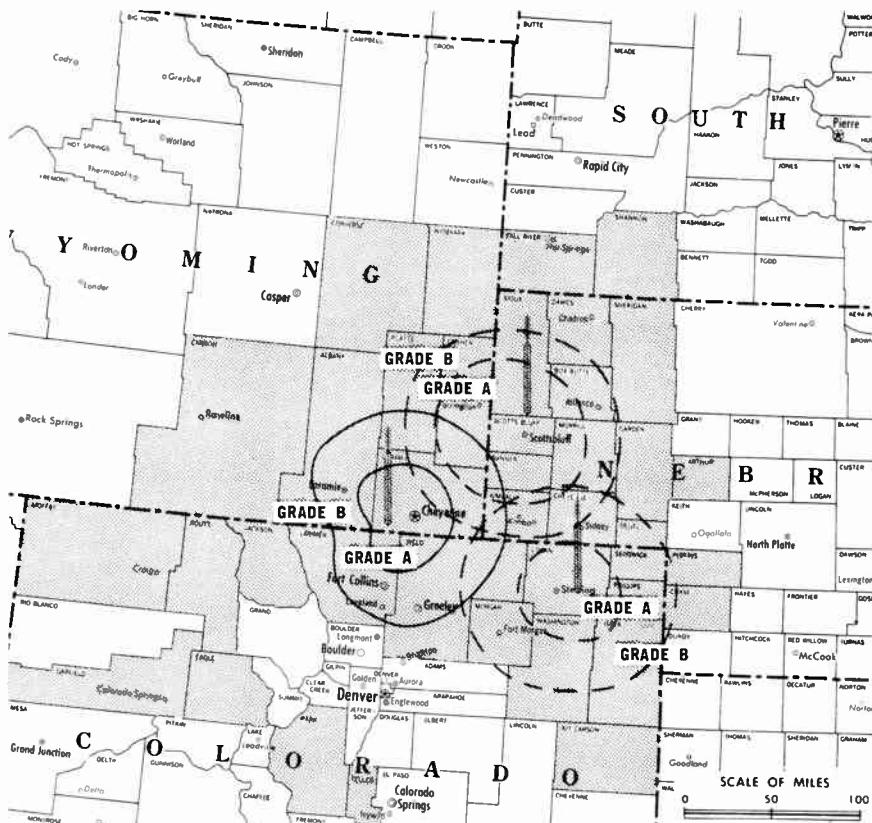
Consumer Market Data as of 1/1/66.

TV Homes: TV% and Circulation

© 1965 American Research Bureau.

(County coverage (shaded areas) based on 1965

ARB study.



KFBC-TV Ref: FCC File No. BNPCT-1399 Granted 10/2/53
KSTF Ref: FCC File No. BNPCT-4858 Granted 10/9/57
KTVS Ref: FCC File No. BNPCT-3005 Granted 2/13/63.

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KFBC-TV

Network Service: ABC, CBS, NBC.

Licensee: Frontier Bcstg. Co., 2923 E. Lincolnway (82001).

Studio: 2923 E. Lincolnway.

Telephone: 307-634-4461. TWX No.: 307-632-1759.

Ownership: Robert S. McCracken, pres., 3.6%; William C. Grove, exec. v.p. & treas., 8%; W. A. Corson, v.p., 7.4%; O. B. Koerfer, secy., 3.2%; Cheyenne Newspapers, 24.8%; F. H. Ricketson Jr., 17%; Lillian D. McCracken, 11.3%; William D. McCracken, 5.7%; D. E. Woodson, 4.7%; Ray List, 4.3%; several others, none with as much as 2%. McCracken family controls Cheyenne Newspapers Inc., publisher of Wyoming Eagle and Wyoming State Tribune. Mr. McCracken and associates also publish Laramie Republican-Boomerang and Bulletin, Rawlins Times, Rock Springs Rocket, Worland Northern Wyoming News; they also operate satellites KSTF, Scottsbluff, Neb. and KTVS, Sterling, Colo., and operate radio station KVRS, Rock Springs. Frontier also is Ch. 11 applicant for Rawlins, Wyo.

Began Operation: March 22, 1954.

Represented (sales) by George P. Hollingbery Co.; Soderlund Co. (Omaha); Robert Hix Co. (Denver).

Represented (legal) by Koteen & Burt.

Personnel:

ROBERT S. MCCRAKEN, president & film buyer.
WILLIAM C. GROVE, exec. v.p., general mgr. & chief engineer.
DOUG REEVES, national sales manager.
BILL MCCRAKEN, program director.

DIGEST OF RATE CARD NO. 7—(Jan. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—5:30-11 p.m., daily.	\$300.00	\$180.00	\$150.00	\$90.00	\$75.00*	\$70.00*
					\$35.00*	

*Class AA—6:30-9 p.m., daily.

Note: KSTF & KTVS are sold in combination with KFBC-TV, foregoing rates applying at no additional cost.

NETWORK BASE HOURLY RATE: \$300 (ABC), \$300 (CBS), \$275 (NBC).

736-b

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
COLORADO			
EAGLE	1,600	1,400	86
GARFIELD	4,300	3,800	88
JACKSON	400	400	92
KIT CARSON	1,900	1,700	86
LARIMER	19,800	18,700	95
LOGAN	7,000	6,400	92
MOFFAT	2,500	2,100	84
MORGAN	7,300	7,000	96
PARK	500	500	90
PHILLIPS	1,500	1,400	96
ROUTT	1,500	1,300	82
SEDGWICK	1,000	1,000	93
TELLER	800	800	94
WASHINGTON	1,900	1,700	89
WELD	24,100	23,000	96
YUMA	2,600	2,400	90
NEBRASKA			
ARTHUR	200	200	89
BANNER	400	300	94
BOX BUTTE	3,600	3,300	92
CHASE	1,300	1,200	94
CHEYENNE	4,900	4,400	91
DAWES	3,000	2,600	87
DEUEL	1,000	1,000	93
GARDEN	1,000	800	82
KIMBALL	2,900	2,800	97
MORRILL	2,000	1,700	88
PERKINS	1,200	1,100	98
SCOTTS BLUFF	10,600	9,800	92
SHERIDAN	2,700	2,500	91
SIOUX	800	700	89
SOUTH DAKOTA			
FALL RIVER	3,600	3,200	89
SHANNON	1,200	800	67
(Continued on next page)			
STATION TOTAL	161,400	149,000	92

NET WEEKLY CIRCULATION (MARCH 65) 99,000
AVERAGE DAILY CIRCULATION (MARCH 65) 71,100
COLOR PENETRATION PERCENTAGE (NOV 65) 4

TV Factbook No. 36

Wyoming—Riverton



[Also authorized to cover Lander, Thermopolis & Worland, Wyo.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 58.9-kw visual, 8.71-kw aural. Antenna: 1630-ft. above av. terrain, 79-ft. above ground, 7498-ft. above sea level.

Latitude 43° 27' 26''
Longitude 108° 12' 02''

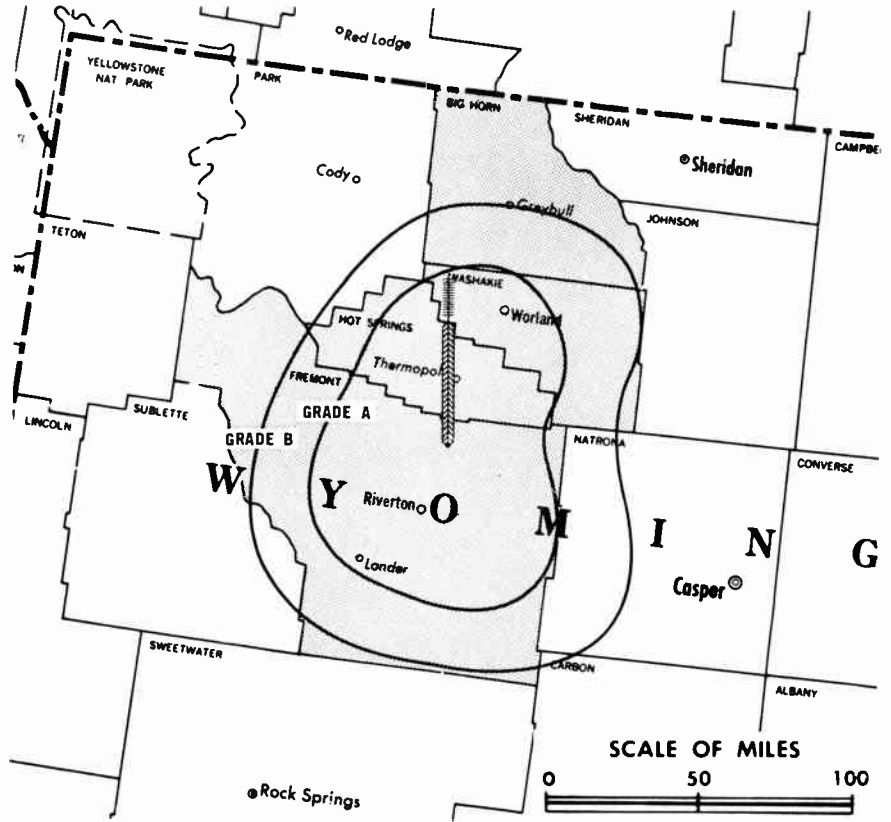
Transmitter: Boysen Peak.

AM Affiliate: KWRL, .25-kw, 1450 kc (MBS).

Color: Network.

News Wire Service: AP.

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



KWRB-TV Ref: FCC File No. BPCT-2188 Granted 9/28/56

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KWRB-TV

Network Service: ABC, CBS (EMP); also NBC, on per program basis.

Licensee: Chief Washakie TV, 500 Broadway, Thermopolis.

Studio: 500 Broadway, Thermopolis, Wyo. (82443).

Telephone: 307-864-2351. TWX No.: 307-864-2489.

Ownership: Joseph P. and Mildred V. Ernst, 100%. They also own radio stations KWRL, Riverton, KWOR, Worland, and KRTR, Thermopolis, all Wyo.

Began Operation: Dec. 22, 1957.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOSEPH P. ERNST, general manager & chief engineer.
MILDRED V. ERNST, program manager, sales mgr. & film buyer.

DIGEST OF RATE CARD NO. 2

(Sept. 1, 1964)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 8 Sec.
Class A—5-11:30 p.m., Mon.-Fri.; 3-11:30 p.m., Sat.; noon-11:30 p.m., Sun.

\$150.00 \$90.00 \$60.00 \$52.00 \$30.00 \$20.00 \$15.00

NETWORK BASE HOURLY RATE: \$100 (ABC), \$50 (CBS).

See CATV Directory for Wyoming Systems.

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
WYOMING			
BIG HORN	3,400	3,000	89
FREMONT	8,400	7,800	93
HOT SPRINGS	2,200	2,000	88
WASHAKIE	2,900	2,600	92
STATION TOTAL	16,900	15,400	91

NET WEEKLY CIRCULATION (MARCH 65) 12,500
AVERAGE DAILY CIRCULATION (MARCH 65) 8,900
COLOR PENETRATION PERCENTAGE (NOV 65) 3

KFBC-TV, Cheyenne

(ARB Data Continued)

STATE/COUNTY	TOTAL HOUSEHOLDS	TV HOMES	PER
WYOMING			
ALBANY	7,100	6,300	89
CARBON	4,800	4,200	88
CONVERSE	2,100	1,900	90
GOSHEN	3,800	3,500	94
LARAMIE	21,100	20,100	95
NIOBRARA	1,200	1,100	90
PLATTE	2,200	1,900	87

ARB Does Not Provide Coverage Data for Guam,
Puerto Rico or the Virgin Islands.

GUAM



KUAM-TV

Agana
Ch. 8

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

Licensee: Pacific Broadcasting Corp., Box 368, Agana, Guam; 100 California St., San Francisco, Cal.

Studio & Transmitter: 1.9 mi. SE of Agana.

Telephone: 415-982-9933; Guam, 7961. Cable Address: KUAM.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: .288-kw visual, .057-kw aural. Antenna: 100-ft. above av. terrain, 320-ft. above ground, 395-ft. above sea level.

Latitude 13° 26' 53"
Longitude 144° 45' 21.6"

AM Affiliate: KUAM, 1-kw, 610 kc (MBS, NBC).

O & O Translator: K12ER, Andersen AFB.

News Wire Service: UPI.

News Film Service: UPI.

Ownership: H. Scott Killgore, pres., 65%; Samuel N. Rubin, treas., 35%. Killgore also controls KECC-TV (CP), El Centro, Cal. and radios KALI, San Gabriel, Cal.; KOFY & KUFY-FM, San Mateo, Cal.

Began Operation: Aug. 5, 1956. Sale to present owner by Phil Berg approved April 9, 1964 by FCC (Television Digest, Vols. 3:48, 4:16). Previously, 5% sold by John P. Hearne for 4% by William B. Duce to Berg, raising Berg's holdings from 45.5% to 54.5% (Vol. 2:34).

Represented (sales) by Intercontinental Services Ltd.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Gautney & Jones.

Personnel:

W. B. NIELSEN, vice president & general manager.
E. A. OLSON, station manager.

DIGEST OF RATE CARD NO. 2 (Jan. 1, 1963)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class A—7-10 p.m., daily.
\$144.00 \$86.00 \$57.00 \$51.00 \$43.00 \$29.00 \$21.50 \$14.50
NETWORK BASE HOURLY RATE: \$50 (CBS), \$100 (NBC).

Daniels & Associates

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Denver, Colorado 80206

(303) 388-5888

PUERTO RICO

WIPM-TV

Mayaguez

Ch. 3

Non-Commercial Educational Station

Licensee: Department of Education of P.R., Hato Rey, San Juan.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 91.2-kw visual, 45.6-kw aural. Antenna: 600-ft. above av. terrain, 202-ft. above ground, 809-ft. above sea level, lat. 18° 04' 11", long. 67° 08' 03"

(Complete Data In Educational Directory)

WIPR-TV

San Juan

Ch. 6

Non-Commercial Educational Station

Licensee: Department of Education of P.R., Hato Rey, San Juan.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 924-ft. above av. terrain, 285-ft. above ground, 1663-ft. above sea level, lat. 18° 16' 00", long. 66° 05' 05"

Holds CP for change to 53.7-kw visual, 5.37-kw aural, 2865-ft. above av. terrain, 1089-ft. above ground, 4044-ft. above sea level, lat. 18° 06' 42", long. 66° 03' 05"; transmitter to 21-mi. S of San Juan at Cerro La Santa.

(Complete Data In Educational Directory)

WOLE-TV

Aguadilla-Mayaguez

Ch. 12

Network Service: None, independent.

Grantee: Western Broadcasting Corp. of P.R., Box 2050, San Juan.

Studio: 17 Munoz Rivera St.

Transmitter: Pico Atalaya, Mt. Rincon, Puerto Rico.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 17.8-kw visual, 3.55-kw aural. Antenna: 1010-ft. above av. terrain, 97-ft. above ground, 1284-ft. above sea level.

Latitude 67° 11' 30"
Longitude 18° 18' 51"

AM Affiliate: See Ownership, below.

Ownership: WAPA-TV Bcstg. Corp., 33 1/3%; Du Art Film Labs Inc., 33 1/3%; Jose Bechara Jr., 16 2/3%; A. Gimenez-Aguayo, 8.33%; Reynaldo Barletta, 8.33%; Bechara owns WKJB, Mayaguez; Gimenez-Aguayo is pres. & 41.4% owner of WPAB, Ponce.

Began Operation: May 10, 1960.

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

Represented (engineering) by Hammet & Edison.

Personnel:

NORMAN LOUVAU, president.
CARLOS RIVERA, general manager.
J. W. BYARS, chief engineer.
MARIA E. DE RIVERA, traffic manager.

DIGEST OF RATE CARD NO. 2 (Dec. 13, 1963)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:00-9:00 p.m., daily.
\$200.00 \$125.00 \$85.00 \$55.00 \$36.00 \$22.00 \$18.00

For Applications & CPs, see blue Section

WORA-TV

Mayaguez

Ch. 5

Grantee (STA): Quality Telecasting Corp., Box 43.

Studio: Darlington Bldg.

Transmitter: 2.2 mi. S of Maricao on Insular Rd. No. 81.

Telephone: 832-1150.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1990-ft. above av. terrain, 141-ft. above ground, 2972-ft. above sea level.

Latitude	18°	09'	02''
Longitude	66°	59'	20''

AM Affiliate: WORA, 5-kw 760 kc. FM Affiliate: WORA-FM, .8-kw, 97.5 mc (No. 248), 1930-ft. antenna height.

Ownership: Radio Americas Corp. (WORA), 75%; Supreme Bcstg. Co. Inc. of Louisiana, 23%. Officers: Alfredo R. de Arellano, pres., .5% (also controls WORA); Flora Shields, 1%; Reinaldo M. Du Pont, secy., .1%; Esther V. R. de Arellano, treas., .4%. Quality owns radios WKYN and WFQM (FM) San Juan, P.R. Quality also owns WSVI (TV), Christiansted, V.I.

Began Operation: Oct. 1, 1955.

Represented (sales) by Inter-American Publications Inc.

Personnel:

ALFREDO R. de ARELLANO JR., president & general manager.
REINALDO M. DuPONT, manager, secy. & film buyer.
JOE DIAZ, program director.
EFRAIN RIVERA MONT, chief engineer.

DIGEST OF RATE CARD NO. 7—(Nov. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$276.00	\$173.00	\$117.00	\$76.00	\$40.00	\$30.00	\$20.00

NETWORK BASE HOURLY RATE: \$45.

WRIK-TV

Ponce

Ch. 7

Licensee: Ponce Television Corp., Darlington Bldg.

Studio: Darlington Bldg.

Transmitter: Ponce Intercontinental Hotel.

Telephone: 842-0280.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 63.1-kw visual, 12.6-kw aural. Antenna: minus 80-ft. above av. terrain, 120-ft. above ground, 497-ft. above sea level.

Latitude	18°	01'	20''
Longitude	66°	37'	33''

News Wire Service: AP.

Ownership: George A. Mayoral, 25%; Alfredo C. Ramirez de Arellano del Valle, 61.67%; Luis Ferre, 7.5%; Antonio Ferre & Oscar Girod, 2.5% each. Ferre owns 38% of WPRP, Ponce, also is part owner of Ponce El Dia.

Began Operation: Feb. 2, 1958. Sale of 36.67% to Alfredo C. Ramirez, giving him control, approved Dec. 23, 1964 by FCC (Television Digest, Vol. 5:1).

Represented (sales) by Inter-American Publications Inc.

Represented (legal) Wilner & Bergson.

Personnel:

ALFREDO R. DE ARELLANO DEL VALLE, president.
REINALDO ROYO JR., gen. & commercial mgr. & film buyer.
LUIS A. MORALES, program manager.
AMERICO CINTRON, chief engineer.

DIGEST OF RATE CARD NO. 5

(Nov. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$239.00	\$144.00	\$95.00	\$61.00	\$33.00	\$17.00	\$15.00

NETWORK BASE HOURLY RATE: \$50.

1966 Edition

Puerto Rico

WSUR-TV

Ponce

Ch. 9

Network Service: None, independent.

Grantee: American Colonial Bcstg. Corp., Box 4189, San Juan.

Studio: La Rambla, Ponce. Transmitter: Maravilla Mt., Villalba.

Sales Office: 1000 Ponce de Leon Ave., San Juan. Phone: 842-4178.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: .83-kw visual, .42-kw aural. Antenna: 2570-ft. above av. terrain, 237-ft. above ground, 4177-ft. above sea level. Holds CP for 2.75-kw visual, 1.38-kw aural, minus 230-ft. above av. terrain, 239-ft. above ground, 324-ft. above sea level, lat. 18° 01' 45'', long. 66° 35' 56''; transmitter to KM 28, No. 5 Central Rd., La Rambla, 1.5 mi. NE of Ponce.

Latitude	18°	09'	17''
Longitude	66°	33'	14''

TV tape: Recording facilities.

Ownership: Ralph Perez Perry, 100%, also owner of WKBM-TV, Caguas-San Juan and radio WKVM, San Juan.

Began Operation: Feb. 20, 1958.

Represented (legal) by Mallyck & Bernton.

Represented (engineering) by Willis C. Beecher.

Personnel:

RALPH PEREZ PERRY, president & station manager.
MANUEL COLON, commercial manager.
LUIS FELIPE RODRIGUEZ, production manager.

DIGEST OF RATE CARD NO. 3

(Aug. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-9:30 p.m., daily.						
\$200.00	\$125.00	\$85.00	\$55.00	\$36.00	\$22.00	\$18.00

WPSJ

Ponce

Ch. 14

(Satellite of WTSJ, San Juan, P.R.)

(Due to Begin Operation in 1966)

Network Service: NBC.

Grantee: Tele San Juan Inc., Box 1312, San Juan.

Transmitter: Edificio Darlington, 10 Hostes Ave.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 5-kw visual, 0.5-kw aural. Antenna: minus 100-ft. above av. terrain, 206-ft. above ground, 244-ft. above sea level.

Latitude	18°	00'	28''
Longitude	66°	36'	50''

Ownership: Same as WTSJ (TV), San Juan, P.R.

Represented (legal) by Prince & Paul.

Represented (engineering) by David Steel & Associates.

Rates: Sold in combination with WTSJ (TV), San Juan.

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WAPA-TV

San Juan

Ch. 4

Licensee: WAPA-TV Broadcasting Corp., 357 Ponce de Leon Ave., San Juan, P.R. Studio & Transmitter: 357 Ponce de Leon Ave.

Telephone: 724-3006.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 56.39-kw visual, 33.9-kw aural. Antenna: 220-ft. above av. terrain, 260-ft. above ground, 330-ft. above sea level.

Latitude	18°	28'	02''
Longitude	66°	05'	48''

Holds CP for change to 53.7-kw visual, 8.1-kw aural, 2865-ft. above av. terrain, 1094-ft. above ground, 4049-ft. above sea level, lat. 18° 06' 42'', long. 66° 03' 05''; transmitter to Cerro La Santa, 21-mi. S of San Juan.

News Wire Service: UPI.

Ownership: WAPA-TV Bcstg. Corp. (wholly owned subsidiary of Screen Gems Inc.), 100%. Also owns 1/3 of WOLE-TV, Aquadilla-Mayaguez, P.R.

Began Operation: March 5, 1954. Sale to WAPA-TV Bcstg. Corp. by Winston-Salem Bcstg. & Jose R. Quinones approved by FCC April 25, 1962. Sale of 80% to Winston-Salem Bcstg. by Jose R. Quinones interests was approved May 1, 1957 by FCC (Television Digest, Vol. 13:13, 14, 18).

Represented (sales) by Screen Gems Inc.

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

Represented (engineering) by Hammett & Edison.

Personnel:

NORMAN LOUVAU executive v.p.
HECTOR MODESTTI, general manager.
FELIX RODRIGUEZ BAEZ, program director.
JULIO BRITO, chief engineer.

DIGEST OF RATE CARD NO. 9—(Jan. 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$870.00	\$540.00	\$360.00	\$215.00	\$125.00	\$95.00

Spot announcements not subject to frequency discounts.

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

WITA-TV

San Juan

Ch. 30

(Due to Begin Operation in Spring)

Grantee: El Imparcial Broadcasting Corp., Apartado 2692, San Juan 12, P.R. (00903)

Transmitter: Aqueduct Hill Rd. Telephone: 724-2340.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 275.8-kw visual, 140.3-kw aural. Antenna: 271-ft. above av. terrain, 136-ft. above ground, 546-ft. above sea level.

Latitude	18°	22'	43''
Longitude	66°	07'	07''

Ownership: Antonio Ayuso Valdivieso, 100%. Iris M. de Ayuso, pres.; Armando Cosme, v.p.-treas.; Hector Cintron, secy. Also as Electronic Enterprises holds CP for Ch. 20, Ponce, and is Ch. 22 applicant for Mayaguez.

Represented (sales) by International Newspaper Representatives.

Represented (legal) by Miller & Schroeder.

Personnel:

ROBERT L. PROHIAS, sales manager.
WILLIAM SOCHUK, program director.
JESUS M. SOTO, chief engineer.

DIGEST OF RATE CARD NO. 1 (Dec. 1, 1965)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$225.00	\$155.00	\$115.00	\$85.00	\$75.00	\$70.00	

740-b

WKAQ-TV

San Juan

Ch. 2

Grantee (STA): El Mundo Inc., Box 1072, San Juan, P.R.

Studio: Stop 8, Fernandez Juncos, Puerta de Tierra. Box 5096, San Juan.

Transmitter: La Marquesa Mountain, Aguas Buenas, P.R.

Telephone: 723-3800.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1270-ft. above av. terrain, 287-ft. above ground, 1960-ft. above sea level.

Latitude	18°	16'	51''
Longitude	66°	06'	38''

News Wire Service: UPI.

News Film Service: CBS.

Facsimile Service: UPI.

TV tape: Recording facilities.

AM Affiliate: WKAQ, Santurce, 5-kw, 580 kc.

FM Affiliate: WKAQ-FM, .35-kw, 104.7 mc.

Ownership: Angel Ramos estate (foundation trust), 99.9%; also owns newspaper El Mundo.

Began Operation: March 28, 1954.

Represented (sales) by Inter-American Publications Inc.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

RAFAEL RUIZ, general administrator.
E. VALDES PAGES, studio chief engineer.
OSCAR ORZABAL QUINTANA, programming director.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$460.00	\$280.00	\$184.00	\$162.00	\$116.00	\$155.00	\$60.00

NETWORK BASE HOURLY RATE: \$250.

WTSJ

San Juan

Ch. 18

[Also operates satellites WMGZ, Mayaguez and WPSJ, Ponce, P.R.]

Network Service: NBC

Grantee: Tele San Juan Inc., Box 1312, San Juan.

Studio: Planta de Purificacion, Guaynabo, P. R.

Transmitter: Aqueduct Hill Rd., 500-ft. NE of Planta de Purificacion, Frailies, P.R.

Telephone: 789-2000.

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 302-kw visual, 40-kw aural. Antenna: 260-ft. above av. terrain, 128-ft. above ground, 547-ft. above sea level.

Latitude	18°	22'	42''
Longitude	66°	07'	04''

TV tape: Recording facilities.

News Wire Service: AP.

Facsimile Service: AP.

Ownership: Julio Morales Ortiz, pres., 50%; Clement L. Littauer, exec. v.p., 50%; Gladys Sanches Morales (wife), treas.; Helen L. Littauer (wife), secy. Tele San Juan also holds CP for WMGZ (TV), Mayaguez and WPSJ (TV), Ponce, P. R.

Began Operation: August 25, 1964.

Represented (legal) by Prince & Paul.

Represented (engineering) by David Steel & Associates.

Personnel:

CLEMENT L. LITTAUER, exec. v.p. & general manager.
DANIEL R. HACKEL, news director.
JULIO MORALES ORTIZ, president & technical supervisor.

TV Factbook No. 36

DIGEST OF RATE CARD NO. 1
(Sept. 1, 1964)

Hour	30 Min.	Min.	40 Sec.	30 Sec.	20 Sec.
Class AA—7:30-11 p.m., daily.					
\$210.00	\$135.00	\$50.00	\$45.00	\$40.00	\$35.00

WKBM-TV
Caguas-San Juan
Ch. 11

Network Service: None, independent.

Grantee: American Colonial Broadcasting Corp., Box 4189, San Juan.

Studio: Condado St., San Juan.

Transmitter: Cerro Marquessa Mt., 6-mi. NW of Caguas.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 133-kw visual, 66.5-kw aural. Antenna: 117-ft. above av. terrain, 237-ft. above ground, 1910-ft. above sea level.

Latitude	18°	16'	54"
Longitude	66°	06'	46"

AM Affiliate: WKVM, San Juan, 25-kw, 810 kc.

Ownership: Ralph Perez Perry, 100%, also owner of WSUR-TV, Ponce and radio WKVM, San Juan.

Began Operation: April 22, 1960.

Represented (legal) by Mallyck & Bernton.

Represented (engineering) by Willis C. Beecher.

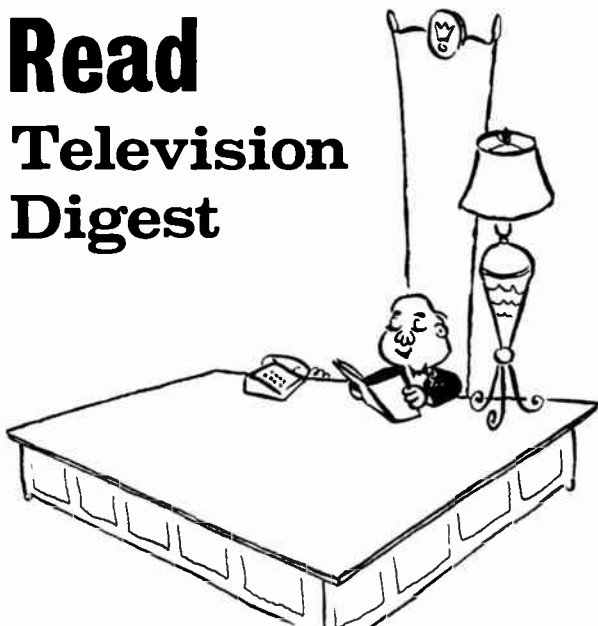
Personnel:

RALPH PEREZ PERRY, president.
CARMEN JUNCOS, assistant manager.
HECTOR RODRIGUEZ, studio operations.
FRANCISCO PRIETO, accounting.
JOSE RODRIGUEZ, film department.
MYRNA RIVERA, traffic.

DIGEST OF RATE CARD NO. 2
(Sept. 1, 1963)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class AA—6:30-10 p.m., daily.						
\$325.00	\$190.00	\$125.00	\$97.00	\$81.00	\$68.00	\$39.00

Top People Read Television Digest



For their reasons, turn to page 249-c

VIRGIN ISLANDS



WBNB-TV
Charlotte Amalie
Ch. 10

Network Service: ABC, CBS, NBC.

Licensee: Island Teleradio Service Inc., Box 1947, St. Thomas, V.I.

Studio: Mountain Top Estates.

Cable: WBNB.

Telephone: 774-0400.

Transmitter: Signal Hill, Mountain Top Estates.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 2.5-kw visual, 1.26-kw aural. Antenna: 1604-ft. above av. terrain, 203-ft. above ground, 1677-ft. above sea level.

Latitude	18°	21'	23"
Longitude	64°	56'	43"

News Wire Service: AP.

Ownership: Robert Moss, pres. & dir., 28.5%; Robert E. Noble Jr., secy.-treas. & dir., 27.3%; Kenneth H. Granger, 6.6%; Faye R. Russell, 4.4%; Caribbean Capitol Corp., 33.3%.

Began Operation: July 1, 1961.

Represented (sales) by T.I.E. Sales.

Represented (legal) by McKenna & Wilkinson.

Personnel:

ROBERT MOSS, president, general manager & program dir.
ROBERT E. NOBLE JR., sales manager.

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

Hour	30 Min.	15 Min.	5 Min.	Min.
Class A—5:30-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.				
\$80.00	\$48.00	\$32.00	\$20.00	\$12.00

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

WSVI
Christiansted
Ch. 8

Grantee: Quality Telecasting Corp., Box 43, Mayaguez, P.R.

Studio & Transmitter: Recovery Hill, Christiansted, St. Croix, V.I.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: .665-kw visual, .332-kw aural. Antenna: 727-ft. above av. terrain, 70-ft. above ground, 570-ft. above sea level.

Latitude	17°	44'	10"
Longitude	64°	41'	56"

Ownership: Quality Telecasting Corp., 100%. Quality Telecasting Corp. also owns WORA-TV, Mayaguez, P. R.

Began Operation: Nov. 10, 1965.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

ALFRED R. de ARELLANO, president.
DONALD W. HUSTED, station manager.
ROY D. ROBERTS, chief engineer.
ANN BRONSON, women's director.

Base Hourly Rate: \$60.00

For Channel Allocation Tables,

see Section c.

EDUCATIONAL TV STATION DIRECTORY

Personnel, Facilities and Other Data as of Feb. 1, 1966

Including Call Letters and Address of Commercially Operated Outlets*

Plus CP Holders Reported Due to Begin Operation by Spring of 1966.

ALABAMA

WBIQ Birmingham

Ch. 10

Non-Commercial Educational Station

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

Studios: Auburn University, Auburn; Birmingham Area ETV, Birmingham; University of Alabama, University.

Transmitter: Red Mt.

Telephone: 322-4625, Birmingham.

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

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

TV tape: Recording facilities.

Ownership: State of Alabama. Commission members: Vincent Kilborn, Mrs. Bertha Roberts, Robert Harper, Clell L. Hobson, James R. Swedenburg, pres. Commission also operates WAIQ, Montgomery, WCIQ, Mount Cheaha State Park, WDIQ, Dozier, and WEIQ, Mobile. Holds CP for Huntsville and is Ch. 57 applicant for Florence, Ala.

Began Operation: April 28, 1955.

Personnel:

RAYMOND HURLBERT, general manager.
MRS. LYNN THREADGILL, traffic officer.
AL RENFRO, chief engineer.
MADGE LAW, office manager.

WDIQ Dozier

Ch. 2

Non-Commercial Educational Station

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

Studios: Auburn University, Auburn; Birmingham Area ETV, Birmingham; University of Alabama, University.

Transmitter: Mervillis Mill Rd., Dozier, Ala.

Telephone: 496-3631 Dozier.

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

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

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Began Operation: Aug. 8, 1956.

Personnel: See WBIQ, Birmingham.

*Note: Tulsa University and Oklahoma A & M each owns 1.52% of KVOO-TV, Tulsa (commercial). Ithaca College operates WICB-TV, Ithaca, N.Y. on local coaxial cable system.

WHIQ Huntsville

Ch. 25

Non-Commercial Educational Station

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

Studios: Auburn University, Auburn; Birmingham Area ETV, Birmingham; University of Alabama, University.

Transmitter: 706 Reed Dr., Huntsville.

Telephone: 536-8450.

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

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

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Began Operation: Nov. 15, 1965.

Personnel: See WBIQ, Birmingham.

WEIQ Mobile

Ch. 42

Non-Commercial Educational Station

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

Studios: Auburn University, Auburn; Birmingham Area ETV, Birmingham; University of Alabama.

Transmitter: Near Spanish Fort, 0.6-mi. S of U.S. Hwy. #31.

Telephone: 438-9656.

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

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

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Began Operation: November 18, 1964.

Personnel: See WBIQ, Birmingham.

WAIQ Montgomery

Ch. 26

Non-Commercial Educational Station

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

Studios: Auburn University, Birmingham Area ETV, Birmingham. University of Alabama, University.

Transmitter: Patterson Field, Montgomery, Alabama.

Telephone: 265-9341, Montgomery.

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

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

TV tape: Recording facilities.
Ownership: See WBIQ, Birmingham.
Began Operation: December 18, 1962.
Personnel: See WBIQ.

WCIQ

Mount Cheaha State Park

Ch. 7

Non-Commercial Educational Station

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

Studios: Auburn University, Auburn; Birmingham Area ETV, Birmingham; University of Alabama, University.

Transmitter: Mt. Cheaha, near Munford.

Telephone: 322-4625, Birmingham.

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

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

TV tape: Recording facilities.

Began Operation: Jan. 7, 1955.

Ownership: See WBIQ, Birmingham.

Personnel: See WBIQ, Birmingham.

ARIZONA

KAET

Phoenix

Ch. 8

Non-Commercial Educational Station

Grantee: Board of Regents of the Universities & State College of Arizona, Arizona State U., Tempe, Ariz. (85281).

Studio: Bureau of Broadcasting, Engineering Center, Arizona State U., Tempe, Ariz. Transmitter: South Mt., 5-mi. S of Phoenix.

Telephone: 966-3506.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 117-kw visual, 57.5-kw aural. Antenna: 1659-ft. above av. terrain, 174-ft. above ground, 2827-ft. above sea level.

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

TV tape: Recording facilities.

News Wire Service: UPI.

Ownership: Operated by Arizona State U. (G. Homer Durham, pres.) for Universities & State College of Arizona.

Began Operation: Jan. 30, 1961.

Personnel:

ROBERT H. ELLIS, director of broadcasting, Arizona State U.
DONALD BURGESS, assistant director of broadcasting.
LYNN E. DRYER, chief engineer.
JEAN H. COLE, traffic supervisor.

HA 1-0818

RESIDENCE
TE 2-9362

La Rue Media Brokers Inc.

Radio Television CATV

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NEW YORK, N.Y.

HUGH BEN LA RUE

Alabama-California Educational

KUAT

Tucson

Ch. 6

Non-Commercial Educational Station

Licensee: Universities and State College of Arizona, for use of the U. of Arizona, Herring Hall, Tucson, Ariz. (85700).

Studio & Transmitter: Herring Hall, U. of Arizona campus, Tucson, Ariz. Telephone: Main 4-8181, Ext. 571.

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

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

Requests change to 35.5-kw visual, 3.55-kw aural, 3635-ft. above av. terrain, 192-ft. above ground, 8722-ft. above sea level, lat. 32° 24' 55", long. 110° 42' 54"; transmitter to Mt. Bigelow NE of Tucson.

TV tape: Recording facilities.

Ownership: University of Arizona, Richard A. Harvill, pres.

Began Operation: March 8, 1959.

Personnel:

FRANK BARRECA, director, radio-TV bureau.
ARTHUR PAUL, program manager.
JO ANN GOWENS, secretary.
HARRY ATWOOD, film production supervisor.
ALEX HANKOCY, film assistant.
WESLEY T. JOHNSON, chief engineer.
LYLE CLEMANS, engineering assistant.
RICHARD WARD, engineering assistant.
WILLIAM MORRISON, writer-director.
STEPHEN KEARNS, writer-director.

CALIFORNIA

KCET

Los Angeles

Ch. 28

Non-Commercial Educational Station

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

Studio: 1313 N. Vine St., Hollywood, Cal. (90028).

Transmitter: Mt. Wilson.

Telephone: 213-466-4212. TWX No.: 213-468-1015.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 1200-kw max. and 45.7-kw horizontal visual, 240-kw max. and 9.12-kw horizontal aural. Antenna: Directional, 3050-ft. above av. terrain, 363-ft. above ground, 6,022-ft. above sea level.

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

TV tape: Recording facilities.

News Wire Service: AP.

Ownership: Non-profit corp. Officers: Dr. Lee A. DuBridge, chairman; Samuel F. Bowlby, pres.; James Robertson, v.p. & gen. mgr.; James L. Loper, secy.; Russell Bock, treas.

Began Operation: Sept. 28, 1964.

Represented (legal) by Covington & Burling.

Represented (engineering) by Hammett & Edison.

Personnel:

JAMES ROBERTSON, v.p. & general manager.
JAMES L. LOPER, asst. general manager.
SHERIDAN D. REID, director of program production.
BUD UNTIEDT, chief engineer.
RUSSELL BURTON, dir. of public relations.
HARRY T. SWANSON, dir. development.
NORMAN COOK, dir. of business affairs.

(Continued on next page)

California Educational

KIXE-TV

Redding

Ch. 9

Non-Commercial Educational Station

Grantee: Northern California Educational Television Association Inc., 2410 Larkspur Lane, Box 9, Redding, Cal. (96001).

Main studio (projected): Redding, Cal. Also affiliated studios at Chico State College, Chico, Cal. (95926).

Transmitter: KRCR-TV, Redding, transmitter house, Mt. Shasta-Bally.

Telephone: 241-7900.

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

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

Ownership: Non-profit association. Garrett L. Starmer, chairman, board of directors.

Began Operation: Oct. 5, 1964.

Personnel:

J. ALLEN LARNER, schoolcast services coordinator.



KVIE

Sacramento

Ch. 6

Non-Commercial Educational Station

Licensee: Central California Educational Television, Box 6, Sacramento, Cal. (95801).

Studio: Garden Hwy., Sacramento. Transmitter: 3.5-mi. S of El Dorado. Telephone: Wabash 2-6563.

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

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

Requests 17.80-kw aural.

TV tape: Recording facilities.

Ownership: Non-profit corporation. John H. Fabretti, pres.

Began Operation: Feb. 23, 1959.

Represented (legal) by Krieger & Jorgensen.

Personnel:

JOHN C. CRABBE, general manager.
BILL HOPKINS, program director.
BRAD WARNER, production manager.
VICTOR M. HYDEN JR., director, school telecasts.
DEE BLACK, office manager.
DONNA CHEARS, traffic.
GORMAN BROWN, chief engineer.



KVCR-TV

San Bernardino

Ch. 24

Non-Commercial Educational Station

Licensee: San Bernardino Valley Joint Union Jr. College Dist., 701 S. Mt. Vernon Ave., San Bernardino, Cal. (92410).

Studio & Transmitter: 701 S. Mt. Vernon Ave.

Telephone: 885-0234, Ext. 250, 254, 282.

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

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

FM Affiliate: KVCR-FM, .77-kw, 91.9 mc (No. 220), 240-ft. antenna height. CP for .81-kw, 300-ft. antenna height.

TV tape: Recording facilities.

744-b

Ownership: Non-profit organization. William O. Lewis, chairman; H. J. Sheffield, pres.

Began Operation: Sept. 11, 1962.

Personnel:

ROBERT FUZY, general manager.
MERTON L. KNOLD, chief engineer.
DOROTHY A. HOOVER, program manager.



KQED

San Francisco

Ch. 9

Non-Commercial Educational Station

Licensee: Bay Area Educational Television Assn., 525 Fourth St., San Francisco, Cal. (94118).

Studio: 525 Fourth St. Telephone: Sutter 1-8861.

Transmitter: San Bruno Mt., 2.5-mi. NW of South San Francisco.

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

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

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

TV tape: Recording facilities.

O&O Translator: K80BC, Concord & Walnut Creek, Cal.

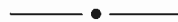
Ownership: Following are officers: W. P. Fuller Brawner, chairman; Mortimer Fleishhacker Jr., pres.; James Day, v.p.; Melvin B. Lane, secy.; Robert Lurie, treas.

Began Operation: April 2, 1954.

Represented (legal) by Krieger & Jorgensen.

Personnel:

MORTIMER FLEISHHACKER JR., president.
JAMES DAY, general manager.
ROLAND E. FENZ, director of development.
JONATHAN C. RICE, program director.
PAUL TURNER, production manager.
RAYMOND L. SMITH, director of school broadcasts.
ALLEN WILLIS, film director & buyer.
RICHARD MOORE, director of special projects.
PAUL WILLIAMS, chief engineer.



KTEH

San Jose

Ch. 54

Non-Commercial Educational Station

Grantee: Office of Education, a Dept. of the County of Santa Clara, 70 W. Hedding St., San Jose, Cal. (95110).

Studio & Transmitter: 2700 Carol Dr.

Telephones: 299-2710 (Studio); 299-2061 (Office).

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

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

TV tape: Recording facilities.

Ownership: County institution with following on governing board: Dr. C. R. Timpany, County Supt. of Schools; Ralph L. Harmer, Assoc. County Supt. for Admin. Services; Myron H. Schussman, Asst. County Supt. for Instruction Services.

Began Operation: Oct. 19, 1964.

Personnel:

DR. C. R. TIMPANY, general manager.
WARREN L. WADE, station manager.
ROBERT A. MASON, director of technical & engineering facilities.
JOHN H. ATKINSON, chief engineer.
ROBERT WHALLEY, station technical supervisor.
LEO BLEIER, program director.

For Translator Directory,
see Section c.

KCSM-TV

San Mateo

Ch. 14

Non-Commercial Educational Station

Licensee: San Mateo Junior College District, 1700 West Hillsdale Blvd., San Mateo, Cal. (94403).

Studio: Library, College of San Mateo.

Transmitter: 1700 W. Hillsdale Blvd., San Mateo, Cal.

Telephones: 341-5686, 341-6161.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 13.8-kw visual, 7.4-kw aural. Antenna: 380-ft. above av. terrain, 143-ft. above ground, 748-ft. above sea level.

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

TV tape: Recording facilities.

Ownership: This is a public educational institution; Dr. Julio L. Bortolazzo, pres.; Dr. Jacob H. Wiens, director, College of the Air.

Began Operation: Oct. 12, 1964.

Personnel:

JACOB H. WIENS, general manager.
DOUGLAS B. MONTGOMERY, program manager & film buyer.
DEYROL ANDERSON, operations manager.
ALVIN A. ALEXANDRE, news editor.
DANIEL ODUM, director, music programs.
JOHN M. HUBBARD, publicity director.
FRANCIS J. MORGAN, chief engineer.

COLORADO

KRMA-TV

Denver

Ch. 6

Non-Commercial Educational Station

Licensee: School District No. 1, City & County of Denver and State of Colorado School District, 414 14th St., Denver (80202).

Studio: Emily Griffith Opportunity School, 13th & Glenarm Sts.

Transmitter: 2.5 mi. NE of center of Golden, Colo. on Lookout Mt.

Telephone: 244-8899, Ext. 66 & 67.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 53.5-kw aural. Antenna: 880-ft. above av. terrain, 210-ft. above ground, 7676-ft. above sea level.

Latitude	39°	43'	47''
Longitude	105°	14'	59''

Requests 15-kw aural.

TV tape: Recording facilities.

Ownership: Denver Public Schools; Kenneth E. Oberholtzer, supt.

Began Operation: Jan. 30, 1956.

Represented (legal) by Krieger & Jorgensen.

Personnel:

RUSSELL CASEMENT, executive director.
J. A. SCHLAEFLE, program director.
JOHN CULLEN, chief engineer.
DENNIS A. DONNELLY, studio technical supervisor.
GERALD WILLSEA, director of radio & television activities.
HOWARD T. HANSEN, art supervisor.
JEROME W. KARSH, producer-director.
WALT F. SCHEUNEMAN, producer-director.
CLELLAN C. RAINS, producer-director.
RICHARD C. SCHMIDT, producer-director.
WILLARD EASTERLY, transmitter engineer.
JUDITH A. CHUMLEA, traffic control manager.

For Colorado CATV Systems, see U.S. CATV
Directory.

CONNECTICUT

WEDH

Hartford

Ch. 24

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., Ben A. Hudelson, c/o Trinity College, Hartford, Conn. (06106).

Studio: Trinity College Library, Hartford, Conn. (06106).

Transmitter: Deercliff Rd., Avon, Conn.

Telephone: 246-6515.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 162.2-kw max. and 130.9-kw horizontal visual, 25.1-kw aural. Antenna: 902-ft. above av. terrain, 503-ft. above ground, 1213-ft. above sea level.

Latitude	41°	46'	29''
Longitude	72°	48'	02''

TV tape: Recording facilities.

Ownership: Connecticut Educational TV Corp. (non-profit organization), 100%.

Began Operation: October 1, 1962.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cyril M. Braum.

Personnel:

BEN A. HUDELSON, general manager.
DOUGLAS G. LEONARD, program manager.
SAMUEL C. EDSALL, chief engineer.
JOHN C. LENNHOF, dir. of public relations.

DELAWARE

WHYY-TV

Wilmington

Ch. 12

Non-Commercial Educational Station

Grantee: WHYY Inc., 4548 Market St., Philadelphia, Pa. (19139).

Studios: Fifth & Scott Sts., Wilmington, Del.; 4548 Market St., Philadelphia, Pa. (19139).

Transmitter: East Stanger Ave., Glassboro, N.J.

Telephones: 302-654-6255, Wilmington; Evergreen 2-9300, Philadelphia. TWX No.: 215-569-9815.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 900-ft. above av. terrain, 922-ft. above ground, 1049-ft. above sea level.

Latitude	39°	41'	21''
Longitude	75°	05'	22''

TV tape: Recording facilities.

O&O Translator: W73AG, Milton, Del.

News Wire Service: AP.

Ownership: Same as WUHY-TV, Philadelphia, Pa.

Began Operation: Sept. 12, 1963.

Personnel:

WARREN A. KRAETZER, exec. v.p. & general manager.
IRVIN C. RUBY, business & personnel manager, assistant to the general manager.
ROBERT HALL, director of engineering & tech. services.
BRUCE BEALE, program director, TV.
DAVID KAIGLER, development officer.
SID SHAW, manager, operations, Wilmington.
NORMAN MARCUS, director of department of public information.
PHILIP REBERT, film supervisor.

Note: Delaware has statewide closed-circuit ETV system originating from studio in Dover and carried to schools via microwave and cable by Diamond State Telephone Co.

DISTRICT OF COLUMBIA

WETA-TV Washington Ch. 26

Non-Commercial Educational Station

Licensee: The Greater Washington Educational TV Assn. Inc., 1225 19th St. N.W. at Jefferson Place, Washington, D.C. (20036).

Studio: 2600 Fourth St. N.W., Washington, D.C. (20001).

Transmitter: 5217 N. 19th Rd., Arlington, Va.

Telephone: 387-1300.

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 490-kw visual, .49-kw aural. Antenna: 600-ft. above av. terrain, 476-ft. above ground, 831-ft. above sea level.

Latitude	38°	53'	30"
Longitude	77°	07'	55"

Holds CP for change to 1100-kw visual, 110-kw aural.

TV tape: Recording facilities.

Ownership: The Greater Washington Educational Television Association Inc., a non-profit corporation composed of the educational and cultural institutions in the Washington, D.C., Virginia, and Maryland area. Dr. Max M. Kampelman, board chairman; Willard M. Kiplinger, Honorary board chairman; Elizabeth P. Campbell, president.

Began Operation: October 2, 1961.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by John H. Mullaney.

Personnel:

WILLIAM J. McCARTER, general manager.

CHARLES A. PROHASKA, director of operations & assistant general manager.

ROBERT D. SMITH, director of programming.

DUANE H. BROWN, business manager.

J. ALLEN BOWERS, program operations manager.

GEORGE GEESEY, production manager.

MARY JANE PHILLIPS, director, school TV services.

WILLIAM J. CODDING, chief engineer.

ANDREW D'ELIA, film & tape librarian.

JERRY SUKENICK, art director.

GEORGE KOUTSOUKOS, film director.

FLORIDA

WUFT Gainesville Ch. 5

Non-Commercial Educational Station

Licensee: Board of Regents acting for and on behalf of University of Florida, 226 Administration Bldg., U of Florida, Gainesville, Fla. (32603).

Studio: Stadium, U of Florida, Gainesville, Fla.

Transmitter: Devil's Millhopper, 5.5-mi. NW of city.

Telephone: Franklin 6-3261.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 12.84-kw visual, 2.75-kw aural. Antenna: 480-ft. above av. terrain, 468-ft. above ground, 628-ft. above sea level.

Latitude	29°	42'	34"
Longitude	82°	23'	51"

TV tape: Recording facilities. News Wire Service: AP.

AM Affiliate: WRUF, 5-kw, 850 kc (commercial, NBC).

FM Affiliate: WRUF-FM, 27-kw, 103.7 mc; 360-ft. antenna height.

Ownership: Board of Regents of State of Florida: Chester H. Ferguson, chairman; Dr. J. B. Culpepper, exec. director; Louis C. Murray, Floyd T. Christian, Henry Kramer, Clarence L. Menser, John C. Pace, Wayne C. McCall, Clifton G. Dyson, Mrs. E. D. Pearce, members U of Florida; also operates radios WRUF and WRUF-FM.

746-b

Began Operation: Nov. 17, 1958.

Personnel:

RAE O. WEIMER, dir., School of Journalism & Communications.

KENNETH A. CHRISTIANSEN, director of television.

C. WESLEY LAMBERT production manager.

JOHN W. THORNE JR., film supervisor.

ROWLAND MEDLER, chief engineer.

MARK DAMEN, program manager.

WJCT Jacksonville Ch. 7

Non-Commercial Educational Station

Licensee: Community Television Inc., 2037 Main St., Jacksonville, Fla. (32206).

Studio: 2037 Main St., Jacksonville, Fla. (32206).

Transmitter: 1070 E. Adams St.

Telephone: 356-0457.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 14.8-kw visual, 7.4-kw aural. Antenna: 843-ft. above av. terrain, 859-ft. above ground, 863-ft. above sea level.

Latitude	30°	19'	21.6"
Longitude	81°	38'	34.1"

Requests 41.4-kw visual, 20.7-kw aural.

TV tape: Recording facilities.

Ownership: Non-profit corp.

Began Operation: Sept. 10, 1958.

Personnel:

FRED REBMAN, general manager.

JIM RITCHIE, program director.

GENE NAPIER, chief engineer.

WSEC-TV Miami Ch. 17

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, Dept. of Radio & TV Education, 1410 N.E. 2nd Ave., Miami, Fla. (33132).

Studio: 1410 N.E. 2nd Ave. Telephone: Franklin 7-4311.

Transmitter: 3200 S.W. 52nd Ave., Hollywood, Fla.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 38-kw visual, 3.2-kw aural. Antenna: side-mounted on WTHS-TV tower, 600-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude	25°	58'	46"
Longitude	80°	11'	50"

TV tape: Recording facilities.

Ownership: See WTHS-TV.

Began Operation: Sept. 7, 1962.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel: See WTHS-TV.

WTHS-TV Miami Ch. 2

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, Dept. of Radio & TV Education, 1410 N.E. 2nd Ave., Miami, Fla. (33132).

Studio: 1410 N.E. 2nd Ave. Telephone: Franklin 7-4311.

TWX No.: 305-696-3480.

Transmitter: 3200 S.W. 52nd Ave., Hollywood, Fla.

TV Factbook No. 36

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 670-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude 25° 58' 46"
Longitude 80° 11' 50"

Requests 6.1-kw aural.

TV tape: Recording facilities.

FM Affiliate: WTHS, 5-kw, 91.7 mc (No. 219), 215-ft. antenna.

Ownership: Dade County Board of Public Instruction (Joe Hall, supt.), supported by Community Television Foundation of South Florida Inc. (James I. Keller Jr., pres.). Also operates WSEC-TV, Ch. 17, Miami.

Began Operation: Aug. 12, 1955.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

GEORGE DOOLEY, executive vice president.
ART HAFER, chief engineer.
JOHN FELTON, program director.
JAMES HERD, production manager.

WMFE-TV

Orlando

Ch. 24

Non-Commercial Educational Station

Licensee: Florida Central East Coast Educational TV Inc., 2908 West Oak Ridge Rd., Orlando, Fla. (32809).

Studio: 2908 West Oak Ridge Rd. Transmitter: Park Ave. & Story Rd., Winter Garden, Fla.

Telephones: 855-3691, 855-3692.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 255-kw visual, 50-kw aural. Antenna: 813-ft. above av. terrain, 829-ft. above ground, 949-ft. above sea level.

Latitude 28° 33' 30.9"
Longitude 81° 35' 37.5"

TV tape: Recording facilities.

Ownership: Non-profit corp. managed by a board of directors elected by board of education of Brevard, Orange, Seminole & Volusia counties. Walton Walker, pres.; W. J. Darden, v.p.; R. T. Milwee, secy.; Alton Nolle, finance officer, day operation; John Smiley, finance officer, evening operation.

Began Operation: March 15, 1965.

Personnel:

A. F. EDMUNDS, director of television & gen. manager.
BILL LIEDKE, production manager.
TOM SHEALLY, chief engineer.

WFSU-TV

Tallahassee

Ch. 11

Non-Commercial Educational Station

Grantee: State Board of Regents of Florida, acting for & on behalf of Fla. State University.

Studios: Campus, Florida State U., Tallahassee, Fla.

Transmitter: 6.9-mi. SW of Holland, Fla. at Apalachicola National Forest Junction.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 95.5-kw visual, 47.9-kw aural. Antenna: 777-ft. above av. terrain, 774-ft. above ground, 897-ft. above sea level.

Latitude 30° 21' 29"
Longitude 84° 36' 39"

TV tape: Recording facilities.

News Wire Service: AP.

FM Affiliate: WFSU-FM, 1-kw, 91.5 mc (No. 236), 205-ft. antenna height.

Ownership: Non-profit educational organization.

Began Operation: Sept. 13, 1960.

Represented (legal) by Krieger & Jorgensen.

1966 Edition

Florida Educational

Personnel:

EDWARD L. HERP, director, University bcstg. services.
DUANE FRANCESCHI, program-publicity director.
WILLIAM GRIFFIN, art director.
RICHARD HEUER, production manager & film director.
TOM BRASK, chief engineer.

WEDU

Tampa-St. Petersburg

Ch. 3

Non-Commercial Educational Station

Licensee: Florida West Coast Educational Television Inc., 908 South 20th St., Tampa, Fla. (33605).

Studios: 908 South 20th St., Tampa; 6605 5th Ave., North St. Petersburg, Fla. (33710).

Transmitter: 78th St., 5-mi. SE of Tampa.

Telephone: 248-5751.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 56.2-kw visual, 6.92-kw aural. Antenna: 494-ft. above av. terrain, 526-ft. above ground, 546-ft. above sea level.

Latitude 27° 55' 04"
Longitude 82° 22' 03"

Holds CP for 100-kw visual, 12.5-kw aural, 935-ft. above av. terrain, 1021-ft. above ground, 1096-ft. above sea level, lat. 27° 50' 52.5", long. 82° 15' 48"; transmitter to Boyette Rd., Riverview, Fla.

TV tape: Recording facilities.

Ownership: WEDU officers: Robert Guthrie, pres.; William Wallace, v.p.; Mary Spencer, secy.; L. D. Smith, treas.

Began Operation: Oct. 27, 1958.

Represented (legal) by Krieger & Jorgensen.

Personnel:

ROBERT GUTHRIE, president.
WILLIAM WALLACE, vice president.
R. LeROY LASTINGER, general manager.
H. H. RIDDLEBERGER, asst. mgr. for program development and operations & film buyer.
RAY ELLIS, manager of business affairs.
LEO A. FISHER, chief, film & traffic section.
ORBRA W. HARRELL, chief engineer.

(Continued on next page)



MALARKEY, TAYLOR & ASSOCIATES

CATV

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GEORGIA

WGTV

Athens

Ch. 8

Non-Commercial Educational Station

Grantee: Regents of the University System of Georgia, 244 Washington St. S.W., Atlanta, Ga. (30334).

Mailing Address: Dr. William H. Hale Jr., The Ga. Center, U. of Ga., Athens, Ga. (30602).

Studio: Center for Continuing Education, U. of Ga. campus, Athens.

Transmitter: Jacks Creek Mt., 5.2-mi. ENE of Monroe, Ga.

Telephone: 548-7511. TWX No.: 404-548-6516.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1219-ft. above av. terrain, 1039-ft. above ground, 2049-ft. above sea level.

Latitude	33°	49'	22.3"
Longitude	83°	37'	47.6"

TV tape: Recording facilities.

Ownership: State institution. James Dunlap, chairman; George L. Simpson Jr., chancellor.

Began Operation: May 23, 1960.

Represented (legal) by Krieger & Jorgensen.

Personnel:

JAMES DUNLAP, chairman.
GEORGE L. SIMPSON JR., chancellor.
DR. WILLIAM HALE JR., general manager.
DOROTHY D. HASTINGS, assistant manager.
DAVID G. FISHER, production manager.
HILL BERMONT, program director & film buyer.
EDWARD GRAHAM JR., chief engineer.

WETV

Atlanta

Ch. 30

Non-Commercial Educational Station

Licensee: Board of Education of City of Atlanta, 224 Central Ave. S.W., Atlanta, Ga. (30303).

Studio & Transmitter: 740 Bismark Rd. NE, Atlanta, Ga. (30324).

Telephone: 873-4471.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 219-kw visual, 40.7-kw aural. Antenna: 400-ft. above av. terrain, 515-ft. above ground, 1374-ft. above sea level.

Latitude	33°	43'	40"
Longitude	84°	21'	50"

TV tape: Recording facilities.

FM Affiliate: WABE, 4.6-kw, 90.1 mc (No. 211), 360-ft. antenna height.

Ownership: Board of Education of the City of Atlanta. Officers: Oby T. Brewer Jr., pres.; Fred Shell, v.p.

Began Operation: Feb. 17, 1958.

Represented (legal) by Krieger & Jorgensen.

Personnel:

DR. GILBERT TAUFFNER, executive director of radio & television education.
HASKELL BOYTER, director, radio & television education.
LILLIAN LEE, program director.
DON GILPIN, production manager.
MARGARET KILIAN, radio coordinator.
T. W. COWAN JR., chief engineer.
MARTHA WAPENSKY, film director.

For Translator Directory,

see Section c.

WJSP-TV

Columbus

Ch. 28

Non-Commercial Educational Station

Licensee: State Board of Education, State Office Bldg., Atlanta (30303).

Studio: 1727 Clifton Rd. NE, Atlanta, Ga. (30329).

Transmitter: Warm Springs, Ga. on Hwy. 85 W., 3½-mi. S. of Warm Springs.

Telephone: 655-2145.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 144-kw visual, 21.9-kw aural. Antenna: 1510-ft. above av. terrain, 1103-ft. above ground, 2403-ft. above sea level.

Latitude	32°	51'	08"
Longitude	84°	42'	04"

Ownership: State Board of Education. For officers, see WXGA-TV, Waycross.

Began Operation: August 10, 1964.

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

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

See WXGA-TV, Waycross, Ga.

FRANK COILE, chief engineer. (P.O. Box 5, Warm Springs, Ga.).

WVAN-TV

Savannah

Ch. 9

Non-Commercial Educational Station

Licensee: State Board of Education, State Office Bldg., Atlanta, Ga. (30303).

Studio: 1727 Clifton Rd. NE, Atlanta, Ga. (30329).

Transmitter: Pembroke, Ga., Bryan County, 36-mi. W. of Savannah.

Telephone: 653-4996.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 34.7-aural. Antenna: 1050-ft. above av. terrain, 1086-ft. above ground, 1181-ft. above sea level.

Latitude	32°	08'	48"
Longitude	81°	37'	05"

TV tape: Recording facilities.

Ownership: State Board of Education. For officers, see WXGA-TV, Waycross.

Began Operation: Sept. 17, 1963.

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

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

Personnel:

JOHN VANCE, chief engineer (P.O. Box 367, Pembroke, Ga.).

WXGA-TV

Waycross

Ch. 8

Non-Commercial Educational Station

Licensee: State Board of Education, State Office Bldg., Atlanta Ga. (30303).

Studio: 1727 Clifton Rd. NE, Atlanta, Ga. (30329).

Transmitter: 2.5-mi. S. of Hasty, Ga. Telephone: 283-4838.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1030-ft. above av. terrain, 1059-ft. above ground, 1249-ft. above sea level.

Latitude	31°	13'	17"
Longitude	82°	34'	24"

TV tape: Recording facilities.

Ownership: State Board of Education. Officers: James S. Peters, chmn. of the board; Dr. Claude Purcell, state superintendent of schools. The State Board of Education also operates WVAN-TV, Savannah; WJSP-TV, Columbus and WCLP-TV, Chatsworth, Ga.

Began Operation: November 19, 1961.
Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.
Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

Personnel:

LEE E. FRANKS, executive director of television.
E. A. CRUDUP, administrator of utilization.
JOHN R. HANEY, administrator, program development.
HARVEY J. ADERHOLD, director of engineering.
KNOX CARREKER, chief engineer (P.O. Box 842, Waycross, Ga.).

WCES-TV

Wrens

Ch. 20

Non-Commercial Educational Station

(Due to Begin Operation in July)

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30303).

Transmitter: 7-mi. NE of Wrens.

Telephone: 547-2107.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 387-kw max. and 275-kw horizontal visual, 38.7-kw max. and 25.7-kw horizontal aural. Antenna: 1483-ft. above av. terrain, 1466-ft. above ground, 1896-ft. above sea level.

Latitude	33°	15'	30"
Longitude	82°	17'	00"

Requests 466-kw max. and 336-kw horizontal visual, 46.6-kw max. and 33.6-kw horizontal aural, lat. 33° 15' 33", long. 82° 17' 09".

Ownership: State Board of Education. For officers, see WXGA-TV, Waycross.

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

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

Personnel:

RABUN F. BOBO, chief engineer.

IDAHO

KUID-TV

Moscow

Ch. 12

Non-Commercial Educational Station

Licensee: Regents of the University of Idaho, Moscow, Ida.

Studio: Radio-TV Center, U of Ida.

Transmitter: Paradise Ridge, 3.25-mi. SSE of Moscow.

Telephone: 208-883-0110, Ext. 413.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 115-kw visual, 57.5-kw aural. Antenna: 1050-ft. above av. terrain, 154-ft. above ground, 3853-ft. above sea level.

Latitude	46°	40'	40"
Longitude	116°	58'	33"

TV tape: Recording facilities.

AM Affiliate: None.

FM Affiliate: KUID-FM, 1.18-kw, 91.7 mc (No. 219), —46-ft. antenna height.

Began Operation: Sept. 6, 1965.

Represented (legal) by Weldon Schimke, Moscow.

Represented (engineering) by H. W. Teodtmeier, Boise, Ida.

Personnel:

GORDON LAW, general manager.
PETER A. HAGGART, production & program director.
WILLIAM BYRD, instructional TV coordinator.
C. W. BONDURANT, engineering supervisor.
J. WALTER JOHNSON, chief engineer.
ROY O'BRADY, transmitter engineer.

ILLINOIS

WSIU

Carbondale

Ch. 8

Non-Commercial Educational Station

Licensee: Board of Trustees of Southern Ill. U., Carbondale, Ill. (62903).

Transmitter: U.S. Hwy. 51, approx. 2-mi. S. of Tamaroa, Ill.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 859.2-ft. above av. terrain, 903-ft. above ground, 1385-ft. above sea level.

Latitude	38°	06'	15"
Longitude	89°	14'	37"

TV tape: Recording facilities. News Wire Service: UPI.

FM Affiliate: WSIU, 37-kw, 91.9 (No. 220), 290-ft. antenna height.

Ownership: Board of Trustees of Southern Ill. U. Also is Ch. 16 ETV applicant in Olney, Ill.

Began Operation: November 6, 1961.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

BUREN C. ROBBINS, general manager.
EUGENE DYBVIG, operations manager & production supervisor.
JAMES LASH, staging director.
MYERS WALKER JR., art director.
CARL PLANINC, coordinator public schools instructional programs.
WILLIAM E. DIXON, chief engineer.
WILLIS SEAMAN, chief transmitter engineer.

WTTW

Chicago

Ch. 11

Non-Commercial Educational Station

Licensee: Chicago Educational Television Association, 5400 N. St. Louis Ave., Chicago, Ill. (60625).

Studio: Chicago Educational Television Center, 5400 N. St. Louis Ave., Chicago. Telephone: 583-5000.

Transmitter: 1000 Lake Shore Plaza, Chicago.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 720-ft. above av. terrain, 796-ft. above ground, 1384-ft. above sea level.

Latitude	41°	54'	01"
Longitude	87°	37'	28"

TV tape: Recording facilities.

Began Operation: Sept. 5, 1955.

Ownership: CETA officers: Edward L. Ryerson, pres.; Donald McKellar, v.p.; George A. Ranney Jr., v.p.; William E. McManus, v.p.; Lester Armour, treas.; Robert L. Foote, secy. Also holds a CP for Ch. 20, Chicago.

Represented (legal) by Sidley, Austin, Burgess & Smith, Chicago.

Personnel:

JOHN W. TAYLOR, executive director.
PAUL CARTER, executive producer.
CLARENCE McINTOSH, production manager.
LEE EDELBERG, recording services sales supervisor.
FRED HENNING, recording services technical supervisor.
NATHANIEL HUGHES, broadcast services technical supervisor.
JAMES McQUINN, operations supervisor.
DEMETRA PANAGOS, administrative associate.
A. G. FERREIRA, business manager.
EDWARD L. MORRIS, director of programming & development.
WILLIAM MANSCHOT JR., program manager.
ROGER SMITH, executive producer.
LEONARD FURMAN, assistant director of development.
GLORIA MICHELS, asst. to dir. of development, PR & promotion.
ROBERT SEIPP, film supervisor.
DUANE M. WEISE, director engineering & operations.

(Continued on next page)

Illinois-Iowa Educational

WXXW

Chicago

Ch. 20

Non-Commercial Educational Station

Licensee: Chicago Educational Television Association, 5400 N. St. Louis Ave., Chicago, Ill. (60625).

Studio: 5400 N. St. Louis Ave.

Transmitter: 1000 Lake Shore Plaza.

Telephone: 583-5000.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 457-kw visual, 91.4-kw aural. Antenna: 770-ft. above av. terrain, 796-ft. above ground, 1383-ft. above sea level.

Latitude	41°	54'	1''
Longitude	87°	37'	28''

TV tape: Recording facilities.

Ownership: See WTTW, Chicago.

Began Operation: Sept. 20, 1965.

Represented (legal) by Sidley, Austin, Burgess & Smith, Chicago.

Personnel: Same as for WTTW, Chicago.

WILL-TV

Urbana-Champaign

Ch. 12

Non-Commercial Educational Station

Licensee: University of Illinois, Board of Trustees, Urbana, Ill. (61803).

Studio: 302 N. Goodwin, Urbana.

Transmitter: Memorial Stadium, Champaign.

Telephone: 333-1070, Urbana.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 45.7-kw visual, 22.9-kw aural. Antenna: 160-ft. above av. terrain, 177-ft. above ground, 913-ft. above sea level.

Latitude	40°	05'	58''
Longitude	88°	14'	14''

Holds CP for change to 316-kw visual, 167-kw aural, 987-ft. above av. terrain, 1044-ft. above ground, 1734-ft. above sea level, lat. 40° 02' 18", long. 88° 40' 10"; transmitter to RR #2, 5-mi. W of Monticello Willow Branch Twp.

TV tape: Recording facilities.

News Wire Service: AP, UPI.

AM Affiliate: WILL, 5-kw, 580 kc.

FM Affiliate: WILL-FM, 300-kw, 90.9 mc (No. 215), 550-ft. antenna height.

Ownership: University of Illinois; David D. Henry, pres.

Began Operation: Aug. 1, 1955.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

FRANK E. SCHOOLEY, director of broadcasting.

ROBERT C. BOSTON, assistant manager.

EMERSON KLEIN, production coordinator.

HENRY W. LIPPOLD JR., news director.

DAVID B. OTTO, producer-director.

URSULA MAKSIĆ, film buyer.

ROB R. BELDON, chief engineer.

For TV Allocations,

see Section c.

INDIANA

WNDU-TV

South Bend

Ch. 16

Licensee: Michiana Telecasting Corp., University of Notre Dame, Notre Dame, Ind.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

IOWA

KDPS-TV

Des Moines

Ch. 11

Non-Commercial Educational Station

Licensee: Des Moines Independent Community School Dist., 1800 Grand Ave., Des Moines, Ia. (50307).

Studio & Transmitter: 1800 Grand Ave., Des Moines, Ia. (50307).

Telephone: 284-7723.

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''

TV tape: Recording facilities.

FM Affiliate: KDPS, 5.2-kw, 88.1 mc (No. 201), 285-ft. antenna height.

Ownership: Local school district. Ora E. Niffenegger, pres. of the board, A. Arthur Davis, v.p.

Began Operation: April 27, 1959. Note: Off-air for summer; resumed Sept. 14, 1959.

Represented (legal) by Krieger & Jorgensen.

Personnel:

JOHN A. MONTGOMERY, station manager & director of television education.

ELWIN BASQUIN, program director.

GEORGE SUTTON, film director.

WALTER ALLISS, chief engineer.

WOI-TV

Ames—(Des Moines)

Ch. 5

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

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

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CHICAGO: 333 N. Michigan Avenue, 346-6460

ATLANTA: Mony Building, 873-5626

BEVERLY HILLS: Bank of America Bldg. 274-8151

KANSAS

KTWU

Topeka
Ch. 11

Non-Commercial Educational Station

Grantee: Washburn University of Topeka, 17th & College Sts.

Studio: 17th & Jewell.

Transmitter: 1.5-mi. W of city limits.

Telephone: 272-8181.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 1064-ft. above av. terrain, 949-ft. above ground, 2026-ft. above sea level.

Latitude	39°	03'	51''
Longitude	95°	45'	49''

TV tape: Recording facilities.

Color: Film & slide.

Ownership: This university is a municipal school, directed by a board of 10 regents.

Began Operation: Oct. 21, 1965.

Personnel:

IAN N. WHEELER, manager.
BILL PARKER, chief engineer.
JOHN BARRIER, asst. chief engineer.
MARY SCHERZER, traffic director.
CAROLYN RIPPETOE, information director.

KENTUCKY

WFPK-TV

Louisville
Ch. 15

Non-Commercial Educational Station

Licensee: Board of Trustees, Louisville Free Public Library, 301 Library Place, Louisville, Ky. (40203).

Studios: Jefferson County School Studio, 2301 Clarendon Ave. (40205).

Transmitter: 301 Library Place. Telephone: Juniper 4-4154.

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''

TV tape: Recording facilities.

FM Affiliate: WFPK, 20-kw, 91.9 mc (No. 220), 245-ft. antenna height. Also: WFPL, .15-kw, 89.3 mc, 360-ft. antenna height.

Ownership: Board officers: Clarence R. Graham, library director; Richard VanHoose, supt. of schools.

Began Operation: Sept. 8, 1958.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by Jules Cohen.

Personnel:

K. F. LAM, station manager.
RICHARD VanHOOSE, program manager.
BOB RICHARDSON, production manager.
CHARLES T. LANDERS, chief engineer.

LOUISIANA

WYES-TV

New Orleans
Ch. 8

Non-Commercial Educational Station

Licensee: Greater New Orleans Educational Television Foundation, 916 Navarre Ave., New Orleans, La. (70124).

Studio: 916 Navarre Ave. Transmitter: Hibernia Bank Bldg.

Telephone: Hunter 6-5412.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 400-ft. above av. terrain, 422-ft. above ground, 455-ft. above sea level.

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

TV tape: Recording facilities.

Ownership: Non-profit corporation. Officers: Dr. J. C. Morris, pres.; T. Sterling Dunn, v.p.; Louis G. Lemle, v.p.

Began Operation: April 1, 1957.

Represented (legal) by Krieger & Jorgensen.

Personnel:

DR. HOMER L. HITT, president.
W. S. HART, general manager.
VERNON F. COOK, program director.
ROBERT L. CARSWELL, production manager.

WWL-TV

New Orleans
Ch. 4

Licensee: Loyola University, 6363 St. Charles Ave.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)



Cognoscenti Read Television Digest

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

MAINE

WCBB Augusta

Ch. 10

Non-Commercial Educational Station

Licensee: Colby-Bates-Bowdoin Educational Telecasting Corp., c/o Bates College, Lewiston, Me. (04240).

Studio: Bates College, Lewiston, Me.

Transmitter: 10-mi. ENE of Lewiston, on Danforth Hill.

Telephone: 783-3542.

TWX No.: 207-784-5547.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 310-kw visual, 61.7-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 tape: Recording facilities.

Ownership: Bates College (operator of FM radio WRJR, Lewiston, Me.), 33 1/3%; Colby College, 33 1/3%; Bowdoin College, 33 1/3%.

Began Operation: November 13, 1961.

Represented (legal) by McKenna & Wilkinson.

Personnel:

E. B. LYFORD, executive director.
ROLAND A. DESJARDINS, chief engineer.
LESTER J. RICHARDS, program manager.
MRS. DOROTHY O. PIERCE, traffic manager.

WMED-TV

Calais

Ch. 13

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, c/o John Dunlop, Orono, Me. (04473).

Studio: Alumni Hall, U of Maine, Orono, Me. (04473).

Transmitter: Top of Conant Hill, Meddybemps, Me.

Telephone: 207-866-7551 (Orono). TWX No.: 207-866-4689.

TV tape: Recording facilities (at Orono).

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 31.6-kw visual, 6.2-kw aural. Antenna: 430-ft. above av. terrain, 187-ft. above ground, 667-ft. above sea level.

Latitude	45°	01'	44''
Longitude	67°	19'	24''

Ownership: University of Maine, a state institution, see WMEB-TV, Orono, Me.

Began Operation: Sept. 23, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: This station utilizes the staff at WMEB-TV, Orono, Me.

WMEB-TV

Orono

Ch. 12

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, c/o John Dunlop, Orono, Me. (04473).

Studio: Alumni Hall, U of Maine, Orono, Me.

Transmitter: 10-mi. SE of Orono on Blackcap Mt., East Eddington.

Telephone: 866-7551.

TV tape: Recording facilities.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 299-kw visual, 30.0-kw aural. Antenna: 990-ft. above av. terrain, 369-ft. above ground, 1346-ft. above sea level.

752-b

Latitude	44°	45'	36''
Longitude	68°	33'	59''

Ownership: University of Maine, a state institution. It also operates WMEM-TV, Presque Isle, Me., and WMED-TV, Calais, Me.

Began Operation: Oct. 8, 1963.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JOHN W. DUNLOP, general manager.
ROBERT X. MacLAUHLIN, program director.
DONALD ROBERT, production manager.
KENNETH KRALL, traffic & promotion.
ROGER W. HODGKINS, assistant to general manager.
EDWARD WINCHESTER, chief engineer.
CARL MASON, network transmitter supervisor.

WMEM-TV

Presque Isle

Ch. 10

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall c/o John Dunlop, Orono, Me. (04473).

Studio: Alumni Hall, U of Maine, Orono, Me. (04473).

Transmitter: Mars Hill, 15-mi. S of Presque Isle.

Telephone: 866-7551 (Orono, Me.) TWX No.: 207-866-4689.

TV tape: Recording facilities (at Orono).

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 299-kw visual, 30-kw aural. Antenna: 1093-ft. above av. terrain, 155-ft. above ground, 1762-ft. above sea level.

Latitude	46°	33'	05''
Longitude	67°	48'	37''

Ownership: University of Maine, a state institution see WMEB-TV, Orono Me.

Began Operation: Feb. 17, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: This station utilizes the staff at WMEB-TV, Orono, Me.

MASSACHUSETTS

WGBH-TV

Boston

Ch. 2

Non-Commercial Educational Station

(Affiliated with Eastern Educational Network and N.E.T.)

Licensee: WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134).

Studio: 125 Western Ave., Boston, Mass. (02134).

Transmitter: Great Blue Hill, Milton, Mass.

Telephone: University 4-6400.

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''

TV tape: Recording facilities.

Color Facilities: Film & slide.

News Wire Service: AP.

FM Affiliate: WGBH-FM, 50-kw, 89.7 mc (No. 209), 550-ft. antenna height.

Ownership: Foundation officers: Trustee of the Lowell Institute, President of Harvard University, President of Massachusetts Institute of Technology, Treasurer of Massachusetts Institute of Technology, Treasurer of Harvard University, Chairman of the Board of Trustees of Boston Symphony Orchestra Inc., General Manager of WGBH-TV and WGBH-FM, member of the Board of Trustees of the Twentieth Century Fund.

Began Operation: May 2, 1955.

TV Factbook No. 36

Represented (legal) by Covington & Burling.

Personnel:

HARTFORD N. GUNN JR., general manager.
DAVID M. DAVIS, asst. general manager for TV.
DAVID IVES, asst. gen. mgr. for community relations & finance.
GREGORY G. HARNEY, TV production manager.
HENRY MORGENTHAU III, special projects exec. producer.
ROBERT L. LARSEN, TV program manager & film buyer.
TOM KELLER, director of engineering.
JOHN R. HURLEY, director of operations.

MICHIGAN

WTVS

Detroit

Ch. 56

Non-Commercial Educational Station

Licensee: Detroit Educational Television Foundation Inc., 5033 Woodward Ave., Detroit, Mich. (48202).

Studios: Detroit Public Schools, 9345 Lawton Ave.; Wayne State University; University of Detroit.

Transmitter: 9345 Lawton Ave.

Telephones: 832-6550, 896-6075, (engineering office).

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''

Requests change to 575-kw visual, 166-kw aural, 965-ft. above av. terrain, 1044-ft. above ground, 1744-ft. above sea level, lat. 42° 09' 01", long. 83° 18' 44"; transmitter to West Eleven Mile Rd., between Franklin & Inkster Rds., Southfield, Mich.

TV tape: Recording facilities.

Ownership: Foundation officials: C. Allen Harlan, pres.; Mrs. Gerard Slattery, treas.; Paul B. Rickard, exec. secy. Following are board members: Mrs. Bernard J. Becker, Walker L. Cisler, John C. Dancy, William E. Hamilton, Ralph T. McElvenny, Allen W. Merrell, E. Harwood Rydholm, Nate S. Shapero, R. T. Johnstone, Norman Weston, D. F. Smith, Alfred J. Fisher Jr.

Began Operation: Aug. 8, 1955.

Represented (legal) by Krieger & Jorgensen.

Personnel:

LEONARD W. EDEN, chief engineer.

WMSB

Onondaga-East Lansing

Ch. 10

Non-Commercial Educational Station

Licensee: Board of Trustees, Michigan State University, E. Lansing, Mich. (48823). Studio: 600 Kalamazoo St., East Lansing.

Transmitter: Rossman Rd., Onondaga. Telephone: 355-7440.

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''

Requests 61-kw aural.

TV tape: Recording facilities.

AM Affiliate: WKAR, 5-kw, 870 kc. FM Affiliate: WKAR-FM, 125-kw, 90.5 mc (No. 213), 930-ft. antenna height.

Began Operation: March 15, 1959.

Personnel:

DR. ARMAND L. HUNTER, dir., division broadcasting services.
DR. COLBY LEWIS, station manager.
ROBERT E. BELL, film buyer.
ROBERT D. PAGE, production & program manager.
DAVID BOUSE, film director.
RAYMOND WILSON, chief engineer.

1966 Edition

Mass.-Minnesota Educational

WUCM-TV

University Center (Bay City)

Ch. 19

Non-Commercial Educational Station

Grantee: Delta College, University Center (Bay City), Mich. (48706).

Studio: Delta Road, University Center.

Transmitter: .8-mi. NNW of Delta Rd. & Four Mile Rd. intersection.

Telephone: 894-2874. TWX No.: 517-684-6480.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 234-kw visual, 117-kw aural. Antenna: 470-ft. above av. terrain, 498-ft. above ground, 1102-ft. above sea level.

Latitude	43°	33'	42.7''
Longitude	83°	58'	53.7''

TV tape: Recording facilities.

Ownership: Delta College is a community district college with a directing board of 12 trustees. Donald J. Carlyon, acting president.

Began Operation: Oct. 12, 1964.

Represented (legal) by Cohn & Marks.

Personnel:

WILLIAM J. BALLARD, station manager.
RAYMOND A. WOODS, chief engineer.

MINNESOTA

KWCM-TV

Appleton

Ch. 10

Non-Commercial Educational Station

Licensee: Twin City Area ETV Corp. & West Central Minn. ETV Co., 1640 Como Ave. St. Paul, Minn. (55108).

Studio: 2-mi. SSE of Appleton.

Transmitter: 2-mi. SSE of Appleton.

Telephone: 289-2722.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 480-ft. above av. terrain, 496-ft. above ground, 1526-ft. above sea level.

Latitude	45°	10'	04''
Longitude	95°	59'	54''

Ownership: Held jointly by Twin City Area ETV Corp. & West Central Minn. ETV Co., both non-profit. Twin City is licensee of KTCA-TV and KTCI-TV, St. Paul-Minneapolis.

Began Operation: Jan. 21, 1966.

Personnel:

ELMER GOETSCH, resident engineer.
LLOYD RENS, asst. engineer.

(Continued on next page)

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Minnesota Educational

WDSE-TV

Duluth-Superior, Wis.

Ch. 8

Non-Commercial Educational Station

Licensee: Duluth-Superior Area Educational TV Corp., c/o George A. Beck, gen. mgr., 403 Bradley Bldg., Duluth, Minn. (55802).

Studio: 921 Tower Ave., Superior, Wis.

Transmitter: 4th Ave. West & 10th St., Duluth, Minn.

Telephone: 727-8734.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 159-kw aural. Antenna: 880-ft. above av. terrain, 803-ft. above ground, 2046-ft. above sea level.

Latitude	46°	47'	21''
Longitude	92°	06'	51''

TV tape: Recording facilities.

Ownership: Non-profit corporation. Robert S. Mars Jr., pres.; Arthur C. Josephs, v.p.; Mrs. Thomas M. Spencer, secy.; Earle Andree, treas.

Began Operation: Sept. 1, 1964.

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

Personnel:

GEORGE A. BECK, general manager.
DONALD C. MILLER, program director.
EARL L. RICHARDS, chief engineer.

KTCI-TV

St. Paul

Ch. 17

Non-Commercial Educational Station

Licensee: Twin City Area Educational TV Corp., 1640 Como Ave., St. Paul, Minn. (55108).

Studio: Same as KTCA-TV, St. Paul-Minneapolis.

Transmitter: 2070 W. Roselawn, Falcon Heights, Minn.

Telephone: 645-5565.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 47.9-kw visual, 22.9-kw aural. Antenna: 490-ft. above av. terrain, 556-ft. above ground, 1543-ft. above sea level.

Latitude	44°	59'	54''
Longitude	93°	11'	17''

TV tape: Recording facilities.

Ownership: See KTCA-TV, St. Paul, Minneapolis.

Began Operation: May 4, 1965.

Personnel: KTCA-TV personnel will also serve at KTCI-TV.

KTCA-TV

St. Paul-Minneapolis

Ch. 2

Non-Commercial Educational Station

Licensee: Twin City Area Educational Television Corp., St. Paul, Minn. (55108). Studio: 1640 Como Ave., St. Paul (55108).

Transmitter: Cleveland & Roselawn Aves., Falcon Heights, Minn.

Telephone: 645-5565.

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''

TV tape: Recording facilities.

Color Facilities: Film, slide.

AM Affiliate: None.

754-b

Ownership: Non-profit organization. Officers: George D. Dayton, II, pres.; John Myers, v.p.; Leonard Heller, v.p.; Philip H. Nason, v.p.; John Schwarzwald, exec. v.p.; Andrew Scott, secy.; A. A. Heckman, treas. Also operates KTCI-TV, St. Paul and holds 50% of KWCM-TV, Appleton, Minn.

Began Operation: Sept. 3, 1957.

Represented (legal) by Faegre & Benson, Minneapolis.

Personnel:

JOHN C. SCHWARZWALDER, exec. v.p. & general manager.
W. D. DONALDSON, asst. gen. mgr. & program director.
WAYNE MAYER, chief engineer.
ROBERT C. MITCHELL, director of special projects.
W. W. KEMMERER, director of research and development.
VICTOR KERNS, dir. of school programs.
RICHARD J. CARTER, production manager.
JEAN M. LYNES, administrative assistant.

MISSOURI

KOMU-TV

Columbia

Ch. 8

Licensee: Curators of the University of Missouri.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

KCSD-TV

Kansas City

Ch. 19

Non-Commercial Educational Station

Grantee: School District of Kansas City, 1211 McGee St., Kansas City, Mo. (64106).

Studio: Board of Education Building, 1211 McGee St.

Transmitter: City Hall, 414 E. 12th St.

Telephone: Baltimore 1-7567, ext. 314.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 209.5-kw visual, 105-kw aural. Antenna: 510-ft. above av. terrain, 475-ft. above ground, 1394-ft. above sea level.

Latitude	39°	06'	01''
Longitude	94°	34'	39''

Requests 52.5-kw aural.

TV tape: Recording facilities.

Ownership: Local school district.

Began Operation: March 22, 1961.

Represented (legal) by Dow, Lohnes & Albertson, Washington, D.C.; Caldwell, Eastin, Blackwell & Oliver, Kansas City, Mo.

Personnel:

HOMER C. WADSWORTH, president of board of education.
JAMES A. HAZLETT, superintendent of schools.
ZOEL PARENTEAU, program manager.
CLYDE HOWE, chief engineer.

KETC

St. Louis

Ch. 9

Non-Commercial Educational Station

Licensee: St. Louis Educational Television Commission, 6996 Millbrook Blvd., St. Louis (63130).

Studio: 6996 Millbrook. Transmitter: Boatman's Bank Bldg.

Telephone: Volunteer 3-0995.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 144-kw visual, 77.5-kw aural. Antenna: 550-ft. above av. terrain, 574-ft. above ground, 1039-ft. above sea level.

Latitude	38°	37'	40''
Longitude	90°	11'	19''

TV Factbook No. 36

TV tape: Recording facilities.

Ownership: Commission officers: Lee Schnure, chairman; H. E. Wuertenbaeher Jr. & Edwin J. Spiegel Jr., vice chairmen; Malcolm W. Martin, secy.; Richard A. Young, treas.

Began Operation: Sept. 20, 1954.

Represented (legal) by Grand, Peper & Martin, St. Louis.

Personnel:

ROBERT C. GLAZIER, executive director.
JACK VINES, director of engineering.
DUDLEY O. WILLIAMS, director of programming.

NEBRASKA

KLNE-TV

Lexington

Ch. 3

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Grantee: Nebraska Educational Television Commission, 12th & R Sts., Lincoln, Neb.

Transmitter: 5-mi. SW of Holdrege, Neb., on U.S. Rt. 6.

Telephone: 308-337-2311 (transmitter).

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1062-ft. above av. terrain, 1065-ft. above ground, 3449-ft. above sea level.

Latitude	40°	23'	05''
Longitude	99°	27'	30''

Ownership: Operated as non-profit commission; NETC is an agency of the State of Nebraska.

Began Operation: Sept. 7, 1965.

Personnel:

JACK McBRIDE, secy. & general manager (based at separately-owned KUON-TV, Lincoln).
WILLIAM R. RAMSAY, director of engineering, NETC, Lincoln.
ROBERT H. OLSON, transmitter supervisor.

KUON-TV

Lincoln

Ch. 12

Non-Commercial Educational Station

Licensee: University of Nebraska, Lincoln, Neb. (68508).

Studios: University campus, 12th & R Sts.

Transmitter: 1.25-mi. W, 3-mi. N. of Memphis, Neb.

Telephone: 477-8711, Ext. 2141.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 820-ft. above av. terrain, 874-ft. above ground, 2049-ft. above sea level.

Latitude	41°	08'	18.1''
Longitude	96°	27'	19.2''

TV tape: Recording facilities.

O & O Translator: K72NK, Kearney, Neb.

Began Operation: Nov. 1, 1954.

Represented (legal) by Cline, Williams, Wright & Johnson, Lincoln; Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

JACK McBRIDE, general manager.
RON HULL, program manager.
WM. BOYD ROONEY, production director.
BETTY MEISINGER DAVIS, traffic and continuity.
JERRY DE PRENGER, in-school TV producer.
ADOLPH R. DVORAK, chief engineer.
LEROY McCOY, film & distribution specialist.

For Educational TV Associations,
see Section c.

Neb.-New Hampshire Educational

KYNE-TV

Omaha

Ch. 26

Non-Commercial Educational Station

Grantee: Nebraska ETV Commission, 12th & R Sts., Lincoln, Neb. (68508).

Transmitter: U. of Omaha Campus, Omaha, Neb.

Telephone: 402-553-4700.

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 33.9-kw visual, 6.7-kw aural. Antenna: 430-ft. above av. terrain, 405-ft. above ground, 1555-ft. above sea level.

Latitude	41°	15'	28''
Longitude	96°	00'	32''

Ownership: Operated as a non profit commission.

Began Operation: Oct. 19, 1965.

Personnel:

JACK G. McBRIDE, secy. & general manager, Nebraska ETV Commission.
WILLIAM R. RAMSAY, director of engineering, Nebraska NET Commission.
PAUL BORGE, station manager.
LEON BENSCHOTER, program director.
GEORGE RAGAN, supervising engineer.

NEW HAMPSHIRE

WENH

Durham

Ch. 11

Non-Commercial Educational Station

Licensee: U of New Hampshire, Durham, N.H. (03824).

Studio: Memorial Union Bldg.

Transmitter: Saddleback Mt.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 970-ft. above av. terrain, 436-ft. above ground, 1536-ft. above sea level.

Latitude	43°	10'	34''
Longitude	71°	12'	24''

TV tape: Recording facilities.

Ownership: State of N.H., John W. McConnell, pres., U of N.H. U of N.H. also is applicant for Ch. 28 Hanover, N.H.

Began Operation: July 6, 1959.

Represented (legal) by Covington & Burling.

Personnel:

KEITH J. NIGHBERT, manager.
ALTON S. HOTALING, program manager.
BRUCE ST. GEORGE, production manager.
KARL BLACK, studio engineer supervisor.
WALTER SWENSON, transmitter engineer supervisor.
CHARLES E. TAMM, chief engineer.

(Continued on next page)

MORTON FLOM, ENG.

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Montreal, Canada

NEW MEXICO

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. (87106).

Studio: 1801 Roma NE. Transmitter: Sandia Crest.

Telephone: Chapel 2-1283.

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"

Holds CP for change to 26.8-kw visual, 13.4-kw aural. Requests change to 28-kw visual, 14-kw aural, 4214-ft. above av. terrain, 123-ft. above ground, 10,776-ft. above sea level, lat. 35° 12' 44", long. 106° 26' 58", transmitter to remain at Sandia Crest.

TV tape: Recording facilities.

AM Affiliate: None.

FM Affiliate: None.

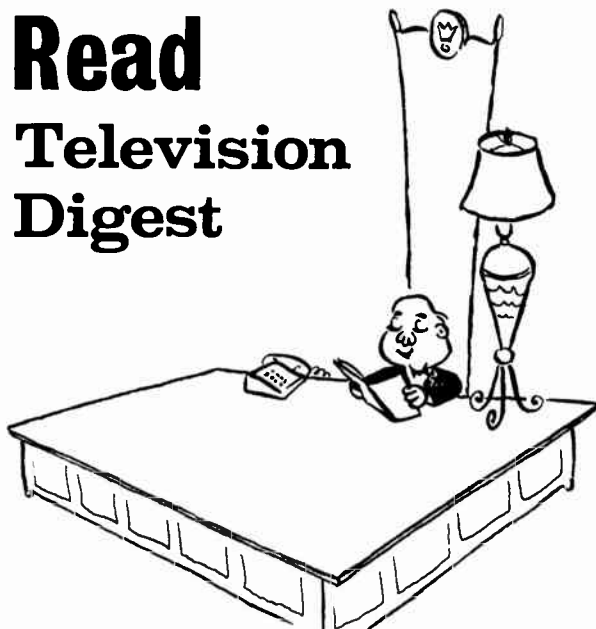
Ownership: Equally owned by Regents of the University of New Mexico and Board of Education of the City of Albuquerque.

Began Operation: May 1, 1958.

Personnel:

F. CLAUDE HEMPEN, station manager.
E. WAYNE BUNDY, program manager & film buyer.
RICHARD WAGGONER, production manager.
JACK RAINES, graphics supervisor.
SHARI CASTILLO, office manager.
RONALD MIZIKER, producer-director.
BARBARA WAGGONER, traffic manager.
MONTIE CAST, artist.
ROBERT M. GORDON, chief engineer.
DON MORROW, engineering supervisor.

Top People Read Television Digest



For their reasons, turn to page 249-c

756-b

NEW YORK

WNED-TV

Buffalo

Ch. 17

Non-Commercial Educational Station

Licensee: Western New York Educational TV Association Inc., Lafayette Hotel, Buffalo, N.Y. (14202).

Studio & Transmitter: Lafayette Hotel. Telephone: 854-4756.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 183-kw max. and 151.3-kw horizontal visual, 30.2-kw aural. Antenna: 350-ft. above av. terrain, 377-ft. above ground, 990-ft. above sea level.

Latitude	42°	53'	05"
Longitude	78°	52'	22"

TV tape: Recording facilities.

Ownership: Non-stock educational corp. Harry C. Lautensack, chairman.

Began Operation: March 30, 1959 under STA using tower of off-air WBUF (Ch. 17) at 2077 Elmwood Ave. until May 29, 1959. Resumed Oct. 19, 1959, under STA authorizing operation until April 2, 1960.

Personnel:

LES MARTIN JR., general manager.
GORDON KNAIER, chief engineer.
J. MICHAEL COLLINS, asst. station manager.

WNDR New York

Ch. 13

Non-Commercial Educational Station

Licensee: Educational Bcstg. Corp., 304 West 58th St., New York, N.Y. (10019).

Studios: 55th St. & 9th Ave. and 345 E. 46th St., New York, N.Y.; 1020 Broad St., Newark, N.J. (07114).

Office: 304 W. 58th St., New York, N.Y. (10019).

Transmitter: Empire State Bldg.

Telephone: 581-6000.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 178-kw visual, 34-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"

TV tape: Recording facilities.

News Wire Services: AP, UPI.

Ownership: Educational Broadcasting Corp. John W. Kiermaier, president.

Began Operation: Sept. 16, 1962.

Personnel:

STEVE deSATNICK, director of engineering & operations.
HERBERT C. HOMES, production manager.
LEWIS FREEDMAN, program director.
WILLIAM LAMB, v.p. & treasurer.
MRS. SYLVIA SPENCE, manager of program information.
HUDSON STODDARD, v.p. of development.

WMHT Schenectady

Ch. 17

Non-Commercial Educational Station

Licensee: Mohawk-Hudson Council on Educational TV Inc., Riverside School, Front St., Schenectady, N.Y. (12305).

Studio: Riverside School, Front St., Schenectady.

Transmitter: RD 1, Voorheesville, N.Y. Twp. of New Scotland, N.Y.

Telephone: 377-8517.

TWX No.: 518-556-2690.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 240-kw visual, 120-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"

TV tape: Recording facilities.

O&O Translator: W04AJ, Middleburg & Schoharie, N.Y.

Ownership: Mohawk-Hudson Council on Educational TV Inc., Riverside School, Schenectady, New York.

Began Operation: March 26, 1962.

Represented (legal) by Krieger & Jorgensen.

Personnel:

DONALD E. SCHEIN, manager & executive vice-president.
ERIK VAN de BOGART, in-school coordinator.
LEA ANDERSON, graphics director.
WILLARD J. STONE, production manager.
ROBERT NISSEN, chief engineer.

WCNY-TV

Syracuse

Ch. 24

Non-Commercial Educational Station

Licensee: ETV Council of Central N.Y. Inc., Old Liverpool Rd., Liverpool, N.Y. (13088).

Studio: Old Liverpool Rd., Liverpool, N.Y.

Transmitter: Sweet & Sevier Rd., Pompey, N.Y.

Telephone: 315-457-0440 (Liverpool).

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 347-kw horizontal visual, 69.2-kw horizontal aural. Antenna: 1380-ft. above av. terrain, 850-ft. above ground, 1111-ft. above sea level.

Latitude 42° 56' 42"
Longitude 76° 01' 28"

TV tape: Recording facilities.

Ownership: Non-profit corporation.

Began Operation: Dec. 20, 1965.

Personnel:

KENNETH G. BARTLETT, president.
THOMAS PETRY, v.p. & general manager.
WILLIAM F. SNYDER, program director.
JAMES TREBLE, school services coordinator.
S. PAUL BARRON, chief engineer.

NORTH CAROLINA

WUNC-TV

Chapel Hill

Ch. 4

Non-Commercial Educational Station

Licensee: University of North Carolina, Consolidated Office, Chapel Hill, N.C. (27515).

Studios: Swain Hall, Chapel Hill; WUNC-TV Bldg. Greensboro; WUNC-TV Bldg., Raleigh.

Transmitter: Terrell's Mt., Chatham County, N.C.

Telephones: 919-933-1116, Chapel Hill; 919-274-0052, Greensboro; 919-755-2853, Raleigh.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-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"

TV tape: Recording facilities.

News Wire Service: AP.

FM Affiliate: WUNC, 15.5-kw, 91.5 mc (No. 218), 135-ft. antenna height.

1966 Edition

North Carolina Educational

Ownership: University officials: William C. Friday, president; Fred H. Weaver, vice president; John Tyler Caldwell, Chancellor, U.N.C. at Raleigh; Paul F. Sharp, Chancellor, U.N.C. at Chapel Hill; Otis A. Singletary, Chancellor, U.N.C. at Greensboro. Also is Ch. 58 applicant, Concord, N.C.; Ch. 33 in Asheville, N.C., and Ch. 17 in Linville, N.C. Also operates educational WUNB-TV, Ch. 2, Columbia, N.C.

Began Operation: Jan. 8, 1955.

Personnel:

JOHN YOUNG, director of television, Chapel Hill.
E. W. YOUNG, director of television, Greensboro.
JACK PORTER, director of television, Raleigh.
ALAN B. MacINTYRE, director of engineering.

WTVI

Charlotte

Ch. 42

Non-Commercial Educational Station

Grantee: Charlotte-Mecklenburg Board of Education, 720 E. Fourth St., Charlotte.

Offices, Studio & Transmitter: 42 Coliseum Drive, Charlotte.

Telephone: 704-372-2442.

TWX No.: 704-525-2776.

Technical Facilities: Channel No. 42 (638-644 mc). Authorized power: 214-kw visual, 42-kw aural. Antenna: 450-ft. above av. terrain, 497-ft. above ground, 1172-ft. above sea level.

Latitude 35° 12' 25"
Longitude 80° 47' 30"

TV tape: Recording facilities.

Ownership: Local school board. Dr. A. Craig Phillips, superintendent.

Began Operation: Aug. 27, 1965.

Personnel:

DONA LEE DAVENPORT, station manager, program director.
DON POLLEY, chief engineer.
MIKE ZIEGLER, producer, director.
SAM GRAINGER, animator, artist.
BILL WARD, photographer.
WAYNE SHOPE, technician.
PAUL HANSIL, technician.
TEX SMITH, technician.
ANN WELLS, secretary.
PAT ETTERS, traffic-promotion.
VALTS JEGERMANIS, crew chief.
RON BANKETT, production assistant.
GORDON STEWART, production assistant.
STEVE WHITE, production assistant.

WUNB-TV

Columbia

Ch. 2

Non-commercial Educational Station

(Programmed simultaneously with WUNC-TV, Chapel Hill)

Grantee: University of North Carolina, Chapel Hill N.C. (27515).

Studios: See WUNC-TV, Chapel Hill, N.C.

Transmitter: State Rd. 1117, .3-mi. N of U.S. 64, 5.5-mi. W of Columbia.

Telephones: 919-933-1116; 919-797-4317, transmitter.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 992-ft. above av. terrain, 1035-ft. above ground, 1041-ft. above sea level.

Latitude 35° 53' 59"
Longitude 76° 20' 52"

TV tape: Recording facilities.

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 15, 1965.

Personnel: See WUNC-TV, Chapel Hill.

(Continued on next page)

NORTH DAKOTA

KFME

Fargo

Ch. 13

Non-Commercial Educational Station

Licensee: North Central Educational TV Association Inc., Highway 81, South Fargo, N.D. (58101).

Studio & Transmitter: 2.5-mi. S of Fargo on U.S. Hwy. 81.

Telephone: 232-8921.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 105-kw visual, 63-kw aural. Antenna: 390-ft. above av. terrain, 423-ft. above ground, 1328-ft. above sea level.

Latitude	46°	49'	03''
Longitude	96°	48'	06''

TV tape: Recording facilities.

Ownership: Dr. G. Wilson Hunter, president of North Central Educational TV Association.

Began Operation: Jan. 19, 1964.

Represented (legal) by Marmet & Schneider.

Personnel:

DR. CLAIR R. TETTEMER, general manager.
CARLETON BROOKINS, program director.
CARROLL KITTELSON, chief engineer.

OHIO

WOUB-TV

Athens

Ch. 20

Non-Commercial Educational Station

Licensee: Ohio University, Athens, O. (45701).

Studio: Ohio University Campus, Athens, Ohio.

Transmitter: Golf Course Road.

Telephone: Lynwood 4-6171. TWX No.: 614-249-0704.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 195-kw visual, 98.5-kw aural. Antenna: 810-ft. above av. terrain, 871-ft. above ground, 1666-ft. above sea level.

Latitude	39°	18'	50''
Longitude	82°	08'	54''

Requests 39-kw aural.

TV tape: Recording facilities.

News Wire Service: UPI.

Ownership: Ohio University.

Began Operation: Dec. 27, 1962.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey.

Personnel:

PRESLEY D. HOLMES, general manager.
JOSEPH WELLING, administrative assistant.
WESLEY MARSHALL, program director.
THOMAS PAGEL, director of instructional television.
PAUL WAGNER, news director.
JAMES STASKO, continuity & publicity.
ROBERT FALKNER, public relations.
TOM PSINKA, art director.
LONA BARTO, traffic & network director.
DON SMITH, chief engineer.

For Educational Associations
see Section c

WBGU-TV Bowling Green

Ch. 70

Non-Commercial Educational Station

Licensee: Bowling Green State University, Bowling Green, O. (43402).

Studios: South Hall & Troup Ave., Bowling Green University.

Transmitter: Administration Building, Bowling Green University.

Telephone: 353-8411.

Technical Facilities: Channel No. 70 (806-812 mc). Authorized power: 10.2-kw visual, 5.5-kw aural. Antenna: 170-ft. above av. terrain, 153-ft. above ground, 854-ft. above sea level.

Latitude	41°	22'	33.5''
Longitude	83°	38'	33.6''

News Wire Service: UPI.

FM Affiliate: WBGU, 1.35-kw, 88.1 mc (No. 201), 110-ft. antenna height.

Ownership: Non-profit educational organization. William Travers Jerome III, pres.

Began Operation: Feb. 10, 1964.

Personnel:

DR. DUANE E. TUCKER, director of broadcasting & general manager.
ROBERT K. CLARK, assistant manager.
ROBERT F. KISSINGER, chief engineer.

WCET Cincinnati

Ch. 48

Non-Commercial Educational Station

Licensee: Greater Cincinnati Television Educational Foundation, 2222 Chickasaw St., Cincinnati, O. (45219).

Studio, Offices & Transmitter: 2222 Chickasaw Street.

Telephone: 381-4033. TWX No.: 513-577-1780.

Technical Facilities: Channel No. 48 (674-680 mc). Authorized power: 164-kw visual, 17.4-kw aural. Antenna: Mounted on WLW-TV tower, 583-ft. above av. terrain, 350-ft. above ground, 1411-ft. above sea level.

Latitude	39°	07'	28''
Longitude	84°	31'	18''

TV tape: Recording facilities.

Ownership: Foundation officers: Dr. Wendell Pierce, (supt., Cincinnati public schools), chairman; Nelson Schwab Jr. (attorney), pres. & chief exec. officer; Rev. Herman Kenning, (asst. supt. parochial schools), vice-chairman; Harold Bush (supt. of schools, Wyoming, Ohio), secy.-treas.

Began Operation: June 29, 1954.

Represented (legal) by Robert A. Wood, Cincinnati.

Personnel:

UBERTO T. NEELY, general manager.
VEDA B. SCHALK, administrative assistant.
TED MILLIGAN, program manager.
R. DAVID GUSHURST, production manager, film director.
ROBERT GERDING, senior producer-director.
GRACE RICHARDSON, program coordinator.
JEAN NATILI, traffic-continuity director.
ALICE PFINGSTAG, traffic-continuity director.
JAMES SMITH, director, community relations.
ROBERT STILLWAUGH, acting chief engineer.

WVIZ-TV Cleveland

Ch. 25

Non-Commercial Educational Station

Grantee: ETV Association of Metropolitan Cleveland.

Studio: 4600 Detroit, Cleveland (44102).

Transmitter: 9466 Ridge Rd., North Royalton, Ohio.

Telephone: 281-6670.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 500-kw visual, 250-kw aural. Antenna: 1000-ft. above av. terrain, 814-ft. above ground, 1944-ft. above sea level.

Latitude 41° 20' 32"
Longitude 81° 44' 22"

TV tape: Recording facilities.

Ownership: Non-profit organization. Executive committee: Louis S. Peirce, chairman; D. James Pritchard, pres.; Ellwood H. Fisher, v.p.; Hugh D. Luke, treas.; Mrs. Paul G. Wagner, secy.

Began Operation: Feb. 7, 1965.

Personnel:

BETTY COPE, general manager.
ALAN STEPHENSON, director of educational services.

WOSU-TV

Columbus

Ch. 34

Non-Commercial Educational Station

Licensee: Ohio State University Telecommunications Center, Columbus, O. (43200).

Studio & Transmitter: 2470 N. Star Rd.

Telephone: 293-6641.

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"

TV tape: Recording facilities.

AM Affiliate: WOSU, 5-kw, 820 kc. FM Affiliate: WOSU-FM, 11-kw, 89.7 mc (No. 209), 300-ft. antenna height.

Ownership: Ohio State U. Officers: Alan Loop, chairman, board of trustees; Novice G. Fawcett, pres., Ohio State U.

Began Operation: Sept. 19, 1955.

Personnel:

RICHARD B. HULL, managing director.
WILLIAM H. EWING, assoc. director.
RAYMOND C. GIESE, general manager.
MARTHA HAUEISEN, asst. to director.
WARREN S. PARK, program manager & film buyer.
ROBERT A. JONES, production facilities.
KATHERINE KIENZLE, public relations.
WILLIAM F. JUSTUS JR., chief engineer.

WGSF

Newark

Ch. 28

Non-Commercial Education Station

Licensee: Public School District of Newark, 19 N. 5th St., Newark, O. (43055).

Studio & Transmitter: Horn's Hill.

Telephone: 366-5915, transmitter; 326-1521, office.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 14.65-kw visual, 8.55-kw aural. Antenna: 512-ft. above av. terrain, 448-ft. above ground, 1528-ft. above sea level.

Latitude 40° 05' 28"
Longitude 82° 24' 26"

Ownership: City school system; Dr. Harold L. Nichols, superintendent of schools.

Began Operation: March 18, 1963.

Personnel:

E. DANA COX JR., general manager & film buyer.
LELAND H. HUBBELL, chief engineer.

For CATV Directory

see Section c

Ohio Educational

WMUB-TV

Oxford

Ch. 14

Non-Commercial Educational Station

Licensee: Miami University, Oxford, O.

Studio & Transmitter: 810 Oak St., Oxford, O. (45056).

Telephone: 529-3521.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 204-kw visual, 40.7-kw aural. Antenna: 300-ft. above av. terrain, 352-ft. above ground, 1243-ft. above sea level.

Latitude 39° 30' 26"
Longitude 84° 44' 09"

TV tape: Recording facilities.

FM Affiliate: WMUB, .81-kw, 88.5 mc (No. 203), 295-ft. antenna.

Ownership: Miami University. Phillip R. Shriver, pres.

Began Operation: Oct. 14, 1959.

Personnel:

STEPHEN C. HATHAWAY, bcstg. dir., TV manager.
PAUL YEAZELL, operations manager.
WILLIAM L. UTTER & RICHARD PHENEGER, program & production directors & film buyers.
ANDREW F. BRUCK, chief engineer.
JEAN SIZELOVE, administrative assistant.

WGTE-TV

Toledo

Ch. 30

Non-Commercial Educational Station

Grantee: Greater Toledo ETV Foundation, Manhattan Blvd. at Elm, Toledo, O. (43600).

Studio and Transmitter: U. of Toledo, 2801 Bancroft St.

Telephone: Jefferson 1-1451, ext. 348.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 355-kw visual, 195-kw aural. Antenna: 190-ft. above av. terrain, 200-ft. above ground, 819-ft. above sea level.

Latitude 41° 39' 44"
Longitude 83° 36' 52"

Ownership: Foundation officers: Dr. William S. Carlson, pres. (also pres. of U. of Toledo); Philo C. Dunsmore, secy. (also superintendent of Toledo Public Schools); W. Clyde Slater, treas.

TV tape: Recording facilities.

Began Operation: October 10, 1960.

Represented (legal) by Krieger & Jorgensen.

Personnel:

HARRY D. LAMB, general manager & film buyer.
DAVID GILLMORE, station manager.
SCOTT C. ROBERSON, engineer.

(Continued on next page)

HA 1-0818

RESIDENCE

TE 2-9362

La Rue Media Brokers Inc.

Radio Television CATV

HUGH BEN LA RUE

654 MADISON AVENUE
NEW YORK, N.Y.

OKLAHOMA

KETA

Oklahoma City

Ch. 13

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 71146
Norman, Okla. (73070).

Studios: 1801 N. Ellison, Oklahoma City; The Forum Bldg.,
Norman. Transmitter: Box 14247, 7301 N. Lincoln Blvd.

Telephones: Victor 3-6730; Norman, Jefferson 6-2260.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized
power: 74.2-kw visual, 44.5-kw aural. Antenna: 1450-ft. above
av. terrain, 1572-ft. above ground, 2724-ft. above sea level.

Latitude	35°	32'	58"
Longitude	97°	29'	48"

TV tape: Recording facilities.

Ownership: Statutory corporation established by Oklahoma State
Legislature. Dr. C. F. Spencer, chairman. Also operates KOED-
TV, Tulsa.

Began Operation: April 13, 1956.

Represented (legal) by Cohn & Marks.

Personnel:

JOHN W. DUNN, director.
FRANK DRAPER, production supervisor.
GILLIA J. WOOD, chief engineer.

KOKH-TV

Oklahoma City

Ch. 25

Non-Commercial Educational Station

Licensee: Independent School District No. 89, 900 N. Klein St.,
Oklahoma City, Okla. (73106).

Studio: 1801 N. Ellison St. Transmitter: First National Bank Bldg.

Telephone: Central 2-0581, ext. 356.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized
power: 275-kw visual, 55-kw aural. Antenna: 460-ft. above av.
terrain, 500-ft. above ground, 1690-ft. above sea level.

Latitude	35°	38'	08"
Longitude	97°	30'	58"

Holds CP for change to 251-kw max. and 219-kw horizontal vis-
ual, 70-kw max. and 43.6-kw horizontal aural, 1430-ft. above
av. terrain, 1596-ft. above ground, 2749-ft. above sea level,
lat. 35° 34' 07", long. 97° 29' 20"; transmitter to 1302 E.
Britton Rd.

TV tape: Recording facilities.

FM Affiliate: KOKH, 11-kw, 88.9 mc (No. 205), 100-ft. antenna
height.

Ownership: Local school board, Dr. Jack Parker, supt.

Began Operation: Feb. 2, 1959.



MALARKEY, TAYLOR & ASSOCIATES
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Personnel:

DR. JACK PARKER, superintendent.
DR. MERVEL LUNN, director of broadcasting center.
BART WARD, production manager.
CLYDE MILLER, chief engineer.

KOED-TV

Tulsa

Ch. 11

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 71146,
Norman, Okla. (73070). Telephone: Jefferson 6-2260, Norman.

Studio & Transmitter: 6.4-mi. WNW of Tulsa, near Sand Springs.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized
power: 14.8-kw visual, 7.4-kw aural. Antenna: 1270-ft. above
av. terrain, 1133-ft. above ground, 2146-ft. above sea level.

Latitude	36°	11'	26"
Longitude	96°	05'	50"

TV tape: Recording facilities.

Ownership: Statutory corporation established by Oklahoma State
Legislature. Officers: Dr. C. F. Spencer, chairman; Leon Nance,
vice-chairman; Dr. J. R. Colvert, secy.-treas. Also operates
KETA, Oklahoma City.

Began Operation: Jan. 12, 1959.

Represented (legal) by Cohn & Marks.

Represented (engineering) by George C. Davis.

Personnel:

JOHN W. DUNN, director
FRANK DRAPER, production supervisor.
GILLIA J. WOOD, chief engineer.

OREGON

KOAC-TV

Corvallis

Ch. 7

Non-Commercial Educational Station

Licensee: State Board of Higher Education, Box 5175, Eugene, Ore.
(97403).

Studios: Oregon State College campus, Corvallis; U. of Oregon
campus, Eugene.

Transmitter: Vineyard Hill, 6-mi. N of Corvallis.

Telephone: 503-754-1311.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized
power: 29-kw visual, 2.95-kw aural. Antenna: 1210-ft. above
av. terrain, 237-ft. above ground, 1737-ft. above sea level.

Latitude	44°	38'	19"
Longitude	123°	16'	25"

Holds CP for change to 263-kw visual, 132-kw aural, 1230-ft.
above av. terrain, 273-ft. above ground, 1773-ft. above sea level,
lat. 44° 38' 25", long. 123° 16' 25"; transmitter to 5-mi.
true N of center of Corvallis.

TV tape: Recording facilities.

News Wire Service: UPI.

AM Affiliate: KOAC, 5-kw, 550 kc.

Ownership: State of Oregon. Through and by State Board of
Higher Education. Charles R. Holloway, pres.; Roy E. Lieuallen,
chancellor; Richard L. Collins, secy.; H. A. Bork, vice chancellor
for business affairs. Also owns KOAP-TV, Portland, Ore.

Began Operation: Oct. 7, 1957.

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

Personnel:

LUKE F. LAMB, director of educational media.
ROBERT HINZ, general manager, KOAC-AM-TV.
WILLIAM McGRATH, program manager for television.
KENNETH L. WARREN, program manager for radio.
BEN BALLARD, chief engineer.

KOAP-TV

Portland

Ch. 10

Non-commercial Educational Station

Grantee: State Board of Higher Education, Box 5175, Eugene, Ore. (97400).

Studio & Transmitter: Healy Heights, West Portland.

Telephone: Capitol 6-6601, Portland.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 30.2-kw visual, 15.1-kw aural. Antenna: 950-ft. above av. terrain, 200-ft. above ground, 949-ft. above sea level.

Latitude	45°	29'	25''
Longitude	122°	41'	45''

Holds CP for change to 70-kw visual, 35-kw aural.

TV tape: Recording facilities.

FM Affiliate: KOAP-FM, 56-kw, 91.5 mc, 960-ft. antenna height.

Ownership: State of Oregon, thru and by the State Board of Higher Education.

Began Operation: Feb. 6, 1961.

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

Personnel:

LUKE F. LAMB, director of educational media.
LESTER G. MOCK, general manager, KOAP-FM-TV.
WILLIAM McGRATH, program manager for television.
BROOKS LEFFLER, production manager.
ANTON H. SCHMIDT, chief engineer.
KENNETH L. WARREN, program manager for radio.

PENNSYLVANIA

WLVT-TV

Allentown-Bethlehem

Ch. 39

Non-Commercial Educational Station

Licensee: Lehigh Valley ETV Corp., South Mountain Dr. West, Bethlehem, Pa. (18015).

Studio: South Mountain Dr. West, Bethlehem, Pa. (18015).

Telephone: 215-867-4677.

Transmitter: Salisbury Twp., S of East Rock Rd., Allentown, Pa.

Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 708-kw max. and 617-kw horizontal visual, 140-kw max. and 123-kw horizontal aural. Antenna: 987-ft. above av. terrain, 507-ft. above ground, 1507-ft. above sea level.

Latitude	40°	33'	58''
Longitude	75°	26'	06''

Ownership: Non-profit corp. Officers: Dr. G. J. Christensen, pres.; C. W. Fuller, v.p.; Rev. H. Colver, secy.; Mrs. E. Buckley, treas.

Began Operation: Sept. 7, 1965.

Personnel:

SHELDON P. SIEGEL, general manager.
CHARLES R. ALLEN, program director & exec. producer.
MICHAEL LIGHTBOURNE, film manager.
LUCIANNE CRIVELLARO, traffic manager.
JERRY A. RICHARDS, chief engineer.

WPSX-TV

Clearfield

Ch. 3

Non-Commercial Educational Station

Grantee: Pennsylvania State University, c/o Marlowe Froke, University Park, Pa. (16830).

Studio: 201 Wagner Bldg., Pennsylvania State University.

Transmitter: McGeorge Rd., 7-mi. N of Clearfield.

Telephone: 814-865-9531.

1966 Edition

Oregon-Pennsylvania Educational

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 880-ft. above av. terrain, 539-ft. above ground, 2667-ft. above sea level.

Latitude	41°	07'	21''
Longitude	78°	26'	28''

TV tape: Recording facilities.

Ownership: The Pennsylvania State University. Roger W. Rowland, pres. of the board.

Began Operation: March 1, 1965.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

MARLOWE FROKE, director of broadcasting.
PAUL McNICHOL, chief, educational broadcast systems.
H. DENNIS SHERK, in-school services coordinator.
LUTHER KEPLER JR., program-production supervisor.
WILLIAM JACKSON, public information specialist.

WITF-TV

Hershey

Ch. 33

Non-Commercial Educational Station

Licensee: South Central Educational Broadcasting Council, c/o Woodrow Brown, pres.; Community Center Bldg., Chocolate & Cocoa Aves., Hershey, Pa. (17033).

Studio: Box Z, Hershey, Pa.

Transmitter: Blue Mt., near Harrisburg, Pa.

Telephone: 717-533-9121.

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 240-kw visual, 126-kw aural. Antenna: 770-ft. above av. terrain, 188-ft. above ground, 1413-ft. above sea level

Latitude	40°	20'	45''
Longitude	76°	53'	06''

TV tape: Recording facilities.

Ownership: Non-profit corp. Officers: Dr. Woodrow W. Brown, pres. (supt., York City schools); Bruce Conner, 1st v.p. (asst. supt. Cumberland County schools); Dr. Harry Gerlach, 2nd v.p. (supt. Lancaster County schools); Dr. A. G. Breidenstine, secy. (dean, Millersville State College); Oscar Lingle, treas. (pres., Pa. County PTA); Max Banzhaf, finance (v.p., Armstrong Cork Co.).

Began Operation: November 22, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

LLOYD KAISER, general manager.
RICHARD LUTZ, asst. manager.
SARA DRAKE, dir. of school services.

(Continued on next page)

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Penn.-S.C. Educational

WUHY-TV Philadelphia

Ch. 35

Non-Commercial Educational Station

Licensee: WHYY Inc.

Studio: 4548 Market St., Philadelphia, Pa. (19139).

Telephone: Evergreen 2-9300 (215).

Transmitter: Architects Bldg., 17th & Sansom Sts.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 155-kw visual, 83.2-kw aural. Antenna: 500-ft. above av. terrain, 585-ft. above ground, 625-ft. above sea level.

Latitude	39°	57'	04"
Longitude	75°	10'	08"

TV tape: Recording facilities.

News Wire Service: AP.

FM Affiliate: WUHY-FM, 20-kw, 90.9 mc (No. 215), 500-ft. antenna height.

Ownership: Non-profit corporation composed of educational & cultural institutes in the Greater Philadelphia, New Jersey & Delaware areas. Officers: Albert J. Nesbitt, chmn. of the board; William Goldman, pres.; Warren A. Kraetzer, exec. v.p. Also operates WHYY-TV (Ch. 12), Wilmington, Del.

Began Operation: Sept. 16, 1957.

Represented (legal) by Krieger & Jorgensen, Washington D.C.; LaBrum and Doak, Philadelphia.

Personnel:

WARREN A. KRAETZER, executive v.p. & general manager.
IRVIN C. RUBY, business & personnel manager.
BRUCE BEALE, program director.
NORMAN MARCUS, director of public information.
PHILIP REBERT, film supervisor.
ROBERT HALL, engineering & technical services director.

WQED Pittsburgh Ch. 13

Non-Commercial Educational Station

Licensee: Metropolitan Pittsburgh Educational Television, 4337 Fifth Ave., Pittsburgh, Pa. (15213). Telephone: Museum 3-1300.

Studio: 4337 Fifth Ave. Transmitter: 2850 Berthoud St.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 660-ft. above av. terrain, 543-ft. above ground, 1765-ft. above sea level.

Latitude	40°	26'	46"
Longitude	79°	57'	51"

TV tape: Recording facilities.

Ownership: Officers of this privately financed station are: George L. Follansbee, chairman; M. M. Anderson, vice chairman; Edward D. Eddy, Jr., vice chairman; Donald V. Taverner, pres.; George Lockhart, treas.; George R. Craig, secy. Also operates WQEX (Ch. 16), Pittsburgh.

Began Operation: March 19, 1954.

Represented (legal) by Fischer & Willis.

Personnel:

DONALD V. TAVERNER, president & general manager.
GREGORY HEIMER, asst. general manager.
RHEA SIKES, asst. program mgr. & dir. of school services.
ADELE ALLISON, publicity director.
JAY RAYVID, program manager.
SAM SILBERMAN, production manager.
FRED D. EDWARDS, director of engineering services.
ROBERT WHITNAH, chief engineer.
CAROL ANN NEFF, film buyer.

For Schools Offering Radio-TV Courses

see section c

WQEX Pittsburgh Ch. 16

Non-Commercial Educational Station

Licensee: Same as WQED, Pittsburgh.

Studio, Transmitter & Telephone: See WQED.

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 138-kw visual, 69.2-kw aural, using .7 degree beam tilt. Antenna: 717-ft. above av. terrain, 597-ft. above ground, 1762-ft. above sea level.

Latitude	40°	26'	46"
Longitude	79°	57'	51"

TV tape: Recording facilities.

Began Operation: March 20, 1959. Left air Nov. 1, 1961, but resumed operation Jan. 18, 1963.

Personnel:

DONALD V. TAVERNER, president WQED & WQEX.
GREGORY HEIMER, asst. general manager.
JAY RAYVID, program manager.
ADELE ALLISON, publicity director.
FRED D. EDWARDS, director of engineering services.
ROBERT WHITNAH, chief engineer.
CAROL ANN NEFF, film buyer.

SOUTH CAROLINA

WITV Charleston Ch. 7

Non-Commercial Educational Station

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Telephone: 803-758-2361, Columbia.

Studio & Transmitter: 15 Charlotte St., Charleston, S.C. (29203).

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 28.8-kw visual, 14.4-kw aural. Antenna: 220-ft. above av. terrain, 234-ft. above ground, 244-ft. above sea level.

Latitude	32°	47'	23"
Longitude	79°	55'	49"

Requests 5.8-kw aural.

Ownership: Same as WNTV, Greenville, S.C.

Began Operation: Jan. 19, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel: Same as at WNTV, Greenville, S.C.

WNTV Greenville Ch. 29

Non-Commercial Educational Station

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Studio & Transmitter: Altamont Rd., Paris Mt.

Telephone: 803-758-2361 (Columbia, S.C.).

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 282-kw visual, 144-kw aural. Antenna: 1142-ft. above av. terrain, 146-ft. above ground, 2181-ft. above sea level.

Latitude	34°	56'	26"
Longitude	82°	24'	38"

TV tape: Recording facilities.

Ownership: Organized under state law to promote educational TV, the commission has no stock. It also operates WITV, Charleston, S.C.

Began Operation: Sept. 29, 1963.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

HENRY J. CAUTHEN, executive director.
DR. GEORGE E. BAIR, director of education.
ROBERT M. FRIERSON, director of production.
CHARLES S. MORRIS, director of technical operations.
CHARLTON W. BOWERS, transmission supervisor.
WILLIAM D. HAY, studio supervisor.
JERRY TIEMANN, graphic arts director.
TOMMY STEPP, scheduling coordinator.
MARGARET KALMBACH, administrative assistant.
JUDITH M. NIELSEN, staff writer.

SOUTH DAKOTA

KUSD-TV

Vermillion

Ch. 2

Non-Commercial Educational Station

Grantee: State University of South Dakota, Vermillion, S.D. (57069).

Studio: State University campus. Transmitter: Campus State U. of S.D.

Telephone: Market 4-4411, Ext. 350.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 0.42-kw visual, 0.21-kw aural. Antenna: 188-ft. above av. terrain, 184-ft. above ground, 1864-ft. above sea level.

Latitude	42°	47'	04"
Longitude	95°	55'	26"

TV tape: Recording facilities.

AM Affiliate: KUSD, 1-kw, 690 kc.

Began Operation: July 5, 1961.

Represented (legal) by Cohn & Marks.

Personnel:

MARTIN BUSCH, director, KUSD-radio-TV-film.
ERNEST PHELPS, TV, operations director.
GAYLORD AYRES, producer-director.
JERRY MILLER, continuity & public relations director.
SANFORD GRAY, film production director.
DAVID DALE, chief announcer.
JAMES PRUSHA, chief engineer.
KENNETH JULIAN, studio engineer.
WM. JENNEWEIN, studio engineer.

TENNESSEE

WKNO-TV

Memphis

Ch. 10

Non-Commercial Educational Station

Licensee: Memphis Community Television Foundation, Memphis State University, P.O. Box 80,000, Memphis, Tenn. (38111).

Studio: Memphis State U. (38111).

Transmitter: 7192 Raleigh-LaGrange Rd. Telephone: 458-2521.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 74.1-kw visual, 14.8-kw aural. Antenna: 648-ft. above av. terrain, 637-ft. above ground, 972-ft. above sea level.

Latitude	35°	09'	17"
Longitude	89°	49'	20"

TV tape: Recording facilities.

Ownership: Memphis Community Television Foundation; Julian B. Bondurant, pres.; Robert W. Pharr, secy.; Allen Morgan, treas.

Began Operation: June 25, 1956.

Represented (legal) by Robert W. Pharr, Memphis.

1966 Edition

South Dakota-Texas Educational

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

Personnel:

HOWARD D. HOLST, managing director.
FRED WILLIS, program director & film buyer.
JOHN PETERSON, production manager.
ROBERT NOLLNER, chief engineer.

WDCN-TV

Nashville

Ch. 2

Non-Commercial Educational Station

Licensee: Metropolitan Board of Education, Box 6188, Nashville, Tenn. (37212).

Studio: 15th and Compton, Nashville. Telephone: 292-6605.

TWX No.: 615-244-1193.

Transmitter: 15th at Compton, Nashville.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 680-ft. above av. terrain, 574-ft. above ground, 1277-ft. above sea level.

Latitude	36°	07'	48"
Longitude	86°	47'	28"

TV tape: Recording facilities.

Ownership: Metropolitan Board of Education.

Began Operation: September 10, 1962.

Personnel:

ROBERT L. SHEPHERD, general manager.
RICHARD L. PARKER, program-production manager.
KARY L. TILLEY, supervisor, engineering dept.
CAROLE ROBINSON, publicity director.
WALTER ALLEY, film director.
JAMES F. STANLEY, art director.

TEXAS

KERA-TV

Dallas

Ch. 13

Non-Commercial Educational Station

Licensee: Area Educational TV Foundation Inc., 3000 Harry Hines Blvd., Dallas, Tex. (75201).

Studio & Transmitter: 3000 Harry Hines Blvd., Dallas.

Telephone: Riverside 8-0021.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 107-kw visual, 53.7-kw aural. Antenna: 330-ft. above av. terrain, 380-ft. above ground, 851-ft. above sea level.

Latitude	32°	47'	44"
Longitude	96°	48'	37"

TV tape: Recording facilities.

Ownership: Non-profit educational organization. E. O. Cartwright, president.

Began Operation: Sept. 11, 1960.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by A. E. Cullum Jr.

Personnel:

RAY C. HUFFER, executive director & station manager.
ARTHUR HENDERSON, technical supervisor.

(Continued on next page)

For Allocation Tables

see section c

Texas-Utah Educational

KUHT Houston Ch. 8

Non-Commercial Educational Station

Licensee: University of Houston, 4513 Cullen Blvd., Houston, Tex. (77004).

Studio: 4513 Cullen Blvd. Transmitter: 3-mi. NNE of Alvin, Texas
Telephone: 713-224-0141.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 1160-ft. above av. terrain, 1196-ft. above ground, 1235-ft. above sea level.

Latitude	29°	27'	57"
Longitude	95°	13'	23"

TV tape: Recording facilities. News Wire Service: AP.

FM Affiliate: KUHF, 9.3-kw, 91.3 mc (No. 217), 320-ft. antenna.

Ownership: University of Houston. Col. W. B. Bates, chairman, Board of Governors.

Began Operation: May 12, 1953.

Personnel:

ROY BARTHOLD, station manager.
C. P. ZIMMERMAN JR., program director.
GEORGE COLLINS, production manager.
AL LEVERICK, chief engineer.

KTXT-TV Lubbock Ch. 5

Non-Commercial Educational Station

Licensee: Texas Technological College, Tech Station Box 4408, Lubbock, Tex. (79409).

Studio & Transmitter: Texas Tech campus. (79409).

Telephone: 762-8811.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 2.12-kw visual, .417-kw aural. Antenna: 440-ft. above av. terrain, 452-ft. above ground, 3677-ft. above sea level.

Latitude	33°	34'	52"
Longitude	101°	53'	07"

Requests 29.15-kw visual, 5.85-kw aural.

TV Tape: Recording facilities.

Ownership: State institution.

Began Operation: Oct. 16, 1962.

Personnel:

D. M. McELROY, dir. of educational television.
WILLIAM M. SHIMER, programming & operations manager.
R. N. STARNES, chief engineer.

KRET-TV Richardson Ch. 23

Non-Commercial Educational Station

Grantee: Richardson Independent School District, 400 South Greenville Ave., Richardson, Tex. (75080).

Studio & Transmitter: 109 Mimosa Ave.

Telephone: Adams 5-7770.

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 2.9-kw visual, 1.56-kw aural. Antenna: 220-ft. above av. terrain, 108-ft. above ground, 758-ft. above sea level.

Latitude	32°	56'	20"
Longitude	96°	43'	15"

Ownership: Non-profit educational institution accredited by Texas. G. M. Crittenden, pres.; Dr. F. E. Brooks Jr., v.p.; James R. Crews, secy.; J. J. Pearce, supt. of schools.

Began Operation: Feb. 29, 1960.

Personnel:

J. J. PEARCE, superintendent.
JOHN ROBERTS, administrative assistant.
DAVE SPINDLE, chief engineer.

KLRN-TV San Antonio-Austin Ch. 9

Non-Commercial Educational Station

Licensee: Southwest Texas Educational Television Council.

Studios: Radio/Television Bldg., The University of Texas, Austin, Tex. (78712).

Transmitter: Star Route 2, New Braunfels, Texas (approx. half-way between San Antonio & Austin).

Telephones: 471-1631, Austin; 735-7361, San Antonio.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 58.9-kw aural. Antenna: 1108-ft. above av. terrain, 1016-ft. above ground, 2047-ft. above sea level.

Latitude	29°	49'	40"
Longitude	98°	07'	03"

TV tape: Recording facilities.

News Wire Service: AP.

Ownership: Southwest Texas Educational Television Council (non-profit organization).

Began Operation: September 10, 1962.

Personnel:

R. F. SCHENKKAN, general manager.
HARVEY HERBST, station manager.
BILL OXLEY, program director.
THOMAS M. DITZEL, instructional coordinator.
N. W. WILLETT, chief engineer.

UTAH

KUSU-TV Logan Ch. 12

Non-Commercial Educational Station

Licensee: Utah State U. of Agricultural & Applied Science, Logan, Utah (84321).

Studio: University Campus.

Transmitter: 745 North 12th East.

Telephone: Skyline 2-4100, Ext. 613-614.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 31.1-kw visual, 17.1-kw aural. Antenna: minus 570-ft. above av. terrain, 260-ft. above ground, 5053-ft. above sea level.

Latitude	41°	44'	49"
Longitude	111°	48'	24"

FM Affiliate: KUSU-FM, 1-kw, 91.5 mc (No. 218), minus 570-ft. antenna height.

TV tape: Recording facilities.

Ownership: Utah State University of Agriculture and Applied Science; Daryl Chase, President.

Began Operation: March 16, 1964.

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

DR. BURRELL F. HANSEN, station manager & film buyer.
BOYD HUMPHERYS, chief engineer.
LEA S. WARD, producer-director.
JERRY ALLEN, producer-director.
ARTHUR L. HIGBEE, extension radio-TV specialist.
EDNA HINMAN, instructional program producer.
L. JAY SMITH, graphics artist.
AARON FARR, technician.
JAMES K. RANDALL, public relations & continuity.
TED HANSEN, film photographer.

KWCS-TV

Ogden

Ch. 18

Non-Commercial Educational Station

Grantee: Weber County School Dist., 1122 Washington Blvd., Ogden, Utah (84404).

Studio & Transmitter: 1122 Washington Blvd.

Telephone: 399-2085.

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 10-kw visual, 2-kw aural. Antenna: minus 850-ft. above av. terrain, 112.7-ft. above ground, 4410-ft. above sea level.

Latitude	41°	14'	44"
Longitude	111°	58'	07"

TV tape: Recording facilities.

Ownership: County school system.

Began Operation: Oct. 10, 1960.

Personnel:

BEN VAN SHAAR, station director.

NORMAN BARBER, chief engineer.

KOET

Ogden

Ch. 9

Non-Commercial Educational Station

Licensee: Board of Education of Ogden City.

Studio: 1538 Gibson Ave., Ogden, Utah (84404). Transmitter: Little Mt.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 24.4-kw visual, 10.7-kw aural. Antenna: 750-ft. above av. terrain, 337-ft. above ground, 5007-ft. above sea level.

Latitude	41°	15'	17"
Longitude	112°	14'	14"

News Wire Service: AP.

TV tape: Recording facilities.

Began Operation: Dec. 1, 1960 as a commercial outlet. FCC approved transfer from United Bcstg. Co. to present owner Oct. 3, 1962, sale consummated Nov. 19, 1962. (Television Digest, Vol. 2:41).

Personnel:

HAROLD R. HICKMAN, manager & film buyer.

GLEN COLES, production manager.

LOUISA S. AGREN, program director.

ROY MILLS, chief engineer.

HALL BLANKENSHIP, asst. chief engineer.

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Utah Educational

KBYU-TV

Provo

Ch. 11

Non-Commercial Educational Station

Licensee: Brigham Young University, Provo, Utah (84601).

Studio: Brigham Young U., Fine Arts Center.

Transmitter: Mt. Vision, near Kearns, Utah (84601).

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 49-kw visual, 9.8-kw aural. Antenna: 2890-ft. above av. terrain, 99-ft. above ground, 8557-ft. above sea level.

Latitude	40°	36'	28"
Longitude	112°	09'	22"

TV tape: Recording facilities.

Color Facilities: Film, slide.

Began Operation: Oct. 30, 1965.

News Wire Service: AP.

Personnel:

T. M. WILLIAMS, director of broadcast services & film buyer.

NORMAN TARBOX, station manager.

RICHARD RIDGE, manager promotion & distribution.

JAK LUNDQUIST, manager program development.

RALPH SILVER, chief engineer.

STANLEY PORTER, manager operations.

KUED

Salt Lake City

Ch. 7

Non-Commercial Educational Station

Licensee: University of Utah, Salt Lake City, Utah (84112).

Studio: University campus. Telephone: 322-6336.

Transmitter: Oquirrh Mts., 17-mi. SSW of Salt Lake City.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 138-kw visual, 69-kw aural. Antenna: 3050-ft. above av. terrain, 202-ft. above ground, 8633-ft. above sea level.

Latitude	40°	36'	29.5"
Longitude	112°	09'	36.0"

TV tape: Recording facilities. News Wire Service: UPI.

FM Affiliate: KUER, 1.1-kw, 90.1 mc (No. 211), 3000-ft. antenna.

Ownership: University of Utah; James C. Fletcher, pres. also operates translators K71AU & K74AY, which usually carry programming, rather than KUED; also translators K70DD, Cleveville, Junction & Kingston, Utah; K83BD, Marysville, Utah; K72CF, Myton; K80BQ, Emery County & Orangeville; K72C Richfield & Monroe; K70DC, Torry; K78BY, Garfield coun (rural); K71BN, Cannonville, Henrieville & Tropic; K76BU, Eno & Iron County; K75BP, Washington; K83BC, Virgin; K70D Ephraim, Fountain Green & Manti; K83BB, Price; K75BS, Bry Flatts; K80BY, Kanab & Mt. Caramel; K71BH, Beaver County (rural) & Milford; K83BB, Carbon County, Columbia, Duchesne County (rural) & Emery County; K82BA, Juab & Sanpete Counties (rural); K76BV, Wayne County (rural), all Utah.

Began Operation: Jan. 20, 1958.

Personnel:

REX CAMPBELL, director, radio-TV.

DAIL OGDEN, assistant director, radio-TV.

HERBERT W. HOLTSHOUSE, chief engineer.

BYRON OPENSHAW, program manager.

GENE HAMBLETON, production manager.

LAVOY TALBOT, film director.

(Continued on next page)

For Allocations Tables,
see Section c.

VIRGINIA

WHRO-TV Hampton-Norfolk Ch. 15

Non-Commercial Educational Station

Licensee: Hampton Roads Educational TV Assn., c/o W. E. Campbell, Executive Officer, 402 E. Charlotte St., Norfolk, Va. (23510).

Transmitter: Hwy. 168, 1-mi. E. of Hwy. 239, near Hampton.

Studio: 5200 Hampton Blvd., Norfolk. Telephone: 625-2581.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 214-kw visual, 42.7-kw aural. Antenna: 480-ft. above av. terrain, 503-ft. above ground, 513-ft. above sea level.

Latitude	37°	02'	20"
Longitude	76°	18'	30"

TV tape: Recording facilities.

Began Operation: October 2, 1961.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen.

Personnel:

RANDOLPH S. BRENT, general manager.
GRACE J. WATERS, director of education.
A. BOYD HARRIER, production manager.
JOHN F. EGAN, program manager.
RONALD PULSCH, art director.
CARROLL E. THOMAS, chief engineer.
SAMUEL EDENS, transmitter supervisor.
LINWOOD HAMMOND, studio supervisor.

WCVF-TV Richmond Ch. 23

Non-Commercial Educational Station

Licensee: Central Virginia Educational TV Corp., Box 3237, Richmond, Va. (23235).

Studio: 1904 Old Farm Road, Richmond, Va. (23235).

Transmitter: .41-mi. S of Robious Rd. & .85-mi. SE of Robious village. Telephone: 272-1466.

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 975.2-kw max. and 510-kw horizontal visual, 487.6-kw max. and 255.45-kw horizontal aural. Antenna: 771-ft. above av. terrain, 695-ft. above ground, 1045-ft. above sea level.

Latitude	37°	30'	46"
Longitude	77°	36'	06"

TV tape: Recording facilities.

Ownership: Non-profit corp. Officers: Thomas C. Boushall, chmn.; Clarence F. Manning, pres.; William T. Reed Jr., v.p.; J. Guthrie Smith, v.p.; H. J. Willett, secy.; Sergeant Reynolds, treas.

Began Operation: Sept. 10, 1964.

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

Represented (engineering) by Paul Godley Co.

Personnel:

B. W. SPILLER, vice president & general manager.
DON JOHNSON, production manager.
MRS. M. A. FRANKLIN, program manager.

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WASHINGTON

KWSC-TV Pullman Ch. 10

Non-Commercial Educational Station

Licensee: Washington State University, Pullman, Wash. (99164).

Studio & Transmitter: Arts Hall, Wash. State U.

Telephone: 335-5030.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 3.41-kw visual, 1.70-kw aural. Antenna: 112-ft. above av. terrain, 129-ft. above ground, 2699-ft. above sea level.

Latitude	46°	43'	51"
Longitude	117°	10'	00"

AM Affiliate: KWSC (Non-Commercial Educational Station).

TV tape: Recording facilities.

News Wire Service: AP, UPI.

Began Operation: September 24, 1962.

Represented (legal) by Cohn & Marks.

Represented (engineering) by George M. Frese.

Personnel:

BOB MOTT, manager, radio-TV Services, Washington State U.
CAL WATSON, station manager & film buyer.
ROBERT DAVY, production manager.
BEA FRY, promotion manager.
BOB GESE, film librarian.
JOYCE MEDINA, traffic manager.
DALE BOBBITT, chief engineer.

KCTS-TV Seattle Ch. 9

Non-Commercial Educational Station

Licensee: University of Washington, Seattle, Wash. (98105).

Studio: University of Washington campus. Telephone: 543-2000.

Transmitter: 1611 18th Ave.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 275-kw visual, 55-kw aural. Antenna: 830-ft. above av. terrain, 587-ft. above ground, 997-ft. above sea level.

Latitude	47°	36'	57"
Longitude	122°	18'	27"

TV tape: Recording facilities.

FM Affiliate: KUOW, 86-kw, 94.9 mc (No. 235), 730-ft. antenna.

Ownership: U. of Washington; Dr. Charles E. Odegaard, pres.

Began Operation: Dec. 7, 1954.

Personnel:

JOHN BOOR, engineering director.
GORDON TUELL, production manager.
KENNETH YEEND, program director.
JUNE DILWORTH, director, school broadcasting.

KPEC-TV Tacoma Ch. 56

Non-Commercial Educational Station

Licensee: Clover Park School District No. 400, 5214 Steilacoom Blvd., Tacoma, Wash. (98499).

Studio: & Transmitter: 4400 Steilacoom Blvd.

Telephone: Juniper 8-5261, Ext. 421 and 422.

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 21.4-kw visual, 10.7-kw aural. Antenna: 210-ft. above av. terrain, 198-ft. above ground, 470-ft. above sea level.

Latitude	47°	10'	31"
Longitude	122°	29'	37"

TV tape: Recording facilities.
 FM Affiliate: KCPS, .770-kw, 90.9 mc (No. 215), 116-ft. antenna.
 Ownership: Local school district. Walter Hutchinson, pres. of board;
 T. Olai Hageness, superintendent of schools.
 Began Operation: April 1, 1960.
 Personnel:
 J. ALBERT BREVIK, director of TV education.
 WILLIAM EVANS, chief engineer.
 ALEX CREWDSON, studio director.
 A. BELANGER, film director.

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KTPS
Tacoma
 Ch. 62

Non-Commercial Educational Station

Licensee: Tacoma School District No. 10, Central Administration Bldg., P.O. Box 1357, 8th & Tacoma Ave., Tacoma, Wash. (98401).

Studio & Transmitter: 1101 S. Yakima Ave.

Telephone: 383-1811, ext. 295.

Technical Facilities: Channel No. 62 (758-764 mc). Authorized power: 16.2-kw visual, 3.16-kw aural. Antenna: 420-ft. above av. terrain, 350.7-ft. above ground, 651.5-ft. above sea level.

Latitude	47°	15'	08"
Longitude	122°	26'	46"

TV tape: Recording facilities.

News Wire Service: AP.

Began Operation: September 25, 1961.

Personnel:

ROBERT P. SLINGLAND, director of TV education.
 MERLE KIMBALL, asst. director of TV education.
 RICHARD McDONALD, head radio-TV production.
 BERT ANDERSEN, chief engineer.

●

KYVE-TV
Yakima
 Ch. 47

Non-Commercial Educational Station

Licensee: Yakima School Dist. No. 7, 1105 S. 15th Ave., Yakima, Wash. (98902).

Studio: 1105 S. 15th Ave., Yakima.

Transmitter: Ahtanum Ridge Rd., 2-mi. S.W. of Union Gap.

Telephone: 453-0356.

Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 19.1-kw visual, 9.6-kw aural. Antenna: 860-ft. above av. terrain, 78-ft. above ground, 2050-ft. above sea level.

Latitude	46°	31'	58"
Longitude	120°	30'	33"

Ownership: Yakima School Dist. No. 7. M. L. Martin, supt. of schools, chmn. of operating committee; Arthur Church, secy.

Began Operation: Nov. 1, 1962.

Personnel:

DALE WILE, general manager.
 JOHN REID, chief engineer.

WISCONSIN

WBAY-TV
Green Bay
 Ch. 2

Licensee: Norbertine Fathers (St. Norbert College), 115 S. Jefferson St.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

1966 Edition

Washington & Wis. Educational

WHA-TV
Madison
 Ch. 21

Non-Commercial Educational Station

Licensee: University of Wisconsin, Radio Hall, Madison, Wis. (53715).

Office: 3313 University Ave. Telephone: 608-262-2720.

Transmitter: 5702 Tokay Blvd.

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 158-kw visual, 79.4-kw aural. Antenna: 740-ft. above av. terrain, 700-ft. above ground, 1742-ft. above sea level.

Latitude	43°	03'	20"
Longitude	89°	28'	43"

TV tape: Recording facilities.

News Wire Service: UPI.

AM Affiliate: WHA, 5-kw, 970 kc. FM Affiliate: WHA-FM, 21.5-kw, 88.7 mc (No. 204), 670-ft. antenna height.

Began Operation: May 3, 1954.

Represented (legal) by Dow, Lohnes and Albertson.

Represented (engineering) by Glenn Koehler, Madison, Wis.

Personnel:

H. B. McCARTY, executive director.
 STEVEN MARKSTROM, station manager & film buyer.
 BORIS FRANK, production supervisor.
 GEORGE SCHNEIDEWIND, program supervisor.
 CHARLES A. HUBER, supervising engineer.

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WMVS
Milwaukee
 Ch. 10

Non-Commercial Educational Station

Licensee: Board of Vocational & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

Studio: 1015 N. Sixth St.

Transmitter: 1100 E. Capitol Drive, Shorewood, Wis.

Telephone: 271-4341.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 159-kw aural. Antenna: 750-ft. above av. terrain, 1079-ft. above ground, 1432-ft. above sea level.

Latitude	43°	05'	24"
Longitude	87°	53'	47"

TV tape: Recording facilities.

Color Facilities: Slide.

Ownership: Board of Vocational & Adult Education. Officers: George A. Parkinson, director; Otto A. Jirikowic, pres.; Ralph E. Bowes, v.p.; Harold Story, secy. Also operates WMVT, Ch. 36, Milwaukee.

Began Operation: Oct. 28, 1957.

Personnel:

OTTO F. SCHLAAK, station manager.
 ROD THOLE, program manager.
 JOHN LEMKE, film supervisor & buyer.
 HAROLD G. WAGNER, chief engineer.

(Continued on next page)

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WMVT

Milwaukee

Ch. 36

Non-Commercial Educational Station

Licensee: Milwaukee Bd. of Vocational & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

Studio: 1015 N. 6th Street, Milwaukee.

Transmitter: 1100 E. Capitol Dr.

Telephone: 271-4341.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 228-kw visual, 21.9-kw aural. Antenna: 440-ft. above av. terrain, 1078-ft. above ground, 1717-ft. above sea level.

Latitude	43°	05'	24"
Longitude	87°	53'	47"

TV tape: Recording facilities.

Color Facilities: Film, slide.

Ownership: Board of Vocational & Adult Education. Officers: George A. Parkinson, director; Otto A. Jirikowic, pres.; Ralph E. Bowes, v.p.; Harold Story, secy. Also operates WMVS, Ch. 10, Milwaukee.

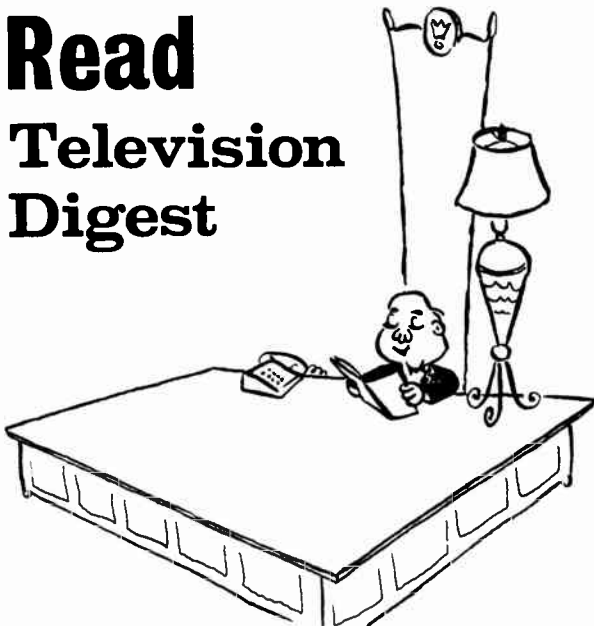
Began Operation: Dec. 20, 1962.

Represented (legal) by John Fleming.

Personnel:

GEORGE A. PARKINSON, executive director.
OTTO SCHLAAK, manager, WMVS & WMVT.
ROD THOLE, program manager.
JOHN LEMKE, film supervisor.
HAROLD G. WAGNER, chief engineer.

Top People Read Television Digest



For their reasons, turn to page 249-c

PUERTO RICO

WIPM-TV

Mayaguez

Ch. 3

Non-Commercial Educational Station

Licensee: Department of Education of P.R., Hato Rey, San Juan.

Studio: Darlington Apartment Bldg., Mayaguez.

Transmitter: 1.7-mi. SE of Cabo Rojo.

Telephone: 832-0164.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 35.5-kw visual, 17.8-kw aural. Antenna: 590-ft. above av. terrain, 209-ft. above ground, 816-ft. above sea level.

Latitude	18°	04'	11"
Longitude	67°	08'	03"

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: UP.

Ownership: See WIPR-TV, San Juan.

Am Affiliate: See WIPR-TV, San Juan.

Began Operation: March 19, 1961.

Represented (legal) by Arnold & Porter.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

See WIPR-TV, Ch. 6, San Juan.
F. RODRIGUEZ POZZI, resident program manager.
JOSE A. MARTI, resident engineer.

WIPR-TV

San Juan

Ch. 6

Non-Commercial Educational Station

Licensee: Department of Education of Puerto Rico, Hato Rey, San Juan. Telephone: 766-5701.

Studio: Hostos Ave., Hato Rey.

Transmitter: Aguas Buenas.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 920-ft. above av. terrain, 285-ft. above ground, 4149-ft. above sea level.

Latitude	18°	16'	00"
Longitude	66°	05'	05"

Holds CP for change to 53.7-kw visual, 5.37-kw aural, 2865-ft. above av. terrain, 1089-ft. above ground, 4044-ft. above sea level, transmitter to 21-mi. S of San Juan at Cerro La Santa, lat. 18° 06' 42", long. 66° 03' 05".

TV tape: Recording facilities.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: UPI.

AM Affiliate: WIPR, 10-kw, 940 kc. FM Affiliate: WIPR-FM, 384.0-kw, 91.5 mc (No. 218), 1516-ft. antenna height.

Began Operation: Jan. 6, 1958.

Represented (legal) by Arnold & Porter.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

JACK DELANO, general manager & program manager.
ANDRES F. QUINONES, assistant to gen. mgr. & film buyer.
PEDRO LUIS JIMENEZ, chief engineer.
MANUEL MENDEZ SAAVEDRA, assistant program manager.
HECTOR DE JESUS, administrative officer.
MRS. ARSILIA R. TORRES, public relations director.
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